

## THE EFFECT OF BRAND IMAGE, PRODUCT DIVERSITY, ONLINE TRUST, SECURITY ON REPURCHASE INTEREST AT THE SHOPEE MARKETPLACE IN JAKARTA

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### Abstract:

*This study aims to determine the effect of brand image, product diversity, online trust, security on repurchase interest at the Shopee marketplace in Jakarta. The population in this study used a purposive sampling technique where the population taken was 100 people with a significance level of 95% and a standard deviation of 25%. This study uses primary data with data collection methods through questionnaires distributed to 100 respondents. The data analysis technique uses multiple linear regression analysis and uses the Statistical Product and Service Solution (SPSS) version 26.0 program. The results showed that Brand Image had a positive and significant effect on repurchase interest in the Shopee market place. Product diversity has a positive and significant effect on repurchase interest in the Shopee market place. Online Trust has a positive and significant effect on repurchase interest in the Shopee market place. Product diversity has a positive and significant effect on repurchase interest in the Shopee market place. Based on the results of the regression, it was found that product diversity had the highest contribution value to buying interest in this study.*

**Keywords:** brand image, product diversity, online trust, security on repurchase interest at the Shopee Marketplace in Jakarta

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### INTRODUCTION

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Today digital technology continues to develop as a picture of the needs and desires of people's lives and in business activities. The application of technology that is used for business improvement is called electronic commerce (e-commerce). As stated by Almilialia (2007) in Adi (2008) Ecommerce acts as a trend that is experiencing development by creating the latest opportunities for business entities and consumers in business strategies as distribution strategies. Moreover, in the current state of the COVID-19 pandemic, ecommerce is an alternative in business that is very effective and efficient in terms of time, cost, energy and unlimited reach. The role of ecommerce is a solution in dealing with the economic effects of this pandemic. E-commerce provides support so that sellers can increase their receipts and sales by not making physical movements.

E-commerce as stated by Kotler & Armstrong (2008) in Bhakti (2009) includes channels that utilize online media or a network that can be reached by an individual by utilizing a computer and internet network. Which in the end e-commerce is included in online facilities used by entrepreneurs in carrying out their business activities and used by consumers in obtaining information and products by utilizing help from the internet network and computers. This process begins by providing information to consumers which is carried out by the process party to make a determination of their choices.

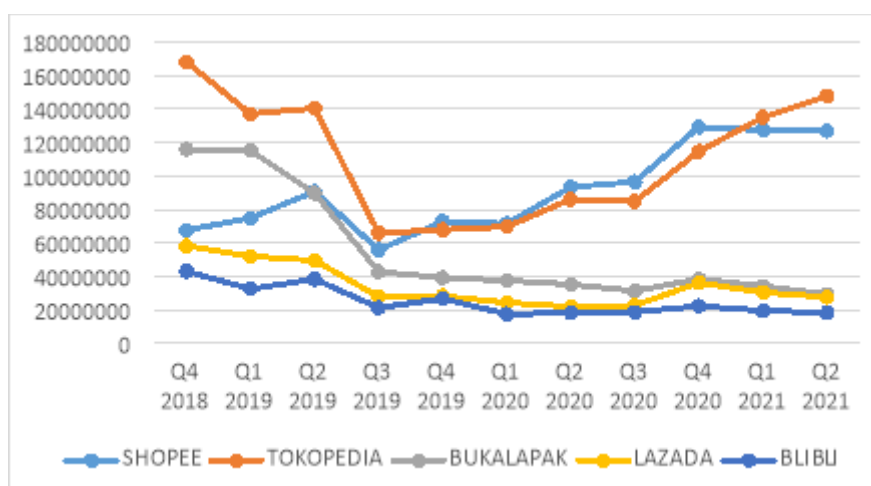
Likewise among consumers in the country, where this survey was conducted in December 2017 by The Asian Parent explained that Shopee is included in the first shopping network for all

mothers in the country where the percentage is 73%, the next is Tokopedia with a percentage of 54%, Lazada with a percentage of 51% and Instagram with a percentage of 50%.

Since its founding in 2009, Shopee has undergone a transformation into a unicorn that has resulted in an influence not only in Singapore, but in the Southeast Asia region and various countries around the world to date. Shopee is included in one of the marketplaces that is often visited by the general public, especially in the country. Shopee acts as a business entity by utilizing the internet network where its growth occurs significantly. Shopee also provides support for entrepreneurs who are still relatively small or often known as MSMEs and individuals to develop their businesses by marketing their products online.

The current condition of e-commerce is experiencing very tight competition, business entities are competing with each other to reach new customers and retain old customers. Shopee's competitors include Tokopedia, Bukalapak, Lazada and Blibli by carrying out unique and different marketing strategies to attract customers as the main purpose of marketing is to increase sales and win competition.

**Figure 1.1 E-commerce visitors in Indonesia in quarter 4 (four) of 2018 to quarter 2 (two) of 2021**



Data source: iprice.co.id (accessed October 21, 2021)

In the picture obtained, knowledge was obtained that the ranking of e-commerce in the country as conveyed by iprice.co.id experienced changes in the number of users in each quarter, there were ups and downs in shopee visitors, and competition between shopee and tokopedia.

**Here is Table 1.1 The biggest sales of Shopee Marketplace in Indonesia in 2021**

No	Description	Sales
1	Home Appliances	1.033.500.641
2	Treatment of Cantiakn	847.179.409
3	Souvenir-Party	512.188.201
4	Health	463.390.218
5	Women's Clothing	399.842.793
6	Women's Handbag	372.298.832

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7	Stationery Books	358.346.247
8	Fashion-Muslim	353.916.077
9	Food-Drink	311.936.322
10	Voucher	258.389.882
	Total	4.652.598.740

Source: Dimia (In access January 12, 2022)

In table 1.1 above, it was obtained that in 2021 home appliances became the most sales on the shopee marketplace with sales of 1,033,500,641 and vouchers became the 10th largest sales with sales of 258,389,882.

In the study carried out by Dewi (2021), it provides an understanding that repurchase interest is caused by the influence of brand image, either partially or simultaneously. In line with a study from Safitri (2020), it provides an understanding that brand image produces a positive and tangible influence with repurchase interest.

In the first study, Rainy & Widayanto (2019) provides an understanding that repurchase interest is caused by the influence of product diversity, either partially or simultaneously. In line with a study from Saraswati, Sanjaya, & Trarintya (2021) provides an understanding that partial product variations produce a positive and real influence on repurchase intention.

In a study conducted by Chan (2019), I gave an understanding that repurchase interest is caused by the influence of online trust, either partially or simultaneously. In line with a study from Katubi (2020), it provides an understanding that online trust produces a positive and tangible influence on repurchase interest.

The study conducted by Whimantaka (2021), provides an understanding that lulang's buying interest is caused by the influence of security, either partially or simultaneously. In line with a study from Saripudin & Faihaputri (2021), it provides an understanding that security produces a positive and real influence on the interest in rebuying.

The reason for choosing the object of study related to Shopee is because Shopee has the ability to compete, and is included in the online store with the most visitors in 2018 to 2021. In addition, Shopee is also one of the applications that provides offers for buying and selling transactions online with guaranteed ease, excitement and can be trusted only by utilizing their smartphones (lprice.co.id). Therefore, this study takes the title, namely: "THE INFLUENCE OF BRAND IMAGE, PRODUCT DIVERSITY, ONLINE TRUST AND SECURITY ON SHOPEE MARKETPLACE REPURCHASE INTEREST IN JAKARTA".

## B. Problem Statement

As based on the explanation of the reasons behind the problem, the problems formulated are:

1. Does the brand image generate a positive and significant influence on repurchase interest on the Shopee Marketplace in Jakarta?
2. Does product diversity produce a positive and significant influence on repurchase interest on Shopee Marketplace in Jakarta?
3. Does online trust generate a positive and significant influence on repurchase interest on Shopee Marketplace in Jakarta?
4. Does security generate a positive and significant influence on repurchase interest on Shopee Marketplace in Jakarta?

### **C. Purpose and Usefulness of Research**

#### **Study Objectives**

To analyze the influence of brand image on repurchase interest on Shopee Marketplace in Jakarta. To analyze the effect of product diversity on repurchase interest on the Shopee Marketplace in Jakarta. To analyze the effect of online trust on repurchase interest on the Shopee Marketplace in Jakarta. To analyze the effect of security on repurchase interest on the Shopee Marketplace in Jakarta.

#### **For Academics**

This study is included in an opportunity for researchers to apply the knowledge that the author obtained from education and to add insight into knowledge in the field of marketing itself and can provide additional information that is useful for the world of education, especially knowledge in the field of marketing in e-commerce and besides that it is used as reference material for further study materials.

#### **For Business entities**

There is input information for business entities that can be used as consideration and when possible can be used as a guideline to make improvements in providing the best service to achieve the goals of business entities.

## **RESEARCH METHODS**

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### **Data Collection Methods and Tools**

In this study, researchers utilize field study techniques by distributing questionnaires, which contain written questions asked to respondents in predetermined statements. The list of statements is prepared by means of closed questions consisting of several questions related to service quality, trust, security, and risk perception and their influence on purchasing decisions on the Shopee marketplace in Jakarta, and respondents cannot provide alternative answers.

### **E. Methods of Analysis and Hypothesis Testing**

#### **1. Analysis Method**

In analyzing the data of this study, researchers utilize the following analytical techniques:

##### **a. Descriptive Analysis**

In this study, researchers use descriptive research. "Descriptive studies are intended to describe a problem or phenomena as they are. As stated by Sudaryono (2017: 82), descriptive studies include the study of problems in the form of current facts of a population which includes assessment activities of attitudes or opinions towards individuals, organizations, conditions, or procedures.

##### **b. Inferential Analysis**

As stated (Sugiyono, 2010) "inferential methods are included in statistical techniques that are used to analyze sample data and the results are applied to populations. In this analysis method, testing and estimating the variables that are the focus of the study are Brand Image, Product Diversity, Online Trust and Security (independent variables) and Repurchase Interest Variables" (Dependent variables).

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## **RESULTS AND DISCUSSION**

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### **1. Description of the object of study**

The object of study in this study is included in consumer behavior, namely repurchase interest in the Shopee Marketplace in Jakarta caused by the influence of brand image, product diversity, online trust, and security.

For the purposes of descriptive analysis, respondent characteristics are included, respondent characteristics are included in data about respondents' privacy. This characteristic is needed to make it easier for researchers to analyze respondents, which in the end obtained knowledge of the characteristics of the majority and minority of respondents. Such as age, occupation and income. It is expected that by knowing the characteristics of respondents, the marketing variations that are the object of this study will gain knowledge about the influence of brand image, product diversity, and online trust, and security with the repurchase interest of consumers who make purchases or have transacted on the Shopee Marketplace.

### **2. Characteristics of Respondents**

To get an idea of the characteristics of respondents, the following will be stated about the identity of respondents as based on age, recent education, occupation and income. For the purposes of data association as material for analysis by considering the situation and conditions faced, this sampling is intended for 100 respondents. This study utilizes quantitative analysis with a data collection method utilizing questionnaires submitted to respondents who are included in consumers who have made purchases or have transacted on the Shopee Marketplace

#### **1. Descriptive Analysis of Research Variables**

Descriptive analysis of brand image, product diversity, and online trust, and security with repurchase interest in the Shopee Marketplace in Jakarta, is included in an analysis taken from questionnaire data distributed to consumers who have made purchases or have transacted on the Shopee Marketplace. This study was conducted to gain knowledge related to the influence of brand image, product diversity, and online trust, and security with repurchase interest. As based on the results of quantitative answers using the Likert scale.

**Table 1.2 Likert Scale Instruments**

<b>Statement</b>	<b>Score Weighting</b>
<b>Strongly Disagree (STS)</b>	1
<b>Disagree (TS)</b>	2
<b>Hesitate (RR)</b>	3
<b>Agree (S)</b>	4

<b>Strongly Agree (SS)</b>	5
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Source: Sugiyono (2018:94)

As based on the statements on the questionnaire that has been submitted to respondents, various perceptions of independent variables namely brand image (X1), product diversity (X2), online trust (X3) and security (X4) on the dependent variable namely repurchase interest (Y) each variable is different statement items. Data analysis In the study by utilizing statistical calculation methods by utilizing the SPSS program calculation tool version 26, with the results below:

**a. Descriptive Analysis of Brand Image (X1)**

The average value of each indicator in the brand image variable (X1) can be seen in table 4.6 below:

**Table 1.3 Total Brand Image Mean Score (X1)**

No	Brand Image Statement (X1)	Mean
<b>Strengthness</b>		
1	Shopee is well known to many people	4,19
<b>Uniqueness</b>		
2	Shopee often does flash sales	4,18
<b>Favourable</b>		
3	Shopee gives a positive impression on consumers	4,13
<b>Total Brand Image Mean (X1)</b>		<b>12,50</b>
<b>Total Average Brand Image (X1)</b>		<b>4,17</b>

As based on table 4.6 provides an understanding of the 100 respondents studied, the score obtained by the mean brand image (X1) in general is 4.17, it is obtained knowledge that every indicator of brand image variables asked to respondents obtained answers at least agree. The highest average mean value is found in the Strength indicator with a statement item stating that Shopee is well known to many people with a value of 4.19 and the lowest average mean is found in the Shopee statement giving a positive impression on consumers with a value of 4.13.

**b. Descriptive Analysis of Product Diversity (X2)**

The average value of each indicator in the product diversity variable (X2) can be seen in table 4.7 below:

**Table 1.4 Total Product Diversity Mean Score (X2)**

No	Product Diversity Statement (X2)	Mean
<b>Product brand variations</b>		
1	Shopee sell Various kind brand necessity user	4,19
<b>Variety of product completeness</b>		
2	Shopee sells all the items consumers need	4,20
<b>Product size variations</b>		

3	Shopee provides products in various forms and size	4,34
<b>Product quality variations</b>		
4	Shopee sells quality products according to needs user	4,22
<b>Total Mean Product Diversity (X2)</b>		<b>17,00</b>
<b>Total Average Product Diversity (X2)</b>		<b>4,24</b>

Source : Data processed from questionnaire results, 2022

As based on table 4.7 provides an understanding of the 100 respondents studied, the score obtained by the average product diversity (X2) in general is 4.24, it is obtained knowledge that every variable indicator of product diversity asked to respondents obtained answers at least agreed. The highest average mean value is found in the product size variation indicator with a statement item stating that Shopee provides products of various shapes and sizes with a value of 4.34. And related to the statement item with the lowest value is found in the product brand variation indicator which states Shopee sells various brands of consumer needs with a value of 4.19.

### c. Online Trust Descriptive Analysis (X3)

The average value of each indicator in the online confidence variable (X3) can be seen in table 4.8 below:

**Table 1.5 Total Online Trust Mean Score (X3)**

No	Online Statement of Trust (X3)	Mean
<b>Security</b>		
1.	I believe that Shopee can be relied on for Shop Online	4,30
<b>Privacy</b>		
2.	I shop online at Shopee because it has a reputation which is good.	4,29
<b>Reliability</b>		
3.	Shopee didn't hurt me when I bought the site or their mobile app	4,36
<b>Total Mean Trust Online (X3)</b>		<b>13,00</b>
<b>Total Average Online Trust (X3)</b>		<b>4,32</b>

Source : Data processed from questionnaire results, 2022

How based on table 4.8 provides an understanding of the 100 respondents studied the score obtained by the average online trust (X3) in general of 4.32, this provides an understanding that every item of the online trust variable statement asked to respondents obtained answers at least agreed. The highest average mean value is found on the reliability indicator with Shopee's

statement that it does not harm me when I buy their website or mobile app with a value of 4.36. And related to, And related to the statement item with the lowest value is on the privacy indicator which states I shop online at Shopee because it has a good reputation with a value of 4.29.

**d. Security Descriptive Analysis (X4)**

The average value of each indicator in the security variable (X4) can be seen in table 4.9 below:

**Table 1.6 Total Security Mean Score (X4)**

No	Security Statement (X4)	Mean
<i>Privacy</i>		
1.	I feel safe sharing personal information with Shopee I believe Shopee can keep my personal information	4,44
<i>Integrity</i>		
2.	I feel above Shopee can give guarantee Personal Data Information I Provide	4,55
<i>Authentication</i>		
3.	I feel that Shopee offers <i>online security</i> that good	4,39
<i>Availability</i>		
4	I feel <i>that online</i> transactions on Shopee are protected	4,45
<i>Access control</i>		
5	I feel safe and confident that the personal information I provide will not be misused by third parties	
<b>Total Security Mean (X4)</b>		<b>22,30</b>
<b>Total Average Security (X4)</b>		<b>4,45</b>

As based on table 4.9 provides an understanding of the 100 respondents studied, obtained a general security mean (X4) of 4.45, this provides an understanding that every item of the security variable statement asked to respondents obtained answers at least agreed. The highest average mean value is found in the integrity indicator with the statement I feel Shopee can guarantee the personal data information I provide with a value of 4.50. And related to, And related to the statement item with the lowest value is on the authentication indicator which states I feel Shopee offers good online security with a value of 4.39.

**e. Descriptive Analysis of Repurchase Interest (Y)**

The average value of each indicator in the repurchase interest variable (Y) can be seen in table 4.10 below:

**Table 1.7 Total Repurchase Interest Score (Y)**



No	Statement of Repurchase Interest (Y)	Mean
<b>Transactional interest</b>		
1.	I will make a recurring purchase transaction at Shopee	4,12
<b>Referential interests</b>		
2.	I will refer Shopee to others About the ease of shopping offered	4,27
<b>Preferential interests</b>		
3.	I will be more interested in buying on the site or application Shopee compared to other places	4,28
<b>Exploratory interest</b>		
4.	I want to try buying other products on the site Shopee.	4,39
<b>Total Mean Buying Interest</b>		17,10
<b>Total Average Buying Interest</b>		4,27

Source : Data processed from questionnaire results, 2022

As based on table 4.10 provides an understanding of the 100 respondents studied, the score obtained by the average repurchase interest (Y) in general is 4.27, this provides an understanding that every indicator and statement of the repurchase intention (Y) asked of respondents obtained answers at least agreed. The highest average mean value is found in the exploratory interest indicator or a statement stating that, I want to try buying other products on the Shopee site with a value of 4.39 and the lowest average mean is found in the transactional interest indicator which states I will make repeat purchase transactions on Shopee with a mean value of 4.12.

### 1. The Effect of Brand Image (X1) on Repurchase Interest (Y)

As based on the results of the study, it was found that the brand image consisting of indicators of strengthness, uniqueness, and favorability resulted in a positive and tangible influence with repurchase interest in the Shopee Market Place. It is known that the coefficients of regression of the brand image variable is positive (0.225), it is also known as based on the brand image variable t test with repurchase interest obtained  $>$  ttable titung knowledge (3.058  $>$  1.984) and real value of  $0.003 < 0.05$ . This positive and tangible influence means that the better the brand image of the Shopee Marketplace, the higher the interest in re-buying consumers. As conveyed by the average results of the brand image questionnaire conducted to 100 respondents, namely Shopee Marketplace consumers, brand image responses were obtained in general, knowledge was obtained that every variable indicator of brand image asked to respondents obtained answers at least agreed. The highest average mean value is found in the Strength indicator with a statement item stating that Shopee is well known to many people and related to the lowest average mean contained in Shopee's statement giving a positive impression on consumers. The affirmative answer response is also stated through a repurchase interest questionnaire that gets an average answer agreeing to exploratory interest or a statement stating that, consumers want to try buying other products on the Shopee site.

In general, brand image is included in the representation of the overall perception of the brand and is formed from information and knowledge about the brand that concerns products or services in meeting the psychological or social needs of customers. Brand image is a very important factor in the repurchase decisions that consumers will make. The results of this study are in line with a study conducted by Safitri (2020) which states that brand image variables produce a positive and significant influence on consumer repurchase interest.

### **2. The effect of product diversity (X2) on repurchase interest (Y)**

As based on the results of the study, it was found that product diversity consisting of indicators of product brand variations, product completeness variations, product size variations, and product quality variations owned by the Shopee Market Place resulted in a positive and significant influence on consumer repurchase interest. It is known that the value of the regression coefficients of the product diversity variable is positive (0.494), it is also known as based on the t-test of the product diversity variable with repurchase interest obtained  $> t_{table}$  titung knowledge ( $6.367 > 1.984$ ) and the real value of  $0.000 < 0.05$ . This positive and significant influence means that the more varied the diversity of products on the Shopee Marketplace, the higher the consumer's repurchase interest. As conveyed by the average results of the mean questionnaire on product diversity variables carried out to 100 respondents, namely Shopee Marketplace consumers, a response was obtained that each indicator of product diversity variables received a good assessment or agreed with the highest average mean value was on the product size variation indicator with a statement item stating that Shopee provides products with various shapes and sizes, responses, affirmative answers also stated through the repurchase interest questionnaire on average agree with exploratory interest or statements stating that, consumers want to try buying other products on the Shopee site. The affirmative answer response was also expressed through a repurchase interest questionnaire which received an average affirmative answer to exploratory interest or a statement stating that consumers want to try buying other products on the Shopee site.

Product diversity is included in the variety of products in the sense of product completeness ranging from models, sizes, and quality as well as the availability of products that have been mentioned at any time. The more diverse the number and type of products sold in one place, the consumer will feel satisfied when he makes a purchase at the place mentioned and he does not need to make a purchase elsewhere, and the same thing he will repeat for purchases. The results of this study are in line with a study conducted by Rainy (2019), in his study stated that product diversity has a positive and significant effect on consumer repurchase interest

### **3. The Effect of Online Trust (X3) on Repurchase Interest (Y)**

As based on the results of the study, it was found that online trust variables consisting of indicators of security, privacy and reliability produced a positive and tangible influence on consumer repurchase interest. It is known that the value of the coefficients regression of the online trust variable is positive (0.188), it is also known as based on the t-test of the online trust variable with repurchase interest obtained  $t_{itung}$  knowledge  $> t_{table}$  ( $2.566 > 1.984$ ) and the real value of  $0.012 < 0.05$ . This positive and significant influence means that the higher the trust in making consumers' online purchases on the Shopee Marketplace, the higher the interest in consumer repurchases. As conveyed by the average results of the questionnaire on online trust variables conducted to 100 respondents, namely Shopee Marketplace consumers, obtained a response that each indicator of online trust variables received a good assessment or agreed with the highest average mean value was on the reliability indicator with Shopee's statement that it did not harm me when I bought their site or mobile app. And related to the statement item with the lowest value is found in the privacy indicator which states consumers shop online at Shopee because it has a good reputation. The affirmative answer response was also expressed through a repurchase

interest questionnaire that received an average affirmative answer to exploratory interest or a statement that stated, consumers want to try buying other products on the Shopee site.

Trust is included in a descriptive thought that a person has about something, including making an online purchase. As stated by Jogiyanto (2007), trust has a profound impact on behavior. Through actions and learning processes, people will gain trust and attitudes that then influence buying behavior. In a study conducted by Syahrul (2018) stated that online trust has a positive and significant effect on consumer repurchase interest, the results of the study that have been mentioned support the results of this study.

#### **4. Effect of Security (X4) on Repurchase Interest (Y)**

As based on the results of the study, it was found that security variables consisting of indicators of privacy, integrity, authentication, availability, access control produced a positive and tangible influence on consumer repurchase interest. It is known that the value of the coefficients regression of the security variable is positive (0.140), it is also known as based on the t-test of the security variable with repurchase interest obtained knowledge of the  $t_{hitung} > t_{table}$  ( $2.142 > 1.984$ ) and a significant value of  $0.035 < 0.05$ . This positive and tangible influence means that the higher the sense of security in making consumers' online purchases on the Shopee Marketplace, the higher the consumer's repurchase interest. As conveyed by the average results of the questionnaire on online trust variables conducted to 100 respondents, namely Shopee Market Place consumers, it was found that each indicator of the security variable received a good assessment or agreed with the highest average mean value was on the integrity indicator with a statement that consumers felt Shopee could provide guarantees for the personal data information I provided.

Online transaction security includes how to prevent fraud (cheating) or at least detect fraud in an information-based system, where the information itself has no physical meaning. The importance of the value of information causes that often the desired information should only be accessed by people who have been determined. The fall of information into the hands of other parties can cause harm to the owner of the information. The results of this study have similarities with the study conducted by Faiz (2020) In his study, stated that security has a positive and significant effect on consumer repurchase intentions.

## **CONCLUSION**

As based on the results of the study and explanation from the previous chapter, as well as the discussion accompanied by theories and concepts that support this study entitled "The Influence of Brand Image, Product Diversity, and Online Trust, and Security with repurchase interest in the Shopee Marketplace in Jakarta" in the form of data analysis from the discussion that has been carried out, the following conclusions are obtained: From the results of the analysis that has been carried out, it provides an understanding that the brand image produces a positive and significant influence with repurchase interest in the Shopee Marketplace in Jakarta, which means that if the brand image increases, then consumer repurchase interest will also increase. This indicates that it is determined to accept hypothesis 1 in this study. From the results of the analysis that has been carried out, it provides an understanding that product diversity produces a positive and significant influence with repurchase interest in the Shopee Marketplace in Jakarta, which means that if product diversity increases, consumer repurchase interest will also increase. This indicates that it is determined to accept hypothesis 2 in this study. From the results of the analysis that has been carried out, it provides an understanding that online trust produces a positive and significant influence with repurchase interest in the Shopee MarketPlace in Jakarta, which means that if online trust increases, consumer repurchase interest will also increase. This indicates that it is determined to accept hypothesis 3 in this study. From the results of the analysis that has been

carried out, it provides an understanding that security produces a positive and significant influence with repurchase interest in the Shopee Marketplace in Jakarta, which means that if security increases, consumer repurchase interest will also increase increase. This indicates that it is determined to accept hypothesis 4 in this study.

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