

The Influence of Online Shopping Experiences and Trust on Repurchase Interest in TikTok Shop

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The Influence of Online Shopping Experiences and Trust on Repurchase Interest in TikTok Shop (Case Study of Students State Polytechnic Bengkalis)

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Abstract. This research aims to determine the influence of online shopping experiences and trust on repurchase intention at TikTok Shop. The sample objects in this research are consumers who have made at least 3 purchases on the TikTok Shop application. There were 28 consumers who made purchases 3 times, 5 people made 4 purchases, and 67 people made frequent purchases at the TikTok Shop. This study uses a Quantitative Method using non-probability sampling method with purposive sampling. The sample in this study was 100 respondents, processing data using the SPSS 26 application with multiple linear regression analysis testing which included validity test, reliability test, Ttest, Ftest and the coefficient of determination (R^2). The research results show that: Hypothesis 1) online shopping experience has a positive and significant effect on repurchase interest at TikTok Shop, hypothesis 2) trust has a positive and significant effect on repurchase interest at TikTok Shop, hypothesis 3) Trust and Online shopping experience have a positive and significant effect on online repurchase interests the determinant coefficient (R^2) is 0.156. This means that the variables of online shopping experience and trust influence repurchase interest at TikTok Shop by 15.6%, while the remainder or 84.4% is influenced by other variables not examined in this research.

Keywords: Online Shopping Experience, Trust, and Purchase Interest.

1. INTRODUCTION

The Development of technology that is increasingly advanced today, there are many uses of the internet that cannot be separated in everyday life because it can help users in various ways, one of which is online shopping or online shops which are currently mushrooming and trending among virtual world connoisseur. In Indonesia, many have implemented an online shopping system, including Market Place TikTok. Online shopping or online shopping via the internet, is a process of purchasing goods or services via the internet. This is evidenced by the continued increase in the number of internet users in Indonesia.

In the past, when we wanted to buy a product or item, we had to meet with the seller of the product, between the buyer and the seller had to be face-to-face until there was an agreement between the seller and the buyer or what is often referred to as a transaction. The reach between buyers and sellers is also very limited, but now with the advancement of the times and increasingly sophisticated technology, especially the internet, all limitations of time, distance and cost can be easily overcome.

According to Rismawati (2020) Based on the latest report Hootsuite (We Are Social), which is an online media service site that is connected to various social networking sites and in 2020 states that there are 175.4 million internet users in Indonesia. Compared to the previous year, there was an increase of 17% or 25 million internet users in Indonesia. Based on Indonesia's total population of 272.1 million, it means that 64% and half of Indonesia's population has experienced access to cyberspace.

The increasing number of internet users in Indonesia makes this a very good market for industry perpetrator e-commerce, so it is not surprising that many have popping up e-commerce such as shopee, lazada, tokopedia, Bukalapak, and many others. With so many online stores, it will be easier for consumers to make purchases. Consumers no longer need to go to the store, they just need to visit the site and choose what items they want and that too they can do it anywhere. There is a shop online that aims to increase consumer buying interest in buying an item, with the current very sophisticated digital era it will be an attraction for consumers to buy a product in an online store. The competition is quite tight Among these online service providers such as the TikTok Shop should modify some how to compete with e-commerce others, because the TikTok Shop can categorized as a newcomer at this level of business.

TikTok is a platform of a short -creative music video of music, which was launched by the Chinese Bytedance company on September 20, 2016. TikTok application users can share creative entertainment videos with The music they like as a background music. They make entertainment videos with creative and share it according to their want. This is a social media video platform short entertainment, especially for video lysing and dance for all ages, but on The basis is a short creative video community which focuses on children Youth/Young (Li et al., 2021). Bydance buy musical.ly shares worth \$ 1 billion on November 2017, this added 80 Most of the users are mostly in the US and combine it with TikTok in the year 2018. With more than 300 million downloads on 2019, and more than 400 million downloads on 2020. TikTok is the most popular application and the most downloaded all over Good World Using Android Applications as well as the Apple Store application (Iqbal, 2021). TikTok with a unique application character, which allows users to consuming content in a short time, This platform has been widely used only for entertainment videos, but also Adapted for marketing and online business. Because of his ability to host videos short and direct streaming, video content especially advertisements broadcast easily to Most of TikTok users. Development of short video applications applications Tiktok in 2021 in Indonesia experienced rapid increase, namely TikTok Shop features the latest from the TikTok application that is currently trending since March 2021. This feature attract the attention of the user and make a big business

THE INFLUENCE OF ONLINE SHOPPING EXPERIENCES AND TRUST ON REPURCHASE INTEREST IN TIKTOK SHOP (CASE STUDY OF STUDENTS STATE POLYTECHNIC BENGKALIS)

opportunity for businessmen. In the Shopping 10.10 program at Indonesia, TikTok Shop managed to record Increased sales of more than 150 percent (TikTok Shop, social media application that makes Business is increasingly cuan, 2021). Rapid increase short creative entertainment video user volume Increase the marketing value of the TikTok Shop massively. That allows the economy of business actors was developed to the peak. Therefore, TikTok Shop provides various types of products offered. Product diversity offered by TikTok Shop has various Categories include mobile phones, bicycles, tablets, Gadget accessories, computers, laptops, Printer/scanner, data storage media, Women's Fashion, Men's Fashion, Accessories Fashion, skincare, beauty products, equipment Electronics, Audio and Video, Equipment Household, baby gear, until with books or musical instruments and others. With various products offered, TikTok Shop aims to create interest in buying consumers.

Interest is a high tendency of the heart against something that arises because needs, which are felt or not felt or the desire of exclusive things. Interest in Re-Buying Consumers are a behavior consumers, where consumers have hope in buying or choosing a product, based on experience in determine, use, as well as consume or even want a product (Kotler et al., 2008). Interest in buying Repeat arises due to several factors, one factors that can affect the emergence Minal re-buy is consumer trust.

According to Pavlou and Gefen in the study Baskara and Haryadi (2014), trust is Fundamental basis to determine whether ecommerce will succeed or fail in the period front. E-commerce business must build high level of trust with potential customers to attract them to visit and transact on the site Their web. In making a purchase online, the most important thing to note is the reputation of online stores in TikTok, and whether it can be trusted or not, that is can be determined by looking at the testimonial customer. Consumers hope for money They will not just disappear but will be returned in product form requested and in accordance with what has been shown and declared seller.

Not just a factor of trust that can be affect buying interest online, sometimes previous consumer experience also affects the interest of buying online because the previous experience will be very affect future behavior. Customer Assess their online purchase experience based on their perception of information product, payment method, provisions delivery, service provided, risk, privacy, security, personalization, attraction visual, navigation, entertainment, and pleasure (Izogo and Jaywardhena, 2018).

Based on the problems above, the authors are interested in conducting research so that they can find out the effect of trust on online repurchase intentions among Bengkalis State Polytechnic students class of 2020. Through research entitled "The Effect of Online Shopping

Experience and Trust on Repurchase Intention at the TikTok Shop (Case Study of Students State Polytechnic Bengkalis)".

2. THEORETICAL STUDIES

In the research journal Mardiah and Hamdi (2020), with the topic The Influence Of Trust Shopping Orientation, and Purchase Experience Against Interest in Repurchasing Online. Obtained research results show that shopping orientation, online trust and buying experience have a positive effect and significant effect on consumer repurchase interest online.

Based on previous conducted research by (Ardianto et al., 2020), with the topic The Effect of Trust and Product Reviews on Emina's Repurchase Interest at the Shopee Official Store in Surabaya City. The results of this study indicate that the trust variable has a positive and significant influence on Emina's repurchase interest at the Shopee Official Store in Surabaya City. Meanwhile, the product review variable did not have a positive effect on Emina's repurchase intention at the Shopee Official Store in Surabaya City.

Based on research conducted by Zuhdi, et al., (2023), with the topic The Effect of Trust and Online Purchasing Experience Towards Purchase Interest in E-Commerce Shopee. The results of this study indicate that partially there is an influence of the variable Trust on Buying Interest in E-Commerce Shopee and there is an Effect of Online Purchasing Experience on Buying Interest in E-Commerce Shopee. Online Purchase Experience on Buying Interest in E-Commerce Shopee. Simultaneously there is an influence of the Trust variable and Online Purchasing Experience on Buying Interest in E-Commerce Shopee.

Previous research conducted by (Yanti et al., 2023), with the title The Effect of Online Shopping Experience and Trust on Repurchase Interest in the TikTok Shop Application. The results showed that online shopping experience had a significant positive effect on repurchase intention with a sig value of $0.001 < 0.05$, while the trust variable had no significant effect on repurchase intention with a sig value of $0.076 > 0.05$. Simultaneously, online shopping experience and trust affect repurchase intention with a sig value of $0.001 < 0.05$. It is important for Tiktok Shop managers to maintain consumer confidence in order to increase consumer surplus every year.

Furthermore, previous internasional research, conducted by (Ananda et al., 2021), with the title The Influence Of Product Quality On Repurchase Interest in Nature Republic. The result it shows that partially there is an influence for the Product Quality variable on Repurchase Interest. Product Quality partially has a significant influence on repurchase interest, this is in accordance with the t-count, $15.446 (t_0) > 1.658 (t_\alpha)$. The conclusion of this

research is variable Product Quality has an influence on the Repurchase Interest variable by 70.9% and the remaining 29.1% is influenced by other variables not examined in this study.

Previous research, conducted by R. Putra and R. Prasetyawati (2021), with the title The Effect of Green Product on Consumer Repurchase Interest Through Green Advertising (Study of Starbucks Consumers). The results of the study show that Green Product has a positive effect on repurchase intention mediated by Green Advertising on Instagram @starbucksindonesia. Starbucks must continue maintaining Green Products that are carried and supported to continue to innovate in producing quality and environmentally friendly products, also supported by advertisements that attract consumers through potential media, such as Instagram.

From the results of research that has been done Previously, there was not much research that conduct related online shopping with objects TikTok Shop, the authors are interested in researching online shopping experiences with the TikTok Shop object. TikTok Shop itself is a new feature of the TikTok application which where the application is an entertainment application and is growing in the world of e-commerce in 2021 to date. TikTok Shop growing rapidly and has interest and online shopping experience in the application quite well.

Repurchase Interest

Repurchase interest is a customer decision to buy a product more than once, which is accompanied by elements that influence it, particularly knowledge about the things they will purchase. impacting it, particularly in terms of product information (Mardiah and Hamdi, 2020).

According to Ferdinand in Zuhdi, et al., (2023), Purchase Interest Buy interest can be identified through the following indicators:

- a. Transactional interest, i.e. a person's proclivity to purchase a product.
- b. Referential interest, or the proclivity for someone to recommend the product to others.
- c. Preferential interest, which defines the conduct of a person who has a strong preference for the product. This preference can only be altered if anything happens to the product of his or her choice.
- d. Explorative interest characterizes the conduct of someone who is always looking for knowledge about the product he is interested in and seeks information to support the product's favorable features. Support the product's favorable features.

Shopping Experience

According to (Ling et al., 2010) experience will greatly influence future shopping behavior. In context of online shopping, consumers will evaluate the online purchase experience in terms of perceptions regarding product information, forms of payment, delivery, services offered, risks involved, privacy, security, personalization, visual appeal, navigation, entertainment and fun.

According to Schmitt and Rogers in (Zuhdi, et al., 2023), the determinants of experience in question consists of five indicators namely:

- a. Sense, is an attempt to create experiences related to the five senses through sight, sound, touch, taste and smell.
- b. Feel, is a strategy to influence the brand to consumers through communication (advertising), product (packaging and content), product identity (co-branding), environment, website, people who offer the brand.(co-branding), environment, website, people who offer products.
- c. Think (Creative Konigtif Experience), which aims to encourage consumers so that they are interested and think creatively so that it can result in re-evaluation of the company and brand.
- d. Act (Physical Experience or Lifestyle), in the form of lifestyle experiences that can be applied by using ongoing trends ongoing or trends encourage the creation of a new culture.
- e. Relate (Social Identity Experience), is a combination of the previous four aspects previous four aspects and emphasizes on the creation of positive perception

Consumer Trust

Trust is a long-term relationship between seller and buyer that will determine the success or failure in the company's business (Zuhi, et al., 2023). According to (Ling et al., 2010) in (Zuhdi, et al., 2023) the dimensions of Trust includes security, privacy, and reliability. These three indicators can be explained as follows:

- a. Security is defined as the extent to which customers believe that online buying and selling is safe for them to send sensitive information to business transactions. Security plays an important role in influencing attitudes and purchase intention because it is considered to have a risk of transmitting information such as credit card numbers and others.

- b. Privacy is defined as safeguarding all consumer behavior during transactions which then relates to the performance of E-Commerce.
- c. Reliability of the company can affect consumer trust. In a web-shopping environment most consumers assume that large companies have a better ability better ability to increase their online trust. It is also proposes that a company with a positive reputation that increases consumer trust.

3. RESEARCH METHODS

Types of the Data

The type of data used is quantitative data. This quantitative method has the goal of explaining existing phenomena or symptoms by using numerical data as the main component of the analysis (Sugiyono, 2017).

Population

The population in this study were Bengkalis State Polytechnic students class of 2020 who had shopped online.

Sample

Determining the number of samples that the researchers will use in this study is determined using the Cochran formula as follows, with a large and unknown population size (Sugiyono, 2020).

Here is the formula:

$$n = \frac{z^2 p \cdot q}{e^2}$$

Information:

n = specified sample

z = 5% deviation in the normal curve with a value of 1.96

p = 50% chance of being correct = 0.05

q = 50% chance of being wrong = 0.05

e = margin of error 10%

$$n = \frac{z^2 p \cdot q}{e^2}$$

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,10)^2}$$

$n = 96,04 = 97$ (rounded up to 100 people)

Based on the results of calculations from the formula, it is known that the number of samples is 97 respondents, but to avoid errors, they are rounded up to 100 respondents.

Sampling Technique

In this study, the researcher used a non-probability sampling technique. According to Sugiyono (2016), non probability Sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as samples. This technique or sample includes, systematic sampling, quota, accidental, purposive, saturated, snowball. In this study, researchers used purposive sampling technique.

Data Collection Technique

Collection techniques are the methods used to obtain data and information needed in research, while the data collection technique used in this study is a questionnaire, statistical data, interview, and observation.

Data Processing Technique

After we get the data we collect from the results of the questionnaire (questionnaire), the data is still in the form of raw data. And data processing techniques researchers use IBM SPSS Statistics 26 which is then entered and processed to obtain accurate data and results.

Data Analysis Method

In this research, the writer or researcher uses descriptive statistical data analysis method. According to Sugiyono (2018), descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations.

Research Hypothesis

In this study, researchers used an associative hypothesis. The associative hypothesis in Sugiyono (2018), is a temporary answer to the formulation of associative problems, namely

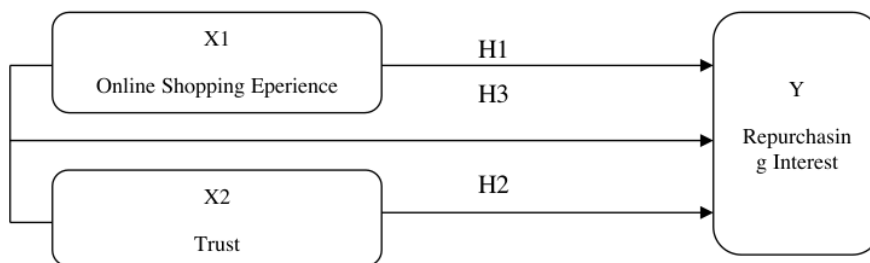
THE INFLUENCE OF ONLINE SHOPPING EXPERIENCES AND TRUST ON REPURCHASE INTEREST IN TIKTOK SHOP (CASE STUDY OF STUDENTS STATE POLYTECHNIC BENGKALIS)

asking about the relationship between two or more variables. There is also a hypothesis in this study is as follows:

- H1** : Online shopping experience has a positive and significant effect on online repurchase interest
- H2** : Trust has a positive and significant effect on repurchase interest
- H3** : Trust and Online shopping experience have a positive and significant effect on online repurchase interests

Research Model

Model According to Sugiyono (2013), in associative research there are at least two connected variables. There are three forms of relationship between variables: symmetrical, causal and interactive or reciprocal. The research model used by the researcher is a causal model, namely a causal relationship, if X then Y. The following Figure 3.1 is a form of research model.



Operational Variable

According to Indrawati (2015), operational variables are a process of reducing the variables contained in a research problem into the smallest parts so that its size classification can be identified, making it easier to obtain the data needed for the assessors of the study problem. Operational variables in this study are as follows

Table 1. Operational Variable

Variable	Concept Definition	Indicator	Scale
Online Shopping Experience X1	According to Zuhdi, et al., (2023) Online Purchase Experience is an important aspect of buying and selling in E-Commerce. If customers have a negative experience when utilizing E-Commerce, it will affect their purchase interest.	According to (Schmitt and Rogers, 2008) in (Zuhdi, et al., 2023) 1. Sense (Sense Experience) 2. Feel 3. Think (Creative Cognitive Experience) 4. Act (Physical Experience or Lifestyle) 5. Relate (Experience of Social Identity)	Five point Likert Scale (1-5)
Trust X2	According to Zuhdi, et al., (2023) Trust is a long-term relationship between seller and buyer that will determine the success or failure in the company's business.	According to Ling et al., (2010) in (Zuhdi, et al., 2023) 1. Security 2. Privacy 3. Reliability	Five point Likert Scale (1-5)
Repurchasing Interest Y	According Mardiah and Hamdi (2020) Repurchase interest is a consumer decision to buy a product more than once where this decision is also accompanied by factors that influence it, especially about the information about the product they will get. information about the product they will get.	According to Ferdinand (2014)) in (Zuhdi, et al., 2023) 1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest	Five point Likert Scale (1-5)

Source: Data Processed, 2023

4. RESULTS AND DISCUSSION

Result of Validity and Reliability Test

Validity Test

Based on the results of the validity test, it is known that each item in each variable has a calculated r value that is greater than the table r (0.195). Therefore it can be concluded that the research instrument has been declared valid and can be used in research.

Table 2. Validity Test Result

Variable	Item	R count	R table	Conclusion
Online Shopping Experience	X1.1	0,814	0,195	Valid
	X1.2	0,833	0,195	Valid
	X1.3	0,744	0,195	Valid
	X1.4	0,751	0,195	Valid
	X1.5	0,639	0,195	Valid
Trust	X2.1	0,738	0,195	Valid
	X2.2	0,660	0,195	Valid
	X2.3	0,486	0,195	Valid
	X2.4	0,754	0,195	Valid
	X2.5	0,814	0,195	Valid
	X2.6	0,750	0,195	Valid
	X2.7	0,783	0,195	Valid
	X2.8	0,748	0,195	Valid
	X2.9	0,721	0,195	Valid
	X2.10	0,796	0,195	Valid
	X2.11	0,762	0,195	Valid
RepurchaseInterest	Y.1	0,841	0,195	Valid
	Y.2	0,886	0,195	Valid
	Y.3	0,900	0,195	Valid
	Y.4	0,870	0,195	Valid

Source : Processed Data 2023 of SPSS 26

Reliability Test

Based on the results of the reliability test, it can be seen that each variable of the research instrument managed to get a Cronbach's Alpha value above 0.6. Therefore it can be said that the questionnaire used in the study is reliable.

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Information
Online Shopping Experience	0,811	Reliable
Trust	0,910	Reliable
Repurchase Interest	0,897	Reliable

Source : Processed Data 2023 of SPSS 26

Result Classical Assumption Test

Normality Test

The normality test results seen which show a significance value of 0.131 (greater than 0.05) therefore that the data is said to be normally distributed.

Table 4. Normality Test Result

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	2,62966549
Most Extreme Differences	Absolute	0,079
	Positive	0,079
	Negative	-0,056
Test Statistic		0,079
Asymp. Sig. (2-tailed)		,131 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : Processed Data 2023 of SPSS 26

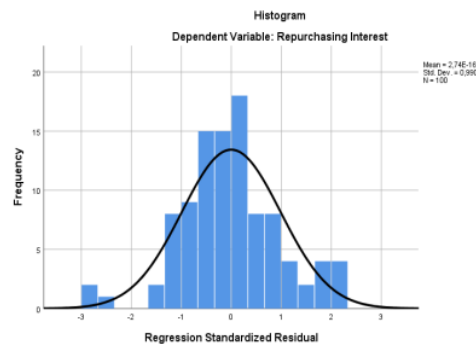


Figure 1. Normality Test Chart

Source: Processed Data 2023 of SPSS 26

Based on the histogram above, the distribution of data is under curves and curves form like bells. This means that the distribution of data is normal, to corroborate the above results, a test is carried out through the P P Plot graph below:

THE INFLUENCE OF ONLINE SHOPPING EXPERIENCES AND TRUST ON REPURCHASE INTEREST IN TIKTOK SHOP (CASE STUDY OF STUDENTS STATE POLYTECHNIC BENGKALIS)

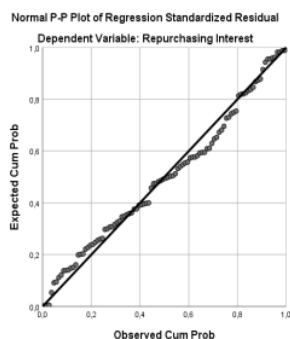


Figure 2. Normality Test Chart

Source: *Processed Data 2023 of SPSS 26*

Based on the test results through the P-P Plot graph above, it can be seen that the points spread straight near the diagonal line, so it can be concluded that the research data is normally distributed. As corroborate the two results above, testing was carried out through the Kolmogorov-Smirnov Test One Sample Test. The normality test is performed by testing the residual unstandardized value (the difference between the predicted value and the actual value) of the regression model using the Kolmogorov-Smirnov One Sample Test. Data is said to be normal if the significance value is greater than 0.05.

Heteroscedastisity Test

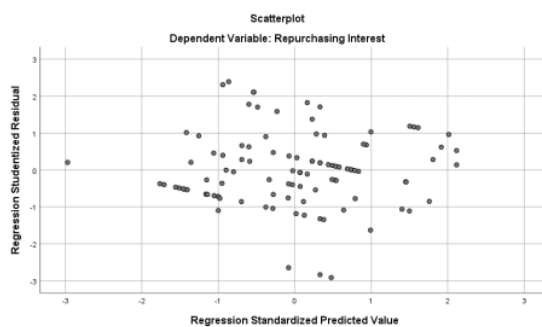


Figure 3. Heteroscedasticity Test Chart

Source: *Processed Data 2023 of SPSS 26*

Table 5. Glejser Test

Model	Coefficients ^a		Standardized Coefficients	T	Sig.
	Unstandardized Coefficients	Std. Error			
	B		Beta		
1 (Constant)	1,698	1,278		1,329	0,187
Online Shopping Experience	0,059	0,053	0,117	1,106	0,271
Trust	-0,022	0,027	-0,087	-0,817	0,416

a. Dependent Variable: Abs_Res

Source: Processed Data 2023 of SPSS 26

Based on the results above, the significance value of each variable is greater than 0.05. Therefore it can be concluded that the research data is feasible and does not experience symptoms of heteroscedasticity.

Autocorrelation Test

Based on Table, it is known that the Durbin-Watson value is 2.131 and the upper limit value of the Durbin Watson table can be explained that the DU value is 1.7152 and DL is 1.6337. And this value can be seen from the Durbin Watson table with $n = 100$ where $k = 2$ is the number of predictor variables. Therefore, DU Based on the provisions of the autocorrelation test decision-making, the Durbin Watson value of 2.131 is greater than the upper limit of the DU value of 1.7152 and the Durbin Watson value of 2.131 is smaller or less than $(4 - DU) 4 - 1.7152 = 2.367$ ($DW > DU$ and $DW < (4 - DU)$). Therefore it can be used that there is no autocorrelation symptom in the regression model in this study.

Table 6. Autocorrelation Test Result

Model	Model Summary ^b				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,416 ^a	0,173	0,156	2,657	2,131

a. Predictors: (Constant), Trust, Online Shopping Experience

b. Dependent Variable: Repurchase Interest

Source : Processed Data 2023 of SPSS 26

THE INFLUENCE OF ONLINE SHOPPING EXPERIENCES AND TRUST ON REPURCHASE INTEREST IN TIKTOK SHOP (CASE STUDY OF STUDENTS STATE POLYTECHNIC BENGKALIS)

8 Multiple Linear Regression Test Result

Table 7. Multiple Linear Regression Test

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerane	VIF
	B	Std. Error	Beta				
1 (Constant)	6,389	1,954		3,270	0,001		
Online Shopping Experience	0,183	0,082	0,217	2,239	0,027	0,906	1,104
Trust	0,124	0,041	0,295	3,039	0,003	0,906	1,104

a. Dependent Variable: Repurchase Interest

Source : Processed Data 2023 of SPSS 26

21 From the table above, the regression equation is obtained as follows:

$$Y = 6.389 + 0.183 X_1 + 0.124 X_2 + e$$

The above formula can be explained as follows:

1. A constant value of 6.389 indicates that if the Online Shopping Experience and Trust is 0, then the Repurchase Interest rate is 6.389.
2. The Online Shopping Experience coefficient value of 0.183 is positive. This can be interpreted that every increase in Online Shopping Experience by 1 time, the Repurchase Interest rate increases by 0.183.
3. The value of the Trust coefficient of 0.124 is positive. This can mean that every increase in Trust by 1 time, the Repurchase Interest rate increases by 0.124.

T Test Result

3 This test can be done by comparing tcount with ttable or by looking at the significance column in each t count.

T Test Result Variable Online Shopping Experience

Table 8. T Test Result Variable Online Shopping Experience

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,980	1,620		6,160	0,000

Online Shopping Experience	0,259	0,081	0,308	3,201	0,002
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a. Dependent Variable: Repurchase Interest

Source : Processed Data 2023 of SPSS 26

It can be seen that the Online Shopping Experience is significant (X_1) $0.002 < 0.05$, and the value of $t_{table} = t(\alpha / 2; nk-1 = t(0.05 / 2; 100-2-1) = (0.025; 97))$ 1.98472 This means that the value of t_{count} is greater than t_{table} ($3.201 > 1.98472$), H_0 is rejected and H_1 is accepted. That the hypothesis which states that there is an influence of Online Shopping Experience on Repurchase Interest is partially accepted.

Table 9. Coefficient Determination Result Variable Online Shopping Experience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,308 ^a	0,095	0,085	2,766

a. Predictors: (Constant), Online Shopping Experience

Source : Processed Data 2023 of SPSS 26

Based on Table, it is known that the coefficient of determination (R Square) of 0.095 is the square of the correlation coefficient. This shows that the Online Shopping Experience variable has an effect on Repurchase Interest by 9.5%. While the remaining 90.5% is explained by other variables.

T Test Result Variable Trust

Table 10. T Test Result Variable Trust

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
1 (Constant)	8,843	1,650		5,360	0,000
Trust	0,152	0,040	0,361	3,838	0,000

a. Dependent Variable: Repurchase Interest

Source : Processed Data 2023 of SPSS 26

Its can be seen that the Trust is significant (X_1) $0.000 < 0.05$, and the value of $t_{table} = t(\alpha / 2; nk-1 = t(0.05 / 2; 100-2-1) = (0.025; 97))$ 1.98472 This means that the value of t_{count} is greater than t_{table} ($3.838 > 1.98472$), therefore H_0 is rejected and H_1 is accepted. Therefore

THE INFLUENCE OF ONLINE SHOPPING EXPERIENCES AND TRUST ON REPURCHASE INTEREST IN TIKTOK SHOP (CASE STUDY OF STUDENTS STATE POLYTECHNIC BENGKALIS)

that the hypothesis which states that there is an influence of Trust on Repurchase Interest is partially accepted.

Table 11. Coefficient Determination Result Variable Trust

20
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,361 ^a	0,131	0,122	2,710

a. Predictors: (Constant), Trust

Source : Processed Data 2023 of SPSS 26

Based on Table, it is known that the coefficient of determination (R Square) of 0.131 is the square of the correlation coefficient. This shows that the Trust variable has an effect on Repurchase Interest by 13.1%. While other factors account for the remaining 86,9%.

F Test Result

Table 12. F Test Result

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	143,591	2	71,796	10,173	,000 ^b
	Residual	684,599	97	7,058		
	Total	828,190	99			

a. Dependent Variable: Repurchase Interest

b. Predictors: (Constant), Trust, Online Shopping Experience

Source : Processed Data 2023 of SPSS 26

Based on the table above the results of Test F above, it can be seen that the Fcount value is 12.428 with a Ftable value of 3.09 so that $F_{count} > F_{table}$ or $12.428 > 3.09$, and the significance value of 0.000 which is smaller than 0.05 which means that Online Shopping Experience and Trust together (simultaneously) have a significant influence on Repurchase Interest.

Coefficient of Determination Test

Table 13. Coefficient Determination Test Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,416 ^a	0,173	0,156	2,657

a. Predictors: (Constant), Trust, Online Shopping Experience

b. Dependent Variable: Repurchase Interest

Source : Processed Data 2023 of SPSS 26

From the test results above, an Adjusted R² value of 0.156 or 15.6% was obtained. This shows that Repurchase Interest can be influenced by 15.6% by independent variables, namely Online Shopping Experience and Trust. While 84.4% of Repurchase Interest is influenced by other variables outside the research model used in this study.

Discussion

The Influence Online Shopping Experience on Repurchase Interest

Based on the results of the study, Online Shopping Experience is significant (X1) 0.002 < 0.05, and the value of $t_{table} = t(\alpha / 2; nk-1 = t(0.05 / 2; 100-2-1) = (0.025; 97))$ 1.98472 This means that the value of t_{count} is greater than t_{table} (3.201 > 1.98472), therefore H₀ is rejected and H₁ is accepted. Therefore that the hypothesis which states that there is an influence of Online Shopping Experience on Repurchase Interest is partially accepted.

As according to Hasniati et al (2021), Online Shop customers will be very dependent on previous experience and from the experience of others because through that experience customers can evaluate products in certain Online stores. Customers who have had a bad experience or in other words have felt disappointed after buying online products will certainly consider re-purchasing at the online store.

The Influence Trust on Repurchase Interest

Based on the results of the study, Trust is significant (X1) 0.002 < 0.05, and the value of $t_{table} = t(\alpha / 2; nk-1 = t(0.05 / 2; 100-2-1) = (0.025; 97))$ 1.98472 This means that the value of t_{count} is greater than t_{table} (3.838 > 1.98472), therefore H₀ is rejected and H₂ is accepted. Therefore that the hypothesis which states that there is an influence of Trust on Repurchase Interest is partially accepted.

Customer trust is a fundamental aspect of consumer confidence in a company or its products, particularly evident in online buying and selling transactions (Hidayat et al., 2020). The online shopping experience heavily relies on trust, encompassing the assurance of privacy and the perceived quality of the offered products. Trust is a crucial element in e-commerce, serving as a key determinant in the interest-making process of online consumers (Putri and Sukawati, 2020). It involves the seller instilling confidence in consumers that their expectations will be met, there by motivating them to engage in and complete online transactions. For a company to establish trust in online transactions, it must not only ensure the credibility of its platform but also prioritize delivering the best possible experience for consumers, making them feel valued (Febriani an Ardani, 2021).

The Influence Online Shopping Experience and Trust on Repurchase Interest

Based on the results of Test F, it can be seen that the F_{count} value is 12.428 with a F_{table} value of 3.09 so that $F_{count} > F_{table}$ or $12.428 > 3.09$, and the significance value of 0.000 which is smaller than 0.05 which means that Online Shopping Experience and Trust together (simultaneously) have a significant influence on Repurchase Interest. Moreover Adjusted R² value of 0.156 or 15.6% was obtained. This shows that Repurchase Interest can be influenced by 15.6% by independent variables, namely Online Shopping Experience and Trust. While 84.4% of Repurchase Interest is influenced by other variables outside the research model used in this study.

Numerous studies, like those by Ellitan and Richard (2022), present findings from research that is pertinent to this subject. shows that there is a significant influence between Online Shopping Attitude on Repurchase Interest. Relevant to that, Febriani and Ardani's (2021) research shows that Online Shopping Attitude affects Repurchase Interests.

5. CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of the analysis and discussion, the following conclusions can be drawn:

1. From the results of variable testing carried out between online shopping experience and trust, it can be seen that online shopping experience has a positive and significant effect on repurchase intention at TikTok Shop. This is evidenced by the T test, namely the T_{count} value is greater than the T_{table} value, namely $(3.201) > (1.98472)$ and a significance value of $0.002 < 0.05$, which means H₁ is accepted and H₀ is rejected.

Therefore the online shopping experience is very influential, the higher the online shopping experience provided and felt by customers, the higher the level of repurchase interest in TikTok Shop.

2. From the test results between the variables of online shopping experience and trust, it can be seen that trust partially has a positive and significant effect on repurchase interest in TikTok Shop. This is evidenced by the T test, namely the T_{count} value is greater than the T_{table} value, namely $(3.838) > (1.98472)$, and the significance value is $0.000 < 0.05$, which means H_2 is accepted and H_0 is rejected. The trust obtained by consumers can increase consumer loyalty. The better the trust that customers get, the higher the level of repurchase interest in TikTok Shop.
3. From the results of simultaneous testing carried out between two independent variables and one dependent variable together, it can be obtained that the online shopping experience and trust simultaneously have a positive and significant effect on repurchase intention. This is evidenced by F_{count} greater than F_{table} , namely $12.428 > 3.09$, and a significant value of $0.000 < 0.05$, which means H_3 is accepted and H_0 is rejected.

Suggestion

Based on the conclusions drawn from the analysis, several research suggestions:

1. E-commerce practitioners should extensively investigate and improve the Online Shopping Experience, as the study discovered a significant impact on Repurchase Interest. Improving website navigation, user interface, and the entire online customer journey has the potential to have a major impact on client retention and repurchase behavior. Furthermore, trust must be prioritized and fostered in online transactions. To develop client loyalty and drive repeat purchases, online businesses may explore applying tactics to augment trust-building components such as transparent policies, secure payment options, and dependable customer service.
2. Consumer behavior researchers should look into the factors that account for the remaining 84.4% of Repurchase Interest that cannot be explained by Online Shopping Experience and Trust. Examining additional variables, such as marketing strategies, product quality, or external conditions, may provide a more comprehensive understanding of the underlying dynamics of client retention. Furthermore, investigating the interaction of multiple elements and their combined influence on

consumer behavior may yield important insights for developing effective approaches to increase customer loyalty in the online retail context.

3. The outcomes of the study highlight the importance of Online Shopping Experience and Trust in influencing Repurchase Interest for policymakers and industry authorities. Policymakers should consider enacting legislation or rules that promote openness, security, and overall positive online purchasing experiences. Furthermore, developing a regulatory framework that encourages trust-building initiatives in the e-commerce industry may improve the online marketplace's long-term survival and success.
4. The study's findings emphasize the importance of continually improving online shopping experiences for digital marketing specialists and e-commerce platform developers in order to increase repurchase interest. Using cutting-edge technology, adopting personalized approaches, and including user feedback mechanisms can all improve the interaction and pleasure of the online purchasing experience. Furthermore, spending resources toward implementing and strengthening trust-building strategies such as customer evaluations, secure payment gateways, and effective communication channels may play an important part in cultivating long-term client relationships. Through trust-building efforts, digital marketers should prioritize the development of campaigns that not only attract new clients but also foster and strengthen connections with existing ones.
5. Academics and scholars in the field of consumer psychology have the opportunity to investigate the complex dynamics between Online Shopping Experience and Trust in order to comprehend their impact on Repurchase Interest. In-depth interviews and focus group studies, for example, can provide a more in-depth understanding of the psychological and emotional factors that drive consumer loyalty in the online world. Furthermore, researching the cultural and contextual variances in the influence of these components may improve our general understanding of consumer behavior in different market situations. Longitudinal studies may also be conducted by researchers to track the changing dynamics of Repurchase Interest over time and uncover moving patterns in the digital ecosystem.

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PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

PAGE 16

PAGE 17

PAGE 18

PAGE 19

PAGE 20

PAGE 21

PAGE 22

PAGE 23
