

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

The Effect of Website Quality and Perceived Risk on Repurchase Intention Mediated by Trust on Lazada Consumer

Juli Ovtalis Diyanto

College Student, Department of Business and Economic,
University of Brawijaya, Malang, Indonesia

Dr. Fatchur Rohman

Lecturer, Department of Business and Economic,
University of Brawijaya, Malang, Indonesia

Dr. Nanang Suryadi

Lecturer, Department of Business and Economic,
University of Brawijaya, Malang, Indonesia

Abstract:

Technological advance is a special concern for business people and the community. Over time, technology has taken over most of human activities. Technological changes also indirectly change market conditions in Indonesia. Markets that were previously offline-oriented, which allowed consumers to meet sellers face-to-face, are now starting to turn into an online market. This study aims to analyze the effect of website quality and perceived risk on repurchase intention mediated by trust. Consumers who have bought products from Lazada are the population in this study. The sampling technique is carried out using purposive sampling method with 230 respondents. The analysis technique used is Partial Least Square. The results of the analysis show that website quality has a positive and significant effect on trust and repurchase intention. Perceived risk has a negative and significant effect on trust and repurchase intention. Trust has a positive and significant effect on repurchase intention. Trust significantly mediates the effect of website quality on repurchase intention. Trust significantly mediates the effect of perceived risk on repurchase intention. Trust acts as a partial mediation variable.

Keywords: Website quality, perceived risk, trust, repurchases intention

1. Introduction

In recent years, technological advances have become a special concern for business people and the public. Over time, technology has taken over most of human activities. Technological changes also indirectly change market conditions in Indonesia. Markets that were previously offline-oriented, which allowed consumers to meet sellers face-to-face, are now starting to turn into an online market. There are several problems when consumers make purchases through the marketplace. Based on a survey conducted by one of the dailysocial.id website sites, there are several obstacles faced by consumers when they make online purchase through the marketplace. Some of these obstacles include the time it takes for the marketplace to prepare ordered items too long, the payment process is complicated, the quality of the product does not match the advertisement, and the price offered is too high (Source: dailysocial.id, 2019).

Companies that are able to take advantage of problem issues in online shopping as evaluation materials to improve services will have opportunities to attract more consumers. The willingness of consumers to make decisions to buy products online is seen from how many problems or obstacles occur when they buy through certain marketplaces. If the problem or obstacle is felt to be low and the product offered is in accordance with consumer expectations, it can increase repurchase intention.

In the context of e-commerce, repurchase intention is an important aspect that can determine the success of a company because it is a determinant of the company's success, and also a tool for companies to expand their market share (Jia, Cegielski, & Zhang, 2014). Repurchase intention is an action taken by consumers after going through the purchase process, and future consumer behavior is influenced by consumer satisfaction and dissatisfaction after purchasing a product (Kotler and Keller, 2016). Repurchase intention can be used to predict whether consumers can become long-term customers and bring benefits to the company or not (Sudita and Ekawati, 2018). The success of the e-commerce business in generating consumer desire to repurchase intention is determined by how good the website quality is (Wuisan, Candra, Tanaya, Natalia & Bernardo, 2020).

Website quality can be defined as direct marketing because when visitors open the website or visit the website, visitors will experience the facilities and information directly about the products on the website (Ali, 2016). Website quality has a very important role for companies. The higher and better the quality of a website, the more users will access the website (Astuti and Sari 2016). Research conducted by Tandon, Kiran&Sah (2017) found that website quality

positively affects repurchase intention. Research conducted by Wijaya, Felicia & Oktavia (2018) found that there is no significant effect between website quality on repurchase intention.

Repurchase intentions are also determined by the perceived risk factor. Perceived risk is a consumer's subjective assessment related to negative consequences and uncertainty that can occur due to wrong decision making (Rahardjo, 2015). Higher risk has been shown to lead to lower repurchase intentions (Cho, Bonn, & Kang, 2014). The results of research conducted by Liang, Choi, & Joppe (2017) showed that perceived risk has a negative and significant effect on repurchase intention. This shows that the smaller the value of perceived risk when consuming a product, the level of repurchase intention towards the product will increase. Research conducted by Mao & Lyu (2017) obtained the results that there is no significant relationship between perceived risk and repurchase intention.

Based on the gap in the form of the inconsistency of the research, the researcher adds the trust variable as a mediating variable. The use of trust as a mediating variable because trust is a process that involves a person's willingness to have confidence that his transaction partner will provide what he expects (Sitorus & Mawardi, 2019). Trust is one of the factors that have major significance for building a successful e-commerce. The success of e-commerce is marked when the seller can increase trust in customers, resulting in repurchase intention for the products offered (Bulut, 2015). Consumer trust can be increased by providing a good quality website (Wilson & Keni, 2018). Consumers need a good quality website to be able to make them believe (Kurniawan, Kusumawati, & Priambada, 2018). Trust can also be increased by reducing the level of risk perceived by consumers (Durmus, Ullusu, & Akgun, 2017). Wuisan et al. (2020) in his research found that trust plays a role in mediating the relationship between website quality and repurchase intention. In addition, trust also plays a role in mediating the relationship between perceived risk and repurchase intention (Dewi & Rastini, 2016).

The problems faced by Lazada are there are many problems faced by consumers when they make purchases through the marketplace. These issues make consumers become more careful when deciding to buy online products. Improving the good performance of a marketplace and reducing risk needs to be done to provide evidence of how the performance of a marketplace is so that it will be able to increase consumer confidence in the products sold by the marketplace.

Trust is an important factor in the process of repurchase intentions, because in trust there is a level of confidence in other parties who will act as expected. Consumers are willing to make online purchasing behavior if the product offered is in accordance with expectations and information about the product can be trusted.

2. Theoretical Review

2.1. Website Quality

Website quality is one of the basic determinants of the success of online shopping (Tandon et al. 2017). According to Ali (2016) website quality is the overall advantage or effectiveness of a website in conveying the intended message to the audience and viewers. Wilson and Keni (2018) defined website quality as the advantage of a website that not only shows its beauty but also shows a high level of convenience, because this will affect the active perception of website users.

2.2. Perceived Risk

Purchasing behavior will produce consequences that cannot be anticipated with certainty so that consumers will see risks in the buying process. Perceived risk is a subjective assessment by consumers related to negative consequences and uncertainty that can occur due to wrong decisions (Rahardjo, 2015). Jogiyanto (2012) defined perceived risk as a consumer's perceptions of uncertainty and unwanted consequences in carrying out an activity. Dewi and Rastini (2016) defined perceived risk as a negative benefit felt by consumers as a risk that consumers will get as a result of consuming or not consuming the product.

2.3. Trust

Trust in general can be interpreted as trust in another party because that party can be trusted. According to Sumarwan (2014) trust is the belief that a product has various attributes and benefits from these attributes. Hasan (2013) defined trust as a perception of trust in the reliability of the company which is determined by systematic confirmation of the expectations of the company's offer. According to Martinez and Bosque (2013) consumer trust is defined as the belief that a product or service provider can be relied on to behave in such a way that the long-term interests of consumers can be met.

2.4. Repurchase Intention

Repurchase intention is a psychological behavior and one of the main drivers that motivates buyers to continue buying products or services. According to Megantara and Suryani (2016), repurchase intention is the intention of a customer to buy a product that has been purchased in the past. Kotler and Keller (2016) defined repurchase intention as an action taken by consumers after going through the purchase process, and future consumer behavior is influenced by consumer satisfaction and dissatisfaction after purchasing a product. According to Widjajanta, Rahayu & Salsabila, (2020) repurchase intention is consumer behavior that is planned in decision making based on the results of an evaluation of a product or service that has been purchased by being influenced by consumer conditions.

Based on the description above, the conceptual framework in this study is described as follows:

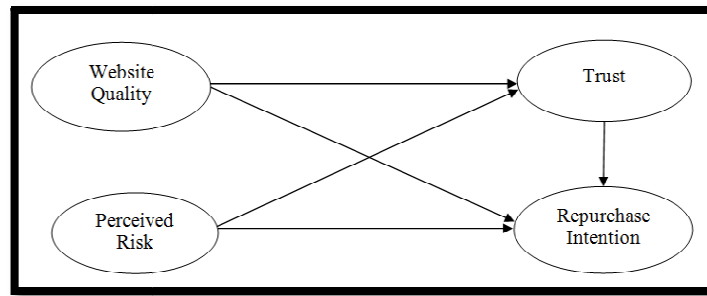


Figure 1: Conceptual Framework
Source: Processed Data (2021)

The hypotheses in this study are:

The success of the e-commerce business in generating consumer desire to repurchase intention is determined by how good the website quality is (Wuisan et al., 2020). According to Ali (2016) website quality is the overall advantage or effectiveness of a website in conveying the intended message to the audience and viewers. Website quality has a very important role for companies. The higher and better the quality of a website, the more users will access the website (Astuti and Sari 2016). Research conducted by Tandon et al. (2017), Madariaga et al. (2018), Wilson and Keni (2018) and Wuisan et al. (2020) concluded that website quality has a positive and significant effect on repurchase intention. The hypothesis of this research is:

- H1: Website quality has a positive and significant effect on repurchase intention

Perceived risk is a consumer's subjective assessment related to negative consequences and uncertainty that can occur due to wrong decision making (Rahardjo, 2015). Higher risk has been shown to lead to lower repurchase intentions (Cho, Bonn, & Kang, 2014). Perceived risk in online shopping is felt to be an obstacle in conducting internet-based transactions so that it will affect consumer choices to shop online (Fikri et al., 2019). According to Liang et al. (2017) repurchase intention can be increased by reducing the level of perceived risk felt by consumers, so that consumer interest in making repeat purchases of products will increase. Research conducted by Liang et al. (2017), Cho et al. (2014), Tho et al. (2017), and Fikri et al. (2019) concluded that perceived risk has a negative and significant effect on repurchase intention. The hypothesis of this research is:

- H2: Perceived risk has a negative and significant effect on repurchase intention

Website quality is one of the basic determinants of successful online shopping. Website quality can be defined as direct marketing because when visitors open the website or visit the website, visitors will experience the facilities and information directly about the products on the website (Ali, 2016). Wilson & Keni (2018) explain that consumer trust can be increased by providing a good quality website. In this case, consumers usually rely on the same service provider because they feel this will continue to meet their needs, which in turn increases trust (Madariaga et al., 2018). Research conducted by Wuisan et al. (2020), Wilson and Keni (2018), Wijaya et al. (2018), Valueshi et al. (2016), Wang et al. (2015) concluded that website quality has a positive and significant effect on trust. The hypothesis of this research is:

- H3: Website quality has a positive and significant effect on trust

Perceived risk is generally associated with uncertainty caused by the possibility of opportunistic behavior from sellers that can result in losses for consumers (Durmus et al., 2017). Jogyanto (2012) explained perceived risk as a consumer's perceptions of uncertainty and unwanted consequences in carrying out an activity. Durmus et al. (2017) explained that trust can be increased by reducing the perceived risk perceived by consumers. Reduction of perceived risk leads to an increase in the probability of purchase so that a decrease in perceived risk is useful for increasing consumer trust. If consumers feel a high risk of a product, then they will not trust the product (Raharjdo, 2015). Research conducted by Ashghar and Nurlatifah (2020), Durmus (2017), Wu et al. (2015), Dewi and Rastini (2016) concluded that perceived risk has a negative and significant effect on trust. The hypothesis of this research is:

- H4: Perceived risk has a negative and significant effect on trust

Trust is one of the factors that have major significance for building a successful e-commerce. The success of e-commerce is marked when the seller can increase trust in customers, which resulting in repurchase intention for the products offered (Bulut, 2015). Trust occurs when one party trusts another party which will influence consumer buying behavior (Chen, 2012). Research conducted by Madariaga et al. (2018), Wilson and Keni (2018), Wuisan et al. (2020), Wijaya et al. (2018), Dewi and Rastini (2016), Bao et al. (2016), Matute et al. (2016) concluded that trust has a positive and significant effect on repurchase intention. The hypothesis of this research is:

- H5: Trust has a positive and significant effect on repurchase intention

Trust is an important element of service marketing, as it determines business transactions and ensures long-term profitable relationships between service providers and clients (Madariaga et al., 2018). A good quality website can increase consumer trust (Wilson & Keni, 2018). Consumer trust is a fundamental determinant of long-term consumer behavior that will affect the level of consumer repurchase intention for a product (Dewi and Rastini, 2016). Trust is considered a key prerequisite for successful e-commerce and thrives on consumer confidence in the integrity and reliability of service providers (Kaur and Quareshi, 2015). Research conducted by Wuisan et al., (2020), Wilson and

Keni(2018), Wijaya et al., (2018) concluded that trust significantly mediates the effect of website quality on repurchase intention. The hypothesis of this research is:

- H6: Trust mediates the effect of website quality on repurchase intention

The concept of perceived risk has been defined historically with respect to uncertainty and anxiety about the unfavorable consequences of purchasing a product. The concept shows the level of consumer trust in organizations, which is very attractive in the online environment because of the perceived security risk, so that trust can be used as a means to minimize uncertainty (Madariaga et al., 2018). Every consumer when making a purchase must be based on trust, if consumers feel a high risk of a product, then consumer confidence will decrease so that consumers will not make purchases of the product or service (Raharjdo, 2015). Research conducted by Dewi and Rastini (2016), Mada et al. (2021) concluded that trust significantly mediates the effect of perceived risk on repurchase intention. The hypothesis of this research is:

- H7: Trust mediates the effect of perceived risk on repurchase intention

4. Method

This study uses a quantitative approach with the type of explanatory research. The research method uses a survey by distributing questionnaires. The population in this study are consumers who have bought products at Lazada with a sample of 230 respondents.

The sampling technique uses non-probability sampling with purposive sampling method, the sampling technique is based on certain considerations. The criteria that are used in the selection of the sample are 1) respondents who are domiciled in the city of Malang, both from within and from outside the city of Malang; 2) respondents who have bought products at Lazada at least once, and 3) respondents are at least 18 years old and above with consideration that they are considered to understand and be able to answer the questionnaire objectively. The data analysis technique was carried out using PLS or Partial Least Square.

5. Result

5.1. Outer Model Analysis

Convergent validity is tested using the loading factor value. The indicator is declared to meet convergent validity if the loading factor value is above 0.7. The results of the loading factor values are presented in Table 1 below.

Variable	Item	Loading Factor	Explanation
Website Quality (WQ)	WQ1	0,756	Valid
	WQ2	0,746	Valid
	WQ3	0,757	Valid
	WQ4	0,736	Valid
	WQ5	0,702	Valid
	WQ6	0,737	Valid
	WQ7	0,726	Valid
	WQ8	0,770	Valid
	WQ9	0,727	Valid
Perceived Risk (PR)	PR1	0,748	Valid
	PR2	0,737	Valid
	PR3	0,708	Valid
	PR4	0,816	Valid
	PR5	0,850	Valid
	PR6	0,745	Valid
	PR7	0,827	Valid
Trust (T)	T1	0,736	Valid
	T2	0,757	Valid
	T3	0,790	Valid
	T4	0,768	Valid
Repurchase Intention (RI)	RI1	0,886	Valid
	RI2	0,897	Valid
	RI3	0,875	Valid

Table 1: Convergent Validity Test Results Based on Loading Factor Value
Source: Primary Data Processed, 2021

Based on the results of the convergent validity analysis, it can be seen that all indicators in this study resulted in a loading factor greater than 0.7, thus all indicators are declared valid in measuring each variable.

Calculation of the reliability of the variable construct using discriminant reliability, composite reliability and Cronbach's alpha. The criterion for testing discriminant reliability is that the value is above 0.5, the value of composite reliability and the value of Cronbach's alpha is above 0.7. The results of the variable construct reliability values are presented in Table 2 below.

Variable	AVE	Composite Reliability	Cronbach Alpha	Explanation
Website Quality (WQ)	0,548	0,916	0,897	Reliable
Perceived Risk (PR)	0,604	0,914	0,890	Reliable
Trust (T)	0,582	0,848	0,762	Reliable
Repurchase Intention (RI)	0,785	0,917	0,863	Reliable

Table 2: Reliability Test Results
Source: Primary Data Processed, 2021

The table above shows as a whole by using the AVE calculation, composite reliability and Cronbach's alpha, it is concluded that all instrument items used to measure variables are declared reliable.

5.2. Inner Model Analysis

The inner model (structural model) is tested by measuring the value of R-square (R²) which is the Goodness of Fit model test. Goodness of Fit is assessed using predictive relevance (Q²) obtained from the value of R-square (R²). Q² is based on the coefficient of determination of all dependent variables. The calculation of Goodness of Fit in this study is shown in Table 3 below.

Variable	R ²
Trust (T)	0,394
Repurchase Intention (RI)	0,499
$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0,394)(1 - 0,499)$ $Q^2 = 0,696$	

Table 3: Results of Goodness of Fit Model
Source: Primary Data Processed, 2021

Q² in this study is worth 0.696 so that the diversity of the Repurchase Intention variables can be explained by the overall model of 69.6%. The contribution of the diversity of Website Quality, Perceived Risk and Trust variables to Repurchase Intention as a whole is 69.6% while the remaining 30.4% is the contribution of other variables outside of this study.

6. Hypothesis Testing

Hypothesis testing can be done by taking into account the level of significance and path coefficients between latent variables, and to test the proposed hypothesis, statistical analysis is carried out by including the tested variables together. Decision making is based on the direction of the relationship and the significance of the model in question. The following are the results of the calculation of the output of the hypothesis test which are presented in Table 4 below:

Hypothesis	Effect	Original Sample	T Statistics	T-tabel	Explanation
H1	WQ → RI	0,504	8,594	1,960	Significant
H2	PR → RI	-0,124	2,039	1,960	Significant
H3	WQ → T	0,507	9,880	1,960	Significant
H4	PR → T	-0,241	4,314	1,960	Significant
H5	T → RI	0,211	3,384	1,960	Significant
H6	WQ → T → RI	0,107	3,217	1,960	Significant
H7	PR → T → RI	-0,051	2,337	1,960	Significant

Table 4: Hypothesis Testing Results
Source: Primary Data Processed, 2021

From the table above, the original sample value shows a positive and negative relationship between variables, while T-statistics is used to see the significance of the relationship between variables. The relationship is considered significant if the T-statistic > T-table (1.960). Thus, it can be concluded that H1, H2, H3, H4, H5, H6, H7 are acceptable.

7. Discussion

Based on the results of the study, it is known that the majority of respondents are female with a percentage of 60.9%, age in the range of 21-30 years old are 71.7% with a bachelor's degree last education of 53.9%, work as private employees with a percentage of 50.4%, and have income per month Rp. 3,000,000 to Rp. 6,000,000 with a percentage of 45.2%.

The results show that website quality has a positive and significant effect on repurchase intention, it means that the higher the website quality from Lazada, the higher the repurchase intention of consumers. The results of the study are in accordance with the statement put forward by Wuisan et al. (2020) the success of the e-commerce business in generating consumer desire to repurchase intention is determined by how good the website quality is. Ali (2016) which explained website quality as the overall advantage or effectiveness of a website in conveying the intended message to the audience and viewers. A good quality website will provide a strong experience for consumers, this is what consumers need

to change shopping patterns from conventional (offline stores) to online store services so that it will give a positive impression and increase repurchase intention. The results of this study support previous research conducted by Tandon et al. (2017), Madariaga et al. (2018), Wilson and Keni (2018), Wuisan et al. (2020) which concluded that website quality has a positive and significant effect on repurchase intention.

The results show that perceived risk had a negative and significant effect on repurchase intention, it means that the smaller the level of perceived risk perceived by consumers when buying at Lazada, the higher the level of consumer repurchase intention. The results of this study are in accordance with the statement of Liang et al. (2017) repurchase intention can be increased by reducing the level of perceived risk felt by consumers so that consumer interest in repurchasing the product will be higher. The risk that consumers feel when buying products on Lazada will affect consumers' perceptions of Lazada to make the next purchase decision. If the risk perceived by consumers is low when buying products at Lazada, then consumers will tend to repurchase the product. The results of this study support previous research conducted by Liang et al. (2017), Cho et al. (2014), Tho et al. (2017), Fikri et al. (2019) which concluded that perceived risk has a negative and significant effect on repurchase intention.

The results of the study show that website quality has a positive and significant effect on trust, so that the higher Lazada's website quality will increase consumer trust in Lazada. The results of this study are in accordance with the statement of Wilson and Keni (2018) by providing a good quality website will increase consumer trust. In this case consumers usually rely on the same service provider because they feel this will continue to meet their needs which in turn will increase trust (Madariaga et al., 2018). Website quality has an influence on trust, namely through the general assessment of consumers about the ability of the Lazada website to provide services to consumers. This situation is in line with changes in people's consumption patterns from offline to online, if the service capabilities of the Lazada website are considered good by consumers and the information about the products provided is accurate then this will tend to increase consumer trust in Lazada. The results of this study support the previous research conducted by Wuisan et al. (2020), Wilson and Keni (2018), Wijaya et al. (2018), Valueshi et al. (2016), Wang et al. (2015) who concluded that website quality has a positive and significant effect on trust.

The results of the study show that perceived risk has a negative and significant effect on trust. In other word, the smaller the level of perceived risk perceived by Lazada consumers, it will increase consumer trust in Lazada. The results of this study are in accordance with the statement of Durmus et al. (2017) that trust can be increased by reducing the perceived risk perceived by consumers. Reducing consumer's perceived risk when making a purchase at Lazada leads to an increase in the probability of purchasing so that the decrease in perceived risk is useful for increasing consumer trust in Lazada. If consumers feel a high risk of a product, then they will not trust the product (Raharjdo, 2015). Reducing the level of risk is needed by consumers as a determinant of the attitude that will be chosen to change shopping patterns from conventional (offline stores) to switching to online store services so that it will give a positive impression and increase trust. The results of this study support previous research conducted by Ashghar and Nurlatifah (2020), Durmus et al. (2017), Wu et al. (2015), Dewi and Rastini (2016) who concluded that perceived risk has a negative and significant effect on trust.

The results of the study show that trust has a positive and significant effect on repurchase intention. It means that the higher the consumer's trust towards Lazada, the level of consumer repurchase intention will also increase. The results of this study are in accordance with Bulut's (2015) statement that the success of e-commerce is marked when the seller can increase consumer trust, so that repurchase intentions arise for the products offered. The Lazada website which is proven not to commit fraud and can meet consumer expectations regarding the products being sold is one of the factors for the high level of repurchase intention. This positive attitude will encourage consumers to continue to repurchase products from the Lazada website. Lazada's success in building consumer trust will reduce consumer concerns which ultimately leads to repurchase intention. The results of this study support previous research conducted by Madariaga et al. (2018), Wilson and Keni (2018), Wuisan et al. (2020), Wijaya et al. (2018), Dewi and Rastini (2016), Bao et al. (2016), Matute et al. (2016) who concluded that trust has a positive and significant effect on repurchase intention.

The results show that trust mediates the effect of website quality on repurchase intention. It means that the better the trust based on the better website quality from Lazada, the higher the repurchase intention of consumers towards Lazada. The results show that the indirect effect has a smaller value than the direct effect, so website quality is able to directly influence repurchase intention without going through trust, and in this study, trust has an influence as a partial mediation variable. Consumer trust is a fundamental determinant of long-term consumer behavior that will affect the level of consumer repurchase intention for a product (Dewi and Rastini, 2016). The role of trust not only has a direct effect on repurchase intention but can also mediate the relationship between website quality and repurchase intention. The results of this study support the previous research conducted by Wuisan et al. (2020), Wilson and Keni (2018), Wijaya et al. (2018) which concluded that trust significantly mediates the effect of website quality on repurchase intention.

8. Research Implications

The theoretical implications that can be conveyed based on the results of this study indicate that website quality has a positive and significant effect on trust and repurchase intention, perceived risk has a negative and significant effect on trust and repurchase intention. Furthermore, it is found that trust not only has a direct effect on repurchase intention but also significantly mediates the effect of website quality and perceived risk on repurchase intention. The results of this study also strengthen and support the results of previous studies related to repurchase intention.

Trust not only has a direct effect on repurchase intention but also partially mediates the effect of website quality and perceived risk on repurchase intention. Trust can make a person consistent with something that is considered in accordance with his expectations, including making loyal customers. So that trust is very important to be considered by

Lazada management because based on research results it is proven that by increasing Lazada's website quality and reducing the level of perceived risk perceived by consumers, it can increase consumer trust which in turn will also increase repurchase intention from consumers.

Research limitations: (1) Limited research time. This happened because this research was conducted during the COVID-19 pandemic, thus limiting researchers to further maximize the search for respondent data. (2) Data collection using questionnaires filled out by respondents without being accompanied by researchers directly, so that it has an impact on the honesty and lack of understanding of respondents in understanding the question items on the questionnaire so that it is feared that the answers given are less precise. (3) The limitation of operational costs in this study is a separate obstacle for researchers so that researchers need to limit the extent to which this research is carried out.

9. Conclusions and Suggestions

Based on the results of the study, the following conclusions can be drawn: website quality has a positive and significant effect on repurchase intention. The marketing strategy carried out through the creation of a good quality website will provide a strong experience for consumers, this is what consumers need to change shopping patterns from conventional (offline stores) to online store services so that it will give a positive impression and increase repurchase intention.

Perceived risk has a negative and significant effect on repurchase intention. Consumers with intention to buy are driven by how high the perceived risk is and the lower the level of perceived risk perceived by the consumer, the more likely the consumer will make a repeat purchase.

Website quality has a positive and significant effect on trust. The accuracy of the information provided by the website regarding the products sold will provide a strong experience for consumers and will increase consumer trust.

Perceived risk has a negative and significant effect on trust. Reducing consumer perceptions of the level of risk when buying products through the website makes an important contribution in increasing consumer trust, this indicates that the better the consumer's assessment of the products sold, the higher the trust of consumers towards the website.

Trust has a positive and significant effect on repurchase intention. The honesty of the service provider (website) will give a good impression and experience on the website which will increase consumer trust. Success in building consumer trust will reduce consumer concerns which ultimately leads to repurchase intention.

Trust mediates the effect of website quality on repurchase intention. Website quality can be improved by providing accurate information about the products being sold, so that it will lead to consumer trust in the products sold which in turn will affect the repurchase intention of consumers.

Trust mediates the effect of perceived risk on repurchase intention. Reducing the level of perceived risk perceived by consumers when purchasing products through the website is proven to be able to increase consumer trust which in turn leads to an increase in consumer repurchase intention.

Based on the conclusions above, some suggestions can be put forward as follows: Lazada needs to further improve website quality, especially for information indicators about products that have the lowest value based on research results and Lazada must continue to innovate so that it can offer better and more efficient services in order to maintain its competitive advantage. In addition, the researcher recommends that further researchers add the influence of other factors that influence repurchase intention, such as perceived quality, brand reputation and satisfaction.

10. References

- i. Ali, F. (2016). Hotel Website Quality, Perceived Flow, Customer Satisfaction and Purchase Intention. *Journal of Hospitality and Tourism Technology*, 7(2), 213-228.
- ii. Ashghar, S. A., & Nurlatifah, H. (2020). Analisis Pengaruh Perceived Ease of Use, Perceived Usefulness, dan Perceived Risk terhadap Keinginan Membeli Kembali melalui e-Trust dan s-Satisfaction (Studi Kasus Pengguna Gopay pada Transaksi UMKM). *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, 1(1), 40-52.
- iii. Astuti, A. P., & Sari, P. K. (2016). Analisis Kualitas Website Lazada Indonesia Berdasarkan Metode Webqual 4.0 dan Pengaruhnya Terhadap Kepuasan Pengguna. *eProceedings of Management*, 3(2), 1341-1348.
- iv. Bao, H., Li, B., Shen, J., & Hou, F. (2016). Repurchase Intention in The Chinese E-Marketplace: Roles of Interactivity, Trust and Perceived Effectiveness of E-Commerce Institutional Mechanisms. *Industrial Management & Data Systems*, 116(8), 1759-1778.
- v. Bulut, Z. A. (2015). Determinants Of Repurchase Intention in Online Shopping: A Turkish Consumer's Perspective. *International Journal of Business and Social Science*, 6(10), 55-63.
- vi. Chen, Y. S., & Chang, C. H. (2012). Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, And Green Trust. *Management Decision*, 50(3), 502-520.
- vii. Cho, M., Bonn, M. A., & Kang, S. (2014). Wine Attributes, Perceived risk And Online Wine Repurchase intention: The Cross-Level Interaction Effects of Website quality. *International Journal of Hospitality Management*. 43, 108-120
- viii. Dewi, S.A., & Rastini, N.M. (2016). Peran Green Trust Memediasi Green Perceived Value dan Green Perceived Risk Terhadap Green Repurchase Intention. *E-Jurnal Manajemen Unud*, 5(12), 8046-8078.
- ix. Durmus, B., Ulus, Y., & Akgun, S. (2017). The Effect of Perceived Risk on Online Shopping Through Trust and Wom. *International Journal of Management and Applied Science*, 3(9), 2394-7926.
- x. Fikri, A., Nurmalina, R., Najib, M., & Simanjuntak, M. (2019). The Effect of Reputation on Online Repurchase Intention of Fruits/Vegetables in Indonesia with Emotional and Perceived Risk as Antecedent: Based on The Stimulus-Organism-Response Model. *Jurnal Manajemen & Agribisnis*, 16(2), 111-122.

- xi. Hasan, A. (2013). *Marketing dan Kasus-Kasus Pilihan*. Yogyakarta. CAPS (Center for Academic Publishing Service).
- xii. Jia, L., Cegielski, C., & Zhang, Q. (2014). The Effect of Trust on Customers' Online Repurchase Intention in Consumer-To-Consumer Electronic Commerce. *Journal of Organizational and End User Computing (JOEUC)*, 26(3), 65-86.
- xiii. Jogyanto, H. (2012). *Manajemen Pemasaran Penerbit: BPFE Universitas GajahMada*, Yogyakarta.
- xiv. Kaur, G., & Quareshi, T. K. (2015). Factors Obstructing Intentions to Trust and Purchase Products Online. *Asia Pacific Journal of Marketing and Logistics*, 27(5), 758-783.
- xv. Kotler, P., & Keller, K.L. (2016). *Marketing Management*. 15th Edition. England: Pearson Education, Inc
- xvi. Kurniawan, R., Kusumawati, A., & Priambada, S. (2018). Pengaruh Kualitas Website Terhadap Kepercayaan Dan Dampaknya Pada Keputusan Pembelian Pada Website E-Commerce. *Jurnal Administrasi Bisnis*, 62(1).
- xvii. Liang, L. J., Choi, H. C., & Joppe, M. (2017). Understanding Repurchase Intention of Airbnb Consumers: Perceived Authenticity, Electronic Word-Of-Mouth, And Price Sensitivity. *Journal of Travel & Tourism Marketing*, 35(1), 73-89.
- xviii. Mada, A. L., Hidayanti, I., & Yusuf, I. S. H. (2021). Efek Green Perceived Value dan Risk terhadap Green Repurchase Intention: Green Trust sebagai Pemediasi pada Pengguna Peralite di Kota Ternate. *INOBISS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 4(3), 326-345.
- xix. Madariaga, J. G., Virto, N. R., López, M. F. N., & Manzano, J. A. (2018). Do Museums' Websites Boost Visitors' Intentions? A PLS Multigroup Comparison. *In Applying Partial Least Squares in Tourism and Hospitality Research*. 153-184
- xx. Mao, Zhenxing, & Jiaying Lyu. (2017). Why Travelers Use Airbnb Again? An Integrative Approach to Understanding Travelers' Repurchase intention. *International Journal of Contemporary Hospitality Management*.
- xxi. Martínez, P., & Del Bosque, I. R. (2013). CSR And Customer Loyalty: The Roles of Trust, Customer Identification with The Company and Satisfaction. *International Journal of Hospitality Management*, 35, 89-99.
- xxii. Matute, J., Redondo, Y. P., & Utrillas, A. (2016). The Influence of EWOM Characteristics on Online Repurchase Intention: Mediating Roles of Trust and Perceived Usefulness. *Online Information Review*, 40(7), 1090-1110.
- xxiii. Megantara, I. M. T., & Suryani, A. (2016). Penentu Niat Pembelian Kembali Tiket Pesawat Secara Online Pada Situs Traveloka. com. *E-Jurnal Manajemen Unud*, 5(9), 5783-5810.
- xxiv. Rahardjo, F. A. (2015). The Roles of Green Perceived Value, Green Perceived Risk, And Green Trust Towards Green Purchase Intention of Inverter Air Conditioner in Surabaya. *IBuss Management*, 3 (2), 252-260.
- xxv. Sitorus, S. D., & Mawardi, M. K. (2019). Pengaruh Persepsi Kemudahan, Persepsi Risiko, Dan Kepercayaan Konsumen Terhadap Minat Beli Online (Studi pada Mahasiswa Pengguna Aplikasi Jual Beli Online Carousell). *Jurnal Administrasi Bisnis*, 73(1), 141-150.
- xxvi. Sudita, N. P. C. R., & Ekawati, N. W. (2018). Pengaruh Green Perceived Value Terhadap Green Repurchase Intention Yang Dimediasi Oleh Green Trust. *E-Jurnal Manajemen Unud*, 7(11), 5846-5873.
- xxvii. Sumarwan, U. (2014). *Perilaku Konsumen: Teori Dan Penerapannya Dalam Pemasaran*. Jakarta: PT. Ghalia Indonesia
- xxviii. Tandon, U., Kiran, R., & Sah, A. N. (2017). Customer Satisfaction as Mediator Between Website Service Quality and Repurchase intention: An Emerging Economy Case. *Service Science*, 9(2), 106-120.
- xxix. Tho, N. X., Lai, M. T., & Yan, H. (2017). The Effect of Perceived Risk on Repurchase Intention and Word-Of-Mouth in The Mobile Telecommunication Market: A Case Study from Vietnam. *International Business Research*, 10(3), 8-19.
- xxx. Wang, L., Law, R., Guillet, B. D., Hung, K., & Fong, D. K. C. (2015). Impact of Hotel Website Quality on Online Booking Intentions: Etrust as A Mediator. *International Journal of Hospitality Management*, 47, 108-115.
- xxxi. Widjajanta, B., Rahayu, A., & Salsabila, A., E. (2020). Pengaruh Perceived Quality dan Brand Reputation terhadap Repurchase Intention pada Reviewers Sepatu Bata Aplikasi Shopee. *Jurnal Pendidikan Manajemen Bisnis*, 20(1), 48-59.
- xxxii. Wijaya, S., Felicia, J., & Oktavia, M. (2018). Pengaruh Kualitas Website Terhadap Kepercayaan Pelanggan Dalam Menentukan Minat Pembelian Ulang Pada Traveloka. *Jurnal Hospitality dan Manajemen Jasa*, 6(2).
- xxxiii. Wilson, N., & Keni, K. (2018). Pengaruh Website Design Quality Dan Kualitas Jasa Terhadap Repurchase Intention: Variabel Trust Sebagai Variabel Mediasi. *Jurnal Manajemen dan Pemasaran Jasa*, 11(2), 291-310.
- xxxiv. Wuisan, D. S., Candra, D., Tanaya, M. A., Natalia, V., & Bernarto, I. (2020). Pengaruh Website Design Quality dan E-Service Quality Terhadap Repurchase Intention Sociolla E-Trust Sebagai Variabel Mediasi. *Computation: Journal of Computer Science and Information Systems*, 4(1), 55-67.
- xxxv. Wu, K., Vassileva, J., Noorian, Z., & Zhao, Y. (2015). How Do You Feel When You See A List Of Prices? The Interplay Among Price Dispersion, Perceived risk And Initial Trust In Chinese C2C Market. *Journal of Retailing and Consumer Services*, 25, 36-46.