

The Effect of Interaction Via Social Media and Past Online Shopping Experience on Repurchase Intention Through Trust in Tokopedia Application Users in Surabaya

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Abstract

This research aims to analyze the effect of interaction via social media and past online shopping experience on repurchase intention through trust in Tokopedia application users in Surabaya. Today, online purchasing through e-commerce is in vogue. Before making a purchase, most people will seek information first to increase their trust, and they can do this by interacting with others. Increasingly sophisticated technology makes this interaction easy because there is already social media. The information shared by someone certainly comes from their experience. E-commerce consumer interact through social media and consumer shopping experience are important points so that consumers can increasingly trust e-commerce and repurchase it in e-commerce. This research is designed in quantitative approach with purposive sampling as the sampling technique. The sample used in this research was 150 respondents. The requirements of respondents in this research were at least 17 years old who had made purchases at Tokopedia at least once in the last two months in Surabaya. Data was collected using a questionnaire. The data analysis technique used is SEM analysis with the LISREL program. The results of the research prove that interaction via social media and the past online shopping experience have a significant effect on trust. Trusts have a significant effect on repurchase intention. Interaction via social media and past online shopping experience has a significant effect on repurchase intention through trust.

Keywords: Interaction Via Social Media; Past Online Shopping Experience; Repurchase Intention; Trust

I. INTRODUCTION

Tokopedia is one of the online shopping centers in Indonesia that carries a marketplace business model. Tokopedia allows every individual, small shop, and brand to open and manage online shops. Since launching until the end of 2015, Tokopedia's basic service can be used by everyone for free. Based on the vision of "building a better Indonesia through the Internet", Tokopedia has a program to support the micro small and medium enterprises (MSMEs) and individuals to develop their businesses by marketing products online. However, in the success of Tokopedia, there are still some app users who give negative reviews about Tokopedia on social media (< <https://www.tokopedia.com/about/>>). Here are some negative reviews about Tokopedia from some Tokopedia app users:



Figure 1.

Negative review of Tokopedia Consumer 1

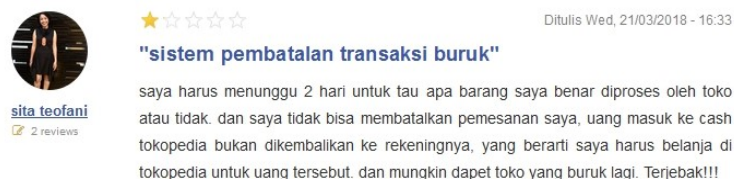


Figure 2
Negative review of Tokopedia Consumer 2

The reviews can be read by other social media application users, and it will affect the decline in repurchase intention from Tokopedia customers. Social media users in Indonesia are also not very few, a research conducted by We Are Social and Hootsuite noted that there are at least 130 million people in Indonesia who use social media in 2018 (< <https://techno.okezone.com/read/2018/03/13/207/1872093/ini-jumlah-total-pengguna-media-social-in-Indonesia> >).

It means that there will be many people see unfavorable reviews of Tokopedia that someone has shared. This is possible to have an impact on consumer decline who will repurchase intention at Tokopedia. This is because there are many other e-commerce applications that are not inferior to Tokopedia. Fortunately, as can be seen in the figure 3, that Tokopedia does have the second most number of visitors after Lazada, nevertheless if many Tokopedia customers see negative reviews from other Tokopedia consumers, the possibility make them switch to another e-commerce application, therefore, it will affect the rate of repurchase intention consumer of Tokopedia to be low.



Figure 3
Number of E-Commerce visitors in January 2017

Repurchase intention itself is defined as the possibility of consumers to be interested in buying a product or service (Broekhuizen, 2006). The repurchase intention of consumers has an impact on all businesses including Tokopedia. Having a consumer with a high rate of repurchase intention can certainly make a business get a big profit. Based on figure 3, the number of Tokopedia visitors are quite a lot but not enough to defeat the number of visitors from Lazada. The number of visitors can be caused by a high rate of consumer intention repurchase. However, having a lot of visitors is not necessarily able to make it much more. This is due to the many factors that can affect the repurchase intention rate of a consumer, such as interaction via social media, past online shopping experience, and trust. In addition, a business should be able to think about ways in which they can make those factors positive and impact the increasing repurchase intention of consumers.

Nowadays, social media is not just a place to connect with friends, family, or relatives (Pratomo, 2016). Social media itself is a term that describes the various technologies used to bind people into a collaboration, exchange information, and interact through web-based message content.

The Internet is always experiencing development, the various technologies and features available to users are always experiencing changes. This makes social media more hypertext than a specific reference to various uses or designs. From that definition, social media can be used to exchange information between one person and another. Therefore, interaction via social media has a very important role in a business. Because a consumer may share information about their purchase experience in an e-commerce. As shown in Figure 1 and figure 2, Tokopedia consumer who shares their negative reviews about their shopping experience at Tokopedia. This can be detrimental to Tokopedia because it can affect the decline of repurchase intention rate from consumers and other

consumers.

Not only interaction via social media can affect the rate of repurchase intention of a consumer, but past online shopping experience a consumer can also affect the rate of repurchase intention the consumer. Past Online shopping experience is a consumer shopping experience in an online shop that directly impact consumer purchase behavior via the Internet (Rizwan, Umair, MueenAkhtar, & SajidBhatti, 2014). Consumers with strong online repurchase intention in doing shopping on the web usually have a past online shopping experience that helps them to reduce uncertainty, based on the statement it can be seen that e-commerce that has Good service on every consumer can increase the repurchase intention of their consumers. If we seen from figure 2 and figure 3 shows that Tokopedia consumers have a bad past online shopping experience. And it can certainly affect the decline of the rate repurchase intention of their consumers.

The previous two factors are interaction via social media and past online shopping experience certainly affect repurchase intention. However, such effect does not immediately lead to repurchase intentions. It affects the trust of consumers first before affecting the repurchase intentions. The Trust itself can be defined as a willingness of the company to serve the expected needs of customers (Broekhuizen, 2006). From the definition of the expert, trust is very influential in e-commerce because it can impact the repurchase intention of their consumers. If the consumer of e-commerce has a high trust in e-commerce it will have a positive effect on the repurchase intention the consumer, on the other hand, a low trust of the consumer will negatively affect the repurchase Intention the consumer. The trust level itself is affected by the previous two factors, interaction via social media and past online shopping experience. It means that someone who has a positive interaction via social media and has a good past online shopping experience can increase their trust to make purchases in the e-commerce and vice versa.

These four variables are certainly very important to be researched in Tokopedia. This is because repurchase intention is very important in business both online and offline because a business definitely has a purpose to get profit and it can be obtained if the consumer of the business has repurchase intention to its business products. However, to get a high rate of repurchase intention requires the effect of other factors, such as interaction via social media, past online shopping experience, and also trust. Moreover, concerning to Tokopedia, there are still those factors that lead to the negative, as in figure 2 and figure 3 which will certainly negatively affect the trust and repurchase intention of consumer Tokopedia. Therefore, the model of this research is suitable to be applied in Tokopedia, because this model of research will help Tokopedia to learn the effect of interaction via social media and past online shopping experience of their customers that affect the level of trust of their consumers in order to increase the repurchase intention from their consumers.

Based on the background above, researchers entitle this research with, "The Effect of Interaction Via Social Media and Past Online Shopping Experience on Repurchase Intention through Trust in Tokopedia application users in Surabaya".

II. LITERATURE REVIEW

Interaction Via Social Media

Nowadays, a large number of social media platforms have been developed to facilitate the advancement of information sharing and content creation in online contexts (Hajli, 2013). There are a number of social media that facilitate the activities, such as Wikipedia, Facebook, YouTube and Twitter. From some examples of those social media, individuals implement the social media for different purposes, such as creating online forums and online communities, providing product recommendations or other things, providing ratings and reviews about something, and to interact with other users online.

Those applications have effect that can impact e-commerce as most individuals who shop through online access will surely find a lot of information about purchasing in e-commerce in order to reduce insecurity that he felt. Reviews are one of the main areas emerging from interaction via social media. In fact, consumers are actively encouraged by the company to rate and review products and services online (Hajli, 2013). This activity generates information from someone to others online. That information then produced through interaction via social media that can help e-commerce in increasing the repurchase intention of consumers (Hajli, 2013).

From the definitions of these experts, researchers can conclude that interaction via social media is a relationship between individuals and other individuals to share information done through the media in which the relationship can be related to online purchase reviews, product recommendations, providing rating on a product shared by someone who has made an online purchase through online forums and online communities that can encourage others to make or not make purchases in an e-commerce. For the owners of e-commerce businesses, it is certainly very important because it can affect the smoothness of their business. Therefore, e-commerce owners must be able to provide a truly quality service to each of their customers, so that if the consumers do interaction via social media, they can provide good information about the product that is bought from e-commerce, so repurchase intention of others will increase.

Past Online Shopping Experience

The purpose of online shopping is related to past online shopping experience through the Internet and directly impacting the behavior of shopping through the Internet therefore the owner of e-commerce business should be as much as possible to provide best services to its customers because it will have an impact on their future behavior relating to their repurchase intention in an e-commerce (Rizwan et al., 2014).

Customers with a strong online repurchase intention in doing shopping on the web usually have previous buying experiences that help reduce their uncertainty, therefore it can be seen that e-commerce that has a good service on each consumer can increase repurchase intention consumers through e-commerce (Leeraphong & Mardjo, 2013). Past Online shopping experience by someone written on social media can encourage the intention of buying others as well, therefore e-commerce should not only focus on one or two consumers only, but they should focus on each consumer in servicing them, because we will not know which consumers who will spread the experience of buying a product in an e-commerce (Leeraphong & Mardjo, 2013).

From the definitions of these experts, researchers can conclude that the past online shopping experience is a previous shopping experience in e-commerce owned by someone or another person who shared it through a live conversation or can also be shared with interaction via social media that can affect the repurchase intention online of someone. This is a very important thing for e-commerce to think of because someone's experience in purchasing in their e-commerce can be a profit or a disadvantage for their e-commerce, depending on how e-commerce provides the services to their consumers.

Good service to their consumers will create a satisfying experience for their consumers, and this will impact the consumers in increasing repurchase intentions, in addition, it will also impact the repurchase intentions of others if the consumer is spreading their experience through social media. And vice versa, if the service provided by e-commerce to its consumers is a bit even worse can provide a disappointing experience to their consumers and impact on the decline of the repurchase intention of the consumer. In addition, if the consumer spread his disappointing experience in social media will make repurchase intention others also decreased.

Trust

In business-to-consumer relationships, trust in electronic vendors i.e. e-commerce is very important in assessing risk in transaction, because in order to form a consumer trust is very difficult so it needs extra service that e-commerce should be given to the consumer so that the trust can be formed (Hajli, 2013). Trust can reduce the uncertainty created by others and it is very important for e-commerce, therefore Tokopedia which includes one of the e-commerce must create a trust in its customers that is difficult to break by others in order to allow the business to run smoothly (Leeraphong & Mardjo, 2013).

Trusts in online environments are important because the complexity and diversity of online interactions enable insincere and unpredictable behavior. It is very difficult for consumers to be able to see which e-commerce is reliable and which is not reliable, therefore for serious e-commerce in conducting its business should be able to provide the best service without deceive or steal consumers so that consumers feel the trust given by e-commerce (Hajli, 2013).

From the definitions of these experts, researchers can conclude that trusts are crucial to the smoothness of e-commerce businesses because in the online world it is difficult to predict consumer behavior because we do not see direct their body language. Therefore, e-commerce owners should be

able to provide the best service and product sold for their customers. So that the trusts from their consumers can be created, and not only that's what e-commerce needs to do, but they should also always improve their services that make the trust of their consumers stay awake. And if the trusts of e-commerce consumers have been high, then their consumers will find it hard to believe the negative review in interaction via social media spread by other parties to drop e-commerce. Therefore, consumer trust is a must to be gained and maintained by e-commerce.

Repurchase Intention

Repurchase intention is a kind of decision making that learns why consumers buy a particular brand. This can be learned through interaction via social media between consumers, nevertheless, in order to make the data be accurate information, e-commerce must process the data, so that it becomes information that will be useful to its business development (Mirabi, Akbariyeh, & Tahmasebifard, 2015).

Morinez et al in Mirabi (2015) defined repurchase intention as a situation where consumers tend to buy certain products in certain conditions, so that it is a challenge for e-commerce to learn what products are needed most consumers in certain conditions and period that can make consumers buy the products they are purchasing in the e-commerce (Mirabi et al., 2015). Repurchase intention is an important key for consumers while considering and evaluating certain products, therefore e-commerce should be able to provide the best product options to increase the repurchase intention from their consumers (Jaafar, Lalp, & Mohamed@Naba, 2013).

From the definitions of these experts, researchers can conclude that repurchase intention is the intention of buying a consumer on a particular product in certain considerations. Consumer considerations in choosing a product to be bought are certainly very diverse, and it is an issue for e-commerce because they will not know exactly what their consumers are doing to purchase of the product, moreover, the customer will surely differ from other customers. Because of the many uncertain considerations, e-commerce should always be able to serve customers well and provide a lot of product options to get an increase in repurchase intention from their customers.

Hypothesis Development

Interaction Via Social Media effect on Trust

Consumer interaction through social media such as community, reviews or recommendations tends to build trust in e-commerce. Consumer socialization occurs through social media directly by social interactions among consumers, and indirectly by supporting product involvement (Wang et al., (2012) in Hajli, 2013). The social connections of consumers that are produced through interaction via social media significantly affect the perceived consumer trust (Pan & Chiou, 2011 in Hajli, 2013). Interactions on this platform result in the social support. The social support that is produced through interaction via social media can affect trust (Weisberg et al., 2011 in Hajli, 2013). In addition, positive comments, high feedback and rating can also lead to a higher level of trust in a vendor (Ba & Pavlou, 2002 in Hajli, 2013). Reviews can be considered beneficial and may affect the trust and repurchase intention consumers through the impression created in the consumer's mind about a product or service (Purnawirawan et al 2012 in Hajli, 2013).

In the previous research conducted by Hajli in 2013 there are also research results stated that interaction via social media is influential to the trust. The results of the research stated that interaction via social media facilitates the relationship between consumers through the Internet. In interaction via social media, consumers share information through online forums, communities, ratings, reviews and recommendations. Definitely, such developments can help e-commerce. And the results of this research found that interaction via social media has an effect on the level of consumer trust.

H1: Interaction via social media effect on trust.

Past Online Shopping Experience effect on Trust

Dimensions of past online shopping experience that affect the trust include security, privacy and reliability (Camp, 2003). Security is defined as the extent to which consumer trusts that the Internet is safe for them to transmit their personal information to business transactions Kim & Shim, 2002 in (Li & Zhang, 2002). Security played an important role in affecting consumer attitudes and repurchase intention Salisbury et al., 2001 in (Kim, 2004) because nowadays many risks are perceived in transmitting personal information such as the granting of credit card number granting on

transactions in the Internet. Lee & Turban (2001) in (Li & Zhang, 2002) suggested that consumers may feel uncomfortable to release their personal information such as credit cards and social security numbers through the Internet because he is not able to physically inspect the quality and monitor the security of transactions. Kim and Shim (2002) in (Delafrooz, Paim, Haron, Sidin, & Khatibi, 2009) emphasized that personal awareness of security has a significant effect on consumer attitudes and repurchase intentions online so that if this can be created then the trust will be formed in consumers' minds.

Chen and Barnes (2007) in (Jahangir & Begum, 2008) defined privacy as consumer trust in the performance of other parties in the environment during transactions. Lee and Turban (2001) in (Li & Zhang, 2002) argued that the high level of security and privacy in the past online shopping experience has a positive effect on consumer trust because of the perceived risk involved in information exchange. In addition, the reliability of the company can affect the trust and repurchase intentions of consumers (Balasubramanian, Konana & Menon, 2003 in Broekhuizen, 2006). In the online shopping environment, most consumers assumed that large corporations have a better ability to increase their trust (Koufaris & Hampton-Sosa, 2004 in Broekhuizen, 2006). In addition, companies with a positive reputation can also increase consumer trust (Doney & Cannon, 1997; Figueiredo, 2000 in Broekhuizen, 2006).

The previous research conducted by (Leeraphong & Mardjo, 2013) stated that past online shopping experience of a consumer can reduce the risk that he felt so that it could increase the consumer's trust in e-commerce. In addition, past online shopping experience of other consumers that is shared through social media can also increase the trust of the consumers of an e-commerce due to the definite information about the purchase in the e-commerce.

H2: Past Online shopping experience effect on trust.

Trust effect on Repurchase Intention

Trust and security perceived through online play an important role in the attitude of shopping (Jiyoung, 2009 in Hajli, 2013). Research showed members of online communities can be mutually convincing through the exchange of information and their experience, thereby increasing trusts and consequently, their repurchase intention may increase (Han and Windsor, 2011 in Hajli, 2013). Trusts in transactions and networks can affect online shoppers (McCole et al., 2010 in Hajli, 2013), and increase their repurchase intention (Lu et al., 2010; Shin 2010 in Hajli, 2013). Interaction via social media and the emergence of Web 2.0 can help customers reduce their risk and increase trust in social life. The applications on the WEB 2.0 and interaction via social media, such as customer ratings and reviews, as well as participation in online communities, will be a good solution to overcome these obstacles. Apparently, interactions between users that connect in online communities can increase trusts (Swamynathan et al., 2008 in Hajli, 2013) and trusts are important determinants in considering repurchase intention consumers (Gefen 2002; Roca et al., 2009 in Hajli, 2013). In fact, the more trusts consumers feel, the greater the rate of repurchase intention consumers (Han and Windsor 2011 in Hajli, 2013). Therefore, trusts tend to affect consumer repurchase intention (Pavlou, 2003 in Hajli, 2013).

In a research conducted by Hajli in 2013 stated that when consumers have trusted on e-commerce, they will have a high repurchase intention on e-commerce. And not only on research by (Hajli, 2013), but also in research by Leeraphong and Mardjo in 2013 stated that the trust in e-commerce can affect the rate of repurchase intention from consumers.

H3: Trust affect on repurchase Intention.

Interaction Via Social Media and Past Online Shopping Experience effect on Repurchase Intention through Trust

According to (Mayfield, 2008) Interaction via social media is understood as a new form of online media. Here are some characteristics that are usually owned by interaction via social media as follows:

1. Participation, when social media provide a contribution and feedback for people who are interested.
2. Openness, most social media are open to accept feedback and participation.
3. Conversation, social media uses a better way to communicate, using a two-way communication

conversation method.

4. Community, social media allows the community to form quickly and can communicate effectively. Because the community is where people share similar interests.
5. Connectedness (linking), most of the social media types evolved due to their interoperability.

From the above characteristics can be seen that every social media user is led to participate in a community and network in a wide scope, not only the national scale but also the global scale. Because of this advantage interaction via social media can be one component that can increase the repurchase intention consumers because through interaction via social media trust level consumers can be formed by other social media. The Trust may increase or decrease depending on the comments, reviews, ratings of a product that the consumer sees is bad or not. (<<https://ekonomi.kompas.com/read/2018/07/24/212200326/media-sosial-masih-jadi-pengubah-perilaku-belanja>>)

In addition, in past online shopping experience, the consumers can also increase their repurchase intention to a product or company, if in previous experience they feel satisfied, then it will increase their trust in E-commerce and can also increase their repurchase intention again. And vice versa, if previous experience is felt disappointing, then the consumer trust will decline and allow the consumer to have no repurchase intention in e-commerce. (<<http://www.koran-jakarta.com/transaksi-nyaman--belanja--online--tumbuh-pesat/>>)

From the previous research conducted by Hajli in 2013 also stated that interaction via social media can affect the trust of consumers through reviews, comments, other people's rating of e-commerce that was shared on social media and It also affects repurchase intention. In addition, the research conducted by Leeraphong and Mardjo in 2013 also shows that past online shopping experience affects trust and impacts on repurchase intentions. Not only the past online shopping experience but also the property of other consumers that were shared through social media can also affect other consumer trusts so that also impact the level of repurchase intention of other consumers.

H4: Interaction via influential social media on repurchase intention through Trust.

H5: Past Online shopping experience Effect on repurchase Intention through trusts.

III. METHODS

Design Research

The research design used in this research is causal research. The notion of causal relationships is a dependent relationship between two or more variables in order to clarify that one or more variables are associated Hair et al., 1995, in (Yamin & Kurniawan, 2009). According to (Suryabrata, 1983) Causal research aims to investigate the possibilities of causative relationships, but not through experimentation however conducted by observations of data from the alleged factors being the cause, as a comparator.

This research also includes quantitative research which is systematic scientific research on parts and phenomena and relationships (Sugiyono, 2013). The objective of this quantitative research was to develop theories and hypotheses related to interaction via social media, past online shopping experience, trust, and repurchase intentions. And this research is the result of the modification of two previous studies, namely research conducted by Hajli (2013) and research conducted by Leeraphong & Mardjo (2013).

Variable Operational Definitions

Interaction Via Social Media

Interaction via social media is an individual opinion on the opportunity of Tokopedia to connect with other consumers through online communities, forums, assessments, reviews, and recommendations that can help someone in searching of certain information about purchases in e-commerce. Referring to the research conducted by (Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013) Interaction via social media is measured by the following indicators:

1. Tokopedia provides opportunities for me and other consumers to interact with each other through reviews.

2. Tokopedia provides opportunities for me and other consumers to interact with each other through ratings.
3. Tokopedia provides opportunities for me and other consumers to interact with each other through recommendations.
4. Tokopedia provides opportunities for me and other consumers to interact through images or photos of products purchased.

Past Online Shopping Experience

The past online shopping experience is an individual experience of purchasing products online in the past at Tokopedia. According to Mosteller, Donthub, and Eroglu (2014) in (Michaud-Trévinal, Picot-Coupey, & Stenger, 2015) past online shopping experience is measured by the following indicators:

1. I feel that the product category in Tokopedia is interesting.
2. I found the product I was looking for on Tokopedia easily.
3. I don't spend much time when shopping at Tokopedia.
4. I don't use much effort when shopping at Tokopedia.
5. I feel the transaction at Tokopedia is easy.
6. My experience when shopping at Tokopedia is fun.

Trust

Trust is an individual belief that Tokopedia can be trusted when he/she trades with them. The following are the indicators used in rating the trust variables (Dachyar & Banjarnahor, 2017):

1. I feel that Tokopedia is trustworthy e-commerce.
2. I feel that Tokopedia is e-commerce that provides a guarantee and is responsible for its customers.
3. The service provided by Tokopedia meets my expectations.
4. I am convinced that Tokopedia is the best choice in my mind when I want to do shopping online.

Repurchase Intention

Repurchase intention is an individual decision to re-buy and recommend Tokopedia to other individuals. The variable of repurchase intention is measured with the following indicators (Dachyar & Banjarnahor, 2017):

1. I will probably soon repurchase a product at Tokopedia.
2. I would probably recommend Tokopedia to my friends.
3. It is possible that I will transact with Tokopedia in the future.

Variable Measurements

The variable measurement techniques in this research used the five-point Likert scale. The Likert scale is a psychometric scale commonly used in the questionnaire and the most widely used scale in survey research. The Likert scale itself is used to measure a person's response to a particular matter in which each instrument's answer has a positive or negative gradation. The answer assessment is followed as below (Sugiyono, 2013):

1. An alternative of strongly agreed answer (SA): Score 5.
2. An alternative of agrees answer (A): Score 4.
3. An alternative of neutral answer (N): Score 3.
4. An alternative of disagrees answer (D): Score 2.
5. An alternative of strongly disagreed answer (SD): Score 1.

Types and Sources of Data

The type of data used in this research is a quantitative type. The quantitative data is numerical data. In this research, quantitative data obtained from the questionnaire answer score that had been filled by the respondent.

The data source used in this research is the primary data source. The primary data itself is data obtained directly from the interviewee (Mahendra, 2015). In this research, primary data obtained directly from the research respondents who answered the questionnaire given by the researcher, the

consumer who had made the purchase at Tokopedia.

Instrument and Method of Data Collection

The instrument of data collection used in this research is questionnaires. A questionnaire is a technique of collecting information that allows analysts to learn the attitudes, beliefs, behaviors, and characteristics of people who have the respondents traits that corresponding to the research that can be affected by the system submitted or the existing system.

The data collection method used in this research is a survey and a direct interview with the relevant respondent to the research. A survey is a method of collecting primary data by giving questions to individual respondents. Interviews are conversations between two or more people between the interviewee and the interviewer that has the aim to get reliable information from the resource.

Population, Samples, and Sampling Techniques

According to Sugiyono (2013), the population is a generalized area consisting of objects or subjects that have specific quantities and characteristics set by researchers to learn and then draw a conclusion. The population in this research is Surabaya people who have already made online shopping at Tokopedia.

Samples are part of the number and characteristics had by a population or a small part of the population members taken according to certain procedures so that they can represent their population. The samples in this research were some of Surabaya people who have made online shopping at Tokopedia. According to Hair et al., 1995 in (Ghozali & Fuad, 2005) the minimum sample is 5 times the number of manifest variables (indicators). The number of this research indicator is 17, if the sample uses 5 times the number of indicators, then the calculation is $5 \times 17 = 85$ respondents. Thus the number of samples used in this research was as much as 150 respondents. Taking a larger number of samples is to help researchers if there are invalid questionnaires so that researchers can use questionnaires from other respondents.

The sampling technique in this research was nonprobability sampling by using purposive sampling. Nonprobability sampling is a technique that does not provide the same opportunity for any element or member of the population to be selected into a sample. While purposive sampling itself is a sampling technique with particular consideration or particular selection. Thus, the samples on this research were respondents who had the following characteristics:

1. Domiciled in Surabaya.
2. At least 17 years old (at that age someone has been able to determine a purchasing decision that is deemed to be their liking).
3. Have an online shopping experience at Tokopedia (at least one time) either a good shopping experience or a bad shopping experience within a span of 2 months.

Data Analysis

The technique of data analysis used in this research is Structural Equation Modeling (SEM). Structural equation Modeling (SEM) is an evolution of a multiple equations developed from the principle of econometrics and is combined into the regulatory principle of psychology and Sociology. In Structural Equation Modeling (SEM), measurement model, overall model, structural model, and path analysis will be tested.

Data Normality Test

(Yamin & Kurniawan, 2009) said that the data normality consists of 2 types of output that are univariate normality and multivariate normality:

1. In univariate normality, when P-value *Chi-square Skewness* and *Kurtosis* are at least 0.05, it means that each variable follows the normal distribution function. Conversely when P-value *Chi-square Skewness* and *Kurtosis* are less than 0.05, then it can be said that the variables do not follow the normal distribution function.
2. In multivariate normality, p-value *Chi-square Skewness* and *Kurtosis* are at least 0.05, it means that the whole variable follows the normal distribution function. Conversely when P-value *Chi-square Skewness* and *Kurtosis* are less than 0.05, then it can be said that the entire variable does not follow the normal distribution function.

Data Validity Test

Validity aims to prove whether an indicator can measure the latent variables used in the research. According to Ridgdon, and Ferguson (1991) and Doll et.al. (1994) in Yamin and Kurniawan (2009) a variable is said to have a good validity on a latent construct when:

1. The value of the t factor load (the loading factor) is greater than the critical value (> 1.96 or practically > 2).
2. The load of the standard factor (standardized factor loading) is greater than or equal to 0.7.

Reliability Test

Reliability is used in this research to obtain the evidence that the information or data used is trustworthy and able to reveal information in accordance with the reality in the field. Measurement of construction reliability or size of extract variance. In this research, used construct reliability where an indicator can be said reliable if the value of CR (Construct Reliability), > 0.7 (Yamin & Kurniawan, 2009):

CR=

$$\frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + (\sum \epsilon_i)}$$

Description:

λ = standardized loading

CR= Construct Reliability

Structural Model Compatibility Test

The evaluation of the structural model relates to testing the relationship between the previously hypothesized variables. In practice, the commonly testing that is used is a two-way test that uses the T-statistic value limit of 1.96. For evaluation of overall structural equations, the coefficient of determination (R²) is used similar to regression analysis. The value of the coefficient of determination explained how large an exogenous variable that is hypothesized in the equation is able to describe the endogenous variable (Yamin & Kurniawan, 2009).

Overall Model Compatibility Test

According to Yamin & Kurniawan (2009), the test compatibility model used to test the model that is hypothesized to be a good model to present the research results. The overall model compatibility test that is discussed in this research includes:

1. GFI (Goodness of Fit Index) is a measure of the ability of the model to describe the diversity of data. A good model can be concluded with a provision of value close to 1, which generally uses a minimum limit of 0.9.
2. AGFI (Adjusted Goodness of Fit Index), is a modification of the GFI by accommodating the model-free degrees with other comparable models. When the value of $AGFI \geq 0.9$ then it is said to be a good fit, whereas when $0.8 \leq AGFI \leq 0.9$ then it is said to be a marginal fit.
3. NFI (Normal Fit Index), is the amount of incompatibility between the target model and the base model. If the value of $NFI \geq 0.9$ then it is said to be a good fit, whereas when $0.8 \leq NFI \leq 0.9$ then it is said to be a marginal fit.
4. IFI (Incremental Fit Index), when the value of $IFI \geq 0.9$ then it is said to be a good fit, whereas when $0.8 \leq IFI \leq 0.9$ then it is said to be a marginal fit.
5. CFI (Comparative Fit Index), the value is between 0-1. The value of $CFI \geq 0.9$ is a good model. The value $0.8 \leq CFI \leq 0.9$ is a marginal fit.
6. RFI (Relative Fit Index), the value ranges between 0 and 1. The RFI value of ≥ 0.9 is a good fit, while the value of $0.8 \leq RFI \leq 0.9$ is a marginal fit.
7. RMSEA (Root Mean Square Error of Approximation), is the average size of the difference per degree of freedom that is expected in the population. The $RMSEA < 0.08$ is a good fit, while the $RMSEA < 0.05$ is a close fit.

Hypothesis Test

Hypothesis testing is necessary to determine the significance of the calculation result with SEM using the SPSS program. The significance testing criteria with a cut off of 1.96. If the lambda has a count > 1.96 then the lambda value can be said to be significant (Ghozali and Fuad, 2009).

IV. RESULTS AND DISCUSSION

3 Overview of Research Objects

Researchers spread the questionnaire to respondents that use Tokopedia app and are in Surabaya, and at least they made a one-time purchase in the Tokopedia app in the last two months. The questionnaire is spread on 09 November 2018 to 19 November 2018. From the 197 questionnaires distributed by researchers, there were 47 questionnaires not answered completely because the respondent did not comply with the requirements of the research. Then researchers used 150 questionnaires that had been fully answered by respondents to be processed in hypothesis testing.

Description of Data

Respondent characteristics

To be a respondent in this research, there are requirements to be met that have been prescribed by researchers. These requirements are: respondents domiciled in Surabaya; At least 17 years old; The respondent has a shopping experience at Tokopedia in the last 2 months. The following are the characteristics of respondents used in this research:

- Frequency distribution of respondents by gender

According to Table 1, It is revealed that the number of male respondents was 79 respondents with a percentage amount of 52.7% and the number of female respondents as of 71 with a percentage amount of 47.3%. Thus, the number of male and female respondents in this research can be said to be nearly balanced.

Table 1
Frequency Distribution of Respondents by Gender

Gender	Amount	Percentages (%)
Male	79	52,7%
Female	71	47,3%
Total	150	100%

- Frequency distribution of respondents by age

Based on table 2 It can be revealed that the most number of respondents were respondents with age between 17 to < 25 years, amounting to 121 respondents with a percentage of 80.7%. And the fewest ones are respondents with more than 45 years of age are only 1 respondent with a percentage amount of 0.7%. Thus, most of the respondents in the research were between 17-and 25 years old.

Table 2
Respondents Frequency Distribution by Age

Age	Amount	Percentages (%)
17-<25 years	121	80,7%
25-<35 years	24	16,0%
35-<45 years	4	2,7%
≥45 years	1	0,7%
Total	150	100%

- Frequency distribution of respondents by last education

Based on table 3 It can be seen that most of the respondents in this research have at least a high school education of 98 respondents with a percentage amount of 65.3%. Followed by the last education bachelor degree (S1) as much as 43 respondents with a percentage of 28.7%.

Table 3
Frequency Distribution of Respondents by Last Education

Latest Education	Amount	Percentage (%)
Senior High School	98	65,3%
Diploma	8	5,3%
Bachelor Degree	43	28,7%
Others	1	0,7%
Total	150	100%

- The frequency distribution of respondents by occupation

It can be seen from table 4 stated that most of the respondents in this research have a occupation as a student or collegian of 100 respondents with a percentage amount of 66.7%. It was followed by private employees of 37 respondents with a percentage amount of 24.7%.

Table 4
The Frequency Distribution Of Respondents by Occupation

Occupation	Amount	Percentage (%)
Student	100	66,7%
Private Employee	37	24,7%
Public servants	2	1,3%
Entrepreneur	11	7,3%
others	0	0,0%
Total	150	100%

- Frequency distribution of respondents based on the number of product purchases on Tokopedia in the last two months

According to table 5, It can be noted that most of the respondents in this research made 2 purchases of a product at Tokopedia in the last 2 months, with 55 respondents with a percentage amount of 36.7%. Followed by 1 time purchase of 43 respondents with a percentage amount of 28.7%.

Table 5
Frequency Distribution of Respondents based on the Number of Product Purchases in Tokopedia in the Last 2 Months

Number of Purchase	Amount	Percentage (%)
1 Times	43	28,7%
2 Times	55	36,7%
3 Times	27	18,0%
>3 Times	25	16,7%
Total	150	100%

Descriptive Statistical of Variables Research

Based on the average respondent's answer, it can be determined the research interval (Duriyanto, et al., 2001 in Dahmiri, 2014) as follow.

$$\text{Interval} = \frac{\text{Highest value} - \text{Lowest value}}{\text{Number of classes}}$$

$$\text{Interval} = \frac{5 - 1}{8}$$

$$\text{Interval} = 0,8$$

Based on the calculation above, it can be obtained criteria from the variables presented in table 6 follows:

Table 6
Interval of Average Score

Average Score Interval	Variable Criteria
1,0-<1,8	Strongly Disagree
1,8-<2,6	Disagree
2,6-<3,4	Neutral
3,4-<4,2	Agree
4,2-≤5,0	Strongly Agree

Furthermore, by using the classification of table 6, evaluation of the respondent answer for each variable can be described as follows:

- Descriptive statistical of Interaction Via Social Media variables

Here is a descriptive statistical response of respondents to each indicator on interaction via social media variables:

It can be seen in table 7 that interaction via social media variables are measured using 4 indicators. The average value of the variable interaction via social media is 3.613. It showed that overall Tokopedia provides an opportunity for users of its applications in Surabaya to interact with each other through social media.

Table 7
Descriptive Statistical of Interaction Via Social Media Variables

No	Statements	Mean
1.	Tokopedia provides opportunities for me and other consumers to interact with each other through reviews.	3,587
2.	Tokopedia provides opportunities for me and other consumers to interact with each other through rating.	3,593
3.	Tokopedia provides opportunities for me and other consumers to interact with each other through a recommendation.	3,713
4.	Tokopedia provides an opportunity for me and other consumers to interact with the pictures or photos of the purchased products	3,560
Average		3,613

- Descriptive statistics of Past Online Shopping Experience Variable

Here is a descriptive statistic of the respondent's response to each indicator on past online shopping experience variables:

Table 8
Descriptive Statistics of Past Online Shopping Experience Variable

No	Statements	Mean
1.	I feel the product category in Tokopedia is organized.	3,673
2.	I found the product I was looking for on Tokopedia easily.	3,647
3.	I don't spend much time when shopping at Tokopedia.	3,873
4.	I do not use a lot of effort when shopping at Tokopedia.	3,827
5.	I feel the transaction at Tokopedia is easy.	3,747
6.	My experience when shopping at Tokopedia is very enjoyable.	3,740
Average		3,751

Based on table 8 It can be seen that the past online shopping experience variables are measured using 6 indicators. The average value of the past online shopping experience variables is 3.751. This shows that overall Tokopedia app users in Surabaya have a pleasant shopping experience.

- Descriptive Statistical of Trust Variables

Here is a descriptive statistic of the respondent's response to each indicator on the trust variable:

Table 9
Descriptive Statistical of Trust Variables

No	Statements	Mean
1.	I feel that Tokopedia is trustworthy e-commerce.	3,920
2.	I feel that Tokopedia is e-commerce that provides a guarantee and is responsible for its customers.	3,833
3.	The services provided by Tokopedia meet my expectations.	3,760
4.	I am convinced that Tokopedia is the best option in my mind when I want to do shopping online.	3,807
Average		3,830

Table 9 described that trust variables are measured using 4 indicators. The average value of the trust is 3.830. This shows that the overall users of the Tokopedia application in Surabaya trust the services and products provided by Tokopedia.

- **Descriptive Statistics of Repurchase Intention Variable**

This following is a descriptive statistic of the respondent's response to each indicator in the repurchase intention variable:

Table 10
Descriptive Statistics of Repurchase Intention Variable

No	Statements	Mean
1.	I will probably soon make a product purchase again at Tokopedia.	3,907
2.	I would probably recommend Tokopedia to my friends.	3,913
3.	It is possible that I will transact with Tokopedia in the next time.	3,800
Average		3,873

Table 10 explained that the repurchase intention variable is measured using 3 indicators. The average value of the repurchase intention variable is 3.873. This showed that overall Tokopedia application users in Surabaya have a high desire to make repurchase on the products offered by Tokopedia.

Result of Data Analysis

Normality Test

The normality test in this research using two tests that are univariate normality and multivariate normality. Univariate normality is used to test each indicator and multivariate the normality used to test the overall indicators that form the research model. Univariate normality test results can be seen in Table 11 below:

Table 11
Univariate Normality Table

No	Variables	Skewness and Kurtosis P-Value	Descriptions
1.	IVSM1	0,254	Normal
2.	IVSM2	0,031	Abnormal
3.	IVSM3	0,010	Abnormal
4.	POSE1	0,023	Abnormal
5.	POSE2	0,008	Abnormal
6.	POSE3	0,075	Normal
7.	POSE4	0,095	Normal
8.	POSE5	0,000	Abnormal
9.	POSE6	0,041	Abnormal
10.	T1	0,000	Abnormal
11.	T2	0,000	Abnormal
12.	T3	0,000	Abnormal
13.	T4	0,013	Abnormal
14.	RI1	0,002	Abnormal
15.	RI2	0,031	Abnormal
16.	RI3	0,111	Normal

Based on table 11 It appeared that normality in most indicators is not met because the p-value is less than the cut-off that has been specified that is 0.05. In addition, there is a variable that is dropped by researchers i.e. the IVSM4 variable. That is caused in the reliability test, when the IVSM4 variable is dropped will make Cronbach's alpha of the IVSM variable become larger that is

0.843. And researchers do a drop from the beginning of testing i.e. test of normality as this will also affect the value of the normality of multivariate. The test of normality in multivariate itself can be used to decide the overall data that is expressed normal or not, thus the change in the value of the multivariate normality test is very important.

Table 12
Table of Multivariate Normality

<i>Skewness and Kurtosis</i>	
<i>Chi-Square</i>	<i>P-Value</i>
3,243	0,198

Based on table 12 indicates that data is declared to be normal multivariate because the p-value value of skewness and curtosis is greater than 0.05 which is 0.198 so that the analysis can be continued.

Validity Test

The validity test has a purpose to prove whether an indicator can measure the latent variables used in the research. A variable is said to have a good validity if the value of t in its loading factor is greater than the cut off of 1.96 (Ridgon & Ferguson, 1991; Doll et al., 1994 in Yamin & Kurniawan, 2009). In this research, researchers conducted a validity test of the t value in the loading factor as seen in table 13.

Table 13
Table of Validity Test

Indicator	Factor Loading (T-Value)	Descriptions
IVSM1	-	Reference
IVSM2	10,91	Valid
IVSM3	9,83	Valid
POSE1	-	Reference
POSE2	15,09	Valid
POSE3	12,61	Valid
POSE4	12,55	Valid
POSE5	10,51	Valid
POSE6	9,67	Valid
T1	-	Reference
T2	7,39	Valid
T3	6,64	Valid
T4	5,87	Valid
RI1	-	Reference
RI2	8,87	Valid
RI3	7,37	Valid

Table 13 showed that the overall indicator is declared valid because the t-value of all indicators has a loading factor greater than 1.96.

Reliability Test

According to Yamin and Kurniawan (2009), the measure of the construct reliability can be said to be reliable when more than 0.7. The construct reliability calculation result of each variable is shown in table 14 to table 17.

- The Construct Reliability of Interaction Via Social Media (IVSM) variable.

Table 14
Calculation Result of IVSM Construct Reliability Test

Indicator	λ	λ^2	$e=(1-\lambda^2)$
IVSM1	0,79	0,6241	0,3759
IVSM2	0,91	0,8281	0,1719
ISVM3	0,71	0,5041	0,4959
Σ	2,41		1,0437

The calculation of reliability construct of interaction via social media variable is as follows:

$$\text{Construct Reliability} = \frac{2,41^2}{(2,41)^2 + 1,0437}$$

$$= 0,8476750635$$

From the calculation of the construct reliability of interaction via social media variable in table 14 has a reliability value of 0.85, thus it can be concluded that the interaction via social media is reliable because it exceeds the cut-off that is > 0.7 .

- The Construct Reliability of Past Online Shopping Experience (POSE) variables

Table 15

Calculation Result of Construct Reliability test of Past Online Shopping Experience

Indicator	λ	λ^2	$e=(1-\lambda^2)$
POSE1	0,77	0,5929	0,4071
POSE2	0,86	0,7396	0,2604
POSE3	0,77	0,5929	0,4071
POSE4	0,74	0,5476	0,4524
POSE5	0,68	0,4624	0,5376
POSE6	0,77	0,5929	0,4071
Σ	4,59		2,4717

$$\text{Construct Reliability} = \frac{4,59^2}{(4,59)^2 + 2,4717}$$

$$= 0,8949991079$$

From the calculations of reliability construct of past online shopping experience variable in table 3.15 has a reliability value of 0.89, thus it can be concluded that the past online shopping experience variable is reliable because it exceeds the cut off which is > 0.7 .

- The Construct Reliability of Trust Variabel (T)

Table 16

Calculation Result of Construct Reliability Test of Trust

Indicator	λ	λ^2	$e=(1-\lambda^2)$
T1	0,65	0,4225	0,5775
T2	0,68	0,4624	0,5376
T3	0,68	0,4624	0,5376
T4	0,62	0,3844	0,6156
Σ	2,63		2,2683

$$\text{Construct Reliability} = \frac{2,63^2}{(2,63)^2 + 2,2683}$$

$$= 0,7530483822$$

From the calculation of the construct reliability of the trust variable in table 3.16 has a reliability value of 0.75, so that it can be concluded that the trust variable is reliable because it exceeds the cut off i.e. > 0.7 .

- Construct Reliability of Repurchase Intention (RI) Variable

Table 17

Calculation Results of Construct Reliability of Repurchase Intention

Indicator	Λ	λ^2	$e=(1-\lambda^2)$
RI1	0,75	0,5625	0,4375
RI2	0,81	0,6561	0,3439
RI3	0,69	0,4761	0,5239
Σ	2,25		1,3053

$$\text{Construct Reliability} = \frac{2,25^2}{(2,25)^2 + 1,3053}$$

$$= 0,795015547$$

From the calculation of the construct reliability of the repurchase intention variable in table 3.17 has a reliability value of 0.79, thus it can be concluded that the repurchase intention variable is reliable because it exceeds the cut off that is > 0.7 .

Furthermore, based on the calculation of all the reliability construct above, it can be concluded that every variable in this research is reliable because it exceeds the cut off that has been set which is > 0.7 .

- **Structural Model Compatibility Test**

The following is the structural equation of the data processing results in this research:

$T = 0,24*IVSM + 0,48*POSE$ $RI = 0,95*T$

Based on the model of structural equations above, it can be constructed structural model equation as follows:

1. Interaction via social media (IVSM) has a positive effect on trust (T) with a coefficient value of 0.24. It showed that when interaction via social media is increased and another independent variable is constant, the trust will also increase.
2. Past Online shopping Experience (POSE) has a positive effect on trust (T) with a coefficient value of 0.48. It showed that if the past online shopping experience is increasing and another independent variable is constant, then the trust will also increase.
3. The Trust (T) has a positive effect on repurchase intentions (RI) with a coefficient value of 0.95. It showed that if the trust increased and another independent variable is constant, thus the repurchase intention will also increase.

- **Compatibility Test of Overall Models**

The model compatibility test is used to test the model that is hypothesized to be a good model for presenting the results of the research (Yamin & Kurniawan, 2009). The results of the overall model compatibility test are shown in table 18.

Table 18
Compatibility Test of Overall Models

Goodness of Fit	Cut of Value	Result	Description
GFI	$\geq 0,9$	0,86	Marginal Fit
AGFI	$\geq 0,9$	0,81	Marginal Fit
NFI	$\geq 0,9$	0,93	Good Fit
IFI	$\geq 0,9$	0,96	Good Fit
CFI	$\geq 0,9$	0,96	Good Fit
RFI	$\geq 0,9$	0,91	Good Fit
RMSEA	$< 0,08$	0,08	Good Fit

Based on the results of the test on table 18 can be explained that NFI, IFI, CFI, RFI, RMSEA met the cut off value so that it can be expressed a good fit. For GFI and AGFI almost meet the cut off value so that it can be declared marginal fit. Based on the explanation above, this research model is acceptable. This is because the number of models that fit is more so that it can be used to predict the effect of each independent variable on dependent variables.

Hypothesis Test

Hypothesis tests are needed to determine the significance of the calculation result with SEM using the SPSS program. The hypothesis testing criteria used a cut off as much as 1.96. If each variable relationship has a t-value greater than 1.96, then that relationship is expressed significantly. The following hypothesis testing results are shown in Table 19.

Table 19
Result of Hypothesis Test

Hypothesis	Loading Factor	T-Value	Description
H1	0,24	3,97	Significant
H2	0,48	5,49	Significant
H3	0,95	6,36	Significant
H4	0,23	4,11	Significant
H5	0,46	5,86	Significant

Based on table 19, the results of the hypothesis test can be explained as follows:

1. Interaction via social media (IVSM) has a positive and significant impact on trust (T). The effect can be seen with the loading factor value of 0.24 and t-value of 3.97 which exceeds the cut off that has been set (T-Value > 1.96). Thus H1 is accepted.
2. Past Online shopping Experience (POSE) has a positive and significant effect on trust (T). The effect can be seen with the loading factor value of 0.48 and t-value of 5.49 which exceeds the cut off that has been set (T-Value > 1.96). Thus H2 is acceptable.
3. Trust (T) has positive and significant effect on repurchase intention (RIS). The effect can be seen with the loading factor value of 0.95 and t-value of 6.36 which exceeds the set cut off (T-Value > 1.96). Thus H3 is acceptable.
4. Interaction via social media (IVSM) has positive and significant effect on repurchase intention (RI) through Trust (T). The effect can be seen with the loading factor value of 0.23 and t-value of 4.11 which exceeds the set cut off (T-Value > 1.96). Thus H4 is accepted.
5. Past Online shopping Experience (POSE) has a positive and significant effect on repurchase intention (RI) through Trust (T). The effect can be seen with the loading factor value of 0.46 and t-value of 5.86 which exceeds the cut off that has been set (T-Value > 1.96). Thus H4 is accepted.

Discussion

Interaction Via Social Media impact on Trust

Based on respondents' rating of interaction variables via social media in the Tokopedia app in Surabaya, the average rating for the variables belongs to the category of agreed. It means that the Tokopedia app user in Surabaya has agreed that Tokopedia provides an opportunity for consumers to interact with each other through social media. Based on the hypothesis testing results, it can be explained that the interaction via social media has a positive and significant effect on the trust variables in the Tokopedia application users in Surabaya.

According to Chen et al. (2011) in Hajli (2013), nowadays a large number of social media platforms have been developed to facilitate the advancement of information sharing and content creation in an online context. While the trust itself in the online environment is very important because the complexity and diversity of online interactions can enable insincere and unpredictable behavior (Gefen et al., 2003 in Hajli, 2013). From the two experts' opinions showed that the purchase of a product in e-commerce has a very high risk because consumers are not able to see the product that he wants to buy directly, and the transaction is also vulnerable to fraud. Therefore, most online consumers usually want to reduce their uncertainty by looking for information first and this can be done by consumers by interacting with other consumers through social media so that they get information that can reduce their uncertainty. The results of this research were also supported by the research conducted by Hajli (2013) which is also a reference journal in this research. The results showed that there was a positive relationship between social media and trust. The results of the research explained that consumers can interact with each other through social media. The interactions can be the sharing of information that consumers do through online forums, communities, ratings, reviews, and recommendations. And it affects the trust of consumers. Therefore, Tokopedia should really pay attention to this because consumer interaction in social media can affect the trust level of Tokopedia consumers.

Past Online Shopping Experience effect on Trust

Based on the respondents' assessment of the past online shopping experience variables in the Tokopedia app in Surabaya can be noted that the average rating for the variables belongs to the agreed category. It means that the Tokopedia app user in Surabaya has agreed that the user has a good and enjoyable experience when making a purchase on Tokopedia. Based on the hypothesis

testing results, it can be explained that the past online shopping experience variables have a positive and significant effect on the trust variables in the Tokopedia application user in Surabaya.

According to Monsuwe et al. (2004) in (Rizwan et al., 2014), the purpose of shopping online is related to that person's past online shopping experience and has a direct impact on their next shopping behaviour. Mayer et al. (1995) in Broekhuizen (2006) stated that the trust itself can be defined as a willingness of the company to serve the needs of customers' expectations. The two definitions of the expert above showed that past online shopping experience has an effect on the trust because consumers who have a pleasant shopping experience in an e-commerce feel that the e-commerce has been provide services as expected by the consumer so as to make consumers have a trust in the e-commerce. The explanation also corresponds to the research results of Leeraphong & Mardjo (2013) which is also a reference journal in this research. The results showed that the past online shopping experience had a positive effect on the trust. The research explains that a person's shopping experience on an e-commerce can affect the trust level of the person. A good and enjoyable shopping experience owned by someone will increase the trust of the person. This is because someone who has a good and fun shopping experience before has a hope that fits their expectations so as to make them trust the e-commerce more. Therefore, Tokopedia needed to pay attention to this by delivering the best products and services possible so that their customer's trust level can increase.

Trust effect on Repurchase Intention

Based on respondents' assessment of the trust variables in the Tokopedia app in Surabaya, the average rating for these variables is included in the agreed category. This means that the Tokopedia app user in Surabaya has agreed that they trust the services and products offered by Tokopedia. Based on the results of the hypothesis testing, it can be explained that the trust variables have a positive and significant effect on variable repurchase intention in the Tokopedia application user in Surabaya.

According to McCole et al. (2010) in Hajli (2013), in business-to-consumer relations, trust in electronic vendors i.e. e-commerce is very important in assessing risk in transactions. Keller (2001) in Jaafar et al. (2013) said that repurchase intention is an important key point for consumers while considering and evaluating certain products. These two definitions indicated that repurchase intention is affected by the trust because the consumer who has a high rate of intention repurchase means he has a high trust in the e-commerce to make consumers feel safe when they repurchase in the e-commerce. The results of this research also correspond to the research results of two reference journals in this research. The research conducted by Hajli (2013) as well as research conducted by Leeraphong and Mardjo (2013), both have research results stated that the trust has an effect on repurchase intention. The research explains when consumers have a high level of trust in an e-commerce will make the consumers have a high level of repurchase intention also. Vice versa, when e-commerce can not make consumers have a high enough trust, it will make the repurchase intention rate of the consumer is low.

Interaction Via Social Media Effect on Repurchase Intention through the Trust

Based on the results of the hypothesis testing, it can be explained that interaction via social media variables has a positive and significant effect on the repurchase intention variable through the trust variable in the Tokopedia application user in Surabaya. In other words, interactions made between tokopedia consumers in social media such as information sharing, reviews, and positive rating can increase the trust of those consumers that also have an impact on repurchase intention to the products offered by Tokopedia.

According to Pan and Chiou (2011) in Hajli (2013), information from a person to another in online is produced through interaction via social media that can help e-commerce in increasing consumer trust. While according to Shah et al. (2012) in Mirabi et al. (2015), repurchase intention is a kind of decision making that learns the reason consumers buy a particular brand. From the definition of the experts above showed that repurchase intention can be affected by interaction via social media because interaction via social media helps e-commerce to increase the trust of their consumers, in this case, a consumer who has had a high level of trust in e-commerce can increase their repurchase intention on the e-commerce. The results of this research were also supported by the research conducted by Hajli (2013) which became the reference journal in this research. The results stated that the trusts that were affected by interaction via social media through reviews, comments, information sharing, and rating significantly also affected repurchase intentions. The consumers who

interact through social media get positive information that makes the trust level of the consumer increase and also impacts on the increase of repurchase intention. Vice versa, when consumers who interact through social media get negative information, it will make the trust level of the consumer decreased and also impact the decline in repurchase intentions.

Past Online Shopping Experience effect on Repurchase Intention through Trust

Based on the hypothesis testing results, it can be stated that the past online shopping experience variables are stated to have a positive and significant effect on the repurchase intention variable through the trust variables in the application user Tokopedia in Surabaya. It means, e-commerce consumers who have a good shopping experience in the past will trust highly the e-commerce and it will also impact on the improvement of the repurchase intention of the consumer.

Shim and Drake (1990) in (Leeraphong & Mardjo, 2013) declared that customers with strong online repurchase intentions in doing shopping on the web usually have past online shopping experience that helps reduce their uncertainty. Meanwhile, according to P. Blau (1964) in (Leeraphong & Mardjo, 2013), trust can reduce the uncertainty created by others and it is very important for e-commerce. Furthermore, Morinez et al. (2007) in (Mirabi et al, 2015) defined repurchase intention as a situation where consumers tend to purchase certain products under certain conditions. Based on the definition of these experts demonstrated that the past online shopping experience of a consumer in e-commerce can help effect the consumer's trust and also impact the rate of the repurchase intention. The results of this research also in line with the research from the reference Journal, which is research conducted by Leeraphong and Mardjo (2013). The research explained that the past online shopping experience has a positive effect on the trust which then affects the repurchase intention. This is explained that someone's pleasant experience when shopping in e-commerce can make the person feel trust more in e-commerce and make the intention repurchase rate rise. Conversely, when a person has a less pleasant shopping experience on e-commerce, it will make that person do not trust e-commerce and make the rate of repurchase intention to be low.

V. CONCLUSION

Based on the results of the discussion, the conclusion in this research is as follows:

1. Interaction Via Social Media (IVSM) has a positive and significant effect on the trust (T) so that it can be drawn the conclusion that more positive interaction via social media conducted by Tokopedia consumers will make the consumers have trust on Tokopedia. It has thus been demonstrated that the first hypothesis that stated interaction via social media affects the trust is received.
2. Past Online Shopping Experience (POSE) has a positive and significant effect on the trust (T) so that it can be drawn that the better the past online shopping experience owned by a Tokopedia consumer will increase the trust of consumers to Tokopedia. It has thus been proven that the second hypothesis that stated past online shopping experience affects the trust is received.
3. Trust (T) has a positive and significant effect on repurchase intention (RI) so that it can be concluded that the higher the level of consumer trust Tokopedia will make the repurchase intention rate from the consumer to be high. It has thus been proven that the third hypothesis declared the trust affects the repurchase intention is received.
4. Interaction Via Social Media (IVSM) has a positive and significant effect on repurchase intention (RI) through trust (T) therefore it can be said that the more positive interaction via social media conducted by Tokopedia consumers will make the trust level of consumers increasingly higher that has an impact on the improvement of the repurchase intention the consumer. It has thus been proven that the fourth hypothesis that stated interaction via social media affects the repurchase of intention through trusts is accepted.
5. Past Online Shopping Experience (POSE) has a positive and significant effect on repurchase intention (RI) through trust (T) therefore it can be concluded that the better the past online shopping experience owned by Tokopedia consumers will make the customer trust level high and impact the increase in repurchase intention the consumer. It has thus been proven that the fifth hypothesis that stated the past online shopping experience affects the repurchase intention through trust is acceptable.

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