

**THE ROLE OF TRUST MEDIATES THE EFFECT OF PROMOTION STRATEGY
AND PERCEIVED EASE ON REUSE INTENTIONS**

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ABSTRACT

The purpose of this study was to analyze the role of trust in mediating the influence of promotional strategies and intentions on the reuse intention studies on Traveloka E-Commerce services in Bali. The population of this study are people who are users of traveloka e-commerce services in Bali, the sample is $18 \times 5 = 90$ respondents. Data collection was carried out using a questionnaire that was distributed online via a Google form. Data analysis in this study used the Partial Least Square (PLS) approach.

The results of this study indicate that: Promotion strategy has a positive and significant effect on reuse intention. Promotion strategy has a positive and significant effect on trust. Perception has a positive and significant effect on reuse intention. Perception has a positive and significant effect on trust. Trust has a positive and significant effect on reuse intention. Trust is able to positively mediate the effect of promotional strategies on reuse intention. Trust that is able to mediate positive responses about intentions to reuse intentions.

Keyword: Trust, Promotion Strategy, Percentage, Reuse Intention.

1. INTRODUCTION

The current development of globalization makes all activities run online, including electronic commerce or what is commonly referred to as e-commerce. To provide increased profits and interact with consumers, the company switched to using e-commerce. E-commerce trades are more effective, because of the ease of access to obtain information and also the ease of making offers using smartphones to complete their daily needs. E-commerce is a process of buying, selling, or trading goods, services, or data that is run on the internet (Turban et al., 2015: 7). The trend to do shopping online has become a part of people's lives in the current era. All kinds of goods can be obtained online such as food, clothing, and booking hotels or airline tickets (Laudon and Traver, 2017: 11).

The increasing growth of e-commerce today is the achievement of the development of a technology in people's lives, as well as providing benefits in meeting their needs by making online transaction processes more efficient and effective. In accordance with the information obtained through the herosoftmedia.co.id site, it was stated that the number of buying and selling online has increased significantly every year, this indicates that businesses that are run online will continue to develop in the next 10-15 years (Laudon and Traver, 2017: 12).

Online businesses that are experiencing this development will certainly be eyed by businessmen

because they are able to provide benefits. This, of course, can lead to business competition in the world of commerce that is run by the internet or e-commerce, especially services in ordering a ticket online. The phenomenon that is happening now is that there are many airlines that run the process of purchasing airline tickets online. This is aimed at providing convenience and increasing time for consumers, especially consumers who want to run a business trip. Consumers are able to carry out the process of purchasing airline tickets quickly and easily through gadgets, smartphones or computers without having to come to the ticket sales office.

Traveloka can be accessed by using the official website in the form of the official home website, namely www.traveloka.com or by downloading the Traveloka application directly through smartphone consumers. Various attractive flight ticket promos such as discounts, shopping vouchers, and various other discount offers will be presented more through the Traveloka application in an effort to attract customers' buying interest. This offer certainly makes customers switch from the Traveloka site to an application. Traveloka application users continue to grow and have reached more than 15 million downloads. Thus, this can increase customer confidence in Traveloka as a company that has a positive promotion strategy to the public (source: www.beritasatu.com).

Traveloka provides benefits in the form of more perceived value to customers than through other online travel agencies, such as affordable prices in the form of clean prices, faster e-ticket processes, ease of making payment methods, and features, namely the online check-in feature which is very useful. help consumers without having to check-in through the airline directly. Empirical evidence explains that the number enjoyed has a positive and significant effect on the intention to repurchase (Deenir et al., 2017), However, the problem or gap in this study is the understanding between the intentions experienced by customers and the intention to make purchases. repurchase is not significant (Mao and Lyu, 2017) and customer perceived value has low significance on repurchase intention (Frendy, 2013). Perceived value is a comprehensive evaluation from consumers of the clean benefits in a product or service in accordance with the assessment carried out by consumers themselves (Chen and Chang, 2012). In addition, the perceived price may have a very important role in forming a value that can be felt by customers and it can be an important determinant when they make purchasing decisions (Chiang and Jang, 2014).

Several factors that are considered in making the reuse intention include the trust of a consumer to make a choice in the online or offline buying process, and if you choose online, which seller can be considered more convincing, the transaction process is carried out online. have information and certainty that is not parallel. Trust is an obligation when a buyer comes and has a belief to do shopping online (Leeraphong and Mardjo, 2013: 314).

2.LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Research conducted by (Qureshi et al., 2009) provides an illustration that the intention to repurchase a customer in doing online shopping has a relationship according to the trust of the customer. While the contradictory results from research conducted by Aditya (2015) stated that trust has no significant effect on intention to repurchase. From the various definitions of trust by journals and previous research, the researchers then made the trust factor into an endogenous variable.

The first factor is promotional strategies which play an important role in enabling online

consumers to make purchasing decisions without the opportunity to physically interact with products in the online environment (Chikkara, et al 2015:31). In line with that, (Brilliant et al 2013: 52) explains that the promotion strategy is a customer's perception of the quality of information in a product that can be available on e-commerce websites. Wahyuni (2017) provides an illustration that the quality of information has a significant influence on decisions in a purchase that is carried out online on the zalora.co.id site, in line with Wahyuni's research, research conducted by Ayuningtyas (2018) provides an illustration that promotion strategies has a significant influence on purchases made online in the Bukalapak application. From the various definitions above, the researcher realizes that there is an important relationship between promotional strategies for products or services that are sold online and the decision of someone who prefers to use online services, from which researchers make the promotion strategy factor as the first exogenous variable.

H1: Promotion strategy will have a positive and significant effect on the reuse intention.

A good promotional strategy can increase consumer confidence (McDowell, 2013). The role of a good promotional strategy will lead to consumer confidence in a service or product. Supporting factors are reliability, ease of access and can represent consumer desires (Lee et al., 2012). The strategy has a positive and significant impact on customer trust which influences online purchasing decisions. (Ferdiansyah, 2016).

H2: The promotion strategy will have a positive and significant effect on trust.

The next factor is convenience. The ease of doing shopping online can result in a consumer having no difficulty shopping online (Shen et al., 2012). A shopping transaction that is run online in addition to having an influence on website design can also be influenced by the ease of carrying out a transaction. Research conducted by Wardhana (2016) provides an illustration that the ease of accessibility is able to have a significant influence on the reuse intention.

H3: Perceived ease will have a positive and significant effect on reuse intentions

In line with Wardhana's research, the research conducted by Naomi (2016) also illustrates that the convenience factor has a positive and significant influence on consumer purchasing decisions in choosing to shop online. Zaidi et al (2014) found that the perception of user convenience has a direct impact on customer trust which in turn affects online shopping intentions.

H4 : Perceived ease will have a positive and significant effect on trust.

Nangi's research (2015) provides an illustration that trust has a positive and significant effect on intentions to re-use. Other studies assume that trust has a significant influence on the intention to buy tickets at Traveloka (Putra, 2016).

H5: The role of trust will have a positive and significant effect on the reuse intention.

Weisberg et al. (2011) provides an illustration that trust is able to mediate the relationship of promotional strategies to intentions to make repeat purchases online. The continuous increase in consumer confidence in hotels makes them feel that hotel information is accurate and reliable which will greatly increase their perceived value and contribute to positive booking decisions.

H6: The role of trust is significantly able to mediate the effect of promotional strategy on reuse intention.

The results of the study explain that trust has a positive and significant correction to the intention to repurchase from a customer (Wijaya and Astuti, 2018), because trust has the characteristics of a long-term relationship for customers (Izzati and Puspitasari, 2015). Other empirical evidence explains that trust is also a source of driving force for online consumer purchase intentions

(Chiang and Jang, 2014), and trust has a positive and significant influence on the intention to repurchase from a consumer. Other empirical evidence explains that the role of trust mediates the relationship between perceived convenience and customer repurchase intention in a significant and positive manner.

H7: The role of trust is significantly able to mediate the effect of perceived ease on reuse intention.

3. METHODS

This research was conducted in Bali, which will be represented by Denpasar City and Badung Regency. The subjects in this study were users of Traveloka's e-commerce services. The object of this research is promotion strategy, perceived convenience, trust, repurchase and e-commerce. The data in this study were collected using an online survey, namely providing an online questionnaire in the form of a google form.

The population of this research is someone who is a user of traveloka's e-commerce services in Bali. The sampling technique used is non-probability sampling, namely purposive sampling, such as: Respondents who are users who have used Traveloka e-commerce services in the last one year in Bali and respondents who are loyal users of e-commerce services in Bali with the number of samples is $18 \times 5 = 90$ respondents. Data analysis in this study used the Partial Least Square (PLS) approach.

4. RESULT AND DISCUSSION

Evaluation Results of the Measurement Model (Outer model)

Convergent Validity

Table 1. Results of Factor loading

Indicator	Trust (Y1)	Reuse Intention (Y2)	Perceived ease (X2)	Promotion Strategy (X1)
Sales promotion				0,841
Advertising				0,838
Salesperson				0,916
Marketing				0,800
Easy to use			0,800	
Easy in payment			0,805	
Easy to understand			0,822	
Easy to transact			0,828	
Competence	0,816			
Integrity	0,874			
Benevolence	0,878			
Willingness to depend	0,803			
Intend to reuse		0,832		
Intend to recommend		0,911		

Be the first choice		0,888		
Always intend to use		0,871		

Primary Data, 2021

Based on the results of the study that all values on the variation of trust, reuse intention, perceived convenience, and promotion strategy in testing the validity of the convergent exceeds 0.7 so that the data in this study is valid.

Table 2. Average Variance Extracted (AVE)

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>(AVE)</i>
Trust (Y1)	0,864	0,871	0,908	0,711
Intent to Reuse (Y2)	0,899	0,902	0,930	0,768
Perceived ease (X2)	0,830	0,833	0,887	0,662
Promotion Strategy (X1)	0,871	0,877	0,912	0,722

Primary Data, 2021

Referring to the results of the study that all values on the variation of trust, reuse intention, perceived convenience, and promotion strategy in the AVE exceed 0.7 so that the data in this study is valid.

Discrimination validity

Table 3. Discriminant Validity

	Trust (Y1)	Reuse Intention (Y2)	Perceived ease (X2)	Promotion Strategy (X1)
Trust (Y1)	0,843			
Intent to Reuse (Y2)	0,764	0,876		
Perceived ease (X2)	0,663	0,668	0,814	
Promotion Strategy (X1)	0,608	0,604	0,521	0,850

Primary Data, 2021

Referring to the results of the study that all values on the variation of trust, reuse intention, perceived convenience, and promotion strategies on the cross loading value exceed 0.5 so that the data in this study is valid.

Composite Reliability

Table 4. Composite Reliability Coefficient and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
Trust (Y1)	0.864	0.908
Intent to Reuse (Y2)	0.899	0.930
Perceived ease (X2)	0.830	0.887
Promotion Strategy (X1)	0.871	0.912

Primary Data, 2021

Referring to the results of the study that all Cronbach's alpha values on variations in trust, reuse intention, perceived convenience, and promotion strategies exceeded 0.7 and all Composite Reliability values on variations in trust, reuse intention, perceived convenience, and promotional strategies exceeded 0,6 so that the data in this study is reliable.

Measurement Model Evaluation Results (Inner model)

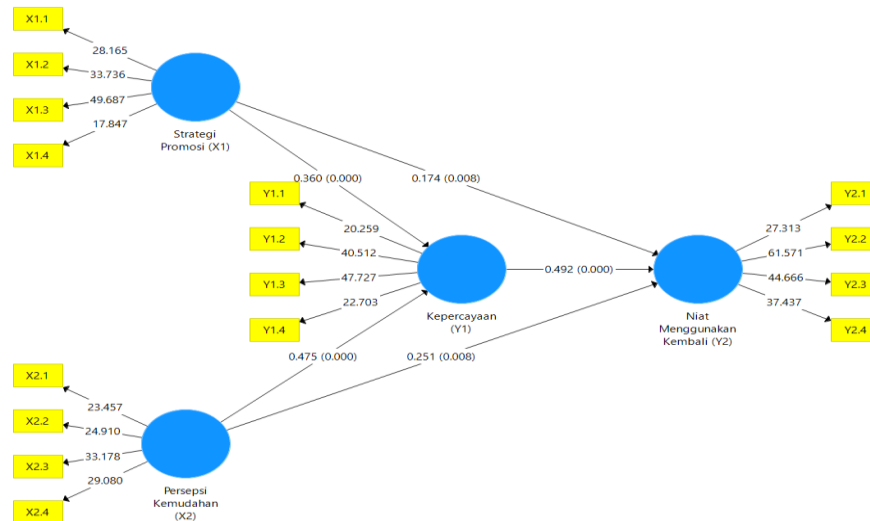


Figure 1. Inner Model

R – square

Table 5. Value of R-Square (R²) Endogenous Variable

	R Square	R Square Adjusted
Kepercayaan (Y ₁)	0,534	0,527
Niat Menggunakan Kembali (Y ₂)	0,649	0,641

Primary Data, 2021

Referring to the R-square value for the promotion strategy variable and perceived ease of trust, it is 0.534 including moderate which gives an image that has a magnitude of 0.534 x 100% = 53.4%. Its R-square value for the variable of promotion strategy and perceived ease of reuse intention is 0.649 including moderate which gives a picture of having an effect of 0.649 x 100% = 64.9%.

Q – square

$$Q^2 = 1 - [(1-R_1^2) (1- R_2^2)]$$

$$Q^2 = 1 - [(1-0,534) (1-0,649)]$$

$$Q^2 = 1 - [(0,466) (0,351)]$$

$$Q^2 = 1 - (0.164)$$

$$Q = 0,836$$

Based on the calculation results that the Q-square value of 0.836 exceeds 0 and is close to 1, it

means that the model has a predictive relevance value or a model deserves to be mentioned as having a relevant predictive value.

Hypothesis test

Table 6. Direct Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics (O/STDEV)	P Values
Trust (Y1) -> Reuse Intention (Y2)	0,492	0,500	0,094	5,243	0,000
Perceived ease (X2) -> Trust (Y1)	0,475	0,474	0,078	6,108	0,000
Perceived Ease (X2) -> Reuse intention (Y2)	0,251	0,249	0,094	2,682	0,008
Promotion Strategy (X1) -> Trust (Y1)	0,360	0,368	0,068	5,314	0,000
Promotion Strategy (X1) -> Reuse Intention (Y2)	0,174	0,169	0,066	2,660	0,008

Primary Data, 2021

Referring to a result in the data analysis, it was found that the p-value of the trust variable to the reuse intention was 0.000 when compared to the significance of 0.05. This is because the p-value is < significant ($0.000 < 0.05$) with a positive beta value of 0.492 and a t-statistic value of 5.243 when compared to a t-table of 1.9763. Due to the t-statistics value > t-value ($5.243 > 1.9763$), it means that trust has a positive and significant effect on the reuse intention.

Referring to a result in the analysis of the data, it was found that the p-value of the perceived ease of belief variable was 0.000 when compared to the significance of 0.05. This is because the p-value is < significant ($0.000 < 0.05$) with a positive beta value of 0.475 and a t-statistic value of 6.108 when compared to a t-table of 1.9763. Because the value of t-statistics > t-value ($6.108 > 1.9763$) means that the perceived ease has a positive and significant influence on trust.

Referring to a result in the data analysis, it was found that the p-value of the perceived ease of use variable to the reuse intention it was 0.008 when compared to the significance of 0.05. This is because the p-value is < significant ($0.008 < 0.05$) with a positive beta value of 0.251 and a t-statistic value of 2.682 when compared to a t-table of 1.9763. Because the value of t-statistics > t-value ($2.682 > 1.9763$) means that the perceived ease has a positive and significant influence on the reuse intention it.

Referring to a result in the data analysis, it was found that the p-value of the promotion strategy variable to trust was 0.000 when compared to the significance of 0.05. This is because the p-value is < significant ($0.000 < 0.05$) with a positive beta value of 0.360 and a t-statistic value of 5.314 when compared to a t-table of 1.9763. Because the value of t-statistics > t-value ($5.314 > 1.9763$) means that the promotion strategy has a positive and significant influence on trust.

Referring to a result in the analysis of the data, it was found that the p-value of the promotional strategy variable to the reuse intention it was 0.008 when compared to the significance of 0.05. This is because the p-value is < significant ($0.008 < 0.05$) with a positive beta value of 0.174 and a t-statistic value of 2.660 when compared to a t-table of 1.9763. Due to the t-statistics value > t-value ($2.660 > 1.9763$), it means that the promotion strategy has a positive and significant

influence on the reuse intention it.

Table 7. Indirect Effect Test Results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>t-statistics (O/STDEV)</i>	<i>P Values</i>
Perceived Ease (X2) -> Trust (Y1) -> Reuse Intention (Y2)	0,234	0,238	0,063	3,713	0,000
Promotion Strategy (X1) -> Trust (Y1) -> Reuse Intention (Y2)	0,177	0,185	0,051	3,487	0,001

Primary Data, 2021

Referring to a result in the analysis of the data, it was found that the p-value of the variable ease of intention to re-use through trust was 0.000 when compared to the significance of 0.05. This is because the p-value is < significant ($0.000 < 0.05$) with a positive beta value of 0.234 and a t-statistic value of 3.713 when compared to a t-table of 1.9763. Due to the t-statistics value > t-value ($3.713 > 1.9763$), it means that trust is able to mediate positively and significantly influences perceived ease of use on intentions to reuse.

Referring to a result in the data analysis, it was found that the p-value of the promotional strategy variable to the reuse intention through trust was 0.001 when compared to the significance of 0.05. This is because the p-value is < significant ($0.001 < 0.05$) with a positive beta value of 0.117 and a t-statistic value of 3.487 when compared to a t-table of 1.9763. Because the value of t-statistics > t-value ($3.487 > 1.9763$) means that trust is able to mediate positively and significantly effect the promotion strategy on the intention to re-use.

4. CONCLUSIONS AND SUGGESTIONS

Referring to the results and discussion above, the conclusions in this research are as follows: Trust has a positive and significant influence on the reuse intention, so that if trust increases, the reuse intention also increases. The perception of ease has a positive and significant effect on trust, so that if the perception of ease increases, trust will also increase. Perceived ease has a positive and significant effect on reuse intention, so that if perceived ease of use increases, reuse intention also increases. Promotional strategies have a positive and significant influence on trust, so that if the promotion strategy increases, trust will also increase. Promotional strategies have a positive and significant effect on intention to use, so that if the promotional strategy increases, the intention to re-use also increases. Trust is able to partially and significantly mediate the effect of perceived ease on reuse intention. Trust is able to mediate a partial and significant effect of promotional strategies on reuse intention.

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