

**THE EFFECT OF CUSTOMER PERCEIVED VALUE, CUSTOMER TRUST, AND
CUSTOMER SATISFACTION ON REPURCHASE INTENTION OF SERVICES
PROVIDED BY SHOPEE ONLINE SHOP**

*PENGARUH NILAI PERSEPSI PELANGGAN, KEPERCAYAAN PELANGGAN, DAN KEPUASAN
PELANGGAN TERHADAP NIAT BELI ULANG ATAS PELAYANAN YANG DISEDIKAN OLEH
SHOPEE ONLINE SHOP*

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Abstract: Customer are asset that must be mainten by companies especially for e-commerce applications in order to gain customers who do repurchase intention. This study aims to analyze the effect of Customer Perceived Value, Customer Trust and Customer Satisfaction on Repurchase Intention Of Services Provided By Shopee Online Shop. The population was consumers who have made transactions more than once, and the sample was 90 respondent of Shopee online shop customers in Manado . The method of this analysis was quantitative method with Multiple Linear Regression (MLR) with the help of IBM SPSS version 25 software. The result of this study indicate that Customer Perceived Value, Customer Trust, and Customer Satisfaction has asignificant positive effect on Repurchase Intention. This reseach suggest that companies can maintain and improve Customer Perceived Value, Customer Trust and Customer Satisfaction for Shopee users in Manado to get Repurchase Intention.

Keywords: Customer perceived value, customer trust, customer satisfaction, repurchase intention

Abstrak: Pelanggan merupakan aset yang harus dijaga oleh perusahaan khususnya untuk aplikasi e-commerce guna mendapatkan pelanggan yang melakukan niat beli ulang. Penelitian ini bertujuan untuk menganalisis pengaruh Customer Perceived Value, Customer Trust, dan Customer Satisfaction terhadap Repurchase Intention Terhadap Pelayanan yang Diberikan Toko Online Shopee. Populasinya adalah konsumen yang pernah melakukan transaksi lebih dari satu kali, dan sampelnya adalah 90 responden pelanggan online shop Shopee di Manado. Metode analisis yang digunakan adalah metode kuantitatif dengan Multiple Liniear Regression (MLR) dengan bantuan software IBM SPSS versi 25. Hasil penelitian ini menunjukkan bahwa Customer Perceived Value, Customer Trust, dan Customer Satisfaction berpengaruh positif signifikan terhadap Repurchase Intention. Penelitian ini menyarankan agar perusahaan dapat mempertahankan dan meningkatkan Customer Perceived Value, Customer Trust dan Customer Satisfaction bagi pengguna Shopee di Manado untuk mendapatkan Repurchase Intention.

Kata Kunci: Nilai persepsi pelanggan, kepercayaan pelanggan, kepuasan pelanggan, niat beli ulang

INTRODUCTION

Research Background

In this modern times the development of technology brings many benefits to all fields, one of which is in the business sector. Companies that previously implemented offline business have started to venture into online business. Due to the development of technology and information, especially the internet, it makes it easier

for a company to retain old customers and create new customers because the internet can have a wide connection. Indonesia is one of the countries that is trending with the buying and selling of goods through e-commerce that can be found easily according to the category of goods to be searched for or purchased, this can be seen in the existence of various kinds of e-commerce in Indonesia such as Shopee, Tokopedia, Bukalapak, Lazada, Blibli, and many other e-commerce sites available in Indonesia. The number of internet users in Indonesia is much utilized very well by various parties who see the internet can be used as an opportunity to run a business online. E-commerce is a fruit a concept that describes a process in which there are buying and selling or exchanging products, services, and information via computer networks, including the internet (Turban, et al., 2012). With the existence of E-Commerce, making the process of selling or buying transactions easier because it can be done anytime and anywhere.

When a customer satisfied after receiving product or service, the intention to make a repurchase will appear (Adixio and Saleh, 2013). If there is dissatisfaction in shopping online from the results of services or products that do not meet expectations can cause complaints so that customers find it difficult to believe and lower the intention to do online repurchases (Bijmolt et al., 2014). When performance can't meet expectations it can cause the customer not to be satisfied and disappointed, on the contrary if the performance is able to meet expectations then the customer will be satisfied. Perceived values can shape repurchase intention through customer satisfaction. This proves that perceived value is an important element in the formation of satisfaction, especially in the service business (Subagio and Saputra, 2012). Compliance on the product ordered and the product offered will be the key to trust and customer satisfaction in online stores if you want to make a repurchase (Lu, Chang, and Yu, 2013).

Shopee is a company engaged in the online sector and applies the concept of e-commerce and is one of the largest in Indonesia by providing various kinds of product information that are marketed through online transactions that can be accessed easily via a smartphone. The competition in the fourth quarter of e-commerce in Indonesia in 2020 is quite tight where in the first place there is Shopee with more than 129 million users, while in the second place there is Tokopedia with more than 114 million users, and Bukalapak in the third place with 38 million more users. This shows that Shopee has the highest level of users among other e-commerce and certainly has the potential for buying and selling goods.

Research Objectives:

The objective in conducting this research are as follows:

1. To identify the effect of customer perceived value, customer trust, and customer satisfaction on repurchase intention of services provided by Shopee online shop
2. To identify the effect of customer perceived value on repurchase intention of services provided by Shopee online shop
3. To identify the effect of customer trust on repurchase intention of services provided by Shopee online shop
4. To identify the effect of customer satisfaction on repurchase intention of services provided by Shopee online shop

THEORETICAL FRAMEWORK

Human Resource Management

Marketing focus on providers and benefits to consumers is initial marketing activities. Then the next activity is to study marketing along with the development of a marketing strategy. Marketing includes the efforts of a business that starts with identifying the needs of consumers up to determine how to promote and sell these products (Kotler and Armstrong, 2011).

Customer Perceived Value

Kotler and Keller (2012) state that customer perceived value is the difference between evaluations customer perspective on all advantages and overall costs and compared with available alternatives.

Customer Trust

According to Mowen and Minor (2013), consumer trust is everything that is owned by consumers and all conclusions made by consumers about objects, attributes, and benefits.

Customer Satisfaction

Tjiptono and Chandra (2016) describe satisfaction as the good feeling that you have when you achieved something or when something that you wanted to happen does happen; the act of fulfilling a need or desire; and an acceptable way of dealing with a complaint, a debt, an injury, etc.

Repurchase Intention

The definition of repurchase intention according to Hasan (2018) is a purchase interest based on the purchase experience that has been carried out in the past. High repurchase interest reflects a high level of satisfaction from consumers

Previous Research

Pardede, Lopian and Pandowo (2018) aimed to find out the influence of perceived value and trust on repurchase intention in Shopee online shopping. The population of this research is all the customers of Shopee Online Shop from Manado. The sample of this research is customers of Shopee as many as 100 respondents, who already bought in Shopee 2 times or more, which are using purposive sampling. The data is analyzed by quantitative method and it is a causal research, and was using multiple linear regression analysis and processing of data using SPSS statistical program. Based on the results, research findings show that perceived value (X_1) and trust (X_2) proved significantly influence on repurchase intention (Y) in Shopee Online Shop.

Putri (2020) examined the influence of trust and customer satisfaction on repurchase intention. The sample in this study 100 respondents (Customer Online Shop). The sampling method was purposive sampling method from populations of customer Online Shop in the Facebook. The analysis method was path analysis. The results of path analysis show that trust and consumer satisfaction influence positive and significant effect on repurchase intention online shop in the Facebook. The trust effect as mediation between consumer satisfaction and repurchase intention.

Hardjanti and Amalia (2014) determined the effect of customer service quality, customer perceived value, customer satisfaction, customer trust and switching barriers to customer retention. The research design used in this study is hypothesis testing (hypothesis testing). Sampling in this study using purposive sampling technique and all hypotheses were tested using the method structural equation modeling using Amos 7.0. Data in this study obtained by distributing questionnaires to 206 respondents, namely consumers who have subscribed to the internet through an internet provider Speedy or Fastnet. The research shows that there are several variables that do not support the hypothesis, namely: customer trust does not have a positive effect on customer retention.

Conceptual Framework

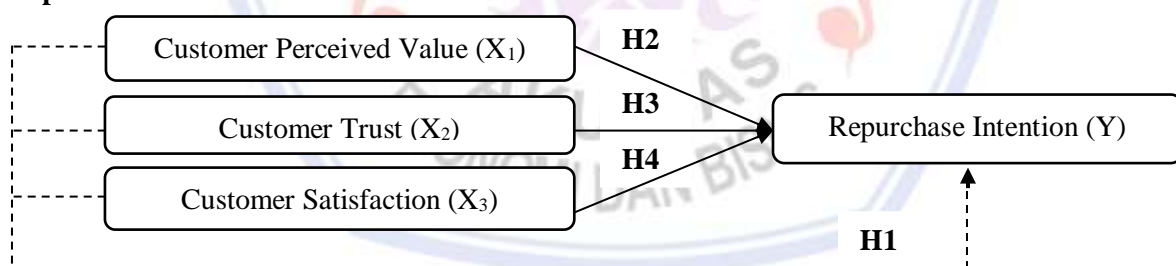


Figure 1. Conceptual Framework
Source: Data Processed (2021)

RESEARCH METHOD

Research Approach

The research method used is quantitative research. According to Sugiyono (2010), quantitative research is descriptive and inclined using an inductive analysis approach. Quantitative research is the research that focuses on the measurement and analysis of the causal relationship of each variable. This research used multiple linear regression analysis method because the independent variable consists of one Independent Variables are variables affect and Dependent Variables are variables that are affected.

Population, Sample Size, and Sampling Technique

The population in this study were students from Faculty of Economics and Business Batch 2017 Sam Ratulangi University. The sampling technique used in this study is purposive sampling. According to Notoatmodjo (2010), purposive sampling is sampling based on certain considerations such as population characteristics or previously known characteristics. By using purposive sampling it is expected that the sample is in accordance with criteria needed in this study, so that the sample answer becomes more objective. And to determine the size of the samples, this study used the Slovin's formula. Based on the calculation using Slovin's formula and error rate of 5% the sample size in this research is 848 respondents.

Data Collection Method

There are two types of data in this research which are primary and secondary data. Primary data refers to the first-hand data gathered by the researcher himself. The questionnaires with five-point Likert Scale and interview were used as the data primary collection method, this was done by distributing a questionnaire with a list of questions or written statements to respondents to be answered. Secondary data in this research is about the various theories and related data. The data is taken from journals, books, and relevant theory from library and internet.

Operational Definition of Research Variable

1. Customer perceived value is a customer's own perception of a product or service's merit or desirability to them, especially in comparison to a competitor's product. (Indicators: Perceived Functional Value, Emotional Value, Social Value, Epistemic Value)
2. Customer Trust is the beliefs, beliefs and knowledge that consumers have about an object or product related to its various attributes and benefits. Attributes are attributes or features that an object may or may not have. While benefits are positive results provided to consumers. (Indicators: Trusting Belief, Trusting Intention).
3. Customer satisfaction is a measurement that determines how happy customers are with a company's products, services, and capabilities. (Indicators: I am satisfied with the service provided by the provider of this service, I feel that this service provider has managed to provide a service, that has value added for customers, The services provided by this service provider are more better than I expected).
4. Repurchase intention is the process of an individual purchasing goods or services from the same firm. (Indicators: Transactional Interest, Referential Interest, Preferential Interest, Exploratory Interest).

Validity and Reliability Test

Validity testing is a test of the ability of each indicator to measure the accuracy of a concept. This means whether the indicators have built is valid or not. According to Sugiyono (2010) validity is the degree of accuracy between the data that occurs in the research object with the power that can be reported by the researcher. Meanwhile, Reliability is an instrument that is used to measure consistently over time. To test reliability the instrument that will be used in this research is the coefficient formula Cronbach Alpha. A construct or variable is said to be reliable if it provides Cronbach alpha value > 0.6 .

Multiple Linear Regression

The analysis technique used is multiple linear regression analysis. Multiple regression analysis is used to determine the effect between two or more independent variables with one dependent variable shown in the form of a regression equation. Independent variable denoted by $X_1, X_2, X_3 \dots X_n$ while the dependent variable denoted by Y . The equation of multiple linear regression as follow:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Y = Dependent Variable

a = Constant.

$\beta_1, \beta_2, \beta_3$ = Regression coefficients X_1, X_2, X_3

X_1, X_2 = Independent Variables

e = Error

RESULT AND DISCUSSION**Result****Validity and Reliability Test**

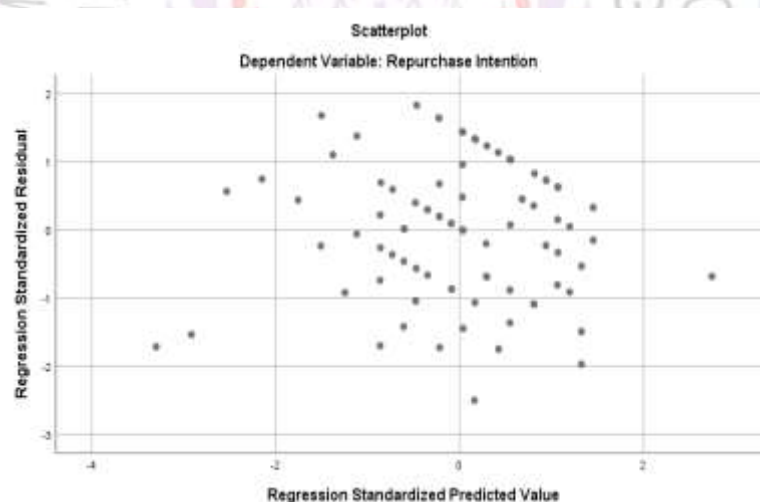
The validity test of this study is carried out by using SPSS 25. If $r\text{-count} > r\text{-table}$ (at a significance level of 5%), the item is declared valid. The result of the validity test shows that each item of the variables X1, X2, and Y has an r value greater than the $r\text{-table}$, with a 5% significance level (0,151). Therefore, it can be concluded that all of the item of the variable job insecurity (X1), job stress (X2), and turnover intention is valid. The reliability test of this study is carried out by using SPSS 25 with the Cronbach's Alpha formula. If the item value of Cronbach's Alpha is > 0.6 , the data can be stated as reliable or consistent. The result of the reliability test shows that the Cronbach's Alpha value of the variable job insecurity (X1), job stress (X2), and turnover intention (Y) is more than 0.6. Therefore, it can be declared that the data is reliable.

Classical Assumption Tests**Multicollinearity Test****Table 1. Multicollinearity**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Customer Perceived Value (X1)	.888	1.126
Customer Trust (X2)	.772	1.295
Customer Satisfaction (X3)	.834	1.199

Source: Data Processed SPSS 25 (2021)

Table 1 shows that the tolerance value of the independent variables is more than 0.100 and the VIF value is below than 10.00, so it can be concluded that there is no multicollinearity problem in the regression model.

Heteroscedasticity Test**Figure 2. Heteroscedasticity Test**

Source: Data Processed SPSS 25 (2021)

From the figure about the result of heteroscedasticity test using Scatterplot method it shows that the dots spreads randomly and also the dots are spread out and above the 0 on the Y axis and does not form a certain pattern, so it can be concluded that there is no heteroscedasticity problem in the regression model.

Normality Test

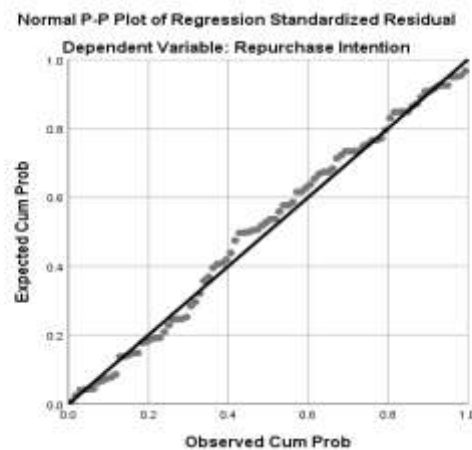


Figure 3. Normality Test

Source: Data Processed SPSS 25 (2021)

The results of the normality test above shows that all data are normally distributed. It can be seen that the residual points are adjacent to the diagonal line and it can be said that the data are normally distributed.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	6.725	2.159		3.114	.003
	Customer Perceived Value	.421	.090	.421	4.699	.000
	Customer Trust	.208	.081	.246	2.561	.012
	Customer Satisfaction	.208	.121	.159	1.719	.089

a. Dependent Variable: Repurchase Intention

Source: Data Processed SPSS 25 (2021)

From the table above, the results of the calculation of the independent variables can be arranged in the following model:

$$Y = 0.355 + 0.288X_1 + 0.278X_2 + e$$

The interpretation of the multiple linear regression equation above are as follows:

1. The constant value (α) is 6.725 and it is positive, meaning that if Customer Perceived Value (X_1), Customer Trust (X_2), Customer Satisfaction (X_3) entirely considered 0, then Repurchase Intention (Y) is 6.725.
2. The regression coefficient value for Customer Perceived Value (X_1) is 0.421 and it is positive, means that if Customer Perceived Value (X_1) is increased by one unit, then Repurchase Intention (Y) will increase 0.421. Meanwhile if Repurchase Intention (Y) has decreased by one unit, it will decrease Customer Perceived Value (X_1) is 0.208 with assumption that the other independent variables have fixed value.
3. The regression coefficient value for Customer Trust (X_2) is 0.208 and it is positive, means that if Customer Trust (X_2) is increased by one unit, then Repurchase Intention will increase 0.208. Meanwhile if Repurchase Intention (Y) has decreased by one unit, it will decrease Customer Trust (X_2) is 0.208 with assumption that the other independent variables have fixed value.
4. The regression coefficient value for Customer Satisfaction is 0.208 and it is positive, means that if Customer Satisfaction (X_3) is is increased by one unit, then Repurchase Intention will increased 0.208. Meanwhile if Repurchase Intention (Y) has decreased by one unit, it will decrease Customer Satisfaction (X_3) is 0.208 with assumption that the other independent variables have fixed value.

Table 3. R and R2

Model Summary^b			
Model	R	R Square	Adjusted R Square
1	.755 ^a	.640	.630

Source: Data Processed SPSS 25 (2021)

Based on the table 3, the value of the correlation coefficient is 0,755. It can be stated that there is a positive relationship between the customer perceived value, customer trust and customer satisfaction variables with the repurchase intention variable. The table above also shows the magnitude of the coefficient of determination (R Square) is 0,630 or equal to 63%. It means that the ability of the customer perceived value (X1), customer trust (X2) and customer satisfaction variables in explaining the variance of the repurchase intention variable (Y) is 63%. While the rest (100% - 63% = 37%) is influenced by other factors outside this regression equation or variables not examined.

Hypothesis testing

Table 4. F-Test

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	236.450	3	78.817	18.154	.000 ^b
	Residual	373.372	86	4.342		
	Total	609.822	89			

a. Dependent Variable: Repurchase Intention (Y)

b. Predictors: (Constant), Customer Satisfaction (X3), Customer Perceived Value (X1), Customer Trust (X2)

Source: Data Processed SPSS 25 (2021)

In this study F test is used to test the effect of Customer Perceived Value, Customer Trust, and Customer Satisfaction on Repurchase Intention jointly or simultaneously. From the table above it shows that the value of the F count is 18.154 with the F table of 2.30 { $f(k:n-k) = f(4:90-4) = 2.70$ } so that the F value is calculated $> F$ table or $18.154 > 2.70$ and the significant level is $0.000 < 0.05$, it can be concluded that the hypothesis which states that Customer Perceived Value, Customer Trust, Customer Satisfaction has a significant effect on Repurchase Intention.

Table 5. T-Test

Model	t-table	t	Sig.
(Constant)		3.114	.003
Customer Perceived Value (X1)	1.991	4.699	.000
Customer Trust (X2)	1.991	2.561	.012
Customer Satisfaction (X3)	1.991	1.719	.089

Source: Data Processed SPSS 25 (2021)

Table 5 shows that:

1. The t-count of Customer Perceived Value is 4,699 greater than the t-table 1.991. The significance value is less than Alpha ($0,000 < 0.05$). Thus, it can be concluded that the customer perceived value has a positive effect and significant on repurchase intention of services provided by Shopee Online Shop.
2. The t-count of Customer Trust is 2,561 greater than the t-table 1.991. The significance value is less than Alpha ($0,012 < 0.05$). Thus, it can be concluded that the customer trust has a positive effect and significant on repurchase intention of services provided by Shopee Online Shop.
3. The t-count of Customer Satisfaction is 1,719 less than the t-table 1.991. The significance value is greater than Alpha ($0,089 > 0.05$). . But it still can be said that customer satisfaction has a positive effect on repurchase intention because the margin of Alpha is 0.1. Thus, it can be concluded that the customer satisfaction variable has a positive effect on repurchase intention of services provided by Shopee Online Shop.

Discussion

Customer Perceived Value, Customer Trust, and Customer Satisfaction on Repurchase Intention

Customer Perceived Value, Customer Trust, and Customer Satisfaction have a positive and significant effect on repurchase intention of services provided by Shopee Online Shop. It means that the higher the Customer Perceived Value, Customer Trust, and Customer Satisfaction have, the higher the desire to make repurchase intention. Vice versa, the lower Perceived Value, Trust, and Satisfaction felt by the customers at Shopee Online Shop then decrease the desire of the customers of Shopee Online Shop to make purchase, and it will lead the customers to make purchase on another buying and selling online application. So that it can affect the way customers think to get a better online buying and buying application.

Customer Perceived Value on Repurchase Intention

Customer Perceived Value affects the way customers think of the company to think about many aspects and the feedback that they felt from the company, is it worth it for the customers to make repurchase intention in the same company or not. This means that customer perceived value has meaning as far as which consumers get benefits of a product from a set price he paid. If consumers have a high level of perceived value then it will increase online repurchase in the future. Pardede, Lopian and Pandowo (2018) supported this research that perceived value and trust proved significantly influence on repurchase intention in Shopee Online Shop.

Customer Trust on Repurchase Intention

Customer Trust is an important thing for the company, because consumers must trust the company first so that they can make online transactions. Customer trust related to reliability of online shop in ensuring security transact and will ensure transaction will processed after payment made by the buyer. If the consumers already trust the company the desire to make repurchase intention is high. Pardede, Lopian and Pandowo (2018) supported this research that perceived value and trust proved significantly influence on repurchase intention in Shopee Online Shop.

Customer Satisfaction on Repurchase Intention

Customer Satisfaction can increase Repurchase Intention of services provided by Shopee Online Shop. The higher the quality of the service that the company provide will certainly improve the satisfaction felt by customers, with increased customer satisfaction which is felt to increase desire customers to remain customers after feeling the experience felt in service provide by the company. Putri (2020) supported this research that consumer satisfaction influence positive and significant effect on repurchase intention online shop in the Facebook.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results finding and discussing, the conclusion as follows:

1. The result of this study have shown that the customer perceived vlue partially has a positive and significant effect on repurchase intention of services provided by Shopee online shop. It can be said that customer perceived value has an important role in effecting the repurcae intention of services provided by Shopee online shop
2. The result of this study have shown that the customer trust partially has a positive and significant effect on repurchase intention of Shopee Online Shop. It can be said said customer trust has an important role in effecting the repurchase intention of services provided by Shopee online shop
3. The result have shown that the customer satisfaction partially has a positive and significant effect on repurchase intention of services provided by Shopee online shop. It can be said that customer satisfaction has an important role in effecting repurchase intention of services provided by Shopee online shop
4. The result of this study has also shown that customer perceived value, customer trust, customer satisfaction have a positive and significant effect on repurchase intention of services provided by Shopee online shop

Recommendation

Based on the findings obtained in this study, here are some suggestions made as a complement to the research results:

1. The result of this study indicate that customer perceived value, customer trust, customer satisfaction effect on repurchase intention of services provided by Shopee online shop. Therefore, these factors need to be considered by companies.
2. In terms of customer perceived value, Shopee should maintain each dimensions of customer perceived value such as functional value, emotional value, social value and epistemic value. In social value dimension Shopee should keep the good image and also Shopee have to focus in functional value dimensions because in functional value there is performance that Shopee should improve to prevent consumers for move and shop on another online shopping sites.
3. In terms of customer trust, Shopee should increase trust in product and services. It is important to maintain a good relationship with the consumers, so that the customer are expected to be more confident to do online transactions at Shopee.
4. In terms of customer satisfaction, to maintain satisfied of customer Shopee should increase the quality of the service, make more interesting sale or discount and also quickly and accurately able to resolve complains of consumers.
5. Further research are also suggested to explore and develop this research or simply as a reference by another research approach and method of examining the effect of customer perceived value, customer trust, customer satisfaction on repurchase intention, either through questionnaire or in-depth interviews with respondent, to make the information obtained can be more varied.

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