

THE INFLUENCE OF DELIVERY SPEED AND PURCHASE EXPERIENCE ON ONLINE REPURCHASE INTENTION IN E-COMMERCE SHOPEE USER STUDENTS IN PONTIANAK CITY WITH TRUST AS AN INTERVENING VARIABLE

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Abstract. The purpose of this study was to examine the effect of delivery speed and purchase experience on online repeat purchasing intentions among students who use Shopee e-commerce in Pontianak city, with trust as the intervening variable. The growth of E-Commerce in Indonesia which continues to grow indicates changes in people's behavior in meeting their needs. From the results of this study, the Adjusted R-Square value on the Trust variable (Y1) is 0.677, which means that the Trust variable (Y1) is simultaneously influenced by the Speed of Delivery (X1) and Purchasing Experience (X2) variables by 67.7%, and the remaining 32.3% is influenced by other variables outside this research model and the Adjusted R-Square Value on the Repurchase Intention (Y2) variable is 0.729, which means that the Repurchase Intention (Y2) variable is simultaneously influenced by the Delivery Speed (X1), Purchase Experience (X2) and Trust (Y1) by 72.9%, and the remaining 27.1% is influenced by other variables outside of this study. The results showed that delivery speed has a positive and significant effect on trust (T-Statistic = 3,507, P-Value = 0.000), and purchase experience also has a positive and significant effect on trust (T-Statistic = 9,940, P-Value = 0.000). In addition, trust has a positive and significant effect on repurchase intention (T-Statistic = 2.081, P-Value = 0.038), and speed of delivery also has a direct effect on repurchase intention (T-Statistic = 2.431, P-Value = 0.015). However, the purchase experience has no direct effect on the intention to repurchase (T-Statistic = 1.112, P-Value = 0.267). Finally, delivery speed has no indirect effect on repurchase intention through trust (T-Statistic = 1.746, P-Value = 0.081), while purchase experience has a significant indirect effect on repurchase intention through trust (T-Statistic = 2.018, P-Value = 0.044). Recommendations for future research include expanding the sample to include more e-commerce users in various regions and platforms, as well as testing other factors that can influence repurchase intentions, such as product quality, customer service, and price factors.

Keywords: delivery speed; purchase experience; trust; repurchase intention

I. INTRODUCTION

Indonesia, as one of the most populous countries in the world, has a huge market potential for the e-commerce industry. In 2021, the number of internet users reached 169 million people. The number continues to increase every year until it reaches 185 million users in January 2024. This trend indicates a major transformation in the way Indonesians access information and interact in the digital era [1]. With a population of more than 270 million and an increasing internet penetration rate, Indonesians are increasingly accustomed to online shopping behavior. In recent decades, technological advances in Indonesia have revolutionized various aspects of human life, including consumption and business transactions. Traditionally, people conduct trade by visiting physical stores or markets but nowadays the trading system has shifted to the digital version through e-commerce platforms. These

innovations in online shopping have changed consumer behavior from passive browsing of web pages to active interaction and interactive conversations with e-retailers [2].

In the span of five years, the number of e-commerce users in Indonesia has increased significantly. In 2020, there were 38.72 million people using e-commerce services, and this number continues to grow annually to reach 65.65 million users in 2024 [3]. This growth indicates a major shift in people's shopping preferences, which are increasingly moving from conventional methods to digital-based transactions. E-commerce platforms have changed the traditional way of doing business, from the way companies operate to the consumer shopping experience. Online shopping makes it easy for shoppers to shop at any time, regardless of store operating hours, making the transaction process faster and more efficient [4]. This trend influences people's consumption patterns while opening opportunities for

businesspeople to utilize technology in the distribution of goods and services. By providing easy access to various products and services at the touch of a fingertip, this platform has created a major change in the way consumers interact with businesses [5]. Shopee is one of the leading e-commerce platforms in Southeast Asia that successfully provides various conveniences in digital transactions. Shopee, founded in 2015 by Singapore-based technology company Sea Group, operates as a marketplace that connects merchants and consumers in one digital ecosystem. Since its establishment in Indonesia, Shopee has grown rapidly and emerged as the platform of choice for a number of individuals, especially students. Shopee's dominance in Indonesia's e-commerce business is due to its unique marketing approach, continuous technological advancements, and fast and efficient delivery system. Shopee is known for its various superior service features, including Shopee Mall that offers goods from authorized brands, Shopee Live that facilitates direct contact between sellers and customers, and ShopeePay, a digital wallet that accommodates multiple payment methods. In addition, other promotions, such as Shopee 11.11 Big Sale, Shopee 12.12 Birthday Sale, and various free shipping coupons, have attracted customer interest and increased user loyalty.

Shopee is not only popular with the general public, but it can also be a top choice for students. Student groups have certain characteristics in shopping online, for example, such as being more careful in choosing prices, service quality, and emphasizing the importance of speed of delivery. Shopee offers various features to attract consumers, such as competitive prices, diverse product choices, and fast delivery [6].

Delivery speed can be a crucial factor because students often need goods in a short time, whether for academic purposes, hobbies, or daily needs. The faster the goods are received, of course, the higher the level of satisfaction they feel. Conversely, delays in delivery can lead to dissatisfaction, which ultimately reduces their intention to use the same platform again in the future. The desire to buy arises after stimulation from an object that attracts attention, accompanied by positive feelings towards the item [7].

In addition, Purchase Experience also has a big role in shaping student loyalty to e-commerce platforms. The ideal Purchase Experience not only includes the ease of finding products, but also includes other factors such as security when carrying out transactions, the availability of diverse products, and responsive customer service. Purchase Experience reflects the entire journey that consumers have with a retailer, which includes every interaction that occurs and their views and beliefs about the brand [8]. If the Purchase Experience is pleasant, then there is a high probability that they will return to make transactions on the same platform. However, if they face obstacles such as complicated payment processes, or inadequate customer service, then they are likely to switch to another platform that offers better convenience. As online shopping develops, trust is increasingly becoming an important factor, given the lack of face-to-face interaction, concerns about data privacy, and dependence on the reliability of service providers [9].

However, in the relationship between delivery speed, Purchase Experience, and repurchase Intention, there is another factor that is no less important, which is trust. Trust is a psychological factor that affects customer loyalty to an e-commerce platform. In the digital world, where transactions occur without direct physical interaction, trust becomes very important to maintain customer loyalty. Students who feel that an e-commerce platform can be trusted will tend to have greater confidence to return to make transactions. Conversely, if they find discrepancies between what is promised and what is received, such as delivery delays, products that do not match the description, or poor customer service, then their trust in the platform will be drastically reduced. Buyers interact with sellers through the platform so that sellers are considered at higher risk of adverse events such as fraud [10].

Trust in online transactions can be influenced by various factors, including return policies, transparency of product information, security of payment systems, and reviews and ratings from other users. Trust can be built through various factors, such as a transparent and secure payment system, reliable product information, and efficient customer service [11]. This happens because consumers feel confident that the products they receive will meet their expectations, and they trust that e-commerce platforms will quickly resolve any issues that may arise [12]. Security, which is closely related to trust and risk, is a response to growing concerns about data breaches and transaction protection, emphasizing the importance of implementing a robust security system to create a well-protected e-commerce environment [13]. In other words, although delivery speed and Purchase Experience play a role in increasing consumer satisfaction, without trust, consumers will not have enough confidence to make repeat purchases.

II. RESEARCH METHOD

Type of Research

This study is an associative study. According to [14], associative/relationship research is research that aims to determine the relationship between two or more variables. With this research, a theory can be built that can function to explain, predict, and control a phenomenon in research". So, this study aims to determine the effect of Delivery Speed and Purchasing Experience on the Interest in Online Repeat Purchases among Shoope E-Commerce users in Pontianak City with Trust as the Intervening Variable.

Data Collection Technique

The data collection technique in this study was to use primary and secondary data. According to [14], primary data is data collected by researchers directly from the first source or place where the research object was conducted. The primary data in this study was obtained by distributing questionnaires. The questionnaire in this study was given to respondents, namely students in Pontianak City who use Shopee E-Commerce, with closed questions answered using a 1-5 Likert scale. According to [14], secondary data is data published or used by organizations other than the processor. The secondary

data in this study is the number of e-commerce users in Indonesia from 2020 to 2024.

Population And Sample

According to [15], population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions are drawn. The population in this study are students who use Shopee E-Commerce as a means of online shopping. According to [15], a sample is a part of the number and characteristics of the population. In this study, the number of samples was determined using the Rao Purba formula, namely based on the above calculation, the minimum sample in this study was 96 people. The author set a sample of 100 respondents. The sampling technique used was purposive sampling. According to [16], purposive sampling is a technique for determining samples with certain considerations. The sample determination criteria in this study were students in Pontianak City who had made purchases on Shopee more than twice.

Research Variables And Measurement Scales

According to [15], research variables are everything that is determined by the researcher to be studied so that information about it is obtained, then conclusions are drawn. The independent variables in this study are Delivery Speed (X1) and Purchase Experience (X2), the intervening variable in this study is Trust (Y1), and the dependent variable in this study is Repurchase Interest (Y2). The measurement scale used for this study is the Likert scale. The Likert scale used in this study consists of 5 (five) alternative answers to each statement given to respondents, namely 1-5.

Data Analysis Technique

In this study, to test the hypothesis model, the researcher used Structural Equation Modeling (SEM). SEM allows researchers to simultaneously model and estimate complex relationships between several dependent and independent variables. Two popular methods that dominate SEM in practice: Covariances-Based SEM (CB-SEM) and Partial Least Square SEM (PLS-SEM) [17]. Data processing is carried out with the help of Smart-PLS software. Smart-PLS is data processing software for structural equation modeling (SEM) with the partial least square (PLS) method. The data analysis in this study consists of a measurement model and a structural model. The measurement model is assessed based on reliability and validity, which can be seen from the results of outer loadings, construct reliability and validity, discriminant validity, and goodness of fit. Meanwhile, the structural model explains the direct effect and indirect effects.

III. RESULT AND DISCUSSION

1. Validity Test

a. Convergent Validity

The convergent validity test can be done by looking at the loading factor value for each construct indicator. A high loading factor value indicates that each construct indicator converges at one point. This loading factor value will show how much correlation there is between the indicator and the latent variable. The expected loading factor value is > 0.7 . The results

of the convergent validity test of all variables in this study can be seen in Table 1 below:

Table 1. Validity Test Results

Variable	Indicator	Loading Factor	Description
Delivery Speed (X1)	X1.1	0,829	Valid
	X1.2	0,856	Valid
	X1.3	0,850	Valid
	X1.4	0,867	Valid
Purchase Experience (X2)	X2.1	0,738	Valid
	X2.2	0,743	Valid
	X2.3	0,798	Valid
	X2.4	0,717	Valid
	X2.5	0,745	Valid
	X2.6	0,716	Valid
	X2.7	0,733	Valid
	X2.8	0,736	Valid
	X2.9	0,700	Valid
Trust (Y1)	X2.10	0,701	Valid
	Y1.1	0,714	Valid
	Y1.2	0,796	Valid
	Y1.3	0,732	Valid
	Y1.4	0,759	Valid
	Y1.5	0,774	Valid
Repurchase Intention (Y2)	Y1.6	0,753	Valid
	Y2.1	0,802	Valid
	Y2.2	0,781	Valid
	Y2.3	0,801	Valid
	Y2.4	0,783	Valid
	Y2.5	0,771	Valid
	Y2.6	0,858	Valid
	Y2.7	0,845	Valid
	Y2.8	0,815	Valid

Source: Processed Data, 2025

Based on Table 1 above, it shows that the results of the convergent validity test have a loading factor value that can be seen in the original sampling. It can be seen that all construct indicators in each variable, namely the Delivery Speed, Purchase Experience, Trust, and Repurchase Intention variables, have a loading factor greater than 0.7. Thus, the indicators of each variable can be declared valid as a measure of the latent variable.

b. Discriminant Validity

Discriminant validity is carried out based on the Fornell-Larcker criterion value with a construct that will be useful for determining whether the construct has adequate discriminant validity. The value of the Fornell-Larcker criterion in the intended construct must be greater than the value of the latent construct. If the correlation of the construct with the measurement item is greater than the size of the other constructs, then it indicates that the latent construct has a better block size than the other block sizes. The results of the discriminant validity test in this study can be seen in Table 2 below:

Table 2. Discriminant Validity Test Results

Variable	Delivery Speed	Repurchase Intention	Purchase Experience	Trust
Delivery Speed	0,850			
Repurchase Intention	0,181	0,807		
Purchase Experience	0,619	0,475	0,733	
Trust	0,682	0,324	0,820	0,826

Source: Processed Data, 2025

Based on the results of the discriminant validity test in Table 2 above, it can be seen that each indicator has a value

from the Fornell-Larcker criterion that is greater than the dimensions of other measured variables. So that the indicator can be said to be valid for measuring the appropriate dimension or variable if the value of the Fornell-Larcker criterion is > 0.70 . Where if the correlation value of each indicator is higher against its own construct than the correlation of the indicator against other constructs, it can be concluded that the latent construct predicts the indicator on each indicator better than other indicators.

c. Average Variance Extracted (AVE)

The next method to see the validity of a construct is to look at the Average Variance Extracted (AVE). A construct is said to be valid if it has an AVE value of > 0.5 . The value of AVE in this study can be seen in Table 3 below:

Table 3. Average Variance Extracted (AVE)

Construk	AVE
Delivery Speed (X1)	0,723
Purchase Experience (X2)	0,537
Trust (Y1)	0,673
Repurchase Intention (Y2)	0,652

Source: Processed Data, 2025

Based on the results of the AVE test in Table 3 above, it can be seen that the AVE value for all variables in this study is greater than 0.5. Therefore, all constructs meet the discriminant validity test criteria and it can be concluded that the indicators used in this study have met the validity criteria.

2. Reliability Test

The Composite Reliability Test on the measurement model aims to test the reliability of a construct. The expected value in composite reliability is > 0.7 . Composite reliability that has a value > 0.7 is said to have high reliability. In addition, other criteria for determining the reliability of a construct and strengthening the results can be seen in the value of Cronbach's alpha, the value of Cronbach's alpha is expected to be > 0.6 . The results of reliability in this study can be seen in Table 4 below:

Table 4. Composite Reliability & Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Delivery Speed (X1)	0,913	0,873
Purchase Experience (X2)	0,921	0,905
Trust (Y1)	0,925	0,903
Repurchase Intention (Y2)	0,937	0,924

Source: Processed Data, 2025

In the table above, it can be seen that all estimated model constructs meet the reliability criteria because each Composite Reliability construct value is above 0.7 and the Cronbach's Alpha value is above 0.6. Thus, it can be said that the measurement items for each variable are declared reliable and can be used in research.

3. Evaluation of the Structural Model or Inner Model

The Inner model test is carried out to ensure that the structural model that has been built has accurate results. The Inner model test in structural equation modeling analysis with the Partial Last Square approach can be measured by:

a. R-Square Test

The Coefficient of Determination (R-Square) is a test to see how much the endogenous construct is explained through the exogenous construct. A good R-Square value is between 0 and 1, an R-Square value is said to be strong if it is at a value of 0.60-0.799, moderate at a value of 0.40-0.599, and weak at a value of 0.20-0.399 (Ghozali, 2018). The R-Square value from the calculation results can be seen in table 5 below:

Table 5. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted
Trust (Y1)	0,677	0,648
Repurchase Intention (Y2)	0,729	0,723

Source: Processed Data, 2025

1. The R-Square Adjusted value on the Trust variable (Y1) is 0.677, which means that the Trust variable (Y1) is simultaneously influenced by the Delivery Speed (X1) and Purchase Experience (X2) variables by 67.7%, and the remaining 32.3% is influenced by other variables outside of this research model. And based on the Adjusted R-Square value of 0.648, it can be concluded that the effect of the exogenous constructs Delivery Speed (X1) and Purchase Experience (X2) on Trust (Y1) is strong.
2. The R-Square Adjusted value on the Repurchase Intention (Y2) variable is 0.729, which means that the Repurchase Intention (Y2) variable is simultaneously influenced by the Delivery Speed (X1), Purchase Experience (X2) and Trust (Y1) variables by 72.9% and the remaining 27.1% is influenced by other variables outside of this study. And based on the Adjusted R-Square value of 0.723, it can be concluded that the effect of the exogenous constructs Delivery Speed (X1), Purchase Experience (X2), and Trust (Y1) on Repurchase Intention (Y2) is strong.

b. Hypothesis Testing

Direct Effect Test

Direct effect is a test to see the direct effect of a construct or exogenous latent variable on an endogenous latent variable. The Direct Effect test can be seen based on the results of the bootstrapping output path coefficient. The Direct Effect test in this study can be seen in Table 6 below:

Table 6. Direct Effect Test Results

Hipotesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Delivery Speed $\rightarrow$ Trust	0,277	3,507	0,000	Significant
H2	Purchase Experience $\rightarrow$ Trust	0,654	9,940	0,000	Significant
H3	Trust $\rightarrow$ Repurchase Intention	0,396	2,081	0,038	Significant
H4	Delivery Speed $\rightarrow$ Repurchase Intention	0,318	2,431	0,015	Significant
H5	Purchase Experience $\rightarrow$ Repurchase Intention	0,215	1,112	0,267	Not Significant

Source: Processed Data, 2025

Based on the results of the direct hypothesis testing (direct

effect) in Table 6 above, the results of the direct effect can be interpreted as follows:

1. Delivery Speed (X1) has a direct effect on Trust (Y1) with a T Statistic of 3.507, a significance level of > 1.96 , and a P.Value of 0.000, a significance level of < 0.05 . So it can be said that Delivery Speed has a direct, positive, and significant effect on Trust.
2. Purchase Experience (X1) has a direct effect on Trust (Y1) with a T Statistic of 9.940 at a significance level of > 1.96 , and a P.Value of 0.000 at a significance level of < 0.05 . It can be said that Purchase Experience has a direct positive and significant effect on Trust.
3. Trust (Y1) has a direct effect on Repurchase Intention (Y2) with a statistical T of 2.081 at a significance level of > 1.96 , and a P.Value of 0.038 at a significance level of < 0.05 . It can be said that Trust has a direct positive and significant influence on Repurchase Intention.
4. Delivery Speed (X1) has a direct effect on Repurchase Intention (Y2) with a T Statistic of 2.431 at a significance level of > 1.96 , and a P.Value of 0.015 at a significance level of < 0.05 . It can therefore be said that Delivery Speed has a direct positive and significant influence on Repurchase Intention.
5. Purchase Experience (X2) has no direct effect on Repurchase Intention (Y2) with a T Statistic of 1.112 at a significance level of < 1.96 , and a P.Value of 0.267 at a significance level of > 0.05 . It can therefore be said that Purchase Experience has no direct effect on Repurchase Intention.

Indirect Effect

The indirect effect is a test to see the indirect effect of a construct or exogenous latent variable on an endogenous latent variable through an intervening variable. The Indirect Effect Test can be seen based on the results of the specific indirect effect of the bootstrapping output. The Indirect Effect Test in this study can be seen in Table 7 below:

Table 7. Indirect Effect Test Results

Hipotesis	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Delivery Speed → Trust → Repurchase Intention	0,110	1,746	0,081	Not Significant
H7	Purchase Experience → Trust → Repurchase Intention	0,259	2,018	0,044	Significant

Source: Processed Data, 2025

Based on the results of the indirect hypothesis testing indirect effect in Table 7 above, the indirect effect results can be interpreted as follows:

1. Delivery Speed (X1) has no indirect effect on Repurchase Intention (Y2) which is mediated by Trust (Y1) with a T Statistic of 1.746 at a significance level of < 1.96 , and a P.Value of 0.081 at a significance level of > 0.05 . So it can be said that there is no indirect effect of Delivery Speed on

Repurchase Intention through Trust.

2. Purchase Experience (X2) has an indirect effect on Repurchase Intention (Y2) which is mediated by Trust (Y1) with a T Statistic of 2.018 with a significance level of > 1.96 , and a P.Value of 0.044 with a significance level of < 0.05 . So it can be said that there is a positive and significant indirect effect between Purchase Experience and Repurchase Intention through Trust.

The Influence of Delivery Speed on Repurchase Intention With Trust as the Intervening Variable

The results showed that Delivery Speed (X1) has a direct effect on Trust (Y1) with a T Statistic of 3.507, a significance level of > 1.96 , and a P.Value of 0.000, a significance level of < 0.05 . So it can be said that Delivery Speed has a direct, positive, and significant effect on Trust. This is in line with the theory of customer satisfaction which argues that positive experiences, such as fast and timely delivery, will strengthen customer loyalty and increase trust in the company.

The next result is that the Trust variable (Y1) has a direct, positive, and significant effect on Repurchase Intention (Y2), with a T value of 2.081 and a P value of 0.038. This shows that consumer trust in service or product providers plays a very important role in influencing their intention to repurchase the products offered. This result is also supported by research conducted by [18], which found that trust has a positive and significant effect on repurchase interest on Shopee. Consumer behavior theory explains that the decision to repurchase is often influenced by the level of trust that consumers have in the product provider. When consumers feel safe and confident that their transactions will be processed honestly and fairly, they are more likely to make repeat purchases.

The next result is that the Delivery Speed variable (X1) has a direct positive and significant effect on Repurchase Intention (Y2), with a T value of 2.431 and a P value of 0.015, both of which indicate that there is a positive and significant relationship. This means that the faster the delivery is received by consumers, the more likely they are to make repeat purchases. The results of this study are also in line with research conducted by [19], which found that delivery speed affects the interest in making repeat purchases on Shopee. In theory, this finding is in line with the thinking in the customer satisfaction model, which states that delivery time is one of the important factors in shaping a positive perception of service quality. This theory is also supported by research by [20] and [21], which found that delivery speed has a positive and significant influence on E-commerce customer satisfaction. Satisfactory delivery speed can increase the level of satisfaction, which in turn can strengthen the consumer's intention to make a repeat purchase.

The next result is that the delivery speed variable (X1) has no effect on the interest in making Repurchase Intention (Y1) through trust as an intervening variable (Y2). Based on the statistical test results which show a T Statistic of 1.746, which is below the threshold value of 1.96 and a P-Value of 0.081, which is greater than 0.05, it can be concluded that delivery speed has no effect on the intention to repurchase mediated by trust. In consumer behavior theory, trust is often considered a

key factor influencing purchasing decisions. However, the trust formed from fast delivery may only cover a small part of the overall customer experience. Trust built solely through delivery speed is not strong enough to significantly influence repeat purchase decisions. In other words, even if customers are satisfied with the speed of delivery, they may not immediately associate it with the intention to repurchase from the Shopee e-commerce platform.

The Influence of Customer Experience on Repurchase Intention with Trust as the Intervening Variable

The results of this study show that Purchase Experience (X1) has a direct, positive, and significant influence on Trust (Y1) with a T Statistic of 9.940, which clearly exceeds the threshold value of 1.96, and a P-Value of 0.000, which is less than 0.05. These findings provide a strong picture of the importance of purchase experience in shaping the level of customer trust in a company or brand. The results of this study are also in line with the results of research conducted by [22], which found that experience has a positive and significant effect on trust. Positive experiences can include various elements, ranging from ease of website or application navigation, transaction security, to satisfaction in customer service. This is in line with the commitment-trust theory which states that trust and commitment are two interrelated elements in long-term relationships between consumers and companies.

The results of this study indicate that the Purchasing Experience (X2) has no direct influence on Repurchase Intention (Y2), with a T Statistic of 1.112, which is less than the threshold value of 1.96, and a P-Value of 0.267, which is greater than 0.05. Based on these findings, it can be concluded that the purchase experience does not directly influence customers' intentions to make repeat purchases from the same company or brand. There are several reasons why the purchase experience does not have a direct influence on the intention to make repeat purchases in this study. One of them is because the shopping experience itself may not be deep enough to create a strong and sustainable relationship between customers and Shopee e-commerce. The shopping experience on Shopee has limitations on transactional interactions that occur at the time of purchase, this can be the reason why the shopping experience does not affect repurchase intention.

The results of this study indicate that Purchase Experience (X2) has a significant indirect effect on Repurchase Intention (Y2) through Trust (Y1), with a T Statistic of 2.018, which is greater than the threshold of 1.96, and a P-Value of 0.044, which is less than 0.05. Based on these findings, it can be concluded that the purchasing experience has a positive and significant influence on the intention to repurchase through the mediating role of trust. The results of this study are also in line with research conducted by [23], which shows that the Trust variable successfully mediates Purchase Experience so that it has a positive and significant effect on Repurchase Interest. The findings of this study show that Purchase Experience does not directly affect Repurchase Interest but if it is mediated by trust, it will have a positive and significant effect on Repurchase Interest.

IV. CONCLUSIONS

Based on the results of the research that has been discussed, it can be concluded that the delivery speed and purchase experience factors influence consumers' intentions to repurchase, but with some differences in their direct and indirect influences, both through trust and directly. First, delivery speed has been proven to have a positive, significant, and direct influence on consumer trust. Fast delivery speeds provide a positive experience for consumers, which in turn strengthens their trust in the company. This is in line with the theory of customer satisfaction, which states that positive experiences such as on-time delivery can increase customer loyalty and strengthen trust in the company. The trust that is formed through fast delivery also has a direct impact on the intention to repurchase, which further reinforces the importance of delivery speed in creating repeat purchasing decisions. However, even though delivery speed has a direct effect on the intention to repurchase, this effect is insignificant when trust is used as an intervening variable. This shows that the trust built through delivery speed alone is not strong enough to significantly influence the intention to repurchase. In other words, even though consumers are satisfied with the speed of delivery, this factor does not directly influence their decision to make a repeat purchase. Second, the purchasing experience shows a significant influence on consumer trust, which then has an impact on the intention to repurchase. A good purchasing experience, from ease of site or application navigation, secure transactions, to satisfactory customer service, plays an important role in building trust which ultimately encourages consumers to make repeat purchases. This finding is in line with the commitment-trust theory, which states that trust and commitment are interrelated in long-term relationships between consumers and companies. However, the purchasing experience itself does not have a significant direct influence on the intention to repurchase. This shows that the purchasing experience that occurs at the time of the transaction alone may not be deep enough to build a strong and sustainable relationship between the consumer and the company. A purchasing experience that is limited to transactional interactions on platforms such as Shopee may not be enough to create a deep relationship and directly influence repurchase decisions. However, the shopping experience has been shown to have an indirect effect on repurchase intentions through trust as an intervening variable. In other words, although the shopping experience has no direct effect on repurchase intentions, a good experience can build consumer trust, which in turn significantly affects repurchase intentions. This underlines the important role of trust in strengthening the effect of the shopping experience on repurchase intentions. Overall, this study shows that both delivery speed and the purchasing experience play an important role in shaping consumer trust, which in turn influences repurchase intentions. However, delivery speed and the purchasing experience do not always stand alone in influencing repurchase intentions, and other elements are needed to shape trust more holistically. In this context, e-commerce companies such as Shopee need to pay attention to the overall customer experience, not just the speed

of delivery or the transaction experience alone, to build lasting trust and encourage repeat purchases.

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