

The Influence of Perceived Risk on Trust, E-WOM, and Purchase Intention in Shopee Users

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Abstract

This research aims to test and analyze the influence of risk perception on trust, trust in E-WOM and purchase intentions of Shopee users. This type of research is quantitative with a relational approach. The population of this research is Shopee users and the sample is Shopee users in Surabaya. The sampling technique uses purposive sampling with certain criteria and a sample size of 155 respondents. Data was collected through a questionnaire with five Likert scale measurements for all variables. This research uses Structural Equation Modeling - Partial Least Square (SEM-PLS). Validity and reliability tests have been carried out, the results are that all indicators are valid, and all variables are declared reliable. The research results confirm that perceptions of perceived risk have a negative and significant effect on trust, trust has a significant positive effect on E-WOM and purchase intentions of Shopee users. This research shows that Shopee users really consider risk when buying products on Shopee, apart from that trust is an important factor in E-WOM and also purchase intention.

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INTRODUCTION

It cannot be denied that now online business has become a business alternative that is widely used by people in Indonesia, not only for businesspeople or brands that already have a name, but with online business, businesspeople who are still starting their business are also getting into business (Siagian et al., 2022). online (Djukuw & Tarigan, 2024). The media used by online buying and selling actors is Shopee, with Shopee buying and selling transactions becoming easier, easier from the seller's side as well as from the buyer's side, shopping via internet media is becoming commonplace nowadays, this is due to the massive development of the times. in this digital era. The application that operates in the field of online buying and selling and can be accessed easily using by technology (Siagian et al., 2022). Possible risks arise from consumer perceptions, therefore an online buying and selling process requires something called trust, namely belief in honesty towards users (Park et al., 2019). Trust has an important role in influencing the relationship between customer commitment and loyalty and buyers (Maimunah & Sardjono, 2024), which will completely depend on the perception and trust of prospective buyers towards E-Commerce managers and sellers (Yuliati et al., 2020).

Shopping online via E-Commerce Shopee also has disadvantages, namely the risk of fraud, not being able to see the goods directly, the goods purchased do not meet expectations, and there are shipping costs (Zulfa & Hidayati 2018). Of these shortcomings, trust must be implemented because when we see from the reviews it often happens, there are many discrepancies between goods and images, communication from sellers and buyers that doesn't go well, and all forms of complaints from consumers, paying attention to trust as the delivery of communication between sales and also the buyer, with it the subjective belief that a party will fulfill its obligations in accordance with the expectations of the other party as a matter of good faith (Yulianti, 2020). Previous research has explained that it is important to use perceived risk in digital transactions, this is because perceived risk is a determining factor in the implications felt for customer trust which will be useful for e-commerce itself in strategy design because perceived risk can influence the financial system and also security of an E-Commerce (Nguyen et al., 2018).

LITERATURE REVIEW

Perceived Risk

According to Nguyen et al., (2018) Perceived Risk reflects the customer's emotions of uncertainty regarding the bad possibilities that will be obtained which may result in negative consequences from purchasing a new product or service leading to a concept that is well received by consumers in consumer behavior, which has the potential for perceived losses. consumers in pursuit of desired outcomes. According to Zhong (2025) that perceived risk is the uncertainty faced by consumers if they cannot predict the consequences of their purchasing decisions.

Trust

According to Nguyen et al., (2018) Trust is a subjective belief that a party will fulfill its obligations in accordance with the expectations of another party in good faith. According to Mayer in Muchlis et al. (2021) a person's trust in others can be formed through 3 factors, namely: (1) Ability, which is a guarantee of satisfaction and security that consumers obtain from sellers when carrying out transactions; (2) benevolence, is the seller's willingness to provide mutually beneficial satisfaction between himself and the consumer. The profits obtained by the seller can be maximized, but consumer satisfaction is also high; (3) Integrity is the truth of the information provided to consumers based on fairness, honesty and reliability.

E-WOM

In general, WOM is a marketing communication tool that is incorporated into the promotion mix, WOM is a communication tool that aims to build awareness and increase consumer purchase intentions towards a product which ultimately makes consumers make purchases (Muchlis et al., 2021; Nugroho et al., 2023). According to Henning-Thurau in Muchlis et al. (2021) stated that the driving factors for the emergence of e-WOM are, among others: (1) Platform Assistance; (2) Venting Negative Feelings; (3) Concern for Other Consumers; (4) Extraversion; (5) Social Benefits; (6) Economic Incentives.

Purchase Intent

According to Alwafi & Magnadi, (2016) purchase intention is something personal and related to attitude, individuals who are interested in an object will have the strength or encouragement to carry out a series of behaviors to approach or obtain that object. Measurement of the Purchase Intention variable with indicators: (1) transactional interest; (2) referential interest and (3) preferential interest

The Influence of Perceived Risk on Trust

Based on research by Nguyen et al. (2018) Perceived Risk influences the existence of Trust, because it involves uncertainty felt by consumers so that it influences the trust of E-Commerce users, so that before carrying out a transaction consumers first feel Trust before carrying out the payment process, by looking for product information to learn more about the product and assess it to reduce the risk conception (Revita, 2016).

H₁: Perceived risk has a significant effect on trust in Shopee users.

The Influence of Trust with e-WOM

Based on research by Tran & Strutton, (2020) trust influences the possibility of e-WOM occurring, with the reason that using consumer trust considers customer reviews to be more credible than messages conveyed through traditional marketing media.

H₂: Trust has a significant effect on e-WOM among Shopee users.

The Influence of Trust on Purchase Intention

Based on research by Escobar-Rodríguez & Bonsón-Fernández, (2017), trust influences purchase intention. Trust influences purchase intention because if customers already have a sense of trust, then the credibility of an E-Commerce can be accounted for, which is marked by seller interactions for openness to create Trust,

consumer interactions include social values by providing social support.

H₃: Trust has a significant effect on purchase intention among Shopee users.

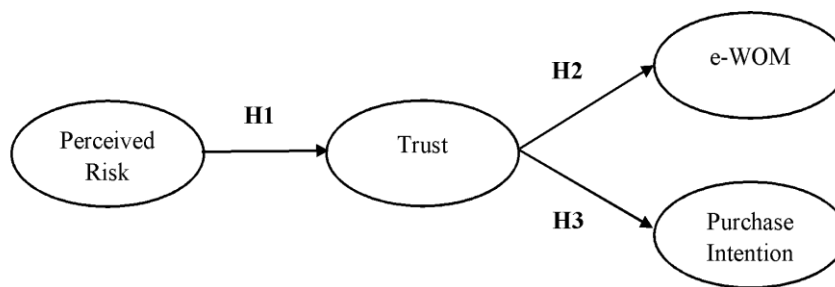


Figure 1. Framework Conceptual

RESEARCH METHOD

This research is quantitative research with a relational approach. The population of this research is Shopee users, and the sample is Shopee users in Surabaya. The sampling technique uses Purposive Sampling with certain criteria, namely users who already have the Shopee application, have made transactions at Shopee for at least 6 months and the respondent is at least 19 years old. The minimum sample size is 82 but, in this study, there were 155 respondents. Data was collected through a questionnaire with five Likert scale measurements for all variables. This research uses Structural Equation Modeling - Partial Least Square (SEM-PLS).

DATA ANALYSIS AND DISCUSSION

Data Analysis

The validity test is used to analyze the determination between the data that occurs on the object and the data collected by the researcher. To find the validity of an item, the column to be seen is the corrected item-Total Correlation column in the item-total statistics table resulting from data processing using Person Correlation. The validity test assessment criteria are said to be valid if it is significant < 0.05 or 5% using a loading factor of 0.4 – 0.5 is considered sufficient (Ghozali, 2015).

Table 1. Validity Test Results for Variable Indicators

Items Measurement	Loading Factor	Significance	Information
CLEAN01	0.815	<0.001	Valid
RYD02	0.755	<0.001	Valid
RYD03	0.828	<0.001	Valid
RYD04	0.796	<0.001	Valid
RYD05	0.739	<0.001	Valid
KPC01	0.885	<0.001	Valid
KPC02	0.844	<0.001	Valid
KPC03	0.844	<0.001	Valid
KPC04	0.814	<0.001	Valid
EWM01	0.835	<0.001	Valid
EWM02	0.799	<0.001	Valid
EWM03	0.685	<0.001	Valid
MBL01	0.863	<0.001	Valid
MBL02	0.881	<0.001	Valid
MBL03	0.906	<0.001	Valid
MBL04	0.894	<0.001	Valid

The results obtained after testing on a large sample show that the perceived risk variable indicators have valid results for each statement item, as well as for the variable indicators of trust, E-WOM and purchase intention, all loading factors are > 0.50 , thus it can be stated that all indicators' variables are all valid.

Based on the composite reliability value, the results obtained show that all variables are declared reliable. This result is declared reliable because of the value composite reliability $> 0,700$ (Ghozali, 2015).

Table 2. Composite Reliability Test

Variable	Composite Reliability	Information
Perceived Risk	0.890	Reliable
Trust	0.910	Reliable
Who	0.818	Reliable
Purchase Intent	0.936	Reliable

Table 3. Correlations Among Latent Variable with Square Roots of AVE

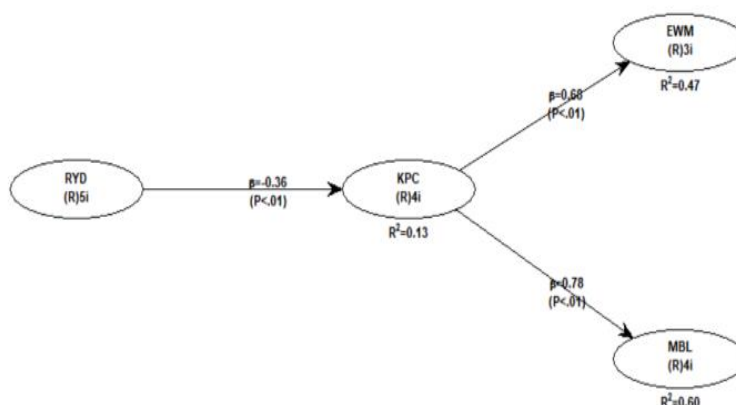
	CLEAN UP	KPC	EWM	MBL
CLEAN UP	(0.787)	-0.066	-0.004	-0.000
KPC	-0.066	(0.847)	0.674	0.749
EWM	-0.004	0.674	(0.776)	0.690
MBL	-0.000	0.749	0.690	(0.886)

From Table 3 it is known that the AVE value of each variable shows results >0.50 and also the AVE value is greater than the values of other constructs, from these results it can be concluded that they have good results.

Discussion of Research Results

Referring to Figure 2, it can be concluded as follows:

1. Perceived risk (RYD) has a significant negative effect on trust (KPC) with a p-value <0.01 where this value is less significant than 0.05. The coefficient value is -0.36.
2. Trust (KPC) has a significant positive effect on E-WOM (EWM) because the p-value is <0.01 , where this value is less significant than 0.05.
3. Trust (KPC) has a significant positive effect on purchase intention (MBL) because the p-value is <0.01 , where the value is less significant than 0.05.

**Figure 2.** Full Model

The test results from the estimated path diagram model show that the coefficient value (β) where the research results show that the perceived risk variable has a significant negative influence on the trust variable. It is known that the coefficient value (β) is -0.356 with p-values of <0.001 . The negative path coefficient indicates that high perceived risk involvement influences trust with the lower the coefficient value. Conversely, the lower the perceived risk involvement, the more influence it will have on trust by increasing the coefficient value. Perceived risk forms trust because the lower the perceived risk involvement (RYD) it affects Trust (KPC). Of the several statement items distributed through the questionnaire, the variable RYD02 which has the greatest effect with an average value of 3.39 is that Shopee users feel worried about using E-Payment via Shopee.

The test results from the estimated path diagram model show that the coefficient value (β) where the research results show that the trust variable has a significant positive influence on E-WOM. It is known that the coefficient value (β) is 0.684 with p-values of <0.001 . The positive path coefficient indicates that the higher the involvement of trust, the higher the influence on E-WOM. Of the several statement items that have the greatest effect on the trust variable, namely KPC02 with an average value of 4.29, namely Shopee users believe in the use of Shopee and understand what products they want to buy. Meanwhile, the one that has the greatest effect on the E-WOM variable is EWM01 with an average value of 4.28, namely Shopee users feel they are spreading information from Shopee via social media prefer to share with friends to make subsequent purchases.

The test results from the estimated path diagram model show that the coefficient value (β) where the research results show that the Trust variable has a significant positive influence on the purchase intention variable. It is known that the coefficient value (β) is 0.775 with p-values of <0.001 . A positive path coefficient indicates that the higher the involvement of Trust, the higher the influence on Purchase Intention. Conversely, the lower the Trust involvement, the lower the influence on Purchase Intention. Of the several statement items distributed through the questionnaire, the one that has the biggest effect is the trust variable, namely KPC02 with an average value of 4.29, namely Shopee users believe in the use of Shopee and understand what products they want to buy, while the one that has the biggest effect is the variable Purchase intention is MBL01 with an average value of 4.26, namely Shopee users feel they have a strong intention to buy products on Shopee.

CONCLUSION

The results of the analysis carried out, it can be concluded that the perception of perceived risk has a significant negative effect on trust in Shopee users, thus meaning that if the level of perceived risk is lower, the level of trust in Shopee users is higher and vice versa. Trust has a significant positive effect on E-WOM among Shopee users, which means that if the level of trust is high, the level of E-WOM for Shopee users will also be higher. Lastly, trust has a significant positive effect on purchase intention among Shopee users. This means that if the level of trust is high, the level of purchase intention of Shopee users will also be higher. Suggestions that can be useful as considerations for further research are to focus on products offered on Shopee, not on e-commerce (Shopee). Apart from that, it is also possible to make comparisons between e-commerce users and a wider range of user areas.

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