

# Repurchase Intentions on Zalora Indonesia: The Role of Trust, E-Commerce and Product Evaluation

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## ABSTRACT

The purpose of this study is to explore the impact of trust and e-commerce components, as well as the component of product evaluation, on repurchase intentions at Zalora Indonesia. Adoption of e-commerce is influenced by perceptions of no risk, perceived benefits, and web reputation, while product evaluation is influenced by perceptions of perceived value, product quality, and perceived competitive pricing. For 272 respondents who were distributed via an online questionnaire, convenience sampling with a non-probability sampling technique was used. The test was conducted using the software SmartPLS 3.2.9. The study's findings indicated that the component variables associated with e-commerce adoption were perceived as non-risky and had no effect on repurchase intentions. Perceived benefits and perceived value have the greatest influence on repurchase intention, while perceived trust online has the least. The study's findings have significant implications for understanding how technology adoption and product evaluation can influence repurchase intention.

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan dan komponen e-commerce dan komponen evaluasi produk terhadap niat pembelian ulang pada Zalora Indonesia. Untuk adopsi e-commerce melibatkan variabel persepsi tidak berisiko, persepsi manfaat, reputasi web, pada evaluasi produk melibatkan variabel kualitas persepsi nilai, kualitas produk, persepsi harga kompetitif. Convenience sampling dengan teknik non-probability sampling digunakan terhadap 272 sampel responden yang disebar melalui kuesioner secara online. Pengujian dilakukan dengan menggunakan software SmartPLS 3.2.9, hasil dari penelitian menunjukkan bahwa variabel komponen adopsi e-commerce yaitu persepsi tidak berisiko & tidak berpengaruh terhadap niat pembelian ulang. Pengaruh terbesar variabel anteseden pada niat pembelian ulang adalah persepsi manfaat, persepsi nilai dan yang terkecil persepsi kepercayaan online. Hasil penelitian memberikan implikasi penting bahwa meningkatkan niat pembelian ulang dapat dipengaruhi oleh adopsi teknologi dan evaluasi produk.

## INTRODUCTION

Electronic commerce via the Internet or shopping online was initiated for the first time in 1995 (Laudon & Traver, 2017:9). E-commerce is a global phenomenon that has an impact on social and economic life in people around the world (Laudon & Traver, 2017: 3). shopping Online is an alternative for customers because it has advantages inconvenience compared to conventional shopping which is usually associated with anxiety about crowds, traffic jams on the way, limited time, looking for a parking space, and so on. Internet retailers or stores are online now one of the fastest-growing sectors in the world, and of course, this has an impact on traditional stores (Kidane & Sharma, 2016). However, in e-commerce customers tend to easily move from one e-commerce to e-commerce so that it becomes a challenge for e-commerce

considering that attracting new customers is much more expensive than retaining existing customers, reducing customer perceptions of risk is very relevant to ensure they are willing to return to stores online (Gefen et al., 2003). Compared to potential customers, repeat customers usually feel a lower level of certainty in transacting through the website because they already have direct experience with the website (Chiu et al., 2012). It is very important to understand so that customers can make repeat purchases on the same e-commerce.

In repurchase intentions, buyers already have direct experience with sellers in repurchase situations and can use this experience as a source of decision making (Fang et al., 2014). Perceived risk has been identified as a determinant of a buyer's purchase intention (in the pre-purchase stage) and also plays an important role in the post-purchase stage, and purchase intention is formed based on the assumption of a delayed initial transaction (Chang & Wildt, 1994). The repurchase intention is formed under the assumption that the shopper online has completed the initial transaction with the website (Hellier et al., 2003). Thus, purchase online can be defined as the probability of a customer performing a specified buying behavior over the internet for the first time (Hellier et al., 2003), whereas repurchase intention can be viewed as a customer's subjective probability of revisiting a store online, taking into account the situation or circumstances. (Hellier et al., 2003).

In the data of ten e-commerce that have the highest visitors, Zalora Indonesia. When viewed from the vertical e-commerce in Indonesia, the ones that received the most visits were Orami, Bhineka, Sociolla, and Zalora. Although now Zalora has added a variety of products sold from food, medicine, make-up, electronic devices, Zalora is still unable to face its competitor.

**Table 1. The Top Ten E-commerce Sites with the Most Visitors**

Rank	E-commerce	Visitors
1	Tokopedia	75,502,688
2	Shopee	61,669,392
3	Buka lapak	53,862,335
4	Lazada	28,722,572
5	Blibli	24,170,104
6	JD.id	7,487,384
7	Sociolla	4,267,023
8	Bhinneka	4,164,203
9	Orami	3,873,176
10	Zalora	3,046,010

Source: Iprice.co.id, 2020 (Researcher)

To investigate the decline in transaction volume, this study examines Zalora Indonesia's bounce rate. The term "*bounce rate*" refers to the percentage of visitors who read a page or blog on a website during a specified period (Wahono, 2020). As a comparison, this study compiles data on the bounce rate of several e-commerce industries based on measurements (Simmilarweb, 2021), as shown in Table 2.

**Table 2. Bounce Rate E-commerce**

No	Bounce Rate	E-commerce
1	42,21%	Tokopedia
2	42,21%	Berrybenka
3	50,63%	JD.ID
4	50,79%	Zalora Indonesia
5	47,98%	Bukalapak
6	50,14%	Zaful
7	40,09%	Shein

Source: *Simmiliar Web*, 2020 (Researcher)

On the basis of Table 2. Bounce Rate from Zalora Indonesia has a value of greater than 50.79 percent. According to (Patel, 2020), the bounce rate is defined as "A bounce occurs when someone visits your website and leaves without interacting further with your site. Your bounce rate shows you the percentage of your visitors who bounce off of your site". This means that a higher bounce rate as a percentage indicates that the website is less appealing to visitors. A high bounce rate can result in low conversion rates, as the majority of visitors to a website will leave without completing the transaction (Norman, 2013); (Wahono, 2020) "The conversion rate is the percentage of users who take a desired action. The archetypical example of conversion rate is the percentage of website visitors who buy something on the site". This is why the Zalora Indonesia is not included in the most popular group of Indonesian e-commerce websites. The bounce rate indicates that a high bounce rate will reduce customer interest in Zalora. When the bounce rate is used to gauge a visitor's interest in a website, it's clear that retaining customers is difficult. Customers who are loyal spend more and stay longer. According to research, retaining an existing customer is five times more cost effective than acquiring a new one. On the other hand, changing customers will incur significant costs. Losing a customer entails the loss of multiple sales. This results in the loss of the entire flow of purchases made by customers (Kotler & Armstrong, 2018).

The growing use of e-commerce demonstrates the numerous benefits of e-commerce, but also highlights the difficulties associated with customer retention in e-commerce due to the ease with which customers can move from one website to another, indicating problems that have an effect on intentions. Recurring purchase. Second, because the buyer cannot see the goods being purchased directly, there is no way to determine whether the goods are truly in line with expectations, as illustrated in Table 2. There is a high bounce rate value on Zalora Indonesia, which indicates that customers are very easy to move and abandon their baskets, which indicates that it is very likely to affect the perception of value, and if this occurs continuously, it will result in customers being lost and Zalora Indonesia losing repurchase interest.

According to the results of the literature search, no research has been conducted on the factors affecting customer intentions to shop again on e-commerce in Indonesia that are included in the modification model between the TAM model and the product evaluation model. This study employs two research models, one for adoption e-commerce and another for product evaluation. Several research questions will be examined in greater detail as follows: Does the perception of low risk, web reputation, and perceived value have a positive effect on online trust? Does the perception of low risk, trust, perceived benefit, and perceived value have a positive effect on repurchase intention? Does the perception of low risk, web reputation, and perceived value have a positive effect on repurchase intention? Does the perception of low risk,

web reputation, and perceived value have a positive effect on repurchase intention? Does the perception of low risk, web reputation, and perceived value have a positive. The purpose of this study is to determine the strength of the relationship between variables composed of adoption-commerce and product evaluation components and to determine how they affect e-commerce repurchase intentions.

Introduction contains a clear description of **(sequentially)** (1) General description, problems, short reasons for conducting research (2) *State of the art* or a brief study of other research literature (previous) similar to justify novelty/*novelty* research in this article (tips: reference library there should be a reference journal of **the last 10 years**), (3) *Gap analysis* or statement gap or novelty or *novelty statement* containing gap statements containing two elements, namely from the important side of the research and what uniqueness or novelty of this research compared to previous research); (4) The hypothesis **[if any]** is expressed not in the form of a question sentence. (5) How to approach problem solving [if any] (6) expected results or research objectives in this article.

Trust is a critical component of the construction of many transactional relationships (Syafriza & Widodo, 2018). Numerous disciplines have investigated trust, including psychology, economics, marketing, and information systems. Trust in e-commerce has been conceptualized in two stages in the trust literature: pre-purchase and post-purchase (Zhang et al., 2011). This study examines the effect of trust on repurchase intentions. The author will assess trust post- or post-purchase. Post-purchase trust is distinct from initial trust in that the customer has significant prior experience and can immediately decide whether to conduct another transaction with the same seller in the future (Sullivan & Kim, 2018).

From the perspective of technology adoption, perceived usefulness or usefulness has been shown to be a significant predictor of use intention (D. Davis, 1986). Individuals will only use a website if they believe it will improve their performance (D. Davis, 1986). Customers tend to purchase products online when they find them useful, and customers believe that shopping online can improve their appearance. Perceived usefulness refers to the extent to which customers believe that shopping online can help them improve their online shopping performance, and thus has a direct effect on repurchase intentions (Khansa & Rachmawati, 2020). In the marketing literature, reputation is associated with strong brand equity and credibility. In the context of e-commerce, reputation encompasses customer perceptions of a company's public image, innovativeness, product and service quality, and commitment to customer satisfaction. Customers can assess a website's reputation based on performance evaluations and past sales behavior (Zhang et al., 2011). Repeat customers of an online store can use the reputation, image, and overall impression of a particular website to form opinions about new and unfamiliar products offered on that website (Delgado-Ballester & Hernández-Espallardo, 2008).

Customers' repurchase intentions are influenced by the accumulation of perceived customer equity gained through interactions with brands and other customers via a variety of mobile applications, websites, and social media platforms (Liang et al., 2018). Repurchase intention refers to the desire to purchase something based on prior purchasing experience. Repurchase intention is a strong indicator of customer satisfaction with a product at the time of adoption. After customers try a product and determine whether they like or dislike it, they decide whether to adopt or reject the product. When customers realize that the products they use are of high quality and capable of meeting or exceeding their needs and expectations, they develop a positive attitude toward the product (Boniran & Widodo, 2019).

Increased repeat purchases are necessary to increase the perceived value of customers, as evidenced by good purchases, customer-acceptable prices, and good financial value for customers (Boniran & Widodo, 2019). The term "perceived value" refers to the ratio or trade-off between quality and price. Perceived value encompasses both relational benefits (quality, ease of shopping) and trade-offs (money spent, time, and effort consumption). Transaction costs include the effort required to gather information before repurchasing, the effort required to avoid deception while repurchasing, and the investment of certain assets (procedural knowledge for transaction fulfillment and loyalty programs) to maintain an ongoing relationship with the store online. In a nutshell, these two factors contribute to the evaluation of the customer during the repurchase process. Apart from their effect on repurchase intentions, this study will examine how the three transaction costs affect the creation or reduction of value via intrinsic attributes, extrinsic cues, and higher-level abstractions (Wu et al., 2014).

Along with price perceptions, increased brand and store perceptions result in increased perceived quality and, as a result, a greater willingness to buy. Additionally, the model predicts that perceived value and purchase decisions are influenced by quality. According to Zeithaml (1988), perceived quality is the customer's assessment of the overall product (Sullivan & Kim, 2018). While objective quality refers to the level of quality determined by predetermined ideal standards, perceived quality is a subjective assessment made by an individual based on his or her evaluation. Qualities perceived are sometimes referred to as higher-level abstractions (comfort and emotional feelings) rather than attributes (Sullivan & Kim, 2018). Perceived quality can be viewed as a proxy for overall product evaluation. The term "perceived quality" is frequently used in conjunction with comparison. Zeithaml (1988) asserts that product quality is assigned a value based on the perceived superiority of the product or service to the customer.

Consumers' perceptions of high versus low prices are subjective and are based on the value they receive from a product in comparison to the price they pay. Often, offering the lowest price does not guarantee that consumers will visit and make a purchase at a particular site, as the price has long been viewed as a proxy for the product's quality (Ho & Chung, 2020). Competitive price perception is a customer's assessment of a product or service based on the perceived high and low prices derived from the price differential between the prices offered by various parties and the known base price, which can influence purchasing decisions (Boniran & Widodo, 2019).

E-commerce can be defined as the use of the internet, web and mobile applications, and mobile device browsers to conduct digitally-enabled business or commercial transactions between and among organizations and individuals (Laudon & Traver, 2003). E-commerce enables international transactions, makes purchasing products online across national borders simple and convenient for customers, and creates new business opportunities for both domestic and international e-commerce merchants (Hallikainen & Laukkanen, 2018). E-commerce technology is a business mechanism that operates electronically by focusing on online transactions. It enables businesses to develop more human and personalized relationships with customers without being bound by space or time constraints (Widhianto, 2014).

### *Hypothesis*

Based on a review of the literature, previous research findings, and research on several factors affecting customer repurchase intentions for e-commerce Zalora Indonesia's. Perceived no risk, trust online, web reputation, perceived benefits, perceived competitive price, product



quality, and perceived value were the independent variables. As a result, the following hypothesis is advanced:

- H1: The perception of no risk has a beneficial effect on online trust.
- H2: A risk-free perception has a beneficial effect on repurchase intention.
- H3: Online trust has a beneficial effect on perceived benefits
- H4: online trust has a beneficial effect on repurchase intentions
- H5: Perceived benefits influence repurchase intentions positively.
- H6: The reputation of a website has a positive effect on the quality of a product.
- H7: Online reputation has a beneficial effect on trust.
- H8: The perceived value of a website is positively correlated with its reputation on the web.
- H9: The perception of a competitive price has a positive effect on the perceived quality of a product.
- H10: Competitive price perception has a beneficial effect on perceived value
- H11: The perceived value of a product is positively correlated with the product's quality.
- H12: Perceived value has a beneficial effect on online trust.
- H13: Perceived value has a positive effect on the intention to repurchase.

## RESEARCH METHOD

The e-commerce website was functional. The research was conducted on Zalora Indonesia. Users of e-commerce were surveyed. In Indonesia, Zalora was forced to recall its online shopping service. Respondents included and customer activity on Zalora Indonesia. According to their selections, respondents were asked to respond to survey questions. A total of 272 responses were received. 75% of respondents completed multiple transactions on Zalora Indonesia; 66% (180 respondents) were female; 69% (188 respondents) identified as students or university students; and 81% (247 respondents) identified as aged 21-30. Based on the demographics of our respondents, we believe that our sample is representative of the online shopper population in Zalora Indonesia. The study employs data analysis in quantitative research, in which the stages following data collection from all respondents or other data sources are used to calculate the reliability and validity of the study using SmartPLS version 3.2.9, or the outer model is used to calculate hypothesis testing (Sugiyono, 2017: 285). Customers who completed transactions on ZALORA.co.id in Indonesia, which had 2.9 million visitors in November, were included in this study (similar web ZALORA.co.id November 2020 Overview, 2020). Due to a lack of population data, the ideal sample size is 200 samples to cover the standard measurement base; a larger sample size increases sensitivity and forces the model to be tweaked (Hair et al., 2010). The sample size is contingent upon the number of variables (Bachrudin & Tobing, 2003). This study contains eight research variables, implying a sample size of at least 200 based on the SEM model's minimum sample size. Between December 13, 2020, and January 12, 2021, data will be collected via convenience sampling by distributing questionnaires via Google Form. There will be a total of 272 samples or respondents. Customers who have shopped or purchased products on the Zalora Indonesia website at least once are eligible. The question is constructed on the Linkert scale, with 1 representing Strongly Disagree (STS), 2 representing Disagree (TS), 3 representing Neutral (N), 4 representing Agree (S), and 5 representing Strongly Agree (S) (SS). As a result, the Likert scale generates ordinal data. This survey includes 24 questions. Each construct question is composed of two to four questions, and the level of validity

and reliability, or in PLS, the test outer model, has been established. The outer model test yielded the following results:

**Table 3. Indicators Item**

Variables	Indicators	Validity		AVE Fornell- Larcker Criterion	Reliability	
		Loading Factor (≥0,7)	AVE (≥0,5)		Cronbach's Alpha ≥ 0,7	Composite Reliability ≥ 0,7
Quality of Product (PQ)	1. The quality of the products sold on the shopping website is very good	0,838				
	2. The performance of the products sold on the shopping website is very good	0,852	0,735	0,857	0,787	0,876
	3. Generally, I am satisfied with the quality of the products sold	0,881				
Web Reputation (REP)	1. The shopping website has a good reputation among its customers	0,821				
	2. The shopping website is famous among people	0,815	0,702	0,838	0,787	0,876
	3. The website has a favorable rating of	0,876				
Competitive Price Perception (PCP)	1. The product prices on this website are cheaper than other shopping websites	0,876				
	2. Compare with the price of the same product that I bought before, the price of the product on this website is (1) very expensive for (5) very affordable	0,900	0,702	0,888	0,733	0,882
Value Perception (PV)	1. The product I bought on the shopping website was very good value for money	0,860				
	2. Products I buy on shopping sites are considered a good purchase	0,875	0,742	0,861	0,826	0,896
	3. The price shown for the product I bought on the shopping website is very acceptable	0,849				
Trust (TRS)	1. The shopping website correctly delivered to me the product that matched the description in the post	0,838				
	2. There is no gap between the delivery terms and conditions posted on the shopping website before and after the purchase service (e.g., quality, follow-up)	0,812	0,704	0,839	0,860	0,905
	3. I think the shopping site is honest	0,880				
	4. Overall, I trust shopping site	0,826				
Usage Perception (PU)	1. The website improves my shopping performance (e.g., Transactions are processed quickly)	0,854				
	2. The transaction process on shopping sites increases my effectiveness in buying products	0,908	0,704	0,873	0,844	0,906
	3. I find it very useful in buying products	0,857				
Risk of Perception (PR)	1. The overall buying process on a shopping website involves a low level of risk.	0,928				
	2. There is no high level of risk or uncertainty when purchasing products from the website	0,909	0,844	0,919	0,815	0,915
Repurchase Intention (RI)	1. If I buy that product again, I will most likely buy it from the same website	0,871				
	2. If I can, I'd like to reuse the website for my next purchases	0,906	0,746	0,864	0,886	0,921
	3. I intend to revisit this website in the future	0,872				
	4. I want to revisit the website to buy the product shortly	0,804				

Source: (Sullivan & Kim, 2018)

Because the significance test in PLS employs procedure bootstrapping, data normality is not required; thus, PLS does not require normally distributed data (Willy. et al., 2015: 183). The model is evaluated in this PLS using two tests: the outer model, also known as the measurement model, and the inner model, also known as the structural model. Testing the measurement model (assessment of the measurement model), or what is referred to as the outer model, is used to determine the validity and reliability of data collection tools when the primary data set is used in its entirety. The measurement model (commonly referred to as the outer model in PLS-SEM) represents the relationship between the construction and its indicators according to the variable (Joseph E Hair et al., 2014:39). Three test indicators are used to assess the outer model's validity: convergent validity, discriminant validity, and predictive validity.

Testing Inner Model or the so-called evaluation of the structural model in function of determining the effect of one latent variable on the effect of other latent variables (Indrawati, 2017:208). The test is conducted by examining the path value to determine whether the effect is significant or not as indicated by the value path's t value (the t value can be obtained by bootstrapping). Apart from the value path, the percentage of variance explained by R-square (R<sup>2</sup>) for the modeled dependent latent variable indicates the influence of the independent latent variable.

## RESULTS AND DISCUSSION

### Inner Model Testing

The Inner Model Hypothesis is tested using value criteria. The calculation of the (path coefficient) and T-statistics in this study are shown in Table 4. can address several of the research questions, namely the P-value or sig is the error value determined by the researcher based on the calculation results, and the T-statistic indicates the significance of the influence between the variables used in this study.

As a result of data processing using the SmartPLS 3.2.9 program, we can conclude that one variable is rejected from the 13 hypotheses tested, namely the perception of not being at risk of repurchase intention, with a T-statistic value of 1.037 less than 1.65 and sig value greater than 0.05. Below is Table 4.

**Table 4. Hypothesis**

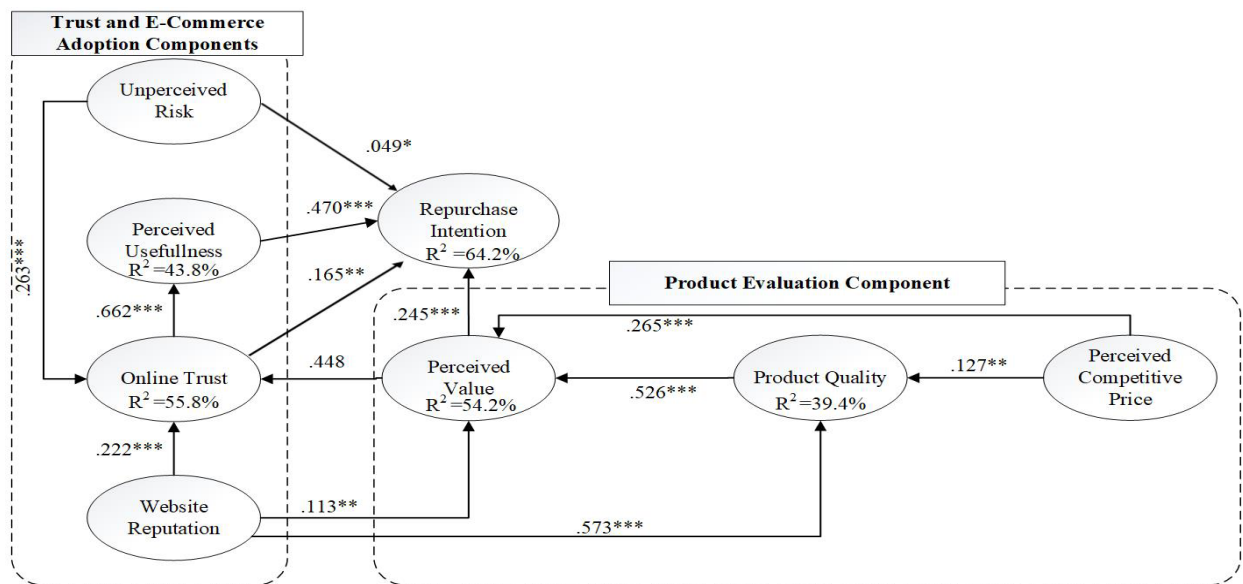
Hipotesis	Path Coefficient	T -Value	P-Value	Conclusion
H1: PR → TRS	0,263	4,857	0,000	H1: accepted
H2: PR → RI	0,049	1,037	0,150	H2: rejected
H3: TRS → PU	0,662	18,096	0,000	H3: accepted
H4: TRS → RI	0,165	2,718	0,005	H4: accepted
H5: PU → RI	0,470	8,547	0,000	H5: accepted
H6: REP → PQ	0,573	12,423	0,000	H6: accepted
H7: REP → TRS	0,222	4,216	0,000	H7: accepted
H8: REP → PV	0,113	1,740	0,041	H8: accepted
H9: PCP → PQ	0,127	2,663	0,004	H9: accepted
H10: PCP → PV	0,265	5,914	0,000	H10: accepted
H11: PQ → PV	0,526	10,225	0,000	H11: accepted
H12: PV → TRS	0,448	8,683	0,000	H12: accepted
H13: PV → RI	0,245	3,726	0,000	H13: accepted

(Source by Researcher, 2021)

### Structural Model



Table 4 contains the PLS path coefficients for the structural model. There is support for twelve of the thirteen hypotheses. According to the hypothesis, perceived value and web reputation have a positive relationship with online trust ( $\beta = 0.448$ ,  $p < 0.001$  and  $\beta = 0.222$ ,  $p < 0.001$ , respectively). Simultaneously, the perception of no risk, perceived value, and web reputation all have a 55.8 percent effect on online trust. Online trust is a 0.44 percent significant predictor of perceived benefits. The effect of perceived benefits on intention to repurchase ( $\beta = 0.470$ ,  $p < 0.001$ ). Perceived benefits ( $\beta = 0.470$ ,  $p < 0.001$ ), perceived value ( $\beta = 0.245$ ,  $p < 0.001$ ), and online trust ( $\beta = 0.165$ ,  $p < 0.001$ ) all had significant effects on repurchase intention. Contrary to the hypothesis that no risk perception has a positive relationship with repurchase intention ( $\beta = 0.049$ ,  $p < 0.05$ ), the variable perceived benefits, perceived value, online trust, and perception of no risk all have a 64.2 percent effect on repurchase intention. Perceived value ( $R^2 = 54.2$  percent) was predicted to be influenced by web reputation ( $\beta = 0.113$ ,  $p < 0.001$ ), perceived competitive price ( $\beta = 0.265$ ,  $p < 0.001$ ), and product quality ( $\beta = 0.526$ ,  $p < 0.001$ ). According to the perceived competitive price hypothesis, web reputation is positively related to product quality ( $\beta = 0.127$ ,  $p < 0.001$  and  $\beta = 0.573$ ,  $p < 0.001$ , respectively). When perceived competitive price and web reputation are combined, they affect product quality. by 39%. Table 4 summarizes the hypotheses and the degree of relationship. The structural diagram is as follows:



Gambar 2. Structural Model

\*\*\*  $p < .001$ .

\*\*  $p < .01$ .

\*  $p < .05$ .

### Inner Model Testing

Value criteria are used to test the Inner Model Hypothesis. Table 4 details the procedure for calculating the (path coefficient) and T-statistics in this study. can be used to answer several research questions; specifically, the P-value or sig indicates the error value determined by the researcher based on the calculation results, and the T-statistic indicates the significance of the influence between the variables used in this study. As a result of data processing with the SmartPLS 3.2.9 program, we can conclude that one variable from the 13 hypotheses tested is

rejected, namely the perception of not being at risk of repurchase intention, with a T-statistic value less than 1.65 and sig value greater than 0.05. The following is Table 4.

## DISCUSSION

Based on research on the influence of Trust, E-commerce Components, and Product Evaluation on Zalora Indonesia. The non-risk perception variable has a positive effect on online trust. This means that Zalora Indonesia's customer risk perception can have a positive and significant impact on online trust. Conditions like this indicate that you are engaging in online transactions, where the overall purchase process on the Zalora Indonesia shopping website has a low level of risk or uncertainty when purchasing products from the website, and there is no gap between the website's terms and conditions of delivery. Shopping before and after the purchase service of the shopping website correctly provided me with the product that matches the uploaded description, so the perception is not risky.

The non-risk perception variable has no influence on repurchase intention. This means that Zalora Indonesia customers' perception of no risk has no effect on their repurchase intention at Zalora Indonesia. According to the findings of this study, while there is a change in the variance in the perception of risk, the change will not have a significant impact on repurchase intention. In other words, Zalora Indonesia customers' repurchase intentions have not been influenced by their perception of the absence of risk.

The online trust variable has a positive effect on perceived benefits. This means that Zalora Indonesia customers' online trust has a positive impact on the website's perceived usability. In this regard, there is evidence that the perceived trust developed between Zalora Indonesia and users will allow users to better understand the information presented on the website and reap greater benefits from the Zalora Indonesia website (Al-Natour et al., 2011). The online trust variable has a positive effect on repurchase intention. This means that Zalora Indonesia customers' online trust has a positive impact on their repurchase intentions. According to the findings of this study, customers are more likely to buy from the same website, reuse the website for their next purchase, and revisit this website in the future.

Perceived benefit variable has a positive effect on repurchase intention. This means that customers' perceived usefulness on the Zalora Indonesia website has a positive and significant impact on their repurchase intentions. Thus, if the website can improve customer performance, where the transaction process can be completed quickly, and the website is very useful in purchasing products, customers will have perceived usefulness on the website, which will affect Zalora Indonesia customers' repurchase intention. Web reputation variable has a positive influence on product quality. This means that the Zalora Indonesia website's reputation has a positive and significant impact on the quality of the products sold on Zalora Indonesia. This means that if a shopping website has a good reputation, is well-known, and has positive customer ratings, the quality of the products offered will be reflected.

Web reputation variable has a positive influence on online trust. This means that the reputation of the Zalora Indonesia website can have a positive and significant impact on Zalora Indonesia's customers' trust. These findings suggest that the higher the web reputation, the greater the customer trust. Web reputation variable has a positive influence on perceived value. This means that the Zalora Indonesia website's reputation can have a positive and significant impact on the value of the products offered by Zalora Indonesia. This relationship suggests that Zalora Indonesia customers can receive credible information from websites they already trust, as

Zalora is one of the e-commerce companies with a good brand image, which increases the predictive value of the products offered on the website.

Perceived competitive price variable has a positive effect on product quality. This means that Zalora Indonesia customers' perceptions of competitive pricing have a positive and significant impact on the quality of the products offered by Zalora Indonesia. This demonstrates that Zalora Indonesia customers are less likely to compare prices on other websites because the prices offered are reasonable. Perceived competitive price has a positive effect on perceived value. This means that the perceived competitive price by Zalora Indonesia customers can have a positive and significant impact on the perceived value. With a lower price difference than other websites, the customer's perception of perceived value will rise, influencing the customer's intention or decision to repurchase.

Product quality variable has a positive effect on perceived value. This means that the perceived value on the Zalora Indonesia website can be influenced positively and significantly by product quality. According to the findings of this study, product quality and performance are good, and Zalora Indonesia customers are satisfied with the quality of the products sold. Value perception variable has a positive effect on online trust. This means that the perceived value of Zalora Indonesia customers can have a positive and significant impact on trust in online transactions. As a result, the benefits received are comparable to or greater than the costs incurred, the price offered is acceptable, and purchases made on the website are considered good purchases in order to form the perception of value. If the higher perceived value by Zalora Indonesia customers affects trust, it will increase satisfaction and loyalty in using or transacting on the Zalora Indonesia website. This means that Zalora Indonesia customers' perceived value can have a positive and significant impact on repurchase intentions. The strongest variable on Zalora Indonesia's repurchase intention in this study is online trust. As a result, customers are indicated by good purchases, prices that are acceptable to customers, and good value for money. The intention to repurchase at Zalora Indonesia in this study is trusted online as more significant affect the dependent variable and also the result of trust in Zalora Indonesia, this strength indicates that customers intend to repurchase.

We make recommendations for future research. Suggestions are divided into two categories: managerial advice for businesses and business interests, and academic suggestions for additional research. The following recommendations are made: This study investigates the direct relationship of perception of no risk, perceived value, perceived benefits, and online trust with repurchase intention, but the relationship between perceived benefits and purchase intention has a high T-statistic, indicating that it has a high influence. As a result, it is hoped that future research will focus on the relationship between the perceived benefits variable and the intention to repurchase. The findings of this study's research are related to the perception of not being at risk of repurchasing interest. By adding a comment feature to the product, Zalora Indonesia can increase the perception of not being at risk. As a result, the data appears in each user's review comments. Comments from other users will increase the perception of not being risky, and users will increase their repeat purchases as a result.

As shown in the result of this research, increasing trust in the online customer is possible to increase repurchase interest at Zalora Indonesia. One of the things that can increase online customer trust in Zalora Indonesia is reducing risk perceptions for Zalora Indonesia customers, increasing the reputation of websites by providing accurate and reliable information, and when Zalora Indonesia can increase customer trust with these indicators, it can increase interest repurchase on Zalora Indonesia. According to the research findings, in order to increase Zalora

Indonesia repurchases, the value perceived by Zalora Indonesia customers must be increased. Lower product prices compared to other websites, as well as lower prices with the same product, the variety and variety of products offered by Zalora Indonesia, and customer satisfaction with the quality of service on the website can all increase the value perceived by customers. You can increase your repurchase intention by increasing the perceived value of these indicators.

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