

# Utilitarian Value, Convenience, on Repurchase Intention Through Trust in Online Shop Users

Erick Karunia<sup>1</sup>, Gusfen Alextron Simangunsong<sup>2</sup>, Hanadelansa<sup>3</sup>

<sup>1</sup>Management, Universitas Muslim Indonesia, Email: erickkarunia3@gmail.com

<sup>2</sup>Hukum, Universitas Diponegoro, Email: gusfenalextron@studens.undip.ac.id

<sup>3</sup>Management, Universitas Muslim Indonesia, Email: hanadelansa@gmail.com

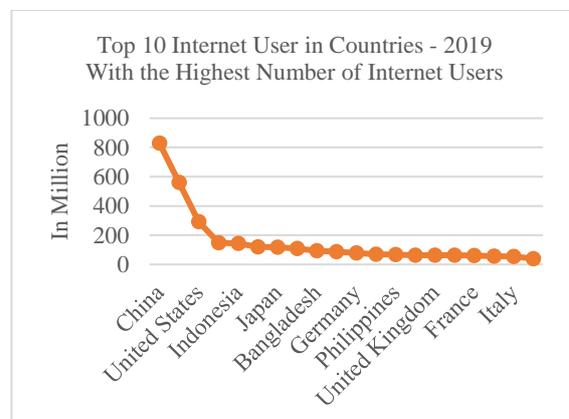
## Abstract

This study aims to analyze Utilitarian Value and Convenience of Repurchase Intention through Trust in Online Shop Users. Quantitative approach method is used in path analysis processed with Structural Equation Model (SEM). Validity tests and reliability tests will be carried out, then estimation tests and structural model fit tests. Based on the results of the structural model, this study found that Convenience had a significant impact on Trust. In other words, when online shop users found the shopping process convenient, it positively influenced their level of trust in the online shop. Additionally, Trust had a significant effect on Repurchase Intention. This means that when users had a higher level of trust in the online shop, they were more likely to intend to repurchase from that shop in the future. However, this study did not find any significant effects of Utilitarian Value on Trust, Utilitarian Value on Repurchase Intention, or Convenience on Repurchase Intention. This suggests that the perceived usefulness of the online shop and the convenience of the shopping experience did not directly impact users' trust or their intention to repurchase. The result of this study imply that the perceived benefits of efficiency and convenience alone may not be sufficient to influence customers' trust, repurchase intention, or perceived performance of an online shop. Factors such as trust, confidence in product selection, and the ability to acquire guaranteed products that align with purchasing power play a more crucial role in increasing repurchase interest for online consumers.

**Keywords:** Utilitarian Value, Convenience, Trust, Repurchase Intention, Online Shop.

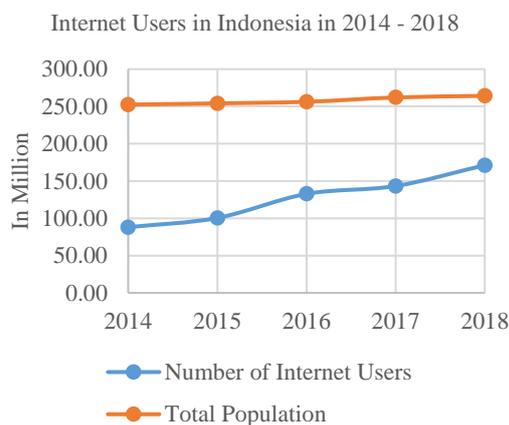
## I. Introduction

In the current era of digital advancement, one of the problems faced is changes in consumer behavior in shopping, in shopping consumers no longer have to come to markets, minimarkets, supermarkets, and malls. This is because of the internet that supports the modern market. Indonesia is known to be in the fifth position in the top twenty internet countries in the world in 2019 with 143,260,000 internet users. Here is the order of the top twenty countries with the highest number of internet users in the world (InternetWorldStats, 2019).



Source: <https://www.internetworldstats.com/>, 2019

The development of the internet in Indonesia today continues to increase. Based on the data provided by the Indonesian Internet Service Users Association APJII in 2014 and 2018, it is evident that the number of internet users in Indonesia has shown significant growth over the years. The figures below illustrate this trend.



Source: <https://apjii.or.id/>, 2018

According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia has consistently increased. In 2014, there were 88.1 million internet users in the country. This number rose to 100.5 million in 2015, 132.7 million in 2016, and 143.26 million in 2017. By 2018, out of the total population of Indonesia, which reached 264.2 million, approximately 171.2 million individuals were active internet users. The data also indicates a notable increase in the penetration rate of internet users in Indonesia. From 2017 to 2018, the penetration rate grew by 10.12%, reaching 64.8% in 2018. This means that nearly two-thirds of the Indonesian population had access to the internet during that period (APJII, 2014, 2018).

The increasing internet users have positive implications for the increase in online shopping intensity throughout the country. Online shopping is one of the buying and selling systems that uses an integrated system or connected to online media. Online shopping trends are starting to be in demand because online shopping is easy, saves time, and saves more costs than offline shopping. The process

of online shopping decisions is information retrieval, comparing existing alternatives, and decision making. With the ease of online transactions, fierce competition between e-commerce shows that people's interest in online shopping is currently very high. In this case, Repurchase Intention is important for companies to be able to increase interest in visiting and reusing online stores in order to win competition in the world of e-commerce. Based on the results of previous research, there are several factors that tend to influence the variable of Repurchase Intention, including Customer Satisfaction (Khan et al., 2015), Adjusted Expectations (Lin & Lekhawipat, 2014), Utilitarian Value and Hedonic Value (Kim et al., 2012), Convenience and Perceived Value (Pham et al., 2018), Familiarity and Trust (Chia-Hua & Tho, 2017).

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 2.1 Utilitarian Value and Trust

According to a study conducted by Mosunmola et al. (2018), the perceived utilitarian value of store features plays a crucial role in generating confidence in online shopping. The researchers examined the influence of consumer perceived value, trust, and attitude on the purchase intention of online shopping. Mosunmola et al. (2018) found that the variable of Utilitarian Value significantly affects the Trust variable. This implies that when online shoppers perceive practical and functional benefits from the store's features, such as ease of use, efficiency, or practicality, it positively influences their level of trust in the online shopping platform.

Another study conducted by Akinbode et al. (2010) supports these findings. In their research titled "Perceived value dimensions on online shopping intention: the role of trust and culture," Akinbode et al. (2010) found that the Utilitarian Value variable has a significant impact on the Trust variable. This means that when consumers perceive practical value and utility in the online shopping experience, it contributes to building trust in the platform.

H1: Utilitarian Value has a significant effect on Trust.

## 2.2 Convenience and Trust

According to Nankervis et al. (2005), based on experiences shared by various respondents, there exists a significant opportunity for home care and delivery companies to tap into new market spaces. By effectively addressing the comfort needs of their customers and making dedicated efforts to earn their trust, these companies can create a competitive advantage. The key lies in building long-term client relationships and a positive word-of-mouth reputation. Achieving this can be accomplished by applying fundamental management skills in developing the customer value chain.

Sfenrianto et al. (2018) conducted research titled "Assessing the Buyer Trust and Satisfaction Factors in the E-Marketplace," which supports the notion that the Convenience variable has a noteworthy impact on the Trust variable. This suggests that when e-marketplaces prioritize convenience in their offerings, it positively influences the level of trust that buyers have in the platform. Furthermore, Khan and Khan (2018) conducted a study titled "Service Convenience and Post-Purchase Behavior of Online Buyers: An Empirical Study," which aligns with the findings of Sfenrianto et al. The research by Khan and Khan also highlights a significant relationship between the Convenience variable and the Trust variable. In other words, when online buyers perceive convenience in their purchase process, it contributes to building trust in the online seller.

H2: Convenience has a significant effect on Trust.

## 2.3 Trust and Repurchase Intention

According to Hennig-Thurau and Klee (1997), commitment and trust are essential components of the relationship quality construct. They play a significant role in influencing customer repurchase decisions. In other words, when customers have a strong sense of commitment and trust towards a brand or company, they are more likely to repurchase from them.

Ikram et al. (2019) conducted research titled "The effect of perceived ease of use, perceived usefulness, customer satisfaction & trust on repurchase intention (case study on Lazada users in Pekanbaru)," which supports the relationship between trust and repurchase intention. The study found that the Trust variable has a significant impact on the Repurchase Intention variable. This means that when customers perceive a high level of trust in an online platform like Lazada, they are more likely to intend to repurchase from that platform. Furthermore, Siyaminah and Hendar (2015) conducted a study titled "Increasing repeat purchases through trust and satisfaction in online purchases," which aligns with the findings of Ikram et al. Their research also suggests a significant relationship between the Trust variable and the Repurchase Intention variable. This implies that when customers have trust in an online purchase experience, it positively influences their intention to make repeat purchases.

H3: Trust has a significant effect on Repurchase Intention

## 2.4 Utilitarian Value and Repurchase Intention

According to Kim et al. (2012), perceived value serves as the main driving force behind internet shopping and has a significant impact on both online and offline repurchase intentions. Perceived value is a multidimensional construct, but it is primarily defined as an assessment of utility. This assessment is based on how customers evaluate what they receive in relation to what they provide.

Kim et al. (2012) conducted a study titled "Factors influencing Internet shopping value and customer repurchase intention" that supports the relationship between utilitarian value and repurchase intention. The research findings indicate that the Utilitarian Value variable has a significant effect on the Repurchase Intention variable. This suggests that when customers perceive practical benefits and usefulness from their online shopping experiences, it positively influences their intention to make future purchases.

H4: Utilitarian Value has a significant effect on Repurchase Intention.

### 2.5 Convenience and Repurchase Intention

According to Abram and Hawkes (2003), repeat shoppers who are driven by convenience may quickly be enticed elsewhere if a new store opens closer to their residence or if a previously favored competitor adopts the same distribution channels. In other words, convenience-oriented customers are more likely to switch their loyalty if a more convenient option becomes available.

Pham et al. (2018) conducted a study titled "Relationship between Convenience, Perceived Value, and Repurchase Intention in Online Shopping in Vietnam" to examine the relationship between convenience and repurchase intention. The research involved a sample of 230 participants and utilized Structural Equation Modeling for analysis. The findings of the study indicate that the Convenience variable significantly influences the Repurchase Intention variable. This suggests that when online shoppers perceive convenience in their shopping experience, it positively impacts their intention to repurchase. Furthermore, Pattarakitham (2015) conducted research titled "The Influence of Customer Interaction, Variety, and Convenience on Customer Satisfaction and Revisit Intention: A Study of Shopping Mall in Bangkok." The study involved 209 participants and employed Structural Equation Modeling. The findings of the research align with Pham et al., indicating that the Convenience variable has a significant effect on the Repurchase Intention variable. This implies that when customers perceive convenience in their shopping experience at a shopping mall, it positively influences their intention to revisit and make future purchases.

H5: Convenience has a significant effect on Repurchase Intention.

## 3. METHOD

### 3.1 Population and Sample

According to Sugiyono (2010), the term "population" refers to a group of objects or subjects that possess specific qualities and characteristics determined by researchers for the purpose of study and drawing conclusions. In the context of this study, the population refers to all individuals who are online shop users, including those who have used, are currently using, or are interested in using an online shop. Arikunto (2010) defines a "sample" as a portion or representative of the population that is selected for study. In other words, it is a subset of the larger population that is chosen to represent the whole. Hair et al. (1995) suggest that an appropriate sample size for Structural Equation Modeling (SEM) analysis tools is typically between 100 to 200 respondents. This sample size range is considered suitable for estimating and interpreting results using SEM.

The study consists of four variables, including two exogenous variables, one intervening variable, and one endogenous variable. The exogenous variables are the independent variables that are believed to influence the other variables in the study, while the endogenous variable is the dependent variable that is influenced by the other variables. The intervening variable acts as a mediator between the exogenous and endogenous variables. To determine the minimum sample size for the study, a calculation was performed, and it was determined that 150 samples were required. In this study, two sampling techniques were used: Cluster or Area Proportional Random Sampling and Accidental Sampling. Cluster or Area Proportional Random Sampling involves dividing the population into clusters or areas, and then randomly selecting a proportional number of samples from each cluster or area. This technique ensures that the sample is representative of the entire population. Accidental Sampling, on the other hand, involves selecting respondents based on chance encounters with the researchers. Any individual who coincidentally meets the researchers and meets the main criterion of having purchased or

used the Tokopedia online shop is taken as a sample. This method is used when the researchers do not have a predetermined list of specific respondents but still ensure that the selected individuals meet the criteria of having made an online shop purchase.

### 3.2 Data

In this study, the data used is primary data, which refers to data collected directly by the researchers from the respondents. To gather this data, we distributed questionnaires to individuals from North Kalimantan who use online shops at least once a month. The data consists of non-numerical information, such as opinions, perceptions, or experiences. However, in this case, the qualitative data is quantified using a Likert scale ranging from 1 to 5. The Likert scale allows respondents to indicate their level of agreement or disagreement with statements or questions, thereby assigning a numerical value to their responses. After collecting the data, we processed it statistically using Structural Equation Modeling (SEM) with AMOS software.

Table 1 Number of respondents by gender

No	Gender	Frequency	Percent
1	Man	48	22%
2	Woman	112	78%
TOTAL		150	100%

Source: Data processed 2024

Based on table 1 above, it shows that respondents with male sex are 22% and female respondents are 78% as the highest data.

Table 4 Test Results of Validity and Reliability of Research Instruments

Variable	Indicators	Correlation Coefficient	Inf.	Reliability
Utilitarian Value (X1)	Efficiency	0,886	Valid	0,832 (Reliable)
	Achievement	0,882	Valid	
Convenience (X2)	Access Convenience	0,657	Valid	0,721 (Reliable)
	Search Convenience	0,776	Valid	
	Evaluation Convenience	0,733	Valid	
	Transaction Convenience	0,631	Valid	
Trust	Post-purchase Convenience	0,641	Valid	0,821
	Trustworthy	0,829	Valid	

Table 2 Number of respondents by age

No	Age	Frequency	Percent
1	< 20 year	45	31%
2	20-25 year	77	60%
3	26-30 year	29	8%
4	≥ 30 year	11	1%
TOTAL		150	100%

Source: Data processed 2024

Based on table 2 shows that the age group < 20 years is 35 people or equivalent to 31%, the age group of 20 - 25 years is 67 people or equivalent to 60% as the highest data, the age group of 26-30 years is 9 people or equivalent to 8%, the age group of ≥ 30 years is 1 person or equivalent to 1% as the lowest data

Table 3 Number of Respondents Based on Frequency of Visitation

No	Visitation	Frequency	Percent
1	1 time	39	26%
2	2 time	35	22%
3	3 time	37	24%
4	≥ 3 time	41	28%
TOTAL		150	100%

Based on table 3 shows that the number of respondents with a frequency of visiting Onlineshop in one month is 1 time with a percentage of 26%, as many as 2 times with a percentage of 22%, as much as 3 times the percentage of 24%, and as many as ≥ 3 times with a percentage of 28%.

### 3.3 Validity and Reliability

(Y)	Performance Reliable	0,892 0,856	Valid Valid	(Reliable)
	Intention to Continue Purchase	0,785	Valid	
Repurchase Intention (Z)	Intention to Acquire Product Information	0,769	Valid	0,745
	Intention to Recommend	0,776	Valid	(Reliable)
	Resistance Against Better Alternatives	0,710	Valid	

Source: Data processed 2024

Based on Table 4, the study examines four variables: Utilitarian Value (X1), Convenience (X2), Trust (Y), and Repurchase Intention (Z). Each variable consists of multiple indicators that are used to measure and assess its respective constructs.

For the Utilitarian Value variable (X1), which comprises two indicators (Efficiency and Achievement), the researchers used SPSS statistical software to analyze the data. The results indicate that each item from the research instrument is considered valid, as they exhibit a Pearson Correlation value greater than 0.30. Additionally, the reliability of the research instrument is confirmed, with a Cronbach's Alpha value of 0.832, which exceeds the threshold of 0.60. The correlation coefficients for Efficiency (X1.1) and Achievement (X1.2) are 0.886 and 0.882, respectively.

The Convenience variable (X2) consists of five indicators: Access Convenience (X2.1), Search Convenience (X2.2), Evaluation Convenience (X2.3), Transaction Convenience (X2.4), and Post-purchase Convenience (X2.5). Similar to the Utilitarian Value variable, each item is deemed valid based on their Pearson Correlation values ( $>0.30$ ), indicating their relationship with the construct. The Cronbach's Alpha value of 0.721 confirms the reliability of the research instrument. The correlation coefficients for the Convenience indicators range from 0.657 to 0.776.

The Trust variable (Y) encompasses three indicators: Trustworthy (Y.1), Performance (Y.2), and Reliable (Y.3). The analysis of these

indicators using SPSS demonstrates that each item is valid, with Pearson Correlation values exceeding 0.30. The Cronbach's Alpha value of 0.821 confirms the reliability of the research instrument. The correlation coefficients for Trustworthy, Performance, and Reliable are 0.829, 0.892, and 0.856, respectively.

Lastly, the Repurchase Intention variable (Z) includes four indicators: Intention to Continue Purchase (Z.1), Intention to Acquire Product Information (Z.2), Intention to Recommend (Z.3), and Resistance Against Better Alternatives (Z.4). The validity of each item is supported by their Pearson Correlation values ( $>0.30$ ), while the research instrument's reliability is confirmed by a Cronbach's Alpha value of 0.745. The correlation coefficients for the Repurchase Intention indicators range from 0.710 to 0.785.

## 4. RESULT AND DISCUSSION

### 4.1 SEM Assumptions Test Results

There are several assumption tests carried out in SEM, namely linearity, normality and multicollinearity tests. The explanation of these two statistical tests is as follows:

#### 4.1.1 Linearity Test

Another important assumption in SEM analysis is that the relationships between variables are linear. Results of linearity testing with SPSS 23 software. The relationship between variables is said to be linear if the p-value  $< 0.05$  or called significant, briefly presented in table 5 below:

Table 5 Linearity Test Result

Independent Var.	Dependent Var.	p-value	Result
Utilitarian Value	Trust	0.751	Not Linear
Convenience	Trust	0.000	Linear
Utilitarian Value	Repurchase Intention	0.774	Not Linear
Convenience	Repurchase Intention	0.005	Linear
Trust	Repurchase Intention	0.000	Linear

Source: Data processed 2024

Based on table 5 it shows that there are five relationships between variables that get linear results, and three relationships between variables whose results are not linear.

#### 4.1.2 Normality Test

The normality test in this study was used to determine whether the sample data used was normally distributed or not. This will determine the statistical analysis technique that will be carried out on the sample. If the resulting data is not normally distributed, then the appropriate statistical analysis technique is non-parametric statistics (Spearman/Kendall Correlation Rank). And in normally distributed sample data, it can use parametric statistical techniques (Product Moment / Pearson, Regression). The normality test can use the Kolmogorov-Smirnov One Sample test using a significance level of 0.05. Data is declared normal if the significance is greater than 0.05. And according to (Mudrajad, 2001) to analyze the results of the normality test output that has been processed, then what needs to be considered is the Output Test of Normality where the results of Sig. > of 0.1 can be said to be normal.

Table 6 Normality Test Result

Research Variables	Kolmogorov-Smirnov (Sig)	Result
Utilitarian Value (X1)	0.000	Abnormal
Convenience (X2)	0.000	Abnormal
Trust (Y)	0.000	Abnormal
Repurchase Intention (Z)	0.000	Abnormal

Source: Data processed 2024

The magnitude of the Kolmogorov-Smirnov One-Sample value indicates a significant state with a value of the degree of probability of significance or p value > 0.05 or 5%. This means that the residual data is normally distributed or can be said to have passed the normality test.

#### 4.1.3 Multicollinearity Test

The Multicollinearity Test is a statistical analysis conducted to determine if there is a high degree of intercorrelation among the independent variables in a regression model. Intercorrelation refers to the presence of a linear relationship between the predictor variables. The purpose of this test is to identify and assess the extent of multicollinearity, which can affect the accuracy and reliability of the regression results.

One commonly used measure in the Multicollinearity Test is the Variance Inflation Factor (VIF). VIF compares the individual coefficient of determination ( $r^2$ ) of each independent variable with the overall coefficient of determination ( $R^2$ ) of the regression model. A VIF value less than 5 indicates that the exogenous variable is not significantly affected by multicollinearity issues.

In the specific study being referenced, the researchers conducted a Multicollinearity Test, and the results are presented in Table 7 below:

Table 7 Multicollinearity Test Results

Variable	VIF	Result
Utilitarian Value → Convenience	1,000	Multicollinearity-free

Source: Data processed 2024

After conducting a multicollinearity test on the variables of this study such as: Utilitarian Value and Convenience, it was found that there was no multicollinearity in this study because the value of VIF (variance inflation factor) was smaller than 5.

4.1.4 Goodness of Fit Test

Table 8 Goodness of Fit Test Result

<i>Goodness of Fit index</i>	<i>Cut off Value</i>	Model Result	Result
Chi-square	Small	301,448	Marginal Fit
Significancy Probability	≥ 0,05	0.241	Fit
RMR	≤ 0,10	0.094	Fit
RMSEA	≤ 0,08	0.023	Fit
GFI	≥ 0,90	0.833	Marginal Fit
AGFI	≥ 0,90	0.794	Marginal Fit
CMIN/ DF	≤ 2,00	1.058	Fit
TLI	≥ 0,95	0.980	Fit
CFI	≥ 0,95	0.983	Fit

Source: Data processed 2024

Based on table 8, it shows that the test results of fit, Chi-square, GFI and AGFI models are close to cut-off value and declared marginal fit.

4.2 Loading Factor

The loading factor value shows the weight of each indicator as a gauge of each variable. An indicator with a large loading factor is an indicator as the strongest (dominant) variable gauge. The following is an explanation of the loading factor of each research variable as follows:

4.2.1 Loading Factor Utilitarian Value (X1)

The results of confirmatory factor analysis of indicators of the Utilitarian Value variable (X1) can be seen in table 9 below:

Table 9 Loading Factor Utilitarian Value (X1)

Indicator	Standardize Loading Factor	Average (Mean)	Result
X1.1	0.989	3.74	Strongest
X1.2	0.717	3.81	
Average Variable Score		3.77	Fort

Based on table 9, it can be seen that of the two indicators measuring the Utilitarian Value (X1) variable that is quite strong (dominant) is the indicator X1.1. The indicator is empirically based on respondents' perceptions of conditions in fairly good condition, namely with a loading factor of 0.989 with a mean score of 3.74. And it can be stated from the two Utilitarian Value indicators that the most influential is the Efficiency indicator (X1.1).

4.2.2 Loading Factor Convenience (X2)

The results of confirmatory factor analysis of indicators of the Convenience variable (X2) can be seen in table 10 below:

Table 10 Loading Factor Convenience (X2)

Indicator	Standardize Loading Factor	Average (Mean)	Result
X2.1	0.531	4.31	Strongest
X2.2	0.801	3.91	
X2.3	0.671	3.98	
X2.4	0.438	4.14	
X2.5	0.471	4.11	

Average Variable Score	4.09	Fort
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Source: Data processed 2024

Based on table 10, it can be seen that of the five indicators measuring the Convenience variable (X2) that is quite strong (dominant) is the indicator X2.2. The indicator is empirically based on respondents' perceptions of conditions that are in good condition, namely with a loading factor of 0.801 with a mean score of 3.91. And it can be stated that of the five Convenience indicators, the most influential is the Search Convenience indicator (X2.2).

#### 4.2.3 Loading Factor Trust (Y)

The results of confirmatory factor analysis of indicators of the Trust variable (Y) can be seen in table 11 below:

Table 11 Loading Factor Trust (Y)

Indicator	Standardize Loading Factor	Average (Mean)	Result
Y.1	0.664	3.82	
Y.2	0.862	3.74	Strongest
Y.3	0.777	3.86	
Average Variable Score		3.81	Fort

Source: Data processed 2024

Based on table 11, it can be seen that of the three indicators measuring the variable Trust (Y) which is quite strong (dominant) is the indicator Y.2. This indicator is empirically based on respondents' perceptions of conditions in a fairly good condition, namely with a loading factor of 0.862 with a mean score of 3.74. And it can be stated that of the three Trust indicators (Y1) the most influential is the Performance indicator (Y.2).

#### 4.2.4 Loading Factor Repurchase Intention (Z)

The results of confirmatory factor analysis of indicators of the Repurchase Intention (Z) variable can be seen in table 12 below:

Table 12 Loading Factor Variabel Repurchase Intention (Z)

Indicator	Standardize Loading Factor	Average (Mean)	Result
Z.1	0.764	3.31	Strongest
Z.2	0.747	3.34	
Z.3	0.672	3.27	
Z.4	0.492	2.94	
Average Variable Score		3.21	Fort

Source: Data processed 2024

Based on table 12, it can be seen that of the three indicators measuring the Repurchase Intention (Z) variable, which is quite strong (dominant) is the Z.1 indicator. The indicator is empirically based on respondents' perceptions of conditions in a fairly good condition, namely with a loading factor of 0.764 and a mean score of 3.31. And it can be stated from the three indicators of Repurchase Intention (Z) the most influential is the indicator Intention to Continue Purchase (Z.1).

#### 4.3 Hypothesis Test Result

After the data was analyzed and tested using SEM analysis tools through AMOS 5.0 software, as shown in table 13 that of the 5 hypotheses drawn earlier, the results shown were 2 accepted hypotheses, namely Convenience had a significant effect on Trust, and Trust had a significant effect on Repurchase Intention, while 3 hypotheses were rejected, namely Utilitarian Value did not have a significant effect on Trust, and Utilitarian Value and Convenience have no significant effect on Repurchase Intention.

Table 13 Hypothesis Test Results

Variable	Standardized Path Coefficient	C.R (Critical Ratio)	Probability	Result
UV → Tr	0.061	1.281	0.200	Insignificant
Con → Tr	0.354	2.246	0.025	Significant
UV → RI	0.010	0.189	0.850	Insignificant
Con → RI	0.201	1.126	0.260	Insignificant
Tr → RI	0.802	2.885	0.004	Significant

Source: Data processed 2024

The results of testing the direct influence path hypothesis can also be seen in the path diagram, namely Figure 1 as follows:

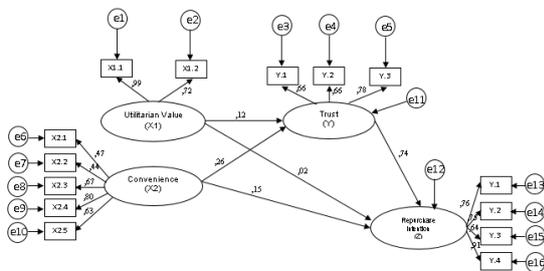


Figure 1 Flowchart

Source: Data Processed 2024

The first hypothesis tested the alleged significant effect of the Utilitarian Value variable on the Trust variable in online shop users. The obtained result shows a Critical Ratio (C.R) value of 1.281 with a probability of 0.200. Since the probability does not meet the predetermined significance level (typically 0.05 or 0.01), the result does not provide sufficient evidence to support the first hypothesis. Therefore, the hypothesis is not proven.

The second hypothesis examined the alleged significant effect of the Convenience variable on Trust in online shop users. The analysis yielded a Critical Ratio (C.R) value of 2.246 with a probability of 0.025. Since the probability is lower than the predetermined significance level, the result indicates sufficient evidence to support the second hypothesis. Therefore, the hypothesis is considered proven.

The third hypothesis aimed to determine the alleged significant effect of the Trust variable on Repurchase Intention in Tokopedia online shop users in Samarinda City. The test result reveals a Critical Ratio (C.R) value of 2.885 with a probability of 0.004. Since the probability is below the predetermined significance level, the result provides sufficient evidence to support the third hypothesis. Hence, the hypothesis is proven.

The fourth hypothesis tested the alleged significant effect of the Utilitarian Value variable on Repurchase Intention in online shop users. The obtained Critical Ratio (C.R) value is 0.189 with a probability of 0.850. Since the probability is higher than the significance level, the result does not provide enough evidence to support the fourth hypothesis. Thus, the hypothesis is not proven.

The fifth hypothesis examined the alleged significant effect of the Convenience variable on Repurchase Intention in online shop users. The analysis yielded a Critical Ratio (C.R) value of 1.126 with a probability of 0.260. Since the probability exceeds the significance level, the result does not offer sufficient evidence to support the fifth hypothesis. Therefore, the hypothesis is not proven.

#### 4.4.1 Direct Effect

Direct relationships occur between utilitarian value variables (X1) to repurchase intention (Z), convenience (X2) to repurchase intention (Z), The direct relationship of these variables is illustrated in the table as follows:

Table 14 Direct Effects of Exogenous on Endogenous

Direct Influence		Endogenous Variables
		<i>Repurchase Intention</i>
Exogenous variables	Utilitarian Value	0.010
	Convenience	0.201
Total		0.211

Source: Data processed 2024

Based on table 14, the direct influence of the exogenous variables on the endogenous variable can be determined. The Utilitarian Value variable (X1) has a direct influence on the Repurchase Intention (Z) variable with a magnitude of 0.010. This indicates that a unit increase in the Utilitarian Value variable leads to a 0.010 unit increase in the Repurchase Intention variable. The influence is positive but relatively small.

On the other hand, the Convenience variable (X2) has a more significant direct influence on the Repurchase Intention (Z) variable with a magnitude of 0.201. This suggests that a unit increase in the Convenience variable leads to a larger 0.201 unit increase in the Repurchase Intention variable. The influence is also positive and relatively stronger compared to the Utilitarian Value variable.

These results indicate that both the Utilitarian Value and Convenience variables have direct effects on the Repurchase Intention variable. However, the Convenience variable has a stronger impact compared to the Utilitarian Value variable.

#### 4.4.2 Indirect Effect

Indirect effect between variables refers to the impact that exogenous variables have on endogenous variables through the mediating effect of intervening variables. It quantifies the indirect effect by multiplying the path coefficient of the exogenous variable to the intervening variable with the path coefficient of the intervening variable to the endogenous

variable. In this study, the analysis reveals the presence of indirect influence between the Utilitarian Value variable (X1) and the Repurchase Intention variable (Z) through the Trust variable (Y), as well as between the Convenience variable (X2) and the Repurchase Intention variable (Z) through the Trust variable (Y). The results of the analysis of indirect influence between variables in this study can be seen in table 15.

Table 15 Exogenous Indirect Effects on Intervening Trust

Exogenous Variables	Variable Intervening Trust	Trust in Repurchase Intention	Indirect Effect
Utilitarian Value	0.061	0.802	0.049
Convenience	0.354		0.284
Total			0.333

Source: Data processed 2024

According to the information provided in table 15, it can be observed that there is an indirect influence of the exogenous variables on the intervening Trust variable, as well as on the Repurchase Intention variable. Specifically, the Utilitarian Value variable (X1) has an indirect influence on the Repurchase Intention variable (Z) through the Trust variable (Y1) with an estimated value of 0.049. This implies that the Utilitarian Value variable affects the Trust variable, which in turn affects the Repurchase Intention variable.

Similarly, the Convenience variable (X2) also exhibits an indirect influence on the Repurchase Intention variable (Z) through the Trust variable (Y), with an estimated value of 0.284. This indicates that the Convenience variable affects the Trust variable, which subsequently influences the Repurchase Intention variable.

#### 4.4.3 Total Effect

Total effect is the total of direct and indirect effect between exogenous variables, namely Utilitarian Value (X1), Convenience (X2) and Intervening Trust Variables (Y) with

endogenous variables Repurchase Intention (Z). Table 16 presents the results of the total effect between exogenous variables on endogenous as follows:

Table 16 Total Effect of Variables

Variable	Sum
Direct Influence	0.211
Indirect Influence	0.333
Total influence	0.544

Source: Data processed 2024

Based on the table above, it indicates that the total influence of the exogenous variables (Utilitarian Value, X1, and Convenience, X2) on the endogenous variable (Repurchase Intention, Z) is 0.544. This total influence is determined by summing the coefficients of both the direct and indirect effects of the exogenous variables on the endogenous variable.

In other words, the direct influence of the exogenous variables on the endogenous variable represents the immediate impact without considering any mediating factors. Additionally, the indirect influence takes into account the mediating role of the intervening variables (such as Trust, Y in this study) in connecting the exogenous variables to the endogenous variable.

#### 4.4.4 Confirmatory Equations and Structural Equations

Confirmatory equations and structural equations are integral components of the models utilized in this study. Confirmatory equations serve as translations of the relationships between variables into indicators that function as measurement tools for the variables in question. These equations help establish a direct link between the theoretical constructs and the observed indicators used in the study.

On the other hand, structural equations represent the paths or relationships between the variables investigated in the study. They provide a visual representation of how the

variables interact and influence each other based on the proposed theoretical framework. These equations help analyze the direct and indirect effects among variables and offer insights into the underlying mechanisms of the phenomenon under study. The following are the results of the equation obtained after conducting statistical tests with the help of AMOS software:

#### Confirmatory Equations

##### Utilitarian Value (X1) Reflective

$$X1.1 = 0.99X1 + e1$$

$$X1.2 = 0.72X1 + e2$$

##### Convenience (X2) Reflective

$$X2.1 = 0.53X2 + e3$$

$$X2.2 = 0.80X2 + e4$$

$$X2.3 = 0.67X2 + e5$$

$$X2.4 = 0.44X2 + e6$$

$$X2.5 = 0.47X2 + e7$$

##### Trust (Y) Reflective

$$Y.1 = 0.66Y1 + e8$$

$$Y.2 = 0.86Y1 + e9$$

$$Y.3 = 0.78Y1 + e10$$

##### Repurchase Intention (Z) Reflective

$$Z.1 = 0.76Y3 + e11$$

$$Z.2 = 0.75Y3 + e12$$

$$Z.3 = 0.67Y3 + e13$$

$$Z.4 = 0.49Y3 + e14$$

#### Structural Equations

##### Structural Equation Model

$$\text{Trust (Y1)} = 0.12X1 + 0.26X2 + e15$$

$$\text{Repurchase Intention (Z)} = 0.02X1 + 0.14X2 + 0.74Y + (-0.78)Z + e16$$

##### Intention (Z)

This study found that the value of total influence, namely direct influence of 0.211 and

indirect influence of 0.333 which is still relatively low. This is due to the influence of other variables that were not included in this study.

In this case, the results of the study are expected to have implications for online shop business actors in implementing e-commerce strategies and policies.

## 5. CONCLUSION

The results of research conducted and adopted based on the results of empirical studies and data analysis found that Utilitarian Value and Con did not have a significant effect on RI as well as Utilitarian Value on Trust. While Convenience to Trust and Trust to Repurchase Intention have a significant influence. The Utilitarian Value and Convenience variables have a negative impact on Repurchase Intention and also Utilitarian Value on Trust

This means that the value of benefits for efficiency in shopping online does not affect the perceived performance of the online shop, nor can the value of benefits and convenience increase the level of confidence in the performance of the online shop due to the ease of choosing and getting products that have a guarantee of product coverage in a transaction. Meanwhile, if the value of these benefits does not have a positive impact on the intention to repurchase, it can be due to the low ability of people's purchasing power.

Convenience and confidence in obtaining products and choosing guaranteed products and transactions in accordance with purchasing power can increase repurchase interest for consumers using online shops.

These findings imply that the perceived benefits of efficiency and convenience alone may not be sufficient to influence customers' trust, repurchase intention, or perceived performance of an online shop. Factors such as trust, confidence in product selection, and the ability to acquire guaranteed products that align with purchasing power play a more crucial role in increasing repurchase interest for online consumers.

In this study, analysis has been carried out in accordance with the rules and procedures of scientific research, but it also has limitations, especially the object of research that is still limited and variables that still need to be added various variables such as familiarity, hedonic value, experience, repurchase, satisfaction, and perceived ease of use so that it can then be a reference material in a study.

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