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Antecedents and Consequences of The Role of Trust in Mediation of Perceived Ease of Use, Risk and E-Service Quality on Online Purchase Intention

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Abstract: This research aims to find out the direct influence *perceived ease of use*, risk perception and E-Service Quality on buying trust and interest, and also to find out the indirect influence *perceived ease of use*, risk perception and E-Service. Quality of trust- mediated buying interests. The population in this study was all shopee users in the Jakarta region. In this study differs from previous research by using different variables and models in this study. The methods used in this research are quantitative analysis with SEM analysis tools and SmartPLS 3.3 tools. The findings in this study are: (1) *Perceived ease of use* has a significant positive effect on the purchase intention of Shopee users in Jakarta. (2) *Perceived ease of use* has a significant positive effect on shopee user *trust* in Jakarta. (3) *Risk perception* has a significant negative effect on the purchase intention of Shopee users in Jakarta. (4) *Risk perception* has a significant negative effect on shopee user *trust* in Jakarta. (5) *Service quality* has a significant positive effect on the purchase intention of Shopee users in Jakarta. (6) *Service quality* has a significant positive effect on shopee user *trust* in Jakarta. (7) *Trust* has a significant positive effect on the *buying interest* of Shopee users in Jakarta. (8) *Trust* is not a mediation variable in influencing *risk perception* of purchase intention in Shopee Users in Jakarta.

Keywords: Buying Interest, Trust, Perceived Ease of Use, Risk Perception, and e-Service Quality.

INTRODUCTION

Shopee user data in Indonesia which is active in 2021 reached 127.4 million, with a fairly large application capacity, which is 98.57mb, total app downloads of 100 million more, starting from the release of Shopee application on Playstore on June 4, 2015. The last update of the app was on June 28, 2021, with the latest version 2.72.16. This is also evident from the rating given by users, averaging 4.56 (Ginee.com, July 1, 2021). Shopee has many other *marketplace* competitors, but Shopee has collaborated with MSMEs in Indonesia to sell its products online, while the products sold in Shopee are very diverse, ranging from

household appliances, furniture, electronics, gadgets, food, fashion, accessories, and many more. Therefore Shopee provides benefits to sellers to join the seller in Shopee, namely by offering many programs such as free ongkir, Shopeepay, Shopeepay later, etc. This will help sellers sell their products to the maximum and be able to compete with other *sellers*. Shopee application is also very easy to use, both for *sellers* and buyers, so it makes people interested in making purchases through Shopee.

E-commerce certainly has some positive and negative impacts that can be caused. The positive impact can be felt by both buyers and sellers. In terms of buyers, e-commerce allows buyers to easily compare prices, save time, and can eliminate the influence of distance to make online purchase activities. However, by using *e-commerce*, buyers cannot directly touch the goods to be purchased. Often there are also fake transactions, fraud, or misuse of consumer personal data (Dewi, 2021).

Consumers are currently looking for a secure marketplace so that the perception of risks that arise will be much lower, so consumers believe in doing online shopping transactions in the *marketplace*. Therefore, every e-commerce business, should have distinctive e-service as a point of differentiation to attract consumer buying interest. Efforts to meet the needs and desires of consumers through proper delivery are expected to encourage consumer buying interest and generate longer customer life time value for the company. Shopee became the e-commerce with the top of mind or most remembered consumers with 71%, followed by Tokopedia (15%), Lazada (8%), Bukalapak (2%), and JD.id and Blibli (1%). Alasan e-commerce brand can be remembered easily because it aggressively releases campaigns to attract the attention of consumers. In addition to releasing campaigns during the third quarter of 2020, e-commerce also strengthens interaction with consumers through various programs, such as advertising and TV shows, *live streaming*, and other collaborations (Kontan.co.id, September 17, 2020).

The perception of ease is an individual's belief when in using technology can adapt easily to understand (Priambodo & Prabawani, 2016). With the perception of ease of use, of course, it will encourage consumers to make online shopping transactions, because consumers will feel comfortable, safe, and trusting. Risk perception is considered as a consumer assumption or opinion of negative results that may occur when making transactions online (Kusumawati *et al.*, 2020). This is certainly very influential on consumer interest in making transactions through Shopee, because consumers want to shop safely so that the risks faced are low.

E-service quality is defined as the extent to which a website facilitates efficient and effective shopping, purchase, and delivery (Zeithaml in Tobagus 2018). E-service quality is a measurement of the effectiveness and efficiency of a website in facilitating the shopping, purchase, and delivery of products and services. The concept of the definition of belief can be interpreted as a person's desire to be sensitive to the actions of others based on the expectation that others will perform certain actions on the person they trust, without depending on their ability to supervise and control them (Deborah, 2019).

In the marvianta study (2020), Putra, *et al.*, (2016) and Faradila and Soesanto (2016) stated that the perception of ease of use has a significant positive effect on trust. In rizkitasari research (2017), Putra, *et al.*, (2016) states that variabel perception of risk has a negative and significant effect on trust. While in the study Ilhamalimy (2020) stated that the perception risiko has a relationship and influences trust. In marvianta (2020), Rahmawati and Yuliana (2020); Ermawati (2020), and Dewi (2021) stated that the perception of ease of use, has a significant positive effect on consumer buying interest. In ilhamalimy research (2020), Ermawati (2020) stated that the perception of risk has a relationship and influence on buying interests. While in rizkitasari research (2017), Dewi (2021) stated that the perception of risk negatively and significantly affects online buying interest. In the study Ilhamalimy (2020), Nur, *et al.*, (2020), Dianawati (2019), Elpansyah *et al.*, (2019),

Rizkitasari (2017), Qoyyimah (2019), Aisyah and Engriani (2019), Zahro (2019), Ermawati (2020), and Faradilla and Soesanto (2016) stated that trust has a relationship and has a place in buying interests.

In Barriyah and Suyanto research (2019) states that e-service quality has a relationship either directly or indirectly to minat beli online. Meanwhile, in Marvianta research (2020) stated that the perception of ease of use has a significant positive effect on consumer buying confidence and interest. In this study the authors wanted to do a different study from the previous study, the researchers presented with different variables in this study, which will raise the variable e-service quality as a variable that affects also the buying interest. Based on the above description, the main problem is whether there is a role of trust in mediating perceived ease of use, risk perception, and e-service quality limited to buying interest.

Problems and Research Objectives. The scope of this study is related to consumer behavior, in this case about consumer buying interest in ecommerce. The variables studied are the perception of ease of use, risk perception, e-service quality, trust and buying interest. The purpose of this study was to find out and analyze the perceived ease of use, risk perception, e-service quality, trust and buying interests. This research is part of a previous study, which discussed consumer behavior associated with service quality and promotion. For this research, the research theme is still related to previous research and results have been reported. Likewise with the Partner Research Team, this study is also related to previous studies.

The importance of research is the newness of previous research that revealed that there is a relationship between risk perception, trust has a relationship both directly and indirectly to online buying interests, in addition to the perception of ease of use has a significant positive effect on consumer trust and buying interest. But in this research plan, researchers want to convey a different concept from previous studies by lifting trust as mediation in mediating *perceived ease of use*, risk perception, and e-Service Quality limited buying interest.

LITERATURE REVIEW

Purchase Intention

Purchase intention is part of the behavioral component in consuming attitudes (Nainggolan and Heryenzus, 2018). Deborah (2019), defines interest is the tendency of respondents after receiving a summary of the product seen that can cause desire before the purchase decision is implemented. According to Ariyanti and Darmanto, (2020) buying is a process that must be passed by consumers to buy goods or services based on various considerations. While Faradilla and Susanto (2016) stated that from the purchase intention can be predicted the form of consumer loyalty.

Purchase intention can be measured by various dimensions, the general dimension is concerned with the four main dimensions (Priansa, 2017) namely: (1) Transactional interests. Transactional interest is the tendency of consumers to always buy goods and services produced by the company, this is based on high trust in the company. (2) Referential Interests. Referential interest is the tendency of consumers to refer their products to others. Such interest arises after the consumer has experience and information about the product. (3) Preferential Interests. Preferential interests are those that describe the behavior of consumers who have a primary preference for these products. Those preferences can only be replaced if something happens to the product of his preference. (4) Exploratory Interests. Exploratory interests are interests that describe the behavior of consumers who are always looking for information about the product they are interested in and looking for information to support the positive properties of the product. According to Marvianta (2020), indicators carried out to measure buying on purchases made online are as follows: (a) Will be buying products from a particular site in the near future; (b) Intend to buy products through a particular site in the near future; (c) Will make product purchases through certain sites at the

future; (d) Have an expectation to make a purchase through a particular site in the near future.

Trust

The trust is defined by Deborah (2019), that the extent to which a person trust that using a particular system will make a person free from effort. Trust is a psychological region that is a concern to accept what is based on expectations of good behavior from others (Nur *et al.*, 2020). Consumer trust here is interpreted as an indicator of the psychological state that leads to trust in conducting banking transactions on the internet, maintaining transaction interests, maintaining service commitments, and providing benefits for its use (Sati and Ramaditya, 2020). There are several dimensions to be able to know consumer confidence one of them according to Kotler and Keller (2016) there are four dimensions of consumer confidence, namely as follows: (1) Benevolence is how much a person trusts the seller to behave well to the consumer; (2) Ability is an up-to-date assessment of what a person can do. In this case how the seller is able to convince the buyer and provide a guarantee of satisfaction and security when transacting; (3) Integrity is how much confidence a person has in the honesty of the seller to maintain and fulfill the agreement that has been made to the consumer; (4) Willingness to depend, is the willingness of consumers to rely on sellers in the form of acceptance of risks or negative consequences that may occur. According to Mosunmola, *et al.*, (2019), the indicator of trust consists of three, namely: (a) The confidence of consumers when in a shirt; (b) A sense of security from consumers when transacting; (c) Trust in the security facilities provided by the vendor.

E-Service Quality

E-service quality can be described as the entire customer perception or evaluation of the electronic service experience of the online marketplace; the meaning of the service is comprehensive and includes aspects of pre- and post-website services (Zeithaml *et al.*, 2009) or by a broader approach can be described as an evaluation of consumer processes and the quality of interaction results with the provider's electronic service.

Measuring e-service quality should go beyond face-to-face websites (Wiryanan and Pandjaitan, 2015) and the online buying experience consists of everything from information search, product evaluation, decision making, transactions, shipping, returns, and customer service. According to Yen (2012), the quality of electronic services is described as an overall customer evaluation and assessment of the advantages and quality of delivery regarding the superiority and quality of electronic delivery services in the cyber market. According to Rowley (2010), defining e-Service as an act, or a business whose delivery is mediated by information technology. But there is no interaction between humans as service providers and perspectives. In line with the description and some definitions related to service quality and e-Service.

According to Setyawati (2021), e-service quality is an evaluation and consideration of customers as a whole regarding the advantages and quality of e-Service shippers in the virtual market. Carlson & Cass (2011), defines e-service quality as a customer's perception of the outcome of a service along with a perception of recovery if problems have to occur. E-service quality refers to previous research conducted by (Lee & Lin 2010 in Harsono 2018), a statement indicator of the SERVQUAL model to establish the dimensions of e-service quality consisting of: (1) website design; (2) reliability; (3) responsiveness and (4) Trust).

Risk Perception

Risk perception is considered as the assumption or opinion of consumers about negative results that may occur when making transactions online (Kusumawati, *et al.*, 2020). In the study Ikhsani *et al.*, (2021) risk perception can be interpreted as the risk in general received by a person when using a system. Sciffman and Kanuk in Mauludiyahwati's research, (2017) defined risk perception as the uncertainty faced by consumers when they cannot foresee the impact of their purchasing decisions. Jacoby and Kaplan in the study (Sati and Ramaditya, 2020), explained that there are six types of risks that consumers perceive have several indicators, namely: (1) *Financial Risk*, namely resiko which results in losses from this financial aspect will be experienced by consumers.; (2) Performance Risk, i.e. resiko that the product will not function as expected; (3) Psychological Risk, which is a psychological risk in buying products including psychological discomfort, poor self-image, and low self-esteem; (4) *Physiological Risk*, i.e. physiological risk or *physical risk* is resiko due to the purchase of produk in the form of physical disturbances of buyers; (5) *Social Risks*, namely risks due to the purchase of products in the form of less acceptance of consumers in their (6) *Time Risk*, which is the risk received by consumers in the form of loss of consumer time due to the purchase of products.

Perceived Ease of Use

Perceived ease of use or perception of ease is an individual's belief when in using technology can adapt easily to understand (Priambodo and Prabawani, 2016). While other opinions state that perceived ease of use is a condition of individuals believing that internet use is easy and does not require work efforts from users (Karimah, 2018). According to Davis (2016) the perception of ease of use is defined as the degree to which one believes that the use of information technology is easy and does not require any effort from the user. Hafiz's research, (2019) suggests there are four items of perception of ease of use, namely: (1) ease to learn; (2) ease to use; (3) clear and understandable; (4) become skillful.

Hypotheses and Research Models

1) The Perceived Ease of Use Effect on Trust

Perceived ease of use is an individual condition that the use of the internet is easy and does not require the work efforts of users (Karimah, 2018). Consumer trust is defined as the willingness of one party to accept the risks of the other party's actions based on the expectation that the other party will take important action for the trusting party, regardless of the ability to supervise and control the actions of the trusted party (Nur, *et al.*, 2020). The results of marvianta (2020), Putra, *et al.*, (2016) and Faradila and Soesanto (2016) stated that the higher perceived ease of use eating the higher the level of consumer confidence. Based on the description above, the research hypothesis is developed as follows:

H1: Perceived ease of use affects trust.

2) The Effect of Risk Perception on Trust

According to Ikhsani *et al.*, (2021) risk perception can be interpreted as the risk in general received by a person when using a system. In rizkitasari research (2017), Putra, *et al.*, (2016) states that if the perception of risk increases then the risk will decrease. While in the study Ilhamalimy (2020) stated that the perception resiko has a relationship and influences trust. Based on the description above, the research hypothesis is developed as follows:

H2: Risk perception affects trust.

3) The Effect of E-Service Quality on Trust

E-service quality is defined to the extent to which a website facilitates consumers in the process of shopping, purchasing, and shipping embers (Zeithaml and Bitner, 2003).

According to Wijianto *et al.* (2014) revealed that *service* is a service that is done directly or indirectly to customers about attitudes or post-purchase services so that consumers can feel the results made by the company. In research Ihsan and Siregar (2019), said that trust is something that arises when one group believes or believes in the reliability or reliability and integrity of its exchange partner. According to Setyowati and Suryoko Research (2020), there is a positive influence of e-service quality on trust. Based on the description above, the research hypothesis is developed as follows:

H3: E-Service Quality affects trust

4) The Perceived Ease of Use Effect on Purchase Intention

According to Pramono, purchase is a process that must be passed by consumers to buy goods or services based on various considerations (Ariyanti and Darmanto, 2020). In marvianta research (2020), Rachmawati, *et al.*, (2020), Ermawati (2020), and Dewi (2021) stated that the perception of ease of use, has a significant positive effect on consumer purchase intention. Based on the description above, the research hypothesis is developed as follows:

H4: Perceived ease of use affects purchase intention.

5) The Effect of Risk Perception on Purchase Intention

In ilhamalimy research (2020), Ermawati (2020) stated that the perception of risk has a relationship and influence on buying interests. While in rizkitasari research (2017), Dewi (2021) stated that if the perception of risk increases then purchase intention decreases. Based on the description above, the research hypothesis is developed as follows:

H5: Risk perception affects purchase intention.

6) Influence of E-Service Quality on Purchase Intention

E-service quality is broadly the extent to which websites facilitate efficient and efficient shopping, purchasing, and delivery. If e-service quality increases, consumer buying interest will also increase (Khoirul and Suyanto, 2019). Based on the description above, the research hypothesis is developed as follows:

H6: Perception of E-Service Quality affects purchase intention

7) Influence of Trust on Purchase Intention

In the world of e-commerce, trust becomes one of the main factors that must be built by attract consumers to shop online through a website built (Anwar and Adidarma, 2016). In the research Ilhamalimy (2020), Nur, *et al.*, (2020), Dianawati (2019), Permadi (2019), Rizkitasari (2017), *Qoyyimah* (2019), Aisyah and Engriani (2019), Zahro (2019), Ermawati (2020), and Faradila and Soesanto (2016) me State that trust has a relationship and influences purchase intention. Based on the description above, the research hypothesis is developed as follows:

H7: Trust affects purchase intention.

8) Influence of Trust Mediating Risk Perception of Purchase Intention

In the study Rizkitasari (2017), Ilhamalimy (2020) and Ermawati (2020) stated that risk perception variables have a positive and significant effect on online purchase intention mediated by trust. Based on the description above, the research hypothesis is developed as follows:

H8: Trust is able to mediate the influence of risk perception on purchase intention.

METHOD

This study is *exploratory* with a type of causal study investigation in which researchers want to find the cause of one or more problems (Uma Sekaran, 2007). In this study, the authors used quantitative research methods. According to Sugiyono (2017) quantitative research methods can be interpreted as *positivist* methods based on the philosophy of *positivism*, which is used to examine in a particular population or sample, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing the hypothesis that has been determined. In this study will be tested Peran trust in mediating *perceived ease of use*, risk perception, and e-Service Quality limited interest in buying.

Population is the overall element that wants to be suspected characteristics, while the sample is part of the population to be tested characteristics (Suliyanto, 2018). The population in this study is Shopee consumer users in the Jakarta area. According to Hair, *et al.*, (2021) using SEM allows analysis of a series of relationships simultaneously so as to provide statistical efficiency. According to Hair, *et al.*, (2021) some guidelines for determining the size of the sample size for SEM are given as follows: (1) When the restoration of parameters using the *maximum likelihood estimation* method is between 100 to 200, with the minimum sample is 50; (2) As much as 5 to 10 times the number of parameters in the model; (3) Equal to 5 to 10 times the number of manifest variables (indicators) of the overall latent variable. In this study there are 37 indicators, so referring to the third rule, then the sample is 37 x 5 which is as many as 185 respondents.

The study used a type of primary data collected through survey methods. Data in survey research is collected by spreading instruments or questionnaires that include the operationalization of *independent* and *dependent* variables. Each aspect is then derived into a number of questions that indicate the description of each variable. Each question is given an alternative answer with reference to the Ordinal scale model. The dissemination of questionnaires is done with electronic media (google form). The method of data analysis in this study uses Componen or variance Based Structural Equation where in the processing of data using *partial least square* (smart PLS) program. Partial Least Square is an alternative model of covrance-paradictive analysis in situations of high complexity and low theoretical support (Ghozali, 2014).

RESULTS AND DISCUSSION

Results

The estimated value for the path relationships in the structural model must be significant. The value of significance on this hypothesis can be obtained by *the bootstrapping* procedure. Look at the significance of the hypothesis by looking at the coefficient value of the parameter and the value of the significance of T-statistic in *the algorithm bootstrapping report*. To find out significant or insignificant seen from the T-table at alpha 0. 05 (5%) = 1. 96, then T-table compared to T-count (T-statistic).

Table 1. Hypothesis Testing Results

	<i>Original Sample</i>	<i>Standard Deviation</i>	<i>T-Statistics</i>	<i>P Values</i>	Information
Perceived easy of use → Purchase intention	0.815	0.078	2.368	0.018	Positive - Significant
Perceived easy of use → Trust	0.162	0.074	2.202	0.028	Positive - Significant

	Original Sample	Standard Deviation	T-Statistics	P Values	Information
Risk perception → Purchase intention	-0.221	0.109	2.025	0.020	Negative - Significant
Risk perception → Trust	-0.324	0.126	2.559	0.010	Negative - Significant
Service quality → Purchase intention	0.427	0.106	4.017	0.000	Positive - Significant
Service quality → Trust	0.786	0.094	8.406	0.000	Positive - Significant
Trust → Buying interest	0.351	0.104	3.388	0.001	Positive - Significant
Mediation					
Risk perception → Trust → Purchase intention	0.008	0.006	0.539	0.590	Not Mediation

Source: PLS Output, 2022

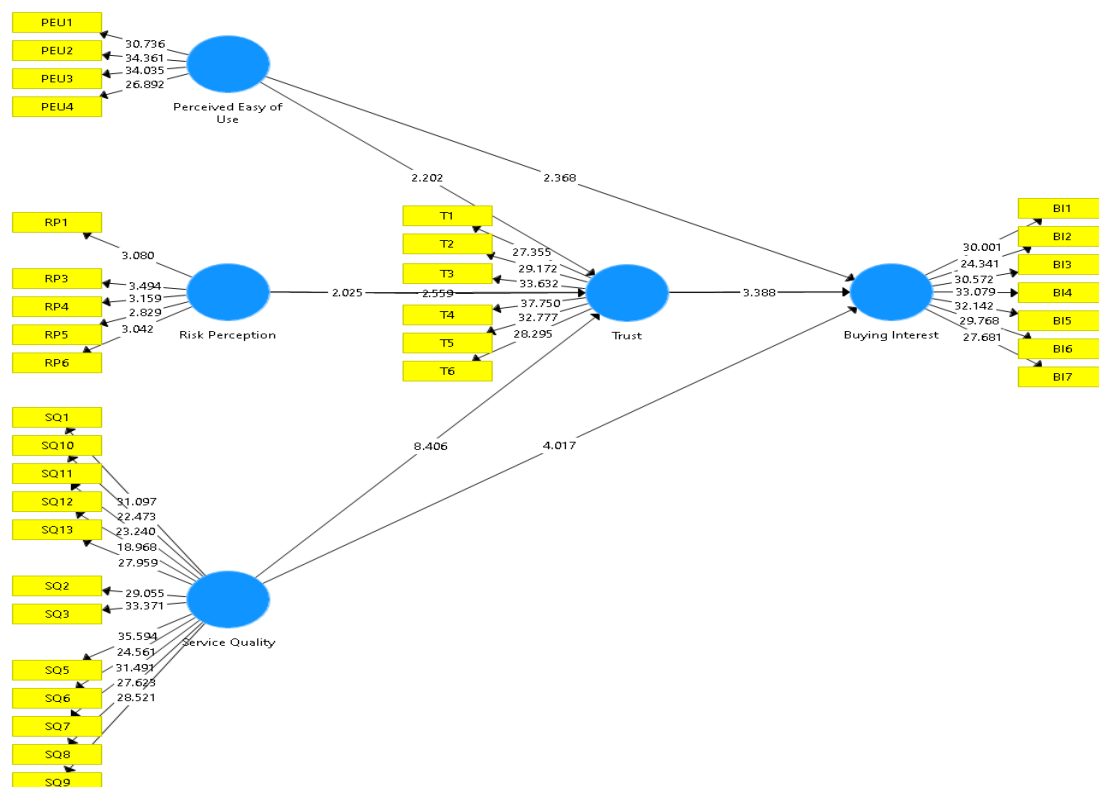


Figure 1. Bootstrapping Test Results
Source: PLS Output, 2022

Discussion

1. Perceived effect of easy of use on Purchase intention

Based on the hypothesis test in this study obtained the results of a T-statistic value of 2,368, the original sample value of 0.185, and the P Values value of 0. 018. The T-statistic value is greater than the value of T-table 1. 96, the original sample value shows a positive value, and at the P Values value showing less than 0.05, this result shows that Perceived easy

of use has a positive and significant effect on buying interest. Buying is a process that must be passed by consumers to buy goods or services based on various considerations. In the research of Marvianta (2020), Rachmawati, *et al.*, (2020), Ermawati (2020), and Dewi (2021) stated that the perception of ease of use, has a significant positive effect on consumer buying interest. It is proven that a good perceived ease of use can encourage buying interest.

2. Perceived effect of easy of use on Trust

Based on the hypothesis test in this study obtained the results of the T-statistic value of 2,202, the original sample value of 0.162, and the P Values value of 0.028. The T-statistic value is greater than the value of T-table 1.96, the original sample value shows a positive value, and at the P Values value showing less than 0.05, this result shows that Perceived easy of use has a positive and significant effect on trust.

This study supports the research of Marvianta (2020), Putra, *et al.*, (2016) and Faradila and Soesanto (2016) which states that the perception of ease of use has a significant positive effect on trust. If the individual condition believes that the use of the internet is an easy thing and does not require the work effort of the user, it will create an attitude of trust towards online purchases.

3. Effect of Risk Perception on Purchase intention

Based on the hypothesis test in this study obtained the results of the *T-statistic* value of 2,025, the *original sample* value of -0.221, and the *P Values* value of 0.020. The *T-statistic* value is greater than the value of *T-table* 1.96, the *original sample* value shows a negative value, and at the *P Values* value indicates less than 0.05, this result shows that *Risk Perception* has a negative and significant effect on Purchase intention. This supports the research of Rizkitasari (2017), Dewi (2021) which states that risk perception variables have a negative and significant effect on online buying interest. It is proven that the perception of risk is able to encourage purchase intention and is also able to have a negative impact on shopee users' purchase intention.

4. The Effect of Risk Perception on Trust

Based on the hypothesis test in this study obtained the results of the T-statistic value of 2,559, the original sample value of -0.324, and the P Values value of 0.010. The T-statistic value is greater than the value of T-table 1.96, the original sample value shows a negative value, and at the P Values value indicates less than 0.05, this result shows that Risk Perception has a negative and significant effect on the trust. This is in accordance with research by Rizkitasari (2017), Putra, *et al.*, (2016) which states that risk perception variables have a negative and significant effect on trust. It is proven that the perception of risk can have a negative impact on consumer confidence.

5. Effect of Service quality on Purchase intention

Based on the hypothesis test in this study obtained the results of the *T-statistic* value of 4,017, the *original sample* value of 0.427, and the *P Values* value of 0.000. The *T-statistic* value is greater than the value of *T-table* 1.96, the *original sample* value shows a positive value, and at the *P Values* value shows less than 0.05, this result shows that *Service quality* has a positive and significant effect on Purchase intention. This research is in line with Khoirul and Suyanto (2019) shows that the quality of e-service has a positive effect on consumer purchase intention. If e-service quality is good, it will increase consumer purchase intention.

6. The effect of *Service quality on trust*

Based on the hypothesis test in this study obtained the results of the T-statistic value of 8,406, the original sample value of 0.786, and the P Values value of 0.000. The T-statistic value is greater than the value of T-table 1.96, the original sample value shows a positive value, and at the P Values value indicates less than 0.05, this result shows that Service quality has a positive and significant effect on trusts. This research supports Setyowati and Suryoko (2020), who say that there is a positive influence of *e-service quality on trusts*. A trust will arise, if there is good service quality in purchase.

7. The Effect of *Trust on Purchase Intention*

Based on the hypothesis test in this study obtained the results of T-statistic values of 3,388, the original sample value of 0.351, and the P Values value of 0.001. The T-statistic value is greater than the value of T-table 1.96, the original sample value shows a positive value, and at the P Values value shows less than 0.05, this result shows that the trust has a positive and significant effect on Purchase Intention. In the world of e-commerce, trust is one of the main factors that must be built by online buying and selling businesses. The existence of a trust factor built by business people can attract consumers to shop online through a website that is built. In the research of Ilhamalimy (2020), Nur, *et al.*, (2020), Dianawati (2019), Permadi (2019), Rizkitasari (2017), Qoyyimah (2019), Aisyah and Engriani (2019), Zahro (2019), Ermawati (2020), and Faradila and Soesanto (2016) stated that trust has a relationship and is wise to purchase intentions.

8. Effect of Risk perception on Purchase Intention through Trust

Based on the hypothesis test in this study, the results of the *T-statistic* value of 0.539, the *original sample* value of 0.008, and the *P Values* value of 0.590. The *T-statistic* value is less than the *T-table* value of 1.96, and at *p values* showing more than 0.05, this result shows that *the trust* is not able to mediate the influence of Risk perception on purchase intention. The results of this study prove that trust cannot mediate between the perception of risk to purchase intention, so there is a simultaneous influence between the perception of risk to purchase intention.

CONCLUSION

The study analyzed variables related to purchase intention, *e-service quality*, *perceived easy of use*, *trust*, and *risk perception*. The results of this study were obtained from Shopee Users in Jakarta area. From the results of calculations in this study, the following conclusions can be drawn:

Perceived easy of use has a significant positive effect on the purchase intention of Shopee users in Jakarta. This means that if it is easier to perceive ease of use, it will increase the purchase intention Shopee users in Jakarta.

Perceived easy of use has a significant positive effect on shopee user trust in Jakarta. This means that if the easier the Perception of Ease of Use, the trust of Shopee users in Jakarta will increase.

Risk perception has a significant negative effect on the purchase intention of Shopee users in Jakarta. This means that if the higher the perception of consumer risk, it will decrease the purchase intention Shopee users in Jakarta.

Risk perception has a significant negative effect on shopee user trust in Jakarta. This means that if the higher the perception of consumer risk, it will reduce the level of trust of Shopee users in Jakarta.

Service quality has a significant positive effect on the purchase intention of Shopee users in Jakarta. This is if it means that the quality of electronic services used well, it will increase the interest in shopee users in Jakarta increases.

Service quality has a significant positive effect on shopee user trust in Jakarta. This is if it means that the quality of electronic services used well, it will increase the confidence of Shopee users in Jakarta will increase.

Trust has a significant positive effect on the buying interest of Shopee users in Jakarta. This means that consumer confidence is high, it will increase the interest in shopee users in Jakarta increases.

Trust is not a mediation variable in influencing risk perception of purchase intention in Shopee Users in Jakarta.

Suggestion

Based on the above conclusions, it can be put forward some suggestions that are considered for Shoppe Indonesia and for subsequent researchers: (a) Shopee should provide detailed information for all its products, such as providing detailed photos in each product.; (b) Shopee should provide security guarantees on every transaction, such as funds have not been sent to the seller before the buyer receives the goods.; (c) Shopee can provide satisfaction guarantees on every transaction, such as being able to return with clear evidence.; (d) Shopee should continue to update the system to make it easier for every consumer to transact, such as simulating well on sellers and buyers every time there is a system update.; (e) Shopee can divert the perception of risk to consumers, such as providing pre-existing testimonials to consumers.

Advice for the next researcher, who will conduct research in the same field and use this research as a reference, then presumably needs to be reviewed again because it does not rule out the possibility of statements that are not yet appropriate, because I as the author feel that there are still many shortcomings and limitations in completing this research.

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