

THE EFFECT OF E-TRUST AND PERCEIVED VALUE TOWARDS REPURCHASE INTENTION ALFAGIFT APPLICATION USERS IN SEMARANG CITY

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Abstract: *The e-retail industry plays an important role in meeting consumer needs quickly and efficiently through digital platforms. Alfagift is an innovative retail service that offers easy online shopping. This study aims to analyze the effect of e-trust and perceived value on the repurchase intention of Alfagift users in Semarang City. Using a quantitative approach with an explanatory type, a sample of 100 respondents was selected using a purposive sampling method. Data were analyzed using SPSS 25 through validity, reliability, correlation coefficient, coefficient of determination, and simple and multiple linear regression analysis. The t and F tests were used to assess the significance of the influence of the variables. The results of this study indicate that the e-trust and perceived value have a positive and significant influence on the repurchase intention of Alfagift. Regression analysis shows that both e-trust and perceived value contribute significantly to influencing repurchase intention, with the coefficient of determination explaining most of the variability in repurchase intention. Based on the research results, it is recommended that Alfagift application, continue to improve aspects of user trust (e-trust) and perceived value. Steps such as increasing transaction security, information transparency, and product and service quality can strengthen user trust.*

Keywords: *E-trust, Perceived value, Repurchase intention.*

Introduction

In today's rapidly evolving business environment, consumers are critical to the survival of any business. Understanding consumer behavior, which refers to the actions and decisions of individuals or groups in purchasing goods or services, is essential for success. Technology has significantly transformed the way transactions occur, allowing buyers and sellers to engage without face-to-face interactions. The convenience of e-commerce platforms, where consumers can easily search for products, make electronic payments, and have orders delivered, has made online shopping a preferred method for many. The efficiency and flexibility of online transactions have fueled increased interest in shopping through digital platforms (Meskaran et al., 2013).

E-commerce, defined as the buying, selling, or exchanging of goods and services over electronic networks, has seen explosive growth globally and in Indonesia (Turban et al., 2011). Data from Statista (2019) illustrates a positive trend in the adoption of e-commerce in Indonesia, with user numbers projected to rise from 168 million in 2019 to 212 million by 2023. This surge is indicative of Indonesia's position as one of the largest e-commerce markets in the world. The ease of online shopping has not only enhanced consumer interest but has also made it a dominant activity, particularly in urban areas where internet access is widespread (Katadata.com, 2021).

The growth of e-commerce in Indonesia reflects the increasing desire for convenient, efficient, and cost-effective shopping experiences. With 88.1% of Indonesian internet users relying on e-commerce platforms to purchase goods, online shopping has become an integral part of daily life. Consumers are drawn to the practicality of buying products at any time, avoiding the need for physical store visits, which saves both time and money. This behavior shift is particularly pronounced in the wake of the COVID-19 pandemic, which accelerated the reliance on online shopping as consumers sought safer, contactless methods of purchasing goods (Steggals, 2021).

Table Error! No text of specified style in document.. Number of Alfagift Users Year 2019-2023

Year	Sum	Growth
2019	5.000.000	
2020	9.300.000	86%
2021	14.000.000	51%
2022	14.270.000	2%
2023	16.900.000	18%

Source: Annual Report Alfamart, 2024

Alfamart, a major retail company in Indonesia, responded to these changes by launching its e-commerce platform, Alfagift. Initially developed as a digital membership application, Alfagift evolved into a comprehensive online shopping platform. Through Alfagift, customers can shop for groceries, household items, and beauty products with ease, making purchases from their mobile devices. This move was part of Alfamart's broader strategy to meet the growing demand for digital shopping experiences and adapt to the shift in consumer behavior triggered by the pandemic.

In an era where online transactions dominate, consumer trust, or e-trust, and perceived value have become crucial determinants of customer retention and repurchase intention. E-trust refers to the confidence consumers place in the security, reliability, and authenticity of an e-commerce platform (Fitriani, 2018). Without trust, consumers are unlikely to engage in repeat transactions, especially in a market where risks such as fraud or privacy violations are perceived to be high (Wongso, 2020). E-trust is built over time and must be maintained through transparent business practices, secure transactions, and reliable customer service.

Perceived value, which refers to the consumer's assessment of the benefits received compared to the sacrifices made (Payne and Holt, 2001), plays an equally important role in influencing repurchase decisions. If consumers believe that they are getting good value for their money, whether in terms of product quality, service reliability, or overall satisfaction, they are more likely to return to the platform for future purchases (Lai, 2004). For platforms like Alfagift, it is critical to ensure that the perceived value remains high to foster customer loyalty and enhance repurchase intentions.

Despite Alfagift's growth, its market performance still lags behind major competitors like Klikindomaret and Superindo. Organic traffic data from Semrush (2023) shows that Alfagift's website visits have been significantly lower compared to its competitors. Although Alfagift began showing notable growth in mid-2022, its market share, which stood at 14% in late 2023, remains far below Klikindomaret's 51% and Superindo's 34%. This suggests that there are areas where Alfagift must improve, particularly in strengthening consumer trust and offering greater perceived value to its users.

This research seeks to explore the influence of e-trust and perceived value on repurchase intentions among Alfagift users in Semarang City. By understanding these factors, the study aims to provide insights that can help Alfagift enhance its digital marketing strategies and improve customer loyalty. The findings are expected to highlight key areas where Alfagift can innovate and increase its competitiveness in the growing Indonesian e-commerce market.

Theoretical Framework

Consumer Behavior

Consumer behavior refers to the activities individuals or groups engage in when acquiring and using goods and services, encompassing the entire decision-making process. Swasta and Handoko (in Adnan, 2019) define it as the decision-making and action stages associated with acquiring and using products. Similarly, Engel (2010) views consumer behavior as actions involved in obtaining, consuming, and discarding products and services. Kotler and Keller (2012) highlight cultural, social, psychological, and personal factors that influence these behaviors. Cultural values, social class, and psychological elements like motivation and perception shape decisions, making it vital for marketers to understand these influences to effectively target consumers.

E-Trust

E-trust plays a significant role in online consumer behavior, especially in reducing uncertainties associated with payment and privacy in e-commerce transactions. According to Giovanis and Athanasopoulou (2014), e-trust hinges on the ability, benevolence, and integrity of sellers. Mayer et al. (1995) outline these dimensions: ability reflects the seller's capability to meet consumer expectations, benevolence emphasizes care for consumer satisfaction, and integrity covers ethical conduct and fulfilling promises. Trust fosters positive buying intentions and is particularly critical in digital environments where face-to-face interactions are absent.

Perceived Value

Perceived value is the balance between the benefits a consumer perceives and the costs incurred. Zeithaml (2000) and Lai (2004) emphasize that perceived value encompasses emotional, social, and functional dimensions. Emotional value refers to the positive feelings a product generates, while social value relates to the consumer's social image. Functional value pertains to both the performance quality and price advantage. Perceived value significantly affects consumer satisfaction and loyalty, prompting businesses to focus on creating value that exceeds customer expectations.

Repurchase Intention

Repurchase intention is defined as a consumer's decision to engage in a future transaction with the same provider, contingent on prior satisfaction (Hellier et al., 2003). Hume et al. (2006) further link repurchase intention to the quality of previous service experiences. The dimensions of repurchase intention include the likelihood of choosing the same shopping platform again, continuing to use the service, and recommending it to others. A strong trust and perceived value are key determinants of whether a customer will make repeat purchases.

Hipotesis Penelitian

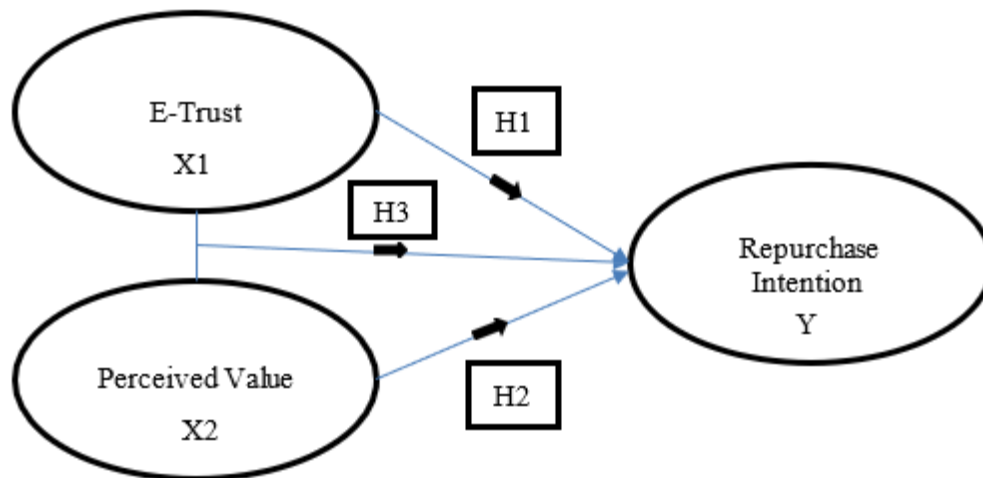


Figure 1. Hypothesis

H1: E-Trust has a positive and significant effect toward Repurchase Intention

H2: Perceived Value has a positive and significant effect toward Repurchase Intention

H3: E-Trust and Perceived Value have a positive and significant effect simultaneously toward Repurchase Intention

Methods

The research methodology used in this study is explanatory in nature, aiming to analyze the relationships between e-trust, perceived value, and repurchase intention among Alfagift users in Semarang City. The population includes Alfagift consumers aged 18 years or older who have made at least two transactions within the past year. A non-probability purposive sampling method was employed to select a sample size of 100 respondents, as recommended for undefined populations (Sugiyono, 2015; Butarbutar, 2022). Data were collected through both primary and secondary sources. Primary data was gathered via questionnaires distributed both online and offline to Alfagift users, using a Likert scale to measure respondents' attitudes toward the studied variables, while secondary data was obtained from books, journals, and other literature. Data processing involved editing, coding, scoring, and tabulating the results for further analysis. The study used various statistical tests, including validity and reliability tests, to assess the accuracy and consistency of the questionnaire. The correlation coefficient and coefficient of determination were calculated to examine the strength of the relationships between variables, while simple and multiple linear regression tests were used to determine the effects of independent variables on the dependent variable. Additionally, t-tests and F-tests were conducted to assess the significance of the findings, with decision rules based on comparisons of calculated and tabulated values.

Result

After knowing the results of this study assisted by data processing using the IBM SPSS Statistics version 25 application, this section will explain the results of the analysis, which are as follows:

Table 1. Data Processing Results

<i>Hypothesis</i>	<i>Statement</i>	<i>Correlation Coefficient</i>	<i>Determination Coefficient</i>	<i>Simple & Multiple Regression Test</i>	<i>t-Test & F-Test</i>	<i>Sobel Test</i>	<i>Conclusion</i>
H1	E-Trust has a positive and significant effect toward Repurchase Intention.	0.692	0.478 (47.8%)	$Y = 3.529 + 0.622X$	t-stat (9.482) > t-table (1.661)	-	Accepted
H2	Perceived Value has a positive and significant effect toward Repurchase Intention.	0.750	0.562 (56.2%)	$Y = -0.449 + 0.795X$	t-stat (11.21) > t-table (1.661)	-	Accepted
H3	E-Trust and Perceived Value have a positive and significant effect simultaneously toward Repurchase Intention.	0.784	0.614 (61.4%)	$Y = -2.805 + 0.291X_1 + 0.553X_2$	F-stat (77.26) > F-table (3.09)	-	Accepted

Source : Primary data processed (2024)

Discussion

The study explores the relationship between e-trust, perceived value, and repurchase intention among users of the Alfagift application in Semarang City. This research is grounded in consumer behavior theory, which emphasizes the importance of trust and perceived value in influencing customer decisions, especially in digital retail environments. The study was conducted with the goal of understanding how these two variables affect repurchase intention, which is a critical factor for businesses looking to retain customers in a competitive market. In this case, Alfagift, a popular e-commerce platform, serves as the focus, given its growing customer base and the increasing importance of online shopping in Indonesia.

The correlation test results provide insight into the strength of the relationships between the independent variables (e-trust and perceived value) and the dependent variable (repurchase intention). The correlation coefficient for e-trust and repurchase intention was found to be 0.692, indicating a strong and positive relationship. This suggests that as consumer trust in Alfagift increases, so does their intention to make repeat purchases. Similarly, the correlation coefficient for perceived value and repurchase intention was 0.750, which also falls within the "strong" category. This shows that the perceived benefits of using Alfagift, such as product quality, pricing, and convenience, play a significant role in encouraging consumers to repurchase.

Further analysis using the coefficient of determination (R^2) sheds light on how much of the variation in repurchase intention can be explained by the independent variables. E-trust was found to account for 47.8% of the variance in repurchase intention, meaning that almost half of a consumer's decision to repurchase is influenced by the level of trust they have in the platform. On the other hand, perceived value accounted for 56.2% of the variance, indicating that perceived value is an even stronger determinant of repurchase intention than e-trust. When both variables were analyzed simultaneously, they explained 61.4% of the variance in repurchase intention, which means that these two factors together have a substantial influence on whether a consumer will make repeat purchases on Alfagift.

The results from the multiple regression analysis offer deeper insights into the relative importance of e-trust and perceived value in predicting repurchase intention. Both variables were found to have positive regression coefficients, with e-trust having a coefficient of 0.291 and perceived value having a coefficient of 0.553. This means that while both factors positively affect repurchase intention, perceived value has a stronger influence compared to e-trust. The implication is that while building trust is essential, enhancing the perceived value that consumers receive from the platform—such as through better product offerings, more competitive pricing, or improved convenience—can have an even greater impact on encouraging repeat purchases.

The significance of these relationships was further confirmed through t-tests and F-tests, which were conducted to determine whether the independent variables had a statistically significant effect on the dependent variable. For e-trust, the t-test produced a value of 9.482, which is much higher than the critical value of 1.661. This result confirms that e-trust has a significant positive effect on repurchase intention. Similarly, the t-test for perceived value yielded an even higher value of 11.212, reinforcing the idea that perceived value has a significant and strong influence on repurchase intention. The F-test, used to evaluate the combined effect of e-trust and perceived value, produced a value of 77.265, which far exceeds the critical value of 3.09. This confirms that both variables, when considered together, significantly influence repurchase intention.

These findings are consistent with existing literature on consumer behavior in e-commerce, which emphasizes the importance of trust and perceived value in driving customer loyalty and repeat purchases. In particular, the stronger effect of perceived value aligns with studies that suggest consumers are more likely to return to a platform when they feel they are receiving good value for their money. This includes not only the quality of the products but also the overall shopping experience, including ease of use, payment security, and the efficiency of delivery services. Trust, while still important, appears to be a more foundational requirement,

with perceived value acting as the key driver that ultimately determines whether a consumer will continue using the platform.

In conclusion, the study highlights the critical role of both e-trust and perceived value in influencing repurchase intention on the Alfagift platform. While trust is essential for establishing a baseline level of security and confidence in the platform, perceived value has a more significant and direct impact on encouraging repeat purchases. Therefore, for Alfagift to enhance customer retention and increase the likelihood of repeat transactions, it must focus on improving both consumer trust and the perceived value of its services. This could involve offering more attractive pricing, improving product quality, enhancing customer service, and ensuring a seamless shopping experience. By addressing both these factors, Alfagift can strengthen its competitive position in the growing e-commerce market in Indonesia.

Conclusion

This research highlights the significant impact of e-trust and perceived value on the repurchase intention of Alfagift users in Semarang City. The findings reveal that both e-trust and perceived value are crucial factors in shaping users' decision to continue using the platform for future purchases. The majority of respondents rated Alfagift highly in terms of trust, particularly appreciating its transaction security, application reliability, and service satisfaction. Similarly, users expressed that the perceived value of using Alfagift—through product quality, competitive pricing, and ease of use—substantially influenced their repurchase intentions. The analysis showed that both variables independently and jointly have a strong positive effect on repurchase intention, underscoring the importance of these factors in fostering customer loyalty.

Moreover, the combination of e-trust and perceived value was found to significantly enhance repurchase intention, with these variables explaining a large portion of the variation in user behavior. This suggests that Alfagift's success in retaining customers is largely dependent on maintaining high levels of trust and ensuring that users perceive considerable value from the services provided. However, this study's limitations, such as its focus on a specific geographic area and reliance on a quantitative approach, suggest that future research should include a broader population and consider other influencing variables like customer satisfaction and brand loyalty to provide a more comprehensive understanding of the factors affecting repurchase intention.

Recommendation

To enhance the Alfagift platform, PT Sumber Alfaria Trijaya, Tbk should focus on strengthening both e-trust and perceived value. Improving transaction security, offering competitive pricing, expanding product offerings, and enhancing customer service are essential steps. Additionally, developing features such as product reviews, personalized recommendations, and loyalty programs will not only build trust but also improve user satisfaction and value perception. Continuous evaluation of the app's performance and responsiveness to user feedback will be critical to maintaining user loyalty and staying competitive in the dynamic e-commerce market. Expanding this research to include broader variables and more diverse samples could provide further insights into improving repurchase intention strategies. Alfagift can add a refund feature for users who have delivery-related issues. In addition, companies need to continue to develop the Alfagift application to make it more user-friendly, with an easy-to-use interface and features that suit user needs.

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