Consumer Trust, Shopping Experience on Repurchase Intention of Product Advertised by Local Digital News Account on Instagram

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ABSTRACT

The development of information and communication technology provides easy access to information for every individual around the world. Today’s companies use internet technology to make it easier for them to interact, transact, and communicate with consumers. The ease with which every person and company accesses the internet allows newspaper publishers to spread news online through social media Instagram. One of the digital news that is favored by Instagram users in Denpasar is Infodenpasar because it provides the latest news every day. This study aims to explain the role of trust in mediating the shopping experience on repurchase intentions carried out on consumers of Infodenpasar’s products. The sample size used in this study was 120 respondents obtained through the distribution of online questionnaires (Google form). The analysis technique used is the classical assumption test, path analysis and Sobel test. The results of this study indicate that the shopping experience has a positive and significant effect on repurchase intentions. Shopping experience has a positive and significant effect on trust. Trust has a positive and significant effect on repurchase intentions and trust is able to mediate the effect of shopping experience on repurchase intentions on consumers of Infodenpasar’s products.

Keywords: Repurchase Intention, Shopping Experience, Trust.

I. INTRODUCTION

The development of information and communication technology provides easy access to information for every individual around the world. The internet has been likened to a good and appropriate medium for companies to communicate directly with consumers in attracting attention and making buyers interested in products. An online newspaper, also known as a network newspaper, is a form of newspaper that is distributed online via the internet. Social media is online media where users can easily participate, share, and create content for blogs, social networks, wikis, forums, and virtual worlds. Instagram is one of the media that can be used to disseminate information (Subawau et al., 2020). One of the digital news that is favored by Instagram users in Denpasar is Infodenpasar. Infodenpasar is an online news account that brings a lot of the latest news that is updated every day, such as traffic jams, the latest weather, missing information, and others.

Infodenpasar is a media that can help companies to advertise their products or services around Denpasar. Infodenpasar which has very many followers makes companies that have products or services interested in advertising their products or services on Infodenpasar. Infodenpasar does not accept all product or service advertisements, but Infodenpasar has previously checked the validity of the product or service information that the company that wants to advertise is convincing. Consumers who see advertisements on Infodenpasar can be sure that the advertised product or service can be trusted because it has been checked by Infodenpasar itself so that they will have a good shopping experience. Infodenpasar certainly expects that consumers who see the product or service advertised by Infodenpasar will decide to buy back the advertised product.

The shopping experience of Infodenpasar consumers can be seen after the consumer buys the product or service that was previously advertised, then feels suitable for the product or service, the consumer will intend to repurchase the advertised product/service. The consumer shopping experience can be said to be good because in the comments column the advertisements that are displayed have positive comments, this will increase the sense of trust in the Infodenpasar account. Consumer trust can be seen from the positive reviews in the comments column for the product or service advertisements that are displayed. Consumer trust can be seen from the comment column on the product or service advertisement that is displayed, namely the consumer invites his friend to buy back the advertised product or service (Tandon et al., 2017).

Purchasing behavior is the action of consumers before deciding to buy a product they need, so that in the process several behaviors can be seen, whether potential consumers are interested in the products from the store and whether consumers feel comfortable making the purchase process at the store. Purchase decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and wants. Consumers decide whether they intend to proceed with a
purchase based on the information available to them (Pappas, 2016). The digital era that entered Indonesia today has changed the behavior of people who initially bought at offline stores to online stores.

Repurchase intention is the intention of a customer to buy a product that has been purchased in the past. Repurchase intention is a decision process carried out by consumers which is defined as after purchasing the product. The repurchase intention is included in the post-purchase action. So, post-purchase satisfaction or dissatisfaction with a product greatly influences subsequent consumer behavior (Wijayajaya & Astuti, 2018). Trust is believed to be able to influence a person's desire to make online purchasing activities (Lukito & Ikhsan, 2020). When consumers trust a company, they will tend to be motivated to repurchase the same company (Wang et al., 2018).

Trust has a positive and significant effect on repurchase intention (Han et al., 2018). However, Liu et al. (2018) show that trust does not directly affect repurchase intention (Liu & Tang, 2018). Experience in shopping by consumers can be an important factor in determining the intention to repurchase the same product or from the same seller or information provider. A positive shopping experience can be a competitive advantage for a company by providing added value to visiting consumers (Terblanche, 2018), this also applies to companies that offer products online.

The consumer's shopping experience through advertising will affect the behavior of these consumers in the future, good or bad experiences will determine how these consumers intend to repurchase the advertised product or not. The experience of finding information influences consumers to get information about advertised products. Consumers who make purchases online are not only shopping but more than that they also get convenience when shopping online through applications and they can also assess products from other consumer reviews before deciding to buy (Izogo & Jayawardena, 2018). Individual online purchases begin with small purchases, after which buyers will tend to develop trust and skills in using online shopping to make larger purchases via the internet at a later time (Pham et al., 2018).

A good experience when shopping online can influence consumer decisions whether in the future to repurchase or not (Kwangyong et al., 2021). However, the research results of Indiana et al. (2018) show that there is a direct but not significant relationship between the buying experience variable to repurchase intention (Indiana & Khairullah, 2019).

A pre-survey has been conducted on 30 respondents regarding trust and shopping experience on repurchase intentions for products advertised by Infodenpasar. Based on the results of the pre-survey that has been carried out, it was found that respondents received a lot of information about products/services through social media. Most of the respondents said that they had a good shopping experience because they believed in the source of information obtained from Infodenpasar, and most of the respondents said they wanted to repurchase the product or service because they believed and had previous good experiences from Infodenpasar.

II. LITERATURE REVIEW

Consumer experiences about objects from time to time will shape attitudes that influence consumers repurchase intentions. The more negative experiences they get, the more consumers' perceptions of the brand will not believe in making purchases in the future. Conversely, if the experience received by consumers is in terms of good service, good quality, and products that are always available, it will make consumers repurchase intentions in the future even higher. Shopping experience has a significant effect on repurchase intention (Suandana et al., 2016).

H1: Shopping experience positively and significantly influences repurchase intention.

Experience plays an important role in consumer repurchase decisions. When consumers have got a brand as a brand that consumers intend to buy and for a certain period have had a good experience with the brand then usually they will always remember the brand. The online shopping experience has a significant effect on trust, meaning that a good experience in consuming a product or service will affect the higher level of consumer trust (Suandana et al., 2016).

H2: Shopping experience positively and significantly affects trust.

Trust is the most important element in online marketing, trust is an important foundation for consumers to buy in online stores. The trust variable has a positive and significant effect on online buying interest (Pardede et al., 2018). Trust has a significant effect on repurchase intention (Suandana et al., 2016).

H3: Trust positively and significantly affects repurchase intention.

Research conducted by Suandana (2016) indicates trust as a perfect mediating variable in online repurchase experiences and intentions. This means that the better the experience, the higher the level of trust, which can increase the intention to reuse (Suandana et al., 2016).

H4: Trust can significantly mediate shopping experience on repurchase intention.

![Fig. 1. Conceptual Framework.](image-url)
III. METHODOLOGY

This research is associative because this research aims to reveal the relationship between two or more variables through hypothesis testing. A quantitative research approach was developed using an online questionnaire. The use of online questionnaires saves respondent participation time because it can be accessed at any time, and it is also easier to make interpretations because it uses primary data collected randomly.

The technique chosen in this research is the purposive sampling technique. The criteria used in the selection of the sample are graduated from at least high school and have purchased a product in the last 1 year that Infodenpasar Instagram account has advertised. The number of indicators studied in this study was 12 indicators so that many respondents were taken as samples as many as 12 X 10 = 120 respondents. In this study can be taken as many as 120 respondents can be said to be sufficient to prove the results of this study.

IV. RESULTS

| Variable Effect | Direct | Indirect through Trust (β1 x β3) | Total |
|-----------------|--------|----------------------------------|-------|
| X → M           | 0.720  | 0.338                            | 0.720 |
| X → Y           | 0.295  | 0.470                            | 0.470 |
| M → Y           | 0.470  | 0.338                            | 0.633 |

Based on Table 1, it can be seen that the direct influence of the shopping experience variable on the trust variable is 0.720, then the direct influence of the shopping experience variable on the repurchase intention variable is 0.295 and the direct influence of the trust variable on the repurchase intention variable is 0.470.

This value indicates that the direct influence of the repurchase intention variable is more influenced by the trust variable than the shopping experience variable, while the indirect effect of the shopping experience variable on the repurchase intention through the trust variable is 0.338. So, the total influence of the shopping experience variable on the intention to repurchase through trust is 0.633. Based on these results, it can be concluded that the total influence of the shopping experience variable on the repurchase intention through the trust variable is greater than the direct influence of the shopping experience variable on the repurchase intention without going through the trust variable.

To test the significance of the indirect effect, the Z value of the ab coefficient is calculated by the following formula.

\[ Z = \frac{ab}{S_{ab}} \]

\[ Z = \frac{(0.830)(0.315)}{0.0574} \]

\[ Z = 2.6145 \]

\[ Z = 4.5517 \]

Because Z count is 4.55 (4.55 > 1.96), this means that the trust variable (M) is a variable that mediates the shopping experience variable (X) on the repurchase intention variable (Y), in other words, Shopping experience has an indirect effect on repurchase intention through consumer trust.

Then calculate the Variance Accounted For (VAF) with the formula for indirect effect divided by total effect (direct effect plus indirect effect). VAF is a measure of how much the mediating variable can absorb the previously significant direct influence of the unmediated model. VAF can be calculated by \((bxc)/(a + bxc)\) the direct effect of shopping experience on repurchase intention is 0.295, the indirect effect of shopping experience on repurchase intention with trust as a mediating variable is 0.338, the value of VAF is 0.338/(0.295+0.338) obtained is 0.534 or 53.4 percent. The VAF value is 20 percent to 80 percent, so it can be categorized as partial mediation, so it can be concluded that the resulting mediation effect for trust in mediating the effect of shopping experience on repurchase intention is partial mediation.

A. The Effect of Shopping Experience on Repurchase Intention

The results of the analysis in this study indicate the effect of the shopping experience variable on repurchase intention to obtain a Beta coefficient value of 0.295 and a Sig. value of 0.002. This indicates that H1 is accepted (0.002 < 0.05). That is, the shopping experience variable has a positive and significant effect on the repurchase intention variable. This means that the better the shopping experience experienced by consumers who shop through advertisements from Infodenpasar, the higher the level of repurchase intention felt by customers to repurchase the products advertised by Infodenpasar. On the other hand, the worse the shopping experience felt by the customer, the lower the level of repurchase intention for the advertised product (Suandana et al., 2016).

B. The Effect of Shopping Experience on Trust

The results of the analysis in this study indicate the effect of the shopping experience variable on trust in obtaining a Beta coefficient value of 0.720 and a Sig value. of 0.000. This indicates that H2 is accepted (0.000 < 0.05). That is, the shopping experience variable has a positive and significant effect on the trust variable. This means that the better the shopping experience experienced by consumers who shop through advertisements from Infodenpasar, the higher the level of consumer trust. On the other hand, the worse the shopping experience felt by the consumers, the lower their level of trust in the Infodenpasar website (Suandana et al., 2016).
C. The effect of Trust on Repurchase Intention

The results of the analysis in this study indicate the influence of the trust variable on repurchase intention to obtain a Beta coefficient value of 0.470 and a Sig value of 0.000. This indicates that H3 is accepted (0.000 < 0.05). That is, the trust variable has a positive and significant effect on the repurchase intention variable. This means that the higher the level of trust felt by the customer, the greater the customer's repurchase intention for the products advertised by Infodenpasar. On the other hand, the lower the level of trust from the customer, the smaller the customer's repurchase intention for the products advertised by Infodenpasar.(Suandana et al., 2016).

D. The Role of Trust in Mediating the Effect of Shopping Experience on Repurchase Intention

The role of trust in mediating the effect of shopping experience on the repurchase intention of products advertised by Infodenpasar has been tested in this study. The test results of the influence of the shopping experience variable on the repurchase intention variable were initially valued at 0.295, then after being mediated by the trust variable, the value of the influence of shopping experience on repurchase intention increased to 0.633. These results indicate that the trust variable can mediate the effect of shopping experience on repurchase intentions on products advertised by Infodenpasar. Then, the Sobel test that has been carried out strengthens these results, where the Z coefficient value obtained is 4.55 (4.55 > 1.96). This indicates that the trust variable can mediate the effect of shopping experience on repurchase intentions on products advertised by Infodenpasar (Suandana et al., 2016).

E. Research Implication

This research can contribute to the role of trust in mediating the effect of shopping experience on product repurchase intentions through Infodenpasar advertising. The results of hypothesis testing in this study indicate that trust is positively and significantly able to mediate the effect of shopping experience on product repurchase intentions through Infodenpasar advertising, thus the trust variable can be maintained as a mediating variable for further studies. This research has implications for the Infodenpasar Instagram account manager, as a material for consideration and evaluation of matters relating to repurchase intentions and the factors that can influence it. The management in increasing repurchase intention from customers should be able to look at and consider factors such as shopping experience and also trust because these things can affect the level of repurchase intention from Infodenpasar customers.

F. Research Limitations

Limitations in the scope of the research, which are limited to consumers from Infodenpasar only, so this research cannot be generalized. The limitations of the factors that influence the repurchase intention variable in this study are only limited to the shopping experience and trust, while there are still many other factors that can influence repurchase intentions, for example, customer satisfaction, brand image, customer loyalty, and other factors.

V. CONCLUSION

The shopping experience has a positive and significant effect on repurchase intentions for products advertised by Infodenpasar. This indicates that the customer's shopping experience when consuming the advertised product, the higher the customer's repurchase intention for the advertised product. The shopping experience has a positive and significant impact on the trustworthiness of the Infodenpasar site. This indicates that the customer's shopping experience when consuming the advertised product, the higher the trust felt by the customer. Trust has a positive and significant effect on repurchase intentions on the advertised product. This indicates that the higher the level of trust felt by the customer, the higher the customer's repurchase intention for the advertised product. Trust can significantly mediate the effect of shopping experience on the intention to repurchase the advertised product as a partial mediation variable. This indicates that trust can increase the influence of the shopping experience on the customer's repurchase intention for the advertised product.

For further research, it is expected to be able to add variables that can influence repurchase intentions and expand the scope of research and use another research subject, so that later it can provide a more comprehensive view and will be able to be implemented in general.

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