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The Mediation Role of E-Trust toward Perceived Reputation, Perceived Usefulness and E-Purchase Intention in Bukalapak

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ABSTRACT: The focus of this research is to determine the effect of perceived reputation and perceived usefulness on e-purchase intention and to determine the mediating effect of e-trust. This research used a sample of marketplace users in Indonesia with 232 respondents. Hypothesis testing uses Structural Equation Modeling - Partial Least Square (SEM-PLS) with SMART PLS 3 as the software. This research combines different research models into one model with two theoretical concepts, TRA and TAM theories with perceived reputation and perceived usefulness variables as independent variables in the research. This research found that perceived reputation and perceived usefulness have a significant effect on e-purchase intention. However, e-trust does not mediate the effect between perceived reputation and perceived usefulness on e-purchase intention.

KEYWORDS: Perceived Repuation, Perceived Usefulness, E-Purchase Intention, E-Trust

I. INTRODUCTION

Reported by Katadata according to We Are Social, internet users in Indonesia have increased from year to year. In 2022 internet users in Indonesia have reached 204.7 million users, this number has increased by 1.03% from 2021 which reached 202.6 million users. It is inevitable that the number of internet users will increase in the next year considering that the internet is something that is needed by people these days. The presence of various platforms has changed the culture of people's lives, such as the presence of an online shopping platform, better known as e-commerce. According to Gao in (Saputra & Widiartanto, 2019) e-commerce is defined as a buying and selling and commercial activity using computer networks as the basis. Reported by Katadata according to Global Web Index 78% of internet users aged 16-64 years have made online shopping activities. One of the largest marketplaces in Indonesia today is Bukalapak.

Bukalapak is one of the marketplaces in Indonesia today, and has become one of the favorite marketplace platforms used by Indonesians. Bukalapak is a marketplace platform from Indonesia that has been established since 2010 and has been a pioneer of the marketplace in Indonesia. But even though Bukalapak is a marketplace pioneer, now Bukalapak is not the market leader of the marketplace in Indonesia. Reporting from Katadata with 21.3 million visitors in the second quarter of 2022 made Bukalapak fourth in e-commerce with the most visitors and with the number of transactions per hour of 4.9 billion rupiah also put Bukalapak in fourth position. According to research conducted by (Lesmana, 2019) that actual purchases can be predicted by e-purchase intention.

E-purchase intention can also be interpreted as a statement related to the mind that represents the plans of a consumer to make a purchase within a certain period according to Howard and Christoper in (Lesmana, 2019). E-purchase intention can be seen from the basket feature in Bukalapak which is useful for storing temporary items that will be purchased in the future. Although e-purchase intention is a purchase that consumers will not necessarily make in the future, it is necessary to know the maximum prediction of the actual purchase itself.

A research by (Qalati et al., 2021) researching 356 respondents with an age range of 18-25 shows that e-purchase intention can be affected by perceived reputation. With a rating of 4.3 on the Play Store and 4.6 on the App Store, it shows that Bukalapak's reputation in the eyes of customers is good enough. Reputation plays an important role in giving consumers confidence in the competence, integrity and goodwill of marketers. Consumer belief in a company's reputation is referred to as perceived reputation. Perceived reputation is a consumer belief related to the honesty of marketers, concern for customers, and whether

marketers can keep the promise they are given or not, this relates to how much consumers trust the company as a seller to be honest and care about consumers according to (Yeolib Kim & Peterson, 2017).

With Bukalapak's reputation as a pioneer and as the first marketplace to be listed on the stock exchange, it does not make Bukalapak the market leader marketplace in Indonesia. Reported by Katadaata Bukalapak has the number of transactions per hour with a value of 4.9 billion rupiah. The number of Bukalapak transactions ranks fourth under Shopee with a transaction value of 23 billion per hour, Tokopedia with 14 billion rupiah per hour, and Lazada 7.3 billion per hour.

Function or usefulness of Bukalapak itself also has an important effect on consumer e-purchase intention to shop using Bukalapak, meaning that the use of the Bukalapak platform depends on how consumers trust the benefits that Bukalapak can provide (Iqbal et al., 2018). Referring to research (Rahmiati & Yuannita, 2019) with 151 respondents shows that perceived usefulness has a significant effect on purchase intention. Belief in the benefits provided triggers consumers' desire to use Bukalapak as their marketplace platform.

There are different research results from (Teh & Ahmed, 2012) which examines the effect between perceived usefulness in the concept of the Technology Acceptance Model (TAM) on behavioral intention. The results of this research state that perceived usefulness has no effect on e-purchase intention. According to (Teh & Ahmed, 2012) perceived usefulness is less important for predicting online purchase. So this research aims to test that perceived usefulness has a significant effect or not on e-purchase intention.

According to (Lesmana, 2019) only consumers who have trust will make transactions on online-based platforms. Because of many scam modus in online shopping, consumers will think twice to build trust. When shopping using an online-based electronic system, trust becomes e-trust. Kim & Park in (Saputra & Widiartanto, 2019) define trust as the trust on one side to the other side to make transactions with the assumption that the side they trust will do all the duties properly in accordance with what they expect.

As mentioned earlier, which examines the effect of perceived reputation, perceived usefulness, and e-trust on e-purchase intention. However, there are differences in research results and the real conditions of Bukalapak. Therefore, this research tries to test again whether perceived reputation and perceived usefulness have a positive effect directly or indirectly mediated by e-trust?

Based on the results of the literature obtained, it is used to build hypotheses on each variable. Furthermore, this research using quantitative research methods with SEM-PLS as data analysis technique. Furthermore, the results and discussion section contains a description of the hypothesis test results. In the last section, the conclusion relates to the conclusions of the research that has been conducted as well as implications, limitations, and suggestions for the next research.

II. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

A. E-Purchase Intention

Purchase Intention is defined by (Primanda et al., 2020) as the possibility of purchasing a product or service in the future. According to (Lee & Lee, 2015) purchase intention is something that arises after receiving stimulation from the product they see, which then arises an interest in buying in order to own it. E-purchase intention is defined by (Pavlou, 2003) as a condition when consumers have the intention and willingness to transact online. This refers to information seeking activity, information transfer and product purchasing where all of these activities are carried out online.

Hsu & Tsou in (Subagio & Rachmawati, 2020) Purchase Intention can be used to predict real behavior. Purchase Intention is a process used to evaluate consumer purchasing decisions and usually arises when consumers are effected by perceptions and beliefs (Nurlita et al., 2022). It can definitely The indicators that can be used to measure consumer purchase intention (Pavlou, 2003) are transactional intention and preferencial intention and (Saputra & Widiartanto, 2019), which is explorative intention.

B. Perceived Reputation

Perceived reputation is a belief that comes from consumers to organizations who sell their products in the form of goods or services will be honest and care about their customers (Lesmana, 2019). Reputation is formed through a process of accumulation over time by several groups or communities that interact with the company (Yunjeong Kim & Oh, 2020) Reputation is an intangible asset and can represent its position in society (Shen, 2019). According to Josang in (Agag & El-Masry, 2017) reputation is defined in two ways. The first is reputation can be seen as a collective measure of trust based on the assessment of members in a particular community. While the second way, reputation can be seen as a measure of the credibility of a company that results from the relationship between the company's promises and fulfillment. According to (Quoquab, 2020) perceived reputation refers to beliefs regarding a person, organization or physical object.

The effect of perceived reputation on purchase intention found by (Mohseni et al., 2018) explains that perceived reputation has a significant effect on consumer purchase intention. Consumers tend to choose companies with a good reputation in shopping online because they feel lower risk and uncertainty and know where to looking for help (Qalati et al., 2021).

According to (Yeolib Kim & Peterson, 2017) in his research, the perceived reputation of consumers formed by the company's reputation is an important factor in the formation of trust. This finding is supported by (Fedorko et al., 2017) who think that the perceived reputation of consumers is an important factor in consumer trust. (Utama et al., 2022) in their research revealed that perceived reputation has a positive effect on consumer trust. The indicators that can be used to measure perceived reputation according to (Doney & Cannon, 1997) and (Koufaris & Hampton-sosa, 2004). These are image, credibility, and innovativeness.

H1: Perceived reputation has a positive and significant effect on e-purchase intention.

H3: Perceived reputation has a positive and significant effect on e-trust.

C. Perceived Usefulness

Perceived usefulness according to (Yulianita, 2018) can be explained as individual perceptions about whether using new technology will be able to increase or improve consumer performance in carrying out certain activities or not. This explanation of perceived usefulness is the same as the meaning defined by Davis in (Primanda et al., 2020) Perceived usefulness measures the extent to which a person believes that using a system can increase productivity. According to Kim in (Halizah et al., 2022) mentions that perceived usefulness is a forms of consumer confidence that a product will develop into a better one.

The research conducted by Hernández, Jiménez in (Iqbal et al., 2018) explains that perceived usefulness has substantial consequences for consumer purchase intention in Spain. (Ventre & Kolbe, 2020) explains that perceived usefulness has an impact on the effect of purchase intention for consumers related to the value of information and the type of previous consumer experience with the product being purchased. Different findings were found in Aghdaied and Piraman's research (Iqbal et al., 2018) perceived usefulness has insignificant results in affecting consumer purchase intention in Iran. This is due to differences in views about perceived usefulness of consumers in determining purchase intention. This opinion is confirmed by Al-Adwan's opinion in (Iqbal et al., 2018) which states that in developed countries, product quality, price, strength and other views including usability are the main factors in purchase intention, but this view can change in developing countries.

Sourced from research (Ventre and Kolbe, 2020) that there is a positive effect between perceived usefulness and trust, where this arises because of the tendency of consumers to generate trust if there are products that are useful and function properly. (Sullivan & Kim, 2018) that the effect of perceived usefulness has a positive and significant impact on trust. Indicators that can be used to measure perceived usefulness according to (Susanto & Aljoza, 2015) include reducing costs, saving energy, and saving times.

H2: Perceived usefulness has a positive and significant effect on e-purchase intention.

H4: Perceived usefulness has a positive and significant effect on e-trust.

D. E-Trust

According to (Khan et al., 2015) in their research stated that trust has no specific definition, this word is a word used in many of the same places in psychology, sociology, management and others. In online shopping systems, trust is a positive expectation that increases consumer confidence that others will act opportunistically (Lan & Yizeng, 2014). There is another definition of trust according to (Mayer et al., 1995) that trust is a willingness to be vulnerable to the actions of another party based on the expectation that the other party will take certain actions that are important to the trust buyer, regardless of the ability to monitor or control the other party.

Trust is an important factor that helps consumers reduce risk through social interactions that are widely used in business relationships (Ventre and Kolbe, 2020). Trust has been shown to determine consumer purchase intention in online shopping (Singh & Srivastava, 2018). According to (Lan & Yizeng, 2014) trust in the online shopping system is needed for a better explanation of the purchase intention of consumers.

Based on the research results from (Agag & El-Masry, 2017) the effect of perceived usefulness on purchase intention is fully mediated by the trust factor. This finding is based on the finding that the perceived reputation of consumers created from a significantly positive company reputation will result in a trusting relationship between consumers and the company, while a negative company reputation will result in a less trusting relationship. Research on the effect of perceived reputation on purchase intention with trust mediation was also conducted by (Qalati et al., 2021). The research found the results that there is a role of trust in the effect of perceived reputation on purchase intention.

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Research related to the effect of perceived usefulness on purchase intention with mediated trust by (Yudiarti & Puspaningrum, 2018) found that there is a role for trust as a mediator. Trust has a significant effect on perceived usefulness with purchase intention. This research shows that trust is a partial mediating variable.

H5: E-trust has a significant positive effect on e-purchase intention.

H6: Perceived reputation has a positive and significant effect on e-purchase intention through e-trust.

H7: Perceived usefulness has a positive and significant effect on e-purchase intention through e-trust.

The Research Model is shown in figure 1.

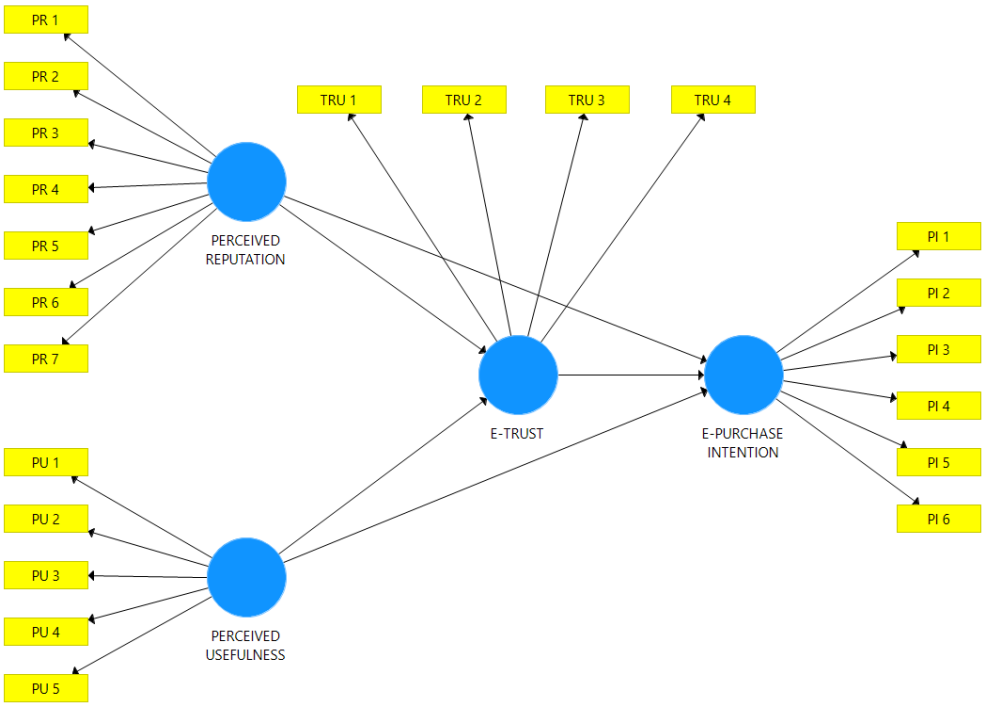

Figure 1. Research Model

III. METHOD

A. Sample

The object of this research is a marketplace in Indonesia, this is because the level of online transactions in the Indonesian marketplace according to data from Bank Indonesia always increases from year to year with a transaction value exceeding 400 trillion rupiah. Bukalapak was chosen to be the main object of research because Bukalapak became the top 4 markeplace with visitors and the highest transaction value in Indonesia.

The sample of this research is users of the gen y and z marketplace platform in Indonesia, with an age range of 16-40 years. In this research, the sample size was determined using the formula from Hair with a total of 22 items representing perceived reputation, perceived usefulness, e-purchase intention, and e-trust. The sample in this research used 232 respondents. This research uses non-probability purposive sampling technique. Questionnaire data collection using an online survey google form.

B. Questionnaire Design

The questionnaire contained in the google form consists of 2 parts. The first part of the questionnaire relates to the demographic information of the respondents, including gender, age, occupation, expenses, intensity of online shopping in the last 3 months, and whether the respondent has ever shopped at Bukalapak. The second part contains the main questions of the research which contains statement items that represent the research variables. Research items use a 5-point Likert scale ranging from 1-5, with 1 stating strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree.

There are 4 variables in this research. Perceived reputation and perceived usefulness as exogenous variables, e-purchase intention as endogenous variable, and as intervening variable. The items of each variable can be seen in table 1 below.

Table 1. Research Questionnaire Items

Variabel	Indikator	Item	Sumber
Perceived Reputation	Image	a. Bukalapak has a good reputation b. Bukalapak has satisfactory service c. Bukalapak has a better image than competitors	(Doney & Cannon, 1997; Koufaris & Hampton-sosa, 2004; Saputra & Widiartanto, 2019; Vallian, 2020)
	Credibility	a. Bukalapak is famous b. Bukalapak focuses on customer satisfaction c. Bukalapak has good credibility d. Bukalapak offers superior products	
	Innovativeness	a. Bukalapak offers innovative products b. Bukalapak provides innovative features	
Perceived Usefulness	Reducing Cost	a. Bukalak reduces cost in shopping b. Bukalapak can help choose cheaper products	(Gefen et al., 2000; Moslehpour et al., 2018; Singh & Srivastava, 2018; Susanto & Aljoza, 2015)
	Saving Energy	a. Bukalapak can make searching and purchasing easier b. Shopping at Bukalapak can save energy	
	Saving Times	a. Transacting in Bukalapak is very effective b. The transaction process at Bukalapak is fast	
E-Purchase Intention	Transactional Intention	a. Customers are interested in transacting at Bukalapak b. Customers are interested in transacting as much as possible	(Pavlou, 2003; Saputra & Widiartanto, 2019)
	Preferencial Intention	a. Customers feel that if there are products that consumers want in Bukalapak, customers will use them b. Customers will consider Bukalapak to be the first online shopping place	
	Explorative Intention	a. Customers feel they will continue to visit Bukalapak in the future b. Customers feel that they will visit Bukalapak instead of other marketplaces	
E-Trust	Ability	a. Customers can be satisfied by Bukalapak b. Customers feel Bukalapak is competent	(Oliver B. Buttner and Anja S.Goritz, 2008)
	Benevelonce	a. Customers feel Bukalapak can fulfill promises b. Customers feel Bukalapak gives attention	
	Intergrity	a. Customers feel that transactions at Bukalapak can be trusted b. Customers feel that the information provided by Bukalapak is correct	

C. Data Analysis

This research uses the Partial Lesast Square-Structural Equation Modeling (PLS-SEM) data analysis technique. PLS-SEM evaluates a finding or builds it with a prediction orientation. The use of the PLS -SEM technique is due to the presence of many measurement items in this research.

IV. RESULT AND DISCUSSION

A. Respondent Profil

Research data collected using google form amounted to 232 respondents. Of the total respondents 64% are women. There are 68% of respondents aged 21-25 years, besides that 68% work as students / students. The monthly expenditure of 32% of respondents is below Rp 1,000,000 and the intensity of online shopping in the last 3 months is 1-3 times at 47%. Respondent data can be seen in table 2.

Table 2. Respondent Profile

Description	Frequency	Percentage
Gender		
Male	84	36%
Female	148	64%
Age		
16-20	41	18%
21-25	158	68%
26-30	22	9%
31-35	6	3%
36-40	5	2%
Jobs		
Student	158	68%
Employee	29	12%
Self-employed	18	8%
Other	27	12%
Monthly Expenses		
< Rp 1.000.000,00	73	32%
Rp 1.050.000,00 – Rp 1.500.00,00	65	28%
Rp 1.550.000,00 – Rp 2.000.000,00	38	16%
> Rp 2.050.000,00	56	24%
Online Shopping Intensity in the Last 3 Months		
1-3	108	46%
4-6	78	34%
7-9	20	9%
> 9	26	11%

Source: Data processed by researchers (2023)

B. *Analysis Descriptive*

In this research, the exogen variable is perceived reputation which is measured by 3 indicators, image, credibility, and innovativeness, while for the exogen variable perceived usefulness is measured by 3 variables, reducing cost, saving times, and saving energy. The endogen variable e-purchase intention is measured by 3 indicators, transacitonal intention, preferencial intention, and explorative intention. Then the interveing variable e-trust is measured by 3 indicators, ability, benevelonce, and integrity.

To interpret the mean value at the grand mean on a variable, an assessment criterion is needed. So it is known that the interval class value range is 0.8. With values of 1.00 - 1.79 (Strongly Disagree), >2.59 (Disagree), >3.39 (Neutral), <4.19 (Agree), and >5.00 (Strongly Agree). The results of the descriptive analysis are shown in table 3,

Table 3. Frequency Distribution

Variable	Items	Mean	Grand Mean	Conclusion
Perceived Reputation	PR1	3,79	3,84	Agree
	PR2	3,61		
	PR3	4,01		

	PR4	3,84		
	PR5	3,88		
	PR6	3,91		
	PR7	3,89		
Perceived Usefulness	PU1	3,84	3,89	Agree
	PU2	3,87		
	PU3	3,98		
	PU4	3,88		
	PU5	3,90		
E-Purchase Intention	PI1	3,69	3,67	Agree
	PI2	3,59		
	PI3	3,92		
	PI4	3,65		
	PI5	3,64		
	PI6	3,50		
E-Trust	TRU1	3,92	3,92	Agree
	TRU2	3,91		
	TRU3	3,91		
	TRU4	3,94		

Source: Data processed by researchers (2023)

Based on the results of table 3, it shows that consumers agree that Bukalapak has a good reputation with a grand mean value of 3.84. In addition, consumers also agree that Bukalapak is useful for them, which is shown by the grand mean of 3.89. Although the grand mean value of e-purchase intention is the lowest, it is still classified as agreeing that consumers are interested in transacting at Bukalapak. Finally, consumers agree that they trust Bukalapak

C. *Measurument Model*

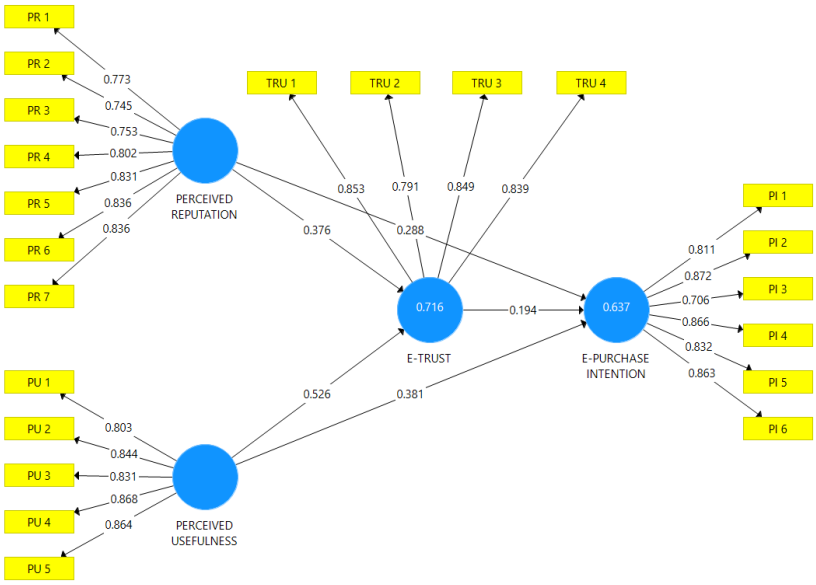

Figure 2. PLS Algorithm Test

The Outer Model is used to assess whether the manifest variables can reflect the latent variables being measured. This measurement consists of validity and reliability measurements. A construct can be said to be valid if the outer loading value is> 0.708 and the AVE value is> 0.50 (Hair et al., 2021). Furthermore, a construct is said to be reliable if the value of Cronbach's Alpha and Composite Reability <0.70 Ghozali (2016: 22). In the instrument there are 27 measurement items, but in data processing only uses 22 measurement items. The results of the validity and reliability tests are shown in table 4.

Table 4. Validity and Reliability Test

Variables	Construct	*Outer Loading*	*AVE*	Conclusion	*Cronbach's Alpha*	*Composite Reabillity*	Conclusion
Perceived Reputation	PR1	0.773	0.636	Valid	0.904	0.924	Reliable
	PR2	0.745					
	PR3	0.753					
	PR4	0.802					
	PR5	0.831					
	PR6	0.836					
	PR7	0.836					
Perceived Usefulness	PU1	0.803	0.709	Valid	0.897	0.924	Reliable
	PU2	0.844					
	PU3	0.831					
	PU4	0.868					
	PU5	0.864					
E-Purchase Intention	PI1	0.811	0.684	Valid	0.906	0.928	Reliable
	PI2	0.872					
	PI3	0.706					
	PI4	0.866					
	PI5	0.832					
	PI6	0.863					
E-Trust	TRU1	0.853	0.694	Valid	0.853	0.901	Reliable
	TRU2	0.791					
	TRU3	0.849					
	TRU4	0.839					

Source: Data processed by researchers (2023)

The outer model results above show that all items are valid and reliable, this is shown in the outer loading and AVE values which are more than 0.708 and 0.50 as well as the Crobanbac's Alpha and Composite Reability values above 0.70 respectively.

Table 5. ***Discriminant Validity (Fornell-Larcker)***

Variabel	***Perceived Reputation* (X1)**	***Perceived Usefulness* (X2)**	***E-Purchae Intetnion* (Y)**	***E-Trust* (Z)**
***Perceived Reputation* (X1)**	**0.798**			
***Perceived Usefulness* (X2)**	0.755	**0.842**		
***E-Purchase Intetnion* (Y)**	0.725	0.755	**0.827**	
***E-Trust*(Z)**	0.773	0.810	0.725	**0.833**

Source: Data processed by researchers (2023)

According to Ghozali (2016: 21) discriminant validity indicators explain that each measuring construct is not highly correlated with each other. This measurement uses the Forenell-Larcker Criterion, where in this measurement the variable AVE root must be greater than the correlation between variables. Table 6 shows that each AVE root is greater than the correlation between variables.

Table 6. ***Discriminant Validity (Cross Loading)***

Konstruk	*Perceived Reputation* (X1)	*Perceived Usefulness* (X2)	*E-Purchae Intetnion* (Y)	*E-Trust* (Z)
PR 1	**0.773**	0.622	0.601	0.590
PR 2	**0.745**	0.521	0.598	0.575
PR 3	**0.753**	0.651	0.529	0.624
PR 4	**0.802**	0.604	0.560	0.618
PR 5	**0.831**	0.624	0.567	0.664
PR 6	**0.836**	0.596	0.608	0.624
PR 7	**0.836**	0.595	0.585	0.616
PU 1	0.643	**0.803**	0.650	0.625
PU 2	0.602	**0.844**	0.599	0.613
PU 3	0.636	**0.831**	0.612	0.708
PU 4	0.645	**0.868**	0.650	0.708
PU 5	0.650	**0.864**	0.667	0.743
PI 1	0.591	0.619	**0.811**	0.656
PI 2	0.648	0.643	**0.872**	0.605
PI 3	0.546	0.675	**0.706**	0.621
PI 4	0.593	0.607	**0.866**	0.610
PI 5	0.562	0.566	**0.832**	0.523
PI 6	0.645	0.623	**0.863**	0.565
TRU 1	0.645	0.727	0.624	**0.853**
TRU 2	0.584	0.619	0.563	**0.791**
TRU 3	0.691	0.677	0.620	**0.849**
TRU 4	0.652	0.671	0.608	**0.839**

Source: Data processed by researchers (2023)

D. ***Structural Model***

This model evaluation is related to hypothesis testing of the effect between research variables. R-Square is used to evaluate the predictive power of endogenous latent variables in a model and whether a model can be used for further research, the R-Square assessment based on Hair (2021: 123) is weak, moderate, and substantial with values of 0.25, 0.5, and 0.75 respectively. The results of the R-Square test are shown in table 7,

Table 7. R-Square

Variabel	*R-Square*	Kesimpulan
E-Purchase Intention	0,637	Moderat
E-Trust	0,716	Moderat

Source: Data processed by researchers (2023)

In table 7 above, it can be seen that the r-square value for the e-purchase intention variable is 0.637 or 63.7%. This explains that the variables of perceived reputation, perceived usefulness, and e-trust contribute to forming the e-purchase intention variable by 63.7%, while 36.3% are other variables not discussed in this research, and this value is included in the high effect category.

Then the r-square of the e-trust variable in the table is 0.716 or 71.6%. This explains that the variables perceived reputation, and perceived usefulness contribute to forming the e-purchase intention variable by 71.6%, while 28.4% are other variables not discussed in this research, and this value falls into the high effect category.

E. ***Hipotesis Testing***

Hypothesis testing aims to test how latent variables effect one another. This test uses path coefficients, t-statistics, and p-values. The hypothesis can be said to be accepted if the value of the path coefficient is close to 1 and the t-statistic is more than 1.96 or p-values <0.005 (2021: 96-118). In addition, there is an f-square test to assess how strong the significance of each

hypothesis is, according to Hair (2021: 161-162) there are 3 categories, namely small, medium, and large with respective values (<0.02), (0.15), and (0.35). The hypothesis test results are shown in table 8,

Table 8. Hypothesis Test

Hipotesis	*Path Coefficient*	*T Statistic*	*P Values*	Kesimpulan	*F Square*	Conclusion
H1. *PR→PI*	0,288	3,086	0,002	Supported	0,081	*Small*
H2. *PU→PI*	0,381	3,848	0,000	Supported	0,122	*Small*
H3. *PR→TRU*	0,376	5,488	0,000	Supported	0,215	*Medium*
H4. *PU→TRU*	0,526	8,340	0,000	Supported	0,419	*Large*
H5. *TRU→ PI*	0,194	1,787	0,074	Not Supported		
H6. *PR→TRU→PI*	0,073	1,748	0,080	Not Supported		
H7. *PU*→TRU→*PI*	0,102	1,637	0,102	Not Supported		

Source: Data processed by researchers (2023)

From the results of the hypothesis test above (H1) is accepted, there is a positive effect of perceived reputation on e-purchase intention with a path coefficient value of (0.288) while the p value is (0.002), while the significance of the effect of perceived reputation on e-purchase intention is low with an f square value of (0.081). Furthermore (H2) is accepted, there is a positive effect of perceived usefulness on e-purchase intention with a path coefficient value of (0.381) while p values of (0.000) indicate that the second hypothesis (H2) is significant, f square of (0.122) indicates that the significance of this hypothesis is low. The effect of perceived reputation on e-trust with a path coefficient value of (0.376) while p values of (0.000) indicate that the third hypothesis (H3) is significant so that it is accepted with an f-square value of (0.215) indicating that the significance is moderate. Meanwhile, there is a positive effect of perceived usefulness on e-trust with a path coefficient value of (0.526) while the p value of (0.000) indicates that the fourth hypothesis (H4) is significant, indicating that (H4) is accepted with a large significance value shown in the f-square (0.419).

In (H5) the effect of e-trust on e-purchase intention with a path coefficient value of (0.194) while the p values of (0.073) indicate that (H5) is rejected. The effect of perceived reputation on e-purchase intention with e-trust as an intervening variable with a path coefficient value of (0.073) and p values of (0.080) shows that the hypothesis (H6) is rejected. As well as in (H7) is rejected, because the path coefficient value and p-values on the effect of perceived usefulness on e-purchase intention through e-trust have a value of (0.102) and (0.102) respectively.

F. *DISCUSSION*

This research confirms the direct effect of perceived reputation, perceived usefulness has a positive and significant effect on e-purchase intention. However, e-trust does not have a significant effect on e-purchase intention and on indirect effects, e-trust cannot mediate the effect between perceived reputation and perceived usefulness on e-purchase intention.

H1 shows that the perceived reputation variable has a positive and significant effect on e-purchase intention. The results of this research are in line with research conducted by (Mohseni et al., 2018) and (Utama et al., 2022) which emphasize that consumers tend to do online shopping activities if a company has a good reputation. Perceived reputation in customers can continue to grow if companies continue to improve their own reputation, this will also increase e-purchase intention in customers. With the company having a good reputation in terms of product quality, customer service, and business integrity, customers directly trust and are interested in making transactions (Fedorko et al., 2017).

H2 shows that the perceived usefulness variable has a positive and significant effect on e-purchase intention in Bukalapak marketplace users. This finding is in line with the findings of (Rahmiati & Yuannita, 2019; Ventre & Kolbe, 2020; Wulandari & Rasyid, 2022) which say that perceived usefulness has a positive and significant effect on e-purchase intention. In the third perceived usefulness statement item (PU 3) which states that respondents believe that Bukalapak can save energy in shopping. This shows that the existence of Bukalapak can reduce effort so that it can increase the level of respondents' e-purchase intention (Subagio & Rachmawati, 2020).

H3 shows that the perceived reputation variable has a positive and significant effect on e-trust in Bukalapak marketplace users. The results of these findings are same with the findings conducted by (Qalati et al., 2021; Saputra & Widiartanto, 2019) which prove that there is a positive and significant effect of perceived reputation on e-trust. In online systems, potential consumers

believe that a company has a good reputation and they believe in it, even though there are no physical signs that prove this (Chen & Barnes, 2007). Based on the findings, Bukalapak that can focus on customer satisfaction, good credibility, offering superior and innovative products and features can convince consumers to create good Bukalapak e-trust as well. This belief is able to build consumer trust, so that with a good perceived reputation from Bukalapak, consumer e-trust can be fulfilled properly (Utama et al., 2022).

H4 shows that the perceived usefulness variable has a positive and significant effect on e-trust in Bukalapak marketplace users. The results of this research are same with research conducted by (Halizah et al., 2022; Harrigan et al., 2021; Yudiarti & Puspaningrum, 2018) that the higher the level of perceived usefulness felt by consumers causes the higher the level of e-trust that arises in consumers. The right and appropriate value of benefits can increase consumer e-trust in Bukalapak. Based on the findings, consumers believe that Bukalapak can help them choose cheaper products, make it easier to find and buy a product, can save energy, effectively and quickly so as to create good perceived usefulness. The existence of a high level of usefulness makes consumers respond positively to this (Harrigan et al., 2021).

In H5 the e-trust variable does not have a significant effect on e-purchase intention in Bukalapak marketplace users. This finding is different from the findings of (Qalati et al., 2021) and (Mainardes & Cardoso, 2019) which produce findings that e-trust has a positive and significant effect on e-purchase intention. However, research conducted by (Lien et al., 2015) states that trust has no effect on purchase intention.

H6 shows that e-trust does not mediate the effect between perceived reputation on e-purchase intention. This finding is different with the findings of (Saputra & Widiartanto, 2019), (Qalati et al., 2021), and (Utama et al., 2022) which produce findings that e-trust can mediate the effect between perceived reputation on e-purchase intention. Although the direct effect of perceived reputation on e-purchase intention and e-trust is positive and significant, e-trust on e-purchase intention is not significant, so it can be said that although perceived reputation can influence e-trust, e-trust itself cannot influence e-purchase intention. It can be said that consumers do not need to trust to have buying interest if the perceived reputation of Bukalapak is good.

In addition, H7 also shows that e-trust also cannot mediate the effect between perceived usefulness on e-purchase intention. This finding is different from the findings of (Primanda et al., 2020; Yudiarti & Puspaningrum, 2018) that e-trust mediates the effect between perceived usefulness on e-purchase intention. Although the direct effect between perceived usefulness on e-purchase intention and e-trust is positive, the direct effect between e-trust on e-purchase intention is negative. This shows that consumers do not need to trust to be interested in buying if the perceived usefulness of consumers towards Bukalapak is good.

CONCLUSIONS

This research examines the effect between perceived reputation and perceived usefulness on e-purchase intention directly or indirectly with e-trust as the intervening variable. Based on the results of hypothesis testing in the research, it was found that there is a positive and significant direct effect between perceived reputation and perceived usefulness on e-purchase intention, while there is no significant effect in e-trust on e-purchase intention. In the indirect effect hypothesis test, e-trust does not mediate the effect of perceived reputation and perceived usefulness on e-purchase intention.

The findings of this research on the direct effect of e-trust on e-purchase intention are different from the findings of previous research. In this research, e-trust has no direct effect on e-purchase intention. Even though consumers believe they are not interested in transacting at Bukalapak. Under certain conditions, consumers need to trust the sellers in the marketplace in making online purchases using the marketplace. In addition, the factor of goods that are widely sold in the marketplace can influence purchase intention rather than consumer confidence in the marketplace itself.

The results of the direct effect between e-trust on e-purchase intention also indirectly influence perceived reputation and perceived usefulness on e-purchase intention itself. This shows that e-trust alone is not enough to form consumer interest in making transactions in the Bukalapak marketplace. Other factors are needed to encourage purchase interest in Bukalapak.

The findings explain that e-trust cannot mediate the effect of perceived reputation and perceived usefulness on e-purchase intention. If a marketplace already has a good reputation and its usefulness can be felt by consumers, e-trust is not needed to mediate so that consumers have e-purchase intention in the marketplace. This is reinforced in the direct effect of perceived repuation and perceived usefulness has a positive and significant effect on e-purchase intention. It can be said that these findings explain that the better the perceived reputation and perceived usefulness of consumers towards Bukalapak, the more e-purchase intention and e-trust in Bukalapak itself will increase. However, good e-trust from consumers in Bukalapak cannot increase e-purchase intention in Bukalapak.

The findings of this research explain that perceived reputation and perceived usefulness have an effect on e-purchase intention. Therefore Bukalapak can continue to maintain their reputation by improving the image, credibility, and innovation of

their products. A marketplace platform that can function properly also affects consumer e-purchase intention, therefore Bukalapak can continue to add various features to support online shopping in order to increase interest.

The limitations of this research cause differences in research results. First, this research only takes a sample of consumers who use the marketplace without specifying the items they are interested in buying in the marketplace which is the object of research. In addition, it is necessary to differentiate e-trust between sellers and market makers, in this case the marketplace. By breaking down e-trust into two parts, research will be able to find out which consumer trust can influence purchase intention.

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