The Effect of Consumer Experience and Brand Trust on E-market Place Repurchase Intention and Its Impact on Consumer Loyalty: Case Study after Tokopedia Merger Become GoTo

Zulfajri Ery Syahputra, Muhammad Adam, & Teuku Roli Ilhamsyah Putra*
Management Department, Universitas Syiah Kuala, **Indonesia**

Abstract

This study aims to examine the consumer experience and brand trust effect on repurchasing intentions of e-marketplaces and their impact on consumer loyalty: a case study after Tokopedia merged into Goto. The population in this study was all Goto consumers in Banda Aceh. The sample collection technique was purposive sampling. To obtain the number of respondents as many as 220 people. Data is collected by distributing questionnaires that are carried out online which are linked to the Google form. Data was measured using a Likert scale and analyzed using AMOS SEM. The result concludes that Tokopedia's consumer experience, brand trust, repurchase intention, and consumer loyalty to GoTo were going well; Consumer experience affects repurchase intention; Brand trust affects repurchase intention; Consumer experience affects consumer loyalty; Brand trust affects consumer loyalty; Repurchase intention affects consumer loyalty; Repurchase intention partially mediates the consumer experience effect on consumer loyalty; and Repurchase intention partially mediates the brand trust effect on consumer loyalty. The findings also explain that the model for increasing loyalty to Tokopedia consumers on GoTo in Banda Aceh is a function of increasing consumer repurchase intention, increasing consumer experience, and strengthening trust in the Tokopedia brand on GoTo.

Keyword: Consumer Experience, Brand Trust, Repurchase Intention, Consumer Loyalty.

1. Introduction

In Indonesia, the growth of electronic commerce (e-commerce) continues to increase every year. In 2016 it was recorded at US$ 5.8 billion and it is estimated that in 2022 it will reach US$ 16.5 billion. The growth of e-commerce is supported by the rapid advancement of technology that makes shopping easy for consumers. E-commerce trading activities are carried out in a place called a marketplace. One of the marketplaces available in Indonesia is Tokopedia. The huge growth in revenue at Tokopedia with a percentage of 600.8% from 2017-2019 made Tokopedia one of the marketplaces with large transaction traffic and many of them were carried out in Southeast Asia, especially in Indonesia. This data shows that there is great interest in the use of Tokopedia by customers and consumers, in this case, to use Tokopedia as an online shopping tool.

Tokopedia has further strengthened its corporate value by merging with a large transportation technology company in Indonesia, namely Gojek. This merger greatly contributed to the public's view of Tokopedia. GoTo became the combined name, which resulted in a company value of up to 18 billion USD. With this fantastic value, there are many advantages for Tokopedia, especially for customer perceptions that Tokopedia is becoming increasingly trusted as an online marketplace.

The business direction that is the goal of merging Gojek and Tokopedia to become GoTo is to grow the business to be bigger with the ultimate goal being to become a super app. The super app in question is the provision of services through a marketplace that provides all the needs expected by consumers from the integration of all forms of services they have. The valuation is targeted to reach USD 40 billion with the market dominance of the largest digital ecosystem in Southeast Asia. Building Consumer Loyalty is a strategic element for the company because companies must face competitors and continue to build markets (consumers). Repurchase intention is created because consumers feel the quality of services provided is as expected. Experience needs to be a company's concern in satisfying customers. Through payment transactions using electronic money in buying and selling transactions at Tokopedia, it is hoped that users or consumers will feel comfortable and easy in carrying out transactions and get easy access to running the Tokopedia application.

The current pandemic period has also had a big influence on the number of visitors to the online shopping site Tokopedia, the big boost from the pandemic has created a lot of consumer activity in making purchases online. Seeing a large number of visitors using access from the Tokopedia marketplace, it can also be seen that the percentage of buying and selling transactions at Tokopedia is getting higher and larger, which of course shows that the use and use of electronic money is also high as a means of payment in making transactions at Tokopedia. Judging from the things that have been described, customer and consumer perceptions of security and convenience in making transactions are also unavoidable in all aspects. Consumer trust, especially related to security in using electronic money as a means of payment on the Tokopedia marketplace, is an important thing that must be considered.

2. Literature

Consumer Loyalty

(Kotler & Keller, 2018) defines Consumer Loyalty as an expected behavior of a product or service which includes the possibility of further purchases or changing service agreements, or conversely how likely it is that consumers will switch to other brands or other product providers. According to (Tjiptono, 2017) These Consumer Loyalty studies can be categorized into three categories; behavioral approach, attitude approach, and integrated approach. (Lupiyoadi, 2013) added that the significance of Consumer Loyalty is closely related to the continuity of the company and the company's strong growth in the future. Consumer Loyalty is the attitude of consumers in determining their choice to continue using a company's products/services. Attitude determines the choice also to make a commitment and repurchase the company (Foster & Cadogan, 2000).

Repurchase Intention

According to (Kotler & Keller, 2018), Repurchase intention is something that arises after receiving stimulation from the product it sees. (Sharaf, Isa, & Al-Qasa, 2015), Repurchase intention is the tendency to buy a brand and is generally based on the suitability between purchase motives and the attributes or characteristics of the brand. (Sharaf et al., 2015) and (Chang & Chin, 2010) stating Purchase Intention is a mental statement from the consumer that reflects the plan to purchase some products with a particular brand. Meanwhile according to (Flynn & Pearcy, 2001) and (Ngan, Prendergast, & Tsang, 2011) expressing Repurchase Intention is something related to the consumer's plan to buy a product and the number of product units needed in a certain period. (Chung & Al-Khaled, 2021) and (Bakewell & Mitchell, 2006) argues that Repurchase Intention is related to purchasing behavior that is carried out continuously by someone. Even though purchases are not certain to occur in the future, the measurement of purchase intention is generally carried out to maximize predictions of actual purchases (Jeddi & Zaiem, 2010).
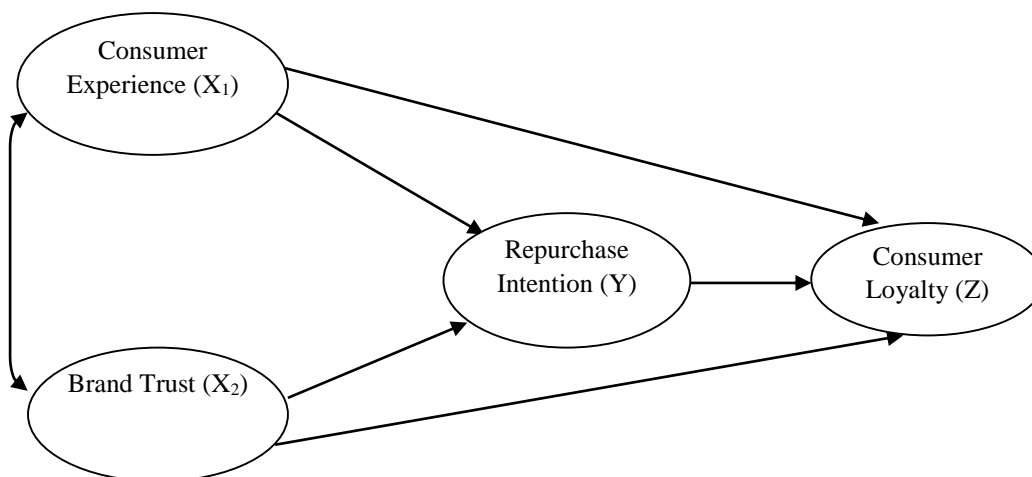
Consumer Experience

Consumers generally evaluate the experience of using a product to decide whether they will reuse the product (Ertemel, Civelek, Pektaş, & Çemberci, 2021). (Bilgihan, Okumus, Okumus, & Bujisic, 2014) and (Klaus & Maklan, 2013) stated that consumers think that life is a combination of experiences, so every activity carried out by consumers including consuming products or services is an experience. Next (Biedenbach & Marell, 2010) and (Shim, Forsythe, & Kwon, 2015) explains Consumer Experience is the result of consumer interaction with the company physically and emotionally. The results of this interaction can leave an impression and influence the consumer's assessment of the company. Then the ultimate goal of implementing Consumer Experience is to be able to build Consumer Loyalty (Iglesias, Singh, & Batista-foguet, 2011). (Kim, Ritchie, & Tung, 2010) and (Payne & Frow, 2005) interpreting Consumer Experience is a consumer's interpretation of the total consumer interaction.

Brand Trust

(Sahin, Zehir, & Kitapçı, 2011) Brand trust is defined as a sense of comfort that is owned by product users, in interacting with a brand based on the perception that the brand can be trusted and pays attention to the interests and welfare of consumers. Trust is built because there is an expectation that the other party will act according to the needs and desires of consumers. Brand trust is the perception of reliability from a consumer's point of view based on experience, or rather on sequences of transactions or interactions characterized by fulfilled expectations of product performance and satisfaction (Ashley & Leonard, 2009). According to (Chaudhuri & Holbrook, 2001), Customer trust in the brand is defined as the customer's desire to rely on a brand with the risks faced because the expectation of the brand will lead to positive results.

Model and Hypothesis

The model formulation and hypothesis are figured as follows.

Figure 1. Influence Between Variables

H1: Consumer Experience, Brand Trust, Repurchase Intention, and GoTo Consumer Loyalty are well realized.

H2: Consumer Experience affects GoTo Repurchase Intention.

H3: Brand Trust affects GoTo Repurchase Intention.

H4: Consumer Experience affects GoTo Consumer Loyalty.

H5: Brand Trust affects GoTo Consumer Loyalty.

H6: Repurchase Intention affects GoTo Consumer Loyalty.

H7: Consumer Experience affects GoTo Consumer Loyalty through Repurchase Intention.

H8: Brand Trust affects GoTo Consumer Loyalty through Repurchase Intention.

Novelty

Research related to consumer experience and repurchase intention has been carried out before by (Nasermoadeli, Ling, & Maghnati, 2013) and (Yang & He, 2011) but their study has differences from this study. (Nasermoadeli et al., 2013) in his research did not include the independent variable in the form of Brand Trust while this study used it and the dependent variable was in the form of social experience. Another difference can be found in the use of respondents who go to the cinema and watch movies. (Yang & He, 2011) used respondents who went to the supermarket.

As for this study, the independent variables used are consumer experience and brand trust, the intervening variable is repurchase intention, and the dependent variable is consumer loyalty. This study is intended for Tokopedia service users on GoTo with a sample size of 220 and analyzed with SEM AMOS.

3. Method

The population of this study was all Goto consumers in Banda Aceh. Due to the very large population, the sample collection technique used purposive sampling. The number of samples

was determined through the formula for the number of indicators multiplied by 5 to 10 (Ferdinand, 2014). The minimum sample for this study was: Minimum sample = number of indicators x 10 = 22 x 10 = 220 respondents. Primary data were collected through a Questionnaire with a Likert scale, which contains questions related to Consumer Loyalty, Repurchase Intention, Consumer Experience, and Brand Trust. To test the hypothesis directly, the statistical tool used is SEM AMOS, and to test the hypothesis directly using a Sobel calculator. The measurement indicators are:

1. To measure consumer loyalty used the indicators disclosed by (Foster & Cadogan, 2000) namely a) Willingness to invite other people, b) Making product purchases, c) Showing the first choice, d) Willingness to talk about good things about the product, e) Not buying or using other products.

2. To measure repurchasing intention used the indicators disclosed by (Chung & Al-Khaled, 2021) namely a) Interested in finding information about the product, b) Considering buying, c) Interested in trying, d) Wanting to know the product, e) Wanting to have the product

3. To measure consumer experience used indicators as disclosed by (Kim et al., 2010) namely a) Ease of interaction with customers and access to products. B) Product provider capabilities. C) The customer's feeling that his presence is known and recognized by the product provider. D) The customer's feelings about the ease of asking for help. E) Receive comfortable treatment or facilities. F) The problem is solved by the product provider. G) The ability of the product provider to fulfill its promises. H) The customer's feeling that his time is valued by the product provider.

4. To measure brand trust used indicators as disclosed by (Chaudhuri & Holbrook, 2001) namely a) The form of consumers trusting a product through a brand, b) Products can be relied upon through the characteristics of a brand, c) Trust in a brand that a product is an honest product (brand), d) The level of security that consumers trust in brands, products (goods or services).

4. Results

H1: Descriptive Hypothesis

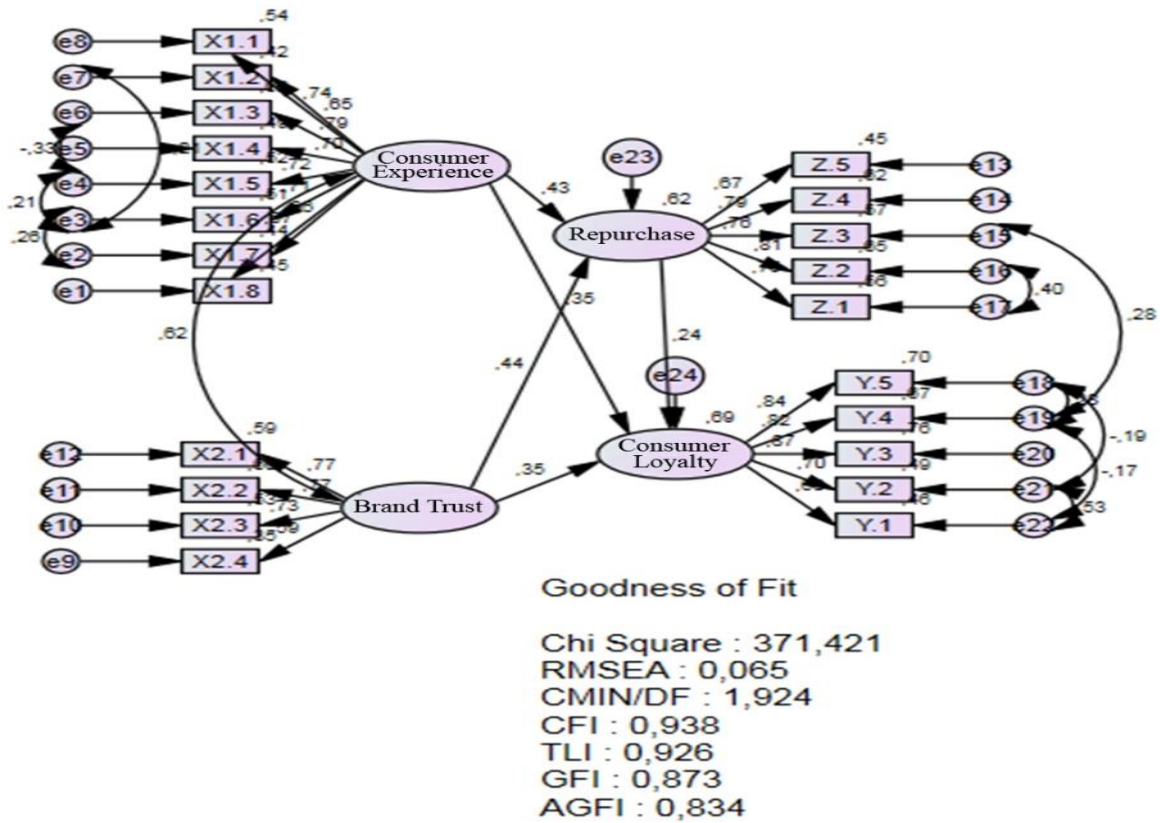The test of H1 is explained below.

Table 1. Respondents' Perceptions

Variable	Average	Cut Off	Information
Consumer Experience	3.80		Good
Brand Trust	3.87	3.41	Good
Repurchase	3.86		Good
Consumer Loyalty	3.74		Good

From table 1 it can be seen that all variables in this study have obtained a respondent's perception value greater than 3.41. The acquisition of these values proves that consumer

experience, brand trust, repurchase intention, and consumer loyalty are good. Thus rejecting H0 and accepting H1.

Direct Effect

The structural figure is shown below.

Goodness of Fit

Chi Square : 371,421
RMSEA : 0,065
CMIN/DF : 1,924
CFI : 0,938
TLI : 0,926
GFI : 0,873
AGFI : 0,834

Figure 2. Structural Model

Based on the test results, the results obtained from direct hypothesis testing are presented below.

Table 2. Regression

Endogenous		Exogenous	Estimate		S.E.	C.R.	P
			Std.	Unstd.			
Repurchase	<---	Consumer Experience	.445	.433	.093	4.780	***
Repurchase	<---	Brand Trust	.427	.438	.095	4.517	***
Consumer Loyalty	<---	Consumer Experience	.391	.346	.096	4.066	***
Consumer Loyalty	<---	Brand Trust	.375	.350	.100	3.737	***
Consumer Loyalty	<---	Repurchase	.267	.242	.107	2.484	.013

The results of Table 2 formulate the equation:

Repurchase Intention = 0.445 Consumer Experience + 0.427 Brand Trust

Consumer Loyalty = 0.391 Consumer Experience + 0.375 Brand Trust + 0.267 Repurchase Intention

The table is explained below:

H2: Consumer Experience on Repurchase Intention

Testing the consumer experience role in repurchase intention produces an estimated standard value of 0.445; where if the consumer's experience increases by 1 unit, the intention to repurchase will increase by 0.445 units with evidence of significance (p) of 0.000 <0.05. This figure has met the acceptance of H2, namely CR 4.780 > 1.96 and p < 0.05. The magnitude of the Consumer Experience effect on Repurchase Intention is 0.445 or 44.5%. This means that the better Consumer Experience will play a positive and significant role in strengthening Repurchase Intention.

H3: Brand Trust on Repurchase Intention

Testing the brand trust role in repurchase intention yields a significance (p) 0.000 <0.05. This figure has met the acceptance of H3, namely CR 4.517 > 1.96 and p < 0.05 so it describes there is a significant role of brand trust in repurchase intention. The estimated standard value is 0.427; which means that if brand trust increases by 1 unit, the variable of repurchase intention will increase by 0.427.

H4: Consumer Experience on Consumer Loyalty

Testing the consumer experience role in consumer loyalty produces a significance of p 0.000 <0.05. This figure has met the acceptance of H4, namely the value of CR 4.066 > 1.96 and p < 0.05 so it explains there is a significant role of consumer experience in increasing consumer loyalty. The estimated standard value obtained is 0.391, which explains that if consumer experience increases by 1 unit, consumer loyalty will also increase by 0.391.

H5: Brand Trust in Consumer Loyalty

Testing the brand trust role in consumer loyalty produces a significance of p 0.000 <0.05. This figure has met the acceptance of H5, namely CR 3.737 > 1.96 and p < 0.05, thus explaining that there is a significant role of brand trust in increasing consumer loyalty. The resulting estimated standard value is 0.375, revealing if brand trust increases by 1 unit, consumer loyalty will also increase by 0.375 units

H6: Repurchase Intention in Consumer Loyalty

Testing the repurchase intention role in consumer loyalty produces a significance (p) 0.013 <0.05. This figure has met the acceptance of H6, namely CR 2.484 > 1.96 and p < 0.05, thus explaining that there is a significant role of repurchase intention in increasing consumer loyalty. The resulting estimated standard value is 0.267, which means that if repurchase intention increases by 1 unit, the consumer loyalty variable will also increase by 0.267 units with evidence

Indirect Effect

H7: Repurchase Intention Mediates the Consumer Experience role in Consumer Loyalty
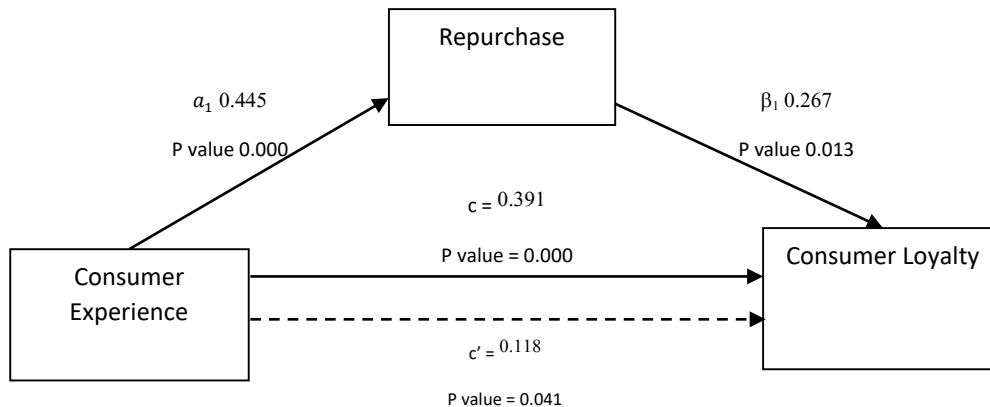
Figure 3. Consumer Experience role in Consumer Loyalty Through Repurchase Intention

Figure 3 above is the H7 model with repurchase intention as the mediator. The result of the z value of the Sobel test is:

$$Z = \frac{a1b1}{\sqrt{(b1^2\ SEa1^2) + (a1^2\ SEb1^2)}}$$

$Z = 2.034$

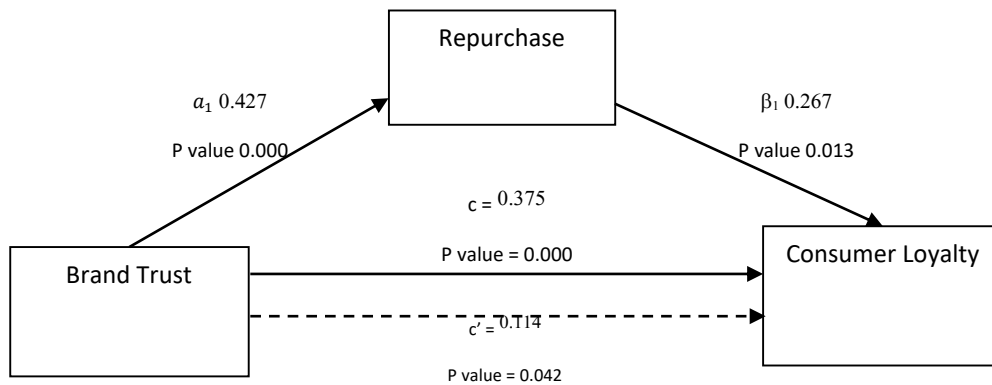The display of the results of the Sobel test according to the indirect effect test is as follows:

Input:		Test statistic:	Std. Error:	p-value:
a 0.433	Sobel test:	2.03436071	0.05150807	0.04191524
b 0.242	Aroian test:	1.99742666	0.0524605	0.04577885
s_a 0.093	Goodman test:	2.07342239	0.0505377	0.03813299
s_b 0.107	Reset all		Calculate	

From the results above, it was found that z 2.034 <1.96. These results indicate that there is a direct influence of consumer experience on consumer loyalty which is mediated by partial mediation of repurchase intention. This indicates that the independent variable in the test using this Sobel test, namely consumer experience can significantly influence the dependent variable, namely consumer loyalty through the intermediary variable, namely repurchase intention.

The magnitude of the mediating impact of repurchase intention on the consumer experience effect on consumer loyalty can be seen directly from the AMOS output in the attached table of Standardized Indirect Effects, namely 0.118. Thus, it can be stated that the consumer experience role in consumer loyalty can be partially mediated by the repurchase intention of 11.8%.

H8: Repurchase Intention Mediates the Brand Trust role in Consumer Loyalty

Figure 4: Brand Trust Role in Consumer Loyalty Through Repurchase Intention

Figure 4 above is the H8 model with the repurchase intention variable as the mediator. The result of the z value of the Sobel test is:

$$Z = \frac{a1b1}{\sqrt{(b1^2 \, SEa1^2) + (a1^2 \, SEb1^2)}}$$

$Z = 2.030$

The display of the Sobel test according to the indirect effect test is as follows:

Input:		Test statistic:	Std. Error:	p-value:
a	0.438	Sobel test: 2.03052924	0.05220117	0.04230277
b	0.242	Aroian test: 1.99309299	0.05318166	0.04625127
s_a	0.095	Goodman test: 2.07015745	0.0512019	0.0384376
s_b	0.107	Reset all	Calculate	

From the results, it was found that z 2.030> 1.96. These results indicate that there is an indirect effect of brand trust on consumer loyalty which is mediated by partial mediation of repurchase intention. This indicates that the independent variable in the test using this Sobel test, namely brand trust can significantly influence the dependent variable, namely consumer loyalty through a mediator variable, namely repurchase intention.

The magnitude of the mediating impact of repurchase intention on the effect of brand trust on consumer loyalty can be seen directly from the AMOS output in the attached table of Standardized Indirect Effects, namely 0.114. Thus, it can be stated that the effect of consumer experience on consumer loyalty can be partially mediated by a repurchase intention of 11.4%.

Managerial Implications

Consumer experience has a significant impact on repurchase intention and also consumer loyalty. These results provide an implementation that to increase consumer repurchase intention and loyalty, GoTo must also make improvements to the consumer experience based on several things, such as making it easy for consumers to interact and access products and assistance services, making consumers trust GoTo's capabilities. , treatment or facilities that

make GoTo comfortable, and fulfill all promises to customers. The results of this interaction leave an impression and influence the consumer's assessment of the company which will then be able to build Consumer Loyalty (Iglesias et al., 2011).

Consumer experience influences repurchase intention. This shows that the higher the consumer's experience with the products owned by consumers, the greater the intention in re-purchasing the products offered (Nasermoadeli et al., 2013); (Yang & He, 2011), and (Ayaumi & Komariah, 2021). Then, having experience with a product influences loyalty (Wardhana, 2016); (Brahmana, 2011); (Novitasari, 2014); dan (Ahmad, 2011).

Brand trust has a significant impact on repurchase intention and also consumer loyalty. These results provide an implementation that to increase consumer repurchase intention and loyalty, GoTo must be able to make consumers believe in the products offered by GoTo, have the characteristics of a brand, and guarantee the quality of GoTo products. Brand trust is the perception of reliability from a consumer's point of view based on experience, or rather on sequences of transactions or interactions characterized by fulfilled expectations of product performance and satisfaction (Ashley & Leonard, 2009).

Brand trust affects repurchase intention. This explains that the better the level of awareness of the brand attached to a product, the greater the interest in re-purchasing that will be made (Mardalena, Lubis, & Utami, 2018); (Santoso & Mardian, 2020); (Adriana & Ngatno, 2020); and (Yunus, Saputra, & Muhamma, 2022).

5. Conclusion

The test result concludes that Tokopedia's consumer experience, brand trust, repurchase intention, and consumer loyalty to GoTo are going well; Consumer experience affects repurchase intention, meaning that the better the experience a consumer has with Tokopedia on GoTo, the higher the repurchase intention; Brand trust affects repurchase intention, meaning that the better the brand trust that consumers have, the more it will increase the repurchase intention of Tokopedia on GoTo; Consumer experience affects consumer loyalty, meaning that the better the experience consumers have with Tokopedia on GoTo, the more customer loyalty will increase; Brand trust affects consumer loyalty, meaning that the better the brand trust that consumers have, the more consumer loyalty will increase towards Tokopedia on GoTo; Repurchase intention affects consumer loyalty, meaning that the better the repurchase intention of consumers, the more loyal consumers will be to Tokopedia on GoTo; Repurchase intention partially mediates the consumer experience role in consumer loyalty, meaning that consumer experience is able to directly influence consumer loyalty either through or without through repurchase intention; and Repurchase intention partially mediates the brand trust role in consumer loyalty, meaning that brand trust can directly influence consumer loyalty either through or Repurchase intention. The results of this test explain that the model of increasing loyalty to Tokopedia consumers on GoTo in Banda Aceh is a function of increasing consumer repurchase intention, increasing consumer experience, and strengthening trust in the Tokopedia brand on GoTo. These results can become a theoretical basis for the development of advanced research models. This result can also be the basis for compiling GoTo's reprogramming in increasing consumer loyalty.

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