THE INFLUENCE OF USER SATISFACTION ON REINTENTION TO USE MEDIATED BY E-TRUST IN SHOPEE ECOMMERCE AMONG MANAGEMENT STUDENTS AT MAKASSAR STATE UNIVERSITY

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Abstract
This study examines the relationship between user satisfaction, e-trust, and the intention to reuse Shopee eCommerce among management students at Makassar State University. With the proliferation of online shopping platforms, understanding factors influencing users' intention to continue using specific platforms is crucial for both academic research and practical applications. The theoretical framework is grounded in the Technology Acceptance Model (TAM) and the Trust-Commitment Theory, which posit that user satisfaction and e- trust significantly influence users' behavioral intentions in electronic commerce contexts. Data were collected through a structured questionnaire distributed to a sample of management students who have experience using Shopee eCommerce. Results from the analysis indicate a positive relationship between user satisfaction and the intention to reuse Shopee. Furthermore, e-trust mediates the relationship between user satisfaction and reuse intention, suggesting that trust in the platform acts as a significant mechanism through which user satisfaction translates into continued usage intentions. These findings contribute to both theoretical and practical implications for eCommerce platforms, suggesting strategies to enhance user satisfaction and build trust among users to foster loyalty and repeat usage. Limitations and avenues for future research are also discussed.

Keywords: *User satisfaction, E-trust, Reintention to use, Shopee eCommerce, Management students, Makassar State University.*

INTRODUCTION

In the current era of globalization, the development of internet technology has increased, and online shopping activities have significantly become a trend among global consumers in recent years (Febrianty, 2023). The evolution of the internet has transformed shopping behavior, from conventional methods to technology-based systems (Miandari, 2021). Internet technology is now utilized not only to meet communication needs but also developed in various other fields, such as shopping, fulfilling daily needs, work, education, and entertainment (Laudon & Traver 2021). This technological advancement has had a significant impact on various aspects of marketing business development. Based on data from Kominfo in Liputan 6, Indonesia is the country with the 4th largest number of internet users in the world, with an internet penetration rate of 73.7 percent of the total population, amounting to 202.6 million users (Prasasti, 2021).

The advancement of technology today facilitates communication and the exchange of information that can be accessed by all elements of society without any limitations or difficulties. This has a significant impact on the business sector, such as online buying and selling known as e-commerce, where many companies are starting to utilize e-commerce as one of the best ways to increase the number of business transactions with consumers (Kaur 2015). E-commerce has created new business opportunities, where the majority of business transactions are conducted electronically. E-commerce as a business process that utilizes electronic technology to connect consumers and society in the exchange of goods, services, and electronic information (Akbar, 2020). E-commerce is a rapidly growing market in Indonesia, which is an important aspect for companies that want to survive and thrive in the business sector. The buying and selling process no longer requires face-to-face meetings, as done in regular stores. Through online media, all transactions can be conducted between sellers and buyers. E-commerce has become a trend favored by various segments of society, especially by Generation Z for online shopping and fulfilling their needs and desires (Permana et al., 2024).
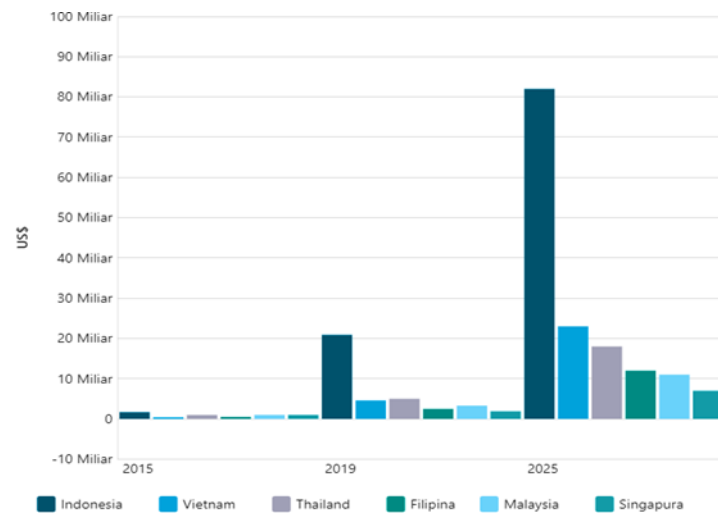
Figure 1.1 Market Share (GMV) of ASEAN E-commerce (2015-2025) Largest in ASEAN
Source: Kusnandar (2019)

Based on image 1.1 related to the ASEAN E-commerce market share, it shows a positive trend with increasing figures. And it is also predicted to experience growth of 82 billion USD. With a compound annual growth rate (CAGR) of 15%, it is estimated that by 2030 the GMV value will reach 16 billion USD and experience an increase.
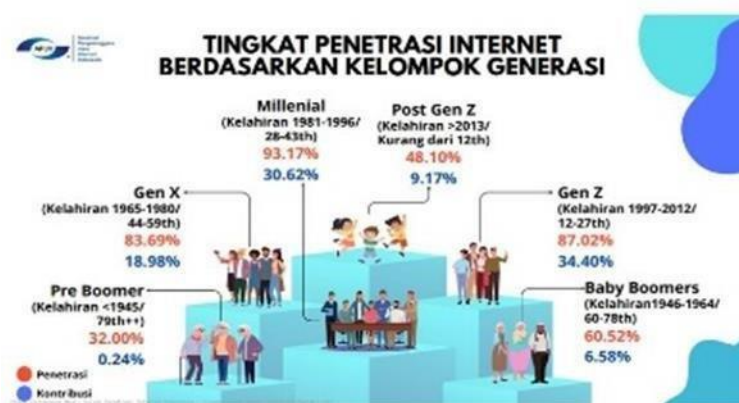

Figure 1.2 Internet Penetration Rate by Generation Group
Source: APJII (2024)

Based on Figure 1.2, Generation Z is the group with the largest contribution to internet usage, at 34.40%, reflecting their increasingly intense involvement in various online activities, including consumption and social interaction. While millennials have the highest internet penetration at 93.17%, their contribution is lower at 30.62%. Other generations such as Generation X, Post-Generation Z, Baby Boomers, and Pre-Boomers

also show various levels of internet penetration and contribution. The increase in internet usage among Generation Z, particularly students, is driven by the expansion of internet access, technological advancements, social media, and the rise in digital literacy. Therefore, Generation Z has become a relevant subject for further research related to consumption habits and digital behavior.

Based on the survey results published by Kompasiana (2021), which involved 6,285 respondents in Indonesia released by Populix in 2020, the groups that engage the most in online shopping are those aged 18-21 and 22-28 years, with 35 percent and 33 percent of respondents from these age ranges, respectively, known as the productive age. The average status of the community within the above age range is students and employees, meaning those who are already working and have an income (Keitharo, 2021).
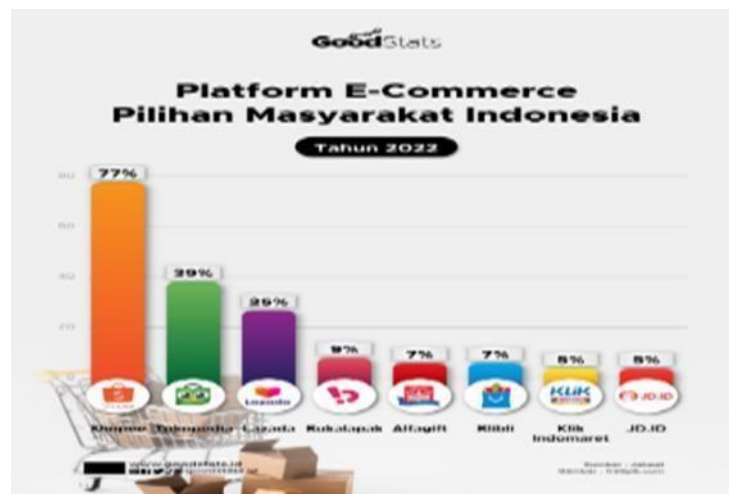

Figure 1.3 Most Popular E-commerce Among Indonesian Society 2022
Source: GoodStats (2022)

Based on image 1.3, it shows a survey regarding the most popular e-commerce platforms among the Indonesian public. According to a survey conducted by Jakpat in 2020 and cited by GoodStats, Shopee is the most widely used platform. Followed by Tokopedia, Lazada, Bukalapak, Alfagift, Blibli, Klik Indomaret, and JD.ID. The survey involved 1,420 respondents, most of whom stated that they prefer to shop online in the evening, between 6 PM and midnight. This is based on the belief that, according to customers, the evening is the best time for online shopping.

According to the report by the Central Statistics Agency (2021) regarding the data on E-commerce users in Indonesia, it is estimated to increase to 189.6 million users by 2024. In 2018, it reached 87.5 million users. In 2020, it reached 129.9 million users. It is estimated to reach 148.9 million users in 2021, 166.1 million users in 2022, and

180.6 million users in 2023. In Indonesia, the marketplace that has become a favored platform for consumers to shop online consists of several applications. Shopee remains the E-commerce site with the highest website visitors (around 96.5 million) in the third quarter of 2020. The next position is Tokopedia with 85 million, followed by Bukalapak with 31.4 million. Then 22.7 million from Lazada.
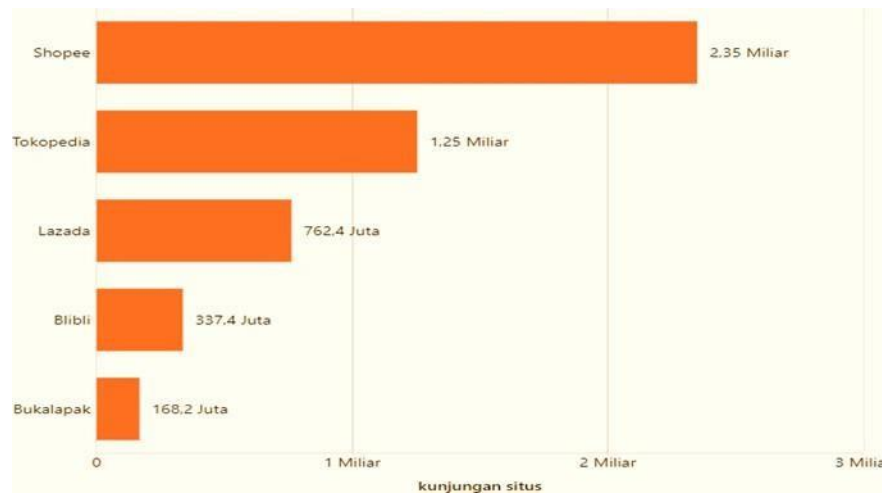

Figure 1.4 Most Visited E-commerce in Indonesia (January – December 2023)

Source: Ahdiat (2024)

Based on data from SimilarWeb 2023, which can be seen in Figure 1.4 illustrating the E-commerce platforms with the most visits in Indonesia during 2023. Cumulatively, Shopee received 23 billion visits, far surpassing its competitors. During the same period, Tokopedia recorded around 12 billion visits, Lazada 7.6 billion, Blibli 3.4 billion, and Bukalapak 1.7 billion visits. Shopee not only dominated in terms of quantity but also achieved the highest growth in visits, with a year-to-date increase of 41.39% from January to December 2023. On the other hand, Tokopedia experienced a decline of 21.08% (ytd), Lazada 46.72% (ytd), and Bukalapak 5.65% (ytd). The only other platform that experienced positive growth is Blibli, with an increase of 25.18% (ytd).

Shopee is one of the e-commerce and online shopping sites, launched in 2015 in Indonesia, has expanded its reach to neighboring countries in Southeast Asia, including Malaysia, Thailand, Taiwan, Vietnam, and the Philippines. Shopee offers an easy-to-use platform for shopping and selling directly through the phone, and has become the first mobile marketplace app for consumer-to-consumer (C2C) transactions. Considering Shopee's market dominance, it is crucial for the platform to maintain its position as Market Leader, as it has the highest market share in the face of increasingly fierce competition. Therefore, it is important to research trust because this factor is fundamental in building user interest on the e-commerce platform. Trust drives user confidence and satisfaction, which ultimately can increase their tendency

to return to using the platform. Shopee was chosen as the object of research because it has significant growth opportunities and a large E-commerce market potential in Indonesia.

Although many previous studies have examined the factors influencing repurchase intention in the context of online shopping services, there are still limitations in research that simultaneously uses these three variables, namely user satisfaction, trust, and repurchase intention, within a single research model. Of the ten previous studies that have been reviewed, very few specifically discuss the relationship between user satisfaction, trust, and repurchase intention in the context of online shopping services in depth. In addition, my research focuses on students, whereas most previous studies have concentrated on the general population and/or specific large user groups.

RESEARCH METHOD

According to Malhotra (2019), there are 2 types of research, namely explanatory research and conclusive research. The difference between each of these studies lies in the approach chosen for use in the research and the methods employed. This research uses conclusive research that explains the relationship between variables. Conclusive research aims to test specific hypotheses and examine how they relate to each other. Conclusive research is further divided into two parts, namely the descriptive research approach and causal research. This research uses a descriptive research approach. And cross-sectional is a type of research that collects information only once from a specific sample. In this type of research, data is collected only once.

The research design is structured based on the plan and relevant information needed, including specific sources from which the information is obtained, data collection strategies, and analysis methods. To facilitate the understanding of the data collection process, the research design has been presented below as a guide for data collection. With this research design, each step in the data collection process becomes more directed and consistent.

The data analysis technique used in this research employs descriptive analysis with the assistance of Structural Equation Modeling-Partial Least Squares (SEM-PLS) software. Descriptive analysis is a research technique used to collect relevant data and then organize, process, and analyze the data to provide an overview of the issue being discussed. The use of two or more structural equations for multivariate relationship models is the definition of Structural Equation Modeling (SEM) (Burhanuddin, 2013).

RESULT AND DISCUSSION

The inferential analysis method applied in this research is Partial Least Square (PLS) based Structural Equation Modeling (SEM), which involves two measurement stages, namely outer model measurement and inner model measurement. Data processing in this study was conducted using SmartPLS Version 3.00 software.
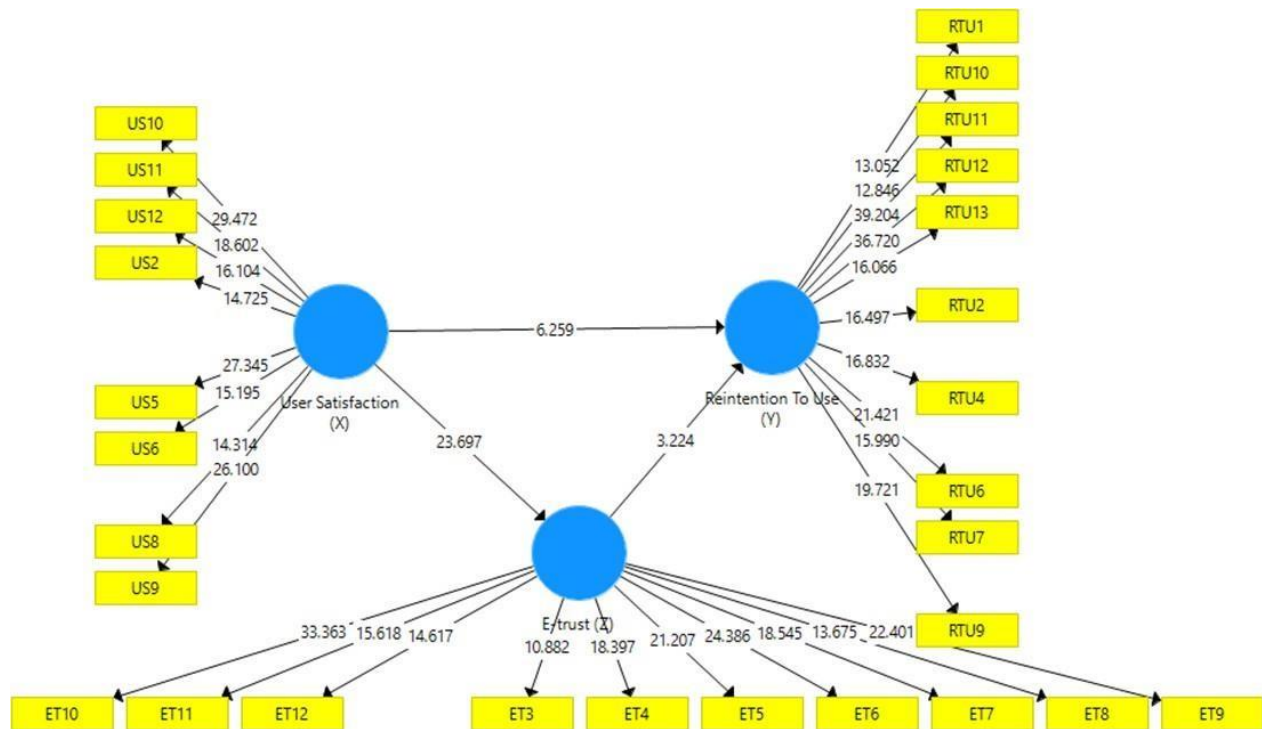
Based on the image above, it can be seen that the hypothesis testing is conducted using the t-statistic and p-values. Hypothesis testing is conducted based on the rule of thumb to determine whether the hypothesis is accepted or rejected, which will be seen based on the hypothesis acceptance standards where p-values < 0.05 and t-statistics > 1.645. The hypothesis will be rejected or accepted according to these acceptance standards.

1. User satisfaction has a direct, positive, and significant impact on Reintention To Use.

The analysis results show that user satisfaction (X) has a positive and significant impact on reintention to use (Y).With a P-Value of 0.000 and a T-Statistic of 6.529, it indicates that the relationship between user satisfaction and reintention to use is positive and significant. Furthermore, the original Sample value of 0.550 indicates that every increase in user satisfaction will be followed by an increase in reintention to use.

It means that when students are satisfied with the Shopee platform, both in terms of ease of use, shopping experience, and alignment with their expectations, they are more likely to make repeat purchases. This shows the importance of user satisfaction in increasing users' intention to continue using the Shopee application platform, making it a strategic element that needs to be considered in efforts to retain customers.

2. User satisfaction has a direct, positive, and significant impact on E-trust.

The analysis results show that user satisfaction (X) towards e-trust (Z) has a P-Value of 0.000 and a T-Statistics of 23.697. This value indicates that there is a positive and significant influence between user satisfaction and e-trust. Additionally, the original sample value of 0.788 indicates that an increase in user satisfaction will be followed by an increase in e-trust.

This means that when users are satisfied with the services provided by Shopee, whether through a shopping experience that meets their expectations, ease of navigation within the app, or optimal service quality, their trust in the platform will increase. This finding emphasizes the importance of user satisfaction in building and maintaining e-trust among Shopee app users.

Therefore, in the context of Shopee's marketing strategy, enhancing user satisfaction can be a significant step to strengthen consumer trust in the platform, which can ultimately drive long-term user loyalty.

3. E-trust has a direct, positive, and significant impact on Reintention To Use.

The analysis results show that e-trust (Z) has a positive and significant effect on reintention to use (Y), with a P-Value of 0.001 and a T-Statistics of 3.224. The Original Sample value recorded is 0.283, indicating that every increase in the level of trust in the Shopee platform will be followed by an increase in users' intention to continue using the service. This means that users who feel that Shopee has a good reputation, trustworthy competence, and high credibility will be inclined to use Shopee's services again in the future. This shows the importance of building and maintaining user trust levels in increasing the rate of repeat use of the Shopee app services.

The analysis results show that User satisfaction (X) has a positive and significant effect on Reintention To Use (Y) through E-trust (Z), with a significant P-Value of 0.002, a T-Statistics of 3.098, and an Original Sample of 0.223. This indicates that E-trust acts as a mediator that strengthens the relationship between User satisfaction and Reintention To Use. In other words, students who feel satisfied and meet expectations not only intend to use it again due to user satisfaction but also because of the trust they find in using the application. This indicates that Shopee's strategy should include efforts to maintain competitive satisfaction and provide quality services within the application, to maximize the intention of Shopee users to reuse.

4. E-trust Mediates Indirectly, Positively, and Significantly Between User Satisfaction and Reintention to Use the Shopee Application Service

Based on the analysis results, a P-Value of 0.002 was obtained, which is smaller than the significance threshold of 0.05, and a T-Statistic of 3.098, which exceeds the critical value of 1.96. The original sample value of 0.223 indicates that e-trust acts as a mediator that strengthens the relationship between user satisfaction and reintention to use on the Shopee platform. This indicates that user satisfaction, measured through positive experiences, the right choices, and the alignment of services with user expectations, not only has a direct impact on users' intention to return to using Shopee but also contributes through the enhancement of trust or e-trust towards the platform.

These results indicate that e-trust functions as a mediator that strengthens the influence of user satisfaction on the intention to repurchase. In other words, e-trust enhances the positive influence of user satisfaction, which can strengthen user loyalty and support the repeated use of Shopee application services, particularly among management students at Makassar State University.

CONCLUSION

Based on the data obtained in the research regarding the influence of user satisfaction on reintention to use mediated by e-trust in Shopee e-commerce and after analyzing the data, this study involved 143 respondents who are active students from the 2020 to 2023 batch of the Management program, Faculty of Economics and Business, Makassar State University. Based on the analysis results, the following conclusions can be drawn:

1. User satisfaction towards reintention to use has a direct positive and significant impact on reintention to use. This shows the importance of user satisfaction in increasing users' intention to continue using the Shopee application services.

2. user satisfaction towards e-trust user satisfaction has a positive and significant impact on e-trust improving user satisfaction can be a significant step in strengthening consumer trust in the platform, which can ultimately drive long-term user loyalty.

3. e-trust towards reintention to use e-trust also has a positive and significant impact on the reintention to use, where users who feel that Shopee has a good reputation, trustworthy competence, and high credibility are likely to continue using the Shopee app services in the future.

4. e-trust indirectly mediates positively and significantly between user satisfaction and reintention to use the Shopee application services among Management students at Makassar State University. In other words, e-trust plays a full

mediating role in the relationship between user satisfaction and reintention to use the Shopee application services.

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