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INFLUENCE ANALYSIS OF THE BUILDING TRUST MECHANISM IN E-MARKETPLACE TOWARDS REPURCHASE INTENTION BY THE LOCAL COMMUNITY IN BATAM CITY

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ABSTRACT

The research carried out aims to analyze the effect of the mechanism on *building trust in e-marketplaces towards repurchase intention by the people of Batam. E-marketplace owners and e-sellers should know and understand how to create trust in customers that can influence them to repurchase.*

This research was conducted by collecting data through a questionnaire that had been distributed to 320 respondents. The method applied in collecting the data was the purposive sampling method. The data that would be sampled were respondents who had shopped through the e-marketplace platform such as Blibli.com, Lazada, Shoppe, Bukalapak, and Tokopedia. The results of the data collection of respondents, only 292 respondents could be sampled and tested. Respondent data that had been collected and agreed to the criteria would be tested through SPSS version 22.0 and Smart PLS 3.0. Data tested would produce a conclusion that there was significant and not significant relationship between the variables being studied by the writer.

The results of this study indicate that the importance of e-marketplaces and e-sellers to always develop mechanisms in building trust towards customers. The existence of trust from customers certainly creates repurchase intentions on the same e-marketplace and e-seller, through which this certainly benefits each party involved.

Keywords: *trust, repurchase intention, customer orientation,*