

# The Mediating Role of Trust in the Influence of Influencer Credibility and Shopping Experience on Repurchase Intention E-commerce

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## Abstract

*The role of trust is becoming increasingly important in building consumer loyalty in the competitive e-commerce era. This study aims to analyze the role of trust mediation in the relationship between influencer credibility and shopping experience on repurchase intention in e-commerce. The study uses a quantitative approach with the variables of influencer credibility, shopping experience, trust, and repurchase intention. Data was collected through a questionnaire from 397 students from seven universities in Banda Aceh with the criteria of having made a transaction on the Shopee platform, as a representation of one of the largest e-commerce in Indonesia. Data analysis was carried out using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results showed that influencer credibility and shopping experience had a positive effect on trust, and trust mediated the influence of both on repurchase intent. These findings confirm that trust is a key factor in increasing consumer loyalty in e-commerce. Practically, the study emphasizes the importance of building influencer credibility and creating a positive shopping experience to encourage repurchases. The originality of the research lies in its focus on students as a segment of potential consumers by placing trust as a mediating variable in the context of e-commerce.*

## Keywords

Influencer Credibility;  
Shopping Experience; Trust;  
Repurchase Intent; Shopee



## I. Introduction

The rapid development of digital technology and internet penetration in Indonesia has changed the way consumers interact with brands and make transactions. According to a report by the Indonesian Internet Service Providers Association (APJII), in 2023 the number of internet users in Indonesia will reach more than 215 million people, with the majority of users being young, including students. Banda Aceh as one of the education cities has an increasing level of e-commerce penetration, especially among students. These developments have brought significant changes to the way people interact and transact (Y. Chen et al., 2024). In this study, there is an interesting phenomenon, namely how students in Banda Aceh are increasingly exposed to influence-based promotions through social media such as Instagram, TikTok, and YouTube. Influencers are considered to have a strong influence on purchasing decisions because they are considered a credible source of information (Kemeç & Fulya, 2021). On the other hand, previous shopping experiences also play an important role in shaping consumer perceptions and intentions to make a repeat purchase (Kurumbatu, 2024).

Shopee, as one of the largest e-commerce platforms in Southeast Asia, recorded a significant increase in visits to reach 2.35 billion in the same year. Data from Shopee Indonesia in 2023 shows that more than 60% of their app users make a repeat purchase after being satisfied with their previous experience and getting recommendations from

trusted influencers. However, there is no specific data related to this phenomenon among Banda Aceh students.

The digital marketing strategy implemented by Shopee, including the use of influencers, is one of the strengths in shaping consumer perception and purchase decisions, especially the younger generation such as college (J. Chen et al., 2020). However, the effectiveness of these promotions depends heavily on the credibility of the influencer, to the extent that they are considered honest, expert, and worthy of trust by consumers. On the other hand, previous shopping experiences such as ease of transactions, delivery speed, and service satisfaction also affect consumers' evaluations of the platform. Interestingly, these two factors do not always lead directly to the intention to buy back. In the context of consumer psychology, there is an important role of trust as a mediator that bridges past experiences and future expectations (Tojiri & Sugiat, 2024)

Research related to the influence of influencer credibility on purchase intent has been conducted by (Nugroho et al., 2020)(Tahir, 2021) which shows a significant positive influence either directly or indirectly through trust. However, most studies still focus on the intention of the first purchase, not the repurchase. In addition, there has been no research that explicitly examines this phenomenon in students in Banda Aceh as a population that has unique characteristics in terms of consumption culture and e-commerce preferences. Against this background, this study is designed to analyze the influence of influencer credibility and previous shopping experiences on repurchase intentions on e-commerce platforms in Banda Aceh, with trust as a mediating variable. This research is expected to make a theoretical contribution to the digital marketing literature as well as provide practical implications for Shopee management and actors Digital Marketing in designing a more effective and sustainable marketing strategy. (Kemeç & Fulya, 2021)

## II. Review of Literatures

### 2.1 Influencer Credibility and Trust

Credibility Influencers It plays an important role in building consumer trust in a brand or product. This credibility is based on expertise (Expertise), reliability (trustworthiness), and attractiveness (Attractiveness) owned by Influencers. According to studies Ohanian, (1990), those elements significantly affect the perception of the audience. Influencer who are considered expert and honest tend to increase consumer trust in the information conveyed. For example, research by Lou & Yuan, (2019), justifying that Influencers With high credibility, it is able to create a strong emotional bond with the audience, which leads to increased trust. In the context of digital marketing, consumers are more likely to trust brands promoted by Influencers relevant and reliable (Adrianto & Kurnia, 2021)

**H1:** Influencers' credibility affects trust

### 2.2 Previous Shopping Experience and Trust

Previous shopping experience is one of the factors that determine the level of consumer trust in a *platform* or brand. Positive experiences such as fast service, products as described, and easy returns of goods, contribute to increased consumer confidence. Conversely, negative experiences can lower trust and even cause consumers to turn to *platform* other. Research by Lee et al., (2008), defining a consistent and satisfying shopping experience will create a perception of stability and reliability that reinforces trust.

In the era *E-commerce*, features such as user reviews and transparent transaction history are also important tools in supporting this trust strengthening (Aisyah et al., 2022).

**H2:** Previous shopping experience affects trust

### 2.3 Trust and Repurchase intention

Trust is a key element that determines a consumer's repurchase intention. Consumers who have a high level of trust in a brand or *platform* tend to be more loyal and willing to make repeat purchases. According to a study from Pavlou and Gefen, trust reduces the uncertainty and risk perceived in online transactions, thereby increasing the intention to buy back. Furthermore, research from Morgan and Hunt indicates that relationships based on trust tend to be sustainable, creating long-term loyalty in consumers. This is especially relevant in *platform* digital, where trust is the basis for sustainable interaction (Fira Malinda, 2021).

**H3:** Trust affects Repurchase intention

### 2.4 Influencer Credibility , Trust and Repurchase Intention

Trust is a key element that determines a consumer's repurchase intention. Consumers who have a high level of trust in a brand or *platform* tend to be more loyal and willing to make repeat purchases. According to a study from Pavlou and Gefen, trust reduces the uncertainty and risk perceived in online transactions, thereby increasing the intention to buy back. Furthermore, research from Morgan and Hunt indicates that relationships based on trust tend to be sustainable, creating long-term loyalty in consumers. This is especially relevant in *platform* digital, where trust is the basis for sustainable interaction (Fira Malinda, 2021).

**H4:** influencer credibility against repurchase intention with, trust as a mediator

### 2.5 Previous Shopping Experience, Trust and Repurchase Intention

A positive shopping experience is one of the main drivers of repurchase intent. Research by Anderson and Srinivasan (2003) explained that satisfaction obtained from previous shopping experiences is positively correlated with consumer loyalty. Factors such as ease of transaction processing, speed of delivery, and product quality p lay a crucial role in creating such experiences. On the other hand, negative shopping experiences, such as shipping delays or poor customer service, can significantly reduce repurchase intent. *E-commerce platform* Those that are able to provide a consistent shopping experience will have a greater chance of retaining their customers (Dewi & Herning, 2023).

**H5:** Previous shopping experience against repurchase intention with, trust as a mediator

## III. Research Method

This research was carried out in seven universities in the city of Banda Aceh. The research lasted for three months, namely in the period from June to August 2025. The research data was obtained from respondents who filled out a structured questionnaire online. The research respondents were students who had made transactions on the Shopee e-commerce platform. The population of this study is all active students at seven universities in Banda Aceh based on data from the Higher Education Database (PDDIKTI) for the even semester of the 2024/2025 academic year with a total of 68,060 students. From this population, the research sample was determined using the Slovin formula with a

margin of error of 5%, so that 397 respondents were obtained. The sampling method used is purposive sampling, which is a technique for determining samples with certain criteria, in this case students who have shopped at Shopee. This technique was chosen because it was considered the most appropriate to obtain data according to the research objectives (Sugiyono, 2017).

Structural analysis with the Partial Least Square (PLS) approach was used as the analysis method, which was processed using SmartPLS software version 5 (Ghozali, 2012). The analysis process begins with external model testing, namely variable instrument tests and variable descriptions, then continues with model feasibility testing, and ends with hypothesis testing. The instrument test is carried out with validity test and reliability test. The validity of the indicator was tested using a loading factor value with a criterion of more than 0.7. The reliability of the instrument was tested using Cronbach's Alpha and Composite Reliability values with criteria of more than 0.7 (Mulyanto & Wulandari, 2010). Furthermore, the description of variables is carried out by categorizing variables based on the average answers of respondents (Sugiyono, 2019). Model feasibility testing is carried out through the R-Square value ( $R^2$ ) in endogenous latent constructs, where the model is considered feasible if it has an  $R^2$  value of more than 0.2. The final stage is hypothesis testing, which is carried out using the bootstrapping method using the t-test at a 95% confidence level or a significance level of 5% ( $\alpha = 0.05$ ).

The following table presents the demographic profile of the research respondents which includes the category of university of origin, gender, age, length of time using Shopee, and frequency of purchases on Shopee. The presentation of this data aims to provide an overview of the characteristics of respondents participating in the study, so as to strengthen the understanding of the context and relevance of the research results to the student population in Banda Aceh.

**Table 1.** Respondent Profile Description

Description	Category	Frequency	Percentage
College	Syiah Kuala University (USK)	178	45,0
	State Islamic University (UIN) Ar-Raniry	116	29,0
	University of Muhammadiyah Aceh (UNMUHA)	26	7,0
	Serambi University of Mecca (USM)	29	7,0
	Bina Bangsa University Get Conjunction (UBBG)	25	6,0
	Ubudiyah University Indonesia (UII)	12	3,0
	Iskandar Muda University (UNIDA)	11	3,0
	Total	397	100
Gender	Man	143	36,0
	Woman	254	64,0
	Total	397	100
	17–25 years old	212	54,0
	26–35 years old	131	33,0

Description	Category	Frequency	Percentage
Age	36–45 years old	45	11,0
	46–55 years old	9	2,0
	Total	397	100
Long Time Using Shopee	< 1 year	29	7,0
	2 years	59	15,0
	3 years	98	24,0
	5 years	102	26,0
	> 6 years old	109	28,0
	Total	397	100
Frequency of Purchases on Shopee	< 5 times	4	1,0
	> 5 times	393	99,0
	Total	397	100

Source: processed data (2025)

Based on the table, it can be seen that the majority of respondents came from Syiah Kuala University (45.0%) and UIN Ar-Raniry (29.0%), with the dominance of female respondents (64.0%). The largest age group is 17–25 years old (54.0%), which shows that Shopee users are dominated by young people. Most of the respondents have used Shopee for more than 5 years (26.0%) to more than 6 years (28.0%), and almost all respondents (99.0%) have made purchases on Shopee more than 5 times. This shows that Shopee is a very popular online shopping platform and has become part of the consumption habits of students in Banda Aceh.

Statistical descriptive analysis is used to provide an overview of the research data which includes the number of respondents, minimum values, maximum values, averages, and standard deviations for each research variable. These descriptive statistics are important to understand the basic characteristics of the data before further inferential analysis is carried out. In this study, there were four main variables analyzed, namely Influencer Credibility (KI), Previous Shopping Experience (PBS), Trust (KP), and Repurchase Intention (NMK) with a total of 397 respondents. A summary of the descriptive statistical results of each variable is presented in the following table.

**Table 2.** Descriptive Statistics

Variables	N	Theoretical Range		Current Range				Std. Deviation
		Min	Max	Mean	Min	Max	Mean	
Influencer Credibility (KI)	397	1	5	3.00	1.33	5.00	4.20	0.56
Previous Shopping Experience (PBS)	397	1	5	3.00	1.40	5.00	4.27	0.49
Trust (KP)	397	1	5	3.00	1.00	5.00	4.27	0.50
Repurchase Intention	397	1	5	3.00	1.75	5.00	4.28	0.54



(NMK)								
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Source: processed data (2025)

Based on Table 2, it can be explained that all research variables have an actual average value that is higher than the theoretical mean (3.00). This shows that the respondents' perception of each variable is in the high to very high category. Influencer Credibility (KI) obtained an average score of 4.20 with a standard deviation of 0.56. This indicates that respondents consider the influencers used by Shopee to be quite credible in conveying product information. Previous Shopping Experience (PBS) has the highest average of 4.27 with a standard deviation of 0.49. This means that most respondents are satisfied with their previous shopping experience at Shopee, both related to product suitability and ease of use of the application.

## IV. Results and Discussion

### 4.1 Evaluation of Measurement Models

#### Convergent Validity and Reliability

The convergent validity test is carried out to ensure that the indicators used in the study are able to represent the construct or latent variable being measured. Convergent validity is assessed through the value of Outer Loading and Average Variance Extracted (AVE). The indicator is declared valid if it has a value Outer Loading  $\geq 0.50$ , while a good AVE value is generally  $\geq 0.50$  (Hair et al., 2019). In addition, the reliability of the construct is also considered through the consistency of the indicator in explaining the variable.

**Table 3.** Results of the Convergent Validity and Reliability Test

Code	Indicators	Outers Loading
Influencer Credibility – AVE: 0.512		
KI1	Skill	0,734
KI2	Reliability	0,720
KI3	Attraction	0,693
Previous Shopping Experience – AVE: 0.431		
PBS1	Quality of Accepted Products	0,546
PBS2	Consumer Service and Support	0,693
PBS3	Convenience and Convenience of the Shopping Process	0,715
PBS4	Shipping and Packaging Experience	0,661
PBS5	Perception of Value and Price	0,655
Trust – AVE: 0.426		
KP1	Perceived security	0,560
KP2	Company Reputation	0,723

Code	Indicators	Outers Loading
KP3	Website Quality	0,692
KP4	Customer Reviews	0,583
FP5	Transparency	0,690
Repurchase Intention – AVE: 0.486		
NMK1	Interest Preferences	0,699
NMK2	Transactional Interest	0,741
NMK3	Exploratory Interests	0,643
NMK4	Recommendations	0,703

Source: processed data (2025)

Based on Table 2, the results of the convergent validity test show that most indicators have an outer loading value above 0.6, so that it can be declared valid in measuring their constructs. The Average Variance Extracted (AVE) value in the variables Influencer Credibility (0.512) and Repurchase Intention (0.486) has met the minimum criteria of 0.5. However, the variables Previous Shopping Experience (0.431) and Trust (0.426) are below the threshold, so the convergent validity of these variables is still not strong and needs to be considered. In terms of reliability, the Composite Reliability (CR) and Cronbach's Alpha values are generally above 0.7, which means that the indicators in each variable are consistent in measuring the construct in question. Thus, even though there are several variables with low AVE values, the overall research instrument can still be declared reliable.

#### a. Discriminant Validity Test (Fornell-Larcker Criterion)

Discriminant validity is used to ensure that the constructs in the research model are completely different from each other, despite having a relationship. One of the commonly used methods is the Fornell-Larcker criterion, which is by comparing the square root of the Average Variance Extracted (AVE) value of each construct with the correlation between constructs. A construct is declared to meet discriminant validity if the square root value of AVE (shown on the diagonal of the table) is greater than the correlation between constructs (values outside the diagonal).

**Table 3.** Results of the Discriminant Validity Test (Fornell-Larcker Criterion)

Construct	Influencer Credibility	Belief	Buyback Intent	Previous Shopping Experience
<b>Influencer Credibility</b>	0,716			
<b>Belief</b>	0,591	0,653		
<b>Repurchase Intention</b>	0,572	0,625	0,697	
<b>Previous Shopping Experience</b>	0,602	0,695	0,644	0,656

Source: processed data (2025)

The results of the discriminant validity test showed that the square root value of AVE in each construct (Influencer Credibility = 0.716; Confidence = 0.653; Buyback

Intent = 0.697; Previous Shopping Experience = 0.656) is greater than the correlation between the constructs in question. Thus, all research variables have met the criteria of discriminant validity. Although there is a relatively high correlation between Trust and Previous Shopping Experience (0.695), the diagonal value remains larger so that the construct can still be declared to have good discriminatory.

#### b. Discriminant Validity Heterotrait-Monotrait Ratio (HTMT) tests.

The following table presents the results of the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) method. A commonly used criterion is that the HTMT value should be below 0.90 or in some literature a maximum of 0.85 to ensure that the difference between constructs is clear enough (Henseler et al., 2015).

**Table 4.** Results of Discriminant Validity Test (Heterotrait-Monotrait Ratio)

Construct	Influencer Credibility	Belief	Buyback Intent	Previous Shopping Experience
<b>Influencer Credibility</b>				
<b>Belief</b>	1,002			
<b>Repurchase Intention</b>	0,984	0,954		
<b>Previous Shopping Experience</b>	1,018	1,044	0,970	

Source: processed data (2025)

The results of the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) method showed that all values between constructs were above 0.90. This condition indicates that the differences between constructs in the research model are inadequate, so there is a potential problem of discriminating validity. In other words, several constructs such as Influencer credibility, trust, previous shopping experience, and repurchase intention were assessed by respondents with relatively similar tendencies, so they could cause conceptual overlap. These findings need to be examined because they have implications for the clarity of construct measurements in the research model.

#### c. Reliability Test

The following table presents the results of the construct reliability test as seen through two main measures, namely Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha is used to assess the internal consistency between items in each construct, while Composite Reliability is considered more appropriate in the PLS-SEM approach because it provides reliability estimates that do not rely on tau-equivalence assumptions.

**Table 5.** Construct Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability
Influencer Credibility	0,524	0,759
Belief	0,659	0,786
Repurchase Intention	0,648	0,791



Previous Experience	Shopping	0,667	0,790
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Source: processed data (2025)

Based on the test results, Cronbach's Alpha values for all constructs are in the range of 0.524–0.667. Although some values are slightly below the ideal threshold ( $\geq 0.70$ ), they are still acceptable in exploratory research. Meanwhile, the Composite Reliability value of the entire construct is in the range of 0.759–0.791, which has exceeded the minimum threshold of 0.70. Thus, it can be concluded that all constructs in this study meet the reliability criteria and have good enough internal consistency to be used in the next stage of analysis.

#### 4.2 Evaluation of Structural Models (Inner Model)

##### R-Square Analysis

The following table shows the R-Square and R-Square Adjusted values of the confidence (KP) and Repurchase Intention (NMK) variables:

**Table 6.** R-square for endogenous variables

	R Square	R Adjusted Square
<b>KP</b>	0,530	0,527
<b>NMK</b>	0,503	0,499

Source: processed data (2025)

The R-Square value shows that trust can be explained by 53.0% by influencer credibility and shopping experience, while repurchase intention can be explained by 50.3% by trust, influencer credibility, and shopping experience. Based on the criteria of Chin (1998), both values are in the moderate category, so the research model is considered quite good in explaining the relationship between variables.

##### Predictive Test Results (PLS Predict vs LM)

Table 7 presents the results of the predictive test using the PLS Predict method compared to the Linear Model (LM). This test was conducted to assess the predictive ability of the research model by comparing the  $Q^2_{\text{predict}}$ , RMSE, and MAE values of the two methods.

**Table 7.** Predictive Test Results (PLS Predict vs LM)

	$Q^2_{\text{predict}}$	PLS RMSE	PLS MAE	LM RMSE	LM MAE
<b>KP3</b>	0,250	0,665	0,514	0,678	0,523
<b>KP1</b>	0,174	0,666	0,534	0,641	0,484
<b>FP5</b>	0,185	0,684	0,531	0,699	0,548
<b>KP4</b>	0,178	0,707	0,561	0,726	0,567
<b>KP2</b>	0,287	0,672	0,517	0,672	0,517
<b>NMK4</b>	0,228	0,660	0,541	0,669	0,545
<b>NMK3</b>	0,169	0,636	0,521	0,640	0,521
<b>NMK2</b>	0,270	0,683	0,541	0,690	0,536

<b>NMK1</b>	0,205	0,751	0,575	0,743	0,546
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Source: processed data (2025)

#### Goodness of Fit (Gof) Test Results

Table 8 presents the results of the Goodness of Fit (GoF) test to assess the suitability of the research model with the data. The test was carried out through several eligibility measures, namely SRMR, d\_ULS, d\_G, Chi-Square, and NFI.

**Table 8.** Goodness of Fit (GoF) Mode

	<b>Saturated Model</b>	<b>Estimated Model</b>
<b>SRMR</b>	0,087	0,087
<b>d_ULS</b>	1,169	1,169
<b>d_G</b>	0,298	0,298
<b>Chi-Square</b>	657,795	657,795
<b>NFI</b>	0,632	0,632

Source: processed data (2025)

#### 4.3 Hypothesis Test Results (Inner Model)

To test the relationship between latent variables proposed in the research model, a hypothesis test analysis (inner model) was carried out using the Partial Least Square (PLS) approach. This test aims to determine the magnitude of the direct influence between constructs and their significance. The results of the analysis are presented in the following table.

**Table 9.** Direct Hypothesis Test Results

<b>Path</b>	<b>Original Sample</b>	<b>T Statistics</b>	<b>P Values</b>	<b>Decision</b>
<b>KI -&gt; KP</b>	0,270	4,752	0,000	Supported
<b>KI -&gt; NMK</b>	0,288	4,698	0,000	Supported
<b>KP -&gt; NMK</b>	0,272	4,148	0,000	Supported
<b>PBS -&gt; KP</b>	0,532	9,561	0,000	Supported
<b>PBS -&gt; NMK</b>	0,471	8,067	0,000	Supported

Source: Processed data (2025)

Based on the results of the hypothesis test in Table 11, it can be concluded that all paths of relationship between constructs in this research model have a positive and significant effect with a p-value of  $< 0.05$ . Influencer Credibility (KI) was proven to have an influence on Trust (KP) with an original sample value of 0.270 and t-statistics of 4.752. In addition, KI also affects the Repurchase Intention (NMK) with a value of 0.288 and t-statistics of 4.698. Furthermore, Trust (KP) contributed to increasing Repurchase Intention (NMK) with a coefficient value of 0.272 and t-statistics of 4.148. The Prior Shopping Experience (PBS) variable showed the greatest influence, both on KP (0.532; t-statistics 9.561) and against NMK (0.471; t-statistics 8,067). These results confirm that Influencer Credibility, Trust, and Previous Shopping Experience are factors that significantly encourage the formation of consumer intention to make a repurchase on the Shopee platform. Thus, marketing strategies that strengthen influencer credibility, increase user trust, and provide a positive shopping experience are essential in maintaining consumer loyalty.

#### 4.4 Mediation Test

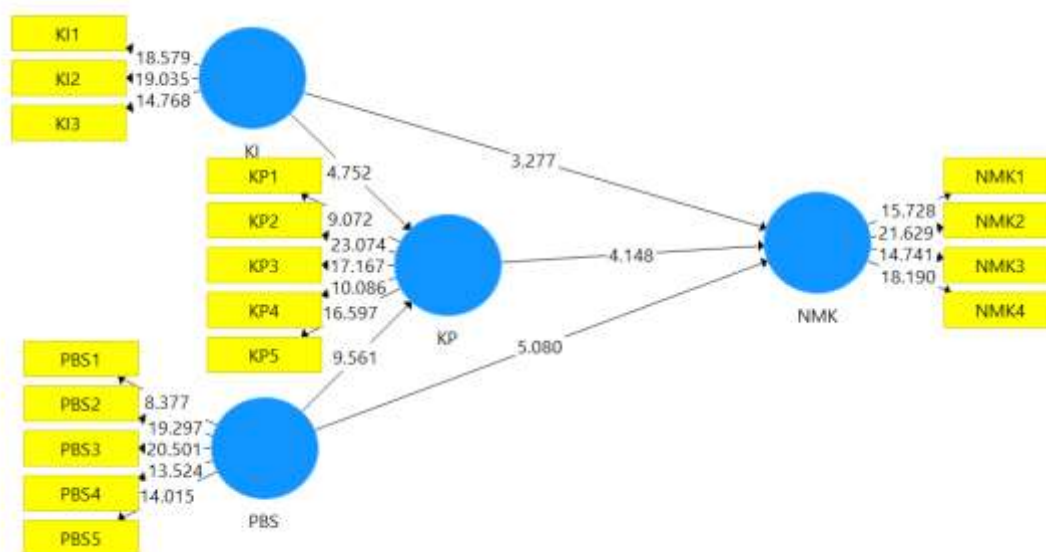
Mediation analysis was carried out to find out whether the relationship between independent and dependent variables was bridged by mediator variables. According to (Baron & Kenny, 1986), there are two forms of mediation, namely full mediation which occurs when the direct influence of independent variables on the dependent is not significant but the indirect influence through a significant mediator, and partial mediation which occurs when the direct and indirect influences are equally significant. In this study, a mediation test was conducted to see the role of Trust (KP) in bridging the relationship between Influencer Credibility (IP) and Previous Shopping Experience (PBS) to Repurchase Intention (NMK). The test results are presented in the following Table.

**Table 10.** Mediation Test Results

No.	Direct and Indirect Effect	Beta	<i>p-value</i>	Decision
1	Model 1 (KP mediation on KI → NMK)			Partial Mediation
	KI → KP (a)	0,270	0,000	
	KP → NMK (b)	0,272	0.000	
	KI → KP → NMK(c)	0,073	0,002	
2	Model 2 (KP mediation on PBS → NMK)			Partial Mediation
	PBS → KP(a)	0,532	0.000	
	KP → NMK (b)	0,272	0.000	
	PBS → KP → NMK (c)	0,145	0.004	

**Source:** processed data (2025)

Based on the test results, it was found that the relationship between Influencer Credibility (KI) and Repurchase Intention (NMK) through Trust (KP) showed a significant influence. This indicates that Trust plays a mediator role in strengthening the influence of IP on NMK. Similarly, the relationship of Previous Shopping Experience (PBS) to NMK through KP is also significant, meaning KP is able to bridge the influence of PBS on NMK. However, because both direct influence (KI → NMK and PBS → NMK) and indirect influence through KP are both significant, the type of mediation that occurs is *partial mediation*. In other words, NMK is influenced by IP and PBS either directly or indirectly through KP. The results of the final estimate of the structural model of this study are shown in the following Figure 1.



**Figure 1.** Results of the proposed structural model

## 4.5 Discussion

### a. The Influence of Influencer Credibility on Trust

The results of this study show that influencer credibility has a significant positive effect on consumer trust on the Shopee platform. These findings are in line with the theory *Source Credibility* which explains that the trust, expertise, and appeal of the message source play an important role in increasing consumer persuasion (Ohanian, 1990). The latest study also confirms that influencer credibility is able to shape consumer trust, especially in the context of social media-based digital marketing and e-commerce (Rahmatulloh et al., 2024), a study related to live-streaming commerce in Asia found that real-time interaction and transparency displayed by influencers encourage the formation of parasocial relationships that strengthen trust in products and platforms (Deng et al., 2023; H. Lee et al., 2024). Therefore, these results support the view that credible influencers serve as an important bridge in the transfer of trust from individuals to brands or platforms.

However, the literature also notes the existence of limiting factors in this relationship. Some studies have found that influencer effectiveness can weaken when audiences are aware of paid promotional content (*Persuasion Knowledge*), or when there is a mismatch between the influencer and the product being promoted (Amalina et al., 2024; Rahmatulloh et al., 2024). Research on Shopee users also reported mixed results: in most cases, influencers increased trust and purchase intent, but in certain contexts the effect was relatively small or insignificant (H. Lee et al., 2024). Thus, while influencer credibility has proven to be significant in building consumer trust, its effectiveness is heavily influenced by moderator factors such as product suitability, content type (live streaming vs static posts), as well as perceptions of authenticity.

### b. The Influence of Previous Shopping Experience on Trust

The post-purchase experience is the main source of trust building on e-commerce platforms: the expectation-confirmation theory and customer experience model assert that when the actual experience meets or exceeds expectations (product as described, on-time delivery, adequate after-sales service), consumers form confidence that the platform/seller is reliable, thus increasing trust (Pires et al., 2024)(Handoyo, 2024). Empirically, recent

meta-analyses and quantitative research show a consistent positive relationship between the quality of post-transaction experiences and consumer confidence levels, which further drives loyalty and repurchase intent (Handoyo, 2024)(Deng et al., 2023). In the context of a multi-seller platform like Shopee, a consistent experience between transactions (e.g. product description accuracy, delivery quality, ease of returns) plays a dual role: not only to build trust in a specific seller but also in the platform as a whole—making PBS a strong determinant of KP in the marketplace ecosystem (Pena-García et al., 2024).

However, the literature also identifies limitations and counter evidence that need to be considered. First, the effect of PBS on KP can be distorted by inter-seller variability: a positive experience with one seller does not necessarily translate into trust in another seller/platform unless there is a platform signal (warranty, seller badge, return policy) that consolidates that experience as a platform attribute (Senali et al., 2024)(Pires et al., 2024). Second, the phenomenon of fake/biased reviews and rating manipulation weakens the PBS→KP relationship: if consumers doubt the authenticity of reviews, the impact of previous experiences on trust decreases (Peña-García, 2024). Third, research on live-streaming commerce (widely used by Shopee) shows that while product demonstrations and real-time interactions increase the perception of the experience, the positive effect depends on the credibility of the host and ad transparency without it, interactive experiences can appear to be just promotional tactics and do not strengthen long-term trust (Deng et al., 2023; recent Shopee studies). In other words, PBS does usually increase KP, but the strength of this relationship is influenced by moderators such as the reliability of the platform's signal (warranty/return policy), the authenticity of reviews, and the quality of interactions in the format used (live vs. non-live).

### **c. The effect of trust on repurchase Intention**

The results of the study showed that trust (KP) had a positive and significant effect on the repurchase Intention (NMK) on the Shopee platform. These findings support a theory of trust that emphasizes that trust can reduce the uncertainty and risk inherent in online transactions (Mayer et al., 1995). Thus, the higher the consumer's trust in Shopee, both in terms of system reliability, transaction security, and seller credibility, the more likely consumers are to make a repeat purchase. These results are in line with research Liu et al., (2022) and Zhang et al., (2022) who found that trust plays a central role in driving repurchase intent in the context of live-streaming commerce and marketplaces.

However, recent literature also shows that the influence of trust on repurchase Intention is not always consistent and can be influenced by contextual factors. Zou & Fu, (2024) emphasizing that emotional beliefs tend to be less stable than cognitive beliefs, while (Handoyo, 2024) through meta-analysis confirms that variables such as satisfaction and *perceived risk* can strengthen or weaken the relationship. In the context of Shopee, the implication is that the platform not only needs to build trust institutionally through seller guarantee and supervision policies, but also ensure the quality of interactions, review transparency, and a consistent shopping experience so that consumer trust is truly converted into sustainable repurchase intention.

### **d. Influencer Credibility has a positive effect on Repurchase Intention through Trust**

The results of this study show that Influencer Credibility has a positive effect on repurchase intention through Trust. Theoretically, this is consistent with the trust model in marketing communications that emphasizes that source credibility can increase audience trust and ultimately encourage consumptive behavior (Hovland & Weiss, 1951). Influencers who are considered to have competence, honesty, and attractiveness will be

more trusted by consumers, so the perception of trust in the platform also increases. These findings are in line with research (Yuxuan, 2024) which confirms that influencer credibility plays an important role in forming consumer trust, which then mediates the influence on loyalty and repurchase intention.

However, the literature also shows mixed results. Study Kakkar & Sharma, (2025). Found that while credible influencers can increase trust, their impact on buyback intent can be reduced if consumers feel the promotion is being done too much or is inauthentic. Similarly, research (Yuxuan, 2024) emphasizing that the trust built by influencers is fragile if not supported by a satisfying shopping experience. In the context of Shopee, this shows that influencer credibility is important, but its sustainability is largely determined by consumer trust in the platform's system—for example, transaction security, review transparency, and product quality. Therefore, trust serves as a psychological mechanism that connects the attractiveness and credibility of influencers to consumers' decision to make a repurchase on Shopee.

#### **e. Previous Shopping Experience has a positive effect on Repurchase Intention through Trust.**

The results of the study show that previous shopping experiences have a positive effect on the repurchase intention through trust. Conceptually, a consistent and satisfying shopping experience will reinforce the perception of the reliability of e-commerce platforms, thereby increasing consumer confidence levels. Theory *Expectation Confirmation Model* ((Bhattacharjee, 2001) Explains that when previous experiences are in line with expectations, consumers tend to develop trust and loyalty to service providers. These findings are consistent with studies Marka & Noor, (2023) which confirms that the positive experience of online shopping encourages the formation of trust which then has implications for the repurchase intention.

However, the literature also reveals variations in results. Research Wen et al., (2024) suggests that a poor shopping experience, although rare, can directly lower purchase intent without going through the formation of a trust. Moreover Tong, (2022) found that although trust acts as a mediator, factors such as product quality and speed of delivery can moderate the strength of the previous shopping experience relationship to repurchase intent. In the context of Shopee, this shows that a consistent shopping experience ranging from clarity of product descriptions, reliability of payment systems, to delivery efficiency is key to fostering trust that ultimately influences repurchase decisions. Thus, trust acts as an important psychological mechanism that bridges the relationship between consumers' shopping experience and their intention to return to using Shopee as the platform of choice.

## **V. Conclusion**

This study concludes that influencer credibility and shopping experience have a positive influence on consumer trust, and trust significantly mediates the relationship between the two variables on repurchase intention on the Shopee e-commerce platform. Trust has proven to be an important factor in driving consumer loyalty, where the higher the credibility of the influencer and the more positive the shopping experience, the greater the consumer's intention to make a repeat purchase. These findings confirm that the trust mediation model plays a strong role in building consumer loyalty in the competitive e-commerce era. The results of this study provide practical implications for e-commerce players and digital marketing managers to focus on building authentic influencer credibility and creating a fun and safe shopping experience. Increased transparency, speed



of service, and consistent interaction between influencers and consumers can strengthen long-term trust and loyalty. E-commerce platforms are advised to utilize trust-based communication strategies as the foundation of their digital marketing. The limitation of this study lies in the use of student samples from seven universities in Banda Aceh, so the results cannot be generalized to the entire population of e-commerce users in Indonesia. The next study is suggested to expand the respondent population by taking into account demographic variations and other e-commerce platforms. In addition, future research can add moderation variables such as brand image or customer satisfaction to enrich understanding of the factors that influence repurchase intent in e-commerce.

## Acknowledgment

The authors would like to express their sincere gratitude to the Ministry of Higher Education, Science, and Technology (Kemdiktisaintek) of the Republic of Indonesia for providing financial support through the BIMA Research Grant for Master's Program (Fiscal Year 2025) managed by the Directorate of Research, Technology, and Community Service (DRTPM). Appreciation is also extended to the university, respondents, and colleagues who contributed valuable input and assistance throughout this research project.

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