

DETERMINANTS OF REPURCHASE INTENTIONS THROUGH CUSTOMER TRUST ON BRAND X'S WEBSITE

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ABSTRACT

This research was conducted to determine the direct and indirect influence of web design quality and service quality on repurchase intentions, through trust in brand X's website in Jakarta. This study was conducted by distributing questionnaires. The sample used in this study was 100 respondents in Jakarta who had purchased products on the brand X's website. This study used a non-probability sampling with purposive sampling techniques. Data is processed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) software. The result of this study shows that web design quality can affect trust, yet it cannot affect repurchase intentions directly. Furthermore, service quality can affect trust and repurchase intentions directly. Then trust can influence repurchase intentions. Web design quality can influence repurchase intentions indirectly through trust, however service quality cannot influence repurchase intentions through trust. The benefit of this research is to encourage e-commerce companies to pay more attention to their web design and service quality, as this can increase customers' desire to make repurchases.

Keywords: *Web Design Quality, Service Quality, Trust, Repurchase Intentions*

1. INTRODUCTION

The development of the internet and technology has changed numerous aspects of life including the way business is done digitally. This mainly has an impact on businessman and women by making the internet a medium to sell and distribute their products online, known as e-commerce (Pricillia *et al.*, 2020). The rapid rise of e-commerce in Indonesia is evidenced by the enormous quantity of consumer goods purchased via e-commerce in Indonesia. The number of e-commerce purchasing activities in Indonesia has led many companies to start providing online media to satisfy the needs of their customers. Yet in spite of that, the success of an e-commerce business depends not only on the number of visitors or initial sales, but also on the repurchase interest of customers. Repurchase interest is the buyer's intention or desire to return to the same store after having their initial experience and using that experience to make a decision (Fang *et al.*, 2014). In this context, there are several factors which can influence the tendency to make customers repurchase interest in e-commerce, especially in the importance of web design quality and service quality to encourage repurchase interest (Wilson & Keni, 2018). Trust is another undeniably important thing to pay attention to on online shopping sites (Puspitasari & Briliana, 2017). Trust becomes the main gear in impacting the transactions in online businesses (Watu, Suprpto & Sugandini, 2021).

Trust can be defined as one's desire to rely on other parties in terms of transactions or exchanges (Moorman, Deshpande & Zaltman in Gultom, Arif & Fahmi, 2021). Only customers who have trust will be courageous enough to complete transactions through internet media (Siagian & Cahyono, 2014). Improving the quality of web design and service quality is a gear of customer trust. Service quality is a service provider which can meet customer needs or expectations (Adekunle & Ejechi, 2018). Service quality in e-commerce plays a crucial role in shaping customer

experience and determining repurchase intentions. However, research conducted by Pricillia *et al.*, (2020) had found that service quality has a positive and significant effect on repurchase interest in Shopee e-commerce. Yet, this positive statement contradicts the research conducted by Ramadhan & Santosa (2017) which found that service quality has a negative and insignificant effect on repurchase intentions in Nike shoes. Research conducted by Pricillia *et al.*, (2020) also found that web design quality has a positive and significant effect on repurchase interest in Shopee e-commerce. Nevertheless, this statement contradicts the research conducted by Hariadi & Sulistiono (2021) which found that web design quality has an insignificant effect on repurchase intentions OLX's online website in Bogor.

The success of an e-commerce business can also be influenced by several online consumer behaviors which are different from consumers who make purchases directly. Theory of Planned Behavior can influence a person's intention to act through attitudes toward behavior, subjective norms toward behavior, and perceptions of behavioral control (Ajzen, 2005). Online consumers will be faced with a website as a representation of a company. The content and usability of a website plays a vital role in making consumers feel comfortable with the website (Hastuti, 2013). Web design quality is an aspect of website technology consisting of layout, appearance, and navigation (Bahari *et al.*, 2018). Thus, companies in e-commerce websites must continue to analyze ways to improve the quality of web design in order to produce a user-friendly website (Piarna, 2014). A well-designed website will be easier to use and more appealing to users, increasing their desire to shop on the website. In spite of that, in 2022 there was a problem on brand X's website which harmed users with the order cancellation feature that was disabled and shipping costs that were written free yet was charged full to users (Johnny, 2022). This will undoubtedly impact repurchase interest and user trust. As a result, improved and updated web design will increase user trust (Pohan and Aulia, 2019).

Web Design Quality

Web design quality refers to the evaluation of all aspects of a website, such as navigation, language, functionality, and compatibility with user preferences (Wilson & Keni, 2018). According to Wakefield *et al.* (Bahari *et al.*, 2018), web design quality is an aspect of website technology which includes layout, functionality, and navigation. Al-debei, Akroush, and Ashouri (Iskandar & Bernarto 2021) then stated that web design quality refers to the overall quality and functionality of a website based on its design and processes. Based on this description, web design quality may be defined as a technical aspect that includes functionality, navigation, and language that has a design as well as a smooth, easy, and efficient process.

Service Quality

Service quality is a company's commitment which focuses on the empowerment of its employees to find the best way to satisfy customer needs (Perreault, Cannon & McCarthy, 2011). According to Schiffman & Wisenblit (2019) service quality is the perception between expectations and customer assessments of the actual service provided Then Adekunle & Ejechi (2018) state that service quality is the extent to which service providers can meet customer needs or expectations. Based on this description, it can be concluded that service quality is the perception of the extent to which the services provided by the company meet customer needs or expectations.

Trust

Trust is an individual's belief in the promise of another person, brand, or company's actions (Perreault, Cannon & McCarthy, 2011). According to Kotler & Keller (2016), trust is a company's propensity to rely on business partners who possess interpersonal and interorganizational elements

such as competence, integrity, and honesty. Further explained by Moorman, Deshpande & Zaltman (Gultom, Arif & Fahmi, 2021) state that trust is a person's willingness to rely on other parties involved in transactions or exchanges. Based on this description, it can be concluded that trust is a person's belief that the product, brand, or company where they make a purchase transaction can be trusted and relied upon.

Repurchase Intentions

Repurchase intention occurs when consumers repurchase the same brand, product, or service (Goh *et al.*, 2016). According to Ilyas *et al.* (2020), repurchase interest is a consumer's desire to repurchase a product after experiencing its benefits and quality. Then Trivedi and Yadav (2018) define repurchase intentions as a consumer decision to acquire and promote a brand while ignoring other options. Based on this definition, repurchase intentions is a consumer's intention to repurchase a brand, product, or service that has perceived benefits and quality.

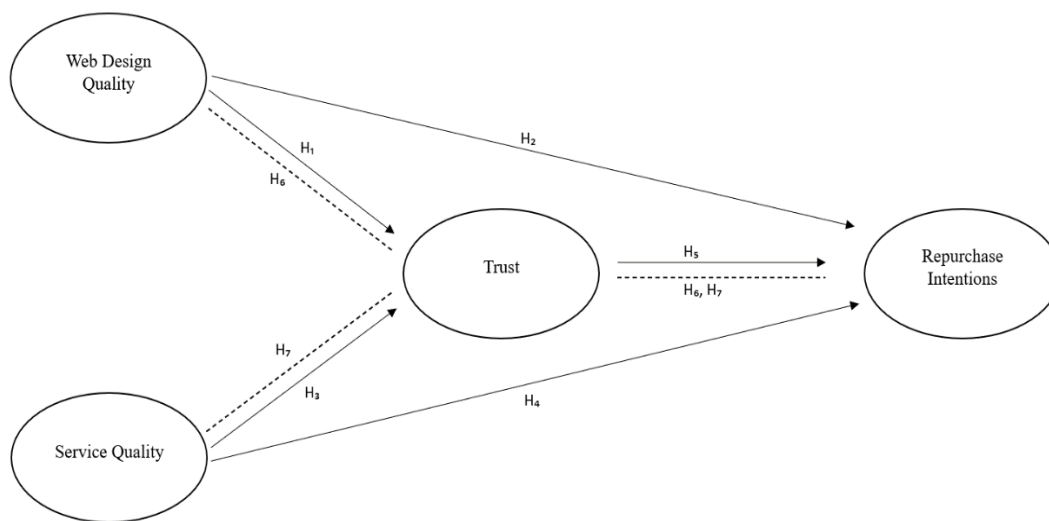


Figure 1. Research Model

Interconnection Between Web Design Quality and Trust

Pricillia *et al.*, (2020); Ramialis & Besra's (2021) in the research elaborates the results that web design quality has a positive and significant effect on trust. The following hypothesis can be made based on the findings of previous research:

H₁: Web design quality has a positive and significant effect on trust.

Interconnection Between Web Design Quality and Repurchase Intentions

Pricillia *et al.*, (2020); Iskandar & Bernarto (2021) in their research showed the results that web design quality has a positive and significant influence on repurchase intentions. The following hypothesis can be made based on the findings of previous research:

H₂: Web design quality has a positive and significant effect on repurchase intentions.

Interconnection Between Service Quality and Trust

Pricillia *et al.*, (2020); Pramana & Rastini (2016) in their research shows the results that service quality has a positive and significant effect on trust. The following hypothesis can be made based on the findings of previous research:

H₃: Service quality has a positive and significant effect on trust.

Interconnection Between Service Quality and Repurchase Intentions

Saleem, Zahra & Yaseen (2017); Pricillia *et al.*, (2020) in their research indicate that service quality has a positive and significant effect on repurchase intentions. The following hypothesis can be made based on the findings of previous research:

H₄: Service quality has a positive and significant effect on repurchase intentions.

Interconnection Between Trust and Repurchase Intentions

Saleem, Zahra & Yaseen (2017); Pricillia *et al.*, (2020) in their research show the results that trust has a positive and significant effect on repurchase intentions. The following hypothesis can be made based on the findings of previous research:

H₅: Trust has a positive and significant effect on repurchase intentions.

Interconnection Between Web Design Quality and Repurchase Intentions Through Trust as a Mediating Variable

Pricillia *et al.*, (2020); Wilson & Keni, (2018); Watu, Suprpto & Sugandini, (2021) in their research show the results that web design quality can influence repurchase intentions through trust as a mediating. The following hypothesis can be made based on the findings of previous research:

H₆: Web design quality has a positive and significant effect on repurchase intentions through trust.

Interconnection Between Service Quality and Repurchase Intentions Through Trust as a Mediating Variable

Pricillia *et al.*, (2020); Wilson & Keni, (2018) in their research show the results that service quality can influence repurchase intentions through trust as a mediating variable. The following hypothesis can be made based on the findings of previous research:

H₇: Service quality has a positive and significant effect on repurchase intentions through trust.

2. RESEARCH METHOD

The research design used is causal research, which aims to identify a relationship that explains the cause and effect between the independent variable and the dependent variable. (Sekaran & Bougie, 2017). The time horizon conducted in this study uses a cross-sectional method, namely data collection that is carried out once only and in one specific time (Sekaran & Bougie, 2017). The research approach uses quantitative methods, which is research in the form of numbers and analysis using statistics (Imron, 2019).

The sample of this study was 100 respondents of brand X website customers in Jakarta who had made transactions on brand X's website at least once. This study uses a sample selection non-probability sampling with purposive sampling technique, such as sampling of only some members of the population who meet the required respondent criteria (Sekaran & Bougie, 2017). The research instrument used in collecting data is a questionnaire. The measurement of the variables in this study refers to previous research which is as follows:

Table 1. Variables Operationalization

Variables	Indicators	Sources
Web Design Quality	Brand X's website display page is easy to read.	Saoula <i>et al.</i> , (2023);
	Brand X website has an attractive design.	
	Technically, brand X's website functions properly.	Miao <i>et al.</i> , (2022)
	Brand X's website is well-designed.	
	Brand X's website is simple to use (operate).	
Service Quality	I can trust brand X's services.	

	Brand X offers timely service.	
	Brand X service is able to handle my requests.	Amoako <i>et al.</i> , (2023);
	Brand X customer support is always on hand to assist me.	
	I believe brand X can satisfy my needs.	
	Brand X provides reliable information.	Kukreti, Ganguly & Samad (2023)
	Brand X operates for 24/7.	
	Brand X is capable of handling my complaint.	
Trust	I trust brand X's website.	
	I believe the information given on brand X's website.	Liu <i>et al.</i> , (2017)
	I believe the transaction process on brand X's website is secure.	
	I believe brand X's website is truthful.	
Repurchase Interest	I intend to repurchase brand X's products.	Amoako <i>et al.</i> , (2023);
	I plan to repurchase brand X's products soon.	Miao <i>et al.</i> , (2022);
	I'm willing to spend more for products available on brand X.	Liu & Tang (2016)
	I prefer brand X's products over other competitors.	
	I intend to maintain a long-term relationship with brand X.	

3. RESULTS AND DISCUSSIONS

This study involves 100 respondents to fill in the questionnaire distributed. The total respondents being engaged in the study were 21 respondents (21%) male and 79 respondents (79%) female. While the age group of the respondents are 17 respondents (17%) aged 17-20, 80 respondents (80%) aged 21-30, 1 respondent (1%) aged 31-40, and the rest 2 respondents (2%) are those aged above 40. In addition, the type of work of the respondents are 89 respondents (89%) are students, 7 respondents (7%) work as an office worker, 3 respondents (3%) are housewives, and 1 respondent (1%) choose other categories not mentioned in the questionnaire.

This study consists of two analyses, namely the outer model which consists of validity and reliability and the inner model in the data analysis section. According to Sekaran & Bougie (2017), validity is a test of the extent to which an instrument is right in measuring variable indicators. Furthermore, the reliability test is a test which serves to determine how consistent and stable the measuring instrument is. The following are the results of the outer and inner model tests:

Table 2. Convergent Validity Test Results

	Variables	Loading Factor	AVE	Results
Web Design Quality	WD1	0.774	0.594	Valid
	WD2	0.709		
	WD3	0.765		
	WD4	0.804		
	WD5	0.797		
Service Quality	SQ1	0.793	0.811	Valid
	SQ1	0.904		
	SQ2	0.896		
	SQ2	0.764		
	SQ3	0.912		
	SQ3	0.753	0.834	
	SQ4	0.914		
	SQ4	0.759		
	SQ5	0.741		
	SQ5	0.870		
SQ6	0.889	0.774		

	SQ6		0.796		
	SQ7		0.894		
	SQ7	Tangibility	0.847	0.768	
	SQ8		0.859		
	SQ8		0.739		
Trust	T1		0.831	0.646	Valid
	T2		0.798		
	T3		0.813		
	T4		0.770		
Repurchase Intention	RI1		0.709	0.608	Valid
	RI2		0.834		
	RI3		0.699		
	RI4		0.839		
	RI5		0.808		

According to Hair *et al.*, (2019), convergent validity is considered valid if the average variance extracted (AVE) value is more or equal to 0.50 (≥ 0.50). Furthermore, an indicator to measure a variable is considered valid if the outer loading value owned by each indicator is worth more than 0.70 (≥ 0.70) but 0.60 to 0.70 is still acceptable (Hair *et al.*, 2019). Based on Table 2, the results of the average variance extracted (AVE) and outer loading are said to have met the requirements.

Table 3. Discriminant Validity Test Results

	Repurchase Intention	Service Quality	Trust
Trust Quality	0.843		
Trust	0.834	0.739	
Web Design Quality	0.858	0.893	0.843

In addition, discriminant validity is considered valid if the heterotrait-monotrait value is less than 0.85 (< 0.85) (Hair *et al.*, 2019). Based on Table 3, the results of heterotrait-monotrait are said to have met the requirements.

Table 4. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	Results
Web Design Quality	0.828	0.829	Reliable
Reliability	0.766	0.767	Reliable
Responsiveness	0.800	0.800	Reliable
Assurance		0.710	Reliable
Tangibility		0.709	Reliable
Trust	0.817	0.820	Reliable
Repurchase Intention	0.838	0.847	Reliable

According to Hair *et al.*, (2019), Cronbach's alpha owned by each indicator is worth more than 0.70 (≥ 0.70) but 0.60 to 0.70 is still acceptable. Then the composite reliability value is said to be reliable if it has a minimum value of 0.70 (≥ 0.70). Based on Table 4, it can be seen that the results of Cronbach's alpha and composite reliability are said to be reliable because the results obtained by each variable have a value of more than 0.70 (≥ 0.70).

Table 5. Multicollinearity Analysis Results

Variables	Value	Results
Repurchase Intention = f (WD, SQ, TR)		
Web Design Quality	VIF= 2.971	No multicollinearity
Service Quality	VIF= 2.565	No multicollinearity
Trsut	VIF= 2.037	No multicollinearity
Trust = f (WD, SQ)		
Web Design Quality	VIF= 2.444	No multicollinearity
Service Quality	VIF= 2.444	No multicollinearity

According to Hair *et al.* (2019), the multicollinearity test is seen from the variance inflation factor (VIF) value which is often used to evaluate the collinearity of formative indicators. Based on Table 5, it shows that the results of the multicollinearity analysis used to test the correlation between variables have a VIF value of less than 5 (<5), this indicates that there is no multicollinearity between variables.

Table 6. Analysis Results of the Coefficient of Determination and Predictive Relevance

Variables	R ²	Q ²
Trust	0.509	0.484
Repurchase Intention	0.653	0.573

According to Hair *et al.*, (2019), the coefficient of determination or R-Square test has a function to explain the variation in the independent variable on the dependent variable. Table 6 shows that the trust variable produces a value of 0.509, while the repurchase intentions variable produces a value of 0.653. Thus, it can be concluded that the variables of web design quality and service quality have an influence on trust with a moderate level because the coefficient of determination is 0.509, then the variables of web design quality, service quality, and trust have an influence on repurchase intentions with a moderate level because the coefficient of determination is 0.653.

Stated by Hair *et al.* (2019), predictive relevance has a function to measure how well the resulting observation value and variable parameter estimates. Table 6 shows that the Q-square value is 0.484 and 0.573. In this study, the Q-square has a value greater than 0 (>0). This explains the relationship of the constructs of the variables in this study is considered relevant to measure the research model that has been previously formed properly.

Table 7. Hypothesis Test Analysis Results

Hypothesis	Path Coefficient	p-value	t-statistics	Effect Size (f ²)	Results
H ₁ Web design quality has a positive and significant effect on trust.	0.509	0.000	4.528	0.216	Supported
H ₂ Web design quality has a positive and significant effect on repurchase intentions.	0.218	0.077	1.773	0.046	Not Supported
H ₃ Service quality has a positive and significant effect on trust.	0.244	0.031	2.166	0.050	Supported
H ₄ Service quality has a positive and significant effect on repurchase intentions.	0.367	0.001	3.371	0.152	Supported
H ₅ Trust has a positive and significant effect on repurchase intentions.	0.319	0.006	2.738	0.144	Supported

H ₆	Web design quality has a positive and significant effect on repurchase intentions through trust.	0.162	0.024	2.265	Supported
H ₇	Service quality has a positive and significant effect on repurchase intentions through trust.	0.078	0.90	1.699	Not Supported

In Table 7, the first hypothesis in this research indicates that web design quality has a positive and significant influence, with a moderate effect on trust. The result of this test are aligned with the previous research, namely Pricillia *et al.*, (2020); Ramialis & Besra, (2021); Deborah & Keni, (2019); Wilson & Keni, (2018) which state that web design quality has a positive and significant effect on trust. This means that customers will be more trusting of a company whose web design is of higher quality.

The second hypothesis in this study shows that web design quality has no influence on repurchase intentions. The result of this test are not aligned with the previous research, namely Pricillia *et al.*, (2020); Iskandar & Bernarto, (2021); Watu, Suprpto & Sugandini, (2021); Wilson & Keni, (2018) which state that web design quality has a positive and significant influence on repurchase intentions. However, this research is supported by Hariadi & Sulistiono's research, (2021) which examines the OLX's online website in Bogor which states that the quality of web design on repurchase interest has insignificant effect. This means that the quality of web design has an influence only in some studies, but for research on brand X e-commerce website it does not apply.

The third hypothesis in this research summarizes that service quality has a positive and significant influence, with a small effect on trust. The result of this test are aligned with the previous research, namely Pricillia *et al.*, (2020); Pramana & Rastini, (2016); Cuesta *et al.*, (2023); Wilson & Keni, (2018) which state that service quality has a positive and significant effect on trust. The better quality of service provided by the company to consumers, it will make users increase their trust.

The fourth hypothesis in this study shows that service quality has a positive and significant influence, with a moderate effect on repurchase intentions. The result of this test are aligned with the previous research, namely Saleem, Zahra & Yaseen, (2017); Pricillia *et al.*, (2020); Wilson & Keni, (2018); Sari & Hariyana, (2019) which state that service quality has a positive and significant influence on repurchase intentions. This means that customers will be more likely to repurchase intention from the company if they receive the better quality of service.

The fifth hypothesis in this study shows that trust has a positive and significant influence, with a small effect on repurchase intentions. The result of this test are aligned with the previous research, namely Saleem, Zahra & Yaseen, 2017; Pricillia *et al.*, 2020; Huang, Qu & Wang, 2022; Wilson & Keni, 2018 which proves that trust has a positive and significant effect on repurchase intention. This means that the more customers can trust the company, it can also increase repurchase intentions.

The sixth hypothesis in this study shows that web design quality has a positive and significant effect on repurchase intentions through trust. The results of the mediation analysis state that hypothesis H₆ is full mediation because trust can mediate the effect of the web design quality on the repurchase intentions and the web design quality is not able to influence the repurchase intentions directly. The result of this test are aligned with the previous research, namely Pricillia

et al., (2020); Watu, Suprpto & Sugandini, (2021); Wilson & Keni, (2018) which states that web design quality can influence repurchase intentions through trust of brand X's website users. This further enhances that website design quality could flourish repurchase intentions when customers felt trust.

The seventh hypothesis in this study proves that service quality has no influence on repurchase interest through trust. The results of the mediation analysis state that hypothesis H₇ only has a direct effect because trust is not able to mediate the effect of service quality on repurchase intentions. However, the service quality can directly affect the repurchase intentions. The result of this test are not aligned with the previous research, namely Pricillia *et al.*, (2020); Wilson & Keni, (2018) which states that service quality can affect repurchase intentions through trust of brand X's website users. This means that service quality can foster trust directly, then service quality can foster repurchase intentions directly, yet service quality cannot foster repurchase intentions when customers have a sense of trust.

4. CONCLUSIONS AND SUGGESTIONS

Based on the aforementioned outcome and discussion, the quality of web design positively affects trust, but cannot directly affect repurchase intentions. Furthermore, service quality positively affects trust and repurchase intentions directly. Then trust positively affects repurchase intentions. Web design quality positively affects repurchase intentions indirectly through trust mediation, however service quality cannot affect repurchase intentions through trust mediation.

Brand X's e-commerce website should continue to improve the quality of web design and service quality to maintain repeat purchase intentions and customer trust in its website. The web design quality must be improved, and more functionality added to ensure that the brand X's website operates properly and is more attractive. Service quality must be improved and always maintain communication with customers to ensure that their demands are addressed in time. The company should provide clear and updated information to be able to be trusted by customers. As a result, web design quality, service quality, and trust play vital roles in raising the urge to repurchase a product or service.

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