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The Influence of Online Reviews, Trust, and Risk Perception on Repurchase Intention on Online Shopping Sites

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Abstract: In this technological era, people look for faster, easier, and cheaper information. Consumers will choose online sales media to find information and carry out transactions. The required information is easily accessible and readily available for consumers to obtain. One of the possible sources of such an information can be obtained from online review media or internet sites in online shopping stores. Therefore, this research aimed to reveal the relationship between online reviews and purchase intention, as well as to evaluate the trust and risk perception variables that mediate the relationship between these two variables. This study focused on individuals between the ages of 18 and 50 who frequently use online shopping platforms like Shopee and Tokopedia. A sample size of 335 individuals was chosen through convenience sampling for this study. Data was primarily collected through a questionnaire. Next, the obtained data was analysed using the SEM approach and with the help of the AMOS—24 data processing program. The research results showed trust's important role in mediating the influence of online reviews on repurchase intention. Meanwhile, the relationship between variables involving perceived risk cannot increase the occurrence of repurchase intention. Therefore, online shopping sites still need to increase efforts to strengthen customer incentives in order to provide good online reviews and foster the trust; online shopping sites also need to increase guarantees of the low risk of errors perceived by customers.

Keywords: online reviews, trust, risk perception, repurchase intention

Introduction

As technological advancements continue to evolve, business professionals must embrace and adapt to internet technology. One of the functions of Internet media is to reach consumers without being limited by time and space and to be known by consumers, potential buyers, and business partners in today's business world (Langenwalter, 2020). Companies need to manage online reviews on their website content to get optimal benefits.

Online reviews are the sum of experiences, attitudes, and opinions expressed by consumers, enabling the interactions between consumers who create, publish, and review information before purchasing a product or service online (Ventre & Kolbe, 2020). Online reviews are a form of informal communication between consumers and buyers but are not carried out directly through the interface or electronic media (Sutanto & Aprianingsih, 2016). Ventre and Kolbe (2020) further stated that good online reviews are determined by three elements: quantity, quality, and credibility.

Review quantity refers to the total number of evaluation results or experiences shared by past customers. Many consumers look for information about products and product suppliers by looking at the number of reviews on online shopping site content before making a purchasing decision. As the number of reviews from previous customers increases, consumers find it easier to gauge their interest and make comparisons based on these reviews. Alternatively, when there are only a limited number of reviews, consumers may be reluctant to make a purchase. Meanwhile, the quality of reviews is related to the seriousness of previous customers in making reviews on shopping site content. The form and type of sentences in existing reviews can be used as reference information or as a consideration for consumers when making purchasing decisions. Consumers may disregard reviews that appear to be jokes as they may not provide useful information. The credibility of reviews shows the amount of trust or certainty consumers have in assessing reviews from previous customers. Responses from product suppliers on shopping sites to any questions or statements from last customer reviews will add credibility to online reviews, thereby strengthening the desire in the purchasing process.

Research Problems

Digital marketing changes consumer habits from offline product shopping to online. In offline shopping activities, consumers can directly observe and physically inspect the products. Meanwhile, when shopping online, consumers can only keep limited information provided by online shopping site suppliers, for example, by following images, prices, characteristics, and descriptions of the usage process. Therefore, consumers require reliable and comprehensive sources of information to minimize potential inaccuracies when assessing the quality of purchasing interaction services and product benefits they expect to receive. One of the primary sources of information can be obtained by consumers by observing the interactions of previous buyers and customers on online shopping site reviews. In the context of the development of digital marketing in Indonesia, the requirements for good online reviews, which contain the three elements, as stated by Ventre and Kolbe (2020) above, helps consumers make informed product purchasing decisions more efficiently and accurately.

Meanwhile, regarding company interests, researches involving online review variables can be used by management to improve its online product sales services. Companies can focus on service characteristics that need to be improved, for example, by looking at the ranking indicators of studied online reviews. Therefore, the determination of the research indicators that were used to measure this online review variable was essential in this research. In terms of theoretical development, this process was also helpful in strengthening or otherwise adding to the controversy over the results of researches that has previously been carried out.

Research Focus

Many studies have found that the importance of online reviews influences other factors. Therefore, this research focused on the influence of online reviews on these factors, such as the level of consumer's trust in information about products and companies (Gibreel et al., 2018; Hajli et al., 2017; Ventre & Kolbe, 2020), reducing the perceived risk errors in the purchasing decision process (Ariffin et al., 2018; Mohseni et al., 2018), and even having a positive influence on consumer buying interest through social media and shopping on websites (Rahman et al., 2020; Singh et al., 2017).

This research must be conducted as the proposed research model builds upon previous studies, such as Ventre and Kolbe (2020) and Hajli et al. (2017). The success in modifying the research model from previous research resulted in a more complete model being obtained in the context of research problem-solving.

Research Aim and Research Questions

This research revealed the possible relationship between online reviews, trust, risk perception, and customer repurchase intention. This relationship is in the form of a positive influence of online reviews on trust and repurchase intention, a negative influence of online reviews and trust on risk perception, and a negative influence of risk perception on repurchase intention. In line with this objective, knowledge can be obtained about: (1) if high ratings are obtained from online reviews and consumer trust in online shopping sites, it can reduce low perceptions of personal security risk and consumer transaction uncertainty; (2) if consumer perception of risk is assessed as low, but can lead to increasing the total influence of online reviews and trustworthiness on their repurchase intention.

Literature Review

In this section, a discussion is carried out regarding the variables involved and their relationship in this research.

Purchase Intention

The decision to buy is influenced by the individual's subjective evaluation of a product or service and their perception of its value (Khasanah & Hidayat, 2023; Khoirunnisa & Albari, 2023). Therefore, online buying intention is customer's interest in buying products or services through Internet shops (Ariffin et al., 2018; Nopreza & Sumadi, 2022). In addition, Escobar-Rodríguez and Bonsón-Fernández (2017) define the online purchase intention as a customer's willingness to use internet services, make actual purchases of goods and services, or compare product prices. Meanwhile, Salsabila and Albari (2023) stated that online shopping interest refers to a consumer's inclination to purchase a product from a website after gathering information and feeling confident about the product and their purchasing decision.

Furthermore, if someone has purchased online and feels satisfied with the goods or services, they tend to desire to buy again from the same shop, also called repurchase intention. The repurchase intention is also defined as a customer's evaluation of the seller about the goods or services they sell (Ginting et al., 2023). The repurchase intention is also a form or dimension of loyal buyer behavior towards a company's products and other production results (Hermantoro & Albari, 2022). Apart from that, according to Wijaya et al. (2018), a repeat purchase intention in online transactions is the consumer's tendency to visit a website, considering purchasing products or services from the same online shop, and commit to that online shop.

Among the various existing factors, online purchase intentions can be influenced by online review variables (Mohseni et al., 2018; Rahman et al., 2020), the risk perception variables (Rachbini, 2018), and trust variables (Escobar-Rodríguez & Bonsón-Fernández, 2017; Gibreel et al., 2018; Hajli et al., 2017).

Online Reviews

E-commerce businesses can influence customers' desire to buy online by increasing customer trust and increasing the trust in interactions. This is because the content created by marketers or companies can have a positive influence on the content created by users (Ding et al, 2014). The research results of Ceballos et al. (2016) also show that posts with a wider variety of content and audiences can increase the user's engagement with the brand. One of them is the provision for online reviews. Online reviews are a collection of buyers' expressed experiences, attitudes, and opinions and enable the interaction between sellers and buyers who create, publish, and verify information before purchasing goods or services via the Internet (Ventre & Kolbe, 2020). Members interested in participating in online communication can distribute their information via social media (Kim, 2020).

Customer trust and confidence in online interactions can be enhanced through positive online reviews that are trusted and deemed reliable by customers. This trust can influence customers' willingness to write about or share their shopping experiences. The trust motivates People to share their information, opinions, or views about a brand or product (Rahman et al., 2020).

Ventre and Kolbe (2020) show that the trustworthiness of sellers and consumer purchasing behaviour is directly impacted by the caliber of customer feedback on online forums. If customers have higher trust in online sellers, then these customers are more likely to have the intention to buy. The previous studies show that the interactions between social network members generate positive reviews and impact the trust of other users (Gibreel et al., 2018). Thus, the following hypothesis was proposed:

H1: Online reviews positively influence the consumer trust.

Online shopping may be seen as a newer and less secure option compared to traditional shopping by certain consumers. As a result, the success of online shopping hinges on the quality of customer experience, which is shaped by reviews from past purchases and influences future buying behaviour (Ariffin et al., 2018). Hence, customers who have had a positive experience are less likely to perceive any risks compared to other consumers (Ventre & Kolbe, 2020). In contrast, Mohseni et al. (2018) found that quiet experience will increase perceived risk. Therefore, this study proposes the following hypothesis:

H2: Online reviews have a negative effect on consumer's risk perceptions.

Customer opinion has a significant influence on the value of information and the type of experience buyers have with the products purchased (Singh et al., 2017). This opinion is strengthened by the research results of Mohseni et al. (2018), which found that negative experiences can reduce a person's buying interest. While Tardin et al. (2020) stated that there was a purchase intention that showed a more robust and more excellent bond when online interaction occurred. Meanwhile, Tahir and Khan's (2020) research proved that information provided by previous customers, including online reviews, had a positive and significant impact on purchase intention. Based on this study, the following hypothesis was proposed:

H3: Online reviews positively affect consumer's online purchasing intentions.

Trust

The trust is essential in activities realised online (Gibreel et al., 2018). Online trust refers to a customer's disposition to be vulnerable to a seller's actions when conducting online transactions, based on the expectation that the seller acts honestly without exploiting the customer's vulnerabilities (Ventre & Kolbe, 2020). The lack of trust is considered a major obstacle that can reduce the use of e-commerce.

Trust is a multidimensional factor consisting of benevolence, honesty, and competence (Park et al., 2012). In the online environment, the level of trust becomes essential due to the impersonal nature of e-commerce in facing the challenge of purchasing a product or service from an unknown merchant (Hajli et al., 2017).

Furthermore, Farivar et al. (2017), Siegrist (2019), and Siegrist et al. (2005) stated that the trust had a negative effect on the risk perception. Meanwhile, Hajli et al. (2017) stated that the trust had become the basis for online transactions because it could reduce the risk of becoming a victim of opportunistic behaviour from sellers. In other words, the trust negatively influenced the perceived risk of online purchases (Rachbini, 2018). In another study, Putra and Adi (2023) proved that the perceived trust positively affected the perceived risk. Thus, the formulation of the research hypothesis was:

H4: The trust has a negative effect on consumer risk perceptions.

The trust in electronic media has been proven to determine users' intentions to shop online (Ventre & Kolbe, 2020). This trust is manifested when consumers agree with information from online sellers and are willing to continue the purchasing process, as indicated by increased online purchasing intentions (Ariffin et al., 2018). In line with this opinion, the hypothesis was:

H5: The trust has a positive effect on consumers' online purchasing intentions.

Risk Perception

Perceived risk can be defined as a consumer's belief in suffering negative and uncertain consequences when purchasing online (Ventre & Kolbe, 2020). According to Gu et al. (2021), perceived risk is in the form of potential losses in achieving the desired results from using electronic or online services. The risks perceived by consumers include information security risks (Masoud, 2013). These security risks include information confidentiality, integrity, communication non-repudiation, authentication security, IT effectiveness, and personal privacy protection (Ariffin et al., 2018). Aside from that, the outcomes of risk perception may encompass adverse effects, damage, undesired outcomes, and unpredictability (Gu et al., 2021).

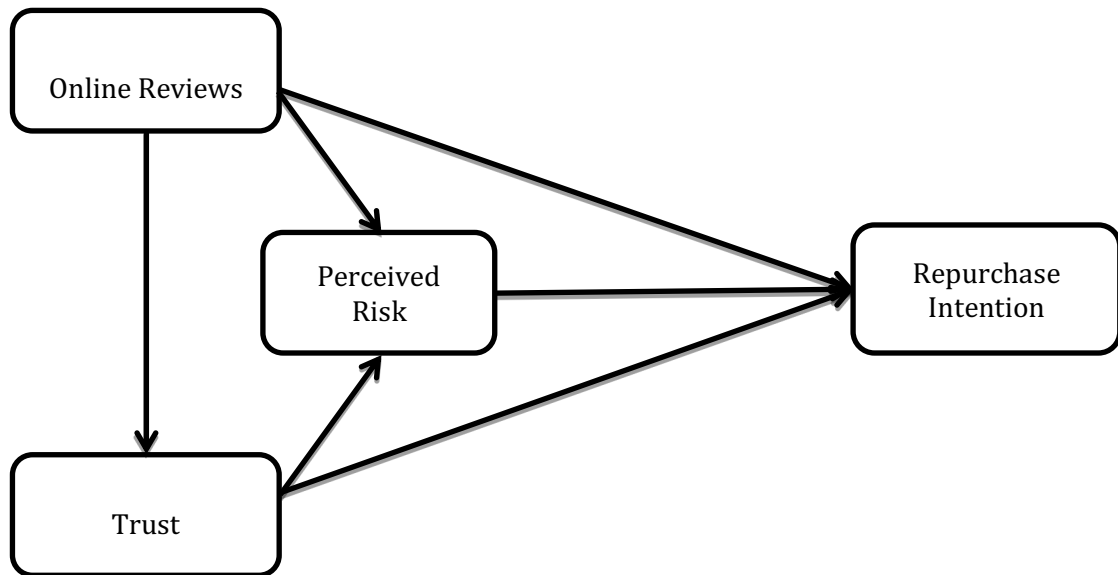
Ventre and Kolbe (2020) identified that the intention to purchase is influenced by people's perceptions of a brand or online seller, which is partly determined by behavioural and environmental factors that can lead to perceived risk. Previously Farivar et al. (2017), Forsythe et al. (2006), and Indiani et al. (2015) noted that perceived risk negatively influences consumers' online purchase intentions. In another study, Partawijaya et al. (2024) failed to prove that there was a significant positive influence of perceived risk on online purchasing intention. Therefore, the following research hypothesis was proposed:

H6: Risk perception has a negative effect on consumers' online purchasing intentions.

Based on the relationship between the variables explained above, the conceptual framework in this research is as seen in Figure 1:

Figure 1

Research Model



The literature review and research model outlined differ from prior research in a few key ways. Firstly, unlike the study by Ventre and Kolbe (2020), this research introduces a new hypothesis concerning the detrimental impact of online reviews on perceived risk (H2). Secondly, while there may be conflicting findings in past studies, this research opts to follow the prevailing empirical trends to establish formal hypotheses for H4 and H6.

Research Methods

General Background

The research employed a quantitative approach utilising survey methods. This approach emphasised post-positivist philosophical assumptions in developing concepts, such as cause-and-effect relationships, interdependence between different variables and their relative importance, as well as focused questions that are more detailed and can be answered through measurement, statistical analysis, and theoretical testing through survey or research data (Creswell & Cresweel, 2018).

Sample and Participants

This study focused on e-commerce consumer users from the online shopping platforms Shopee and Tokopedia. Meanwhile, the sample in this study was all respondents who were consumers aged 18 to 50 years, especially users of the online shopping sites Shopee and Tokopedia. This age range was chosen with the assumption that, at that time, respondents had great potential to utilise these two online shopping sites to make product purchases. The sampling in this study used a convenience sampling method, namely by selecting respondents who could fill out the questionnaire via Google Forms. The number of samples involved in this research was 335 people. This figure is in accordance with the criteria of Hair et al. (2014) regarding the use of Structural Equation Model (SEM) analysis tools.

Instruments and Procedures

Research data was collected through the distribution of questionnaire instruments containing modified versions of 14 statements from the research variable indicators developed by Ventre and

Kolbe (2020). Each statement included 4 (four) variable indicators related to online reviews and risk perception, as well as 3 (three) variable indicators concerning the trust and purchase intention. Responses to the indicator statements were provided on a closed scale with five intervals, ranging from 1 (strongly disagree) to 5 (strongly agree).

To obtain good instrument quality, the validity and reliability testing was carried out. The research variable indicator was declared valid if the calculated product-moment correlation (r) was greater and positive than the r table (0.3610; 5%), while the research variable was said to be reliable if the Cronbach's Alpha calculation result was greater than 0.7 (Hair et al., 2014). In this validity and reliability testing, 30 respondents were involved. Testing of 14 indicators produced calculated r values between 0.613 to 0.935 or greater than the r table, while Cronbach's Alpha calculations for the four variables produced values between 0.841 to 0.899 or greater than 0.7. This way, all indicators and research variables were declared valid and reliable so that statements and questionnaire responses could be distributed or used to obtain research data.

Data Analysis

The data obtained through distributing questionnaires was then processed using the Structural Equation Model (SEM) analysis tool and the AMOS 24 data processing program. To obtain a suitable model between the conceptual model and the structural model was accomplished by using the following procedure:

1. To test the validity and reliability of the structural model. Validity testing uses cross-loading with a critical value > 0.50 , while reliability testing uses Composite Reliability and Average Variance Extracted, respectively, with critical values of 0.70 and 0.50.
2. To test Goodness of Fit with confirmatory analysis. The test criteria and critical values are CMIN/DF (≤ 2.00), GFI (≥ 0.90), AGFI (≥ 0.90), TLI (≥ 0.90), and RMSEA (≤ 0.8)
3. Testing the research hypotheses. The hypothesis proposed in this research was considered supported or proven if a critical p -value below 0.05 (5%) was achieved.
4. To calculate the effect of exogenous variables on endogenous variables. The magnitude of this influence can be obtained in the form of direct, indirect, and total influence.

Research Results

The results were based on the characteristics of the 335 research participants, including gender, age, usage of online shopping sites, and frequency of online shopping per month. Table 1 provides a detailed overview of the respondents' characteristics.

Table 1

Characteristics of Respondents

Gender	Frequency	%
Male	78	23,3%
Female	257	76,7%
Age		
17-24 years	104	31%
25-32 years	189	56,4%

33-40 years	22	6,6%
> 40 years	20	6,0%
Marketplace used		
Shopee	262	78,2%
Tokopedia	14	4,2%
Tokopedia & shopee	59	17,6
Shopping Frequency		
1 Time	48	19%
2 Times	152	61%
> 2 Times	42	17%

Source: Primary data processed.

Table 1 shows the distribution of characteristics of research respondents. Of the 335 respondents involved in this research, 76.7% consisted of female respondents. Meanwhile, the majority of respondents were in the productive age group of 17 to 32 years old (31% and 56.4%). Even though 78.2% often use the Shopee marketplace for online shopping, some respondents represented the Tokopedia marketplace or used both for shopping. Most respondents made transactions twice (61%), and the remainder had only transacted once or more than twice. Thus, the distribution of respondents is representative enough to serve as a basis for data analysis.

Data analysis involved four research variables: online reviews, trust, risk perception, and repurchase intention, which are summarised in a research structural equation model. Structural equation models combine factor and path analysis in multivariate analysis. This allows researchers to examine and estimate the interactions of independent and dependent variables with various research indicators. The data obtained from distributing the questionnaire was then processed using the AMOS version 24 program.

The first step in data analysis was to test the model quality. According to Raman and Don (2013), there were three parts of measurement, namely Cross Loadings (CL) as a measure of the validity of each statement item, Average Variance Extracted (AVE) as a measure of the comparison of the square roots of each variable, and Composite Reliability (CR) as a measure of the reliability of each variable. The critical value of CL and AVE was 0.5, while the critical value of CR is more than 0.7. If the model quality calculation results are more than the critical value, then the indicator items and variables are declared valid and reliable. The results of the measurement model are demonstrated in Table 2.

Table 2

Validity and Reliability Test

Variable	Indicator	Standardised Loading	CR	AVE
	Consumer online reviews are useful as a source of information.	0,73	0,86	0,78

Online Reviews (OR)	Consumer online reviews make purchasing easier.	0,80		
	Consumer online reviews make shoppers smarter.	0,76		
	Consumer online reviews are very useful.	0,80		
Trust (TR)	Buy from a safe online store.	0,67		
	Buy from online stores that protect privacy.	0,84	0,74	0,59
	Buy from online stores that protect personal information.	0,57		
Perceived Risk (PR)	Unsafe online purchases with virtual payments.	0,56		
	It is not safe to provide personal details to online stores.	0,57		
	Making purchases online is riskier.	0,85	0,80	0,67
	When making purchases online, there is a lot of uncertainty.	0,81		
Repurchase Intention (RI)	Desire to buy products from online stores.	0,88		
	Prioritise the desire to buy products using an online shop.	0,95	0,87	0,82
	Buy products through online stores in the near future.	0,63		

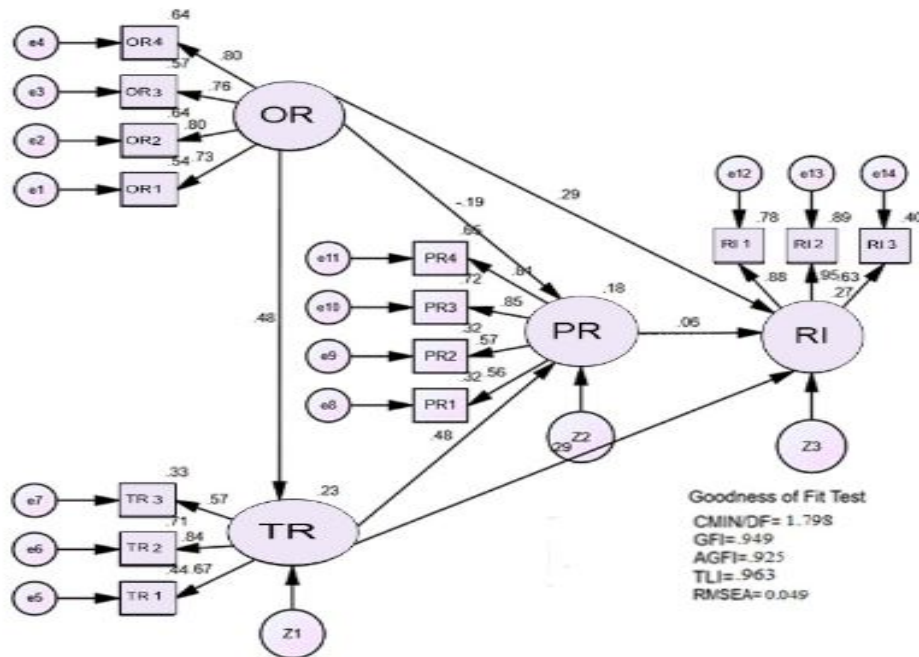
Source: Primary data processed.

Table 2 shows that all indicators have a CL value greater than 0.5, so all variable measurement indicators are declared valid. The variable reliability testing was carried out based on the results of these validity measurements. The CR and AVE measurement results are more significant than the critical values of 0.7 and 0.5. Therefore, all variables are declared reliable to be used as research variables and form a structural model.

The next step in the analysis is constructing a structural equation path diagram involving four variables and research indicators. The Goodness of Fit (GoF) Index of the confirmatory model is also included in this analysis stage. Hair et al. (2014) divide GoF into three criteria types: absolute fit indices, incremental fit indices, and parsimony fit indices. However, Hair et al. (2014) also explained that SEM-AMOS analysis only requires some GoF criteria to be met; only four to five criteria are sufficient. The results of the study at this stage are shown in Figure 2.

Figure 2

Research Structural Models



Source: Primary data processed.

Figure 2 shows the GoF value at the bottom right of the structural model image. The Gof value is then compared with the respective critical values. A comparison of these values is shown in Table 3.

Table 3

Goodness of Fit Test Results Confirmatory Analysis

Goodness of Fit	Criteria	Test value	Information
CMIN/DF	≤ 2	1,798	Fit
GFI	≥ 0.90	0,949	Fit
AGFI	≥ 0.90	0,925	Fit
TLI	≥ 0.90	0,963	Fit
RMSEA	≤ 0.08	0,049	Fit

Source: Primary data processed.

The calculation results in Table 3 show that the CMIN/DF and RMSEA values are lower than the critical values, while the GFI, AGFI, and TLI calculations produce values higher than the test criteria. Since all the proposed tests have passed the criteria, the structural model is deemed suitable for further testing, specifically hypothesis testing, and the research model can be acknowledged and accepted.

One can determine the results of hypothesis testing by examining the estimated value (variable coefficient) and probability value (P) from the data processing results. The direction of the relationship between variables can be seen from the estimated value. If the estimated value is positive, then an increase in the value of one variable will increase the value of another variable, and vice versa. Furthermore, if the test results show a probability value (P) below 0.05 (5%), the relationship between

exogenous and endogenous variables is significant. The calculation results for hypothesis testing are listed in Table 4.

Table 4

Regression Weight Test Results

Hypothesis				Estimate	S.E.	C.R.	P	Information
H1	OR	→	TR	.559	.087	6.400	***	Supported
H2	OR	→	PR	-.193	.074	-2.593	.010	Supported
H3	OR	→	RI	.434	.102	4.256	***	Supported
H4	TR	→	PR	.377	.085	4.456	***	Not Supported
H5	TR	→	RI	.342	.100	3.417	***	Supported
H6	PR	→	RI	.143	.105	1.356	.175	Not supported

Source: Primary data processed.

Table 6 displays that four out of the six existing hypotheses are supported, while the remaining two are not supported. The analysis results show that from the supported hypotheses (H1, H2, H3, and H5), the calculated significance value (p) is in the range below or equal to 1% or very significant. Meanwhile, in the fourth hypothesis (H4), the calculated significance value can be grouped as very significant. Still, the hypothesis is not supported because the trust should have a negative effect on the risk perception, even though the estimation results show a positive value. The sixth hypothesis (H6) regarding the negative influence of risk perception on repurchase intention indicates that two indicators decide that this hypothesis is not supported: the estimated value, which is positive, and the calculated significance value of 17.5%.

Discussion

This research involved users of the online shopping sites Shopee and Tokopedia in Indonesia, with an age range of 18 to 50 years. Meanwhile, this research proved the relationship between online review variables and the trust, risk perception, and the repurchase intention. Based on the analysis results with the AMOS 24 data processing program, the relationship between the above mentioned variables can be explained in more detail below.

The Effect of Online Reviews on Trust

The first hypothesis about the existence of online reviews positively influencing consumer trust was supported. This means that the increasing number and high quality of online reviews increases buyers' trust in the products and services offered by online shopping sites. These results indicated that the first hypothesis finds support. The test results were based on research by Gibreel et al. (2018). They found that interactions between social network members generated positive reviews and would influence the trust of other customers. This shows that customers are influenced by positive reviews and comments when building trust online. These results also align with research conducted by Ventre and Kolbe (2020), which found that customer comments on online reviews influenced customer trust and purchase intentions.

The Effect of Online Reviews on Risk Perception

The second hypothesis stated that online reviews had a negative effect on the risk perception. From the calculations above, this hypothesis was supported. In other words, as online shopping sites receive better reviews, buyers feel more confident in their purchasing decisions due to the perceived decrease in risk of errors. The support of this hypothesis strengthens the statement from Ariffin et al. (2018), Mohseni et al. (2018), and Ventre and Kolbe (2020). They argue that the decision to shop online again depends on the level of customer trust based on the quality of previous experience. In contrast, previous purchasing experience can be obtained by looking at reviews on online shopping sites.

The Effect of Online Reviews on Repurchase Intention

In testing the third hypothesis, it was proven that H3 was supported. This indicates that the abundance and excellence of reviews on e-commerce platforms have the potential to enhance customers' inclination towards making more purchases. The proof of this research hypothesis also supports the research by Tahir and Khan (2020), which states that the value of information and the type of experience buyers have significantly influenced the goods they buy in the future. This is also by the research by Singh et al. (2017), which states that customer opinion significantly affects the value of information and the type of experience buyers have when they purchase a product.

The Effect of Trust on Risk Perception

According to the fourth hypothesis of this study, the trust has a negative effect on risk perception. Meanwhile, the results of this research showed that the trust has a positive impact on the risk perception. Consumers do not feel that their perceived risk is reduced because of the level of trust in the store or product they are buying. As a result, the trust alone is not enough to reduce the perceived risk of error consumers feel when purchasing a product. Previous research results show that consumer trust cannot be minimised simply because of the product type or the importance of the features. This means that online buyer's perceived risk may be influenced by the kind of product or its important features, so they must make purchasing decisions without touching, feeling, tasting, smelling, or trying the product. Huang et al. (2004) stated that the inability to carry out sensory inspection causes consumers to be very concerned about risks when purchasing online. The trust alone is not sufficient to decrease consumer risk perception, primarily due to the lack of sensory inspection by consumers

The hypothesis in this research was not proven, as a significant number of consumers expressed a lack of trust in the online store. Still, along the way, the online shop could not maintain its consumers' trust. The risk arises when someone wants to make a purchase again after the online shop fails to maintain the quality and trust of its buyers. Consumers already trust the shop but get goods that do not match the desired specifications. There are also cases of online shop owners who feel that many people trust their shop but act carelessly and do not maintain the quality of the goods they sell. This is very detrimental and creates a risk perception for buyers who already trust the online shop.

The Influence of Trust on Repurchase Intention

According to the fifth hypothesis, trust increases the desire to repurchase. In this research, the hypothesis was successfully supported. This aligns with research conducted by Ventre and Kolbe (2020). The two researchers proved that consumers' trust in electronic media can influence their desire to shop online. A study by Ginting et al. (2023) also supports this finding. They found a positive relationship between trust and repurchase intention. Trust, measured based on the level of security, privacy guarantees, and personal information, can impact repurchase intention.

The Influence of Risk Perception on Repurchase Intention

In this study, researchers found that the sixth hypothesis, which stated that risk perception positively impacted repurchase intentions, was not supported significantly. Testing this hypothesis is different from the research results of Ventre and Kolbe (2020). They prove that the risk perception has a negative effect on customer repurchase interest. If customers perceive online shopping sites as having a low risk of errors in transactions, then the customers' interest in buying products will increase. The findings of this study do not coincide with the research conducted by Ariffin et al. (2018), where people make transactions or buy something through an online shop and are still uncertain about the quality of the goods purchased through the online shop, this is called a risk in online purchases. What causes this research to be inconsistent with the two researchers above is that it is easy to become a seller in an online shop. Several unscrupulous sellers dishonestly make online store sales and tend to harm consumers.

This can start with sellers who can easily create online shop accounts. If a seller makes several sales that can be detrimental to consumers, this will cause consumers to give the shop negative reviews. Then, the seller can easily create a new shop account to resume sales activities that could harm the consumers. Apart from that, many business actors try to hide bad reviews written by consumers due to their disappointment after purchasing at the online shop. Some individuals hire others to give positive reviews on online stores so that many potential buyers may still choose to make purchases from the online store despite the fact that the products being sold are not suitable.

Based on the explanation above, calculations can be carried out in order to determine the magnitude of the influence of one or a series of variables on the endogenous variable of repurchase interest. Table 5 shows the magnitude of the impact between the variables in this study, which was measured by testing the influence of the independent variables.

Table 5

Influence of Independent Variables

Inf.	Direct Effects				Indirect Effects				Total Effects			
	OR	Tr	PR	RI	OR	Tr	PR	RI	OR	Tr	PR	RI
Tr	.556	.000	.000	.000	.000	.000	.000	.000	.556	.000	.000	.000
PR	-.252	.000	.000	.008	.000	.000	.000	.000	-.252	.000	.000	.000
RI	.423	.362	.000	.000	.201	.000	.000	.000	.624	.362	.000	.000

Source: Primary data processed.

As shown in the Table 5, the highest total influence is found in the influence of online reviewers on repurchase intention, namely 0.624. The magnitude of this influence comes from the direct influence of online reviewers on repurchase intention of 0.433, plus the indirect influence of online reviewers on repurchase intention through buyer trust, which is 0.201. This indirect influence is obtained from the direct influence of online reviewers on trust (0.556) multiplied by the direct influence of trust on repurchase intention (0.362).

Therefore, trust plays a crucial role in determining the impact of online reviews on repurchase intention. In contrast, variables related to perceived risk do not have a direct effect on repurchase intention. This is due to the lack of evidence showing that trust has a negative impact on risk perception. Additionally, risk perception does not significantly reduce repurchase intention.

Conclusion

The research conducted above confirmed the validity of the four hypotheses put forth. The four hypotheses were the positive influence of online reviewers on trust (H1) and repurchase intention (H3), the positive impact of trust on repurchase intention (H5), and the negative influence of online reviewers on risk perception (H2). Meanwhile, two hypotheses were declared not significant. The research results also showed the importance of trust as a mediator variable to increase the total influence of the exogenous variable (online reviewer) on the endogenous variable (repurchase intention). Meanwhile, the amount of trust attached to online buyers cannot reduce their risk perception in online transactions. Likewise, the possibility of low-risk perception cannot increase the interest in repeat purchases.

As a result, online shopping websites need to amp up their efforts in encouraging customers to leave positive reviews and building trust. Additionally, they should enhance measures to ensure minimal errors for customers, such as ensuring secure transactions, payment security, and protecting customer data.

This research also needs to be expanded to include a wider range of online shopping sites: Shopee and Tokopedia. Several other online shopping sites are widely used by buyers to meet their needs, even though their market share is not as significant as Shopee and Tokopedia. Hence, to further validate the research model, future research needs to increase the involvement of buyers' interactions with other online shopping sites and other online transaction facilities such as TikTok, Instagram, and Facebook.

Suggestions for Future Research

In this study, out of the six hypotheses put forward, three were related to risk perception variables. The analysis results showed that the hypothesis about the negative influence of online reviews on perceived value can be supported. This suggests that positive online reviews on online shopping platforms can help lower consumers' perceptions of risk. However, other hypotheses were not supported, namely that there was a negative influence on the risk perception and a negative influence of the value perception on repurchase intention. This inconsistency may lead to confusion in respondents' understanding and interpretation of the questionnaire items. This difference is likely to cause the need for more consistency in the perception pattern of responses to the risk variable statement indicators compared to the other three variables.

Therefore, in future research, apart from the proposed methodological improvements regarding the scope of the research objects mentioned above, theoretical research improvements are also recommended, namely: (1) the negative statements on the risk perception indicators can be changed to positive statements, and (2) with these changes, the relationship between the risk perception variable and other variables shifted to the opposite statement. This means that online reviews had a positive influence on risk perception, trust had a positive influence on risk perception, and risk perception had a positive influence on repurchase intention. If these two tasks are completed, the results of the hypothesis may prove significant, as demonstrated in the research of Putra and Adi (2023), which shows that perceived trust has a positive influence on perceived risk.

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Conflict of Interest

None.

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