



# **Consumer Brand-Relationship and Privacy Concerns to Repurchase Intention in Online Shopping Application**

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**Abstract**—This study examines how the consumer relationship with a brand on repurchase intention after their data are leaked through online and able to be accessed by many people. This paper is proposing to analyze the concept of consumer brand-relationship about the consumer trust and consumer satisfaction and analyze the effect after consumer privacy concern towards their intention to repurchase it in the same online shopping application. This research was conducted using a PLS-SEM. The results finds that trust has no impact towards repurchase intention because the findings of its consumer have already lost their trust and put their concern about their privacy about their data first before do the repurchase intention in a brand and the others are have impact towards the purchase intention.

**Keywords:** Online Shopping; Consumer Satisfaction; Consumer Trust; Privacy Concern; PLS-SEM.

## **1. INTRODUCTION**

The increasing usage of the internet and the introduction of new technology continue to be game-changers in the retail industry. E-commerce, in particular, has emerged as a viable alternative to physical commerce, with global e-commerce retail expected to exceed sales up to 5,7 trillion by 2022 and statista also predict it will keep increasing in 2026 up to 8,1 trillion. (Statista, 2023) Meanwhile in Indonesia, there is a promising future for eCommerce world as in they found out that in Indonesia, they has a large number of eCommerce shoppers up to 159 million users with a penetration rate (58%), but with a promising share of the country's total retail sales (20%). (Price, 2023)

Although the internet has allowed merchants to access new markets and consumers, keeping them and winning their long-term trust and loyalty has proven difficult. (Bandara, Fernando, & Akter, 2020a; Fransi & Viadiu, 2007) Protecting consumer privacy, in particular, is a major roadblock to e-commerce expansion. The flow of information about what, by whom, why, and how information is acquired and used is inextricably linked to privacy. (Bandara et al., 2020a; K. Martin & Shilton, 2016). Individuals readily exposed information such as when they clicked like in a post, and visited a site, but everytime they visited some website or some place, there are different privacy expectations in each setting, such as location information, and for example, is anticipated to be utilized and monitored from its website (Bandara, Fernando, & Akter, 2020b).

Companies have been able to forecast customer behaviour and deliver highly tailored and customized services because to the use of extensive and powerful consumer digital profiles, resulting in new economic value. (Holtrop, Wieringa, Gijzenberg, & Verhoef, 2017) There is, however, a thin line between data-driven marketing initiatives (e.g., targeted advertising, data mining) and customer privacy protection. (Arli, Bauer, & Palmatier, 2018) In order to create a consumer-friendly digital economy, we must first comprehend privacy dynamics, including consumer privacy concern and behaviors including the consumer relationship with the brand itself. Martin and Murphy (2017) recognized the necessity to fully comprehend customers' behavioral judgments regarding a brand's use of personal information as well as the tradeoffs involved in such decisions, pointing out gaps in the data privacy and marketing literature. (K. D. Martin & Murphy, 2017).

As Indonesia is the biggest archipelago country in the world with 17 thousand islands, it is difficult to develop infrastructure evenly. Sellers move to big cities for better markets, while consumers have limited access to their needs and this has led to high urbanization which has led to goods being collected in big cities. The founder of Tokopedia, which William Tanuwijaya and Leontinus Alpha Edison thought that the distance and difference between each city need to be erased, both William and Leontinus decided to build a new E-Commerce application namely Tokopedia in 2009 with the mission to democratize commerce through technology.

Apparently, in 2020 unfortunate event happens to this one unicorn company in Indonesia namely Tokopedia, based from Kompas.com, Tokopedia has become the victim of a massive data leak in which 91 million user data were stolen and marketed for sale, sold for \$5,000 and shared in Facebook group, the stolen data which are secret information from Tokopedia users which are email that used for sign up in Tokopedia, full name, gender and also mobile numbers. Although in 2020, the company representative already stated that Tokopedia tries to give the transparency regarding this issue to their users and the representative also stated that everything regarding this data leaks already under control and they already asked the government and other relevant authorities in case, Tokopedia asked their users to change their password and also the PIN for transaction used on Tokopedia. This data leaks incident from Tokopedia will be used for this study and this study will fill the gap between how the consumer-brand relationship and the privacy concern towards their privacy and data they filled in the online shopping application towards their intention to repurchase their needs through the same application or media of online shopping again.



According to research, consumers become less loyal to businesses as perceived privacy risks grow as a result of the integration of personal information across channels. (Quach, Barari, Moudrý, & Quach, 2022), in line with the results showing a link between poor business performance and data access susceptibility of private personal information (Alkis & Kose, 2022). Customers are considered to be aware of the privacy risks associated with disclosing personal information and to possess the necessary abilities to implement privacy protection measures if they are concerned that their online activities are being recorded. Bandara et al (2020) inform that the calculus of benefits and risks, trust, and privacy concerns are then behavioral outcomes that vary depending on factors like the perceived level of differences in benefits and risks, privacy empowerment, or learned helplessness, where both legal protections and corporate policies become relevant antecedents. (Bandara et al., 2020)

Beside the privacy concern, there is a relationship marketing emphasizes the importance of sustaining long-term client connections, and is founded on the assumption that it is in the service provider's best interest to do so including the consumer decision-making. (Ranaweera, 2007; Reichheld & Sasser Jr, 1990). By testing and supporting a consumer decision-making model in a mobile marketing setting, Xu et al. (2011) have offered the sole advertising study to date on the personalization–privacy paradox and privacy calculus. (Hayes, Brinson, Bott, & Moeller, 2021; Xu, Luo, Carroll, & Rosson, 2011) Before purchasing a product via an online shopping platform, online shoppers typically anticipate how the product will perform or how it will meet their demands. As a result, satisfaction in online purchasing refers to a customer's level of happiness or dissatisfaction with a product's real performance versus his or her imagined performance (Antwi, 2021). Customer attitudes toward the product or service that they like or dislike during the consumption process are referred to as customer satisfaction. Customer satisfaction is essential for the subsequent development of other internalized perceptions, such as service value, into customer trust and loyalty. It is not simply a comprehensive assessment of the customer's perspective of a service process. (X. Zhao, Zhang, He, & Huang, 2020) Customer satisfaction is a crucial requirement for e-commerce in order to preserve a competitive advantage and build long-term client relationships. If the platform's current good development is to be sustained in the long run, the effectiveness of services and customer happiness are critical success factors (Wu & Dong, 2023)

Online shopping also faces significant challenges with regard to customer satisfaction. Maintaining client satisfaction is essential for a business, especially in the e-commerce environment when negative reviews, comments, and e-word of mouth can quickly hurt any company. Reviews, ratings, and surveys have always been the most popular ways to gauge client happiness. (Rita, Oliveira, & Farisa, 2019; Y. Zhao et al., 2019). Customer satisfaction also found as a response and consumer assessment of the level of satisfaction. Customer feedback and surveys are frequent methods of indicating the level of customer satisfaction for a good or service, and they are regarded as one of the finest ways to measure consumer satisfaction in the e-commerce context (Y. Zhao et al., 2019). According to Wibowo (2018), the indicators used in measuring customer satisfaction are: (1) Product/service quality, which is the ability of online shopping sites to provide satisfaction regarding products or services. (2) Price is satisfaction related to prices and discounts provided by online shopping sites. (3) Convenience is the satisfaction of the convenience felt by consumers when conducting online shopping transactions (Wibowo, 2018). Beside the consumer satisfaction towards its brand, there is also another aspect that need to be seen during the transaction made during the purchasing their needs through online shopping and because the transacting parties are not physically present, trust is vital to the success of an e-commerce organization. A personal relationship between an online consumer and an online shop is aided by trust.

E-commerce has changed the way of doing business, brought more competitive prices to the table due to a wider offer, a wider variety of products, more marketing strategies and has made customers more demanding. This competitiveness put utility and profit maximisation as the main objective in markets. But, even with this optimistic view, it is important to note that the rise of online markets might have been detrimental to small medium and enterprises, unable to adapt to new media on an equal terms with large companies (Fernández-Bonilla, Gijón, & De la Vega, 2022).

Researchers, practitioners, and marketers all agree that building trust is essential for successful business relationships, particularly those that take place online. Because building strong online relationships with potential customers and acting as a true accelerator for the quick uptake of online services both depend on trust. (Faqih, 2022). Trust is a person's belief that an exchange complies with an earlier understanding (Ba & Pavlou, 2002; Jiang, Rashid, & Wang, 2019). Trust is always crucial in a variety of social and commercial activities. Because of the internet-based shopping environment, this is especially crucial in the online business environment. In this view, trust is crucial to the success or failure of online company (Lu, Fan, & Zhou, 2016). Furthermore, the lack of trust is a significant barrier to the uptake of web-based technology. Clearly, the online world is extremely different from the offline world, and relationships formed and built in this very different environment fail to conform to the same patterns and guidelines. (Faqih, 2022; Pavlou, 2003) As a result, trust is more important when making an online purchase than when making a physical transaction (Tarhini, Alalwan, Al-Qirim, Algharabat, & Masa'deh, 2018).

Martínez De Ibarreta & Gijón, 2015 in Fernández-Bonilla et al., 2022 explain why riskier behaviour among consumers when they browse and conduct online transactions is associated with higher levels of e-trust. E-trust, education, computer security, and online experience are the individual factors that explain this risky conduct. Based on the personal information that people provide, one could estimate trust in a different method. (Fernández-Bonilla et al., 2022; Martínez De Ibarreta & Gijón, 2015) The results of Potoglou et al., 2013 investigation that quoted in Fernández-Bonilla et al., 2022, into the economic value of the personal information that users post online are consistent



with the "privacy paradox": people are especially concerned about how businesses use their personal information online, but they would not be willing to pay for a more effective use of it. (Fernández-Bonilla et al., 2022; Potoglou et al., 2013)

First, previous study on e-satisfaction and also e-trust such as from Enrique et al (2020) show that the m-shopper's satisfaction with their online shopping experience is consequence of the reputation and trust that they perceive of mobile commerce. In turn, it is confirmed that satisfaction is a reaction to the affective evaluation of the mobile shopper. Enrique expected that for the future research expected to extend the study to countries with more significant and competitive differences. (Marinao-Artigas & Barajas-Portas, 2020). Meanwhile, Alalwan (2020) find results from its study based on structural equation modelling and support the role of online review, online rating, online tracking, performance expectancy, hedonic motivation and price value on e-satisfaction and continued intention to reuse, and for the future research, Alalwan (2020) expected the future research this study are as customers perception could change over time, it expected to discover their experience, perception and satisfaction over time, beside that, other factors such as product variety or consumer trust could be considered in future research. (Alalwan, 2020). In another side, Prahiawan et al (2021) found through its study that satisfaction had a positive and insignificant effect on repurchase intention. This shows that the e-satisfaction of online shop consumers does not significantly affect the repurchase intention of these consumers towards e-commerce online shops. For future study, Prahiawan et al (2021) expected for future researcher expected to add other variables and using other units of analysis. (Prahiawan, Fahlevi, Juliana, Purba, & Tarigan, 2021). This study expected to fill the previous gap from previous research between consumer e-satisfaction and consumer intention to repurchase their need through the same online application again in Indonesia namely Tokopedia and adding e-trust to examine the subject.

Second, even though there are a lot of study focused on the consumer e-satisfaction, some only focused on how the e-satisfaction could lead to the consumer e-loyalty towards a brand, this study expected to add another variable that has been a concern from the consumer especially after the data leak incident which are the privacy security and trust. It finds through Ratnasari, et al (2021) study, since there was no relationship between the E-Security variable and trust but there was a relationship between E-Security variable and E-Satisfaction, this research found an impact of trust on E-Satisfaction was greater than the direct effect between E-Service quality and E-Security on E-Satisfaction. For the future research, Ratnasari, et al (2020) expected for the future researcher can find the factors that can affect trust on E-Commerce (Ratnasari, Siregar, & Maulana, 2021), and also Wandoko et al (2023) through the study found that E-Trust and E-Satisfaction are essential factors in developing E-Loyalty toward Indonesia's online shop in pandemic COVID-19, Wandoko et al (2023) expected for the future study to explore more variables such as repurchase intention, purchase intention, brand loyalty. (Wandoko, Haryanto, & Panggati, 2023).

Meanwhile, Alkis and Kose (2022) through their study finds that privacy risk knowledge and online information sharing levels are positively correlated with probability of e-commerce participation meanwhile odds of e-commerce participation are negatively associated with level of concern on online activity recording. For future research, Alkis and Kose (2022) expected future researcher may focus time dimension of consumer activities in e-commerce and study evolution patterns of consumer behavior in online market. (Alkis & Kose, 2022). Adding from previous study, this study also add privacy concern from Tokopedia consumer who used this application again after the data leak incident in 2020, this study expected to fill the gap about the privacy concern to repurchase intention. The objective of this study is to explore about how the consumer brand-relationship and their privacy concern after the incident of data leak by Tokopedia does influence their intention to repurchase their needs through the same online shopping application again. This paper specifically addresses the following research question: How does the Consumer Brand-Relationship, the consumer satisfaction, consumer trust could influence repurchase intention? And How does the Consumer Privacy Concern could influence their intention to repurchase their needs? This study use a quantitative research design using SEM-PLS and this paper extends the understanding of how the consumer brand relationship and privacy concern towards their repurchase intention.

Based from the previous studies mentioned below, it finds that the old findings find about there is a relation between consumer satisfaction, and consumer trust but this finding did not talk about the repurchase intention, (Hayes et al., 2021) whether it's analyzed using quantitative method where the old research used survey method to find out the reality between the hypothesis itself, this studies talk about how the consumer brand-relationship could build a brand loyalty towards a brand but not about the repurchase intention especially after a data leak and based from this past literatures, this study suggest the following Hypothesis 1 and 2 are:

**Hypothesis 1 (H1).** Consumer Satisfaction towards a brand does impact the Repurchase Intention from its consumer.

**Hypothesis 2 (H2).** Consumer Trust towards a brand does impact the Repurchase Intention from its consumer.

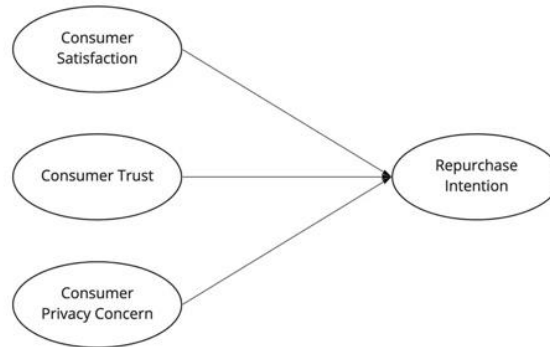
To test other variables, researchers found there is new variables that support that there are other variables that can influence the consumer decision to do a purchase intention towards an online shopping and for the example that studied in this study, how Consumer Brand-Relationship and Privacy Concern, that is other variables that can be used as benchmarks for a research, namely Consumer Privacy Concern, and does it influence the purchase intention (Jai, Burns, & King, 2013) and in this study, the variables suggested by Jai et al., changed to how Consumer Privacy Concern could influence the repurchase and it stated at the hypothesis below:

**Hypothesis 3 (H3).** The Consumer Privacy Concern does impact the Repurchase Intention from its consumer.



## 2. RESEARCH METHOD

This sections that follow provide a review of explanation of the methods utilized in this research, and a detailed illustration of the themes identified in the analysis. A discussion of the implications for research and practice, as well as study limitations, concludes the paper.



**Figure 1.** Research Model

The population refers to the entire collection of individuals, events, or things that have drawn the interest of researchers for study. The specific population chosen by researchers for investigation will impose restrictions on the findings and outcomes of the research (Indrawati, 2015). The population in this study are consumers who live in Jakarta and have purchased products through Tokopedia during 2020-2022. This respondent has been selected due to the data leakage incident that occurred with Tokopedia in May 2020.

Samples are individuals from the population who are selected to participate in the study, whether it involves observation, treatment, or gathering their opinions on the subject of the study. It is uncommon for research to include every member of the population being investigated due to the typically large size of the population. Including all members would be impractical in terms of the required funds, time and energy (Indrawati, 2015). Non-probability sampling is a sampling technique that does not offer an equal opportunity for each element or member of the population to be selected as a sample (Sugiyono, 2018). In determining the sample, this study used a non-probability sampling technique. This method is employed when it is not feasible for the authors to access the entire population. This study will gather data from participants through an online survey. Non-probability sampling will be utilized, selecting respondents who share a common characteristic, namely having made purchases through Tokopedia between 2020 and 2022.

The sample that used for this study was composed by 65 individuals, of which were majority were women with 87,7% percentage and 12,3% were men. Among them, age range of this study were majority in age 53,8% were in 21-23 years old, 30,1% were in 19-20 years old, 9,1% were below 18 years old and 7% were above the 23 years old. 100% from the respondents are ever purchased products through Tokopedia from 2020 - 2022 and in 2022, 58,5% from the respondents, stated that this were their usually purchased some products through Tokopedia in every 2 weeks, 29,2% respondents state that they usually purchased some products through Tokopedia every 3 weeks, 7,7% said they usually purchased some products through Tokopedia at least once in a month and 4,6% said they usually purchased a products in every 2 months or more.

**Table 1** Demographic of Respondents

	<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	8	12,3%
	Female	57	87,7%
	>23	34	7%
Age	21-23	19	53,8%
	19-20	4	30,1%
	18>	8	9,1%
Ever purchased a product through Tokopedia in time range from 2020 - 2022		65	100%
	Every 2 weeks	38	58,5%
Frequency shopping through Tokopedia	Every 3 weeks	19	29,2%
	Once in a month	5	7,7%
	Every 2 months or more	3	4,6%

Consumer Satisfaction: according to (Hayes et al., 2021; Hess & Story, 2005) the scale was measured using 5 items including how consumer feel satisfied about how the product that they brought through Tokopedia has reached



their expectation. The measures are “I feel I know what to expect from the product I purchase in Tokopedia”, “I am usually feel satisfied with the product I usually brought through Tokopedia”, “I am usually satisfied with my experience whenever I brought a product through Tokopedia”, “I am feel satisfied with the safety everytime I purchase in Tokopedia”, and “I am feel I know what to expect when it comes to safety everytime I purchase in Tokopedia”.

Consumer Trust: according to (Hayes et al., 2021) the scale that measured consumer trust using 3 items including about how consumer who trust and used Tokopedia to purchase their needs. The measures for consumer trust are “I trust Tokopedia is interested in my satisfaction as a consumer.”, “Tokopedia values me as a consumer of its products” and “I trust that Tokopedia will protect my privacy whenever I purchase their products”.

Consumer Privacy Concern: for consumer privacy concerns, according to (Dinev & Hart, 2004; Hayes et al., 2021; Hess & Story, 2005; Jaspers & Pearson, 2022) using 3 items to measured the variable, including about how the privacy that has been leaked in 2020 effect their trust and satisfaction towards Tokopedia, and the measures for consumer privacy concern are “I am concerned that my personal information gathered by Tokopedia”, “I feel safe whenever Tokopedia gathered my personal information after the incidents” and “I feel Tokopedia could be collecting my personal information to be used for wrong purposes.”

Repurchase Intentions: the last for the repurchase intention, according to (Jai et al., 2013), there are 3 items measured for this variable about how the satisfaction, trust and privacy concern could lead Tokopedia users to repurchase again after the incident about data leak in 2020, the measures for repurchase intentions are “I intended to repurchase my needs through Tokopedia”, “I will use Tokopedia whenever I want to purchase my needs again”, and “I will recommend my friends to purchase their needs through Tokopedia because it’s safe.”

**Table 2** Composition of the collection instrument.

Variable	Items	References
<b>Consumer Satisfaction</b>	CS1 I feel I know what to expect from the product I purchase in Tokopedia	<b>(Hess &amp; Story, 2005)</b>
	CS2 I am usually feel satisfied with the product I usually brought through Tokopedia	
	CS3 I am usually satisfied with my experience whenever I brought a product through Tokopedia	
	CS4 I am feel satisfied with the safety everytime I purchase in Tokopedia	
	CS5 I am feel I know what to expect when it comes to safety everytime I purchase in Tokopedia	
<b>Consumer Trust</b>	CT1 I trust Tokopedia is interested in my satisfaction as a consumer.	<b>(Hayes et al., 2021)</b>
	CT2 Tokopedia values me as a consumer of its products	
	CT3 I trust that Tokopedia will protect my privacy whenever I purchase their products	
<b>Consumer Privacy Concern</b>	CPC1 I am concerned that my personal information gathered by Tokopedia	<b>(Dinev &amp; Hart, 2004)</b>
	CPC2 I feel safe whenever Tokopedia gathered my personal information after the incidents	
	CPC3 I feel Tokopedia could be collecting my personal information to be used for wrong purposes	
<b>Repurchase Intention</b>	RI1 I intended to repurchase my needs through Tokopedia	<b>(Jai et al., 2013)</b>
	RI2 I will use Tokopedia whenever I want to purchase my needs again	
	RI3 I will recommend my friends to purchase their needs through Tokopedia because it’s safe	

### 3. RESULTS AND DISCUSSION

This study used data collection through online survey using Google Form and the results are extracted to SmartPLS 3.3 software to test the hypotheses and the data analysis used partial least squares structural equation modelling (PLS-SEM) to test the hypothesis that included in this study.

The analyses were carried out in two phases once the data had been imported. To determine the respondents' sociodemographic profile, percentage, arithmetic mean, and standard deviation were retrieved in the first phase (Munerah, Koay, & Thambiah, 2021) The next stage was to put the hypothetical model to the test using Partial Least Squares Structural Equation Modeling (PLS-SEM). Because its coefficients reflect plausible correlations between latent variables, as recommended by the study, this technique was deemed the most acceptable.

Based from the measurement model used in this study, as recommended by Munerah et al. (2021) the analysis of the measurement model included the examination of internal realibility was assessed using Cronbach’s alpha (CA)



and composite reliability (CR). Following the (Luo & Ye, 2020) the Cronbach’s alpha (CA) and composite reliability (CR) are accepted in minimum level of 0,50 and as shown at the **Table 3**, as seen as from the table, all the Outer Loadings has exceeded the minimum level of 0,5. The only two items (CPC1) and (CPC3) which did not meet the minimum level was removed from the construct. The CA and CR value are above the minimum value which indicated internal consistency.

Meanwhile all the average variance extracted (AVE) values are above than 0,50, as shown from the **Table 3**, all the construct of this study AVE results were above the 0,50 which greater than the squared correlation with any other construct to fulfil the convergent validity and it can be concluded that all constructs results are verified as convergent validity.

**Table 3.** Measurement Model

Construct	Items	Outer Loadings	Cronbach’s Alpha (CA)	Composite Reliability (CR)	AVE
Consumer Satisfaction	CBRCS1	0,772	0,794	0,856	0,547
	CBRCS2	0,694			
	CBRCS3	0,829			
	CBRCS4	0,560			
	CBRCS5	0,812			
Consumer Trust	CBRCT1	0,918	0,833	0,890	0,733
	CBRCT2	0,687			
	CBRCT3	0,940			
Consumer Privacy Concern	CPC1	<b>0,052</b>	0,602	0,680	0,521
	CPC2	0,961			
	CPC3	<b>0,291</b>			
Repurchase Intention	RI1	0,795	0,657	0,812	0,591
	RI2	0,749			
	RI2	0,761			

After the AVE can be concluded as convergent reliability, the next step to find the discriminant reality is to find the Fornell-Larcker criteria and the Heterotrait-Monotrait ratio of correlations (HTMT) criterion were used to assess discriminant validity. According to the Fornell-Larcker criterion, the square root of the AVE for each construct should be more than the inter-construct linkages, and the HTMT value between two constructs should be less than 0.85 (Kumar et al., 2022; Zeng et al., 2021; Fornell and Larcker, 1981). As shown at the **Table 4** and **Table 5**, the results for both inter-construct linkages and HTMT for this study are discriminant reliability.

**Table 4.** Fornell-Larcker Criterion

	Consumer Satisfaction	Consumer Trust	Consumer Privacy Concern	Repurchase Intention
<b>Consumer Satisfaction</b>	<b>0,574</b>			
<b>Consumer Trust</b>	0,296	<b>0,740</b>		
<b>Consumer Privacy Concern</b>	0,176	0,780	<b>0,855</b>	
<b>Repurchase Intention</b>	0,662	0,534	0,358	<b>0,768</b>

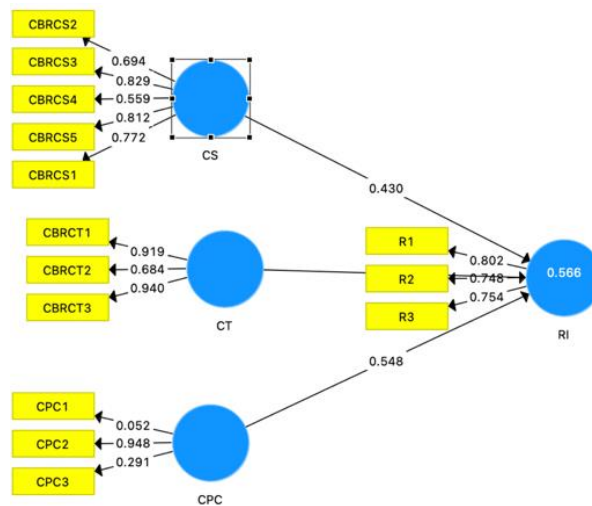
**Table 5.** Heterotrait-Monotrait Ratio (HTMT)

	Consumer Satisfaction	Consumer Trust	Consumer Privacy Concern	Repurchase Intention
<b>Consumer Satisfaction</b>	<b>0,742</b>			
<b>Consumer Trust</b>	0,529	<b>0,836</b>		
<b>Consumer Privacy Concern</b>	0,880	0,657	<b>0,711</b>	
<b>Repurchase Intention</b>	1,588	0,711	0,788	<b>0,488</b>

A bootstrapping approach was used with 5000 re-samples to examine the significance of coefficient for each path given in the study model and showed at the **Fig 2** and **Table 6** (Hair et al., 2017, Leguina, 2015). The result is shown in **Table 6**, and the explanation about this result will be given below. Based from the **Table 6**, the results showed that one of three hypotheses are supported, and the results showed that the effect of consumer satisfaction has a significant impact on the influence for a consumer to do a repurchase intention in Tokopedia ( $\beta = 0,430$  and p-value = 0,025), and beside the consumer satisfaction, it does shows that consumer privacy concern also had a significant impact towards the influence for its consumer to do a repurchase intention in Tokopedia ( $\beta = 0,548$  and p-value =



0,000). However, the results also found that there is no significant impact towards consumer brand-relationship which is the influence of consumer trust towards the repurchase intention in Tokopedia ( $\beta = -0,075$  and  $p\text{-value} = 0,604$ ). In conclusion, the H2 is **not supported**.



**Figure 2.** PLS-SEM Structural Model Results

**Table 6.** Structural Model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Consumer Satisfaction (H1) > Repurchase Intention	0,430	0,447	0,191	2,249	0,025
Consumer Trust (H2) > Repurchase Intention	-0,075	-0,071	0,144	0,520	<b>0,604</b>
Consumer Privacy Concern (H3) > Repurchase Intention	0,548	0,551	0,120	4,564	0,000

#### 4. CONCLUSIONS

This study has found some findings for this research. Following the previous study, the Consumer Satisfaction (H1) does have a significant impact ( $\beta = 0,430$  and  $p\text{-value} = 0,025$ ) it means consumer satisfaction has influence for consumer to have an intention to repurchase their needs through Tokopedia. This is in line with the results of previous research by (Hayes et al., 2021; Law, Zhang, & Gow, 2022) which stated that consumer brand-relationship, especially the consumer satisfaction have a strong impact towards an attitude for a consumer, especially when it comes to purchase intention and repurchase intention. Another finding that has been founded through this research, following the previous study, the Consumer Privacy Concern (H3) also does have a significant impact ( $\beta = 0,548$  and  $p\text{-value} = 0,000$ ). This findings means consumer has bigger concern towards their privacy concern especially after the data leak case that happened to Tokopedia in 2020. This also in line with the result from previous research by (Fortes & Rita, 2016; Jaspers & Pearson, 2022; Zhu & Kanjanamekanant, 2021) which stated that privacy concern could be the biggest reason why people decided to purchase their needs through online shopping and this inline with the study about how consumer concern about their privacy especially after their incident about the data leak in 2020. Contrary to the findings found in previous research (Hayes et al., 2021), in fact the consumer trust does not have a significant impact towards the purchase intention ( $\beta = -0,075$  and  $p\text{-value} = 0,604$ ). This is the key finding of this study because previous research stated that consumer brand-relationship in consumer trust is one of the most influential variables especially to influence the purchase intention (Hayes et al., 2021; Hess & Story, 2005; Jai et al., 2013; Jaspers & Pearson, 2022) This is possible because trust from Tokopedia consumer has been fade away after the incident of data leak in 2020, this is possible because the variable 2 (H3) about privacy concern became the significant variable to influence consumer to purchase their need through Tokopedia. A study is not far from the limitation and this is also the case in this study. the limitation of this study are the few respondents found because this research is still a pilot study in determining which hypothesis has more influence on the urchase intention and also due to the COVID-19 pandemic, it is hard to gain more people for interview because of the social distancing. Moreover, this research was only conducted in online through google form that has been spreaded through social media only. For future studies, it is expected to expand the research and increase the population of the study in order to get maximum results.



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