

# The Effect Of Online Retailers And Perceived Risk On Repurchase Intention Mediated By Trust

*Online Retailer,  
Risk, Repurchase  
and Trust*

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## ABSTRACT

This study focuses on online retail consumers who actively make purchases through the leading e-commerce platform, namely Shopee. This study emphasizes more on consumer experience and psychological factors that influence their purchasing decisions. The purpose of this study is to investigate online retailers, perceived risk, and trust on online retail consumers' repurchase intention, by mediating the role of trust. This study aims to provide a better understanding of the factors that influence consumer repurchase intention in the context of e-commerce, so that it can provide valuable input for business practices in improving their marketing strategies and brand management. The sampling technique used is non-probability sampling that has and uses the online retail shopee. In this study, data was collected from 125 respondents who met the criteria. The results of the analysis show that online retailers on trust and trust on repurchase intention have a significant influence. The implications of this finding are that increasing repurchase intention through planned and consistent branding efforts can be the key to increasing consumer trust and preference.

**Keywords:** Online Retailers, Perceived Risk, Repurchase Intention, Trust, shopee

## INTRODUCTION

In the era of rapidly developing e-commerce, repurchase intention has become a major concern for researchers and business practitioners. Repurchase intention is an important indicator of consumer satisfaction and brand loyalty in the context of online retailers (Kim et al., 2009; Thamanda et al., 2024). Accurate measurement of repurchase intention is crucial in evaluating the performance and success of marketing strategies in a competitive online retailer environment (Imran et al., 2020; Meidiyanty et al., 2023; Sun et al., 2020). The importance of online retailers is increasingly under the spotlight as consumers become more aware of the importance of transparency and integrity in their interactions with online retailer platforms (Diatmono et al., 2020; Hair, Risher, et al., 2019; Imran et al., 2020). Online retailers provide an engaging experience when shopping online (Malaquias & Hwang, 2019; Mariam et al., 2020; Sukarno et al., 2020; Thamanda et al., 2024).

Perceived risk by consumers in the context of online purchases is a key factor influencing repurchase intention (Fachridian et al., 2024; Godey et al., 2018; Pratama et al., 2023b). Online shopping has many advantages, such as convenience and comfort, but it is also very vulnerable to Perceived risk, namely uncertainty and unfavorable consequences (Pratama et al., 2023a; Quareshi & Khanam, 2015; Rumaidlany et al., 2022). In an online retailer environment full of uncertainty, consumers tend to look for solutions that provide a sense of security and reduce risk in their transactions (Bachtiar et al., 2023; K. Kurniawati et al., 2024; Zhang et al., 2021). Consumer trust in online retailer platforms is a key element in building long-term relationships between consumers and

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brands (Nurcahyani et al., 2023; Rizky et al., 2023; Sarstedt et al., 2017). High trust can increase consumer loyalty and strengthen repurchase intention (Z. Huang & Benyoucef, 2013; Sutriani et al., 2024; Yunus et al., 2023).

Previous research has examined many variables that are relevant to this research. For example, research by Park & Yoo (2020) and (Mariam et al., 2023; Megawaty et al., 2024; Sinurat et al., 2024) has revealed the important role of Trust in the context of online retailers, while research by (Godey et al., 2018) highlights the impact of perceived risk on consumer behavior in an e-commerce environment. Consumer perceptions of online retailers and their impact on their purchasing decisions (Amalia et al., 2024; Ghazmahadi et al., 2020; Kalim et al., 2024; Mariam et al., 2022). Previous research objects also include concepts related to the variables to be studied. The design features of online retailers' platforms in building consumer trust (Khasanah et al., 2021; Mulyadi et al., 2020; Situmorang et al., 2023; Takaya et al., 2019). The influence of online reviews on consumer behavior in the context of e-commerce (Chandra et al., 2019; Mariam et al., 2021; Ramli et al., 2020; Utama et al., 2020).

Although there have been previous studies covering the variables to be studied, there are still research gaps that need to be explored further. Based on previous studies, the gaps that can be identified in the form of repurchase intention variables in the context of online retailers, perceived risk, and trust have not been comprehensively studied before and the direct relationship between online retailers, perceived risk, and trust in the context of repurchase intention is rarely carried out in previous studies and research that integrates these variables in the context of online retail consumers is still limited, so this study will provide a significant contribution in expanding the understanding of the factors that influence repurchase intention in the e-commerce environment.

The object of this research focuses on active online retail consumers. make purchases through leading e-commerce platforms. Previous studies may have focused more on specific aspects of the online retail industry, such as the technological aspect or the marketing aspect. However, this study places more emphasis on consumer experience and the psychological factors that influence their purchasing decisions. The purpose of this study is to investigate the influence of online retailers, perceived risk, and trust on online retail consumers' repurchase intention, with the mediating role of trust. This study aims to provide a better understanding of the factors that influence consumer repurchase intention in the context of e-commerce, so that it can provide valuable input for business practitioners in improving their marketing strategies and brand management.

## **LITERATURE REVIEW**

### **Repurchase Intention**

The importance of consumer repurchase intention as a success factor in e-commerce (Febriani et al., 2023; Y. K. Liao et al., 2021; Miaty et al., 2024; Supiati et al., 2021). Repurchase intention is actually predicted from actual behavior (Nurdiansyah et al., 2020; Ramli, 2019; Steven et al., 2023; Takaya et al., 2020). In addition, they stated that customer trust is one of the reasons for repurchase intention. According to Expectancy Confirmation Theory (Bhattacharjee, 2001; C. Liao et al., 2017) that purchase intention occurs based on the level of customer satisfaction with the previous use of the product, after making a comparison between the price and function of the product determines their desire to repurchase and continue to use the service. This shows that satisfaction and trust are important factors that influence consumer repurchase intention. Therefore, repurchase intention allows consumers to make another purchase after feeling satisfied with the previous purchase. Meanwhile, according to (Korir et al., 2012) Consumer repurchase intention is a complex and subjective process. During this process, customers are influenced differently by different times and stimuli (i.e. cultural, psychological, personal, technical, and product characteristics). Therefore, it is difficult to know which stimuli are stronger at a particular time.

### **Online Retailers**

The Ethics of Online Retail, CPEOR (Customer Perception Ethics of Online Retail) is defined as the principles and responsibilities of the company behind the website to deal with customers in a safe, confidential, fair and honest manner to protect the interests of

customers and increase customer trust in e-commerce companies for acting fairly and honestly during the transaction process (Novianti & Ramli, 2023; Ramli, 2020a; Roman, 2007). Research on e-commerce ethics is quite new, because (Vuorinen, 2007) In addition to discussing online business ethics and also discussing the importance of web ethics, where it is said that online business ethics produce a code of ethics because sites use various forms on their digital objects. In addition, several studies have identified the influence of online retailers based on shopping sites and word of mouth promotions. (Román & Cuestas, 2008) website trust and consumer loyalty (Limbu et al., 2011).

### **Perceived Trust**

Perceived trust as the credibility and goodness of online shopping as experienced by consumers such as trust related to feelings, expectations, promises fulfilled, beliefs related to online interactions, intentions, and behavior (Herzallah et al., 2022; Sylvia & Ramli, 2023; Sylvyani & Ramli, 2023). Perceived trust is the most important predictor of positive attitudes towards purchasing behavior, which in turn can positively influence purchase intentions on customer attitudes towards the company and ultimately increase purchase intentions for its products or services (Bugshan, 2020; Gunawan & Ramli, 2023; Mulya & Ramli, 2023; Sari & Ramli, 2023). Perceived trust is critical in building long-term relationships, according to consumer behavior and marketing literature (Harahap & Ramli, 2023; Hussein & Hapsari, 2021; Mariam & Ramli, 2022, 2023).

### **Perceived Risk**

Perceived risk is a combination of the perception of the possibility that something will go wrong and the perception of the seriousness of the consequences. According to Meuter et al., (2000) Perceived risk will be higher if it is negatively associated with shopping outcomes and consumer satisfaction. Bianchi & Andrews (2012) states that perceived risk is the lack of trust in online sites that influences consumer attitudes towards online shopping. Perceived risk is a subjective assessment of the potential losses that may occur and the public's negative perception of online shopping (Y.-T. Huang & Jian, 2015; Ramli, 2012; Salma & Ramli, 2023). Perceived risk as consumers' belief that they will experience unfavorable and unpredictable outcomes when making online purchases (Kadir & Ramli, 2024; Mariam & Ramli, 2021; Pelaez et al., 2019; Rinaldi & Ramli, 2023).

### **Trust**

Trust is an important role in purchasing decisions (Lăzăroiu et al., 2020) and become a tool to assess a person's relationship with other people who will carry out certain transactions in an unpredictable environment. (Ba & Pavlou, 2002). Trust is an important factor in e-commerce business because it helps keep things simple letting buyers privately weed out the actions of online sellers they don't want to understand (Eki & Ramli, 2024; Maharani & Ramli, 2024; Ramli, 2020b; Sullivan & Kim, 2018). such as the intention to buy more products, preferring to buy the product compared to competitors and the willingness to recommend the product to other potential customers (Dewi & Ramli, 2023; Indriani & Ramli, 2024; Ramli & Mariam, 2020; Samuel & Ramli, 2024).

### **The Relationship Between Online Retailers and Repurchase Intention**

According to (Hair, Sarstedt, et al., 2019) that online retailers are increasingly under the spotlight as consumers become more aware of the importance of transparency and integrity in their interactions with online retail platforms. Previous research has shown that consumers' perceptions of online retailers significantly influence their shopping decisions (E. Kurniawati & Ramli, 2024; Ramli & Novariani, 2020; Riegner et al., 2020). Previous researchers found that online retailers play an important role in determining consumers' desire to repurchase goods purchased online. The results of previous research conducted (Gholamzadeh, 2014) stated that online retailers significantly influence repurchase intention. (Limbu et al., 2012) explains that there is a direct relationship between online retailers and repurchase intention. Based on the explanation above, the hypothesis that can be proposed is H1. Online retailers influence on repurchase intention

### **Relationship Between Perceived Risk and Repurchase Intention**

According to Zhang et al., (2017) perceived risk is full of uncertainty, consumers tend to look for ways to make their transactions safer and reduce losses when repurchasing. Furthermore, perceived risk is the consumer's belief that consumers will experience unfavorable and unpredictable results when making repurchase intentions online. (S. Park & Tussyadiah, 2017). Perceived risk can shape consumer attitudes and influence repurchase intentions (Kim et al., 2008; Yoon and Chung, 2018). This is because consumers will avoid the risks that will occur when transacting online (Arbol & Ramli, 2024; Chang, 2011; Mariam & Ramli, 2020; Rahmawati & Ramli, 2024). The results of previous research conducted by Godey et al., (2016) states that perceived risk by consumers in the context of online purchases is the main key that influences consumer repurchase intention. Based on the explanation above, the hypothesis that can be proposed is. H2. Perceived Risk has an effect on repurchase intention.

### **The Relationship Between Online Retailers and Trust**

When shopping online, consumers are faced with concerns about possible losses. According to (M. Park & Yoo, 2020) Trust is very important in online retailers, because it is essential to build long-term relationships between consumers and brands. According to previous research Yang et al., (2015) Consumer perceptions of online retailers that provide convenience and maintain personal information to reduce the risks that will occur can increase consumer trust. Online retailers provide a sense of trust to consumers for advice and information that has been tailored to consumer needs (Roggeveen et al., 2021) So based on the explanation above, the hypothesis that can be proposed is as follows:

H3. Online retailers influence trust

### **The Relationship Between Perceived Risk and Trust**

Perceived risk is one of the obstacles for consumers to accept new features. When deciding to use the feature or not, consumers compare the dangers that will arise with the ease of the feature. Previous research says that there is a relationship between perceived risk and perceived trust because user trust can increase if the perceived risk is as low as possible (Malaquias & Hwang, 2019). Finally, consumers do not want to use the new features, which results in consumer distrust of online retail. (Gregg & Walczak, 2008). Therefore, previous research argues that perceived risk has a negative impact on consumer trust. (Eid, 2011) So based on the explanation above, the hypothesis that can be put forward is as follows: H4. Perceived risk has an effect on trust.

### **The Relationship Between Trust and Repurchase Intention**

According to Siau & Shen (2003) Trust between e-commerce relationships can be established between consumers and sellers if both parties believe in each other's honesty, which results in consumers returning to make repeat purchases, trust will increase when the trusted party shows behavior in accordance with consumer expectations. According to previous research, trust has a positive impact on consumers to make repeat purchases. (Elliott & Speck, 2005). High trust can increase customer loyalty and increase repurchase intention (Z. Huang & Benyoucef, 2013; Imran & Ramli, 2019). So based on the explanation above, the hypothesis that can be proposed is as follows:

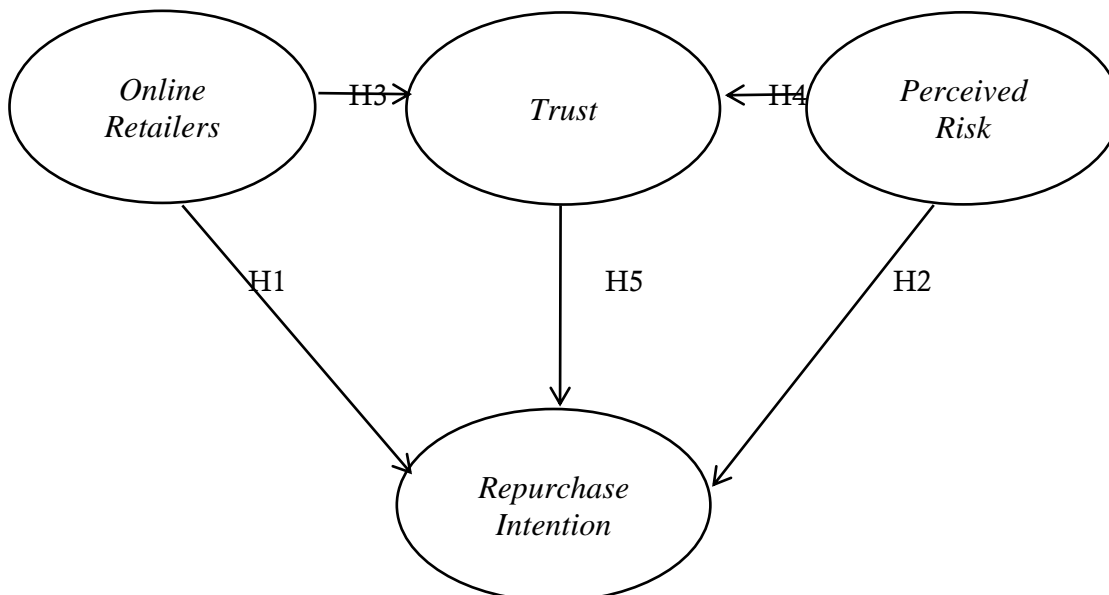
H5. Trust plays a mediating role in repurchase intention.

## **METHODS**

This research is quantitative using purposive sampling method where this type of research is descriptive. This study aims to determine the form of relationship between 4 variables, namely online retailers, perceived risk, repurchase intention and trust. The operationalization of variables in this study refers to several previous studies. The independent (exogenous) variable in this study is online retailers which are adapted from (Nardal, S., & Sahin, 2011; Roman, 2007) consists of 9 questions, perceived risk adapted from (Featherman & Pavlou, 2003; Yang et al., 2015). Consisting of 8 questions. The dependent variable (endogenous) in this study is repurchase intention which is adapted from (Wang et al., 2023). Consisting of 3 questions. The mediator variable in this study is trust which is adapted from (Jou et al., 2024). Consists of 5 questions. Thus, the total items used in this questionnaire are 25 indicators. The data collection for this study used a survey with a questionnaire, which is a method or method of collecting data by

sharing statements with respondents using a Google form and distributed through social media such as Whatsapp and Instagram. The sampling technique used is non-probability sampling, which is a sampling technique that does not provide the same opportunity or chance for each member of the population to be selected as a sample. The type of non-probability sampling that will be used to collect data is purposive sampling, which is determining the sample based on certain criteria that will be used and in accordance with the objectives, with the following criteria: Shopee application e-commerce consumers, Aged 17-45 years. Have used the Shopee application for at least 6 months, and have made at least 2 purchases. The number of samples needed for this study is around 125 respondents, which has been determined based on the size recommended by (Magno et al., 2022) with the formula  $N = 5 \times n$ . With  $N$  = Number of questionnaires (then  $N = 25 \times 5 = 125$ ). This study uses a quantitative method with a cross-sectional survey. The survey was conducted online to collect data from respondents who actively shop on online retail platforms. This approach allows for a deeper understanding of the relationship between the variables studied.

Based on the previous hypothesis, the research model can be illustrated as shown in Figure 1 below:



**Picture 1. Research Model**

In this study, structural equation modeling (SEM) data analysis, which is a combination of factor analysis and regression analysis, was used. Smart PLS software was used to manage and analyze the data in this study. Data analysis consisted of two stages. The first stage is the outer model, where the validity test was carried out by testing Convergent Validity and Discriminant Validity. The Convergent Validity test was carried out by ensuring the loading factor value  $>0.70$  and Average Variance Extracted (AVE)  $>0.50$  (Hair et al., 2013). Discriminate Validity Test involves a correlation standard between constructs and measurement items that are greater than other constructs. Furthermore, a reliability test is conducted using Cronbach alpha and composite reliability with a reliability standard of  $\geq 0.70$  (Hair et al., 2013). The second stage is the inner model, where the R-square value is used to assess the strength of the model, with certain values indicating different levels of strength if the R-square value is 0.75, 0.50, 0.25 it can be concluded that the inner model is strong, moderate and weak. In addition, the hypothesis is tested by comparing the path coefficient value at the 5% level of  $> 0.05$  to determine whether the hypothesis is accepted or not. (Hair et al., 2013).

## RESEARCH RESULT

### Demographic Test

Based on the results of the distribution of questionnaires conducted online via google form with respondent data that meets the criteria of 125 respondents. Demographic data from

125 respondents shows the composition of the majority of men (55.5%), women (44.5%). For the age range of 17-25 years (79.1%), age 26-35 years (17.1%) and age 36-45 years (3.9%). Then the type of work of the majority of respondents is undergraduate students, with the majority of student status (55.8%), respondents with private employee status (38.8%), civil servant respondents (3.1%). Domicile data, Jakarta (81.4%), Bekasi (9.3%), Tangerang (6.2%). Respondents' income is below Rp. 1,000,000 (45.7%), Rp. 1,000,000 - Rp. 3,000,000 (17.8), respondents' income is Rp. 3,000,000 - Rp. 5,000,000 (29.5) and respondents' income with income above Rp. 5,000,000 (7%). All respondents are users of the Shopee shopping site, and have a Shopee shopping application/account

**Validity and Reliability Test**

**Table1. Construct Reability And Validity**

Constructs	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Online Retailers	0.945	0.947	0.954	0.722
Trust	0.916	0.920	0.937	0.749
Repurchase Intention	0.779	0.901	0.846	0.647
Perceived Risk	0.896	0.904	0.920	0.658

Source: data processed by the author, 2024

In table 1, the reliability test shows that all research variables meet the established standards. Cronbach's alpha and composite reliability for each variable are greater than 0.70.(Hair et al., 2013)which shows good internal consistency in measurement. Specifically. Online retailers have a Cronbach's alpha value of 0.945 and a composite reliability of 0.945; Trust with values of 0.916 and 0.937;Repurchase Intentionwith values of 0.779 and 0.846; as well asPerceived Riskwith values of 0.896 and 0.920. These values indicate a high level of consistency in each variable, and it can be concluded that all indicators and questionnaires used have a good level of reliability, supporting the validity and consistency of measurement in this study. Furthermore, table 2 also explains the construct validity test evaluated through the Average Variance Extracted (AVE). The values (AVE) obtained (Online Retailers = 0.722, Trust = 0.749, Repurchase Intention = 0.647 and Perceived Risk = 0.658) exceed the limit of 0.50, which indicates that each variable has a fairly high level of variance explained by its own indicators.

Overall, the results of the validity and reliability tests indicate that the measurement tools used in this study have a high level of consistency and can be relied on to measure the construct variables studied. In addition, guaranteed construct validity provides confidence that the device can actually measure the variables to be observed.

**Hypothesis Test (t-Test)**

**Table 2. Hypothesis Testing**

Hypothesis	Hypothesis Statement	Original Sample	T Statistics	P values	Information
H1	ONLINE RETAILERS-> REPURCHASE INTENTION	-0.064	0.409	0.683	Data Does Not Support Hypothesis
H2	PERCEIVED RISK-> REPURCHASE INTENTION	0.113	1,379	0.168	Data Does Not Support Hypothesis
H3	ONLINE RETAILERS-> TRUST	0.858	22,894	0.000	Data Supports Hypothesis
H4	PERCEIVED RISK-> TRUST	-0.053	0.938	0.348	Data Does Not Support Hypothesis
H5	TRUST-> REPURCHASE INTENTION	0.773	5.321	0.000	Data Supports Hypothesis

The results of the hypothesis test show significant findings in the relationship between variables in this study. Online Retailers affect Repurchase Intention (H1) and Perceived Risk affects Repurchase Intention (H2) did not get significant support ( $T = 0.409$ ,  $p = 0.683$ ) and ( $T = 1.379$ ,  $p = 0.168$ ), identifying a more limited impact on the Repurchase Intention stage. Furthermore, Online Retailers mediate Trust (H3) is strongly supported, indicating that Online Retailers have a significant positive impact on Trust ( $T = 22.894$ ,  $p = 0.000$ ). Then Perceived Risk mediates Trust (H4) does not get significant support ( $T = 0.938$ ,  $p = 0.348$ ), identifying a more limited impact on the Trust stage. Finally, Trust influences Repurchase Intention (H5) which is also significantly supported ( $T=5.321$ ,  $p=0.000$ ), confirming that Trust influences consumer Repurchase Intention.

**Coefficient of Determination Test (R2)**

**Table3. R-square**

	<b>R-square</b>	<b>R-square adjusted</b>
<b>TRUST</b>	0.774	0.770
<b>REPURCHASE INTENTION</b>	0.464	0.451

Source: data processed by the author, 2024

Based on table 2. The R-Square analysis in this study provides insight into how much variation in the mediating variable (Trust) has an R-Square value of 0.774, which means that around 77.4% of the variation in Trust can be explained by the independent variables in this study. Meanwhile, the Adjusted R-Square value of 0.770 provides an adjustment to the number of independent variables used in the model, and this result indicates around 77%. With this value, structural capital shows a substantial level of explanation and meets the criteria for predictive power which is considered moderate to substantial.

In the Repurchase Intention variable, the R-Square value of 0.464 indicates that around 46.4% of the variation in repurchase intention can be explained by the measured independent variables. Meanwhile, the adjusted R-Square value of 0.451 illustrates the adjustment to the number of independent variables, with around 45.1%. With this value, structural capital shows a substantial level of explanation and meets the criteria for predictive power which is considered moderate to substantial.

**DISCUSSION**

If we look at the demographic aspect, the respondent data shows that the majority of respondents are male (55.5%) and female (44.5%), so there is no significant difference in the perception of online retailers towards repurchase intention between the two genders. Not only seen from gender but also when viewed from the dominant age of respondents is 17-25 years (79.1%), which shows that online retail, especially Shopee, is a platform that can be used by several groups. The findings regarding Online Retailers influencing Repurchase Intention (H1) show that there is no influence of online retailers on repurchase intention. This means that the behavior of online retailers in making consumer decisions can not only be influenced by the interaction and communication between sellers and consumers. Online retailers cannot influence the decision of repurchase intention because online retailers Shopee makes consumers not want to make transactions again. This means that the existence of online retailers Shopee who cannot provide satisfaction when consumers shop which results in consumers not wanting to make repeat purchases. This finding is inconsistent with research by (Ardhana et al., 2024; Arifah et al., 2024; Gholamzadeh, 2014; Hair et al., 2020; Saputra et al., 2024), which emphasized that shopping and marketing activities in the online retailer Shopee can influence repurchase intention.

The findings regarding Received Risk affecting Repurchase Intention (H2) show that there is no influence of perceived risk on repurchase intention. This means that consumer perceived risk can make consumers more careful when choosing online retail on Shopee, where online retail is full of uncertainty that makes consumers tend to look for ways to make transactions safer and reduce losses that will occur when repurchasing. Perceived risk cannot affect repurchase intention in online retail Shopee because when consumers

want to buy goods, they tend to make repeat orders rather than looking for the desired goods again. This finding is not in line with research by Choi et al., (2013) and research by Zhang et al., (2017). This finding confirms that perceived risk can shape consumer repurchase intention, which makes a positive contribution to building purchase intention.

Furthermore, the findings on Online Retailers Affecting Trust (H3) show that online retailers have an impact on trust. In other words, consumers tend to trust and consider opinions and reviews posted on online retailers as important. They also tend to trust recommendations from people who are considered to have expertise in the repurchase intention decision process. Because online retailers promote their products well, online retailers can influence consumer trust. Although online retailers can increase consumer trust and influence their purchasing decisions, the complexity lies in the long-term relationship between consumers and brands. In addition to promoting products well and establishing long-term relationships, online retailers always provide comfort and maintain consumers' personal information which makes consumers want to make repeat purchases. This is in line with research showing that online retailers influence trust Park & Yoo (2020) and research Yang et al., (2015), which confirms that online retailers Shopee can influence consumer trust.

Then, the findings regarding Perceived Risk influencing Trust (H4) show that there is no influence between perceived risk and trust. This means that consumer perceived risk makes consumers lose confidence in making transactions at online retailer Shopee, making consumers switch to using other online retailers. In other words, when consumers feel that online retailer Shopee is no longer trustworthy or lack confidence in making transactions again, this will not affect their perception of the products promoted by online retailer Shopee. This finding is not in line with research Malaquias & Hwang (2019). We hypothesize that perceived risk has an effect on trust, but the results do not support it. This may be because respondents do not feel the direct antecedents of perceived risk and trust in online retail Shopee (Lee & Song, 2013) This confirms that perceived risk has a positive impact on consumer trust.

Finally, the findings on Trust mediating Repurchase Intention (H5) show that perceptions of consumer trust have a significant impact on repurchase intention. In other words, when consumers have a good perception of Shopee online retail, both in terms of reputation, price and quality of the products offered, consumers tend to like Shopee online retail because the prices tend to be cheaper and have good quality. Consumer trust can influence their decision to make repeat purchases at the same online retail. In other words, consumer trust provides a positive impetus for consumers to make repeat purchases at Shopee online retail. By considering demographic factors, the results of the respondent demographics support the findings that trust has a mediating influence on repurchase intention. Of the 125 respondents, the majority of them are Shopee users (100%). This finding is in line with the results of the study (Elliott & Speck, 2005) which highlights the positive role of trust and repurchase intention especially in the context of online retail.

## **CONCLUSION**

This study has important value in increasing understanding of factors that influence consumer perceptions of online retailers, perceived risk on repurchase intention in a model and also highlights the role of trust in mediating repurchase intention especially in the context of online retail. This study aims to investigate the role of perceived risk in the relationship between online retailers, repurchase intention and trust. The results of the study indicate that online retailers do not affect repurchase intention, the role of perceived risk does not affect repurchase intention, online retailers affect trust, perceived risk does not affect trust and the role of trust has a mediating effect on repurchase intention. Therefore, online retailers must focus on strategies and minimize the risks that consumers will experience when making transactions to provide a sense of security to build positive consumer perceptions to make repeat purchases.

This study provides valuable insights where, the selection of samples that are not limited

to online retail users shopee and make purchase transactions. In addition, the measurement of variables there are external factors, such as competition between online retailers, changes in consumer preferences or changes in the global market that can also affect consumer repurchase intentions that cannot be controlled are also important aspects that must be considered in evaluating the results of this study. When online retail Shopee understands the limitations of this study, they can take more convincing actions to strengthen their position in the market and achieve long-term success. By understanding these limitations, they can develop more efficient strategies to respond to market dynamics and changing consumer needs.

### Managerial Implications

The findings of this study provide substantial managerial implications for online retailers shopee. Increasing repurchase intention through planned and consistent branding efforts can be the key to increasing consumer trust and preference. Perceived risk by consumers can be minimized by updating the features contained in online retail. Shopee can be a great tool to increase consumer interaction and engagement. Therefore, online retail shopee can use it better to increase customer repurchase intention and influence their purchasing decisions. In addition, the security of personal data in online transactions shopee is guaranteed confidentiality which can make consumers feel safe when making transactions, and make consumers visit online retail shopee to make repeat purchases.

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**VARIABLE OPERATIONAL APPENDIX**

<b>Online Retailers</b>	
1	The experience policy of this online retailer shopee is very easy to understand
2	Shopee always displays terms and conditions before a purchase transaction occurs.
3	Online retailers in shopee provide a safe offer for making transaction payments
4	I believe online retailers in shopee are trustworthy
5	The security of personal data in online transactions is guaranteed to be confidential.
6	Online retailers in shopee provide attractive offers
7	I believe online retailers in shopee give the same price
<b>Perceived Risk</b>	
8	Online shopping on the Shopee site takes a lot of time, because it is difficult to find a suitable site for shopping.
9	When making payment transactions on Shopee, consumers will have difficulty requesting a refund if they buy the wrong product.
10	In my opinion, using a credit card to make billing transactions on the Shopee platform is not safe.
11	Shopee app does not have service recovery tracking mechanism
12	When making transactions on Shopee, there is a possibility that a virus will infect the device used when making the transaction.
13	Purchasing goods on an untrusted Shopee site can result in the leakage of consumers' personal data.
14	Every time you make a transaction payment on Shopee, you will always be charged additional fees and services.
<b>Repurchase Intention</b>	
15	I made repeat purchases for the needs I need on Shopee
16	In my opinion, I prefer online shopping compared to offline shopping.
17	I will use this shopee shopping site regularly
<b>Trust</b>	
18	I believe that the shopee shopping site is safe and provides satisfactory service.
19	I am sure and believe that the Shopee shopping site cares about customer trust.
20	I am sure that shopping on the Shopee site will always respect the complaints of its users.
21	I believe that the online shopping site Shopee will keep its users' personal data confidential.