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The Influence of Trust, Customer Reviews, and Free Shipping on Customer Repurchase Interest on Tokopedia

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ABSTRACT

His research aims to analyze the influence of trust, customer reviews, and free shipping on customer repurchase intention on Tokopedia. The population in this study were consumers who use Tokopedia in Jabodetabek. The sample used in this study was 155 respondents. The sampling technique chosen was purposive sampling. The data collection method used a survey method, with an online questionnaire research instrument using Google Form. The data analysis method used Smart Partial Least Square (PLS) software. This study proves that trust has a positive and significant effect on repurchase intention. Customer reviews have a positive and significant effect on repurchase intention. Free shipping has a positive and significant effect on repurchase intention.

Keywords: Trust; Customer Reviews; Free Shipping; Repurchase Interest.

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RESEARCH BACKGROUND

The development of digital technology has driven major changes in the shopping behavior of Indonesians. The emergence of e-commerce has made transactions easier without the constraints of time and space, allowing consumers to purchase products from various sellers more conveniently (Nurdianasari & Indriani, 2022). This phenomenon has also triggered intense competition among online shopping platforms, one of which is Tokopedia, which, according to data from DataBooks, ranks second as the e-commerce platform with the most visits in Indonesia in 2023, with approximately 1.25 billion visits.

Despite still holding a strong position in the market, Tokopedia faces the challenge of a decline in visits from 1.35 billion in 2021 to 1.20 billion in 2025. This condition indicates a potential weakening of consumer loyalty, making efforts to maintain repeat purchase interest an important factor for the sustainability of Tokopedia's business (Sukasih et al., 2024).

Repurchase interest refers to consumers' tendency to repurchase a product or service that they have previously consumed (Tiefani & Saputra, 2020). Trust plays an important role in building consumer confidence in the security of transactions and the credibility of sellers on the Tokopedia platform. Customer reviews provide direct information from previous buyers' experiences, which can strengthen or weaken repurchase decisions. Meanwhile, free shipping programs have proven to be an effective promotional strategy in attracting consumers to return to make transactions (Putri & Haryanti, 2022).

Based on the results of a pre-survey of 25 Tokopedia users, it was found that 25 respondents stated that trust and free shipping influenced their repurchase decisions, while 24 respondents stated the same for customer reviews. These findings show that these three variables have a dominant influence on consumer repurchase interest on Tokopedia.

Therefore, this research is important to further analyze the influence of trust, customer reviews, and free shipping on Tokopedia consumer's repurchase interest. The results of this study are expected to contribute theoretically to the development of consumer behavior studies, as well as serve as a practical reference for e-commerce companies in formulating more effective digital marketing strategies.

LITERATURE REVIEW

Marketing Management

According to Kotler and Keller (2018), marketing management is a process that aims to attract, retain, and increase the number of consumers in the target market by creating and providing high-quality products.

Theory of Planned Behavior (TPB)

According to Ghazali (2020), the Theory of Planned Behavior (TPB) is a theory that explains the psychological determinants of decision-making, stating that people make reasoned decisions to engage in certain behaviors. This theory explains that a person's intention to perform a behavior is influenced by three main factors, namely attitude toward the behavior, subjective norms, and perceived behavioral control.

Consumer Behavior

According to Zusrony (2023), consumer behavior encompasses all activities carried out by consumers, which are influenced by various internal and external factors, ultimately guiding

consumers in making decisions regarding desired products and their use. Consumer behavior encompasses all activities related to individual psychological aspects, from before purchase, during purchase, after use and consumption, to product evaluation (Sari, 2023).

Repurchase Interest

According to Humairoh et al., (2023), repurchase interest is a person's desire to repurchase a product in the future because of their past experience with purchasing that product. There are four dimensions of repurchase intention through indicators according to Ferdinand in (Ahmad Fijay, 2020), such as transactional interest, referential interest, preferential interest, and exploratory interest.

Trust

According to Salim & Wahana (2020), trust is a fundamental value that plays an important role in forming social relationships, both in the context of virtual interactions and face-to-face interactions. Indicators for measuring the dimension of trust according to Jasfar (2012) include integrity, kindness, and competence.

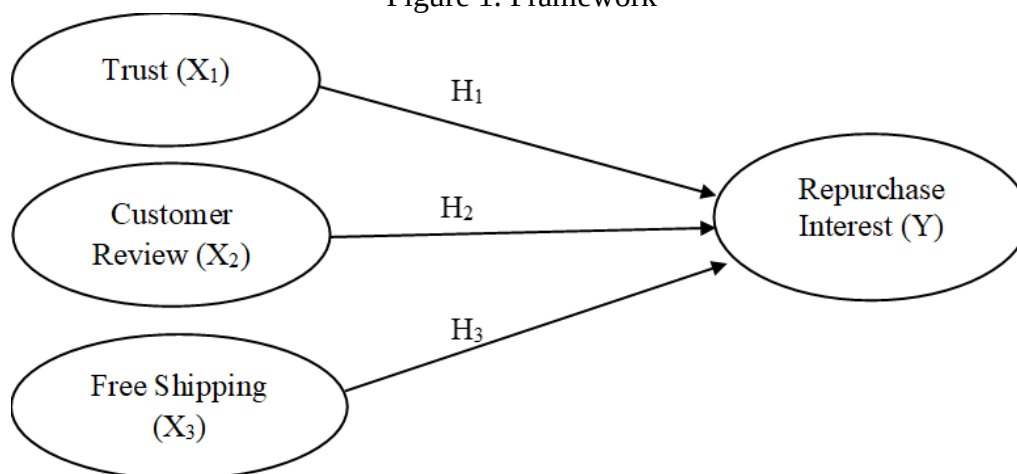
Customer Review

According to Aziz and Budiarti (2023), online customer reviews are opinions or views shared by customers about a product or service through online platforms. Dimensions according to research developed by Dzulqarnain (2019) related to customer reviews include perceived usefulness, source credibility, and volume of reviews.

Free Shipping

According to Aziz and Budiarti (2023), online customer reviews are opinions or views shared by customers about a product or service through online platforms. Dimensions according to research developed by Dzulqarnain (2019) related to customer reviews include perceived usefulness, source credibility, and volume of reviews.

Figure 1. Framework



METHOD

Research Design

This study applies a causality design, which according to Sugiyono (2023) is a cause-and-effect relationship. This method uses research instruments to collect data and perform quantitative or statistical analysis, with the aim of testing the established hypothesis.

Population and Sampel

According to Sugiyono (2018), a population is the entire area of generalization that includes objects or subjects with certain characteristics and features that have been determined by researchers as the focus of study. In the context of this study, the population studied was Tokopedia platform users residing in the Greater Jakarta area.

A sample is a portion of the population that reflects the characteristics of that population (Sugiyono, 2023). The sampling technique used in this study was saturation sampling. According to Hair et al., (2016), the sample size should be 5-10 times the number of indicators in the study. In this study, there are 31 indicators, so the sample size can be determined as $31 \times 5 = 155$.

Data Collection Techniques and Instrument Development

According to Ghozali (2020), in the analysis tool, PLS uses two stages of modeling evaluation analysis, namely the measurement model (Outer model) to test validity and reliability and the structural model (Inner model) to test hypotheses with a prediction model.

RESULTS AND DISCUSSION

Data Quality Test Results

Outer Model

a. Convergent Validity

According to Ghozali (2020), convergent validity refers to the principle that indicators measuring the same construct should show a high correlation with each other. If the factor loading value of an indicator is higher than 0.70, the indicator is considered valid.

Table 1. Convergent Validity Test Results

Variable	Indicator	Outer Loading	Description
Repurchase Interest (Y)	MBU1	0.776	Valid
	MBU2	0.857	Valid
	MBU3	0.879	Valid
	MBU4	0.857	Valid
Trust (X1)	K1	0.711	Valid
	K2	0.711	Valid
	K3	0.836	Valid
	K4	0.774	Valid
	K5	0.774	Valid
	K6	0.774	Valid
	K7	0.791	Valid
	K8	0.761	Valid
	K9	0.751	Valid
Customer Review (X2)	CR1	0.827	Valid
	CR2	0.878	Valid

Variable	Indicator	Outer Loading	Description
Free Shipping (X3)	CR3	0.810	Valid
	CR4	0.847	Valid
	CR5	0.882	Valid
	CR6	0.856	Valid
	CR7	0.725	Valid
	CR8	0.798	Valid
	CR9	0.739	Valid
	GO1	0.803	Valid
	GO2	0.816	Valid
	GO3	0.865	Valid
	GO4	0.868	Valid
	GO5	0.866	Valid
	GO6	0.894	Valid
	GO7	0.861	Valid
	GO8	0.887	Valid
	GO9	0.811	Valid

The results of the convergent validity test show that all indicators have factor loading values above 0.70, which indicates that the data is authentic and meets the convergent validity criteria.

b. Discriminant Validity

Discriminant validity testing, namely reflective indicators, can be seen in the cross loading. If an indication has the highest factor loading on the target construct relative to other constructs, then the indication is acceptable.

Table 2. Discriminant Validity Test Results (Cross loadings)

	Trust	Customer Review	Free Shipping	Repurchase Interest
K1	0.711	0.385	0.511	0.457
K2	0.711	0.365	0.347	0.369
K3	0.836	0.488	0.424	0.450
K4	0.774	0.389	0.390	0.440
K5	0.744	0.488	0.403	0.411
K6	0.744	0.398	0.397	0.420
K7	0.791	0.376	0.369	0.366
K8	0.761	0.313	0.327	0.444
K9	0.751	0.315	0.338	0.396
CR1	0.472	0.827	0.456	0.514
CR2	0.485	0.878	0.510	0.542
CR3	0.511	0.810	0.508	0.523
CR4	0.412	0.847	0.511	0.484
CR5	0.461	0.882	0.547	0.587
CR6	0.465	0.856	0.485	0.528
CR7	0.212	0.725	0.402	0.356
CR8	0.389	0.798	0.446	0.469
CR9	0.324	0.739	0.353	0.420
GO1	0.495	0.444	0.803	0.594
GO2	0.509	0.474	0.816	0.632
GO3	0.437	0.459	0.865	0.695
GO4	0.411	0.494	0.868	0.688
GO5	0.422	0.489	0.866	0.633

GO6	0.435	0.562	0.894	0.665
GO7	0.473	0.518	0.861	0.666
GO8	0.401	0.485	0.887	0.676
GO9	0.393	0.497	0.811	0.645
MBU1	0.389	0.388	0.610	0.776
MBU2	0.495	0.469	0.639	0.857
MBU3	0.454	0.603	0.680	0.879
MBU4	0.521	0.567	0.663	0.857

Table 2 shows that each variable has a high cross loading value; this indicates that, compared to other variables, the statements used have a stronger relationship with their respective constructs. These results support the validity of the indicators in distinguishing different constructs.

Table 3. Discriminant Validity Test Results (Fornell Lacker Criterion)

	Customer Review	Trust	Repurchase Interest	Free Shipping
Customer Review	0.820			
Trust	0.516	0.759		
Repurchase Interest	0.606	0.553	0.843	
Free Shipping	0.576	0.517	0.769	0.853

Referring to Table 3, it can be seen that each construct has a larger AVE square root value compared to the correlations between other constructs in the same column. This indicates that each variable is stronger in representing itself than in its relationship with other variables.

c. Composite Reliability and Cronbach's Alpha

Composite reliability testing is considered reliable if it has a composite reliability value and Cronbach's alpha > 0.7, although a value of 0.6 is still acceptable, meaning that the questionnaire used as a tool in this study is reliable and consistent.

Table 4. Composite Reliability Result

Variable	Composite Reliability
Trust	0.924
Customer Review	0.948
Free Shipping	0.960
Repurchase Interest	0.908

Table 5. Cronbach's Alpha Result

Variable	Composite Reliability
Trust	0.924
Customer Review	0.948
Free Shipping	0.960
Repurchase Interest	0.908

Referring to Table 4 and 5, the composite reliability and cronbach's alpha test results for all variables indicate values above 0.7. These findings indicate that all latent constructs in this study have met the reliability standards, which means that the instruments used are consistent in measuring the variables in question, so that the questionnaire instruments used can be declared reliable or consistent in measuring these constructs.

Inner Model

a. R-Square

Table 6. R-Square Test Result

	R-Square
Repurchase Interest	0.640

Based on the figures in Table 5, the R-square value for customer satisfaction is 0.640. This indicates that the model for the repurchase interest variable is in the moderate category, because the R-square value obtained exceeds 0.51. Thus, it can be interpreted that the independent variables consisting of trust, customer reviews, and free shipping have an influence on the dependent variable, namely repurchase interest, of 64%, while the remaining 36% is influenced by other independent variables outside the variables studied.

b. Hypothesis Testing Results

Table 7. Hypothesis Testing Results

	Original Sample	Standard Deviation	T Statistics	P Values	Description
Trust -> Repurchase Interest	0.155	0.072	2.145	0.032	Accepted
Customer Review -> Repurchase Interest	0.194	0.063	3.067	0.002	Accepted
Free Shipping -> Repurchase Interest	0.577	0.062	9.250	0.000	Accepted

Discussion

The Effect of Trust on Repurchase Interest

Based on the results of testing the first hypothesis (H1), it indicates that the Trust variable has an original sample value of 0.155, a T-statistic value of 2.145, and a P-value of 0.032. Thus, the first hypothesis can be accepted, which means that the results of the hypothesis on the Trust variable have a positive and significant effect on Repurchase Interest.

The results of testing the first hypothesis reveal that Trust has a positive and significant effect on Repurchase Intention. Consumer trust in this study includes the dimensions of integrity, competence, and reliability of the application in providing services that meet user expectations, such as transaction security, product information accuracy, and speed in the delivery process. Respondents who feel that Tokopedia is able to maintain the security of personal data and provide services as promised tend to be more loyal and willing to make repeat transactions. These findings are consistent with the results of previous research conducted by Nugrahaeni et al. (2021).

The Effect of Customer Review on Repurchase Interest

Based on the results of testing the second hypothesis (H2), it indicates that the Customer Review variable has an Original Sample value of 0.194, a T-statistic value of 3.067, and a P-value of 0.002. Thus, the second hypothesis can be accepted, which means that the results of the hypothesis on the Customer Review variable have a positive and significant effect on Repurchase Intention.

The results of testing the second hypothesis show that Customer Reviews have a positive and significant effect on Repurchase Intention. These findings show that aspects of Customer

Reviews such as clarity of information, previous customer satisfaction levels, product ratings, and user experiences have an important contribution in shaping potential buyers' perceptions of product quality and seller service on the platform. Positive reviews build trust and convince users to continue transacting on Tokopedia. This finding is consistent with the results of previous research conducted by Aziz and Budiarti (2023).

The Influence of Free Shipping on Repurchase Interest

Based on the results of testing the third hypothesis (H3), it indicates that the Free Shipping variable has an Original Sample value of 0.577, a T-statistic value of 9.250, and a P-value of 0.000. Thus, the third hypothesis can be accepted, which means that the hypothesis results on the Free Shipping variable have a positive and significant effect on Repurchase Interest.

The results of testing the third hypothesis show that free shipping has a positive and significant effect on Repurchase Interest. This finding indicates that promotions in the form of free shipping are an effective strategy in encouraging consumer loyalty, especially on e-commerce platforms such as Tokopedia, where consumers highly consider additional costs such as shipping fees in the repurchase decision-making process. This finding is consistent with the results of previous research conducted by (Putri et al., 2024).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the data analysis and discussion presented in the previous chapter, several research conclusions can be drawn, including that trust has a positive and significant effect on repurchase interest, which means that the more consumers trust, the higher their interest in making repeat purchases. Furthermore, customer reviews have a positive and significant effect on repurchase intention, which means that customer reviews are important in deciding whether to make a repeat purchase in order to see if other consumers feel the same way or if there are differences caused by a decline in product quality. Finally, free shipping has a positive and significant effect on repurchase interest, which means that attractive and targeted free shipping can increase consumers' interest in returning to buy on Tokopedia.

Some suggestions that can be considered based on this study are that Tokopedia should improve the quality of its customer service, particularly in terms of the speed and effectiveness of resolving issues. In addition, Tokopedia needs to improve the ease of access to information and user convenience when shopping on its platform, as well as evaluate and optimize its visual design, particularly in terms of color usage and interface layout.

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