



## The effect of delivery speed and trust on ewom through repurchase intentions at Shopee Express in Sidoarjo

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### ABSTRACT

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#### Keywords:

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This study aims to determine the effect of delivery speed and trust on e-wom through repurchase interest in shopee express in Sidoarjo. The research method used is quantitative with a descriptive approach. The number of samples in this study were 100 respondents, and the data were collected through the use of questionnaires. Data analysis was carried out using the path analysis method, while the sampling technique used was non probability sampling. The results showed that 1) Delivery Speed has a positive but insignificant influence on E-Wom. 2) Delivery Speed has a positive and significant influence on Repurchase Intention. 3) Trust has a positive and significant influence on Ewom. 4) Trust has a positive but insignificant influence on Repurchase Intention. 5) E-Wom has a positive and significant influence on Repurchase Intention.

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## 1. INTRODUCTION

In today's technological era, the internet network has unlimited space and a very wide reach. (Lailiya, 2020) Apart from being used for communication and information, the internet is also utilized for commercial purposes by some businesses to market their products, commonly referred to as online stores. (Halizah et al., 2022) Marketplaces have become a form of modern market oriented towards speed and ease of transactions. Retail stores have been affected by the emergence of the marketplace which has an impact on shifting online shopping behavior. E-commerce has become a popular shopping method for consumers, especially during the pandemic. One of the most popular e-commerce platforms in Indonesia is Shopee.

(Japarianto & Adelia, 2020) Shopee offers various features to attract consumers, such as competitive prices, diverse product choices, and fast delivery. Delivery speed and trust are two important factors that can influence consumer behavior in e-commerce. Delivery speed is the time it takes for the product to arrive at the consumer's location, while trust is consumer confidence in the reliability and credibility of the e-commerce platform (D. Darmawan, 2022).

(Nansi & Triwibowo, 2022) Delivery services have become essential, especially in this modern era full of technological advancements. Individuals are always looking for convenience, especially due to the influence of globalization and technological

developments that make them prefer everything instant. The use of freight forwarding services can be a solution for those who want convenience and practicality in the process of delivering goods, especially when it comes to distances that are difficult to reach personally. (Islami & Ernawati, 2022) The efficiency of goods delivery services is needed to deliver goods to locations that cannot be reached by the community itself, especially considering the large number of residents who send goods from one area to another far away, making this goods delivery service very vital for the community.

Trust (Gultom et al., 2020) are our cognitive knowledge about an object, then attitudes are the affective feeling or affective responses we have about an object. Several studies have been conducted to determine the effect of delivery speed and trust on consumer behavior in Shopee. In the context of e-commerce, trust refers to a consumer's belief in the reliability, credibility, and security of the platform and its sellers. Trust (Supertini et al., 2020) can be built through various factors, such as transparent and secure payment systems, reliable product information, and efficient customer service.

(Adabi, 2020) Trust is essential for building and maintaining relationships and for working together effectively. When trust is broken, it has serious consequences for individuals and organizations (Lewicki & Brinsfield, 2017). (Kasinem, 2020) Trust has a relationship with customer satisfaction; the higher the level of customer trust, the greater their level of satisfaction. Reliable information will increase customer trust in a product or service. This is because the experience recorded in the customer's memory of a service can help build that individual's trust. In this context, the element of trust becomes a critical element that plays a key role for companies in winning the competition, and vice versa.

(P. A. D. T. Darmawan et al., 2022) Repurchase intention refers to the tendency or intention of consumers to repurchase a product or use the services of a brand or company. (Amelia Ibnu Wasiat & Bertuah, 2022) The desire to buy arises after there is a stimulus from an object that attracts attention, accompanied by positive feelings towards the item. Furthermore, a desire arises which is believed that the item provides benefits to the individual. Repurchase intention (Basyar & Sanaji, 2018) is an important indicator of a company's success in retaining customers and building long-term relationships. (Yulianti et al., 2019) The repurchase intention of buyers is very important for repeat purchase behavior at the same outlet. The success of a retail business (Fatma et al., 2020) can be measured by the frequency of repeat purchases from customers and the ability of the retail business to exist in the face of its competitors. (Savitri & Wardana, 2018) Companies that successfully create quality products, provide good customer service, and meet consumer expectations have a greater chance of creating repurchase intentions from their customers.

(Gultom et al., 2020) defined WOM as an "oral or written communication process, between a sender and an individual or group of receivers, regardless of whether they share the same social network, to share and acquire information, on an informal basis. (Ekonomi et al., 2021) Electronic Word of Mouth is now the most effective and efficient marketing communication media because it does not require large costs, has a wide reach and spreads information quickly. (Maskuri et al., 2019) Before making a purchase, customers will generally look for information about the product they want to buy. Customers tend to seek this information through electronic media, such as reviews or comments (Electronic Word-of-Mouth) found on social media platforms.

Thus, (Mohammad et al., 2020) eWOM is essential for mindful consumers that tend to carefully weigh alternative options and the consequences of their consumption behaviour. Electronic Word of Mouth (eWOM) also plays a role in influencing repurchase intentions (Azizah et al., 2022). According to (Meiyasa et al., n.d.) and (Candra & Suparna, 2019) found that there is a positive influence between electronic word of mouth and purchase intention. According to (Soebiagdo & Ruliana, 2017) Ewom has a positive and significant effect on trust Trust in an entity or platform can be identified as a factor

that has a positive and significant effect on the Electronic Word of Mouth (eWOM) phenomenon.

According to (Novitasari Albar & Setyo Iriani, 2022) In the context of Shopee Express, there is no specific research that discusses the effect of delivery speed and trust on eWOM through repurchase intentions. Therefore, it is necessary to conduct further research to understand the relationship between these variables in the context of Shopee Express. Previous research shows that aspects of delivery speed and trust level have a significant role that can influence buyer behavior on e-commerce platforms, including Shopee. By understanding the elements that influence buyer behavior, e-commerce platforms can improve their service quality, thereby increasing customer satisfaction and loyalty.

Understanding the influence of delivery speed and trust on electronic word-of-mouth (eWOM) helps Shopee Express optimize communications and marketing strategies, leveraging positive customer reviews to improve brand image and attract repeat purchase interest. By understanding and optimizing these factors, it is hoped that this research can help Shopee Express improve the quality of their services, strengthen relationships with customers, and overall, achieve sustainable business growth in the Sidoarjo area.

## 2. RESEARCH METHOD

This type of research is quantitative research which amounted to 100 respondents. The sampling method used in this study is non probability sampling, using purposive sampling technique. Selection of respondents is based on certain criteria, namely consumers who have made online purchases through the Shopee platform, use the Shopee Express expedition, and have made purchases at least twice in a span of 3 months. The population in this study is an infinite population, which determines the sample size using the following method (Widiyanto, 2008).

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

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 96,04 \sim 100 \text{ Responden}$$

Explanation:

n = Number of Samples

z = Normal Distribution Level

Moe = Margin of Error with a maximum error rate of 10%

The data collection technique in this study used a questionnaire with a Likert scale, documentation, observation and literature study. Data analysis techniques, namely using inner model, outer model and hypothesis testing. The statistical tool used in this study uses the PLS Smart 4.0 application.

## 3. RESULTS AND DISCUSSIONS

### 3.1 Outer Model Analysis

Testing the external measurement model (outer model) is used to determine the specification of the relationship between latent variables and their manifest variables. This test involves convergent validity, discriminant validity, and reliability. Convergent validity of the measurement model with reflective indicators can be seen from the correlation between the item/indicator score and the construct score. Individual indicators are considered reliable if they have a correlation value above 0.70. However, in

scale development stage research, loading of 0.50 to 0.60 is still acceptable. Based on the results for outer loading, there are indicators with loading below 0.60 and are not significant. The structural model in this study is presented in the following figure:

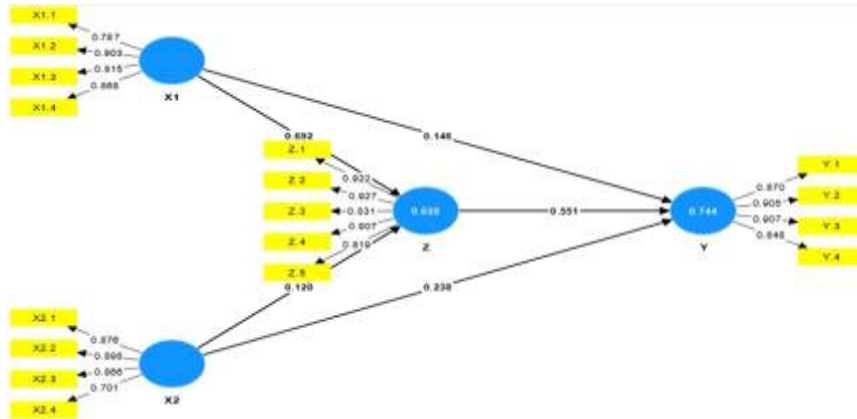


Figure 1. Outer model  
Source: SemPLS 4.0 Data Analysis

a. Convergent validity test + cross loading

Table.2 loading value & discriminant validity

VARIABLE	X1	X2	Y	Z
DS1.1	0.787			
DS1.2	0.903			
DS1.3	0.815			
DS1.4	0.868			
T2.1		0.876		
T2.2		0.898		
T2.3		0.866		
T2.4		0.701		
EM1			0.870	
EM2			0.905	
EM3			0.907	
EM4			0.848	
NU1				0.922
NU2				0.927
NU3				0.831
NU4				0.907
NU5				0.819

The discriminant validity test is assessed based on cross loading measurements with the construct.

Table 3. Diskriminant validity (cross loading)

VARIABLE	X1	X2	Y	Z
DS1.1	0.787	0.593	0.760	0.907
DS1.2	0.903	0.759	0.587	0.553
DS1.3	0.815	0.620	0.554	0.484
DS1.4	0.868	0.773	0.636	0.580
T2.1	0.683	0.876	0.518	0.578
T2.2	0.729	0.898	0.661	0.567
T2.3	0.715	0.866	0.553	0.637
T2.4	0.576	0.701	0.700	0.491
EM1	0.608	0.599	0.870	0.645

EM2	0.661	0.702	0.905	0.698
EM3	0.723	0.690	0.907	0.761
EM4	0.729	0.588	0.848	0.807
NU1	0.705	0.599	0.737	0.922
NU2	0.666	0.577	0.755	0.927
NU3	0.640	0.626	0.798	0.831
NU4	0.787	0.593	0.760	0.907
NU5	0.677	0.609	0.587	0.819

Based on the outer loading results obtained, the overall indicators have a value of  $> 0.7$ , and it can be interpreted that all indicators can be used in the research model.

#### b. Average Variance Extracted (AVE) + Composite Validity + Cronbach alpha

The square root of average variance extracted (AVE) value can be said to have good discriminant validity, if the AVE construct  $>$  correlation with all other constructs. A measurement value  $> 0.50$  is recommended. (Hair, J. F., Hult, G. T. M., & Ringle, 2017) Composite reliability aims to show the accuracy and consistency of the precision of a measuring instrument when making measurements. Cronbach alpha aims to strengthen the reliability test, where the expected value is  $> 0.6$  for all constructs.

Table 4. Average Variance Extracted (AVE), Composite Validity and Cronbach's Alpha

VARIABEL	AVE	COMPOSITE VALIDITY	Cronbach's Alpha
DS1	0.713	0.909	0.869
T1	0.703	0.703	0.855
EM	0.780	0.780	0.906
NU	0.779	0.779	0.928

Based on the results above, it can be concluded that the AVE value obtained is  $> 0.50$ , indicating good discriminant validity. The Composite Reliability results in this study show that all variables have a Composite Reliability value which indicates good composite reliability, because the Composite Reliability value is  $\geq 0.7$ . It was also found that the Cronbach Alpha value obtained was  $> 0.6$ , indicating that all indicators had good reliability.

### 3.2 Measurement Model Results (Inner Model)

#### a. R Square

The Q-Square value is used to measure the extent to which the observations generated by the model and its parameter estimates have predictive relevance. If the Q-Square value is  $> 0$  (zero), this indicates that the model has significant predictive relevance. Conversely, if the Q-Square value  $< 0$  (zero), this indicates that the model lacks predictive relevance.

Table 5. R-Square

VARIABEL	R-SQUARE
EM	0.744
NU	0.628

The results above show that: (1) The value of 0.744 for the ewom variable may be interpreted as the level of tendency or desire to make repeat purchases. A value indicates a fairly high level of intention, because generally a value above 0.5 is considered a positive level of tendency. 74.4%. (2) The value of 0.628 for the repurchase intention variable, can be interpreted that with this value it can indicate that most of the feedback spread online tends to be positive, giving a positive description of the product or service under study 62.8%

## b. Estimate for Path Coefficient

Tabel 6. *Estimate for Path Coefficient*

VARIABEL	ORIGINAL SAMPLE (O)	SAMPLE MEAN (M)	STANDART DEVIATION (STDEV)	T STATISTIK (O/STDEV)	P (VALUES)
DS - EM	0.146	0.137	0.132	1.112	0.266
DS - NU	0.692	0.699	0.114	6.053	0.000
EM - EM	0.238	0.247	0.112	2.116	0.034
EM - NU	0.120	0.108	0.151	0.793	0.428
EM - NU	0.551	0.552	0.101	5.465	0.000

The results above show that: The results of Table.6 above explain that the calculated t value obtained is greater than the t table value (1.96), thus indicating that. (a) Delivery speed affects ewom. From the results of the study it was found that Delivery speed has an effect on ewom with a statistical t value of  $1.112 > 1.96$  with a P value of 0.266. These results state that delivery speed has a positive impact on ewom. (b) Delivery speed affects repurchase intention. From the results of the study it was found that Delivery speed has an effect on repurchase intentions with a statistical t value of  $6.053 > 1.96$  with a P value of 0.000. These results state that delivery speed has a positive impact on repurchase intentions. (c) Trust affects ewom. From the results of the study, it was found that Trust has an effect on ewom with a statistical t value of  $2.116 > 1.96$  with a P value of 0.0034. These results state that trust has a positive impact o 4. Trust influences repurchase intentions, (d) From the research results, it was found that Trust had an influence on satisfaction with repurchase intentions with a statistical t value of  $0.793 < 1.96$  with a P value of 0.428. These results state that Trust has a positive impact on repurchase intentions. (f) EWOM influences repurchase intentions. From the research results, it was found that repurchase intention had an influence on Ewom with a statistical t value of  $5.465 < 1.96$  with a P value of 0.000. These results state that eWOM Has A Positive But Not Significant Impact On Repurchase Intentionn Ewom.

## 3.3 Discussion

## a. Delivery speed (X1) on Ewom (Y)

Delivery speed can be significant to electronic word of mouth (eWOM) at Shopee Express Sidoarjo because delivery speed has a direct impact on user experience. Consumers tend to leave positive reviews when the products they order arrive faster than expected. Fast delivery not only increases customer satisfaction but can also stimulate them to share their positive experiences through eWOM. Conversely, slow or late delivery can create a negative experience that might motivate consumers to share their complaints. Therefore, delivery speed can play a role in shaping reputation and reviews that influence potential consumers' purchasing decisions. According to (Novitasari Albar & Setyo Iriani, 2022) In the context of Shopee Express, there is no specific research that discusses the effect of delivery speed and trust on eWOM through repu.

## b. Delivery speed (X1) affects Repurchase intention (Z)

Several factors may influence the lack of influence of delivery speed on repurchase intention at Shopee Express Sidoarjo, such as operational efficiency, product availability, and overall user experience. There may be other factors such as promotions, customer service quality, or price quotes that also play a role in consumers' decision to repurchase. Further analysis may be needed to understand those dynamics specifically. According to (Meiyasa et al., n.d.) Trust is an important factor influencing Electronic Word of Mouth (eWOM) through repurchase interest at Shopee Express.

c. Trust (X2) has an effect on Ewom (Y)

The insignificant effect of repurchase intention on eWOM at Shopee Express in Sidoarjo can occur because the repurchase intention factor is more individual and practical, while eWOM involves social aspects and recommendations from others. In other words, the decision to repurchase may not always encourage consumers to share their experiences online. Several other factors, such as digital communication preferences and level of online social activeness, may also influence participation in eWOM. According to (Soebiagdo & Ruliana, 2017) Ewom has a positive and significant effect on trust.rchase intentions.

d. Trust (X2) affects Repurchase Intention (Z)

Trust plays a significant role in repurchase intentions at Shopee Express in Sidoarjo because consumers are more likely to make repeat transactions if they feel confident in the safety and reliability of the delivery service. Trust in Shopee Express, for example, can involve positive evaluations of previous delivery experiences, success in fulfilling delivery promises, and a good reputation in terms of package security. A solid relationship between consumers and Shopee Express can strengthen the desire to make repeat purchases because consumers feel comfortable and confident in the services they receive.

e. Ewom (Y) influence Repurchase intention (Z)

The insignificant effect of repurchase intention on eWOM at Shopee Express in Sidoarjo can occur because the repurchase intention factor is more individual and practical, while eWOM involves social aspects and recommendations from others. In other words, the decision to repurchase may not always encourage consumers to share their experiences online. Several other factors, such as digital communication preferences and the level of online social activeness, may also influence participation in eWOM. Meanwhile, trust has a positive and significant effect on consumer attitudes. Electronic Word of Mouth (eWOM) also plays a role in influencing repurchase intentions (Azizah et al., 2022).

#### 4. CONCLUSION

The conclusion from the results of data analysis shows that the effect of delivery speed and trust on Electronic Word of Mouth (ewom) through repurchase interest at Shopee Express in Sidoarjo. The results showed that delivery speed and trust play an important role in shaping repurchase interest in shopee through shopee express expeditions. Even so, repurchase intention does not have a significant effect on ewom because repurchase intention depends on the items that have been purchased before, but there are also customers who carry out repurchase intentions by means of ewom promotion. Thus, factors such as delivery speed and trust affect repurchase intention directly, but their impact on ewom may be influenced by more complex social factors or digital communication preferences. The implications of these findings may provide valuable insights for Shopee Express in improving customer satisfaction and understanding the dynamics of interactions between key factors that influence consumer behavior in the local e-commerce market. its impact on ewom may be influenced by more complex social factors or digital communication preferences. The implications of these findings can provide valuable insights for Shopee Express in improving customer satisfaction and understanding the dynamics of interactions between key factors that influence consumer behavior in the local e-commerce market.

## SUGGESTION

a) Conduct a deeper analysis of customer demographic variability to understand how these factors may vary between demographic groups. b) Compare Shopee Express with other delivery service providers to gain deeper comparative insights. c) Delve into it further to understand how cultural or local factors can influence consumer preferences and behavior in Sidoarjo. d) Build a model that integrates new variables and considers complex interactions between factors that influence repurchase intention. e) Involves field observations to gain direct insight into the customer experience during the delivery process.

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