

DRIVING REPURCHASE INTENTION IN E-MARKETPLACES: HOW TRUST MEDIATES THE EFFECTS OF SELLER REPUTATION AND SALES PROMOTION

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ABSTRACT

The purpose of this study was to examine and explain the mediating role of trust in seller reputation and sales promotions on repurchase intention. The study population was an unknown number of consumers using e-marketplaces in Denpasar City. A purposive sampling method was used to select 130 consumers. The analysis technique used was path analysis using SEM-PLS. The results showed that seller reputation and sales promotions had a positive and significant effect on repurchase intention and consumer trust. Trust also had a positive and significant effect on repurchase intention, and trust significantly mediated the partial effect of seller reputation and sales promotions on repurchase intention. Therefore, it is important for e-marketplaces to consistently pay attention to seller reputation and sales promotions to build consumer trust and increase repurchase intention among e-marketplace users in Denpasar City.

Keywords: seller reputation, sales promotion, trust, repurchase intention, e-marketplace

INTRODUCTION

The development of electronic commerce (e-commerce) in Indonesia has shown rapid growth in recent years. With the advent of the internet, shopping has become increasingly easy and practical. Online shopping behavior in Indonesia continues to increase, with e-marketplace transactions reaching IDR 42.2 trillion, representing a growth of 10.69% month-on-month (mtm) and a 4.99% year-on-year (yoy) growth, with a sales volume of 361.54 million transactions (CNBC Indonesia, 2023). This phenomenon demonstrates that consumers are not only making initial purchases but also have the potential to make repeat purchases on e-marketplace platforms.

An e-marketplace is a type of e-commerce website that connects sellers and buyers in a single digital marketplace. Thus, a digital marketplace connects two distinct groups: sellers as providers of products or services and buyers as consumers. The adoption of e-marketplaces among SMEs is influenced by several factors, including perceived relative advantage, perceived compatibility, manager innovation, information intensity, buyer/supplier pressure, technology vendor support, and the level of competition (Ghobakhloo et al., 2011). The large number of online sellers

registered on e-marketplaces causes consumers to experience product confusion (Tribun Bisnis, 2023). Competition among SMEs in marketing their products on e-marketplaces is becoming increasingly fierce, requiring strategies capable of increasing consumer repurchase intentions for the products offered.

Online shopping differs from face-to-face shopping in terms of distance and the lack of interpersonal contact between buyers and sellers (Yoo et al., 2016). When shopping online, consumers evaluate offerings under conditions of uncertainty (Zhang et al., 2017). The incorporation of new technologies to navigate shopping sites can influence users' perceptions of purchase intentions (Wu et al., 2015). In general, most e-marketplaces establish seller evaluation mechanisms through rating and review systems to reduce information asymmetry (Wang et al., 2016). Despite this, consumers still face issues of fraud and review manipulation, which can undermine trust, a major issue in online shopping (Lai et al., 2017).

Seller reputation is a crucial factor in shaping consumer perceptions. Research by Qalati et al. (2021), Zahara et al. (2021), and Malak and Ferreira (2021) indicates that seller reputation has a positive and significant effect on purchase intentions on e-marketplaces. However, Cassandra et al. (2021) found different results. (2021) showed that seller reputation had no significant effect on purchase intention. This inconsistency in the results of this study suggests the possibility of a mediating variable explaining the relationship between seller reputation and purchase intention, particularly in the context of repeat purchase intention.

In addition to seller reputation, sales promotions are one of the most common and effective forms of marketing communication on e-marketplace platforms (Straker et al., 2015a; 2015b). Sales promotion content in the form of discounts, vouchers, cashback, and special offers is posted to generate sales (Okazaki & Taylor, 2013). Persuasively designed promotional information has positive implications and can stimulate consumer action, directly impacting purchase intention and behavior toward a brand (Hilman et al., 2017). Research by Chang et al. (2017), Bhatti (2018), and Raji et al. (2019) shows that sales promotions have a positive and significant effect on purchase intention. However, in the context of repeat purchases, the influence of sales promotions is not necessarily direct and sustained.

In virtual environments, consumer trust is a crucial element in forming purchase intentions (Zhao et al., 2020; Bylok, 2022). Individuals develop confidence that parties involved in a transaction will act in good faith and are willing to fulfill their promises (Wu et al., 2015). Trust in online retail is understood as the belief that a seller is reliable and will not exploit consumer vulnerabilities (Brown et al., 2019). Research by Raji et al. (2019) and Zahara et al. (2021) shows that seller reputation influences trust, which in turn increases purchase intentions. Furthermore, sales promotions can also influence consumer trust (Nangin et al., 2021; Sumartono, 2023).

Based on this description, it appears that seller reputation and sales promotions have the potential to influence repurchase intentions. However, this relationship is likely not direct, but rather occurs through trust, a psychological mechanism that reduces the uncertainty of online transactions. Therefore, this study aims to examine and explain the role of trust in mediating the influence of seller reputation and sales promotions on repurchase intentions among e-marketplace users. This research is expected to provide theoretical contributions to the development of digital consumer behavior models and provide practical implications for businesses in designing marketing strategies that can build trust and encourage sustainable repurchase.

RESEARCH METHODS

Given the nature of the problem, this research is a causal study. This means that it aims to examine the causal relationship between the variables of seller reputation, sales promotion, trust, and repurchase intention. This research will be conducted on e-marketplace users in Denpasar City. The subjects in this study are e-marketplace users in Denpasar City. The object of this study is repurchase intention on e-marketplaces, which is influenced by seller reputation, sales promotion, and trust.

In this study, two types of variable data will be examined:

- Exogenous Variables
Exogenous variables: Seller reputation (X_1) and sales promotion (X_2).
- Endogenous Variables
Endogenous variables: Trust (Y_1) and repurchase intention (Y_2).

The operational definition of a variable is the conceptual definition applied to the research object. Each research variable or indicator is defined as follows:

1) Seller Reputation (Exogenous Variable)

The first exogenous variable in this study is seller reputation (X_1), which is measured using three indicators according to Sfenrianto et al. (2021). The indicators used to measure seller reputation are as follows:

- a. Overall, the seller's reputation is quite good.
- b. Overall seller service is quite good.
- c. Sellers with good ratings also provide good quality goods/services.

2) Sales Promotion (Exogenous Variable)

The second exogenous variable in this study is sales promotion (X_2), which is measured using three indicators according to Sari and Hermawati (2020). The indicators used to measure sales promotion are as follows:

- a. Shopping vouchers
- b. Discounts
- c. Sweepstakes

3) Trust (Endogenous Variable)

The first endogenous variable in this study is trust, which is measured using four indicators. The indicators used to measure trust in this study are sourced from Shiu and Tzeng (2021):

- a. Based on existing reviews, the store is trustworthy.
- b. Believe that the store always has your best interests at heart, such as providing necessary information.
- c. The store wants to be known as a store that keeps promises and commitments.
- d. The company will always be honest.

4) Repurchase Intention (Endogenous Variable)

The second endogenous variable in this study is repurchase intention. Three indicators were used to assess repurchase intention, sourced from research by Pandiangan et al. (2021):

- a. Consumers will shop again on the same site.
- b. Consumers will visit this site again.
- c. Consumers will recommend this site to people around me.

Each research variable or indicator is classified as follows:

Table 1
Research Variable Constructs and Indicators

Construct Classification	Construct	Indicators	Source
Exogenous	Seller Reputation (X1)	1. Overall, the seller has a good reputation. 2. Overall, the seller provides good service. 3. Sellers with high ratings also provide good quality products/services.	Sfenrianto et al. (2021)
Exogenous	Sales Promotion (X2)	1. Shopping vouchers 2. Discounts 3. Sweepstakes / lucky draws	Sari & Hermawati (2020)
Endogenous	Trust (Y1)	1. Based on existing reviews, the store can be trusted. 2. I believe this store always considers customers' best interests, such as providing necessary information. 3. The store wants to be recognized as one that keeps its promises and commitments. 4. The company will always be honest.	Shiu & Tzeng (2021)

Endogenous	Repurchase Intention (Y2)	<ol style="list-style-type: none"> 1. Consumers will shop again on the same website. 2. Consumers will revisit this website. 3. Consumers will recommend this website to people around them. 	Pandiangan et al. (2021)
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The population of this study was all e-marketplace users in Denpasar City. Roscoe, as cited in Sugiyono (2018: 164), states that for research using multivariate analysis (correlation or multiple regression), a representative sample size should be at least 5-10 times the number of indicators studied. This study used 13 indicators, requiring a minimum sample size of 65 (5 x 13) and a maximum sample size of 130 (10 x 13). This study used 130 respondents, representing 13 indicators multiplied by 10, meaning a maximum sample size of 130 respondents.

The variable indicators for seller reputation, sales promotion, trust, and repurchase intention were measured using the perceptions of food delivery service users using a five-level Likert scale: strongly disagree = 1, disagree = 2, somewhat agree = 3, agree = 4, and strongly agree = 5. This study used two types of data: 1) Primary data, obtained from questionnaires completed by respondents, in this case e-marketplace users in Denpasar City; 2) Secondary data, obtained from other sources supporting the research. The secondary data were obtained from an article in the online news outlet CNBC Indonesia (2023). Data collection was conducted through offline questionnaire distribution, in person, and online interviews via Google Forms to e-marketplace users in Denpasar City. The instruments used were tested for validity and reliability to measure what was intended and to determine the consistency of respondents' responses. Instrument validity was tested using Pearson's Product Moment correlation technique with a minimum threshold of $r = 0.3$ (Sugiyono, 2017: 150). Instrument reliability was tested by calculating the reliability coefficient from Cronbach's Alpha with a minimum threshold of Alpha coefficient > 0.6 (Sekaran, 2003: 312). Both tests used the SPSS 24.0 computer program.

This analysis was used to describe the research variables, without drawing generalizations. The collected data were then tabulated and discussed descriptively. Descriptive measures were given numerically, either in terms of the number of respondents, the average value of the respondents' answers, or percentages.

This study used Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. PLS is a variance-based structural equation analysis that can simultaneously test the measurement model and the structural model. The measurement model is used for validity and reliability testing, while the structural model is used for causality testing (hypothesis testing with a predictive model). The

results of the validity and reliability tests show that all are valid and reliable,

RESULTS AND DISCUSSION

Description of Respondent Characteristics

The characteristics of respondents in this study were analyzed based on gender, age, education, occupation, and monthly income. There were more female respondents than male respondents, with 87 female respondents and 43 male respondents. The age range between 25 and 30 years was the highest among e-marketplace shoppers, representing 55 out of a total of 130 respondents. In terms of education, those who frequently shopped on e-marketplaces were predominantly those with a bachelor's degree, representing 70 out of 130 respondents. Similarly, in terms of occupation, the majority were private sector employees, representing 80 respondents, and the highest income range was between Rp 5 million and Rp 7 million, representing 65 respondents.

Results of Inferential Statistical Analysis

Coefficient of Determination (R^2)

This study used bootstrapping to generate two structural model measurements: the t-test and R^2 , which will be interpreted similarly to general multiple regression analysis. The predictive power of a research model can be seen by looking at the R^2 value produced by the bootstrap process. Table 2 presents the R^2 value for each exogenous variable contained in the model.

Table 2
Coefficient of Determination

Construct	R^2
Customer Trust	0.752
Repurchase Intention	0.814

Source: Processed primary data, 2024

Based on Table 2, it can be explained that the highest R^2 value is found in the repurchase intention variable of 0.814, which means that 81.4% of the repurchase intention variable can be explained by the constructs contained in the model, namely seller reputation, sales promotion, and customer trust, while the lowest value is found in the customer trust variable with an R^2 of 0.752, which means that 75.2% of the customer trust variable can be explained by the constructs that influence these variables, namely seller reputation and sales promotion. From the examination of the R^2 value, it can be concluded that in general the predictive ability of this research model is good, seen from the two variables that have an R^2 value above 50%.

Hypothesis Testing

The significance of the estimated parameters provides valuable information regarding the relationships between the research variables. The values of the output path coefficients, presented in Figure 1 and Table 3, are used as the basis for hypothesis testing.

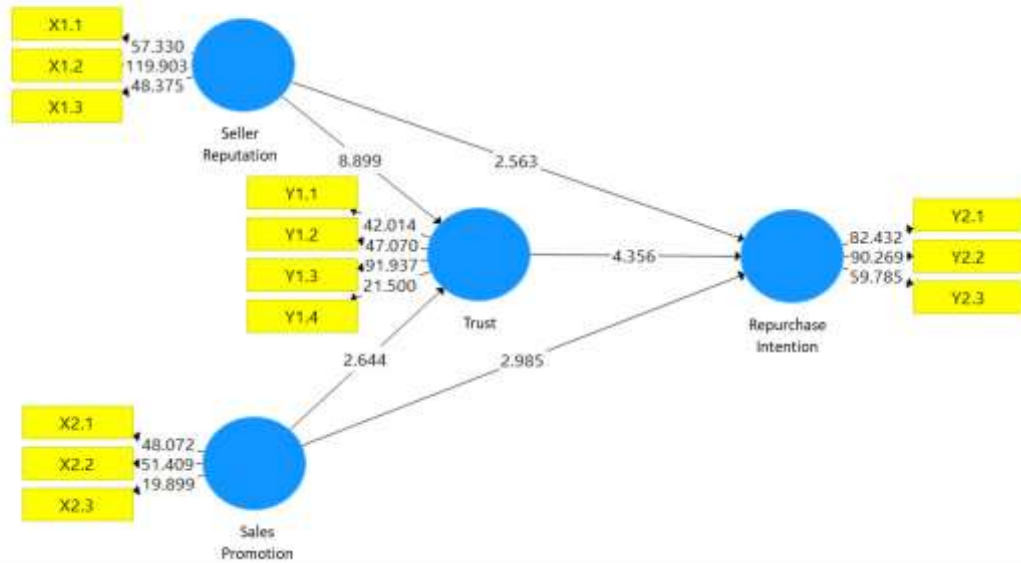


Figure 1
SEM (outer model)

Table 3
Path Coefficient

Hypothesis	Relationship Between Variables	Path Coefficient	t-statistic	p-values	Decision
H1	Seller Reputation → Repurchase Intention	0.309	2.563	0.011	Supported
H2	Sales Promotion → Repurchase Intention	0.210	2.985	0.003	Supported
H3	Seller Reputation → Trust	0.696	8.899	0.000	Supported
H4	Sales Promotion → Trust	0.216	2.644	0.008	Supported
H5	Trust → Repurchase Intention	0.451	4.356	0.000	Supported
H6	Seller Reputation → Trust → Repurchase Intention	0.314	4.222	0.000	Supported
H7	Sales Promotion → Trust → Repurchase Intention	0.098	2.072	0.039	Supported

Source: Processed primary data, 2024

Hypothesis testing is done using t-statistics and looking at the p-value. If the p-value ≤ 0.05 then the hypothesis is accepted. Based on Table 3, it can be explained that the influence of seller reputation on repurchase intention has a t-statistic value of 2.563 with a p-value of $0.011 \leq 0.05$ then H1 is accepted. This means that seller reputation has a significant effect on repurchase intention of e-marketplace consumers in Denpasar City. Sales promotion on repurchase intention has a t-statistic value of 2.985 with a p-value of $0.003 \leq 0.05$ then H2 is accepted. This means that the higher the sales promotion, the higher the repurchase intention of e-marketplace consumers in Denpasar City. Seller reputation on customer trust has a t-statistic value of 8.899 with a p-value of $0.000 \leq 0.05$ then H3 is accepted. This means that the better the seller's reputation, the higher the trust of e-marketplace consumers in Denpasar City. Furthermore, sales promotions have an effect on consumer trust with a t-statistic value of 2.644 with a p-value of $0.008 \leq 0.05$, so H4 is accepted. Trust in repurchase intention has a t-statistic value of 4.356 with a p-value of $0.000 \leq 0.05$, so H5 is accepted. This means that the higher consumer trust, the higher the repurchase intention of e-marketplace consumers in Denpasar City. The effect of seller reputation on repurchase intention through trust has a t-statistic value of 4.222 with a p-value of $0.000 \leq 0.05$, so H6 can be accepted. This means that the influence of seller reputation on repurchase intention through consumer trust is also high. Likewise, sales promotion on repurchase intention through trust has a t-statistic value of 2.072 with a p-value of $0.039 \leq 0.05$, so H7 can be accepted. This means that consumer trust is able to mediate the influence of sales promotion on repurchase intention of e-marketplace consumers in Denpasar City.

Discussion

The Effect of Seller Reputation on Repurchase Intention

Based on the analysis of the effect of seller reputation on repurchase intention, a beta coefficient value of 0.309 was obtained, with a significance level of $0.011 \leq 0.05$, indicating that H_0 is rejected and H_1 is accepted. These results indicate that seller reputation has a positive and significant effect on repurchase intention among e-marketplace consumers in Denpasar City. This indicates that seller reputation, as indicated by the following indicators: a fairly good seller reputation, generally good seller service, and sellers with good ratings who also provide high-quality goods/services, can increase repurchase intention among e-marketplace consumers in Denpasar City. These results also reinforce previous research by Azis & Tiarawati (2021), which stated that seller reputation plays a significant role in increasing repurchase intention. Similar results were also obtained by Pan et al. (2013), who stated that a good seller reputation can increase repurchase intention. These results are also supported by research by Halim et al. (2020). Picaully (2018);

Anggonowati & Erdiana (2024) found that seller reputation had a positive and significant effect on repurchase intention.

The Effect of Sales Promotion on Repurchase Intention

The effect of sales promotion on repurchase intention yielded a beta coefficient of 0.210 with a significance level of $0.003 \leq 0.05$, indicating that H_0 is rejected and H_1 is accepted. These results indicate that sales promotion has a positive and significant effect on repurchase intention. Therefore, the stronger the sales promotion offered by sellers on e-marketplaces, as indicated by shopping vouchers, price discounts, and sweepstakes, the greater the repurchase intention of e-marketplace consumers in Denpasar City. These results align with previous research by Langga et al. (2021), which found that sales promotion has a positive and significant effect on repurchase intention. The results of this study are supported by research by Sabrina & Seminari (2023) and Irwanto & Subroto (2022), which found that sales promotion variables had a positive and significant effect on repurchase intention. Therefore, it can be concluded that high sales promotions can increase consumer repurchase intention.

The Effect of Seller Reputation on Trust

Based on the analysis of the effect of seller reputation on trust, a beta coefficient value of 0.696 was obtained with a significance level of $0.000 \leq 0.05$, meaning H_0 is rejected and H_1 is accepted. These results indicate that seller reputation has a positive and significant effect on consumer trust. This means that a better seller reputation, as indicated by a fairly good seller reputation, generally good seller service, sellers with good ratings who also provide high-quality goods/services, can further increase consumer trust in e-marketplaces in Denpasar City. These results also reinforce previous research by Yang et al. (2019) on the effect of seller reputation on consumer trust. These results are further supported by research by Martinelli & Olivera (2024), which found that seller reputation has a positive and significant effect on repurchase intentions. It can be concluded that increasing consumer trust in e-marketplaces in Denpasar City requires establishing or building a good seller reputation.

The Effect of Sales Promotions on Trust.

Based on the analysis of the effect of sales promotions on consumer trust in e-marketplaces in Denpasar City, a beta coefficient value of 0.216 was obtained with a significance level of $0.008 \leq 0.05$, indicating that H_0 is rejected and H_1 is accepted. These results indicate that sales promotions have a positive and significant effect on consumer trust in e-marketplaces in Denpasar City. This means that the more sales promotions implemented, as indicated by shopping vouchers, price discounts, and

sweepstakes, the more likely it is to increase consumer trust in e-marketplaces in Denpasar City. These results also reinforce previous research by Raji et al. (2019), which stated that sales promotions play a crucial role in building consumer trust. Similar results were also obtained by Pelet et al. (2018), which stated that high and intensive sales promotions can build consumer trust. These results are also supported by research by Kwon et al. (2021) and Mahadin et al. (2023), which found that sales promotion variables have a positive and significant effect on consumer trust.

The Effect of Trust on Repurchase Intention.

The effect of consumer trust on repurchase intention among e-marketplace consumers in Denpasar City yielded the following results: a beta coefficient value of 0.451 with a significance level of $0.000 \leq 0.05$, meaning H_0 is rejected and H_1 is accepted. These results indicate that consumer trust has a positive and significant effect on repurchase intention. Therefore, the higher the trust of e-marketplace consumers in Denpasar City, as indicated by 1) the store's trustworthiness based on existing reviews, 2) the belief that the store always has their best interests at heart, such as providing necessary information, 3) the store's reputation for keeping promises and commitments, and 4) the company's honesty, the higher the repurchase intention of e-marketplace consumers in Denpasar City. These results align with previous research by Trivedi & Yadav (2020), which found that consumer trust has a positive and significant effect on repurchase intention. The results of this study are supported by Fan et al.'s (2019) research, which found that consumer trust has a positive and significant effect on repurchase intention. Therefore, it can be concluded that high levels of trust have a positive and significant effect on repurchase intention of e-marketplace consumers in Denpasar City.

The Role of Trust Mediates the Effect of Seller Reputation on Repurchase Intention

Based on the analysis of the effect of seller reputation on repurchase intention through consumer trust, a beta coefficient of 0.314 was obtained with a significance level of $0.000 \leq 0.05$, indicating that H_0 is rejected and H_1 is accepted. These results indicate that seller reputation mediates the effect of seller reputation on repurchase intention of e-marketplace consumers in Denpasar City. These results also reinforce previous research by Martinelli & Olievera (2024) on the effect of seller reputation on consumer trust. Likewise, increased consumer trust can increase consumer repurchase intention (Liu & Tang, 2018). It can be concluded that consumer trust partially mediates the effect of seller reputation on repurchase intention.

The Role of Trust Mediates the Effect of Sales Promotions on Repurchase Intention

The analysis of consumer trust's mediating effect on sales promotions on repurchase intentions of e-marketplace consumers in Denpasar City yielded a beta

coefficient of 0.098 with a significance level of $0.039 \leq 0.05$, indicating that H_0 is rejected and H_1 is accepted. These results indicate that sales promotions have a positive and significant effect on e-marketplace consumer trust in Denpasar City. Furthermore, consumer trust can also increase repurchase intentions of e-marketplace consumers in Denpasar City. These results also reinforce previous research that states that sales promotions play a crucial role in building consumer trust (Mahadin et al. (2023), and that increased consumer trust can increase consumer repurchase intentions (Mou et al., 2020; Zhu et al., 2020).

Research Implications

As stated in the analysis and discussion, this study theoretically identified a relationship between the latent variables of seller reputation, sales promotions, trust, and repurchase intention and developed a new conceptual model for the relationship between the studied variables. This research can contribute insights to e-marketplace managers to continually refine their systems to demonstrate that sellers within their e-marketplaces have a good seller reputation and regularly conduct sales promotions to build consumer trust and increase repurchase intention.

Research Limitations

This study also encountered several limitations, primarily due to the following: 1) This study only used e-marketplace consumer respondents in Denpasar City, who are easily accessible both online and offline. Therefore, the results cannot be generalized outside Denpasar City. 2) The mediating variable studied was consumer trust, which in this study only had a partial mediating role. Therefore, future consideration should be given to incorporating other mediating variables, such as consumer satisfaction. 3) This research only used a quantitative approach. Future research can be designed using a mixed methods approach, including quantitative and qualitative approaches, to develop a business model canvas to further contribute to e-marketplace business performance.

CONCLUSION

1. Seller reputation has a positive and significant effect on consumer repurchase intention. This means that a better seller reputation increases the repurchase intention of e-marketplace consumers in Denpasar City.
2. Sales promotion has a positive and significant effect on consumer repurchase intention. This means that the more sales promotion activities carried out by MSMEs on e-marketplaces, the more repurchase intentions they can increase.
3. Seller reputation has a positive and significant effect on consumer trust. This means that a better seller reputation increases the trust of e-marketplace consumers in Denpasar City.

4. Sales promotion has a positive and significant effect on consumer trust. This means that the more sales promotion activities carried out by MSMEs on e-marketplaces, the more trust they can increase.
5. Consumer trust has a positive and significant effect on repurchase intention, meaning that higher consumer trust in e-marketplaces increases repurchase intention among e-marketplace consumers in Denpasar City.
6. Consumer trust significantly mediates the effect of seller reputation on repurchase intention. This means that consumer trust can be increased if a seller's reputation improves, and this consumer trust impacts the increase in repurchase intention among e-marketplace consumers in Denpasar City.
7. Consumer trust significantly mediates the effect of seller reputation on repurchase intention. This means that consumer trust can be increased if a seller's reputation improves on e-marketplaces, and this consumer trust impacts the increase in repurchase intention among e-marketplace consumers in Denpasar City.

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