

Original Article

The Role of Trust and Satisfaction Mediate the Influence of Experience on Repurchase Intention (Study on Shopee Customers in Denpasar)

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Abstract - Shopee is a subsidiary of Sea Group, first launched in 2015 simultaneously in 7 countries, namely Singapore, Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. Sea Group has a mission to improve the quality of life of consumers and small entrepreneurs to be better with technology. The purpose of this study is to explain the role of trust and satisfaction in mediating the effect of experience on repurchase intention. The population in this study are Shopee customers in Denpasar City who have made a repurchase within the last six months at least twice. The population size of this study is infinite or cannot be predicted with certainty. The sample of this research is 150 respondents, using a non-probability sampling method with a purposive sampling technique. Testing the research hypothesis using the Partial Least Square (PLS) based Structural Equation Modeling (SEM) analysis technique. The results show that experience has a positive and significant effect on trust, satisfaction, and repurchase intention; as well, trust and satisfaction are able to mediate the effect of experience on repurchase intention significantly. Trust and satisfaction in this study mediate partially.

Keywords - Experience, Trust, Satisfaction, Repurchase Intention.

1. Introduction

The development of global technology is quite rapid. This development is one result of the human desire to meet their needs. Humans use their minds and innovations to find solutions to their increasing needs. The more needs one has, the more human innovations will emerge to find fulfillment of their needs. Technology has many benefits, but there are also many disadvantages you get if you are only limited to being a user of the technology. Coupled with the very rapid development of this technology, both in the form of smartphones, computers, and other modern technologies.

With the development of modern technology today, Indonesia is one of the right targets for marketing technology-related products. Moreover, with this technology, there are already very modern facilities as well. One of the rapidly growing technologies in Indonesia is the internet. Most Indonesian people have now used the internet. Advances in technology, especially in the internet sector in Indonesia, have encouraged the growth of the e-commerce sector and people's economic behavior. This is marked by many internet users buying and selling privately by utilizing public forums, which then encourages the emergence of new startups engaged in the marketplace, which generally are still playing in the field of buying and selling products. Startups have sprung up in Indonesia since 2010 and have succeeded in attracting the

interest of Indonesian people to shop on the online marketplace (kompasiana.com).

Shopee is a new e-commerce platform. Shopee is a Sea Group subsidiary that started in seven countries at the same time in 2015: Singapore, Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Sea Group's objective is to improve the quality of life of consumers and small business owners by leveraging technology. Sea Group trades under the symbol SE on the NYSE (New York Stock Exchange). Shopee entered the Indonesian market at the end of May 2015, and it only began functioning in Indonesia at the end of June 2015. Wisma 77 Tower 2, Jalan Letjen. S. Parman, Palmerah, Special Capital Region of Jakarta 11410, Indonesia, is the address of Shopee Indonesia. Shopee is an online marketplace for buying and selling goods.

Companies utilize repurchase intention to anticipate the number of sales of new products, repeat purchases of existing products, and to indicate customer patterns to buy goods or services at the same store (Curvelo et al., 2019). Repurchase intention is an activity done by consumers to repurchase a product or service due to satisfaction acquired from the product or service. The intention to reorder consumers using the Shopee site or application is inextricably linked to the consumer's faith in Shopee.



Trust is essential in the process of buying back things through the Shopee website or application. Trust is a belief, feeling, or expectation that customers have about a product as a result of their good intentions, honesty, or skill (Curvelo et al., 2019). According to Picaully (2018), client trust may be seen in e-commerce through the propensity to engage in activities and communicate online. Increased confidence in online retailers lowers customer risk perceptions, influences customer behavior toward online stores, and increases the desire to purchase from these sites. According to Astarina et al. (2017) research, trust can modulate the influence of experience on the intention to reuse. Research conducted by Astarina et al. (2017) stated that trust could mediate the influence of experience on the intention to reuse. At the same time, Prasastanti et al. (2014) research stated that trust can mediate the influence of experience on online repurchase intention. According to Samuel et al. (2015), trust can partially mediate the effect of online experience on repurchase intention. Meanwhile, according to Rose et al. (2012), affective and cognitive experiential have a positive effect on trust, and trust has a positive effect on repurchase intention.

Apart from trust, repurchase intention is also caused by satisfaction in consumers. Repurchase intention arises because of satisfaction among consumers after consuming or using an item or service (Idris, 2017). Customer satisfaction is a feeling that arises because of the evaluation of their purchases based on past purchases or use (Shin, 2014). This statement is also supported by previous research conducted by Rose et al., which states that (2012) affective and cognitive experiential have a positive effect on satisfaction, and satisfaction has a positive effect on repurchase intention. In addition, Chowdhury et al. (2014) stated that experience positively and significantly affects satisfaction. According to Prayag et al. (2013), satisfaction can positively mediate the dimensions of tourist emotional experience (joy, love, positive surprise, and unpleasantness) on behavioral intentions.

Consuming a product or service is an experience; if the experience is impressive, the consumer will not hesitate to consume the product or service for the umpteenth time. For post-modern consumers, consuming is not only about using products or services but also needs a memorable experience in consuming (Prastyarningsih et al., 2014). With experience previous purchase experience will lead to an intention to repurchase. This statement is supported by previous research conducted by Wang et al. (2019), which stated that experience significantly affects purchase intentions on social media. Meanwhile, according to Schmalfu et al. (2017), consumer experience influences the desire to buy. According to Prastyarningsih et al. (2014) stated that consumer experience has a positive and significant effect on repurchase intention. Liu et al. (2015) stated that seven experience antecedent variables had a positive effect on repurchase intention.

This study also conducted a pre-survey of 20 respondents in Denpasar City. As many as 12 respondents stated that they had a repurchase intention at Shopee because the respondents had trust and satisfaction with Shopee, which arose due to transactions that previous respondents had made. After purchasing products at Shopee, respondents felt satisfied and trusted in their minds. This raises repurchase intentions on Shopee. However, 8 respondents did not agree to repurchase at Shopee because the respondents were worried about bad information about Shopee. There are several reasons for consumers to make purchases on the Shopee application, starting from the goods they are looking for, which are only available in the Shopee application and the goods store, and from the ease of using the Shopee application. The purpose of conducting the pre-survey is as a reference for researchers to take samples so that they are more accurate.

There is a research gap in this study; namely, research conducted by Giantari et al. (2013) indicated that the effect of experience on consumer repurchase intention was stated to be insignificant, but the experience was able to influence repurchase intention also mediated by trust. In addition, research by Idris (2017) states that customer satisfaction can mediate the effect of experience on the repurchase intention of Apple products. However, research conducted by Prasastanti et al. (2014) stated that experience has a stronger effect on repurchase intention than through the mediation variable trust.

Based on this description, this study will further discuss the Role of Trust and Satisfaction in Mediating the Effect of Experience on Repurchase Intention (Study on Shopee Customers in Denpasar).

2. Literature Review and Research Hypothesis

2.1. Literature Review

Repurchase intention is the consumer's intention to re-consume a product or service due to the impressive experience gained in using a product or service before. After consuming, satisfied consumers tend not to look for other product choices in subsequent consumption (Astarina et al., 2017). Repurchase intention causes consumers to move to make repurchases or other matters related to purchases (Kotler and Keller, 2016: 587).

According to Kotler and Keller (2016: 230), trust is a prerequisite for healthy long-term relationships, both between companies and companies with customers. This belief arises from repeated perceptions and from learning and experience. Trust is the basis of all forms of human relations—no cooperation without trust, no communication without trust. The principle of trust applies anywhere in the world. Astarina et al. (2017) stated that trust is the knowledge consumers possess and the conclusions they make about the products or services they consume. Trust reflects consumers' willingness to depend on a brand based on the hope that the product will achieve positive results as promised (Khan et al., 2019).

Satisfaction describes one's evaluation of a product's performance in relation to expectations (Kotler and Keller, 2016: 33). satisfaction is a person's emotional state after comparing the perceived product performance to his expectations (Rahmayanti and Ekawati, 2021). The primary aspect in assessing customer satisfaction is the customer's opinion of the quality of goods or services; if it matches what consumers expect, the goods or services are said to be good, and vice versa (Giantari et al., 2022). Satisfaction refers to the benefits received by consumers in comparison to their expectations as a result of the consumption, acquisition, and use of goods or services (Giantari et al., 2022).

Experience is one of the variables to predict future behavior. According to Astarina et al. (2017), brand experience is defined as consumer experiences, feelings, cognitions, and responses evoked by brands, which have been related to stimuli generated by brand design, brand identity, marketing communications, people, and the environment in which the brand is marketed. Future purchasing intentions are heavily influenced by consumer experience. The experience of using a service or product will shape a consumer's judgment of the service or product, whether it is an appraisal of service quality, the convenience of access, or other factors.

2.2. Conceptual Framework

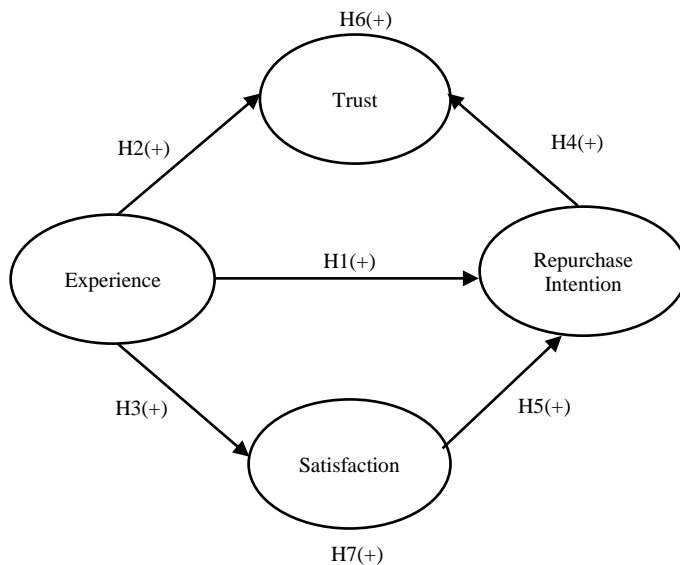


Fig. 1

2.3. Research Hypothesis

2.3.1. The effect of Experience on Repurchase Intention

Wang et al. (2019) stated that experience has a significant effect on purchase intentions on social media. According to Schmalfu et al. (2017), consumer experience influences the desire to buy Battery Electric Vehicles (BEV) products. Meanwhile, Prastyaningasih et al. (2014) and Darmawan and

Yasa (2022) stated that consumer experience has a positive and significant effect on the intention to repurchase KFC products in Lamongan. Liu et al. (2015) stated that seven experience antecedent variables had a positive effect on repurchase intention among online travel agent customers in China. However, Giantari et al. (2013) stated that experience did not have a significant direct effect on youth repurchase intention online in Denpasar City.

H1: Experience has a positive and significant effect on repurchase intention

2.3.2. The Effect of Experience on Trust

According to Khan et al. (2019) and Baskara and Giantari (2021), brand experience has a positive effect on brand trust in online services. According to Ramirez and Merunka's (2019) research, brand experience positively affects brand trust in Peru. Meanwhile, according to Bayu and Mudiantono (2016), experience positively and significantly impacts trust in customer-to-customer purchases—semarang e-commerce. According to Samuel et al. (2015), the online shopping experience positively affects trust. Brun et al. (2020) found that social experience (in agency) influences trust, but social experience (web) has no effect on trust.

H2: Experience has a positive and significant effect on trust

2.3.3. Effect of Experience on Satisfaction

Chowdhury et al. (2014) stated that they experienced positive and significant effects on the satisfaction of Gatorade consumers. According to Nysveen et al. (2018) stated that there are several experience dimensions that affect satisfaction in the hotel sector. Meanwhile, according to Shin (2015), all experience dimensions affect the satisfaction of smartphone users. According to Ali et al. (2015), service experience can significantly influence customer satisfaction in the hospitality industry in China. Meanwhile, according to Triantafillidou and Siomkos (2014) stated that the experience dimension positively affects satisfaction. However, according to research conducted by Septian and Handaruwati (2021), the results obtained were that the emotional experience variable did not affect consumer satisfaction.

H3: Experience has a positive and significant effect on satisfaction

2.3.4. The effect of Trust on Repurchase Intention

Curvelo et al. (2019) stated that trust has an effect on the repurchase intention of organic food. Research conducted by Rizanata (2014) states that trust has a positive and significant effect on customers' purchase intentions at Indomaret outlets in Surabaya. Additionally, Liu et al. (2019) stated that trust has an effect on consumers' repurchase intention in social commerce. According to Razak et al. (2013), the three

dimensions of online trust, namely benevolence, integrity, and ability, have a direct positive influence on repurchase intention. Similar results were also found in research conducted by Sullivan and Kim (2018), which stated that online trust is positively associated with repurchase intention. However, research conducted by Maria (2015) stated that trust did not have a significant effect on purchasing gadgets through Shopee in Indonesia.

H4: Trust has a positive and significant effect on repurchase intention

2.3.5. The effect of Satisfaction on Repurchase Intention

According to Watanabe et al. (2019), satisfaction has a favorable and significant effect on supermarket customers' repurchase intention. According to Chen and Chang (2018) and Putri and Yasa (2022) research, contentment has an effect on repurchase intent on Airbnbs. Furthermore, Liang et al. (2018) claim that experience-based pleasure significantly impacts repurchase intention. Customer happiness, according to Elbetagi and Agag (2016), Pratiwi and Yasa (2019), and Rahmayanti et al. (2022), has a direct beneficial effect on repurchase intention. According to Lam et al. (2016), satisfaction has a positive effect on green repurchase intention.

H5: Satisfaction has a positive and significant effect on repurchase intention

2.3.6. The role of trust in mediating the effect of experience on repurchase intention

According to Giantari et al. (2013), trust can mediate the influence of experience on repurchase intention online in adolescents in Denpasar City. Furthermore, Astarina et al. (2017) found that consumer trust can mediate the influence of experience on the propensity to reuse Go-Jek services in Denpasar City. According to Prasastanti et al. (2014), trust can mediate the effect of experience on repurchase intention online but cannot amplify this effect. Trust, according to Samuel et al. (2015), can partially moderate the influence of online experience on repurchase intention. Meanwhile, according to Rose et al. (2012), affective and cognitive experiential have a positive effect on trust, and trust has a positive effect on repurchase intention.

H6: Trust can mediate positively and significantly influence experience on repurchase intention.

2.3.7. The Role of Satisfaction in Mediating the Effect of Experience on Repurchase Intention

According to Idris (2017), satisfaction can mediate the effect of experience on the repurchase intention of Apple iPhone devices in Semarang. According to Chowdhury et al. (2014), there is a positive and significant influence on Gatorade consumer satisfaction. According to Liang et al. (2018), experience-based pleasure significantly impacts repurchase intention. According to Rose et al. (2012), affective and cognitive experience factors influence

satisfaction, and satisfaction influences repurchase intention. According to Prayag et al. (2013), satisfaction can favorably influence behavioral intentions by mediating the characteristics of the emotional tourist experience (joy, love, positive surprise, and unpleasantness).

H7: Satisfaction can mediate positively and significantly the effect of experience on repurchase intention.

3. Research Methodology

This research is associative causality research using a quantitative approach. The location of this research is in Bali, especially in Denpasar City. This research is located in Denpasar because this area is an area with a high level of mobility and has the highest percentage of areas accessing the internet (based on BPS Bali province data) in Bali, located in Denpasar City. This study relied on both quantitative and qualitative data. Data on the number of employees, age, gender, last education, years of service, number of respondents, and the score of the respondents' answers are used as quantitative data. Qualitative data are respondents' opinions on each particular statement, which are extended by a questionnaire that includes comments regarding factors, experience, trust, and repurchase intention.

The population of this research is customer customers Shopee in Denpasar City, which have repurchased at least twice in the last six months. The technique used is purposive sampling. Sugiyono (2015: 124) explains that purposive sampling is a sampling technique with certain considerations. The best-recommended sample size for measuring multivariate is 5-10 observations for each estimated parameter. So the calculation is done $15 \times 10 = 150$ respondents. Thus, the respondents needed in this study were 150 respondents. Data were analyzed using SmartPLS 3.0.

4. Results and Discussion

4.1. Distribution of Research Questionnaires

The data collection for this research was carried out by distributing online questionnaires to 150 respondents. Respondents in this study were determined by purposive sampling, namely using the consideration that respondents were users who had used Shopee at least 2 transactions in the last 6 months and had a minimum high school education; the aim was that data collection was carried out correctly. The profile of the respondents in this study will describe the criteria of the 150 respondents based on gender, age and occupation. In detail, the characteristics of the respondents are presented in Table 1.

Table 1 . Characteristics of Respondents

No	Charact eristics	Classification	Number of Respond ents (people)	Percentage Responden ts (%)
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1	Gender	Man	78	52.0
		Woman	72	48.0
Total			150	100
2	Age	17 - 24 Years Old	39	26.0
		25 - 32 Years Old	81	54.0
		33 - 40 Years Old	24	24.0
		41 - 48 Years Old	6	6.0
		Total	150	100
3	Profession	Government employees	11	7.3
		Private employees	78	52.0
		Student	39	26.0
		Self-employed	16	10.7
		Other	6	4.0
Total			150	100

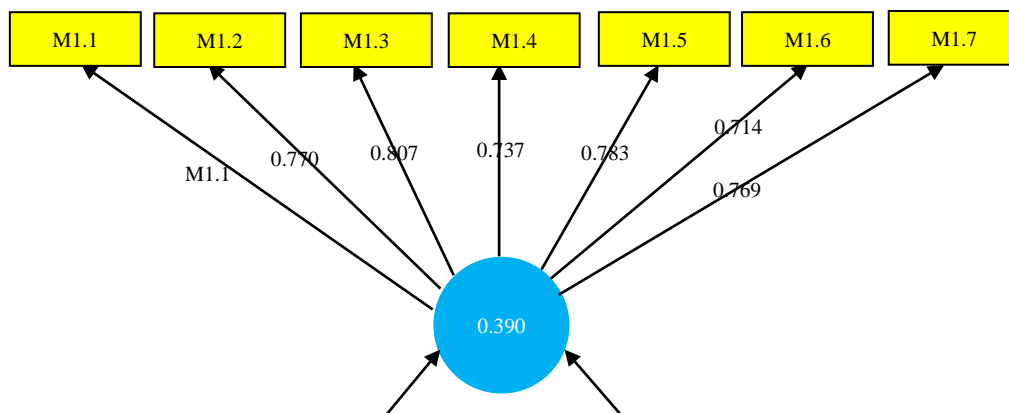
Source: Primary data processed, 2022

In Table 1, it can be shown that male users outnumber female users by 78 individuals or 52.0%. Users aged 25-32 years are the most numerous, accounting for 81 persons or 54.0% of all users. According to Table 5.1, the job of most dominant users is students or university students, with 78 persons or 52.0%.

The measurement employs the R-Square latent dependent variable, which has the same interpretation as the regression; Q-Square predictive relevance for the constructed model, which quantifies how effectively the model's observed values are created and the parameter estimates. If the Q-square value is greater than zero, the model is predictively relevant; otherwise, the model is not predictively relevant. The Partial Least Square (PLS) predictive method structural model is tested with R-Square for the dependent construct and the Q-Square test for predictive relevance if the data is freely dispersed (distribution-free).

Table 2. R-square test results

	R Square	R Square Adjusted
Repurchase intention (Y)	0.504	0.493



Satisfaction (M2)	0.355	0.350
Trusts (M1)	0.390	0.386

Source: Primary data processed, 2022

4.2. R – square

R-square serves to determine how much (%) the independent variable influences the dependent variable; the range of R-square values is 0-1. If the R-square value is close to zero, the independent variable has a weaker effect on the dependent variable; conversely, if it is close to one, the independent variable has a stronger effect on the dependent variable.

Based on the table above, the R-square value for the experience variable on trust is obtained of 0.390, which shows that it has a large influence of $0.390 \times 100\% = 39\%$. The R-square value for the experience variable on satisfaction of 0.355, which shows that it has a large influence of $0.355 \times 100\% = 35.5\%$. R-square values for experience, trust, and satisfaction variables on repurchase intention of 0.504 shows a large influence of $0.504 \times 100\% = 50.4\%$.

4.3. Direct Effect Test Results

When the direct influence hypothesis is tested using Partial Least Squares (PLS), five hypotheses emerge. The t-test (t-test) is used on each effect path between variables in this test. A simulation is used in PLS to perform statistical testing on each postulated association. The bootstrap approach was used on the sample in this example. Bootstrap testing is also meant to reduce the problem of anomalous research data. Figure 5.1 depicts the empirical research model analysis findings utilizing Partial Least Square (PLS) analysis.

Figure 2 explains that experience has a direct effect on repurchase intention with a coefficient of 0.232, experience has a direct effect on trust with a coefficient of 0.625, and experience has a direct effect on satisfaction with a coefficient of 0.596. Trust directly affects repurchase intention, with a coefficient of 0.196. Satisfaction has a direct effect on repurchase intention, with a coefficient of 0.384. The results of the direct influence test by bootstrapping from the PLS analysis can be seen in Table 3.

Based on Table 3, the direct effect between variables can be explained as follows:

Fig. 2 Empirical Model of Research Variable*Source: Primary data processed, 2022***Table 3. Results of the Direct Effect Test**

	Path coefficient	P Values	Information
Experience (X) -> Repurchase intention (Y)	0.232	0.048	Significant
Experience (X) -> Trust (M1)	0.625	0.000	Significant
Experience (X) -> Satisfaction (M2)	0.596	0.000	Significant
Trust (M1) -> Repurchase intention (Y)	0.196	0.042	Significant
Satisfaction (M2) -> Repurchase intention (Y)	0.384	0.004	Significant

Source: Primary data processed, 2022

When the hypothesis on the effect of experience on repurchase intention yields a path coefficient value of 0.232, it is concluded that experience positively affects repurchase intention. The P-Value of 0.048, which is less than 0.05 (0.048 0.05), suggests a significant effect on repurchase intention. Thus, hypothesis 1 (H1) is accepted, which asserts that experience has a positive and significant effect on repurchase intention.

When the hypothesis on the influence of experience on trust is tested, the path coefficient value is 0.625, indicating that experience has a positive effect on trust. The P-Value of 0.000, which is less than 0.05 (0.000 0.05), suggests that there was a significant effect on trust. As a result, hypothesis 2 (H2), which asserts that experience has a positive and significant effect on trust, is accepted.

When the hypothesis on the influence of experience on satisfaction yields a path coefficient value of 0.596, it is

concluded that experience has a positive effect on satisfaction. A P-Value of 0.000, which is less than 0.05 (0.000 0.05), suggests that there is a substantial effect on satisfaction. As a result, hypothesis 3 (H 3) is accepted, which asserts that experience has a positive and significant effect on contentment.

Table 4. Direct Effect, Indirect Effect, Total Variable Effect, and VAF Calculation

Variable	Direct Influence	
	Correlation coefficient	t-Statistics
Experience (X) -> Trust (M1)	0.625	9,832
Experience (X) -> Satisfaction (M2)	0.596	6,773
Experience (X) -> Repurchase intention (Y)	0.232	1,981

Trust (M1) -> Repurchase intention (Y)	0.196	2,034
Satisfaction (M2) -> Repurchase intention (Y)	0.384	2,886

Variable	Indirect Influence	
	Correlation coefficient	t-Statistics
Experience (X) -> Trust (M1) -> Repurchase intention (Y)	0.122	2.025
Experience (X) -> Satisfaction (M2) -> Repurchase intention (Y)	0.228	2,886
Variable	Total Impact	
	Correlation coefficient	t-Statistics
Experience (X) -> Repurchase intention (Y)	0.583	5,180
Experience (X) -> Satisfaction (M2)	0.596	6,773
Experience (X) -> Trust (M1)	0.625	9,832
Satisfaction (M2) -> Repurchase intention (Y)	0.384	2,886
Continuation of Table 5.15		
Trust (M1) -> Repurchase intention (Y)	0.196	2,034
VAF -> Indirect Effect / Total Effect (0.122/0.583)	0.209	
VAF -> Indirect Effect / Total Effect (0.228/0.583)	0.391	

Source: Primary data processed, 2022

The correlation coefficient value for testing the hypothesis on the influence of trust on repurchase intention is 0.196, indicating that trust has a positive effect on repurchase intention. The P-Value of 0.042 (0.042 0.05) demonstrates that trust substantially affects repurchase intention. As a result, hypothesis 4 (H 4) states that trust has a favorable and large impact on repurchase.

When the hypothesis on the influence of satisfaction on repurchase intention yields a correlation coefficient value of 0.384, it is concluded that satisfaction positively affects

repurchase intention. P-Values larger than 0.05 (0.004 0.05) suggest that contentment substantially affects repurchase intention. As a result, hypothesis 5 (H 5) is accepted, which implies that contentment has a positive and significant effect on repurchase intention.

Testing the direct, indirect and total effect between variables

The criteria for assessing the mediating effect are based on the VAF value. If the VAF value is $> 80\%$, then the mediating variable is *full mediation*; if $\leq 20\% \text{ VAF} \leq 80\%$, then the mediation variable is *partial mediation*. If $< 20\%$, then the mediating variable is not a mediator. The results of the indirect effect test can be presented in Table 4 as follows.

The VAF value determined from the distribution of the indirect impact coefficient with the overall effect is 0.209, according to Table 4. Trust, as a mediating variable, has a 20.9 percent function. The mediation value of 20.9 percent falls between the 20% and 80% range. The variable can be viewed as a partial mediating variable. This study's findings imply that the trust variable can help to moderate the relationship between the experience variable and repurchase intention.

The VAF value determined from the distribution of the indirect impact coefficient with the overall effect is 0.391, according to Table 4. As a mediating variable, satisfaction has a 39.1 percent function. The mediation value of 39.1 percent falls between 20% and 80%. The variable can be viewed as a partial mediating variable. According to the findings of this study, the satisfaction variable can partly mediate the relationship between the experience variable and repurchase intention.

4.4. Discussion of Research Findings

4.4.1. Effect of Experience on Repurchase intention

The results of testing the effect of experience on Repurchase intention produce a path coefficient value of 0.232; then, experience has a positive effect on repurchase intention. The P-Values value of 0.048, which is smaller than 0.05 (0.048 < 0.05), indicates experiencing a significant effect on repurchase intention. This has the meaning that the better the experience felt by Shopee customers in Denpasar City, the higher the repurchase intention. Moreover, vice versa, the worse the experience felt by Shopee customers in Denpasar City, the lower the will be repurchase intention.

These results indicate that the values contained in the experience have a real impact on the repurchase intention of Shopee customers in Denpasar City. Experience, which is measured based on pleasant experience indicators and the ease of carrying out transaction processes, is proven to be able to influence the repurchase intention of Shopee customers in Denpasar City. This finding can be interpreted that if Shopee customers in Denpasar City feel that their experience is not

good, then this will be able to significantly contribute to reducing the level of repurchase intention.

The results of this study are in accordance with previous research by Wang et al. (2019) stated that experience has a significant effect on purchase intentions on social media. According to Schmalfu et al. (2017), experienced consumers influence the desire to buy Battery Electric Vehicles (BEV) products. Meanwhile, Prastyaningsih et al. (2014) stated that consumer experience has a positive and significant effect on the intention to repurchase KFC products in Lamongan. Liu et al. (2015) stated that seven experience antecedent variables positively affected repurchase intention among online travel agent customers in China. However, Giantari et al. (2013) stated that experience did not have a significant direct effect on youth repurchase intention via online in Denpasar City.

4.4.2. Influence of Trusts on Repurchase Intention

The results of testing the effect of trust on repurchase intention produce a correlation coefficient value of 0.196, so trust has a positive effect on repurchase intention. The P-Values value of 0.042, which is greater than 0.05 ($0.042 < 0.05$), indicates a significant trust effect on repurchase intention. This means that the higher the trust perceived by Shopee customers in Denpasar City will increase repurchase intention. Vice versa, the lower the trust perceived by Shopee customers in Denpasar City, will decrease repurchase intention.

These results indicate that the values contained in the trust have a real impact on the repurchase intention of Shopee customers in Denpasar City. Trust is measured based on indicators of trust in the timely delivery of goods, trust in the quality of products purchased, a belief that the marketplace provides detailed information, the belief that online purchases are guaranteed, belief in the honesty of the online shop, belief in the security of the online shop, trust the proven capable brand affect the repurchase intention of Shopee customers in Denpasar City. This finding can be interpreted that if Shopee customers in Denpasar City lack a sense of trust, this will significantly contribute to reducing the level of repurchase intention.

The results of this study are consistent with previous research by Curvelo et al. (2019), stating that trust affects repurchase intention on organic food. Research conducted by Rizanata (2014) states that trust has a positive and significant effect on customers' purchase intentions at Indomaret outlets in Surabaya. Additionally, Liu et al. (2019) stated that trust affects consumers' repurchase intention on social commerce. According to Razak et al. (2013), the three dimensions of online trust, namely benevolence, integrity, and ability, directly influence repurchase intention. Similar results were also found in research conducted by Sullivan and Kim (2018), which stated that online trust is positively associated with repurchase intention. However, research conducted by Maria

(2015) stated that trust did not have a significant effect on purchasing gadgets through Shopee in Indonesia.

4.4.3. Effect of Satisfaction on Repurchase Intention

The results of testing the effect of satisfaction on Repurchase intention produce a correlation coefficient value of 0.384; then, satisfaction has a positive effect on repurchase intention. The P-Values of 0.004 greater than 0.05 ($0.004 < 0.05$) indicate that satisfaction significantly affects repurchase intention. This means that higher Shopee customer satisfaction in Denpasar City will increase repurchase intention. Moreover, vice versa, the lower Shopee customer satisfaction in Denpasar City, the lower it will be repurchase intention.

These results indicate that the values contained in satisfaction have a real impact on the repurchase intention of Shopee customers in Denpasar City. Satisfaction is measured based on indicators of satisfaction with offers on the website, satisfaction with payments on the website, and satisfaction with the products on the website proved to be able to influence the repurchase intention of Shopee customers in Denpasar City. This finding can be interpreted that if Shopee customers in Denpasar City feel low satisfaction, then this will be able to significantly contribute to reducing the level of repurchase intention.

This study's findings are consistent with prior research by Watanabe et al. (2019), which found that contentment positively and significantly affected supermarket customers' repurchase intentions. According to Chen and Chang (2018), satisfaction affects repurchase intent on Airbnb. Furthermore, Liang et al. (2018) claim that experience-based pleasure significantly impacts repurchase intention. According to Elbetagi and Agag (2016), customer happiness directly benefits repurchase intention. According to Lam et al. (2016), satisfaction has a positive effect on green repurchase intention.

4.4.4. The Effect of Experience on Trust

If the path coefficient value of the influence of experience on trust is 0.625, then experience has a positive effect on trust. The P-Value of 0.000, which is less than 0.05 ($0.000 < 0.05$), suggests a significant effect on trust and demonstrates that experience positively and significantly influences trust. This indicates that the better the Shopee consumers' experience in Denpasar City, the more trust they would have. And vice way, the poorer the Shopee customer experience in Denpasar City, the lower the sense of trust.

These findings suggest that the values inherent in experience substantially impact Shopee customers' trust in Denpasar City. Experience, as assessed by pleasant experience indicators and the ease of completing transactions, has been shown to influence the trust of Shopee customers in Denpasar City. This finding might be understood to mean that if Shopee

consumers in Denpasar City have a negative experience, this will have a major impact on trust.

The results of this study are in accordance with previous research by Khan et al. (2019) stated that brand experience has a positive effect on brand trust in online services. Research conducted by Ramirez and Merunka (2019) states that brand experience positively affects brand trust in Peru. Meanwhile, Bayu and Mudiantono (2016) state that experience positively and significantly affects trust in customer-to-customer purchases. e-commerce in Semarang. Samuel et al. (2015) stated that the online shopping experience positively affects trust. However, research conducted by Brun et al. (2020) stated that social experience (in agency) affects trust, but social experience (web) is unable to influence trust.

4.4.5. *Effect of Experience on Satisfaction*

If the path coefficient value for testing the effect of experience on satisfaction is 0.596, then experience positively affects satisfaction. A P-Value of 0.000, which is less than 0.05 (0.000 0.05), suggests that there is a substantial effect on satisfaction and demonstrates that experience has a favorable and significant impact on contentment. This means that the better the experience perceived by Shopee customers in Denpasar City, the higher the level of satisfaction. Moreover, vice way, the lower the contentment, the worse the experience Shopee customers feel in Denpasar City.

These results indicate that experience really impacts Shopee customer satisfaction in Denpasar City. Experience, which is measured based on pleasant experience indicators and the ease of carrying out transaction processes, has proven to be able to influence Shopee customer satisfaction in Denpasar City. This finding can be interpreted that if Shopee customers in Denpasar City feel that their experience is not good, this will significantly contribute to reducing customer satisfaction.

The results of this study are in accordance with previous research by Chowdhury et al. (2014) stated that experience positive and significant effect on the satisfaction of Gatorade consumers. According to Nysveen et al. (2018), several experience dimensions affect satisfaction in the hotel sector. Meanwhile, according to Shin (2015), all experience dimensions affect the satisfaction of smartphone users. According to Ali et al. (2015), service experience can significantly influence customer satisfaction in the hospitality industry in China. Meanwhile, according to Triantafillidou and Siomkos (2014) stated that the experience dimension positively affects satisfaction. However, according to research conducted by Septian and Handaruwati (2021), the results were that the emotional experience variable did not affect consumer satisfaction.

4.4.6. *Role of Trusts in Mediating the Influence of Experience on Repurchase Intention*

The mediation value of 20.9 percent is between the range of 20% to 80%. It is possible to view the variable as a partial mediating variable. The findings of this study suggest that the trust variable can somewhat mediate the association between the experience variable and repurchase intention. This indicates that when customers have a positive experience, their trust in the company grows, which leads to a rise in repurchase intent.

The findings of this study are consistent with prior research by Giantari et al. (2013), who found that trust can modulate the influence of experience on online repurchase intention in adolescents in Denpasar City. Furthermore, Astarina et al. (2017) discovered that consumer trust could moderate the impact of experience on the desire to reuse Go-Jek services in Denpasar City. According to Prasastanti et al. (2014), trust can mediate the influence of experience on repurchase intention online but not strengthen it. According to Samuel et al. (2015), trust can partially mitigate the influence of online experience on repurchase intention. Meanwhile, Rose et al. (2012) state that affective and cognitive experiential positively affect trust, and trust positively affects repurchase intention.

4.4.7. *The Role of Satisfaction in Mediating the Influence of Experience on Repurchase Intention*

The mediation value of 39.1 percent is between the range of 20% and 80%. It is possible to view the variable as a partial mediating variable. The findings of this study suggest that the satisfaction variable can somewhat mediate the association between the experience variable and repurchase intention. This indicates that when customers have a positive experience, it increases customer satisfaction, which in turn increases repurchase intention.

The findings of this study support previous research by Idris (2017), who found that contentment can moderate the effect of experience on the repurchase intention of Apple iPhone devices in Semarang. According to Chowdhury et al. (2014), there is a positive and significant influence on Gatorade consumer satisfaction. According to Liang et al. (2018), experience-based pleasure significantly impacts repurchase intention. According to Rose et al. (2012), affective and cognitive experience factors influence satisfaction, and satisfaction influences repurchase intention. According to Prayag et al. (2013), satisfaction can favorably influence behavioral intentions by mediating the characteristics of the emotional tourist experience (joy, love, positive surprise, and unpleasantness).

5. Research Implications and Limitations

5.1. *Theoretical Implications*

Based on the research that has been done, it can be seen that, theoretically, this research as a whole can support several pre-existing theories. This research is expected to provide an empirical contribution regarding the relationship between the

variables experience, trust, satisfaction, and repurchase intention for developing marketing management science. Based on these findings, the results of this study can enrich the development of marketing management knowledge, especially related to consumer behavior. It is hoped that it can be used to enrich references and knowledge related to experience, trust, satisfaction, and repurchase intention.

5.2. Practical Implications

The results of statistical data analysis also show that experience is an important factor in increasing repurchase intention from Shopee consumers. Thus the management must create a good experience to increase repurchase intention for Shopee consumers. Shopee management can create an experience that is more focused on making new innovations in terms of the features provided so that it is more effective than other competitors.

The results also show that the variable interest highly influences repurchase intention. Thus the Shopee management must create good trust in the eyes of consumers so that consumers will remain loyal to using the Shopee application.

The results also show that satisfaction has a high influence on repurchase intention. Thus the Shopee management must create good satisfaction by making the Shopee application easy for consumers to use so that it can make Shopee consumers satisfied so that consumers continue to use Shopee.

5.3. Research Limitations

The writing approach for this research has various limitations that should be highlighted again, especially in future research. Some of these constraints are as follows.

- Because the scope of the research is limited to the Denpasar City region, the findings cannot be extrapolated to customers in other areas.
- Because this study is confined to analyzing the variables experience, trust, contentment, and repurchase intention, it cannot investigate aspects other than these variables in depth.
- This study employs a cross-sectional time design or at a certain point in time. However, it also examines the dynamics of situations that vary over time, making this research important to revisit in the future.

6. Conclusion and suggestions

6.1. Conclusion

- 1) Experience has a positive and significant effect on the repurchase intention of Shopee users. This means that the better the user experience, the higher the repurchase intention of Shopee users.
- 2) Experience has a positive and significant effect on the trust of Shopee users. This means that the better the user

experience, the higher the user's trust in using Shopee.

- 3) Experience has a positive and significant effect on Shopee user satisfaction. This means that the better the user experience, the higher the satisfaction with using Shopee.
- 4) Trust has a positive and significant effect on the repurchase intention of Shopee users. This means that if user trust increases, the repurchase intention of Shopee users will increase.
- 5) Satisfaction has a positive and significant effect on the repurchase intention of Shopee users. This means that if user satisfaction increases, the repurchase intention of Shopee users will increase.
- 6) Trust can partially mediate the effect of experience on the repurchase intention of Shopee users. It shows that the Shopee user experience will have an impact on user repurchase intention if it is mediated by trust.
- 7) Satisfaction can partially mediate the effect of experience on the repurchase intention of Shopee users. This shows that the Shopee user experience will have an impact on user repurchase intention if it is mediated by satisfaction.

6.2. Suggestions

- 1) Efforts can be used by Shopee management to make the experience better, namely by always monitoring and paying attention to what can make users feel a bad experience. Shopee needs to improve notifications on applications that cause more stimulation for users to open applications to make them buy products at Shopee. Notifications can be in the form of promotions or discounts available at Shopee related to the customer's desired product.
- 2) Efforts can be used by Shopee management to make trust even better, namely by always monitoring and paying attention to what can make users feel low trust. Product quality at Shopee must be prioritized to increase user confidence in shopping. Shopee can improve product quality by rewarding products with low product review scores. In addition, Shopee can also provide special advertising on products with a high product review value so that sellers try to improve their products' quality.
- 3) Efforts can be used by Shopee management to make satisfaction even better, namely by always monitoring and paying attention to what can make users feel low satisfaction. Products sold at Shopee cannot meet user expectations, creating an unfavorable impression for Shopee in general. Shopee can give warnings or sanctions to sellers in marketplaces who have low product reviews to match product descriptions to actual product quality better so as not to raise too high expectations in the minds of Shopee users.
- 4) Future research can add constructs other than experience to be able to identify more deeply about trust, satisfaction, and repurchase intention—for example, brand image, service quality, perceived quality, and word of mouth.

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