THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, PERCEIVED ENJOYMENT, AND TRUST ON INTENTION TO REUSE

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Abstract

This research is motivated by Shopee being one of the most popular shopping sites and much in demand for purchasing products online, but there are still doubts among consumers to reuse the Shopee marketplace as a place to shop or transact online for the first time or repeatedly. Shopee must try to improve its services so that consumers' intention to reuse Shopee is higher. This study aims to explain the influence of perceived usefulness, perceived ease of use, perceived enjoyment, and trust on the intention to reuse the Shopee marketplace among Shopee consumers in Denpasar City. The research sample consists of 120 Shopee consumers aged at least 17 years, with a minimum education level of high school or equivalent, residing in Denpasar City, and having made at least 3 purchases on the Shopee site in the past 3 months. Data collection method used a questionnaire instrument. Data analysis techniques employed were descriptive statistical analysis and multiple linear regression. The research findings indicate that, partially, perceived usefulness, perceived ease of use, perceived enjoyment, and trust have a positive and significant influence on reuse intention. The implications of this research highlight the need for attention to strategies related to usefulness, ease of use, convenience, and trust on Shopee if they intend to maintain consumer intention to reuse Shopee marketplace as their online shopping platform.

Keywords: Perceived Usefulness; Perceived Ease of Use; Perceived Enjoyment; Trust; Intention to Reuse;

INTRODUCTION

In this information age era, the internet is not only a means for the world of entertainment and technology, but also a medium for increasing business profits. One of the significant impacts of advances in digital technology and the internet has resulted in the emergence of new phenomena in the process of buying and selling goods. This has led to the development of trading activities, especially with the presence of marketplaces which are considered easy and practical when shopping online. Marketplaces in Indonesia are starting to appear more and more, this is causing competition between marketplaces to become increasingly fierce (Dewi

and Febriani, 2021). Marketplaces currently encourage consumers to be more selective in choosing which marketplace they will use and make competition fierce (Saraswati & Rahyuda, 2021). Several names such as Shopee, Tokopedia, Lazada, are online markets that are currently busy being used by Indonesian consumers.

Data regarding marketplace visits in Indonesia in 2023 shows that Shopee is the marketplace with the largest number of monthly application visitors with total monthly application visitors reaching 158 million visitors. Then, looking at the rankings on the Appstore and Playstore, Shopee is also ranked first as the most popular marketplace. many downloads, which shows that many people are interested in shopping online using the Shopee marketplace. However, this is not enough, application visits from Shopee fluctuate greatly. In contrast to the first quarter of 2023, in previous years Shopee experienced a significant decline in the number of visitors. According to data compiled by iPrice, in the second quarter of 2022 Shopee had an average of 131.3 million application visitors per month. This figure is inferior to Tokopedia, which managed to attract 158.3 million application visitors per month in the same period.

Data on online shop competition in Indonesia shows the tight competition that occurs between the Shopee and Tokopedia marketplaces in the number of monthly application visitor data where Shopee experiences instability in the number of visitor data. On the other hand, the results of consumer reviews who previously used the Shopee marketplace on the Appstore site, some of them gave a one star rating on the Shopee application assessment and said that Shopee was starting to experience a decline in service (AppStore, 2023). The results of the review provided on the Shopee marketplace prove that there has been a decline in the services provided by Shopee to its consumers. The decline in service resulted in a decrease in intentions to reuse the Shopee marketplace for online shopping. This is based on public perception regarding ease of use, usefulness, enjoyment, and also public trust in Shopee. For this reason, researchers conducted a pre-survey on 20 respondents in Denpasar City with the criteria of having shopped at Shopee to find out consumer responses to the Shopee marketplace.

The results of the pre-survey show that most people have made online purchases or shopped online, but there are still people who have doubts about shopping online. From the results of the pre-survey, trust or trustworthiness of a marketplace will help increase application reuse and increase repurchase intentions in the marketplace. Apart from that, factors such as perceived ease of use, perceived usefulness and perceived enjoyment of the marketplace are very helpful and make it easier for consumers to shop online. Whether it's a first time purchase or a repeat purchase. The meaning of intention to reuse in this research refers to consumers' desire to repurchase or transact again on Shopee after their first experience.

Research on online shopping behavior among consumers needs to be carried out considering that the increasingly rapid growth and development of marketplaces can influence consumers' online purchasing behavior, especially regarding their intention to reuse behavior in the marketplace. Intention to reuse can be influenced by various things, including perceived usefulness, perceived ease of use, perceived enjoyment, and trust held by consumers (Cha et al. 2021).

In line with the literature review and results of previous research, the model in this research is as follows:
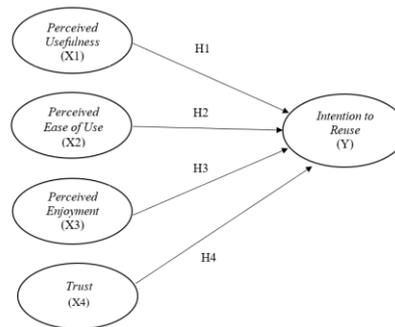
Source: Primary data processed, 2024
Figure 1.
conceptual framework

Brahmanta and Wardhani (2021) in their research stated that perceived usefulness has a significant positive influence on intention to reuse where consumers have the ability to utilize technology to help consumers find the products or services they need, depending on the motivation and opportunities that exist. Research by Chandra and Kohardinata (2021) and Lestari (2020) stated that perceived usefulness has a positive and significant influence on continuance intention. However, Arahita and Hatamimi (2015) stated that this was different from the statement above, where in their research it was explained that perceived usefulness did not have a significant positive effect on intention to reuse. Based on existing empirical studies, it can be built or arranged as follows.
H1:*Perceived usefulness*positive and significant effect on intention to reuse.

Subagio et al.'s (2018) research on perceived ease of use states that perceived ease of use will influence a person's decision to reuse a technology in the future. Research by Falah (2021) as well as research by Kuswanadji and Utaminingsih (2024), states that perceived ease of use has a positive and significant effect on intention to reuse. Conflicting results were found by Humbani and Wiese (2019) who showed that perceived ease of use did not significantly influence intention to reuse. Based on existing empirical studies, it can be built or arranged as follows.

H2:*Perceived ease of use*positive and significant effect on intention to reuse.

*Perceived enjoyment*is the most important factor in influencing online repurchases by consumers and this can also increase the intention to use them repeatedly (Gupta, 2020). The better the perceived enjoyment, the greater the intention to reuse on Shopee. Research by Indah Puspitasari and Vita Briliana (2017) also explains that the perception of pleasure includes comfort, security in transactions, ease of use, and related products obtained. Similar to the results of research conducted by Parasari (2019), it is stated that perceived enjoyment influences the intention to reuse. However, this is different from the research findings of Hidayat (2020) which shows that perceived enjoyment has a negative effect on continuance intention. Based on the research results that have been presented, the following hypothesis can be formulated:

H3:*Perceived enjoyment*has a positive and significant effect on intention to reuse.

Dwi and Raka (2022) in their research stated that trust has an influence on intention to reuse, in the online consumer purchasing process, trust plays an important role. Research by Oktawan et al. (2023) shows that, the higher the consumer's e-trust in purchasing products online, the higher the intention to use the application again (buy the product online). Apart from that, several other researchers also showed the same thing, in research by Sandy and Firdausy (2021) showing that trust has a positive and significant effect on consumers' intention to reuse. In contrast to Naufaldi and Tjokrosaputro, M. (2020) who stated that trust has a positive and insignificant effect on repurchase intention. Based on this research gap, the researcher proposed the following hypothesis.

H4: *Trust* has a positive and significant effect on intention to reuse.

RESEARCH METHODS

This research is academic research that uses quantitative research with survey methods. Based on the level of explanation, this research is classified as associative causal or relationship research, namely research to determine cause and effect, the relationship or influence of the independent variable (X) on the dependent variable (Y). This research was carried out randomly*on line*to users *marketplace* Shopee has 120 people who live in Denpasar and have made purchases through *marketplace* Shopee at least 3 times within a period of 3 months starting from the beginning of 2023. The object of this research is consumer behavior in shopping*on line*towards the intention to reuse *marketplace* Shopee with attention *perceived usefulness, perceived ease of use, perceived enjoyment,* And*trust*. The dependent variable used in this research is intention to reuse (Y). The independent variable in this research is *perceived usefulness* (X1), *perceived ease of use* (X2), *perceived enjoyment* (X3), and*trust* (X4). The operational definitions of the variables used in this research are described in the following table.

Table 1.
Operational Definition of Variables

No	Variable	Variable Definition	Indicator	Source
1	Perceived Usefulness (X_1)	Perceived usefulnessor perceived usefulness referred to in this research is the extent to which consumers believe that using the Shopee marketplace will improve their performance.	1) Fast (being quick) 2) Time saving 3) Energy savings (effort savings) 4) Cost reduction 5) Overall usefulness	Lagita and Briliana, (2018) and Nofiyanti and Wiwoho (2020), Davis (1989), Puspitasari and Briliana (2017).
2	Perceived Ease of Use (X_2)	Perceived ease of useor perceived ease referred to in this research is the extent to which consumers believe that using the Shopee marketplace is easy and does not require much effort from the user.	1) Easy to learn (ease to learn) 2) Clear and understandable 3) Easy to become skilled (easy to become skillful) 4) Easy to use anytime and anywhere (easy to use and flexible)	Davis et al, (1989), Japariyanto & Anggono (2020), Subagio et al (2018).
3	Perceived Enjoyment (X_3)	Perceived enjoymentor the perception of enjoyment referred to in this research isIt is possible that in the shopping process on Shopee, consumers feel involved, happy and enthusiastic about shopping.	1) Happy to interact 2) Comfort 3) Enjoyed the visit	Puspitasari and Briliana (2017), Juniwati (2015), Venkatesh and Davis (2000).
4	Trust (X_4)	Trustor belief referred to in this research isan attitude of trust held by customers that Shopee has good	1) Trust towards site (trust towards site) 2) Trust in usefulness (trust on	Giantari et al. (2013), Nilasari (2019), Faihaputri &

		intentions and believes in making purchases through Shopee.	usefulness) 3) Believe that the company has good intentions (trust on company good intention) 4) Believe that the company has good performance (trust on company good works) 5) Trust that transactions are safe (trust on safe transactions)	Saripudin (2021).
5	*Intention to reuse* (Y)	*Intention to reuse* or intention to reuse referred to in this research isas a follow-up to consumer purchasing interest where the confidence to decide will use the service for repeat purchasesvia the Shopee marketplace.	1) Willing to reuse 2) Promote to other consumers 3) The first choice compared to others	Juniwati (2015), Subagio et al. (2018), Polo & Utrillas (2016).

Source: Secondary data processed in 2024

The population of this research is all Shopee marketplace consumers. Because the population size in this study is unknown, a non-probability sampling technique was used with a purposive sampling method. This research uses quantitative data with a survey method. Quantitative research is a researcher's attempt to find knowledge by presenting data in the form of numbers. This research uses two data sources, namely primary data and secondary data. The primary data for this research comes from a research questionnaire. Secondary data in the research was obtained from references from journals, books, the internet and other sources that had an influence on this research. The data collection method in this research uses an instrument in the form of a questionnaire with a Likert scale

technique. The data analysis technique used is descriptive statistical analysis and multiple linear regression test analysis.

RESULTS AND DISCUSSION

Table 2.
Respondent Characteristics

No	Variable	Classification	Number of people)	Percentage (%)
1	Gender	Man	48	40
		Woman	72	60
	Amount		**120**	**100**
2	Age	17-24 Years	57	47.5
		25-32 Years	42	35
		33-40 Years	20	16.7
		>40 Years	1	0.8
	Amount		**120**	**100**
3	Last education	SMA/SMK	52	43.3
		Diploma or equivalent	21	35.8
		Bachelor	43	17.5
		Postgraduate	4	3,4
	Amount		**120**	**100**
4	Work	Student/Students	50	41.7
		Civil servants	16	13.3
		Private employees	34	28.3
		Businessman	14	11.7
		Other	6	5
	Amount		**120**	**100**

This research uses respondents who are at least 17 years old, have a minimum of high school/equivalent education, live in Denpasar City, and have made purchases on Shopee at least 3 times in 3 months starting from the beginning of 2023. The number of respondents in this research is 120 respondents. Table 2 shows that the Shopee consumers in this research sample are dominated by women. In terms of age, the sample in this study was dominated by Shopee consumers aged 17 to 24 years, namely 47.5 percent, and 35 percent aged 25 to 32 years. Based on their level of education, Shopee consumers with a high school/equivalent education are the largest, namely 43.3 percent of the total sample, followed by a bachelor's degree, namely 17.5 percent. Based on occupation, the number of respondents who work as students dominates at 41.7 percent and is followed by both private and civil servants who also dominate.

Table 3.
Validity Test Recapitulation

Variable	Indicator	r-Count	r-Table	Information
Perceived Usefulness	X1.1	0.693	0.30	Valid
	X1.2	0.584	0.30	Valid
	X1.3	0.702	0.30	Valid
	X1.4	0.842	0.30	Valid
	X1.5	0.598	0.30	Valid
Perceived Ease of Use	X2.1	0.825	0.30	Valid
	X2.2	0.815	0.30	Valid
	X2.3	0.717	0.30	Valid
	X2.4	0.692	0.30	Valid
Perceived Enjoyment	X3.1	0.842	0.30	Valid
	X3.2	0.733	0.30	Valid
	X3.3	0.755	0.30	Valid
Trust	X4.1	0.840	0.30	Valid
	X4.2	0.700	0.30	Valid
	X4.3	0.518	0.30	Valid
	X4.4	0.612	0.30	Valid
	X4.5	0.758	0.30	Valid
Intention to reuse	Y.1	0.708	0.30	Valid
	Y.2	0.913	0.30	Valid
	Y.3	0.766	0.30	Valid

Source: Primary data processed, 2024

The validity test results show that all variables have a calculated r value greater than r table (0.30). This shows that each question in the research instrument is valid.

Table 4.
Reliability Test Recapitulation

Variable	Cronbach's Alpha	Information
Perceived Usefulness (X1)	0.712	Reliable
Perceived Ease of Use (X2)	0.864	Reliable
Perceived Enjoyment (X3)	0.680	Reliable
Trust (X4)	0.716	Reliable
Intention to reuse (Y)	0.719	Reliable

Source: Primary data processed, 2024

The reliability test results show that the value *Cronbach's alpha* all variables are greater than 0.60. This shows that each question in the research instrument is reliable.

Table 5.
Descriptive Analysis of Perceived Usefulness Variables

No	Question	Frequency of Respondents' Answers					Total score	Average	Criteria
		1	2	3	4	5			
1.	The Shopee application can be used quickly.	0	1	4	64	51	525	4.38	Very high
2.	Shopping on Shopee is useful for saving time	2	2	4	46	66	534	4.43	Very high
3.	Shopping on Shopee is useful for saving energy.	0	1	3	52	64	539	4.49	Very high
4.	Shopping on Shopee is useful for saving costs.	0	4	10	60	46	508	4.23	Very high
5.	*Marketplaces*Shopee is useful overall.	0	1	6	64	49	521	4.34	Very high
Average Perceived Usefulness Variable Score								**4.37**	**Very high**

Source: Primary data processed, 2024

Adaptation variable indicator *perceived usefulness* which has the lowest average value is the cost reduction indicator (*cost reduction*)with the question "Shopping on Shopee is useful for saving costs". This means that there are several respondents who feel they shop at *marketplace* Shopee does not save on the costs they incur.

Table 6.
Descriptive Analysis of Perceived Ease of Use Variables

No	Question	Frequency of Respondents' Answers	Amount	Average	Criteria

No	Question	1	2	3	4	5	Amount	Average	Criteria
1.	The Shopee application is easy to learn.	0	3	10	55	52	516	4.30	Very high
2.	The Shopee application can be clearly understood.	0	2	7	60	51	520	4.33	Very high
3.	The more often I use the Shopee application, the more proficient and skilled I become in using it.	0	0	9	58	53	524	4.37	Very high
4.	The Shopee application is easy to use overall and has flexibility in its features.	0	2	11	61	46	511	4.26	Very high
	Average Perceived Ease of Use Variable Score							**4.31**	**Very high**

Source: Primary data processed, 2024

Adaptation variable indicator *perceived ease of use* which has the lowest average value is an indicator that is easy to use anytime and anywhere (*easy to use and flexible)* with the question "The Shopee application is easy to use overall and has flexibility in its features". This means that there are several respondents who feel *marketplace* Shopee is not easy to use overall and lacks flexibility in its features.

Table 7.
Descriptive Analysis of Perceived Enjoyment Variables

No	Question	Frequency of Respondents' Answers					Amount	Average	Criteria
		1	2	3	4	5			
1.	I feel happy purchasing products through the Shopee marketplace.	0	1	1	58	60	537	4.47	Very high

No	Question	1	2	3	4	5	Amount	Average	Criteria
2.	I am comfortable using Shopee for shopping activities.	0	0	7	57	56	529	4.41	Very high
3.	I felt entertained when visiting the Shopee marketplace.	0	3	12	55	50	512	4.27	Very high
Average Perceived Enjoyment Variable Score								**4.38**	**Very high**

Adaptation variable indicator *perceived enjoyment* The one with the lowest average value is an indicator of being entertained by visiting with the question "I felt entertained when visiting the Shopee marketplace". This means that there are several respondents who feel less or not entertained enough in doing itvisit via Shopee.

Table 8.
Descriptive Analysis of Trust Variables

No	Question	Frequency of Respondents' Answers					Amount	Average	Criteria
		1	2	3	4	5			
1.	I believe in the Shopee application or site.	1	3	17	58	41	495	4.13	Tall
2.	I believe Shopee is beneficial overall.	0	1	6	66	47	519	4.33	Very high
3.	I believe that Shopee has good intentions in providing services.	0	0	7	68	45	518	4.32	Very high
4.	I believe that Shopee has a good performance.	1	3	7	76	33	497	4.14	Tall

5.	I believe that transactions on Shopee are very safe.	2	5	13	53	47	498	4.15	Tall
Average Trust Variable Score								**4.21**	**Very high**

Source: Primary data processed, 2024

Adaptation variable indicator *trust* The one with the lowest average value is an indicator of trust in the site (*trust towards site*)with the question "I believe in the Shopee application or site". This means that there are several respondents who feel less confident about making purchases through the Shopee application or website.

Table 9.
Descriptive Analysis of the Intention to Reuse Variable

No	Question	Frequency of Respondents' Answers					Amount	Average	Criteria
		1	2	3	4	5			
1.	I will reuse*marketplace* Shopee for online purchases.	0	0	5	59	56	531	4.43	Very high
2.	I will promote Shopee to other consumers.	0	1	14	60	45	509	4.24	Very high
3.	I would choose Shopee as my first choice over the others.	0	2	11	52	55	520	4.33	Very high
Average Score for the Intention to reuse variable								**4.33**	**Very high**

Source: Primary data processed, 2024

The indicator of the adaptation variable intention to reuse which has the lowest average value is the indicator of promoting to other consumers with the question "I will promote Shopee to other consumers". This means that there are several respondents who have no intention of promoting *marketplace* Shopee to other consumers.

Table 10.

Multiple Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,469	1,023		,459	,647
	Perceived Usefulness (X1)	.111	,052	,156	2,135	,035
	Perceived Ease of Use (X2)	.211	,074	,270	2,836	,005
	Perceived Enjoyment (X3)	,247	,084	,237	2,934	,004
	Trust (X4)	,152	,043	,279	3,509	,001

Source: Primary data processed, 2024

From the regression equation above, the results of the regression equation can be explained as follows:

$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$

$Y = 0{,}156 X_1 + 0{,}270 X_2 + 0{,}237 X_3 + 0{,}279 X_4$

Table 11.

Normality Test Results

		Unstandardized Residuals
N		120
Normal Parameters, b	Mean	.0000000
	Std. Deviation	.85466110
Most Extreme Differences	Absolute	.060
	Positive	.050
	Negative	-.060
Statistical Tests		060
Asymp. Sig. (2-tailed)		200[c,d]

Source: Primary data processed, 2024

Based on the normality test using the One-Sample Kolmogorov Smirnov Test, the Asymp value was obtained. Sig (2-tailed) is 0.200 which has a value >0.05, which means the data is normally distributed and it can be concluded that the model has passed the normality test.

Table 12.
Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Perceived Usefulness (X1)	,649	1,542
	Perceived Ease of Use (X2)	,384	2,605
	Perceived Enjoyment (X3)	,529	1,890
	Trust (X4)	,550	1,819

Source: Primary data processed, 2024

Based on the results of the multicollinearity test, it is shown that all independent variables have a tolerance value of > 0.10, as do the results of the VIF value calculation. All variables have a VIF value of 10. So the regression model created does not contain symptoms of multicollinearity.

Table 13.
Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,023	,635		3,186	,002
	Perceived Usefulnes s (X1)	,022	,032	,075	,677	,500

Perceived Ease of Use (X2)	-.044	,046	-.139	-.961	,338
Perceived Enjoyment(X3)	.024	,052	,057	,461	,645
Trust (X4)	-.036	,027	-.163	-1,351	,179

Source: Primary data processed, 2024

Based on the results of the heteroscedasticity test, it shows that each independent variable has a significance value greater than 0.05.

Table 14.
F Test Results (Model Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131,077	4	32,769	43,354	,000b
	Residual	86,923	115	,756		
	Total	218,000	119			

Source: Primary data processed, 2024

The results of the F test reveal the significance value for each independent variable (X)the dependent variable (Y) is 0.000 < 0.05 and the calculated F is 43.354, the F table value is 2.45. This proves that each independent variable in this research simultaneously or simultaneously influences the dependent variable and the model used in this research can be said to be feasible.

Table 15.
t Test Results (Partial Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,469	1,023		,459	,647
	Perceived	.111	,052	,156	2,135	,035

Usefulness (X1)					
Perceived Ease of Use (X2)	.211	,074	,270	2,836	,005
Perceived Enjoyment (X3)	,247	,084	,237	2,934	,004
Trust (X4)	,152	,043	,279	3,509	,001

Source: Primary data processed, 2024

The calculation results obtained a value t_{hitung} for the perceived usefulness variable it is 2.135 with a resulting significance level of 0.035. Because of value $t_{hitung} > t_{tabel}$ namely (2.135) > 1.982 and the resulting significance value of 0.035 is smaller than 0.05 then H_0 in this study was rejected and H_1 accepted, meaning that the perceived usefulness variable partially has a positive and significant effect on the intention to reuse the Shopee marketplace.

The calculation results obtained a value t_{hitung} for the perceived convenience variable it is 2.836 with a resulting significance level of 0.005. Because of value $t_{hitung} > t_{tabel}$ namely (2,836) > 1.982 and the resulting significance value of 0.005 is smaller than 0.05 then H_0 in this study was rejected and H_1 accepted, meaning that the perceived ease of use variable partially has a positive and significant effect on the intention to reuse the Shopee marketplace.

The calculation results obtained a value t_{hitung} for the perceived enjoyment variable it is 2.934 with a resulting significance level of 0.004. Because of value $t_{hitung} > t_{tabel}$ namely (2,934) > 1.982 and the resulting significance value of 0.004 is smaller than 0.05 then H_0 in this study was rejected and H_1 accepted, meaning that the perceived enjoyment variable partially has a positive and significant effect on the intention to reuse the Shopee marketplace.

The calculation results obtained a value t_{hitung} for the trust variable it is 3.509 with a resulting significance level of 0.001. Because of value $t_{hitung} > t_{tabel}$ namely (3,509) > 1.982 and the resulting significance value of 0.001 is smaller than 0.05 then H_0 in this study was rejected and H_1 accepted, meaning that the trust variable partially has a positive and significant effect on the intention to reuse the Shopee marketplace.

Table 16.
Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775a	,601	,587	,869

Source: Primary data processed, 2024

The results of the coefficient of determination test show that the Adjusted R square value is 0.601, this means that 60.10% of the variable intention to reuse can be explained by the four variables perceived usefulness, perceived ease of use, perceived enjoyment, and trust. Meanwhile, the remaining 39.90% is influenced or predicted by other variables that are not in the research model.

CONCLUSIONS AND SUGGESTIONS

Based on the discussion of the research results that have been carried out, several conclusions can be drawn.*Perceived usefulness* has a positive and significant effect on*intention to reuse* on *marketplace* Shopee.*Perceived ease of use* has a positive and significant effect on*intention to reuse* on *marketplace* Shopee consumers.*Perceived enjoyment* has a positive and significant effect on*intention to reuse* Shopee consumers.*Trust* has a positive and significant effect on*intention to reuse*Shopee consumers. Based on the conclusions of the research results, several suggestions can be concluded related to this research. Associated with *perceived usefulness*, what Shopee should do is review it againsome useful developments such as added featuresproduct recommendations based on consumer budgetand more varied payment methods to attract new users while saving on transaction costs. Associated with *perceived ease of use*, what Shopee should do is review the related issuesuser interfaceand the user experience of the website and application is further improved and also made easier, so that it can attract old and new users to make repeat purchases through the Shopee application. Associated with *perceived enjoyment*, what Shopee should do is review it again personalization technology to present content that is relevant and tailored to consumers' preferences and interests so that they feel more entertained and appreciated when visiting. Associated with*trust*, what Shopee should do is review it again information on the application and information provided by sellers and buyers, so that the services provided remain reliable. Suggestions that can be given for further research are that they hope to be able to research other variables or different models and expand the scope of research.

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