The Influence of Social Factors, Trust, Website Quality, and Perceived Risk on Repurchase Intention in E-Commerce

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Abstract:

In recent years, internet shopping has become a culture to fulfill their needs, goods, and services. Many users of e-commerce services can be a chance to develop new business models, although the users may experience a certain amount of risk associated with their purchase. The purpose of this study is to examine (from a consumer perspective) the main aspects that affecting consumer's repurchase intentions through an e-commerce website. Specifically, the current study investigated the impact of social factors, trust, website quality, and perceived risk on repurchase intentions at Shopee e-commerce by using structural equation model analysis. The population is individual Shopee users in Indonesia. A sample consists of 238 respondents was obtained using the purposive sampling technique. The results indicate that social factors, trust, and website quality do not affect repurchase intentions in e-commerce. In contrast, risk affects repurchase intentions in e-commerce.

Keywords: *Perceived Risk; Repurchase Intention; Social Factors; Trust; Website Quality*

JEL Classification: M31

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Research Background

Industrial Revolution 4.0 is characterized as a change in the production system that utilizes manual and digital technological advances. Industrial Revolution 4.0 aims to facilitate the production process that is supported by technological developments globally. The Industrial Revolution 4.0 has influenced business development in Indonesia, both in the private and public sectors. Besides, the Industrial Revolution 4.0 also influenced various aspects such as politics, law, culture, and many more. Since the transition to the global digital network, the internet allows business organizations to meet domestic and international demand needs through e-commerce (Lim et al., 2016). Internet shopping has become a common way to satisfy the need for goods and services (Lim & Dubinsky, 2004). Experian (2018) stated that e-commerce users in Indonesia reached 75% of the total number of respondents who use digital services in 2018, both domestic and international e-commerce users. However, this was also followed by a high number of cases of fraud in e-commerce transactions. According to Experian (2018), In Indonesia, 25% of respondents have experienced fraud when making online transactions in e-commerce. Many e-commerce users can be a new opportunity for society to explore various new models of doing business. However, there is an issue of risk associated with the implementation, particularly in the perspective of its users, where 25 percent of respondents have experienced fraud when making online transactions, researchers want to know the reasons why people choose online transactions even though the risk of fraud is quite high.

The current study differs compared with previous ones in the choice of sample. For instance, previous studies used samples in developed countries, such as the United States of America (Mandilas et al., 2013). And also use the sample in India (Lal, 2017). The current study chose individual e-commerce users in Indonesia as a sample. Based on previous research by Lal (2017); Y. J. Lim et al. (2016), the researcher used social factors, trust, and website quality as the independent variables and e-commerce as the dependent variable.

Furthermore, the current study posits additional factors, namely perceived risk, as an independent variable taken from research done by (Mandilas et al., 2013). The subject of a survey held for the current study was Shopee users. Shopee was established in 2015 in Singapore, and then its operation expanded to various countries such as Malaysia, Vietnam, Taiwan, the Philippines, Thailand, and Indonesia. Shopee stands under the auspices of the Singapore-based SEA Group, which was established in 2009 by Forrest Li (Saputro, 2019). Therefore, due to its international operations, the current study chose Shopee as the study object.

Consumer behavior theory is a theory that explains how an individual, group, or organization chooses, uses, or buys an item or service to meet their needs, whether they are needs or wants. Consumer behavior combines several ideas from existing sciences, such as psychology, biology, chemistry, and economics (Friesner, 2014). Marketers expect that by understanding consumer behavior, which is why consumers buy or choose an item and service, they can determine which products they need based on their understanding of consumer need and want.

Consumer behavior comprises two parts, rational behavior and irrational behavior. Rational behavior is where consumers consume goods or services because the product serves mostly functional benefits accompanied by consumers' ability to buy the product. Consumers try to look for optimum satisfaction to fulfill their needs. Irrational behavior is where consumers mostly look for emotional benefit from the purchase of the product. They consume goods or services based on their wants for prestige, and sometimes they spend more money than they can afford. According to Dominguez (2018), consumer behavior is affected by several aspects such as distribution patterns of the products, promotion, packaging, price, and product design as marketing aspects and from individual factors, such as their taste, age, gender, education level, and income level; environmental factors, such as social status, then the influence of family, groups, and friends; cultural factors, such as religion, and caste; psychological factors, such as motivation in buying products, and perceptions of these products.

Social factors have a significant function in using e-commerce to transaction goods or services online. Social factors include reference groups, families, social roles, and social status (Cetină et al., 2012). The effect of social factors on intention to utilize e-commerce platforms has been studied by previous scholars (Cetină et al., 2012; Lal, 2017). Traditionally, studies on social elements focused more on social influence, as to how a person's attitude or the opinions of others can influence individual decision making (Venkatesh & Morris, 2000). Personal behavior was affected by social aspects such as social commitment and support that stimulate interaction and association between its affiliate. It also assists people in developing close links with other participants in the group, which can lead to personal dedication to the organization (Liang et al., 2011). According to Lal (2017) Informational Support and Community Commitments have been recognized as social factors. Informational

support can be expressed in advice, recommendations, or experience when using a product. These can help others to make decisions. According to Savolainen (2015), three informational support in the online discussion group environment includes providing factual data, recommending, and giving personal opinions.

In terms of e-commerce, individuals may have similar knowledge or beliefs about purchasing goods, distribution time, features of the goods, experience using the product, etc. In addition, another critical factor is Community Commitment. Based on Reis, Sprecher, & Agnew (2013), commitment is defined as a person willing to continue in a series of actions. Previous research has shown that a higher engagement stage to online communities will guide more cooperation by an entity in the organization (Bateman et al., 2011). Engagement represents the ability of individuals to keep track of activities that occur in online communities and stay updates within growing online communities. In terms of e-commerce, the platform allows people to share their experiences of purchase or consumption. Suppose anyone discovers an online community with the same interests as theirs, and they can appreciate recommendations or opinions valued by other people. In that case, it will create a sense of ownership. If this happens, then the individual wants to be part of the community and become a permanent member for an extended period.

Customers are less likely to finish their transaction if they doubt the website or platform they use to shop (Chang & Chen, 2008). The analyst studied trust to determine the effect of individual intention to utilize e-commerce for shopping (M. J. Kim et al., 2011; Lal, 2017). In terms of e-commerce, people frequently ask for assistance from social networks and people they can rely on for accurate insight about their experiences in buying products or utilize any available services. (Chen & Shen, 2015). Trust toward members is categorized as a willingness of a person to rely on views, opinions, and advice from another person within the social trading organization (Chen & Shen, 2015). In e-commerce, trust toward members is seen in the way people interact and are willing to support each other if a problem arises when someone wants to make a decision. In addition, a member will be trusted when the available information is categorized as appropriate for people to decide.

Furthermore, another dimension of trust is trust toward the community. Based on Lu, Zhao, & Wang (2010), trust toward the community shows the individual's opinion on the online communities as competent and trustworthy online platforms to provide the best services in e-commerce. In terms of e-commerce, trust toward community need to be evaluated for providers of online e-commerce platforms where its ability to meet the expectations of individuals from the online communities, as those aspects could affecting personal trust in the online communities (Gefan et al., 2003). Thus, if a person has a positive understanding of the online community, the online community can persuade that individual to use e-commerce.

Based on Lal (2017), Website quality has a vital role in using an e-commerce platform or website. The impact of website quality on individual intention to utilize e-commerce platforms has been studied by researchers (Lal, 2017; Ye et al., 2016). In terms of e-commerce, social interaction has a vital role for individuals when they use e-commerce. Social interaction encourages the need for the website's guidance, which holds a major function because it affects someone's efforts to operate the platforms (Ye et al., 2016). Being able to control all forms of characteristic and functions support individuals to use the media in meeting their goals to gather information, communicate, and collaborate. Hence, e-commerce websites need to be designed to use the functions and features with no hassle. Subsequently, service quality also has an important role. Based on Liang et al. (2011), service quality is defined as "*the degree to which a user evaluates supports and services delivered by the service provider via the Website.*" In terms of e-commerce, service quality is assessed by how quickly customer care resolves customer questions. Responsiveness is relevant, especially when a user who does not understand technology faces technical issues. The customer service person can solve the problem without making the users feel upset about technical issues and complex processes.

A critical factor in using e-commerce is perceived risk. Mandilas et al. (2013) explained that perceived risk is described as "*the extent for a consumer's belief about the potential uncertain negative outcomes from the online transaction.*" Tsiakis (2012) categorized six perceived risks: performance risk, social risk, financial risk, psychological risk, physical risk, and time risk. In online shopping, various categories of perceived risk are considered essential: financial risk, information, and product risk (Bhatnagar et al., 2000). Consumers usually feel uncertain when making online transactions because they perceive a higher risk for online shopping than traditional shopping (Mandilas et al., 2013). Risk draws attention and may discourage consumers from buying

products online (Kim et al., 2008). Therefore, the previous study showed that perceived risk negatively affected consumer decisions (Fortes & Rita, 2016; Li et al., 2011; Mandilas et al., 2013).

Assuming that e-commerce will be a fruitful topic for future research in economics, as well as in the fields of consumer behavior, marketing, and information systems, the objective of this research are to analyze the influence of social factors, trust, website quality and perceived risk on repurchase intention in e-commerce. From the consumers ' perspective, the research aims to analyze the main factors that influence the repurchase intention of an individual's decision to use e-commerce websites, especially in Indonesia

Research Method

This study is categorized as an explanatory study. The purpose of study research is to boost a researcher's knowledge on a particular subject and explain the effect of some predictors toward the dependent variable (Consultores, 2020). Explanatory research allows the researchers to explain how and why something might occur. The sampling technique in the current study applied purposive sampling. The respondent criteria in the present study are individuals who have used Shopee as their choice of e-commerce platforms in Indonesia. Based on Roscoe (1975), the suitable sample size for a study is among 30 to 500 samples. Therefore, following the guidelines provided by Roscoe, the sample size for this study is 200 respondents. The research process consists of several stages: data measurement or research instrument development, data collection, data validation, and reliability test, and data analysis. The latter part Further details on the research process are presented as follows: The proposed model consists of four independent variables: social factors, trust, website quality, perceived risk, and one dependent variable (i.e., repurchase intention in e-commerce).

Table 1. Data Measurement

Variable	Scales	Items		References
Social Factors	Informational Support	When I use X, some people will offer advice when I need help	SosFac1	Chen & Shen, (2015); Liang et al., (2011)
		When I encounter a problem or difficulty, some people in X will give me information to help me solve the problem.	SosFac2	
	Community Commitment	I feel a solid connection to X.	SosFac3	Bateman et al., (2011); Chen & Shen, (2015)
		I feel a sense of belonging toward the X.	SosFac4	
		I feel like become a part of the group at X.	SosFac5	
Trust	Trust Toward Community	The performance of X always meets my expectations.	Trust1	Chen & Shen, (2015); Liang et al., (2011)
		X can be considered a good e-commerce site/platform.	Trust2	
		X is a reliable e-commerce site/platform.	Trust3	
	Trust Toward Members	Members in X always keep their promises.	Trust4	(Chen & Shen, 2015)
		Members in XX are truthful in dealing with each other.	Trust5	
Website Quality	Ease of Navigation	Platform X has a function that allows users to get information quickly and accurately.	WebQua1	(Liang et al., 2011)
		Platform X provides a friendly user interface.	WebQua2	
		Platform X makes it easy to provide information to us.	WebQua3	
	Service Quality	Platform X provides a reliable service.	WebQua4	(Liang et al., 2011)
		Platform X gives prompt service to users.	WebQua5	
		Platform X pays attention to the user's individual needs.	WebQua6	
		Platform X understands the specific needs of its users.	WebQua7	
Perceived Risk	Financial Risk	Purchasing items online is risky.	Risk1	(Schlosser et al., 2006)
		Shopping online is risky.	Risk2	
		It is riskier to shop online than offline for a product	Risk3	
	Information Risk	Providing debit/credit card information online is risky.	Risk4	(Schlosser et al., 2006)
		Providing personal information (i.e., social security number and mother's maiden name) online is risky.	Risk5	
		Providing my email address and phone number	Risk6	

Variable	Scales	Items		References
Repurchase Intention in E-commerce		online is risky.		
		Registering online is risky.	Risk7	(Lal, 2017)
		I am willing to share my experiences and suggestions when my friends in X want my advice on buying something in X.	RepInt1	
		There are positive recommendations for products on the X.	RepInt2	
		There have been good experiences in the past when I purchased products at X.	RepInt3	
		I am willing to repurchase products in the future through X.	RepInt4	

Source: Literature Review Processed (2021)

Result

This research uses primary data as the data source, obtained by distributing online questionnaires held through Google Form. The data collection period was from June 16, 2021, to June 30, 2021, with 238 respondents. Table 3 presents the profile of respondents as follows:

Table 2. Demographic Profile

No	Category	Sub-Category	Frequencies	Percentage	Total
1	Gender	Male	106	44.5%	238
		Female	132	55.5%	
2	Age	19-24	165	69.3%	238
		25-30	32	13.4%	
		31-36	11	4.6%	
		37-42	13	5.5%	
		43-48	1	0.4%	
3	Education Level	Master Degree	5	2.1%	238
		Bachelor Degree	127	53.4%	
		Senior High School	102	42.9%	
		Junior High School	4	1.7%	
4	Job	Unemployment	5	2.1%	238
		Housewife	2	0.8%	
		College Student	123	51.7%	
		Makeup Artist	2	0.8%	
		Private Employee	60	25.2%	
		Civil Servant	18	7.6%	
		Entrepreneur	28	11.8%	

Source: Primary Data (2021)

Based on Table 3, female respondents were the majority of total respondents, with 132 respondents or 55.5%. The remaining 106 respondents, or 44.5%, were identified as male respondents. Most respondents were between ages 19 and 24 years (69.3%), and the minor proportion was 43 to 48 years (0.4%). Furthermore, most respondents based on educational backgrounds were Bachelor Degree with 127 respondents or 53.4%, while for Junior High School educational backgrounds it has the least number 1.7%. Lastly, it can be seen that students were the majority of respondents, with a total of 123 respondents or 51.7%. At the same time, Makeup Artist and Housewife were minor numbers, that is, two respondents for each job with a presentation of 0.8% each.

The validity test in this research was carried out by using IBM SPSS 23.0 software. The validity test criteria are that the Corrected Item - Total Correlation value must be higher than the value of r table at the significant level (α) 0.05, which is > 0.138. If the value of Corrected Item - Total Correlation is greater than the specified r table, it can justify that the indicator passes the validity test (Ghozali, 2016). Furthermore, the reliability

test will be carried out using IBM SPSS 23.0 software. The criteria for the item reliability test are Cronbach's alpha value, which is at least 0.6.

Table 2. Validity and Reliability Test Result

Indicator	Cronbach's Alpha	Interpretation	Item	Corrected Item - Total Correlation
SosFacA	0.642	Usable	SosFac1	0.590
			SosFac2	0.466
			SosFac3	0.553
SosFacB	0.866	Ideal	SosFac4	0.558
			SosFac5	0.584
TrustA	0.683	Usable	Trust1	0.581
			Trust2	0.549
			Trust3	0.514
TrustB	0.675	Usable	Trust4	0.511
			Trust5	0.536
WebQuaA	0.712	Ideal	WebQua1	0.588
			WebQua2	0.578
			WebQua3	0.515
			WebQua4	0.573
WebQuaB	0.809	Ideal	WebQua5	0.614
			WebQua6	0.522
			WebQua7	0.550
RiskA	0.681	Usable	Risk 1	0.268
			Risk 2	0.283
			Risk 3	0.344
			Risk 4	0.161
RiskB	0.751	Ideal	Risk 5	0.167
			Risk 6	0.325
			Risk 7	0.275
RepInt	0.704	Ideal	RepInt1	0.489
			RepInt2	0.455
			RepInt3	0.527
			RepInt4	0.514

Source: Primary Data (2021)

Table 4 shows that all items are valid, with the lowest value of Corrected Item - Total Correlation for the item *Risk4* (0.161). Furthermore, Table 3 also presents the outcomes of the reliability assessment, most of which show the excellent Cronbach's alpha value for several variables. However, some variables show low values for SosFacA, TrustA, TrustB, and Risk. However, following George & Mallery (2016), all those three constructs are still considered reliable.

Normality test was carried out by using IBM AMOS 22.0 software. The procedure was to compare the critical ratio (CR) value in the assessment of normality with a critical value of ± 2.56. If CR value is greater than the predetermined critical ratio value, then data do not follow a pattern of univariate data normality. Following the same rule of thumb, the value of CR as a basis to assess multivariate data normality can be evaluated in the last line from Table 5 (Ghozali, 2014).

Table 3. Normality Test Result

Variable	min	max	skew	c.r.	kurtosis	c.r.
RepInt1	2,000	5,000	-,901	-5,674	,494	1,556
RepInt2	1,000	5,000	-1,162	-7,320	2,940	9,259
RepInt3	2,000	5,000	-,828	-5,213	,798	2,513
RepInt4	1,000	5,000	-1,460	-9,196	4,641	14,614
Risk1	2,000	5,000	-,670	-4,221	,045	,141
Risk2	1,000	5,000	-,962	-6,061	1,578	4,969
Risk3	1,000	5,000	-1,435	-9,037	2,774	8,737
Risk4	2,000	5,000	-,493	-3,107	-,243	-,765
Risk5	2,000	5,000	-,507	-3,195	,090	,282
Risk6	1,000	5,000	-1,220	-7,681	1,964	6,184
Risk7	1,000	5,000	-,634	-3,996	,389	1,224

Variable	min	max	skew	c.r.	kurtosis	c.r.
WebQua1	1,000	5,000	-1,369	-8,621	2,105	6,627
WebQua2	1,000	5,000	-1,627	-10,244	4,082	12,856
WebQua3	1,000	5,000	-1,036	-6,524	2,065	6,502
WebQua4	1,000	5,000	-1,051	-6,622	2,382	7,500
WebQua5	1,000	5,000	-1,108	-6,981	2,964	9,334
WebQua6	1,000	5,000	-,942	-5,935	1,690	5,322
WebQua7	1,000	5,000	-1,323	-8,332	3,264	10,280
Trust1	1,000	5,000	-,811	-5,105	1,274	4,010
Trust2	1,000	5,000	-,909	-5,724	1,640	5,164
Trust3	1,000	5,000	-,849	-5,349	2,078	6,544
Trust4	1,000	5,000	-,464	-2,922	,688	2,166
Trust5	1,000	5,000	-,431	-2,715	,264	,831
SosFac1	1,000	5,000	-,721	-4,539	,714	2,248
SosFac2	2,000	5,000	-,457	-2,876	,008	,026
SosFac3	1,000	5,000	-,592	-3,727	-,184	-,580
SosFac4	1,000	5,000	-,505	-3,181	-,115	-,363
SosFac5	1,000	5,000	-,631	-3,975	-,015	-,046
Multivariate					135,329	**25,468**

Source: Primary Data (2021)

Table 5 shows the outputs of the univariate normality assessment, and most of the data are normally distributed. While the multivariate value is 25,468, this value is far above 2.56, so the data does not meet the criteria for multivariate data normality.

As data do not meet the assumption of normality, the following procedure was to re-examine data using the maximum likelihood bootstrap technique with Bollen Stine estimation (Ferawati, 2010). The bootstrap method can be an alternative for Structural Equation Modelling (SEM) to overcome multivariate non-normal data. The bootstrap method does not have to meet a multivariate normal assumption as in the ML method. If the Bollen-Stine p-value is less than 0.05 (p<0.05), the model will be invalid or have to modify model to continue the research.

Table 4. Maximum Likelihood Bootstrap Result Initial

Bollen-Stine Bootstrap (Default Model)
The model fit better in 238 bootstrap samples.
It fit about equally well in 0 bootstrap samples.
It fit worse or failed to fit in 0 bootstrap samples.
Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = ,004

Source: Primary Data (2021)

Based on Table 6 above, after the bootstrapping procedure, the results of the Bollen-Stine bootstrap probability are 0.004. This value is significant at the significant level (α) 0.05, so this research model is rejected. Based on the result, this research model must be modified to continue the research with the modified model and discard outlier data whose details were explained in the outlier test. A detailed explanation of the model modification was described in the Modification Index in the following discussion.

Table 5. Maximum Likelihood Bootstrap Result Modified

Bollen-Stine Bootstrap (Default Model)
The model fit better in 169 bootstrap samples.
It fit about equally well in 0 bootstrap samples.
It fit worse or failed to fit in 58 bootstrap samples.
Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = ,259

Source: Primary Data (2021)

Table 7 shows bootstrapping analysis modified because it previously did not meet the requirements to continue the research. This bootstrapping analysis shows the results of the Bollen-Stine bootstrap probability = 0.301, and this value is not significant at a significant level α 0.05 so that this research model is accepted. Based on these results, this research model is still feasible to test all research hypotheses.

Outliers have unique characteristics, look different from other observational data and appear in extreme forms, either univariate or multivariate (Ghozali, 2014). Based on Ferdinand (2006), a multivariate outliers test was identified using the Mahalanobis distance criterion at the level of $p < 0.001$. The way to determine the occurrence of multivariate outliers is to use the statistic d^2 (Mahalanobis Distance) and compare it with the value of χ^2 (Chi-Square) with an error rate of $p < 0.001$, df as many as the variables analyzed. In this study, the items used were 28 questions, so the CHIINV (χ^2) value obtained from Microsoft Excel 2016 was 56,89229. The following are the results of outlier tests performed on IBM AMOS 22.0 software.

Table 6. Outlier Test Result

Observation number	Mahalanobis d-squared	p1	p2
8	89,978	,000	,000
6	80,996	,000	,000
130	75,655	,000	,000
123	72,471	,000	,000
38	71,536	,000	,000
125	68,265	,000	,000
37	65,292	,000	,000
17	61,892	,000	,000
4	61,753	,000	,000
42	60,957	,000	,000
41	60,734	,000	,000
186	54,584	,002	,000
33	53,075	,003	,000
61	53,013	,003	,000
121	51,936	,004	,000

Source: Primary Data (2021)

Based on Table 8, the results of the outlier test found eleven data that were outliers, namely observation data numbers 8, 6, 130, 123, 38, 125, 37, 17, 4, 42, and 41, which had Mahalanobis Distance values $d^2 > {}^2$ (56,89229). So further analysis excluded the data, and the study analyzed 227 respondents

After screening processes, data were further analyzed by Confirmatory Factor Analysis (CFA) to test the degree to which the measured variable represents a construct. In Structural Equation Modeling, CFA provides information to determine modifications to overcome problems or improve the theory measurement of the proposed model (Hair et al., 2014). Several measures of model fit include Chi-square/Degree of Freedom (CMIN/DF), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), Goodness of Fit Index (GFI), Standardized Root Mean Residual (SRMR), and Root Mean Square of Error Approximation (RMSEA) (Hair et al., 2014).

Table 7. Model Fit Initial

Fit Indices	Cut-Off Value	Results	Description
CMIN/DF	≤2.0	1.611	Fit
TLI	≥0.90<1	0.890	Marginal Fit
CFI	≥0.90<1	0.909	Fit
GFI	≥0.90<1	0.863	Marginal Fit
SRMR	≤0.08	0.056	Fit
RMSEA	≤0.08	0.052	Fit

Source: Primary Data (2021)

Figure 1 shows the Confirmatory Factor Analysis for the initial model—the fit index values in Table 9 indicate a good overall model fit. The value of CMIN/ DF has a good value of 1.611, which is below the desired limit value. The SRMR and RMSEA values showed a satisfactory fit with 0.056 and 0.052 as an absolute fit index and fit index measures, respectively. The TLI and GFI results show marginal fit with 0.890 and 0.863, slightly below the cut-off values, while the CFI value has a good fit index (0.909). To improve the fit of the measurement model, require the procedure to covariate the items using the output of the modified index to improve the results of the model fit.

Figure 1. CFA Model Initial
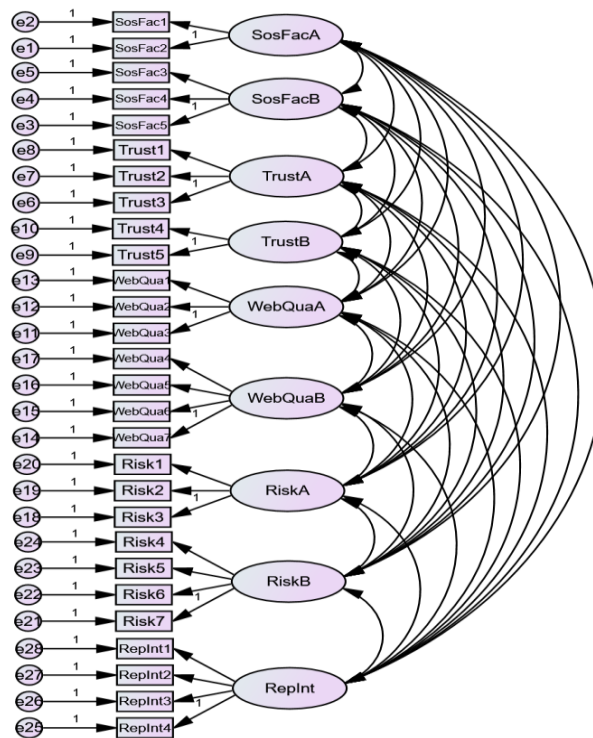
Source: Primary Data (2021)

Table 8. Modification Indicates

			M.I.
e23	<-->	e24	29,890
e15	<-->	e17	5,542
e14	<-->	e15	28,146
e13	<-->	e14	5,534
e12	<-->	e17	7,921
e8	<-->	e9	4,774
e6	<-->	e7	4,415
e2	<-->	e4	6,145

Source: Primary Data (2021)

Based on Table 10, the modified Confirmatory Factor Analysis model was shown in Figure 2 below.

Table 9. Model Fit Modified

Fit Indices	Cut-Off Value	Results	Description
CMIN/DF	≤2.0	1.227	Fit
TLI	≥0.90<1	0.959	Fit
CFI	≥0.90<1	0.967	Fit
GFI	≥0.90<1	0.902	Fit
SRMR	≤0.08	0.048	Fit
RMSEA	≤0.08	0.032	Fit

Source: Primary Data (2021)

Figure 2. CFA Model Modified
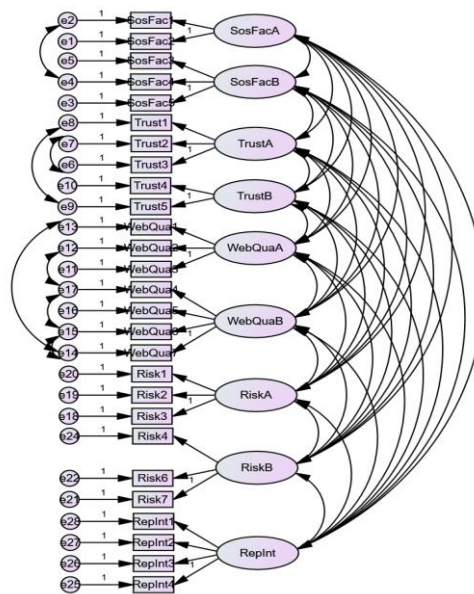
Source: Primary Data (2021)

After some modifications have been made, it can be seen from Table 11 that all values have met the criteria for model fit. The value of χ²/df has a good value of 1.227. This value increased from 1.661 to 1.227 after modification. The TLI, CFI, and GFI values from the previous 0.890, 0.909, and 0.863 significantly increased to 0.959, 0.967, and 0.902. Each value shows the desired results for the model fit index. SRMR and RMSEA show satisfactory values with 0.048 and 0.032, where these results met the goodness of fit index criteria. As a result of the modification, the measurement model has achieved a good model fit for all its index categories. Furthermore, hypothesis testing can be done using a modified model.

SEM Causal Model

SEM Causal Model analysis was conducted to test all hypotheses. The results of data processing for SEM analysis can be seen in Figure 3.

Figure 3. SEM Causal Model
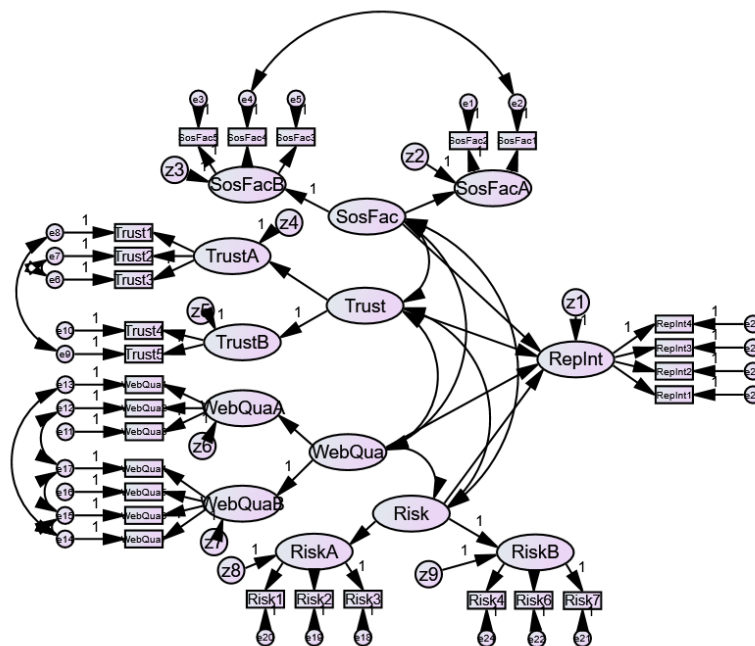
Source: Primary Data (2021)

Table 10. Model Fit for Causal Model

Fit Indices	Cut-Off Value	Results	Description
CMIN/DF	≤2.0	1.352	Fit
TLI	≥0.90<1	0.936	Fit
CFI	≥0.90<1	0.946	Fit
GFI	≥0.90<1	0.882	Marginal Fit
SRMR	≤0.08	0.059	Fit
RMSEA	≤0.08	0.039	Fit

Source: Primary Data (2021)

Before testing the hypothesis, another model fit assessment should be carried out to ensure the overall fit of the Causal Model, as presented in Table 12. The value of CMIN/ DF has a good value of 1.352, which is below the desired limit value. The SRMR and RMSEA values showed a satisfactory fit with 0.059 and 0.039 as an absolute fit index and fit index measures, respectively. The TLI and CFI indicate the value of 0.936 and 0.946, showing the desired model fit of the Causal Model. The GFI results show marginal fit 0.882, which is slightly below the cut-off values. It is essential to know that the model has a substantial sample and measurement items. Therefore, strict standards on the goodness of fit model are difficult to achieve (Hair et al., 2014). Thus, the researcher assumes that the SEM Causal Model has achieved a good overall model fit.

Table 11. Result of Hypotheses Testing

Hypothesis				C.R.	P	Result
H$_1$	RepInt	<---	SosFac	0,933	0,351	Rejected
H$_2$	RepInt	<---	Trust	1,436	0,151	Rejected
H$_3$	RepInt	<---	WebQua	0,110	0,912	Rejected
H$_4$	RepInt	<---	Risk	2,497	0,013	Accepted

Source: Primary Data (2021)

The hypothesis testing criteria refer to the C.R value and p-value, where if the C.R value is > 1.96 and the p-value is < 0.05, then the Independent variable (exogenous) affects the dependent variable (endogenous) (Ghozali, 2014). Based on Table 13, three of the four hypotheses were rejected, and only hypothesis 4 was accepted.

1. H$_1$: *Social factors* affect the *repurchase intention* in e-commerce
   Based on Table 13, the effect between *social factors* and *repurchase intention* has a C.R value of 0.933 and a p-value of 0.351. The criteria that must be achieved are the C.R value > 1.96 and the p-value < 0.05, the result indicates that *social factor* does not significantly impact *Repurchase Intention*. Therefore, Hypothesis 1 was rejected.
2. H$_2$: *Trust* affects the *repurchase intention* in e-commerce
   Based on Table 13, the effect between *trust* and *repurchase intention* has a C.R value of 1.436 and a p-value of 0.151. The criteria that must be achieved are the C.R value > 1.96 and the p-value < 0.05, the result indicates that *trust* has no significant effect on *repurchase intention*. Therefore, Hypothesis 2 was rejected.
3. H$_3$: *Website quality* affects the *repurchase intention* in e-commerce
   Based on Table 13, the effect between *website quality* and *repurchase intention* has a C.R value of 0.110 and a p-value of 0.912. The criteria that must be achieved are the C.R value> 1.96 and the p-value <0.05, the result indicates that *website quality* has no significant effect on *repurchase intention*. Therefore, Hypothesis 3 was rejected.
4. H$_4$: *Perceived risk* affects the *repurchase intention* in e-commerce
   Based on Table 13, the effect between *perceived risk* and *repurchase intention* has a C.R value of 2.497 and a p-value of 0.013. The criteria that must be achieved are the C.R value > 1.96 and the p-value <0.05, the result indicates that *perceived risk* has a significant impact on *repurchase intention*. Therefore, Hypothesis 4 was accepted.

Discussion

Social Factors* do not affect *Repurchase Intention.

The social factor is divided into two aspects: Informational Support and Community Commitment. Informational support can be expressed in advice, recommendations, or experience when using a product. Informational support can help others to make decisions. Meanwhile, community commitment refers to a platform that enables individuals to share their product purchases and consumption experience. Suppose individuals find an online community with the same interests as theirs, and they can appreciate recommendations or opinions valued by other people. In that case, it will create a sense of ownership. However, repurchase intention in e-commerce is not influenced by other people's recommendations or experience in using the product. Respondents tend to have their perceptions of buying a product rather than looking at suggestions from others. Respondents use e-commerce Shopee only to meet their needs or desires, not because they feel as a part of the community that makes them purchases at e-commerce Shopee. In addition, if they are interested in seeing a product, then that opinion will influence their decision to buy a product. The results of this study do not support the results of research from Cetină et al.(2012), Lal (2017), Liang et al. (2011), where social factors influence repurchase intentions in e-commerce.

Trust* does not affect *Repurchase Intention.

Trust is defined into two aspects, namely trust toward members and trust toward the community. Trust toward members can determine how members interact and are willing to support each other if a problem arises when someone wants to make a decision. At the same time, trust toward the community is assessed for providers of online e-commerce platforms, particularly its ability to meet the expectations of individuals from the online community. However, hypothesis H_2 is rejected. The rejection can be due to acceptable performance shown by e-commerce Shopee, which Shopee e-commerce users considered the performance unsatisfactory. Sometimes other people's comments or suggestions can cause ambiguity, which also applies to comments in the social commerce community. This incident occurs because of the many fake comments or paid reviews by fake customers. The results of this study do not support the results of research from Chen & Shen (2015), M. J. Kim et al. (2011), Lal (2017), wherein previous studies; was shown that trust influenced repurchase intentions in e-commerce.

Website Quality* does not affect *Repurchase Intention

The role of ease of navigation and service quality highly affects the website quality of an e-commerce platform (Lal, 2017). The ability to navigate all features enables users to collect various information easily and finally achieve their goals. The quality of service can be evaluated by how quickly customer care responds to issues experienced by customers when dealing with online shopping. However, hypothesis H_3 is rejected. The rejection can happen because the functions provided by e-commerce Shopee to get information accurately and quickly are considered unsatisfactory. This situation causes users to not promptly get information according to the needs or desires of each user. Moreover, the speed level of answering problems by customer care submitted by customers is considered unsatisfactory. The results of this study do not support the results of research from Lal (2017), Liang et al. (2011), Ye et al. (2016), wherein previous studies; it was shown that website quality influenced repurchase intentions in e-commerce.

Perceived Risk* does affect *Repurchase Intention

The fourth hypothesis predicts the influence of perceived risk on repurchase intention. The result indicates that hypothesis H_4 is accepted. The importance of Financial Risk and Informational Risk in e-commerce refers to individual consumer perceptions of security both for online transactions and financial information or personal information when conducting transactions in e-commerce. Two categories of risk associated with online purchases are financial security (concerns about providing financial information) and non-financial security (related to the disclosure of personal data). From the consumer's point of view, safety control is a quality of service that guarantees "*freedom from danger, risk, and doubt*" (Ray et al., 2011). Therefore, e-commerce parties need to improve their security so that consumers can think that shopping at e-commerce is very safe. The results of this study support the results of research from Fortes & Rita (2016); Li et al. (2011); Mandilas et al. (2013), wherein previous studies, it was shown that perceived risk influenced repurchase intentions in e-commerce.

Conclusion

The findings in the current study show that three of the four hypotheses are rejected. The social factor, trust, and website quality do not significantly impact customers' repurchase intentions in Shopee e-commerce platform. Only hypothesis H_4 was accepted that perceived risk affects repurchase intention in Shopee e-commerce platform. The acceptance shows that although e-commerce has existed for a long time, risk factors become critical factors and always embed in consumer decision-making for shopping online.

The results of the current study have practical implications. The present study results are expected to provide an insight for e-commerce developers, especially Shopee, in determining policies and strategies to develop their e-commerce platform. In particular, developers can improve their e-commerce security services and secure financial and personal information when users conduct online transactions. It is undeniable that the public's perception of risk embeds shopping online. By improving its security services, it is expected that users will be more comfortable and feel safe when shopping online on their website.

This study has several limitations, as follows. First, the respondents in this study, in terms of location, are still very broad because they target the community in Indonesia. Future research may target the respondent's site specifically in a particular area to explain this phenomenon in a specific location.

Second, when evaluating the structural model fit, one indicator does not meet the good fit criteria: the GFI (Goodness of Fit Index) with the marginal fit result. Therefore, in the future other scholars can modify the measurement items that result in better model fit.

Finally, the current study shows that social factors, trust, and website quality do not significantly affect repurchase intentions in e-commerce platforms. Based on these results, other scholars who want to use the same construct can consider or modify measurement items from the same construct to correspond with theoretical support. This research is expected to enrich insights in the studies of e-commerce. The results of this study can be a reference for other scholars who investigate the predictors of purchase intention in the e-commerce platform. Expand the results of this study with the same topic or validate the differences found between other studies with the same issue.

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