# Repurchase Intention: The Role of Trust, Perceived Usefulness, and Satisfaction

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**ABSTRACT**

This study aimed at obtaining an overview and analyzing repurchase intention in e-commerce based on trust, perceived usefulness, and customer satisfaction. The existence of e-commerce changes customer behavior in purchasing travel or transportation tickets and provides the option to repurchase or switch to other e-commerce applications. The research used descriptive, quantitative, and causality. Purposive sampling was used where the respondents were customers who have been and are still buying tickets through Tiket.com. The data processing techniques employed path analysis with SEM-PLS. The study results show that repurchase intentions only get the role of trust and satisfaction. These results show that the Tiket.com application can make consumers believe or be satisfied and impact repurchasing interest in the Tiket.com application for their next trip. The perceived usefulness of the application has a role in making consumers satisfied.

*Keywords: Perceived Usefulness, Repurchase Intention, Satisfaction, Trust.*

## 1. INTRODUCTION

behavior and what consumers need [1]. This behavior is in line with the use of the internet as part of technological progress, which provides opportunities for doing business online [2]. Online business requires a strategy to win the competition, especially to attract new customers and to retain customers. This strategy is vital for companies to build good relationships with customers [3]. The challenge for companies is to make customers interested in making repeat purchases and then make long-term customers [4] and make customers feel satisfied because their needs can be met from using the products [5].

The customers' goal of a product is one that influences customers' intention in repurchasing the product [6]. These feelings arise after using the product [7] on the product's performance [8]. Customers who have positive responses to past actions will continue with positive thoughts about what the person received that will enable them to make repeat purchases [9,10]. The better the service perceived by customers plays a role in affecting high customer satisfaction, and in the end, it will play a role in repurchase intentions and less switching behavior to other products or services. [11]

Tiket.com is one of the e-commerce sites that sells travel tickets online. The pre-survey results revealed problems with Tiket.com, such as delays or errors in making tickets, inappropriate hotel orders, and there were already customers who did not want to buy at Tiket.com. [12]. These results indicate that there is a problem with satisfaction and repurchase intention Tiket.com.

Customers are interested in repeat purchases. They tend to evaluate their experience to assess the performance of a product or service after being consumed. After that, they evaluate trust in the product or service [13]. Customers who believe in particular e-commerce can generate repurchase intention and eventually become customers for a long time, although online shopping is riskier than offline or traditional shopping [14]. In contrast to the research results [15], trust has no role in repurchase intention.

For customers who trust a vendor or e-commerce application, the vendor or application can inevitably fulfill their perception of feeling the benefits for themselves [16, 17]. Individuals tend to carry out several online transactions when the use of proficiency level is considered beneficial, meaning that the technology used by the company in conveying information can be easily

used by consumers [16-18]. Consumer buying experience and positive perceptions of shopping websites can be improved if the website has high benefits for consumers.[12] In contrast to research [19], perceived usefulness does not affect customers' intention in making repeat purchases.

## 1.1. Research Questions

The formulation of the research questions is as follow:

1. Is there a role for trust and perceived usefulness on repurchase intention and satisfaction?

2. Is there an effect of satisfaction on repurchase intention?

## 1.2. Research Purposes

Research purposes are:

1. To find out the role of trust and perceived usefulness on repurchase intention and satisfaction

2. To find out the effect of satisfaction on repurchase intention

## 2. METHODS

The type of this research is quantitative and causality. The population taken was Tiket.com customers in the Greater Bandung area.

Non-probability sampling technique was used in this study, with purposive sampling. The questionnaire uses a Likert scale from a rating range of 1 to 5. Respondents who can fill out the questionnaire must meet the criteria that the respondent has been or is still a consumer of tiket.com.

Path Analysis with Structural Equation Modeling (SEM) was used in data processing because there is an indirect effect on a dependent variable, and in this study, more comprehensive data is needed. The number of samples taken when using PLS was 30-100 respondents [20] or taken from the number of indicators multiplied by 5-10 times [21]. In this study, there are 25 indicators, with the number of indicators being a sample of 125- 250 respondents. Therefore, this study set a minimum sample of 30 and a maximum of 250 respondents.

## 3. RESULTS AND DISCUSSION

Questionnaires were distributed online (google form) and offline. As many as 105 questionnaires were returned, but only 100 met the predetermined sample criteria, specifically for those distributed offline; an additional criterion was a filled questionnaire.
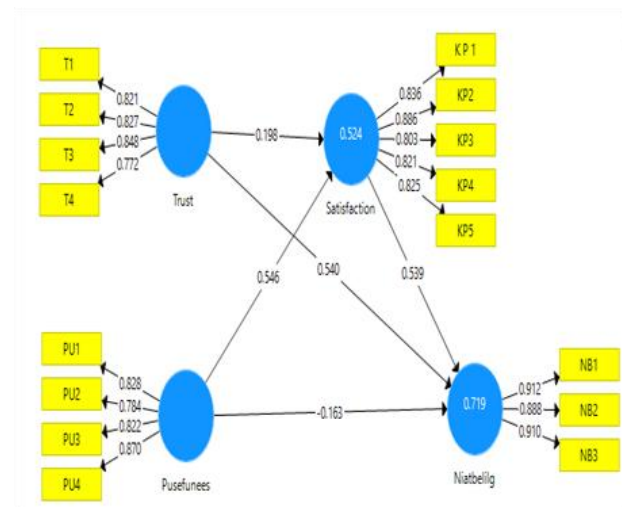
### 3.1. Result



**Figure 1.** Path Analysis

The loading factor coefficient is above 0.7 (figure 1), meaning that there is no need to modify the new model because all indicators in the model are said to be fit. The Loading Factor (LF) value is also said to be valid, so it can be said that this research can be continued to test the hypothesis.

The evaluation of construct reliability values was measured by Cronbach's Alpha and Composite Reliability values, with Cronbach's Alpha values > 0.7, meaning that the research indicators were consistent in measuring the constructs. The results of the construct reliability test are based on convergent validity; that is, by looking at the AVE value, it is known that the AVE value is > 0.5. This shows the magnitude of the indicator variance contained by the construct.

The results of the t-test are known that two influences have a P-value greater than 0.05; those are the effect of perceived usefulness on repurchase intention (0.187 > 0.05) and trust on satisfaction (0.321 > 0.05). This means H4 and H2 rejected or Ho2 and Ho4 accepted. In other words, perceived usefulness did not affect repurchase intention, and trust did not affect tiket.com customer satisfaction.

### 3.2. Discussion

Research shows that H1 is accepted, satisfaction has a vital role in repurchase intention, as stated by previous researches [5;6]. This was because the performance of tiket.com can be said to be good and follows what consumers expect.

Research shows that H2 is rejected, meaning that it does not support [10], which states that trust influences satisfaction. This might be caused by many e-commerces offering different prices and promotions, making trust not the main thing.

The role of trust in the repurchase intention of tiket.com supports previous research [10]. This might be caused by customers who still believe in buying from tiket.com, and it shows that tiket.com can improve its quality so that consumers keep on buying.

The results show that H4 is rejected, where perceived usefulness and repurchase intentions show no relationship. This result may indicate that consumers may rely less on perceived benefits because they recognize the value of a product or service from online purchases [19]. Another possibility is that customers feel that tiket.com cannot provide more benefits. In addition, it could be because many e-commerce offers more advantages compared to tiket.com. These results support research [19] which showed that repurchase intention did not influence perceived usefulness. These study results are different from [10] and [16], which state that perceived usefulness influences repurchases intentions.

## 4. CONCLUSIONS

Satisfaction and trust influence repurchase intentions in e-commerce. This research still has shortcomings that allow future developments to be carried out. Further research can increase the number of samples, expand the scope of the research area, examine using other factors, and the research is longitudinal.

## ACKNOWLEDGMENTS

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