# THE EFFECT OF PERCEIVED RISK ON REPURCHASE INTENTION MEDIATED BY ONLINE TRUST AND PERCEIVED USEFULNESS AT TOKOPEDIA

**Novan Yunandi Sapria[1], Sutarmin[2]\***
Faculty of Economics and Business, University of Peradaban
*Email: sutarmin74@gmail.com[1*]*

**Abstract:** Online shopping is a form of electronic commerce that allows consumers to directly buy goods or services from sellers via the internet without the services of intermediaries. This study aims to analyze the effect of perceived risk on repurchase intentions through online trust and perceived usefulness at TokoPedia. This type of research is quantitative using survey methods. The sampling technique used non-probability sampling with purposive sampling method, and the number of samples used was 100 respondents. The analysis technique uses multiple linear regression and the Sobel test. The results showed that the variable perceived risk has a positive effect on online trust, perceived risk has a positive effect on perceived usefulness, perceived online risk and trust has a positive effect on repurchase intention, perceived usefulness has no effect on repurchase intention, online trust mediates perceived risk on repurchase intention , and perceived usefulness does not mediate risk perception on repurchase intention.

**Keywords:** *Perceived Risk, Perceived Usefulness, Online Trust, Repurchase Intention*

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## 1. Introduction

Online shopping is a form of electronic commerce that allows consumers to directly buy goods or services from sellers via the internet without the services of intermediaries. An online store, e-store, internet store, web-store, online store and virtual stores evoke the physical analogy of purchasing a product or service at a brick and mortar retailer or shopping mall. This process is related to the growing tradition of online shopping.

Indonesia is a market with attractive e-commerce growth from year to year. Since 2014, Euromonitor noted, online sales in Indonesia have reached US$1.1 billion. Census data from the Central Statistics Agency (BPS) also stated that Indonesia's e-commerce industry in the last 10 years has increased by 17 percent with a total number of e-commerce businesses reaching 26.2 million units. In 2018, e-commerce in Indonesia recorded very rapid growth, and is expected to continue to increase along with the increasing number of entrepreneurs and Micro, Small and Medium Enterprises (MSMEs) in the country. Apart from these data, the great potential of the e-commerce industry in Indonesia is also influenced by online shopping styles, especially by the millennial generation.
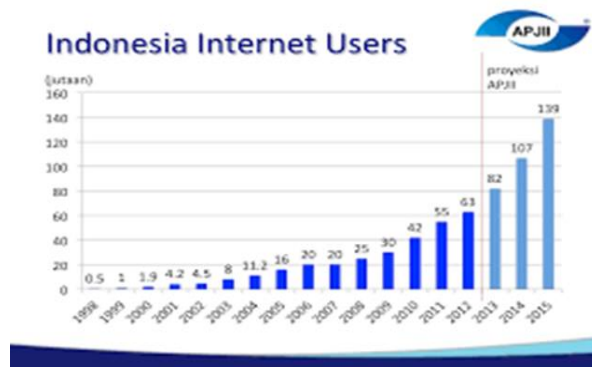
Figure 1. Indonesian Internet User Data 2019
Source : Indonesian Internet Service provider Association (APJII) 2019

**Research Purposes**
The purpose of this research is to analyze the effect of:
1. Perceived risk of online trust.
2. Perceived risk of perceived usefulness.
3. Online trust of repurchase intention.
4. Perceived usefulness of repurchase intention.
5. Perceived risk of repurchase intention.
6. Online trust mediates between perceived risk and repurchase intention.
7. Perceived usefulness mediates between perceived risk of repurchase intention.

## 2. Literature Reviews
**Perceived Risk**

Perceived risk according to Schiffman and Kanuk (2004) is defined as the uncertainty faced by consumers when they cannot predict the consequences of their purchase decision. According to Mowen and Minor (2002) perception is a consumer's assessment of the negative possibilities that will occur when buying a product.

**Perceived Usefulness**

Jogiyanto (2008) suggests, the definition of perceived usefulness is the extent to which individuals believe that using a technology will improve the performance of their workers. Davis & Venkatesh (2000) suggests that perceptions of usefulness can be measured using the following indicators: useful, beneficial, effectiveness and productivity. Perceived usefulness (perceived benefits) definition as the extent to which a person believes that the use of a particular information system will improve his performance.

**Online Trust**

Online trust according to Ling et al. (2010) is the willingness of customers to accept weaknesses in online transactions based on their positive expectations regarding future online shopping behavior. Cugelman et al (2009), online trust is a special type of trust that has been described as a psychological intermediary between the physical characteristics of a website and the behavioral intentions of users.

**Repurchase Intention**

Hick et al (2005), revealed that repurchase intention is a consumer commitment that is formed after a consumer buy a product or service. This commitment arises because of the positive impression of consumers on a brand and consumers feel satisfied with the purchases. According to Ferdinand (2002), there are four indicators to measure repurchase interest, namely transactional interest, referential interest, and referential interest.

**Previous Research**

Gary Mortimer, Syed Fazal e Hasan, Lynda Andrews and Jillian Martin (2015) examined the perceived risk of repurchase intention in online food using the AMOS analysis tool entitled Online Food Shopping the impact of shopping frequency on perceived risk. In his research, it was concluded that there is a positive relationship between perceived risk and repurchase intention.

Adnan Abd. Hamid, Fahmi Zaldi Abdul Razak, Azlina Abu Bakar, Wan Salihin Wong Abdullah (2015) examined the perceived usefulness of repurchase intention in a case study of E-Government Users in Malaysia. Using the Multiple Regression analysis tool entitled Effects of Prepared Usability and Prepared Ease of Use on Continuity of Intention to Use E-Government. It was concluded that there is a positive relationship between perceived usefulness and repurchase intention.

Nurhanan Syafiah Abdul Razak, Malliga Marimuthu, Mazlina Mamat (2013) examined online trust in repurchase intention in a case study of Tourism services in Malaysia using the PLS analysis tool entitled Trust and Repurchase Intentions in online Tourism services among Malaysian consumers. It can be concludes that there is a positive relationship between online trust and repurchase intention.

**Hypothesis**
1. Perceived risk affects online trust.
2. Perceived risk affects perceived usefulness.
3. Online trust has an effect on repurchase intention.
4. Usefulness risk affects repurchase intention.
5. Perceived risk affects repurchase intention.
6. Perceived risk affects repurchase intention mediated by online trust.
7. Perceived risk affects repurchase intention mediated by perceived usefulness.

**3. Research Methods**

This research/study uses a quantitative research method using a survey method on the assessment of TokoPedia users with the variable risk perceived on repurchase intention mediated by online trust and perceived usefulness. According to Sugiyono (2014: 6) survey methods are used to obtain data from certain natural places.

**Population and Sample**

The population in this research are TokoPedia users who are in South Brebes which includes several sub-districts including Bumiayu district, Paguyangan district and Tonjong district.

In this case the subject is taken because in many cases it is impossible to examine all members of the population, therefore the researcher forms a representative which is called a sample. Determining the size of the sample in this research can use the following formula:

$$n = \frac{Z^2}{4(Moe)^2}$$

Information :

n    = number of samples

Z    = Z value with a 95% confidence level, then Z value = 1.96 (normal distribution table)

Moe  = margin of error or maximum error is 10%

Data collection techniques in this research/study were obtained directly from filling out questionnaires by respondents. According to Sugiyono (2014), a questionnaire is a data collection technique that is carried out by giving a set of questions to respondents to answer.

**Data Source**

This research/study uses primary and secondary data sources. Primary data is in the form of respondents' answers regarding questions in the questionnaire, while secondary data is in the form of data taken from the internet such as data on Indonesia Internet User 2019.

**Data Analysis Technique**
**Validity Testing**

Validity test is used to measure the extent to which the precision and accuracy of a measuring instrument in carrying out its measurement function. Validity measurement in this research uses product moment correlation analysis (Suliyanto, 2011). The questionnaire is said to be valid if r count (Corrected Item Total Correlation) > r table and the questionnaire is said to be invalid if r count < r table.

**Reliability Testing**

The reliability of a measurement indicates the extent to which the measurement is without bias (error-free) and therefore ensures consistent measurement across time and across the various items in the instrument. The questionnaire is said to be reliable if the Cronbach's alpha value is greater than 0.6.

**Classic assumption test**

1. **Normality Test**

   According to Suliyanto (2011: 69) the normality test is intended to test whether the residual values that have been standardized in the regression model are normally distributed or not.

2. **Multicollinearity Test**

   The aims is to test whether in the regression model formed there is a high or perfect correlation between the independent variables or not. If in the regression model formed there is a high or perfect correlation between the independent variables, the regression model is declared to contain multicollinear symptoms (Suliyanto, 2011: 81), to detect multicollinearity is to look at the Tolerance and Variance Inflation Factor (VIF) values. If the VIF value ≤ 10 then there is no multicollinearity.

3. **Heteroscedasticity Test**

   This test is used to determine whether there is a deviation from the classical assumptions. Heteroscedasticity means that there is an unequal residual variance for all observations in the regression model. Conversely, if the variable variance in the regression model has the same (constant) value, it is called homoscedasticity. The test method is to uses the Glejser test by looking at the significance value, if the significance value is ≤ 0.05 then

there is heteroscedasticity and if the significance value is > 0.05 then there is no heteroscedasticity. Apart from using the Glejser test, the heteroscedasticity test can also use the scatterplot graph, namely by looking at whether there is a certain pattern on the scatterplot graph between SRESID and ZPRED, where the Y axis is the predicted Y, and the X axis is the residual axis (Y prediction – Y actually). which has been standardized (Ghozali, 2006: 125).

**Multiple Linear Regression Analysis**

The analytical method used for this study is a quantitative method using multiple linear regression methods because there are more than one independent variable (Suliyanto, 2011:53). Data analysis was performed using the SPSS 16 For Windows tool with the formula:

$$Y = a + b1X1 + b2X2 + b3X3 + \varepsilon$$

Information:

| | |
|---|---|
| Y | : Repurchase intention |
| a | : Constant |
| b1, b2, b3, b4 | : Regression Coefficient |
| X1 | : Risk Perceived Variable |
| X2 | : Usefulness trust variable |
| X3 | : Online trust variable |
| $\varepsilon$ | : Standard error |

**Hypothesis test**

Hypothesis testing in this study was carried out on statistical hypotheses using the t test. The t test is a test used to determine the partial effect of each independent variable on the dependent variable (Suliyanto, 2011:55).

**Coefficient of Determination $(R^2)$**

The coefficient of determination is the magnitude of the independent variable's contribution to the dependent variable. The higher the coefficient of determination, the higher the ability of the independent variables to explain variations in changes in the dependent variable (Suliyanto, 2011:55).

**4. Results and Discussion**
**4.1. Results**
**Validity test**

**Table 1. Validity Test Results**

| No | Indicator | r count | r table | Information |
|---|---|---|---|---|
| 1 | Perceived Risk | | | |
| | Indicator 1 | 0,927 | 0,3061 | Valid |
| | Indicator 2 | 0,905 | 0,3061 | Valid |
| 2 | Perceived Usefulness | | | |
| | Indicator 1 | 0,896 | 0,3061 | Valid |
| | Indicator 2 | 0,866 | 0,3061 | Valid |
| | Indicator 3 | 0,792 | 0,3061 | Valid |
| 3 | Online Trust | | | |

|   |                      |       |        |       |
|---|----------------------|-------|--------|-------|
|   | Indicator 1          | 0,786 | 0,3061 | Valid |
|   | Indicator 2          | 0,822 | 0,3061 | Valid |
|   | Indicator 3          | 0,842 | 0,3061 | Valid |
| 4 | Repurchase Intention |       |        |       |
|   | Indicator 1          | 0,800 | 0,3061 | Valid |
|   | Indicator 2          | 0,805 | 0,3061 | Valid |
|   | Indicator 3          | 0,754 | 0,3061 | Valid |
|   | Indicator 4          | 0,867 | 0,3061 | Valid |

Source : Primary data processed, 2020

Table 1 shows that all indicators used to measure the variables used in this research/study have a correlation coefficient greater than rtable = 0.3601 (rtable value for n = 30), so all of these indicators are valid.

**Reliability Test**

**Table 2. Reliability Test Results**

| Variable                  | *Cronbach Alpha* | Status   |
|---------------------------|------------------|----------|
| Perceived Risk (X1)       | 0,805            | Reliable |
| Perceived Usefulness (Z1) | 0,807            | Reliable |
| Online Trust (Z2)         | 0,750            | Reliable |
| Repurchase Intention (Y)  | 0,818            | Reliable |

Source : Primary data processed, 2020

Table 2 shows that all variables have a fairly large Cronbach alpha, which is above 0.6 so that it can be said that all the measuring concepts for each variable from the questionnaire are reliable so that for the next item on each of these variable concepts they are suitable to be used as a measuring tool.

**Normality Test**

**Table 3. Kolmogorov-Smirnov Normality Test Results**
**One-Sample Kolmogorov-Smirnov Test**

|                          | *Unstandardized Residual* |
|--------------------------|---------------------------|
| *Asymp. Sig. (2-tailed)* | .265                      |

Source : Primary data processed, 2020

Table 3 shows that the significant value (2-tailed) is 0.265 > 0.05. This means that the standardized residual values are declared to be normally distributed.

**Multicollinearity Test**

**Table 4. Multicollinearity Test Results**

| Variable             | Tolerance | VIF   | Information                      |
|----------------------|-----------|-------|----------------------------------|
| Perceived Risk       | 0,960     | 1,024 | There is no multicollinearity    |
| Perceived Usefulness | 0,788     | 1,269 | There is no multicollinearity    |
| Online Trust         | 0,803     | 1,245 | There is no multicollinearity    |

Source : Primary data processed, 2020

Table 4 shows that none of the variables has a VIF value greater than 10, so from these data it can be concluded that there is no multicollinearity between the independent variables in the regression model.

**Heteroscedasticity Test**

**Table 5. Heteroscedasticity Test Results**

| Variable | T | *Sig*. | Information |
|---|---|---|---|
| Perceived Risk | -2,094 | 0,093 | There is no heteroscedasticity |
| Perceived Usefulness | -0,408 | 0,684 | There is no heteroscedasticity |
| Online Trust | -2,992 | 0,064 | There is no heteroscedasticity |

Source : Primary data processed, 2020

Table 5 shows that perceived risk, perceived usefulness and online trust have a significance value of 0.093; 0.684 and 0.064, which are all above the 0.05 confidence level, meaning that there is no heteroscedasticity in this model.

**Multiple Linear Regression Analysis**

**Table 6. First Regression Analysis**

**Coefficients<sup>a</sup>**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 11.619 | 1.810 | | 6.419 | .000 |
| | Perceived Risk | .313 | .162 | .192 | 1.934 | .046 |

a. Dependent Variable: Perceived Usefulness

Source : Primary data processed, 2020

Based on table 6, it can be concluded that the significance value of the perceived risk variable is 0.046 which is less than 0.05, which means that the perceived risk has a positive and significant effect on the perceived usefulness.

**Table 7. Second Regression Analysis**

**Coefficients<sup>a</sup>**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 13.830 | 1.441 | | 9.595 | .000 |
| | Perceived Risk | .173 | .129 | .135 | 1.345 | .018 |

a. Dependent Variable:
Online Trust

Source : Primary data processed, 2020

Based on table 6, it can be concluded that the significance value of the perceived risk variable is 0.018 which is less than 0.05, which means that the perceived risk has a positive and significant effect on online trust.

**Table 8. Third Regression Analysis**

**Coefficients<sup>a</sup>**

| Model | | Unstandardized Coefficients | | StandardizedCoefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 9.473 | 2.619 | | 3.617 | .000 |
| | Perceived Risk | .512 | .169 | .285 | 3.039 | .003 |
| | perceived usefulness | .051 | .114 | .046 | .448 | .655 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Online Trust | .369 | .143 | | .264 | 2.579 | .011 |

a. Dependent Variable: Repurchase Intention

Source : Primary data processed, 2020

Based on table 8, it can be concluded that the significance value of the perceived risk variable is 0.003 which is less than 0.05, which means that the perceived risk has a positive and significant effect on repurchase intention. The significance value of perceived usefulness variable is 0.655 greater than 0.05, which means perceived usefulness has no positive and significant effect on repurchase intention. The significance value of the online trust variable is 0.011 which is less than 0.05, which means that online trust has a positive and significant effect on repurchase intention.

## Direct and indirect effect
### *Direct Effect*
  a) Perceived risk (X1) of repurchasing intention (Y)

  Based on table 6, it is known that perceived risk has a significant effect on repurchase intention with a significance value of 0.003 <0.05. So that, perceived risk has a significant direct effect on repurchase intention.
  b) Perceived usefulness (Z1) on repurchase intention (Y)

  Based on table 7, it is known that perceived usefulness has no significant effect on repurchase intention with a significance value of 0.665 > 0.05. So that, perceived usefulness does not have a direct significant effect on repurchase intention.
  c) Online trust (Z2) on repurchase intention (Y)

  Based on table 8, it is known that online trust has a significant effect on employee performance with a significance value of 0.011 <0.05. So that, online trust has a significant direct effect on repurchase intention.

## Indirect effect

Table 9. Materials for the sobel test

| Path | Path coefficient (P) | Standard eror (SP) |
|---|---|---|
| P1 | X1 $\longrightarrow$ Y = 0,512 | X1 $\longrightarrow$ Y = 0,169 |
| P2 | X1 $\longrightarrow$ Z1 = 0,313 | X1 $\longrightarrow$ Z1 = 0,162 |
| | X1 $\longrightarrow$ Z2 = 0,173 | X1 $\longrightarrow$ Z2 = 0,129 |
| P3 | Z1 $\longrightarrow$ Y = 0,051 | Z1 $\longrightarrow$ Y = 0,114 |
| | Z2 $\longrightarrow$ Y = 0,369 | Z2 $\longrightarrow$ Y = 0,143 |

Based on the first Sobel test, the results of t count 0.634 are smaller than t table alpha 0.05 and df (N-2 = 1.659), it can be concluded that there is no mediating effect of perceived usefulness (Z1) which is significant between perceived risk (X1) to repurchase intention (Y). Based on the second Sobel test, the results of t count 3.332 are greater than t table alpha 0.05 and df (N-2 = 1.659), it can be concluded that there is a significant mediating effect of online trust (Z2) between perceived risk (X1) on interest repurchase (Y).

## Hypothesis testing
Hypothesis testing in this research/study was carried out on statistical hypotheses using the t test using a one-way hypothesis test. The t test is a test used to determine the partial

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effect of each independent variable on the dependent variable (Suliyanto, 2011: 55). The results of the t test in this study can be seen in table 15 which explains that:

a. It was found that for variable X1 (perceived risk) with t count = 1.345 <t table = 1.660 and a significance level of 0.018 <0.05, this means that the first hypothesis which states that perceived risk has a positive effect on online trust decisions is **accepted**.

b. It was found that for variable X1 (perceived risk) with t count = 1.934 > t table = 1.660 and a significance level of 0.046 <0.05, this means that the second hypothesis which states that perceived risk has a positive effect on perceived usefulness is **accepted**.

c. It was found that for variable Z2 (online trust) with t count = 2.579 > t table = 1.660 with a significance level of 0.011 <0.05, this means that the third hypothesis which states that online trust has a positive effect on repurchase intention is **accepted**.

d. It was found that for variable Z1 (perceived usefulness) with t count = 0.448 <t table = 1.660 with a significance level of 0.655 > 0.05, this means that the fourth hypothesis which states that perceived usefulness has a positive effect on repurchase intention is **rejected**.

e. It was found that for variable X1 (perceived risk) with t count = 3.039 > t table = 1.660 with a significance level of 0.003 <0.05, this means that the fifth hypothesis which states that perceived risk has a positive effect on repurchase intention is **accepted.**

f. It was found that the results of the sobel test for variable Z2 (online trust) mediated the relationship between variable X1 (perceived risk) and variable Y (repurchase intention) with a t count = 3.332 > t table = 1.660 with a significance level of 0.05. This means that the sixth hypothesis which states that online trust mediates perceived risk of repurchasing intention is **accepted**.

g. It was found that the results of the sobel test variable Z1 (perceived usefulness) did not mediate the relationship between variable X1 (perceived risk) and variable Y (repurchase intention) with  t count = 0.643 <t table = 1.660 with a significance level of 0.05. This means that the seventh hypothesis which states that online trust mediates perceived risk of repurchase intention is **rejected.**

**Coefficient of Determination ($R^2$)**

Table 10. Coefficient of Determination

| Model | R Square |
|---|---|
| 1 | 0,189 |

Source : Primary data processed, 2020

Table 10 shows that an R square of 0.189 is obtained indicating that 18.9% of the variation in repurchase intention is caused by variations in perceived risk, perceived usefulness and online trust, the remaining 81.1% is determined by variables not examined in this study.

**4.2. Discussion**
**The effect of perceived risk on online trust.**

Based on the results of statistical tests and regression analysis, it is known that the risk perception variable has a significant effect on online trust in TokoPedia. The results of this research/study have similarities with the results of research conducted by Evelina et al (2012) with the title Effects of Brand Image, Product Quality, Price, and Promotion on the Purchase Decision of TelkomFlexi Prime Cards case studies on TelkomFlexi consumers in Kudus City District, Kudus Regency. The results of the discussion regarding the effect of brand image,

product quality, price, and promotion show that the three variables have a positive and significant effect on the decision to purchase a TelkomFlexi starter pack, a case study on TelkomFlexi consumers in Kudus City District, Kudus Regency.

### The effect of perceived risk on perceived usefulness.

Based on the results of statistical tests and regression analysis, it is known that the perceived risk variable has a positive and significant effect on the perceived usefulness of TokoPedia. The results of this study have similarities with the results of previous research studies, and support the opinions of several theories and research conducted by Weenas (2013) with the title Product Quality, Price, Promotion and Service Quality Influencen on Purchase Decisions on Spring Bed Comforta. The results of the discussion regarding the effect of product quality, price, promotion and service quality show that the four variables have a positive and significant effect on the purchasing decision of Spring Bed Comforta.

### The effect of online trust on repurchase intention.

Based on the results of statistical tests and regression analysis, it is known that the online trust variable has a positive and significant effect on repurchase intentions at TokoPedia, respondents rated TokoPedia as trustworthy. The results of this study have similarities with the results of previous studies, and support the opinions of several theories and research conducted by Nurhanan Syafiah Abdul Razak, Malliga Marimuthu, Mazlina Mamat (2013). Those who examine online trust in repurchasing intentions in a case study of Tourism services in Malaysia use a PLS analysis tool entitled Trust and Repurchase Intentions in online Tourism services among Malaysian consumers. Concludes that there is a positive relationship between online trust and repurchase intention.

### The effect of perceived usefulness on repurchase intention.

Based on the results of statistical tests and regression analysis, it is known that the perceived usefulness variable has no positive and significant effect on repurchase intention at TokoPedia. The results of this study have differences with the results of previous studies conducted by Cindy Regina Oroh, David P. E. Saerang. Farlane S. Rumokoy (2015). Which examines the perceived usefulness of repurchasing intention in the Lion Air Electronic Ticket case study. Using a Purposive Sampling analysis tool entitled The Influence of Perceived Ease of Use, Perceived Usefulness and Trust on Repurchase Intentions for Lion Air Electronic Tickets. It was concluded that there is a positive relationship between perceived usefulness and repurchase intention.

### The effect of perceived risk on repurchase intention

Based on the results of statistical tests and regression analysis, it is known that the risk perception variable has a positive and significant effect on repurchase intention at TokoPedia. The results of this study have similarities with the results of previous studies, and support the opinions of several theories and research conducted by Gary Mortimer, Syed Fazal e Hasan, Lynda Andrews and Jillian Martin (2015). Those who examined the perceived risk of repurchase intention in online food using the AMOS analysis tool entitled entitled Online Food Shopping the impact of shopping frequency on perceived risk. In his research concluded that there is a positive relationship between perceived risk and repurchase intention.

**The effect of online trust in mediating risk perception on repurchase intention**

Based on the results of the Sobel test, it is known that the online trust variable mediates the relationship between perceived risk and repurchase intention at TokoPedia. The results of this study have similarities with the results of previous studies, and support the opinions of several theories and research conducted by Ratnasari et al (2014) entitled The Effect of Brand Image and Product Quality on Blackberry Purchase Decisions (Case Study on Undergraduate Students of FISIP Diponegoro University Semarang). The results of the discussion regarding the effect of brand image and product quality show that the two variables have a positive and significant effect on Blackberry purchasing decisions (Case Study on Undergraduate Students of FISIP, Diponegoro University, Semarang).

**The effect of perceived usefulness in mediating perceived risk on repurchase intention**

Based on the results of the Sobel test, it is known that the perceived usefulness variable does not mediate the relationship between perceived risk and repurchase intention at TokoPedia. The results of this research/study are different from the results of previous research conducted by Ratnasari et al (2014) entitled The Effect of Brand Image and Product Quality on Blackberry Purchase Decisions (Case Study on Undergraduate Students of FISIP, Diponegoro University, Semarang). The results of the discussion regarding the effect of brand image and product quality show that the two variables have a positive and significant effect on Blackberry purchasing decisions (Case Study on Undergraduate Students of FISIP, Diponegoro University, Semarang).

## 5. Conclusions

Based on the research and discussion that has been done, the following conclusions are obtained:

1. Perceived risk has a positive effect on online trust in TokoPedia. This means that the better the perceived risk, the higher the online trust in TokoPedia.
2. Perceived risk has a positive effect on perceived usefulness at TokoPedia. This means that the better the perceived risk, the higher the perceived usefulness of TokoPedia.
3. Online trust has a positive effect on repurchase intentions at TokoPedia. This means that the better the online trust, the higher the repurchase intention on TokoPedia.
4. Perceived usefulness has no positive effect on repurchase intentions at TokoPedia. This means that customers do not make perceived usefulness a factor in considering repurchase intentions at TokoPedia.
5. Perceived risk has a positive effect on repurchase intentions at TokoPedia. This means that the better the perceived risk, the higher the repurchase intentions at TokoPedia.
6. Online trust mediates the relationship between perceived risk and repurchase intention at TokoPedia. This shows that the better the online trust, the higher the relationship between perceived risk and repurchase intention at TokoPedia.
7. Perceived usefulness does not mediate the relationship between perceived risk and repurchase intention at TokoPedia. This shows that if the risk is increased, the repurchase intentions at TokoPedia will increase without going through the perceived usefulness first.

**Recommendations**

Based on the discussion above, the suggestions in this research are as follows:
1. For TokoPedia.

Perceived risk and online trust have a positive effect on repurchase intentions in this research/study, so companies need to pay attention to and maintain these two variables to increase consumer repurchase intentions at TokoPedia. Perceived usefulness does not have a positive effect on repurchase intentions in this research, but companies still need to vary the use of TokoPedia as a multi-purpose marketplace. Then online trust mediates the relationship between perceived risk and repurchase intention, therefore companies need to increase online trust in forming perceived risk to increase consumer repurchase intentions at TokoPedia.

2. Future Research.

Future research can add or replace other variables, such as promotion, brand image, and service variables. This is because in this research/study the three variables (perceived risk, perceived usefulness, and online trust) were only able to explain 18.9 percent of the variation in repurchase intention, and 81.1 percent were influenced by other variables.

For future research it is suggested to add data collection techniques with interview techniques, this is because in this research/study, researchers encountered problems with some respondents who did not understand the intent of the questions contained in the questionnaire.

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