Role of Trust, Customer Satisfaction, and Perceived Effectiveness of E-Commerce Institutional Mechanism to Repurchase Intention: Systematic Literature Review

Rifa Rizka Anisah\textsuperscript{a} and Agus Achmad Suhendra\textsuperscript{b}

Department of Industrial Engineering, Telkom University
\textsuperscript{a}rifarizka@gmail.com, \textsuperscript{b}agus@telkomuniversity.ac.id

Abstract. Development of all e-commerce company in the world increase significantly each year, every company innovate their strategy especially in the transactional mechanism which sensitivity level to the customer is very high. Every e-commerce company definitely needs a repurchase intention from their customer, then they needed the right strategy to achieve it. To make the good perception of the customer in case to keep the customer’s trust and their satisfaction high, e-commerce company establish transaction mechanism which involves the third party to decrease transactional risk activity. The paper uses systematic literature review (SLR) as a methodology in reviewing literature is searched through published articles systematically such as; Emerald Insight, ISSN, and Elsevier. The paper will be classified of each research on primary studies by decision variables, variables, and methods. The paper is written in only English-languages with specific keywords to find in the online database. From the literature review results, it is known that there is influence between the role of trust, customer satisfaction, and perceived effectiveness of e-commerce institutional mechanism (PEEIM) to repurchase intention in blanja.com Indonesia with using structural equation modelling (SEM) method.

1. Introduction
E-commerce industries always update technology to take the public’s attention so the market will trust earnestly and adopt new lifestyle of e-commerce adoption. The developing of internet user in Indonesia increase significantly since 2016 reach 132,7 million people from all of 256,2 million people in Indonesia, in 2014 with only 88,1 million internet user [1]. That shows us enhancement of internet user in Indonesia and it becomes golden opportunity for e-commerce industries to develop their product and change the habit of market in shopping. Previous research by wearesocial.com show us e-commerce statistic development in 2016, amount of internet user who had e-commerce transaction reach 24,74 million people in Indonesia then they have spent US$ 5,6 billion (Rp 74,6 trillion) to shop in e-commerce site [2].

2. Background of Information
The Developing of e-commerce industries change shopping habit in the market. Google Indonesia and Indonesia E-Commerce Association (idEA) work together and had a research about the reason of market habit in e-commerce shopping. 72% for e-commerce customer because of faster, 66% more efficient because it doesn’t need to directly visit the store, 61% because it is easier to differentiate between products in e-commerce features, 58% because it is easier to access the goods [3]. We can...
conclude from these 5 reasons that ease and comfort become the basic reason for shopping in e-commerce. There are top 5 e-commerce sites in Indonesia, these are Lazada, Bukalapak, Tokopedia, Blibli, and Blanja (tekno.liputan6.com) and three of them (Bukalapak, Tokopedia, and Blanja) are customer to customer (C2C) model of e-commerce with escrow payment system while Lazada and Blibli are business to customer (B2C) model e-commerce [4]. Google trend empirical evidence that Blanja has more traffic rate than Tokopedia with 27:25 scale while trustedcompany.com empirical evidence about customer satisfaction with review indicator that Tokopedia has better rating than Blanja with 3.1:2.6 scale. It becomes a big question when Blanja has a good traffic rating with low rating of customer review. The results of customer review in Blanja certainly in accordance with their experience. We can hypothesize with the low review of customer, it affects customer trust in Blanja. In addition, the role of payment mechanism strategy by company is very important which raises the perception from each customer in choosing e-commerce company. Thus, to make repurchase intention from customer in the same e-commerce company.

3. Related Work
Many types of researches in industrial engineering especially industrial management, including mechanism strategy to develop the vision of a company. Furthermore, there is a little comprehensive research about perceived effectiveness of e-commerce institutional mechanism (PEEIM) which moderate the role of interactivity and trust to repurchase intention. This part describes to some papers that there are in field of these roles.

This study discusses the importance of a trust, interactivity, peeim and CMC in e-commerce process. In this study it helps other practitioners to strategize and develop business processes to retain customers in e-commerce. This research was measured and analyzed by empirical modeling and survey data with PLS-SEM equation.

The results of this study is a positive relationship between the customer satisfaction and trust in the seller causing a repurchase intention. The perceived effects of PEEIM values show that the effects are moderate and significant. For further research, researchers can expand their research into other e-commerce.[5]

4. Research Method
Research paradigm is a concept or a structure diagram about perspective explanation from researcher in theory used [6]. Paradigm research is used by researcher to confirm research approach, methods and techniques to collect and analyze data that can explain the problems in study. In this study, the paradigm used is positivism paradigm because analyzing of statistical data obtained through the distribution of questionnaires on the respondents [7]. Repurchase intention is influenced by independent variable that are trust in seller and customer satisfaction, then influenced by moderating variable of perceived effectiveness of E-Commerce Institutional Mechanisms (PEEIM).

Table 1 below, shows that the research is a quantitative research. Quantitative research is a research based on positivism that is used to examine in a particular population or sample [8]. Sampling technique is generally done randomly, data collection using research instrument, data analysis is quantitative statistic with the aim to test the hypothesis that has been established. This research is a deductive research, because it aims to test theory in certain context, that is theory about dependent variable, repurchase intention influenced by independent variable that is trust in seller and customer satisfaction, then influenced by moderating variable of perceived effectiveness of E-Commerce Institutional Mechanisms (PEEIM ).This study included into correlation research. Correlation research is a research conducted by researchers to determine the level of relationship between two or more variables, without making any changes, additions or manipulations to existing data [9]. The author does not intervene data but only collect data from the specified sample. Unit analysis is individual, because the data analysis is done individually by the author. The study design based on the time of execution is divided into two, cross-sectional and longitudinal. This study used cross-sectional research, where data
collection was done in one period, then the data was processed, analyzed, and drawn its conclusion [10].

Table 1. Research Characteristics

| No. | Characteristics of the Study | Type               |
|-----|------------------------------|--------------------|
| 1   | Based on Paradigm            | Positivism         |
| 2   | Research Approach            | Deductive          |
| 3   | Methodology                  | Quantitative       |
| 4   | By Destination               | Causal             |
| 5   | Type of Inquiry              | Correlation        |
| 6   | Based on Research Engagement | No Interfering Data|
| 7   | Based on the Analysis Unit   | Organization       |
| 8   | Based on Timeline            | Cross Section      |

Research variables are basically anything that shaped what is set by the author to be studied so that obtained information about it and draw conclusions [8]. In this study, variables used include:

1) Independent Variable (Independent Variable). This variable directly affects the dependent variable, from positive or negative influences. The independent variable in this research is about trust in seller and customer satisfaction.

2) Dependent Variable. The dependent variable is the variable that is the main concern of the author, where this variable is directly used to answer the research problem. Variables are the result, because of the independent variables [10]. The dependent variable in this research is about repurchase intention.

3) Moderating Variables (Moderating Variable). Modating variable is a type of variable that has an influence on the nature or direction of relationships between variables. The nature or direction of the relationship between the independent variables with the positive or negative dependent variables in this case depends on the moderating variable. Therefore, the moderating variable is also called the contingency variable. The moderating variable in this study is Perceived Effectiveness of E-Commerce Institutional Mechanisms (PEEIM).

The operational variable is determined by the researcher to be studied to get information and can be drawn a conclusion. Based on the independent variable, dependent variable and moderating variable that will be discussed in this research, researcher made indicators for each variable in accordance with the problems of e-commerce.

In the Perceived Effectiveness of E-Commerce Institutional Mechanisms (PEEIM) moderating variable, it has dimension of trust in protection when conducting a transaction with e-commerce where the indicator is the existence of the mechanism of protection when making a transaction. The existence of trust against the protection of third parties when transact. The confidence of personal data is not utilized by other parties and the belief of a party that has a duty to protect in case of a transaction error. Operational Variable that exist in this research in seen in table 2.
| Variable          | Dimension         | Indicator                                                                 | No | Reference                        |
|-------------------|-------------------|---------------------------------------------------------------------------|----|----------------------------------|
| PEEIM             | Trust in protection | The existence of a protection mechanism when making a transaction       | 1  | Bao et al (2016)                |
|                   |                   | There is trust in the protection of third parties when making transactions | 2  | Bao et al (2016)                |
|                   |                   | The confidence of personal data is not utilized by others                | 3  | Bao et al (2016)                |
|                   |                   | Confidence in the presence of a party that has a duty to protect in case of a transaction error | 4  | Bao et al (2016)                |
|                   |                   | Consumer trust in quality and service                                     | 5  | Bao et al (2016)                |
|                   | Competence        | Reliable trust                                                            | 6  | Bao et al (2016)                |
|                   |                   | The belief that the seller meets the needs and demands of the customer    | 7  | Bao et al (2016)                |
|                   | Integrity         | Honesty from seller                                                       | 8  | Bao et al (2016)                |
|                   |                   | High integrity of the seller                                              | 9  | Bao et al (2016)                |
| Customer          | Re-purchase       | Make a buyback                                                            | 10 | Wijoseno, Ariyanti (2017)       |
| Satisfaction      |                   | Expectations exceeded                                                     | 11 | Wijoseno, Ariyanti (2017)       |
|                   | Word-of-Mouth     | Recommendations to others                                                 | 12 | Bao et al (2016)                |
| Repurchase        | Made a re-purchase| Short-term period                                                          | 13 | Bao et al (2016)                |
| Intention         |                   | Long-term period                                                          | 14 | Bao et al (2016)                |
|                   |                   | Consumers are willing to make online transactions                         | 15 | Wijoseno, Ariyanti (2017)       |

This paper aims to collect and investigate variables that has been considered in trust, customer satisfaction, perceived effectiveness of e-commerce institutional mechanism (PEEIM), and repurchase intention. This paper also investigate research trends to generate research agenda and identify the most used methods in related topics. Accuracy is needed while design the research question so there will be related match between paper and topic to be researched by give more attention to important component in each criteria of PICOC [11]. Table.3 shows the (PICOC) structure of the research questions.
Table 3. Summary of PICOC

| Population       | Random Indonesia people, Trust, Customer Satisfaction, Perceived Effectiveness of E-Commerce Institutional Mechanism, Repurchase Intention |
|------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Intervention     | Proposing effectiveness strategy of repurchase intention                                                                                                                                   |
| Comparison       | n/a                                                                                                                              |
| Outcomes         | Results of repurchase intention effectivity strategy                                                                                                                                       |
| Context          | Studies in market that analyze trust, customer satisfaction, and perceived effectiveness of e-commerce institutional mechanism                                                                  |

With referring to PICOC criteria above then further can be identified specific research questions. The following research questions (RQs) are raised that shows in Table 4. From the research questions in Table 4, at this early stage we can search for journals based on characteristic, because each study case of repurchase intention has it own characteristics based on its case study (Q2). We also filter journals based on specific keywords to get the related journals (Q1). After that, we can indentify variables that most used considered variables with related topics (Q3) and also the methods that the most used to solve this problem (Q4). The next step is state the variables that must be considered in future research (Q5). From this explanation, we conclude that research question (Q3 until Q5) are the main research questions. While research question (Q1 and Q2) used to identify summary of the referenced journal.

Table 4. Research Question on Literature Review

| ID   | Research Question                                                                 | Motivation                                                                 |
|------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| RQ1  | Which journal is the most significant in reviewing repurchase intention in e-commerce | Identify the most significant journal which reviewing repurchase intention in e-commerce |
| RQ2  | What kind of research topics which are often discussed repurchase intention in e-commerce | Identify the research trends in repurchase intention in e-commerce         |
| RQ3  | What kind of variables considered are used most often for repurchase intention in e-commerce | Identify the most used factors for repurchase intention in e-commerce       |
| RQ4  | What kind of methods are used most often for repurchase intention in e-commerce  | Identify the most used methods for repurchase intention in e-commerce       |
| RQ5  | What kind of variables which must be considered for the next research in repurchase intention in e-commerce | Identify variables considered for future research in repurchase intention in e-commerce |

5. Conclusion

This paper presented a systematic literature review on role of trust, customer satisfaction, and perceived effectiveness of e-commerce institutional mechanism to repurchase intention. In this study conducted systematic literature review to get research opportunities and research gap which will be examined in subsequent research. The research model is empirically tested using survey data analyzed with partial least squares structural equation modelling (PLS-SEM). The paper hypothesized that there is influence between the role of trust, customer satisfaction, and perceived effectiveness of e-commerce institutional mechanism (PEEIM) to repurchase intention in blanja.com Indonesia.
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