

## THE INFLUENCE OF CUSTOMER EXPERIENCE AND TRUST ON REPEAT PURCHASE INTEREST IN THE SHOPEE MARKETPLACE



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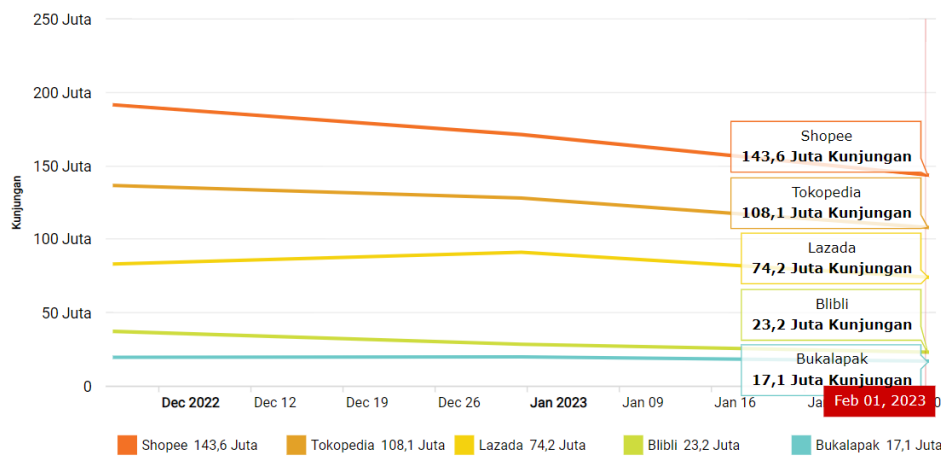
### Abstract

This study aims to analyze the effect of customer experience and trust on repurchase interest in the Shopee marketplace. In February 2023, there was a decline, indicating that e-commerce faces challenges in maintaining customer loyalty and that consumers are starting to be more selective in choosing shopping platforms. This research is a quantitative study with a survey method. Data collection was carried out using a questionnaire instrument; the number of samples used was 404 respondents. The analysis technique used is Structural Equation Modeling - Partial Least Squares (SEM-PLS) with SmartPLS 3.0 software. The results of the study show that customer experience has a significant influence on repurchase interest with a path coefficient of 0.211. Trust also has a positive and significant effect on repurchase interest with a path coefficient of 0.447. Simultaneously with an F-count value of 83.09, which is greater than the F-table of 3.02, the customer experience and trust variables have a positive and significant effect on repurchase interest.

**Keywords:** Customer Experience, Trust, Repurchase Intention

## INTRODUCTION

The rapid development of information technology has driven the growth of e-commerce, especially the Shopee marketplace, as the main platform for online transactions. Shopee is an e-commerce platform that was inaugurated in 2015 under the auspices of the SEA Group, whose head office is in Singapore. Until now, the Shopee application has expanded to reach areas in other Asian countries, to Thailand, Vietnam, Malaysia, Taiwan, the Philippines, and Indonesia. (Lusia Luwanda Sari Fery Panjaitan Novika, 2023). In this era, Shopee has the potential to grow opportunities in the trade sector. With Shopee, it makes it easier for buyers and sellers to sell and buy goods or services through Shopee. This phenomenon is called e-commerce, where customers only use the internet to shop online, so they don't need to come directly to the physical store (Supriyatna, 2024). The following is the user data and the number of E-Commerce transactions in Indonesia:



**Figure 1.**  
**Indonesian E-Commerce User Data and Number of Transactions**  
Databooks Source

Based on the data above, the trend of visits to e-commerce sites in Indonesia decreased in early 2023. This happened to the 5 e-commerce sites with the largest number of visitors, namely, Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. Throughout February 2023, the Shopee site only received 143.6 million visits. This figure is down around 16% compared to January 2023. It even fell 25% compared to last year in the same month. Similar to Shopee, the number of visitors to the Lazada and Bukalapak sites had increased at the beginning of the year, but declined in February 2023. This decline shows that e-commerce is facing challenges in maintaining customer loyalty and shows that consumers are starting to

be more selective in choosing a shopping platform. Shopee must continue to improve the customer experience and build trust in order to maintain user loyalty and remain competitive in the increasingly competitive e-commerce industry.

Repurchase intention in buying and selling is influenced by customer experience and trust. Repurchase intention is the tendency of consumers to make purchases again after receiving a pleasant reaction to previous behavior. Strong repurchase intention is driven by high levels of consumer satisfaction (Kotler and Keller, 2015; in Tarigan & Nuvriasari, 2023). Repurchase interest is an important indicator for the sustainability of the marketplace business.

One of the factors that can influence repurchase interest is customer experience. Customer experience is also an important factor that can influence repurchase interest. Customer experience is one of the most important things in the world of marketing, optimal customer experience is very important for e-commerce, especially marketplaces, to obtain successful marketing results, and increase the likelihood of success (Gao & Fan, 2021). Customer experience is an indicator of the success of services provided by e-commerce, especially Shopee, to their customers or consumers. Therefore, it is very important for e-commerce, especially the Shopee marketplace, to be able to provide a positive experience to customers. The ease of shopping at Shopee often brings problems from differences in perception between buyers and sellers (Yusnidar and Restuti, 2014; Dhatu Pranatika, 2022). The risks that arise will affect the buyer's decision to repurchase the goods.

Another factor that influences the interest in repurchasing a product through online media is trust. According to (Nurrahmanto, 2015) in (Saripudin, 2021), consumer trust is defined as a consumer's belief that another person has integrity and can be trusted, and the person he trusts will fulfill all his obligations in carrying out transactions as expected. Trust plays a very important role in influencing consumer repurchase interest. Trust that is built with consumers, then consumers tend to make product purchases, because online purchases have very different characteristics from conventional purchases (Vito Rizaldi Yuda Sputra, 2023).

Understanding the influence of customer experience and trust on purchase intention in the Shopee marketplace is important for business actors and e-commerce platform

managers. Thus, this study aims to analyze the extent to which customer experience and trust influence consumer repurchase intention in the Shopee marketplace.

## **REVIEW OF LITERATURE**

### **Customer Experience**

According to Meyer and Schwager (2007) defines customer experience as an internal and subjective response that consumers have to direct or indirect contact with a company. Direct contact generally occurs at the time of purchase, use, and service. Indirect contact includes unplanned encounters with representatives of the company's products, services, or brands in the form of recommendations or criticisms, advertisements, news reports, reviews and so on.(heriyadi, 2021). The experience occurs from the results of going through and undergoing conditions created through stimulation in the five senses, feelings and thoughts. So, in order to maintain loyal customers, several strategies are needed that not only focus on quality, but also on customer experience (Ayu et al 2023). The Customer Experience indicators are: Perceived ease of use, Customer Review, Customization, Security, Fulfillment Reliability, Customer Service and Store Offering.

### **Trust**

Consumer trust is defined as a consumer's belief that another person has integrity and can be trusted, and that the person he trusts will fulfill all his obligations in carrying out transactions as expected. According to research conducted by Rizkiawan (2020) in(Saripudin, 2021), with research results that consumer trust has a positive and significant influence on consumer repurchase interest online among the public.

In addition, factors that influence consumer trust are ability, kindness and integrity. Indicators that will be used to measure trust in a company. According to Ling et al, (2010) in Rizkiawan (2020) in the quote(Oktaviani et al., 2022)Indicators of trust can include security, privacy and reliability.

### **Repurchase Interest**

Consumer repurchase intention refers to the tendency or intention of consumers to repurchase a product or service from a brand or company after they have made a previous purchase. This is an important indicator in business because it shows the extent to which

customers are satisfied with their previous experience and how loyal they are to a particular brand or product. Repurchase intention, also known as repurchase intention, is a consumer attitude where they give a positive response to the quality of a company's service and have the intention to return to visit or purchase products from the company. The repurchase intention indicator according to Ferdinand in Andy Permana Putra, (2024) namely: transactional interest, referential interest, preferential interest and explorative interest.

## **RESEARCH METHOD**

### **Research Design**

This study aims to test the influence of customer experience and trust variables on repurchase interest in the Shopee marketplace. This study is a quantitative study with a survey method. Data collection was carried out using a questionnaire instrument; the number of samples used was 404 respondents. Based on the level of explanation of the variables, this study is associative causal, namely, research that seeks a relationship or causal influence. In this study, the author uses two independent variables, namely customer experience and trust, then one dependent variable, namely repurchase interest.

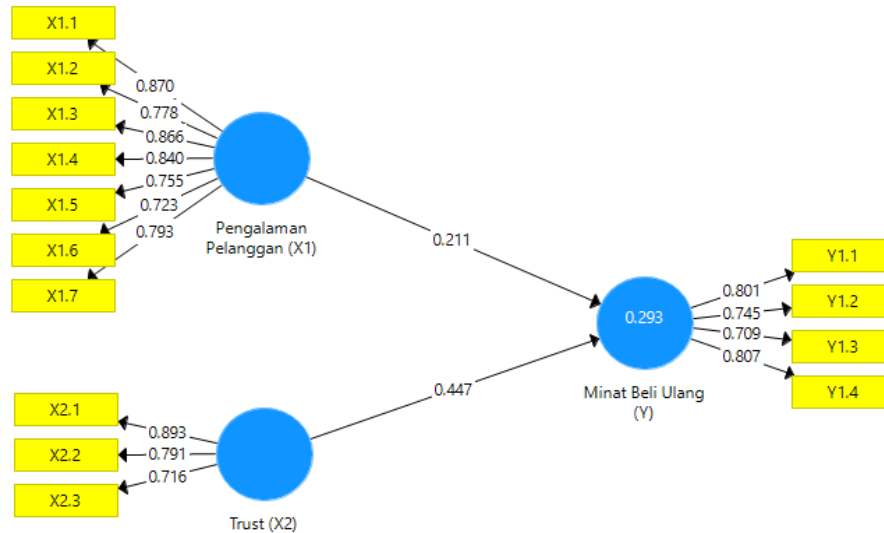
### **Data Analysis Techniques**

The analysis technique used in this study is Structural Equation Modeling - Partial Least Squares (SEM-PLS) with SmartPLS 3.0 to analyze the relationship between customer experience, trust, and repurchase intention. SEM-PLS was chosen because it is able to test models with latent variables without requiring the assumption of normal distribution. Measurement Model (Outer Model) Outer model analysis is carried out to ensure that the measurements used are suitable for measurement (valid and reliable). In this model analysis, it specifies the relationship between latent variables and their indicators, or it can be said that the outer model defines how each relates to its latent variable indicators (Husein, 2016). The tests carried out on the outer model are as follows: Validity Test and Reliability Test (Wardhana, 2024). Structural Model (Inner Model) Inner model analysis describes the relationship between latent variables based on substantive theory. Tests conducted on the inner model are as follows: R Square, Goodness of Fit (GOF), Path Coefficient, and Hypothesis Test.

**RESULTS AND DISCUSSION**

**Outer Model Analysis**

In this model analysis, it specifies the relationship between latent variables and their indicators (Husein, 2016). Outer model analysis can be seen from several indicators, namely Validity Test and Reliability Test (Wardhana, 2024).



**Figure 2.**  
**Loading Factor Value**

Source: Analysis results using SmartPLS 3.0. (2025)

The output of the outer loading estimation results above is measured from the correlation between the indicator score (instrument) and its construct (variable). The indicator is considered valid if it has a correlation value  $> 0.70$  (I Made Anom Arya Pering, 2021). Based on the outer loading above, all indicators are declared valid because the loading factor value is  $> 0.70$ .

The next evaluation is by looking at the AVE (Average Variance Extracted) value. The AVE value is good if it has a value greater than 0.50. The following are the AVE values in this study.

**Table 1.**  
**AVE (Average Variance Extraction) Value**

No	Variables	Average Variance Extracted (AVE)	Information
1.	Customer Experience (X1)	0.648	Valid

2.	Trust (X2)	0.646	Valid
3.	Repurchase Interest (Y)	0.588	Valid

Source: Analyst results using SmartPLS 3.0. (2025)

The results of the Average Variance Extracted (AVE) analysis show that all variables in the model have good convergent validity. The AVE value for Customer Experience (X1) is 0.648, and Trust (X2) reaches 0.646, Repurchase Interest (Y) is 0.588. All three variables have a value > 0.50, meaning that when the variable is categorized as valid.

The next evaluation of the outer model is the reliability of the construct by looking at the Cronbach's alpha value. If the Cronbach's alpha value is > 0.70, the construct is declared reliable. If the value of Cronbach's Alpha is low, this may indicate that the indicators/statements used are not reliable enough and need to be improved or replaced.

**Table 2.**

**Mark Cronbach's Alpha**

No	Variables	Cronbach's Alpha	Information
1.	Customer Experience (X1)	0.910	Reliable
2.	Trust (X2)	0.729	Reliable
3.	Repurchase Interest (Y)	0.766	Reliable

Source: Analyst results using SmartPLS 3.0. (2025)

Based on the results of Table 2, Cronbach's Alpha of all variables in this study has a good level of reliability. with Cronbach's Alpha value > 0.70 for all variables. Customer Experience (X1) has the highest value of 0.910, and Trust (X2) of 0.729, Repurchase Intention (Y) has a value of 0.766. These results indicate that the items in each construct have good internal consistency, so they can be relied on in measurement.

Next, from the outer model is composite reliability tests the reliability value of indicators in a construct. A construct or variable is said to meet composite reliability if it has a composite reliability value > 0.7(Eva Milenia Surya Buana, 2021). The following are the composite reliability results using SmartPLS software:

**Table 3.**

**Mark Composite Reliability**

No	Variables	Composite Reliability	Information
1.	Customer Experience (X1)	0.928	Reliable
2.	Trust (X2)	0.844	Reliable
3.	Repurchase Interest (Y)	0.850	Reliable

Source: Analyst results using SmartPLS 3.0. (2025)

Based on the table above, it can be concluded that all variables in this study have good reliability. Customer Experience Value is 0.928, and Trust is 0.844, Repurchase Interest is 0.850.

### Inner Model Analysis

The first inner model is carried out by looking at the Coefficient of Determination (R<sup>2</sup>).

**Table 4.**  
**R Square (R<sup>2</sup>) Value**

Variables	R Square	R Square Adjusted
Repurchase Interest (Y)	0.293	0.289

Source: Analyst results using SmartPLS 3.0. (2025)

Based on the table above the R<sup>2</sup> value of 0.293 indicates that the model has sufficient predictive power, but not too high. This means that Customer Experience (X1) and Trust (X2) do affect Repurchase Intention (Y).

The next evaluation is the Goodness of Fit Index (GoF) test, the aim of which is to validate the combined performance of the measurement model (outer model) and the structural model (inner model) obtained through the following calculations:

$$GoF = \sqrt{AVE \times R \text{ Square}}$$

$$GoF = \sqrt{0.627 \times 0.293}$$

$$GoF = \sqrt{0.1839}$$

$$GoF = 0.429$$

**Table 5.**  
**Description of AVE and R Square values**

No	Variables	Average Variance Extracted (AVE)	R Square
1.	Customer Experience (X1)	0.648	
2.	Trust (X2)	0.646	
3.	Repurchase Interest (Y)	0.588	0.293

Source: Analyst results using SmartPLS 3.0. (2025)

The results of the Goodness of Fit Index (GoF) calculations show the value 0.429. According to (Chin, 1998 in Ghozali, 2017), in (Saripudin1, 2021), small GoF value = 0.1, medium GoF = 0.25, and large GoF = 0.36. Based on these results, it can be concluded that the combined performance between the measurement model (outer model) and the structural model (inner model) as a whole is good because the Goodness of Fit Index (GoF) value is more than 0.36 (large-scale GoF).

**Hypothesis Testing**

Hypothesis testing between constructs is done using the bootstrap resampling method. Hypothesis test calculations using SmartPLS 3.0 can be seen from the Path Coefficient value, namely the p-values and t-statistics of the relationship between variables in the study. The inner model can be evaluated by looking at the path coefficients, p-values, and t-statistics as follows:

**Table 6.**  
**Path Coefficient**

<b>Track</b>	<b>Path Coefficient</b>	<b>T Statistics</b>	<b>P Values</b>
Customer Experience_ -> Repurchase Intention	0.211	4,771	0,000
Trust -> Repurchase Interest	0.447	8,464	0,000

Source: Analyst results using SmartPLS 3.0. (2025)

The explanation is as follows:

- a. Customer Experience -> Repurchase Interest obtained the path coefficient value between customer experience and repurchase interest of 0.211, meaning that customer experience has a positive effect on repurchase interest. Then the p values are  $0.000 < 0.05$ , and the t-statistic value is  $4.771 > 1.96$ , meaning that customer experience has a significant effect on repurchase interest. So H1 is accepted, customer experience has a positive effect on repurchase interest.
- b. Trust -> Repurchase Interest obtained a path coefficient value between trust and repurchase interest of 0.447, meaning that trust has a positive influence on repurchase interest. Then the p values are  $0.000 < 0.05$ , and the t-statistic value is  $8,464 > 1.96$ , meaning that trust has a significant effect on repurchase interest. So, H2 is accepted, trust has a positive effect on repurchase interest.

Furthermore, the simultaneous influence of customer experience and trust variables on repurchase interest can be done by calculating F count / f statistic using the formula below:

It is known:

$$R^2 \text{ (Coefficient of Determination)} = 0.293$$

$$k \text{ (Number of Independent Variables)} = 2$$

$$n \text{ (Number of Samples)} = 404$$

$$F \text{ count} = \frac{R^2/k}{(1 - R^2)/(n - k - 1)}$$
$$F \text{ count} = \frac{0,293/2}{(1 - 0,293)/(404 - 2 - 1)}$$
$$F \text{ count} = \frac{0,1465}{0,001763}$$
$$F \text{ count} = 83.09$$

The results of the R2 value evaluation show that the calculated F value in this study is 83.09, the F table value at alpha 0.05 is 3.02. This means that the calculated F (83.09) > F table (3.02), so together the customer experience and trust variables have a significant effect on repurchase interest.

## Discussion

Customer experience has a positive and significant effect on repurchase intention; the path coefficient value between customer experience and repurchase intention is 0.211, meaning that customer experience has a positive effect on repurchase intention. Then the p values are 0.000 < 0.05, and the t-statistic value is 4.771 > 1.96, meaning that customer experience has a significant effect on repurchase intention. So, H1 is accepted, and customer experience has a positive effect on repurchase intention. Trust has a positive and significant effect on repurchase intention; the path coefficient value between trust and repurchase intention is 0.447, meaning that trust has a positive effect on repurchase intention. Then the p values are 0.000 < 0.05, and the t-statistic value is 8,464 > 1.96, meaning that trust has a significant effect on repurchase interest. So, H2 is accepted, trust has a positive effect on repurchase interest. Customer experience and trust have a positive and significant effect on repurchase interest; the calculated F value (83.09) > F table (3.02), then together, the

customer experience and trust variables have a significant effect on repurchase interest. So, H3 is accepted; customer experience and trust have a positive effect on repurchase interest.

## CONCLUSION

The results of this study reveal that customer experience and trust have a significant influence on repurchase intention in the Shopee marketplace. Customer experience has a positive impact with a path coefficient of 0.211, while trust shows a stronger influence with a path coefficient of 0.447. Simultaneously, these two variables contribute significantly to repurchase intention, as evidenced by the F-Calculation value (83.09), which is greater than the F-Table (3.02). This research model is also proven to be valid and reliable with a Goodness of Fit (GoF) of 0.429, which indicates that the relationship between variables in the model is quite strong. Therefore, Shopee needs to continue to improve the quality of customer experience and build trust to encourage loyalty and repurchase intention of its consumers.

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