

Security Perception as a Moderating Variable of the Influence of Customer Trust on Repurchase Intention

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ABSTRACT

This research is a quantitative study with an explanatory approach, which uses previous research as the primary material for creating hypotheses, adding novelty elements that are different from previous studies, and testing the hypotheses that researchers make. The primary material that researchers mean in this study is research. The data used in this study is primary data that researchers obtained from Gacoan noodle customers spread across several corners of Indonesia, with the minimum criteria of having shopped more than three times, with a many of 400 customers. The data used in this study were analysed using the innovative PLS 4.0 analysis tool. The result in this article shows that each hypothesis in this study can be proven. The first hypothesis in this study is that the Customer Trust variable can have a positive relationship direction and a significant influence on Employee Performance. Based on the third table above, the Customer Trust variable can have a positive relationship direction and a considerable impact on Repurchase Intention because the P-values are positive and below the significance level of 0.05, namely 0.011. These results show that the higher the Customer Trust, the more likely it is to lead to purchasing decisions, increase customer loyalty, and increase customer comfort. These indicators will ultimately have a good impact and significantly influence Repurchase Intention. The following hypothesis used in this study is that the Security Perception variable can moderate the influence of the Customer Trust variable on the Repurchase Intention variable. This is because the P-values are positive and below the significance level of 0.05, which is 0.000, more significant than the direct testing of 0.011. Increasing Security Perception can further increase Customer Trust because Customers feel safe and comfortable. Ultimately, these rights can have a more significant effect on Repurchase Intention.

Keywords: *Security Perception, Customer Trust, Repurchase Intention*

Introduction

Repurchase Intention or Repurchase Interest indicates the buyer's desire to make repeat visits in the future. Repurchase behaviour is often associated with loyalty. However, the two are different; repurchase behaviour usually involves repurchasing the same brand repeatedly, while loyalty reflects a psychological commitment to a particular brand. [1]. According to [2] Purchase intention is the stage of the respondent's tendency to act before the purchase decision is carried out. There is a difference between actual purchases and repurchase interest. If actual purchases are purchases that consumers make, then repurchase interest is the intention to make repeat purchases on future occasions.

According to Keller's theory [3], Purchase interest is how likely consumers will be attached to the purchase interest. According to [4] Interest is an adequate response or process of feeling or liking a product, but not deciding to buy. [5]. According to [6] Purchase interest is the stage of a respondent's tendency to act before the purchase decision is implemented. There is a difference between actual purchases and repurchase interest. If actual purchases are purchases that consumers make, then repurchase interest is the intention to create a repurchase at a future opportunity. [7]. According to

[8]Repurchase interest is customer behaviour in which customers respond positively to a company's offer and are interested in making repeat visits or re-consuming the company's products. [9].

According to [10], repeat purchase is a purchasing activity carried out more than once or several times. The satisfaction obtained by a consumer can encourage someone to make repeat purchases and become loyal to the product or the store where they bought the goods, so that consumers can tell good things. Two factors influence repeat purchase interest, namely feelings and emotions. Buying goods or services strengthens the purchase interest if someone feels happy and satisfied. [11]. Buying behaviour arises because an interest in buying precedes it; one of the reasons for the interest in buying is the perception that the product has good quality. According to [12]Repeat purchase interest can be identified through the following indicators [13]: 1. Transactional interest, namely, a person's tendency to buy a product. 2. Referential interest, namely, a person's tendency to refer to others. 3. Preferential interest is an interest that describes the behaviour of someone with a primary preference for a product; this preference can only be replaced if something happens to the preferred product. 4. Explorative interest, this interest describes the behaviour of someone who always seeks information about the product they request and seeks information to support the positive characteristics of the same product.

According to [14]Repurchase interest can be identified through the following indicators: a. Transactional interest, namely, a person's tendency always to repurchase a product that has been consumed. b. Referential interest: namely, a person's tendency to reference a product that has been purchased, so that it is also purchased by others, concerning the experience of its consequences. c. Preferential interest: namely, an interest that describes a person's behaviour who always has a primary preference for a product that has been consumed. This preference can only be replaced if something happens to the preferred product. d. Explorative interest describes a person's behaviour who always seeks information about the product he is interested in and seeks information to support the positive qualities of the product they subscribe to.[15], Repurchase Interest can be increased by considering factors, including psychological factors which are driving factors originating from within the consumer, namely motivation, perception, knowledge and attitude, in addition to social factors which are a process where a person's behavior is influenced by family, social status and reference groups, then empowerment of the marketing mix consisting of products, prices, promotions and also distribution [16]. Consumer buying interest is a consumer's desire to fulfil the needs and desires hidden in the consumer's mind. Consumer buying interest is always hidden in each individual, where no one can know what the consumer wants and expects [17].

Berdasarkan paparan di atas, peneliti meyakini minat beli ulang atau dikenal dengan istilah repurchase intetntio dapat dipengaruhi oleh Kepercayaan Konsumen. Kepercayaan diidentifikasi sebagai elemen yang kritis dalam hubungan yang penting, mereka membangun kepercayaan melalui jaringan pertemanan dan keluarga.(Kesuma, Amri and Shabri, 2015) Kepercayaan adalah suatu kesadaran dan perasaan yang dimiliki oleh konsumen untuk mempercayai sebuah produk, dan digunakan penyedia jasa sebagai alat untuk menjalin hubungan jangka panjang dengan konsumen. (Diza, Moniharapon and Ogi, 2016) Kepercayaan adalah faktor penting dalam membangun komitmen antara perusahaan dan pelanggan. Kepercayaan adalah kekuatan bahwa suatu produk memiliki atribut tertentu sebagai semua pengetahuan yang dimiliki oleh konsumen, dan semua kesimpulan yang dibuat oleh konsumen tentang objek, atribut dan manfaatnya. (Sangadji, 2013, p. 201). Dari pernyataan diatas dapat disimpulkan bahwa Kepercayaan adalah sebuah faktor penting dalam membangun sebuah komitmen antara perusahaan dan pelanggan yang di dasarkan atas kesadaran dan perasaan untuk mempercayai sebuah produk sehingga dapat menjadi alat untuk membentuk sebuah hubungan jangka panjang antar kedua pihak.

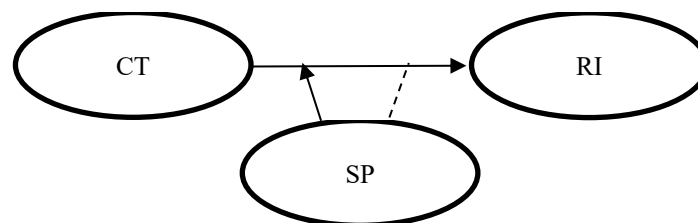
According to [18]A very important factor that can influence purchasing interest, which can then trigger online purchasing decisions by consumers, is the trust factor. Trust is a key factor in every online buying and selling transaction. Only customers who have trust will go through transactions via the internet. According to [19]Trust has a profound impact on behaviour. People will gain trust and attitudes influencing purchasing behaviour through actions and learning processes. According to [20] Trust is a descriptive thought that someone has about something. Trust can be in the form of knowledge, opinion or simply belief. According to [21]Trust is complex because individuals do not know other motives and interests. [22]Define trust as the willingness of consumers to accept vulnerability in making online transactions based on their positive expectations about their future online shopping behaviour.

According to Ling, Lau in [23]Trust indicators include security, privacy and reliability. The three factors can be explained as follows: 1. Security is the extent to which customers believe online shopping is safe to send sensitive information in business transactions. Security is essential in influencing attitudes and buying intentions because it reduces the risk of transmitting information such as credit card numbers and other sensitive data. 2. Privacy is defined as maintaining all consumer behaviour related to the online store's performance during transactions. 3. Company reliability can affect consumer trust. In the web-

shopping environment, most consumers assume that large companies have a better ability to increase their online trust. It also suggests that a company with a positive reputation increases consumer trust.

There are several previous studies. [24], [25] & [26] showing that the Trust variable can have a positive relationship direction and significant influence on Repurchase Intention, commonly known as Repurchase Intention. Different from the studies [24], [25] & [26]. This article adds the Security Perception variable as a moderating variable, which is believed to strengthen the influence of the Repurchase Intention variable on Repurchase Intention, commonly known as Repurchase Intention.

Research Method



Noted:

CT: Customer Trust

RI: Repurchase Intention

SP: Security Perception

Based on the first image compiled through very mature considerations, this study aims to analyse the influence of the Customer Trust variable, which can have a positive relationship direction and significant impact on Repurchase Intention. [27]. The research objectives that the author mentioned above are in line with several previous studies, namely [24], [25] & [26], which both analyse the influence of the Customer Trust variable on Repurchase Intention. Unlike the three studies, this article adds the Security Perception variable as a moderating variable. [28] This research is a quantitative study with an explanatory approach. It uses previous research as the primary material for creating hypotheses, adding novelty elements different from earlier studies, and testing the hypotheses researchers create. [29] The primary material that researchers mean in this study is research [24], [25], and [26]. The data used in this study is primary data that researchers obtained from Gacoan noodle customers spread across several corners of Indonesia, with the minimum criteria of having shopped more than three times and a total of 400 customers. [28]. The data used in this study were analysed using the innovative PLS 4.0 analysis tool with the following hypotheses.

Hypothesis:

H1: The Influence of Customer Trust on Repurchase Intention

H2: Security Perception Can Moderate the Influence of Customer Trust on Repurchase Intention

Result and Discussion

Background Analysis

Repurchase Intention or Repurchase Interest indicates the buyer's desire to make repeat visits in the future. Repurchase behaviour is often associated with loyalty. However, the two are different; repurchase behaviour usually involves repurchasing the same brand repeatedly, while loyalty reflects a psychological commitment to a particular brand. [1]. According to [2] Purchase intention is the stage of the respondent's tendency to act before the purchase decision is carried out. There is a difference between actual purchases and repurchase interest. If actual purchases are purchases that consumers make, then repurchase interest is the intention to make repeat purchases on future occasions.

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Validity Test

Several stages must be passed using the innovative PLS 4.0 analysis tool. Some of the stages that researchers mean are the validity test stage, the reliability test stage, and the path efficiency stage. The validity test stage ensures whether the data collected through the online questionnaire is valid. To find out, here are the results of the validity test in this article [30]:

Table 1. Validity Test

Variable	Question Item	Loading Factor
Customer Trust (X)	Customer Trust Can Influence Purchase Decisions	0.871
	Customer Trust Can Increase Customer Loyalty Towards Products	0.913
	Customer Trust Can Increase Customer Comfort	0.886
	Customer Trust Can Influence Repurchase Intention	0.892
Repurchase Intention (Y)	Repurchase Intention Begins With Purchase Decisions First	0.922
	Repurchase Intention Can Be Influenced By Customer Loyalty	0.931
	Repurchase Intention Can Be Influenced By Customer Trust	0.945
	Repurchase Intention Can Be Influenced By Customer Comfort	0.952
Security Perception (Z)	Security Perception Can Increase Customer Trust	0.966
	Security Perception Can Influence Repurchase Intention	0.988

Valid > 0.70

Reliability Test

Ten questions have been answered: four on Customer Trust variables, four on Repurchase Intention variables, and two on Security Perception variables. The loading factor value for each question is above the minimum to be considered valid, which is 0.70. Thus, it can be concluded that the data used in this study is valid. The next stage is the reliability test stage, which determines whether the variables used in this study are reliable. The following are the results of the reliability test in this article. [31].

Table 2. Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Customer Trust	0.908	0.865	Reliable
Repurchase Intention	0.944	0.896	Reliable
Security Perception	0.989	0.955	Reliable

Reliable > 0.70

Path Coefisien

The Customer Trust, Repurchase Intention, and Security Perception variables used in this article were determined to be reliable because the Composite Reliability and Cronbach's Alpha values for each variable were above the minimum value for the variable to be considered trustworthy. The next stage is the Path Coefficient stage, which proves the hypothesis used in this study. The following are the results of the Path Coefficient test in this article. [32].

Table 3. Path Coefficient

	Variable	P-Values	Noted
Direct Influence	CT->RI	0.011	Accepted
Indirect Influence	SP* CT->RI	0.000	Accepted

Accepted and Significant Level < 0.05

Path coefficients ensure that each hypothesis in this study can be proven. The first hypothesis in this study is that the Customer Trust variable can have a positive relationship direction and a significant influence on Employee Performance. Based on the third table above, the Customer Trust variable can have a positive relationship direction and a considerable impact on Repurchase Intention because the P-values are positive and below the significance level of 0.05, namely 0.011. These results are in line with the three previous studies, namely [24], [25] & [26]. These results show that the higher the Customer Trust, the more likely it is to lead to purchasing decisions, increase customer loyalty, and increase customer comfort. These indicators will ultimately have a good impact and significantly influence Repurchase Intention. The following hypothesis used in this study is that the Security Perception variable can moderate the influence of the Customer Trust variable on the Repurchase Intention variable. This is because the P-values are positive and below the significance level of 0.05, which is 0.000, more significant than the direct testing of 0.011. Increasing Security Perception can further increase Customer Trust because Customers feel safe and comfortable. Ultimately, these rights can have a more significant effect on Repurchase Intention.

Conclusion

Path coefficients ensure that each hypothesis in this study can be proven. The first hypothesis in this study is that the Customer Trust variable can have a positive relationship direction and a significant influence on Employee Performance. Based on the third table above, the Customer Trust variable can have a positive relationship direction and a considerable impact on Repurchase Intention because the P-values are positive and below the significance level of 0.05, namely 0.011. These results show that the higher the Customer Trust, the more likely it is to lead to purchasing decisions, increase customer loyalty, and increase customer comfort. These indicators will ultimately have a good impact and significantly influence Repurchase Intention. The following hypothesis used in this study is that the Security Perception variable can moderate the influence of the Customer Trust variable on the Repurchase Intention variable. This is because the P-values are positive and below the significance level of 0.05, which is 0.000, more significant than the direct testing of 0.011. Increasing Security Perception can further increase Customer Trust because Customers feel safe and comfortable. Ultimately, these rights can have a more significant effect on Repurchase Intention.

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