

## **Repurchase Intention of Online Fruits Boss Buah during Pandemics COVID-19**

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### **Abstract**

*The current development of the COVID-19 virus has caused a change in offline shopping to online. This research is expected to contribute to the theory of Technology Acceptance Model (TAM) and Theory Planned Behavior (TPB), especially related to user acceptance of the marketplace and social media from Boss Buah to make repurchase intention. This study was suggest to determine the variables that affect repurchase intention on Boss Buah by using customer trust as an intervening variable. This research was conducted from May to June 2022. This study used a descriptive quantitative method with a population of consumers who had bought fruit during the COVID-19 pandemics with a sample of 224 respondents. The data is analyzed ussing Partial Least Square (PLS)-Structural Equation Model (SEM) is used to examine the model and test the hypothesis. The results showed that all variables had an influence on the repurchase intention of Boss Buah and had a significant relationship. All hypotheses are accepted and brand reputation, information quality, product delivery are successfully influenced by repurchase intention with customer trust as an intervening variable.*

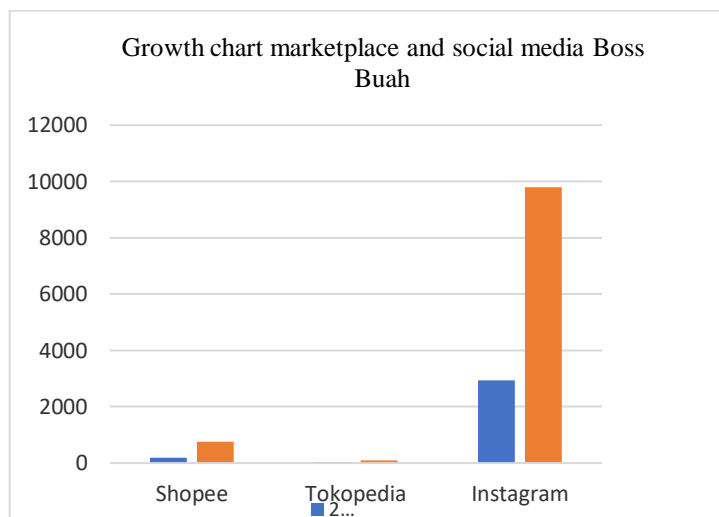
**Keywords : Brand Reputation, Information Quality, Product Delivery, Competitive Price, Repurchase Intention**

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## **INTRODUCTION**

The spread of the COVID-19 virus has become a major polemic in the world, including Indonesia. Since the emergence of the COVID-19 virus, there have been 6 million cases of people affected by the COVID-19 virus and this continue to grow every day (Gugus Tugas Percepatan penanganan COVID-19, 2022). Various businesses experienced an economic shock. conditions where unexpected moments occur on a large scale and have an impact on the economy. Based on Liputan 6, 88% of businesses stated that there was a decrease in sales, and a decrease in sales profit by more than 50% (Liputan 6, 2021). However during covid 19 the food sector was one of the sectors that experienced an increase of up to 51%. The highest increase in sales of food ingredients was in the fresh food industry including fruits. Awareness of establishing a healthy lifestyle during the COVID-19 pandemic has also formed a new pattern by buying fruit using the marketplace.

Boss Buah is a business that sells mango, durian and avocado products that implements digitalization of its business through the marketplace and social media.



**Graphics 1 growth of social media and marketplace Boss Buah**

Based on Graph 1.1, compared to 2021, the number of followers of Boss Buah has increased by 564 shopee followers or 75% with a total transaction of 1,018 items, the Tokopedia marketplace numbered 161 followers or an increase of 31% with a total transaction of 1,414 items. There is a difference between the number of Shopee and Tokopedia followers, one of the main factors is because the Shopee Boss Buah account has existed since 2020 while Tokopedia existed in early 2022. the current business growth is so fast that it is comparable to the emergence of similar competitors selling similar products as shown in Appendix B.

Brand reputation plays a role in determining how trusted a brand or business is in the eyes of consumers. consumers give ratings or assessments of products sold by a company as in Appendix E. Competition in building brand reputation has positive and negative impacts for Boss Buah. The positive impact is that sellers become more creative in marketing their products, consumers have the opportunity to find products with the best quality and price, and sellers have the opportunity to compare product specifications with prices offered by similar products on the marketplace. However, the existence of competition can have a negative impact, the price of goods sold decreases, the potential for merchants to go out of business or go bankrupt, the possibility of violations of business ethics, and the possibility of difficulties in building a business.

Information quality is important in gaining consumer trust. The quality of information determines whether consumers will trust the products sold by the company and increase consumer repurchase interest. This is a new challenge for large-scale companies and UMKM in maintaining their business. Several competitors selling fruit similar to Boss Buah are shown in Appendix C.

Products with prices that end consumers see as cheap or reasonable are more likely to be obtained. However, consumers' perceptions of high and low prices are subjective and related to the price they pay for the product. on online businesses, there is the competitive price as shown in Appendix D. These businesses provide the best prices to increase consumer purchasing levels. With price competition, Boss Buah cannot set the maximum profit because they have to adjust to competitors. However, offering the lowest price alone does not guarantee that consumers will come and buy products in certain marketplaces/social media (Ba, Stallaert, & Zhang, 2007 dalam Maia et al., 2019).

Product delivery is also important in running a business, especially in the online field. Product delivery states that in an online shopping environment, reliable, safe, and timely delivery is a

fundamental goal for the product delivery (Suciningrum & Usman, 2021). Customers who buy products online need safe and fast delivery of the desired product at the destination.

Consumer trust is one of the most important things for a company. Consumer trust is part of a strategy to maintain long-term relationships with consumers. Trust is a person's assessment of other people who will carry out transactions in an uncertain environment (Hidayat, Wijaya, Ishak, & Endi Catyanadika, 2021). Even though trust is one of the most important factors, many online companies have difficulty gaining the trust of their customers (S. Kim & Park, 2013 dalam Maia et al., 2019). The form of trust given by consumers to Boss Buah is in the form of reviews, testimonials, and word of mouth as shown in Appendix F. This raises the question of how companies, especially UMKM Boss Buah, can increase their buying interest in Boss Buah. Therefore this research using Brand Reputation, Information Quality, Product Delivery, Competitive Price on Repurchase Intention of Boss Buah during the COVID-19 Pandemic with Consumer Trust as an Intervening Variable. This research is using Theory Acceptance model (TAM) as theoretical basis.

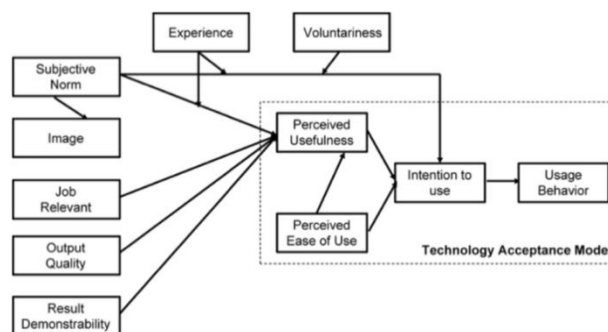


Figure 1. Framework Technology Acceptance Model

Based on Figure 1, there is a modification in TAM. The development of TAM 2 was proposed by Venkatesh and Davis (2000) by adding perceived usefulness and perceived ease of use. This study will analyze the survey results relative to the repurchase intention of Boss Buah consumers. For online purchasing purposes, perceived ease of use is a person's belief in using, utilizing, and studying technology to make it easier for customers (Alshammari & Rosli, 2020). In this study perceived ease of use is related to product delivery and brand reputation variables.

Boss Buah takes advantage of technology for delivering and sending products using an application on the smartphone. Brand reputation in the current marketplace technology makes it easier for Boss Buah to get feedback and makes it easier for consumers to trust Boss Buah. Perceived usefulness is an explanation regarding the perception or evaluation of the product (Alshammari & Rosli, 2020). In this study, perceived usefulness is related to the information quality variable. Information quality on Boss Buah refers to the description given by Boss Buah for the product in detail.

Intention to use is a satisfying online shopping experience, consumers will evaluate what they feel based on past experience and the trust that results from it and will form a positive view of online shopping. In this study, intention to use is related to the customer trust variable (Gu & Wu, 2019). The end result of the Technology Acceptance Model (TAM), namely usage behavior, is how often users use the technology. In this study, usage behavior is related to repurchase intention.

### **Brand Reputation**

Brand reputation is a consumer's belief or decision toward a company's brand and exists when consumers trust the integrity of a company (Maia et al., 2019). Consumers consider the good brand reputation of a company before buying a product (Veh, Göbel, & Vogel, 2019). Brand reputation is

closely related to an online business. By looking at and considering the company's reputation, it can show the level of consumer trust in the company (Astono, Astuti, & Respati, 2020). In Boss Buah, brand reputation plays an important role, especially when consumers give a reputation or rating for products that are given in the form of stars on the Boss Buah marketplace, the better the assessment given, the more consumers tend to trust a company.

H1: Brand reputation has an effect on the consumer trust of Boss Buah

### **Information Quality**

Information quality contains information related to products or services that are also provided by other consumers who buy products on the website (Maia et al., 2019). the quality of the information provided makes consumers feel happy and encourages them to make purchases (Akbar, Sularso, & Indraningrat, 2020). Information quality has an important role in gaining consumer trust because the more appropriate and complete the information provided will increase consumer trust in Boss Buah.

H2: Information Quality has an effect on the consumer trust of Boss Buah

### **Product Delivery**

Product delivery concerning reliable, safe, and timely delivery is a fundamental goal for the product delivery (Suciningrum & Usman, 2021). Many problems are experienced by consumers when buying online, including delivery at home when no one is there, delivery delays, high shipping costs, and shipping status errors indicating that delivery or delivery is an important part of an online business in increasing consumer confidence (Maia et al., 2019). The more suitable the delivery of Boss Buah products to consumers, the more consumers will be able to trust the company.

H3: Product Delivery has an effect on the consumer trust of Boss Buah

### **Consumer Trust**

Consumer trust plays an important role in a business, where consumer trust is the knowledge and all conclusions about the objects, attributes, and benefits of a product (Trivedi & Yadav, 2020). Consumer trust in a particular brand or company is formed through a long and slow process and occurs after repeated transactions, especially on online buying and selling platforms (Jurnal & Mea, 2022). Trust in the Boss Buah brand is given in the form of stars on the marketplace and social media, consumers provide conclusions on the products sold by Boss Buah to increase repeat purchases of consumers who have bought Boss Buah products.

H4: Consumer Trust has an effect on the Repurchase Intention of Boss Buah

### **Competitive Price**

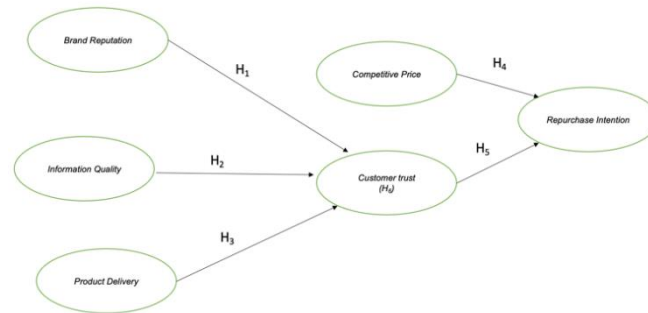
A competitive price is a bargaining value to consumers by determining price by providing more benefits or setting prices that can compete with competitors (Yulisetiari, Husnawiyah, & Afandi, 2021). However, offering the lowest price does not guarantee that consumers will come and buy at the online business, consumers tend to choose prices that are more reasonable according to the product and can be obtained by consumers (Maia et al., 2019). Boss Buah continues to compete with competitors by always updating the prices listed on Boss Buah, on the moment when the product prices are high, Boss Buah follows the middle price range so that the products do not have a low value.

H5: Competitive Price has an effect on the Repurchase Intention of Boss Buah

### **Consumer Trust as Intervening**

Brand reputation has the function to regulate which features can increase or even build trust in the company (Maia et al., 2019). Brand reputation has an important role in increasing consumer trust to have more repurchase intention, especially in the Boss Buah online business. Information quality needs to be considered especially in building consumer trust, a company provide clear information that can generate trust from consumers to increase consumer repurchase intention (Jurnal & Mea, 2022). If a company can deliver its product safely and on time, it will help increase consumer trust and increase repurchase intention for a company

H6: There is the influence of consumer trust as an intervening variable from brand reputation, information quality, and product delivery to repurchase intention of Boss Buah consumers.



*Analysis Models*

Source: data processed by researchers (2022).

**RESEARCH METHODS**

This study uses this research aims to obtain data as support for research results. The use of descriptive quantitative methods because this research will explain the situation at Boss Buah by adding additional data from the literature study so as to strengthen the analysis in making a conclusion. The descriptive quantitative methods is due to: (a) clarity of elements: objectives, subjects, data sources (b) can use samples, (c) clarity of research design, and (d) data analysis is carried out after all data has been collected. In addition, there are other factors that influence the selection of a quantitative approach: available time and funds, and the interest of the researcher. The type of data in this study is quantitative data used primary data and secondary data. the measurement scale in this study uses a 5-scale Likert scale which is modified by omitting one of the middle categories (scale 3) because it has multiple meanings, giving rise to a middle answer. Respondents chose among the four available answers, namely:

Statement	S core
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

Source: data processed by researchers (2022)

This study will explain the situation at Boss Buah by adding additional data from literature studies so as to strengthen the analysis in making a conclusion. There are factors that influence the selection of a quantitative approach: the time and funds available, and the interest of the researcher. In this study, the selected population is people who have reviewed Boss Buah as many as 625 consumers from the Boss Buah marketplace platform.

Determination of the number of samples using the Slovin formula as follows:

$$n = N / (1 + (N \times e^2))$$

so that the number of samples is 223 respondents. The sampling technique used is purposive sampling with the following criteria:

1. People who have bought Boss Buah products at least 2 times in the marketplace and Boss Buah social media.

2. People aged 18 years and over and have made transactions through the marketplace and social media
3. Total expenses above IDR 1,000,000. To be able to consume, one must have income. The size of the income greatly determines the level of consumption.
4. Willing to fill out the complete questionnaire.

### **Analytical Technique**

This study uses a quantitative analysis approach using Partial Least Square (PLS). PLS is a multivariate statistical technique used as a comparison between multiple dependent and independent variables. The purpose of PLS is to predict the effect of variables X and Y and explain the relationship between these variables. PLS is measured using SmartPLS (Partial Least Square) software to test the hypothesis.

### **Outer model**

outer model test which consists of a validity model to show that research results can be accepted by the community with certain criteria. This study uses internal validity and external validity. (Abdillah & Jogiyanto, 2015). The validity test in PLS is divided into 2, convergent validity which refers to the value assessed based on the loading factor (the correlation between the item score and the construct score), and the indicators that measure the construct. The rule of thumb is used as a reference for the initial examination,  $\pm 0.30$  is a sufficient level minimum,  $\pm 0.40$  is considered better, and  $\pm 0.50$  is considered significant. The rule of thumb used for convergent validity is outer loading  $> 0.7$ , communality  $> 0.5$ , and Average Variance Extracted (AVE)  $> 0.5$  (Abdillah and Jogiyanto, 2015). And discriminant validity refers to cross-loading, namely comparing each construct by looking for relationships between constructs in the model. The rule of thumb used in discriminant validity is Root AVE  $>$  Correlation of latent variables, cross-loading is more than 0.7 in one variable (Abdillah dan Jogiyanto, 2015).

The second outer model test is the reliability test which is used to ascertain the extent to which there is no bias or error and ensures consistent measurement across various items in the instrument (Abdillah dan Jogiyanto, 2015). The rule of thumb for alpha or composite reliability must exceed 0.7 to be accepted, but 0.6 is still acceptable.

### **Inner model**

The second stage is to test the inner model which consists of The goodness of fit is a statistical model that is used to describe how good and fit a model is with a series of observations that have been made. The goodness of fit is done by testing the suitability of the ANOVA testing model which produces F statistics which produce R-Square. Criteria in the goodness of fit:

1. p-value  $< 0.05$  indicates that this model test is feasible for use in research.
2. p-value  $> 0.05$  indicates that this model test is not feasible for use in research.the R-square value.

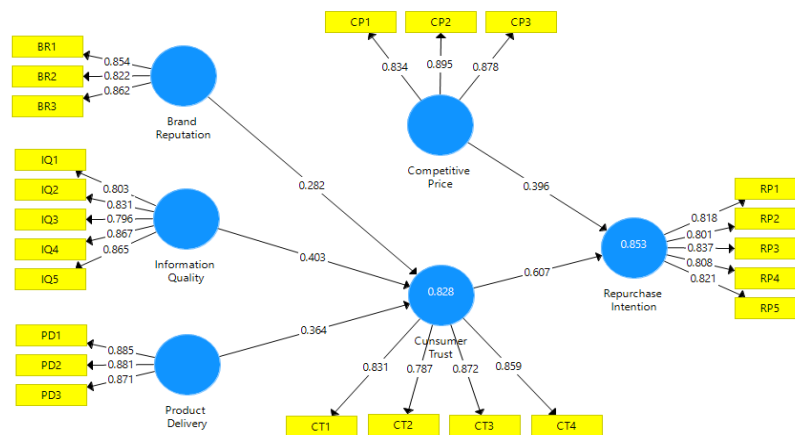
The value of  $R^2$  is used to measure the degree of variation in changes in the independent variable to the dependent variable. In addition, the path coefficient and t-statistic are used. The value of the path coefficient indicates the level of significance in hypothesis testing. The t-statistic coefficient score must be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-tailed for hypothesis testing at 5% alpha and 80% power.

### **Intervening effect**

The third stage is to test the intervening effect and test the mediating effect using bootstrapping. If the total effect of bootstrapping results is  $< 1.96$ , then the intervening variable is proven not to affect the independent variable on the variable dependent. If the total effect shows that the t-statistic value is  $> 1.96$ , then the mediating variable is proven to fully mediate the independent variable to the dependent variable so that the hypothesis for the mediating effect is supported.

## RESULT AND DISCUSSION

### Outer Model



Convergent validity test has a correlation with the size in a construct that has a high correlation. In convergent validity, what needs to be considered is outer loading and average variance extracted (AVE).

	Brand Reputation	Competitive Price	Customer Trust	Information Quality	Product Delivery	Repurchase Intention
BR1	0.854					
BR2	0.822					
BR3	0.862					
CP1		0.834				
CP2		0.895				
CP3		0.878				
CT1			0.831			
CT2			0.787			
CT3			0.872			
CT4			0.859			
IQ1				0.803		
IQ2				0.831		
IQ3				0.796		
IQ4				0.867		
IQ5				0.865		
PD1					0.885	
PD2					0.881	
PD3					0.871	
RP1						0.818
RP2						0.801
RP3						0.837
RP4						0.808
RP5						0.821

Source: Data processed using PLS, 2022

Factor loading value of each indicator valid if the indicator has more than 0.7. From the results of table 5.6 above, all indicators have a rule of thumb value above 0.7. The next convergent validity test is knowing the average variance extracted (AVE) value. AVE is used to measure constructs with other constructs in a model.

Average Variance Extracted (AVE)

Variable	AVE
Brand Reputation	0,716
Competitive Price	0,756
Consumer Trust	0,702
Information Quality	0,694
Product Delivery	0,773
Repurchase Intention	0,668

Source: Data processed using PLS, 2022

Based on the results obtained, all variables have a rule of thumb of more than 0.5. So it can be concluded that all the variables above are valid.

**discriminant validity**

R-Square

	R Square	R Square Adjusted
Customer trust	0,828	0,825
Repurchase Intention	0,853	0,852

Source: Data processed using PLS, 2022

The value used in the R-square model uses the last endogenous latent variable in the model. The endogenous variable in this study is repurchase intention. The calculation results show that the R-square value of the model is 0.852. The R-square value compared to the AVE root can be seen through the Fornell-Larcker table.

Fornell-Larcker

	Brand Reputation	Competitive Price	Consumer Trust	Information Quality	Product Delivery	Repurchase Intention
Brand Reputation	0.846					
Competitive Price	0.534	0.869				
Consumer Trust	0.735	0.680	0.838			

ion	Informat	0.656	0.636	0.833	0.83		
	Quality				3		
	Product	0.516	0.695	0.781	0.67	0.8	
	Delivery				3	79	
ase	Repurch	0.692	0.809	0.877	0.79	0.7	0.817
n	Intentio				6	68	

Source: Data processed using PLS, 2022

The Fornell-Larcker table shows the AVE root value for each variable. AVE roots are shown in numbers marked in green. the AVE root value is compared with the R-square model which is 0.8. All variables have a larger AVE root value than R-square. So it can be concluded that all variables are valid and can be tested for further research.

Table 5.1 Goodness of Fit

Goodness of Fit Index	Saturated Model	Estimated Model
SRMR	0.054	0.055
d_ULS	0.802	0.821
d_G	0.550	0.559
Chi-Square	675.560	679.758
NFI	0.828	0.827

Source: Data processed using PLS, 2022

The chi-square value in the test in this study was 675,560. In order for the model to meet the model fit criteria, limits or fit model criteria the SMSR value in the data must be less than  $0 < x < 0.08$ . SMSR is used to tell how well the model is, with unknown but selected parameter estimates that will match the matrix of relationships between data. The SMSR value on the fit model data test is 0.054 so that the test performed is considered informative.

The goodness of fit assessment is known from the Q-Square value. The higher the Q-Square, the better or more fit the model can be with the data. The results of calculating the Q-Square value are as follows:  $Q\text{-Square} = 1 - [(1 - R_{21}) \times (1 - R_{22})]$

$$= 1 - [(1 - 0,825) \times (1 - 0,852)]$$

$$= 1 - (0,175 \times 0,148) = 1 - 0,0259$$

$$= 0,97$$

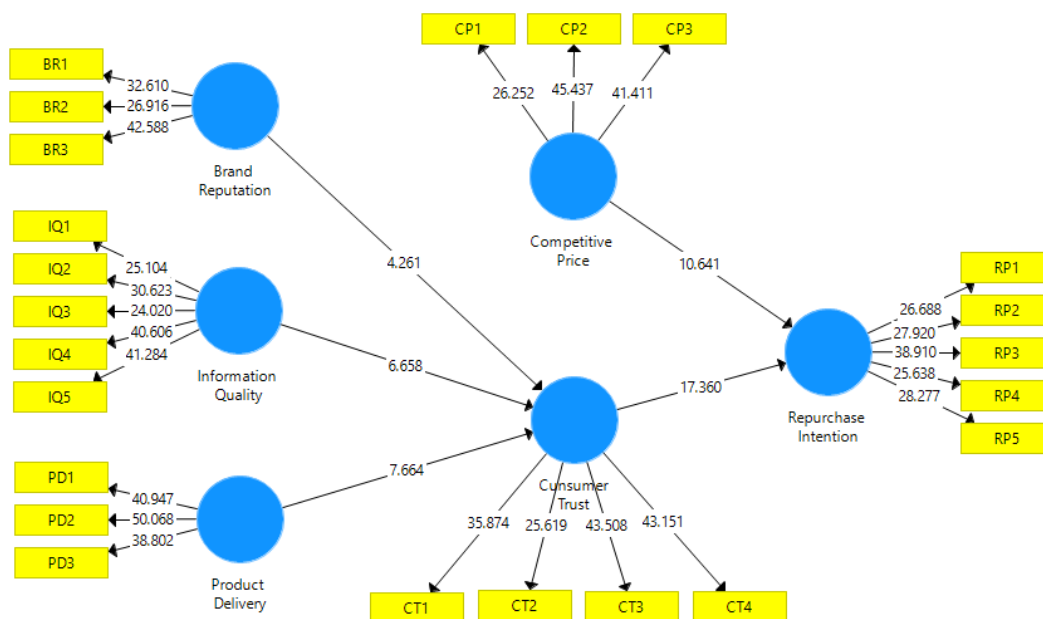
Based on the calculation results above, a Q-Square value of 0.97 is obtained. So that the magnitude of the diversity of research data by this research model is 97%. While the remaining 3% is explained by other factors that are outside this research model. Thus, from these results, this research model can be stated to have good goodness of fit.

Composite Reliability dan Crobach's alpha

Variabel	Composite Reliability	Crobach's alpha
Brand Reputation	0,883	0,803
Competitive Price	0,903	0,838
Customer Trust	0,904	0,858
Information Quality	0,919	0,889
Product Delivery	0,911	0,853
Repurchase intention	0,910	0,876

composite reliability and Crobach's alpha are used to measure the consistency of the variable if it is done repeatedly and the variable has a rule of thumbs value which must be greater than 0.7 (Hair et al., 2008 dalam Abdillah dan Jogiyanto, 2015). The results in the test above show that it has a composite reliability of more than 0.7 so that the variables in this study are declared correct. The variables in this study are declared reliable and can be used in subsequent tests.

### Inner Model



The measurement results of the inner model using bootstrapping. What needs to be considered is the R2 value and the t test. for the dependent variable and the path coefficient value for the independent variable which is then signified by the t-statistics.

**Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Brand reputation -> Consumer trust	0,282	0,285	0,069	4,087	0,000
Competitive price -> Repurchase intention	0,396	0,395	0,039	10,103	0,000
Consumer trust -> Repurchase intention	0,607	0,608	0,036	16,665	0,000
Information quality -> Repurchase intention	0,403	0,401	0,064	6,262	0,000
Product delivery -> Customer trust	0,364	0,362	0,046	7,831	0,000

Source: Data processed using PLS, 2022

The table above is a path coefficient that leads to the significance of hypothesis testing with the results stating that all hypotheses in this study are accepted. bootstrapping results must meet the specified parametric coefficient score which is above 1.96 for two tailed.

**Mediating Effects**

Table 5.2 Total Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Brand Reputation -> Consumer Trust -> Repurchase Intention	0,172	0,174	0,044	3,878	0,000
Information Quality -> Consumer Trust -> Repurchase Intention	0,245	0,244	0,041	6,016	0,000

Product	0,	0,2	0.03	7,078	0.000
Delivery Consumer Trust -> -> Repurchase Intention	221	20	1		

Source: Data processed using PLS Appendix I (2020)

The mediation effects shows that the total effect of bootstrapping the mediating variable exceeds the t-statistics value of 1.96 so that the mediating variable is proven to fully mediate the independent variable to the dependent variable so that the hypothesis for the mediating effect is supported. There is an influence between brand reputation, information quality, and product delivery on repurchase intention with customer trust as a mediating variable. This is because the t-statistic value of each variable is above 1.96. All hypotheses are accepted because the t-statistics value is above 1.96 with an error of 5%. The most influential test results were product delivery with repurchase intention with 7.078, followed by information quality with 6.016 and brand reputation with 3.878. This shows that delivering fruit to a satisfying online business will make someone more likely to make a repeat purchase.

## CONCLUSION

Defense policies across different countries have undergone significant changes and adaptations over time, shaped by various trends and factors. Analyzing the texts above, we can draw several conclusions regarding the evolution of defense policies and the key trends and factors that have influenced them. Firstly, one notable trend is the increasing emphasis on military modernization and the development of advanced capabilities. Countries such as China have significantly increased their defense budgets to enhance their military strength and assert themselves as regional and global powers. This trend reflects the growing importance of technology and the need for countries to stay abreast of advancements in military capabilities. Secondly, regional security dynamics play a crucial role in shaping defense policies. The perception of security threats, whether real or perceived, influences countries' defense strategies. For instance, China's rise as a military power has raised concerns among some countries in Asia, leading to an increase in defense cooperation with the United States as a means of counterbalancing China's influence. Similarly, Japan's defense policy has been shaped by its historical experience and the need to ensure national security in a region with diverse security challenges. Thirdly, alliances and partnerships have a significant impact on defense policies. Countries often seek to strengthen their defense capabilities through alliances with like-minded nations. The alliance between Japan and the United States, for example, has played a vital role in bolstering Japan's defense capabilities and ensuring its security in a volatile region. Moreover, the pursuit of national interests, regional stability, and the protection of sovereignty remain fundamental drivers of defense policy. Countries develop their defense strategies to safeguard their national security, protect their territorial integrity, and promote stability within their regions.

These factors shape the priorities and actions of nations in their pursuit of defense objectives. Furthermore, advancements in military technology, including cyber and space domains, have necessitated adjustments to defense strategies. Countries recognize the importance of keeping pace with technological advancements to maintain their military edge and effectively respond to emerging threats.

The evolution of defense policies is a dynamic process influenced by various trends and

factors. National strategies have adapted to the changing global security landscape, advancements in military technology, regional dynamics, and the pursuit of national interests. Understanding these trends and factors is crucial for policymakers and analysts to navigate the complexities of defense policy and promote peace, stability, and security in an ever-changing world. By staying attuned to these trends, countries can develop effective defense strategies that address evolving security challenges while safeguarding their national interests.

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