

**THE ROLE OF TRUST MEDIATES THE INFLUENCE OF BRAND IMAGE AND
CUSTOMER EXPERIENCE ON REUSE INTENTION: A STUDY OF BUKALAPAK
USERS IN DENPASAR CITY**

**Putra Ida Bagus Agung Surya Ari, Rahyuda I Ketut,
Suasana I G.A.K.G., Setiawan Putu Yudi**

Faculty of Economics and Business, University of Udayana, Indonesia

*E-mail: gusari151@gmail.com

ABSTRACT

The phenomenon of globalization exerts a substantial impact on the transformation of individuals' ways of living. One notable consequence of globalization is the expeditious progression of technology, which engenders greater practicality in people's lifestyles. A discernible shift in consumer behavior has emerged, characterized by a transition from traditional brick-and-mortar retail to the realm of e-commerce. The existence of customers' experiences and brands is evident. The impact of visual representation on trust can afterwards foster the development of customer intents to engage in repeated usage of the application. The objective of this study is to examine the relationship between customer experiences and brand image, and their impact on reuse intention, with trust as a mediating variable. The study's population comprises individuals residing in Denpasar City who possess knowledge of and engage with the Bukalapak e-commerce platform for conducting transactions. The study employed a purposive selection technique to choose a sample of 140 participants. The inclusion criteria for the sample were individuals who identified as either male or female and possessed a minimum educational attainment of a high school diploma or its equivalent. Data were analyzed using Structural Equation Model (SEM) using PLS analysis techniques. The results of this study indicate that 1) brand image has a positive and significant effect on the intention to reuse; 2) customer experience positive and significant effect on intention to reuse; 3) brand image has a positive and significant effect on trust; 4) customer experience has a positive and significant effect on trust; 5) trust has a positive and significant effect on intention to reuse; 6) trust is able to partially mediate the influence of brand image on intention to reuse; 7) trust is able to partially mediate the influence of customer service on reuse intentions. Based on the results of e-commerce research, Bukalapak has provided a positive experience and image to increase user confidence to reuse the Bukalapak e-commerce platform as a platform for transactions.

KEY WORDS

Brand image, customer experience, trust, reuse intention.

Globalization exerts a significant impact on the transformation of individuals' lifestyles. One notable consequence of globalization is the rapid advancement of technology, which subsequently leads to the adoption of more realistic societal lifestyles. The utilization of internet technology, which has become increasingly pervasive in individuals' daily lives, indirectly enhances and supports various communal endeavors. There is a significant amount of activity that involves the utilization of internet technology in everyday life, which contributes to the enhancement of time and energy efficiency (Putra & Pramudana, 2021). Technological advancements have significant impacts on several facets of human existence, including but not limited to education, innovation, and alterations in consumer behavior (Tomljanovic, 2016). There is an undeniable impact of technical advancements on the economic sector.

According to the study findings conducted by the Indonesian Internet Service Providers Association (APJII), the percentage of Indonesian Internet users over the period of 2021-2022 amounted to 77.02%. The rate of internet adoption in Indonesia has been steadily rising throughout the years. The country experienced an increase in internet penetration from

64.8% in 2018 to 73.7% in the period of 2019-2020. According to the data released by APJII, there has been a consistent upward trajectory in internet usage in Indonesia, with a notable surge observed with the onset of the COVID-19 pandemic. The implementation of the PPKM policy by the government has prompted the adoption of several new behaviors that promote increased smartphone usage, particularly for accessing the internet.

According to a survey conducted by the Indonesian Internet Providers Association (APJII) during the 2021-2022 timeframe, it was found that around 77.02 percent of the population in Indonesia had access to the internet (apjii.or.id). According to a report from TiNewss.Com, Indonesia has a substantial population of 204.7 million individuals who actively engage with the internet. This significant figure presents considerable prospects within the realm of e-commerce, specifically the online shopping sector. The increasing demand for internet-based information has led to a rise in technological trends (Fahlevi et al., 2019). The burgeoning presence of the internet in individuals' everyday lives has the potential to exert an impact on their behavior and way of life (Dwipayana & Sulistyawati, 2018). A discernible shift in consumer behavior from traditional brick-and-mortar purchasing to the digital realm has emerged as a notable trend in contemporary society (Son & Pramudana, 2021). Businesses perceive this shift in individuals' lifestyles as an opportunity to leverage digital purchasing services facilitated by applications, which offer mutual benefits for both businesses and online consumers. Business entities anticipate that the utilization of online application platforms will enhance consumers' ability to conveniently select and procure desired products or services. Furthermore, buyers have the opportunity to acquire comprehensive information pertaining to items or services prior to making a purchasing decision.

The utilization of the internet as a means to facilitate online sales expands the scope of sales outreach. The advent of the Internet has precipitated significant economic transformations on a global scale, and it is anticipated that these changes will persist and be further amplified with the emergence and proliferation of the Internet of Things (IoT). The industrial revolution has led to advancements in the economic domain, enhancing productivity and fostering wealth in nations that effectively harness its positive impacts, including improvements in the quality of goods and services (Morrar et al., 2017). This phenomena prompts business professionals to strategically expand their enterprises by capitalizing on the prevailing prospects in the contemporary era, commonly referred to as the industry 4.0. Electronic commerce, sometimes referred to as E-commerce, is a business model that leverages digital systems within the context of the fourth industrial era. The growth of e-commerce and the escalating volume of online transactions in Indonesia are further bolstered by the swift and multifaceted expansion of e-commerce platforms (Febriani & Sudaryanto, 2018). E-commerce refers to the electronic exchange of data, commodities, or services through the internet (Canestren & Saputri, 2021). Indonesia boasts a plethora of prominent e-commerce platforms, including but not limited to Tokopedia, Bukalapak, Shopee, Lazada, Blibli, JD ID, and Zalora. Every e-commerce platform strives to establish itself as the optimal selection for consumers. Bukalapak is an e-commerce platform operating on a consumer-to-consumer (C2C) model, which was established in 2010 by Achmad Zaky, Nugroho Herucahyono, and Muhamad Fajrin Rasyid. Bukalapak serves as a digital platform that facilitates the entry of small and medium-sized enterprises (SMEs) in Indonesia into the online realm. This is achieved through the provision of Bukalapak Partner services, which enhance the capabilities and opportunities available to these businesses in the digital domain. Bukalapak is an e-commerce platform that garners a significant amount of traffic in Indonesia, although it lags behind its two primary competitors, Tokopedia and Shopee, in terms of user engagement. Based on the data provided by databoks.katadata.co.id in 2021, Tokopedia emerged as the leading e-commerce platform in Indonesia during the third quarter, with a substantial monthly visitor count of 158.1 million. Shopee ranks second with a total of 134.4 million website visits, while Bukalapak holds the third position with 30.1 million visitors. The three electronic commerce websites were subsequently accompanied by a number of online marketplaces, including Lazada, which attracted 28 million visits, and Blibli, which attracted 16.3 million visitors.

According to the data pertaining to the greatest monthly online visitors in the first quarter (Q1) of 2022, the e-commerce platform Bukalapak observed a decline in visitor count, with figures dropping from 30.1 million to 23.1 million during the same period. Bukalapak, a prominent e-commerce platform, witnessed a decline in performance during the preceding quarter, thereby placing it behind Lazada, another e-commerce platform, in terms of market standing. The primary objective for individuals engaged in business endeavors is not alone to attract novel customers who would derive satisfaction from the products or services being offered, but also to effectively convince these customers to engage in repeat transactions or utilize services from the same platform (Trivedi & Yadav, 2018).

The concept of reuse intention refers to the inclination of consumers to either engage in the repeated usage of a product or to refrain from doing so (Kotler, 2018). The presence of product or service reuse typically indicates that the product or service possesses the ability to fulfill consumer expectations, hence increasing their inclination to engage in repeated usage on a bigger scale. Consumers tend to select products that possess features they see as pertinent to their specific needs. It is crucial to emphasize the significance of the purpose to engage in reuse when engaging in online buying, as it yields enhanced economic efficiency and facilitates cost savings in marketing endeavors (Rahmania & Wahyono, 2022). Business professionals have the opportunity to leverage technical advancements in order to cultivate customer relationships, thereby fostering customer satisfaction, trust, and long-term product or service loyalty. The decision to repurpose the Bukalapak e-commerce application presents a dual advantage for the organization. Firstly, it offers a potential avenue for the company to capitalize on business prospects. Secondly, it facilitates enhanced brand recognition among a substantial customer base that frequently engages with these e-commerce platforms. The assertion is substantiated by the research conducted by Putra and Pramudana (2021), which indicates a favorable and statistically significant direct impact of trust on consumer purchase intentions. The utilization of technology facilitates the convenient online procurement of various things, including lifestyle goods, gadgets, and household equipment. Wangsa et al. (2022) argue that it is imperative for e-commerce enterprises, such as Bukalapak, to diligently consider consumer behavior and effectively adopt appropriate strategies in response to the evolving industrial landscape. 4.0. One of the key approaches to achieving success in business rivalry involves the implementation of brand strategy and the enhancement of consumer experience.

Kusuma and Wijaya (2022) posit that brand image refers to the distinct identity, perception, or impression established by a corporation in order to distinguish its product from others. This is achieved by the acquisition of information from diverse sources. According to Amiroh (2019), the establishment of a favorable brand image can foster enduring customer preference for a product associated with the specific brand. Additionally, producers can enhance the competitiveness of their brand by cultivating a positive brand image in relation to rival brands. According to Putri and Sukaatmadja (2018), the establishment of a favorable brand image has the potential to significantly impact consumers' repurchase decisions.

According to Wangsa et al. (2022), the authors asserted that competitors One crucial consideration is the necessity for e-commerce enterprises to effectively compete and augment their customer base in Indonesia. Bukalapak is regarded as a pioneering entity in the advancement of electronic commerce within the Indonesian market. The company has successfully cultivated a positive brand perception among its consumer base. This is supported by a 2019 survey performed by dailysocial.id, which had 1240 respondents who engage in online purchasing. The findings of the survey indicate that Bukalapak's brand image and performance in delivering satisfactory services are perceived to be comparatively worse than other e-commerce platforms.

In addition to cultivating a favorable brand image, the quality of customer experience is a significant determinant of consumer behavior towards a certain product (Darmawan & Putra, 2022). According to Baihaqi (2021), the significance of brand image and customer experience cannot be understated, as they often have a prominent position in various contexts. This is due to their crucial role as key components in the marketing of a product or service, enabling differentiation from similar offerings. Consumers undeniably assume a

significant role in the accomplishments that can be attained by the e-commerce platform Bukalapak, particularly in terms of the substantial volume of transactions conducted through its application. A considerable number of users opt to engage in platform reuse. The empirical studies conducted by Dewi and Ekawati (2019), Saputra and Widagda (2020), and Ekaprana et al. (2020) demonstrate that the e-commerce platform Bukalapak exhibits a favorable impact on the desire to engage in repeat transactions, hence highlighting the beneficial influence of Bukalapak's brand image. The aforementioned study conducted by Aqmalia et al. (2021) demonstrates the impact of brand image on the performance of e-commerce platforms in the context of competitive environments. In a study conducted by Bupalan et al. (2019), it was elucidated that the impact of brand image on repurchase decisions is both non-significant and adverse.

The acquisition of knowledge by consumers through product interaction is a cognitive process known as customer experience (Saraswathi & Wardana, 2021). According to Saraswathi and Wardana (2021), consumers possess the ability to distinguish between various products and services by relying on their perceived experience. Positive experiences provide as evidence that consumers have utilized the application or website and engaged in transactions. The positive user experience derived from utilizing an application can significantly contribute to the performance of the application and the extent to which users are inclined to continue using it for subsequent product purchases. Kavitha and Haritha (2018) assert that the enhancement of customer experience has the potential to augment a company's market share. A positive customer experience is likely to foster consumer behavior that leads to a higher likelihood of continued utilization of Bukalapak as an e-commerce platform for conducting transactions. The impact of a consumer's experience with a certain product or service on their decision-making process over whether to continue using that technique of shopping or switch to an alternative approach has been explored by Becker and Jaakola (2020). The satisfaction of consumers with their transaction experience is crucial, since any dissatisfaction may deter them from making future purchases or utilizing the same items or services (Tan, 2019). According to Rooney et al. (2020), intricate encounters have the capacity to alter clients' perceptions about their affiliation with the organization. Consumers of Bukalapak have expressed favorable reviews across various dimensions, encompassing customer service, user experience on mobile applications or websites, promptness of product delivery, security of goods, as well as the convenience and safety associated with their purchases. The customer experience plays a crucial role in influencing consumers' inclination to engage with a certain product or service again. The positive and considerable influence of experience on the intention to reuse was discovered in the research conducted by Otivia & Sukaatmadja (2020), Fitria et al. (2021), and Putra & Pramudana (2021). The study conducted by Saraswathi and Wardana (2021) further supports the existing research findings that highlight the favorable and significant impact of customer experience on the propensity to reuse Grabfood services in Denpasar City. This study diverges from previous studies conducted by Giantari et al. (2013) and Han et al. (2019), which found that the impact of customer experience on intention to reuse was deemed to be statistically negligible. This implies that buyers may not consistently exhibit the intention to engage in product reuse, notwithstanding their prior purchasing experiences.

This study aims to address the existing research gap concerning the impact of brand image and customer experience on the intention to reuse e-commerce platforms. Specifically, trust is introduced as a mediating variable to further explore its role in mediating the relationship between brand image, customer experience, and the intention to reuse among e-commerce users. Trust plays a significant role in influencing the intention to engage in repeat transactions with an e-commerce platform for certain items or services, alongside factors such as brand image and customer experience (Mahendra & Putri, 2022). Trust has been widely recognized as a fundamental component in customer connections and their decision-making processes pertaining to organizations (Han et al., 2019). The interpretation of understanding consumer needs and expectations encompasses both present and future requirements. Faridatullah (2020) asserts that the establishment of trust is contingent upon customers' wishes and requirements, leading them to rely on other entities to meet their

expectations. When consumers place trust in a brand, it increases the likelihood that they will express a desire to engage in repeat usage of the company's products or services. In order to foster consumer trust and encourage repeat usage of the Bukalapak e-commerce platform as an online shopping site, it is imperative for the platform to establish a strong brand image. Sudirman et al. (2020) assert that trust constitutes a fundamental pillar within the realm of business. Establishing confidence in the enduring relationship between a firm and its customers is a crucial element in fostering a perception of security, reciprocal trust, and loyalty. Tirtayasa (2021) asserts that the establishment of consumer confidence in a brand, organization, or service provider platform is an essential requirement within the realm of commercial operations. Hence, when a consumer possesses a positive belief regarding a certain product or service, there is a strong probability that the consumer will engage in repeat usage of said product or service (Silaen & Prabawani, 2019). The decision to use the Bukalapak e-commerce application presents a dual advantage for the firm. Firstly, it offers the potential for business growth and profitability. Secondly, it enhances the company's visibility and reputation among a vast consumer base that actively engages with this e-commerce platform. The assertion is substantiated by the findings of Putra and Pramudana (2021), who suggest that trust has a positive and statistically significant direct impact on consumer purchase intentions.

The Technology Acceptance Model (TAM) is a prominent behavioral model utilized in the field of management information systems to examine the adoption and usage of information technology. The Technology Acceptance Model (TAM) was proposed by Davis (1989: 32), who created a conceptual framework to analyze the factors influencing individuals' inclination towards adopting information technology. The Technology Acceptance Model (TAM) is a theoretical framework that examines users' attitudes towards the adoption and utilization of information technology. It does so by assessing the perceived benefits and ease of use associated with information technology. The Technology Acceptability Model (TAM) is a commonly employed framework for forecasting user acceptability and utilization, which is contingent upon individuals' judgments regarding the ease of utilizing information technology (Afifah & Sri Wedyanesti, 2017).

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA), which originated in 1967. Ajzen (1991) posits that the Theory of Planned Behavior is a theoretical framework predicated on the underlying assumption that individuals tend to exhibit suitable behavior, characterized by sensible and rational actions. Human beings typically exhibit rational behavior, characterized by a thoughtful consideration of the potential consequences of their actions before engaging in a particular behavior. This theoretical framework offers a structure for examining an individual's attitude towards their actions. This theory also provides a basis for a belief viewpoint that may shape an individual's inclination towards engaging in particular behaviors. The trust viewpoint is operationalized by integrating different traits, qualities, and attributes of specific information, hence generating the inclination to engage in certain behaviors (Yuliana, 2018).

The concept of brand holds significant importance in the realm of corporate operations. According to Aslam et al. (2018), the presence of a brand enables consumers to readily distinguish a product from its competitors. The concept of brand serves as a means of distinguishing one brand from another, as noted by Hasugian (2015). Hence, it is imperative for a brand or logo to effectively embody the corporate identity of the organization. The establishment of a positive brand image and the subsequent safeguarding and augmentation of such brand within the market are of utmost significance for corporations. Brand image refers to the perception held by consumers regarding a brand, which manifests as cognitive associations within the brains of consumers or individuals (Srinandari & Sunariani, 2022). The concept of brand image pertains to the perception of a brand that is formed within the minds of consumers. Febriani and Sudaryanto (2018) assert that a brand can be defined as a visual representation, such as a name, symbol, picture, or a combination thereof, which serves as a distinguishing factor between products and services in the marketplace, setting them apart from their competitors. According to Dirsehan and Kurtulus (2018), in light of intensifying competition, the implementation of an effective branding strategy has become

imperative in order to establish a distinct perception among consumers.

The concept of customer experience has garnered significant attention within contemporary marketing techniques. Srinandari and Sunariani (2022) claim that customer experience serves as a competitive advantage for products or brands, facilitating the attraction of new customers and the retention of existing ones. According to the Kamus Besar Bahasa Indonesia (KBBI), experience can be defined as something that has been personally encountered, undergone, or perceived. The concept of customer experience refers to the response that emerges as a result of interactions and relationships established during the utilization of a certain product or service (Zalma & Yusuf, 2021). According to Wongso (2020), the formation of experiences resulting from interactions can be assessed based on two dimensions: usability and emotional impact. According to the research conducted by Badriah and Juanim (2019), customer experience refers to the establishment of a rational and emotional connection between the customer and the brand. This connection is formed in response to specific stimuli, and it is optimized through sensory perception, emotional engagement, cognitive processing, actionable behavior, and relationship building. The purpose of incorporating these elements into marketing efforts, both prior to and after purchase, is to enhance customer satisfaction and foster customer loyalty. Dinillah (2021) posits that the augmentation of consumer interest in ongoing purchases is attributed to the encounter and alignment with anticipated norms and experiences. Consumer views towards products might be influenced by their direct experience in trying and assessing them. The manner in which a customer engages in shopping and eating a certain product can significantly influence their decision-making process, determining whether they will persist with their current purchasing practices or opt for an alternative approach (Mokalu et al., 2019). According to Prabandari (2018), the success of a product or service brand in creating a lasting impression on consumers may be achieved by the incorporation of value in all aspects of the product or service.

Trust is a customer attitude that pertains to an individual's continuous assessments, emotions, and inclinations towards a certain product (Sonia & Devi, 2018). Moreover, the study conducted by Liu and Tang (2018) provides a definition of trust as the perception held by a client regarding the likelihood of consistent and reliable behavior aligning with their expectations. Trust is a crucial element among the several aspects that impact the frequency of buying and selling transactions. The establishment of trust is a process that unfolds gradually, with its degree influenced significantly by previous purchasing encounters (Armilawati et al., 2020). According to Han et al. (2019), trust may be defined as a robust conviction in a certain entity or concept, and it plays a crucial role in upholding the ongoing connection between customers and service providers.

Reuse the concept of intention to reuse refers to an individual's inclination or desire to reuse an item when it is needed again, as discussed by Effendy (2020). Consumer interest refers to the inclination of individuals to acquire further knowledge about a certain product (Schiffman & Kanuk, 2015). Schiffman and Kanuk (2015) assert that consumer purchases can be categorized into two distinct types: trial purchases and recurrent purchases. Trial purchases refer to instances when customers make initial purchases or utilize a product associated with a specific brand. During these occasions, consumers engage in direct product testing and evaluation as a means to study its attributes. When a consumer is satisfied with a trial purchase and expresses a willingness to reuse the product, this particular sort of transaction is referred to as a purchase for reuse. If the consumer expresses satisfaction, it is likely that they will demonstrate a willingness to engage in future transactions and potentially recommend the product or service to others.

RESEARCH HYPOTHESIS AND CONCEPTUAL FRAMEWORK

The primary objective of brand functions is to captivate consumer interest. A strong brand possesses the ability to be easily recalled by consumers and can exert a significant influence on their purchasing decisions and repurchasing behavior. According to the findings of Amiroh's (2019) study, it was determined that the brand image of Shopee e-commerce

platform exerts a noteworthy and favorable impact on individuals' desire to engage in repeated usage of the platform. Ningrum and Rizan (2021) discovered comparable findings, indicating that brand image exerts a positive and substantial influence on the intention to reuse. Their study suggests that a favorable brand image of a company stimulates consumers to enhance their inclination to reuse a product, resulting in a higher likelihood of reuse. Conversely, a product with a weaker brand image diminishes the potential for reuse among consumers. The findings of this study align with previous research conducted by Dewi and Ekawati (2019), Ekaprana et al. (2020), and Sunu and Rahanatha (2021), which reported that the brand image variable has a statistically significant and beneficial impact on the intention to reuse. Contrary to the aforementioned viewpoint, Bupalan et al. (2019) argue that brand image exerts a non-significant and adverse impact on the desire to reuse. The initial hypothesis is formulated as follows:

H1: Brand images positive and significant effect on the intention to reuse.

According to Kim et al. (2004), a favorable impact on the intention to engage in future transactions can be observed when individuals have a nice and satisfactory experience throughout their purchase. According to Febrian and Ahluwalia (2020), individuals who possess prior experience in utilizing e-commerce for shopping purposes are more likely to have a greater inclination to engage with e-commerce platforms again, as compared to those who lack such prior experience. The positive correlation between a consumer's customer experience and their intention to reuse items or services has been highlighted in previous research (Foster, 2017). This, in turn, has implications for the overall product reuse behavior. According to Lien et al. (2015), the impact of customer advantages and satisfaction on consumer intentions to engage in reuse activities was examined.

According to Kim and Yoo (2020), the act of purchasing goods online and the subsequent experience associated with it have a notable and constructive impact on the desire to engage in future reuse. This influence is not solely determined by social attitudes and behavior, but encompasses a broader range of factors. The findings of several studies, including those done by Saraswathi and Wardana (2021), Fitria et al. (2021), Otivia and Sukaatmadja (2020), and Aditya and Jatra (2019), collectively demonstrate a strong and positive correlation between customer experience and the desire to reuse. The research conducted by Putra and Pramudana (2021) demonstrated a similar finding, indicating a positive correlation between the perceived customer experience and the likelihood of revisiting Grab services. Contrary findings have been reported in other studies, as indicated by Giantari et al. (2013) and Han et al. (2019), suggesting that consumers' purchase experiences do not consistently foster product reuse. The second hypothesis is formulated as follows.

H2: Customer experience has a positive and significant effect on the intention to reuse.

The establishment of a strong brand image holds significant importance in enhancing consumer confidence towards a particular product. According to Khasanah and Sudarwanto (2021), trust in a brand refers to the inclination of customers to place their faith in the brand despite the associated risks, driven by the expectation that the brand will deliver favorable outcomes for customers. According to Kotler and Keller (2016), brand image refers to the thoughts and beliefs that customers hold, which are manifested or ingrained in their brains and memories. This perception may arise from the facts available or from customers' previous interactions with the brand.

According to a study conducted by Rodiques and Rahanatha (2018), it was found that brand image has a favorable and significant impact on trust. According to the findings of Mertha and Respati (2022), Winangun and Nurcaya (2020), Putra and Sulistyawati (2019), as well as Sudirman et al. (2020), it has been established that brand image exerts a favorable and substantial influence on brand trust. This discovery corroborates the findings of a study conducted by Huda and Nugroho (2020), which shown that the brand image of Oppo smartphones has a substantial and beneficial influence on brand trust among its customers. This implies that there is a positive correlation between the perceived quality of a brand's image and the level of trust placed in that brand. The formulation of the following hypothesis was derived from the positive outcomes observed in prior investigations:

H3: Brand image has a positive and significant effect on trust.

The role of customer experience is significant in influencing the intention to engage in repeat usage of a product or service. According to Mohmed et al. (2013), there exists a positive correlation between trust and customer experience in the context of online buying. Weisberg et al. (2011) found that individuals with a greater level of customer experience exhibit a heightened sense of trust and a greater propensity to engage in future reutilization, in contrast to individuals lacking prior customer experience. Endang and Indriani (2021) have established that the influence of customer experience on trust is both positive and strong. The aforementioned findings from the studies conducted by Ardiyanto & Basri (2021), Zalma et al. (2021), Saraswathi & Wardana (2021), Seber (2019), and Agustin & Warmika (2019) also support the notion that experience has a positive and significant impact on trust. This implies that a favorable experience with a product or service can lead to increased levels of consumer trust. Consequently, the hypothesis of this study is:

H4: Customer experience has a positive and significant effect on trust.

The establishment and maintenance of enduring connections with sellers is contingent upon the presence of consumer trust (Blome et al., 2023). According to Giovanis and Athanasopoulou (2018), the establishment of trust between customers and service providers leads to client retention and positive word-of-mouth referrals. When consumers possess a high level of trust in a specific brand or service, they have a sense of security and ease in utilizing said brand or service. According to the findings of Febrian et al. (2021), trust plays a crucial role in shaping consumers' intention to reuse online platforms. The study reveals that when consumers perceive strong guarantees regarding the security of their personal data, the reliability of online payment processes, and the honesty of online service providers on a website or application, their intention to reuse the platform is significantly higher. This positive relationship between trust and intention to reuse is driven by consumers' belief in the credibility and dependability of the online platform. According to a study conducted by Silaen and Prabawani (2019), it was found that trust has a favorable and significant impact on the desire to reuse. The aforementioned research studies, conducted by Saleem et al. (2017), Trivedi and Yadav (2018), and Tong (2020), have all reported similar results indicating a positive and statistically significant relationship between trust and the desire to reuse. According to Narahdita et al. (2020), similar findings were reported, indicating that trust plays a significant role in influencing the desire to reuse mobile payment services among postgraduate students at Brawijaya University in Malang. Based on the empirical findings presented in the aforementioned research, the study proposes the following hypotheses:

H5: Trust has a positive and significant effect on the intention to reuse.

The utilization of e-commerce platforms for marketing items has the potential to establish a brand image among consumers in an indirect manner. This is achieved by the strategic promotion of products via e-commerce channels, including social media platforms and personal websites. Such marketing efforts on social media platforms can effectively cultivate a brand image among consumers (Pratiwi & Ekawati, 2020). There exists a positive correlation between the strength of a company's brand image and the likelihood of consumers choosing to engage with online platforms, specifically in the context of e-commerce. The management of brand image is a crucial consideration for firms. Consumers commonly rely on brand image as a point of reference prior to engaging with a product or service. Consequently, it is imperative for companies to effectively establish an appealing brand image and articulate the advantages of their offerings in alignment with consumer desires and requirements. By doing so, companies can cultivate a positive perception of their brand among consumers (Fouratama & Arifin, 2018). The findings of several studies conducted by Mahendra & Putri (2022), Ningrum et al. (2021), Yuniarti (2020), and Wicaksono & Ellyawati (2020) indicate that trust plays a crucial role in moderating the impact of brand image on the intention to reuse. These studies together demonstrate that trust has a positive and statistically significant influence on the relationship between brand image and the intention to reuse.

H6: Trust has a positive and significant effect mediating the effect of brand image on reuse intention.

Zalma et al. (2021) propose that trust and experience serve as key markers for assessing the inclination to engage in repeat usage of a product or service. Sofiani and Sagir (2022) assert that customer experience and trust serve as crucial pillars in all industries, as they facilitate the likelihood of consumers reengaging with services or products by fostering a sense of confidence and satisfaction. Satisfied consumers typically exhibit higher levels of loyalty compared to unsatisfied customers, sometimes demonstrated by their repeated utilization of items or services. Seber (2019) posits that trust plays a beneficial mediating role in the association between online experience and the intention to repurchase products on e-commerce platform services.

According to the study conducted by Weisberg et al. (2011), trust has been identified as a mediating factor in the association between customer experience and the propensity to engage in repeat transactions on e-commerce platforms. The findings shown here are consistent with the research undertaken by Zalma et al. (2021), Putra and Pramudana (2021), and Saraswathi and Wardana (2021). These studies have indicated that trust serves as an effective mediator in the relationship between customer experience and the desire to reuse online platforms. This implies that a positive customer experience is positively correlated with a higher level of trust, which in turn might enhance the intention to engage in future transactions on the e-commerce platform. Based on the empirical findings of the aforementioned investigation, the paper proposes the following hypotheses:

H7: Trust has a positive and significant effect mediating the effect of customer experience on reuse intentions.

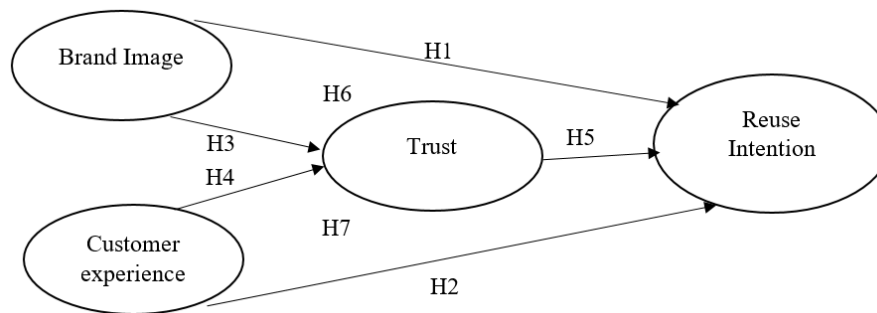


Figure 1 – Conceptual Framework

METHODS OF RESEARCH

This research is associative because this research aims to describe and test the hypothesis of a relationship between two or more variables (Sugiyono, 2021: 65), namely the relationship between brand image and repurchase intention which is mediated by trust and the relationship between customer experience and repurchase intention, mediated by trust. This research was conducted on users Bukalapak in Denpasar City who want to buy back. The population in this study are all users e-commerce Bukalapak, where the population size is unknown. The sample in this study is a representative respondent or can represent the population. The sampling method used is non-probability sampling, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The non-probability sampling technique chosen was purposive sampling, namely a sampling technique with certain considerations (Sugiyono, 2021:131). The criteria used in selecting respondents are as follows: (1) Minimum education is at the SMA/SMK level with the consideration that someone with a minimum education level of SMA/SMK already has a broader understanding so that they are able to fill out and understand the questionnaire well, (2) Respondents domiciled in Denpasar City, (3) Have at least made a purchase using Bukalapak e-commerce in 1 transaction. According to Sugiyono (2021: 144) if the research is to carry out a multivariate analysis, then the number of samples used to obtain good results can be determined at least

5-10 times the number of indicators used. The number of indicators used in this study were 14 indicators so that the number of respondents taken as samples was 140 respondents. Collecting data in this study is a survey method with a questionnaire distribution technique. Questionnaires are an efficient data collection method if the variables are known with certainty. The questionnaire method is suitable for use when the number of respondents is quite large and spread over a large area. The questionnaire is in the form of a Google Form which is distributed through social media such as Line, Whatsapp, Facebook, Instagram and other social media. The questionnaire is evaluated first so that to test it requires validity and reliability testing so that the questionnaire is feasible to use. In this study, inferential statistics are used is a PLS-based SEM analysis.

RESULTS AND DISCUSSION

Respondent characteristic data is respondent data collected to determine the profile of research respondents. Based on the results of research conducted on Bukalapak e-commerce users in Denpasar City, it can be seen that the characteristics of the respondents have several different characteristics in filling in the respondent's identity. The characteristics of the respondents in this study are presented in Table 1.

Table 1 – Characteristics of Respondents

No	Variable	Classification	Number of people)	Percentage (%)
1	Gender	Man	84	60.0
		Woman	56	40.0
	Total		140	100
2	Age	18-21 years old	30	21.4
		22-26 years old	62	44.3
		27-31 years old	31	22.1
		32-36 years old	8	5.7
		>36 years old	9	6.4
	Total		140	100
3	Last education	Diploma	9	6.4
		Bachelor	84	60.0
		High school	47	33.6
	Total		140	100
4	Occupation	Civil servant	9	6.4
		Private employees	38	27.1
		Student	44	31.4
		Self-employed	49	35.0
	Total		140	100

Source: Data processed, 2023.

Based on Table 1, it can be seen that the number of Bukalapak e-commerce users in Denpasar City was 140 people as a sample. Consumers who are part of the Bukalapak e-commerce segment in Denpasar City are male teenagers in the age range of 22-26 years, this shows that men are more active in using Bukalapak e-commerce, compared to women. Based on the latest education of Bukalapak e-commerce users in Denpasar City who have a Bachelor's education that dominates, this indicates that the market share of Bukalapak e-commerce in Denpasar City is consumers who have a high level of education considering that people with undergraduate education already have a higher level of education. Users who become the Bukalapak e-commerce segment in Denpasar City are users who have self-employed jobs, this indicates that the target of Bukalapak e-commerce in Denpasar City are users who actively carry out the buying and selling process, this is because entrepreneurs are more active in using e-commerce commerce Bukalapak for transactions.

The outer model, alternatively referred to as the outer relation or measurement model, delineates the manner in which each indicator block is associated with latent variables (Hengky and Ghozali, 2016). The assessment of the measurement model, also known as the outer model, is conducted to evaluate the validity and reliability of the model. In the realm of

structural equation modeling (SEM), the assessment of validity entails the examination of both convergent validity and discriminant validity, alongside the evaluation of composite reliability and Cronbach's alpha.

Convergent validity is a statistical measure that assesses the degree of correlation between constructs and latent variables. The assessment of convergent validity can be observed through the examination of the loading factor associated with each indicator of a given construct. An optimum value for the loading factor is more than 0.7, indicating that the indicator is valid for measuring the construct it represents. In the context of empirical research, it is deemed appropriate for a loading factor value to exceed 0.5. Indeed, certain specialists exhibit a level of tolerance towards 0.5. The aforementioned value represents the proportion of constructs that possess the ability to elucidate the variability observed in the indicators (Hengky and Ghazali, 2016). The association between the indicators and the variables is presented in Table 2.

Table 2 – Outer Loadings

	Original Sample	T Statistics	P Values
M1 <- Trust	0.917	66,984	0.000
M2 <- Trust	0.957	161,159	0.000
M3 <- Trust	0.815	27,147	0.000
M4 <- Trust	0.932	79,512	0.000
X1.1 <- Brand image	0.933	60,060	0.000
X1.2 <- Brand image	0.936	84,874	0.000
X1.3 <- Brand image	0.894	58,749	0.000
X1.4 <- Brand image	0.944	103,029	0.000
X2.1 <- Customer experience	0.954	142,736	0.000
X2.2 <- Customer experience	0.964	171,422	0.000
X2.3 <- Customer experience	0.927	74,766	0.000
Y1 <- Reuse intention	0.933	95,710	0.000
Y2 <- Reuse intention	0.914	76,469	0.000
Y3 <- Reuse intention	0.813	19010	0.000

Source: Data processed, 2023.

Based on Table 2, the output results meet convergent validity because the loading factor is above 0.70. The brand image variable (X1) indicator X1.4 has the highest outer loadings value compared to other indicators, namely 0.944, so it can be explained that this indicator can reflect the brand image variable (X1).

Table 3 – Cross Calculation Results loading

Indicator	Brand image	Customer experience	Trust	Reuse intention
M1	0.697	0.676	0.917	0.747
M2	0.703	0.675	0.957	0.824
M3	0.589	0.444	0.815	0.574
M4	0.649	0.618	0.932	0.728
X1.1	0.933	0.568	0.642	0.585
X1.2	0.936	0.667	0.686	0.697
X1.3	0.894	0.630	0.694	0.715
X1.4	0.944	0.664	0.677	0.687
X2.1	0.634	0.954	0.645	0.746
X2.2	0.643	0.964	0.589	0.698
X2.3	0.668	0.927	0.678	0.735
Y1	0.662	0.795	0.745	0.933
Y2	0.663	0.670	0.775	0.914
Y3	0.614	0.559	0.597	0.813

Source: Data processed, 2023.

The customer experience variable (X2) indicator X2.2 has the highest outer loadings value compared to other indicators, namely 0.964, so it can be explained that this indicator can reflect the Indovasi variable (X2). From the trust variable (M) the M2 indicator for services has the highest outer loadings value compared to other indicators, namely 0.933, it

can be explained that this indicator can reflect the trust variable (M). From the variable intention to reuse (Y) the Y1 indicator has the highest outer loadings value compared to other indicators, namely 0.933, it can be explained that this indicator can reflect the variable intention to reuse (Y).

Discriminant validity is established when two distinct measurement instruments, designed to assess two separate constructs that are expected to be unrelated, yield scores that exhibit no significant correlation (Ghozali, 2016). An indicator is considered valid if its cross loading value is higher than the cross loading values of other variables within the variable of interest. The present study presents the computational findings about the discriminant validity of reflexive indicators. The outcomes of cross loading calculations are presented in Table 3.

Based on Table 3 it can be seen that the correlation of the brand image variable (X1) with its indicators is higher than the correlation of customer experience (X2), trust (M) and intention to reuse (Y). The customer experience correlation variable (X2) with indicators is higher than brand image (X1) trust (M) and intention to reuse (Y). Then the correlation of the trust variable (M) with the indicator is higher than the correlation of brand image indicators (X1), customer experience (X2) and intention to reuse (Y). Furthermore, the correlation of intention to reuse (Y) with indicators is higher than the correlation of customer experience indicators (X2), trust (M) and brand image (X1). It can be explained that all indicators for each variable are valid.

Discriminant validity is said to be achieved when two distinct measurement instruments, designed to assess two separate constructs that are expected to have no correlation, yield scores that exhibit no significant correlation (Ghozali, 2016). An alternative approach to evaluate discriminant validity involves comparing the average variance extracted (AVE) for each variable with the correlation coefficients between the variables and other variables within the model. The model demonstrates adequate discriminant validity when the average variance extracted (AVE) value for each variable exceeds 0.50, as indicated in Table 4.

Table 4 – Average Variance Extracted Values

Research variable	AVE
Brand image (X1)	0.859
Customer experience (X2)	0.900
Trust (M)	0.823
Reuse intention (Y)	0.789

Based on Table 4, it can be explained that the AVE value of the variable brand image, customer experience, trust and intention to reuse. Having an AVE value for each variable is greater than 0.50, so the model can be said to be good. Measuring the reliability of a construct with reflexive items can be done in two ways, namely by Cronbach's Alpha and Composite Reliability. Composite Reliability (CR) is better at measuring internal consistency than Cronbach's Alpha because it does not assume the same weight of each indicator. Cronbach's Alpha tends to estimate lower than Composite Reliability. Composite Reliability interpretation is the same as Cronbach Alpha. Limit value ≥ 0.7 (Ghozali, 2016).

Table 5 – Instrument Reliability Research Results

Variable	Composite Reliability	Cronbach's Alpha	Information
Brand image (X1)	0.961	0.945	Reliable
customer experience (X2)	0.964	0.944	Reliable
Trust (M)	0.949	0.927	Reliable
Reuse intention (Y)	0.918	0.865	Reliable

Source: Data processed, 2023.

The output results of composite reliability and cronbachs alpha for brand image, customer experience, trust, and intention to reuse are all above 0.70. So it can be concluded

that the variable has good reliability.

The inner model or structural model describes the relationship between latent variables based on the substantive theory. Inner model testing is done by looking at the value of the Structural Model Evaluation through Q-Square Predictive Relevance (Q²). Q-Square Predictive Relevance (Q²) is a measure of how well the observations made give results to the research model. The Q-Square Predictive Relevance (Q²) value ranges from 0 (zero) to 1 (one). The closer to 0 the Q-Square Predictive Relevance (Q²) value, gives an indication that the research model is getting worse, while on the contrary the further away from 0 (zero) and getting closer to the value 1 (one), this means that the research model is getting better. Models of the influence of brand image, customer experience and trust on reuse intentions provide R-square values as listed in Table 6.

Table 6 – R-square

Variable	R Square
Trust	0.589
Reuse intention	0.745

$$Q^2 = 1 - (1 - R^2) (1 - R^2) = 0.794$$

The results of the Q² calculation are 0.895, so the conclusion is that 89.5% of the variable intention to reuse e-commerce users Bukalapak in Denpasar City is influenced by brand image, customer experience and trust, while the remaining 10.5% is influenced by other variables not included in the research model or outside the research model. Referring to the strong and weak criteria of the model based on the Q-Square Predictive Relevance (Q²), as stated by Latan and Ghozali (2015: 80), this model is classified as very strong.

Hypothesis testing is done by testing the p-statistics (p-value). If in this test a p-value <0.05 is obtained, it means that the test is significant and vice versa if the p-value is > 0.05, it means that it is not significant. If the test results find significant outer loading, this indicates that the indicator is considered to be used as a measure of latent variables. Meanwhile, if the test results on the inner model are significant, it can be interpreted that there is a significant influence of latent variables on other latent variables. Based on the results of the PLS analysis, it shows the direction and influence of each independent variable on the dependent variable.

Based on Table 7 it can be seen the results **the** influence of brand image on the intention to reuse of 0.158, with p-values 0.017 <0.05 indicating that H₀ is rejected and H_a is accepted, namely brand image has a significant positive effect on the intention to reuse e-commerce Bukalapak users in Denpasar City.

Based on Table 7 it can be seen the results influence of customer experience on intention to reuse of 0.363, with p-values 0.000 <0.05 indicating that H₀ is rejected and H_a is accepted, namely customer experience has a significant positive effect on the intention to reuse e-commerce Bukalapak users in Denpasar City. Based on Table 7 it can be seen the results **the** effect of brand image on trust is 0.505, with P values of 0.000 <0.05 indicating that H₀ is rejected and H_a is accepted, namely brand image has a significant positive effect on trust in Bukalapak e-commerce users in Denpasar City. Based on Table 7 it can be seen the results **the** effect of customer experience on trust is 0.328, with P values 0.000 <0.05 indicates that H₀ is rejected and H_a is accepted, that is customer experience has a significant positive effect on trust in Bukalapak e-commerce users in Denpasar City. Based on Table 7 it can be seen the results **the** effect of trust on the intention to reuse is 0.440, with a p-value of 0.000 <0.05 indicating that H₀ is rejected and H_a is accepted, that is, trust has a significant positive effect on the intention to reuse in Bukalapak e-commerce users in Denpasar City.

Based on Table 7 it can be seen the results **the** influence of brand image on the intention to reuse by mediating trust of 0.222, with p-values of 0.000 <0.05 indicating that H₀ is rejected and H_a is accepted, namely trust can mediate the effect of brand image on the intention to reuse e-commerce Bukalapak users in Denpasar City.

Table 7 – Hypothesis test

Hypothesis	Correlation coefficient	p values	Information
Brand image -> Reuse intention	0.158	0.017	Accepted
Customer experience -> Reuse intention	0.363	0.000	Accepted
Brand image -> Trust	0.505	0.000	Accepted
Customer experience -> Trust	0.328	0.000	Accepted
Trust -> Reuse intent	0.440	0.000	Accepted
Brand image -> Trust -> Reuse intent	0.222	0.000	Accepted
Customer experience -> Trust -> Reuse intention	0.144	0.000	Accepted

Data: Source processed, 2023.

Based on Table 7 it can be seen the results influence of customer experience on reuse intention by mediating trust of 0.144, with p-values of 0.000 <0.05 indicating that H_0 is rejected and H_a is accepted, namely Trust can mediate the influence of customer experience on the intention to reuse e-commerce Bukalapak users.

Role mediation shows connection between variable independent and dependent through variable liaison or mediation. Influence variable to variable dependent No in a manner occurs directly but through a transformation process represented by a mediating variable.

If mark VAF on 80%, so show role M as mediation full (full mediation). M is categorized as a partial mediation if the VAF value ranges from 20% to with 80%, but if the VAF value is less than 20% it can be concluded that there is almost no effect mediation. Based on the VAF test, the calculated value is 58.42%, which is between 20% -80%, so it can be categorized as a partial mediation, so trust partially mediates the influence of brand image on the intention to reuse Bukalapak e-commerce users in Denpasar City, which means that brand image can affect the intention to reuse Bukalapak e-commerce users in Denpasar City with or without through trust.

Based on the VAF test, the calculated value is 28.40%, which is between 20% -80%, so it can be categorized as a partial mediation, so trust partially mediates the effect of customer experience on the intention to reuse Bukalapak e-commerce users in Denpasar City, which means that customer experience can have an effect on the intention to reuse Bukalapak e-commerce users in Denpasar City with or without going through trust.

DISCUSSION OF RESULTS

Effect of Brand Image on Reuse Intentions

The study's hypothesis on the impact of brand image on reuse intention suggests that there is a statistically significant positive relationship between brand image and reuse intention among users of the Bukalapak e-commerce platform in Denpasar City. The coefficient of 0.158 indicates the strength of this relationship, and the p-value of 0.017, which is less than the significance level of 0.05, further supports the statistical significance of the findings. The relationship between the perceived brand image of Bukalapak e-commerce among consumers in Denpasar City and their intention to reuse the platform is positively correlated. The hypothesis regarding the impact of brand image on the intention to reuse Bukalapak e-commerce among consumers in Denpasar City is accepted, as it demonstrates a positive and statistically significant effect. The primary objective of brand functions is to captivate consumer interest, as a strong brand possesses the ability to be readily recalled by consumers and exert influence over their repeat purchase decisions.

According to the findings of Amiroh's (2019) study, it was determined that the brand image of Shopee e-commerce platform exerts a notable and favorable influence on individuals' propensity to engage in repeat usage. Ningrum and Rizan (2021) discovered comparable findings indicating that brand image exerts a favorable and substantial impact on the propensity to engage in repeat usage. The findings of this study suggest that a positive brand image of a company can positively influence customers' inclination to reuse a product, with a stronger brand image leading to a higher likelihood of reuse. Conversely, a weaker brand image is associated with a decreased possibility for consumer reuse. The findings of

this study are consistent with other research undertaken by Dewi and Ekawati (2019), Ekaprana et al. (2020), and Sunu and Rahanatha (2021), which yielded data indicating a statistically significant positive relationship between the brand image variable and the intention to reuse. Contrary findings have been reported in other studies, such as the research conducted by Bupalan et al. (2019), which suggests that brand image does not have a substantial impact on the intention to reuse.

Effect of customer experience on reuse intention

The conducted study was to examine the impact of customer experience on reuse intentions among users of the Bukalapak e-commerce platform in Denpasar City. The findings of the study revealed a statistically significant and positive relationship between customer experience and reuse intentions. The coefficient of 0.363 indicates the strength of this relationship, and the p-value of 0.000, which is less than the predetermined significance level of 0.05, further supports the significance of the relationship. The intention to reuse Bukalapak e-commerce among users in Denpasar City is expected to increase in direct proportion to the level of customer experience perceived by these consumers. Based on the aforementioned findings, it can be concluded that the hypothesis positing a positive and statistically significant relationship between customer experience and the intention to reuse Bukalapak e-commerce among users in Denpasar City is supported. According to Kim et al. (2004), a positive impact on the intention to engage in future transactions can be observed when individuals have a nice and satisfactory experience during their buy transactions. According to Febrian and Ahluwalia (2020), individuals who possess prior experience in utilizing e-commerce for shopping purposes are more likely to have a greater inclination to engage in repeat usage of e-commerce platforms compared to those lacking such expertise. According to Foster (2017), a positive customer experience significantly influences the likelihood of consumers reusing products or services, hence affecting the overall product reuse.

According to Lien et al. (2015), the relationship between the rewards and enjoyment experienced by consumers significantly influences their propensity to engage in reuse activities. According to Kim and Yoo (2020), prior experiences with online purchasing have a notable and affirmative impact on the intention to engage in future reuse. This influence is not just determined by social ideas and behaviors. The findings of several studies conducted by Saraswathi and Wardana (2021), Fitria et al. (2021), Otiya and Sukaatmadja (2020), and Aditya and Jatra (2019) collectively demonstrate that customer experience has a favorable and noteworthy impact on the intention to engage in repeat usage. A study done by Putra and Pramudana (2021) demonstrated a similar finding, indicating a positive relationship between perceived customer experience and the likelihood of recurring Grab services. Contrary findings have been reported by earlier studies, as indicated by Giantari et al. (2013) and Han et al. (2019). These studies suggest that consumers who have had a prior purchase experience may not consistently exhibit a propensity to engage in repeat service utilization.

The influence of brand image on trust

Testing the hypothesis on the effect of brand image on trust shows that brand image has a positive and significant effect on trust in Bukalapak e-commerce users in Denpasar City, with a coefficient of 0.505, with p-values $0.000 < 0.05$. That is, the better the brand image Bukalapak e-commerce that is felt by users in Denpasar City, the trust in Bukalapak e-commerce users in Denpasar City will also get stronger. Based on this, the hypothesis of the influence of brand image has a significant positive effect on trust in Bukalapak e-commerce users in Denpasar City can be accepted. A good brand image is very important to increase consumer confidence in a product. Khasanah & Sudarwanto (2021) state that trust in the brand is the willingness of customers to trust the brand with all the risks because there is hope that the brand promises in providing positive results for customers. Kotler & Keller (2016) defines brand image as the perceptions and beliefs held by customers, which are reflected or embedded in the minds and memories of the customers themselves. This perception can be formed from information or past experiences of customers towards the

brand. Previous research conducted by Rodrigues & Rahanatha (2018) stated that trust is positively and significantly influenced by brand image. In research conducted by Mertha & Respati (2022), Winangun & Nurcaya (2020), Putra & Sulistyawati (2019) and Sudirman et al., (2020) also stated that brand image has a positive and significant effect on brand trust. This finding reinforces the results of research conducted by Huda & Nugroho (2020) that brand image has a positive and significant impact on brand trust for Oppo smartphone users. This means that the better the brand image that a brand has, the higher the trust in the brand.

The influence of customer experience on trust

Testing the hypothesis on the effect of customer experience on trust shows that customer experience has a positive and significant effect on trust in e-commerce Bukalapak in Denpasar City, with a coefficient of 0.328, with p-values $0.000 < 0.05$. The better the customer experience felt by Bukalapak e-commerce users in Denpasar City, the more trust in Bukalapak e-commerce users in Denpasar City will also increase. Based on this, the hypothesis of the influence of customer experience has a significant positive effect on trust in Bukalapak e-commerce users in Denpasar City is accepted. Customer experience plays an important role in the intention to reuse a product or service. Customer experience in shopping online is positively correlated with trust (Mohmed et al., 2013). According to Weisberg et al., (2011) those who have more customer experience will have a higher feeling of trust, and a higher intention to reuse in the future compared to those who have no previous customer experience. According to Endang & Indriani (2021) customer experience has a positive and significant influence on trust. The same thing was also obtained from the results of research conducted by Ardiyanto & Basri (2021), Zalma et al., (2021), Saraswathi & Wardana (2021), Seber (2019), and Agustin & Warmika (2019) which both showed customer experience has a positive and significant influence on trust, which means that a good experience in using a product or service will affect the higher level of consumer trust.

Effect of trust on reuse intention

Testing the hypothesis on the effect of trust on reuse intentions shows that trust has a positive and significant effect on reuse intentions of Bukalapak e-commerce users in Denpasar City, with a coefficient of purchase intention of 0.440, with p-values $0.000 < 0.05$. That is, the more trust that Bukalapak e-commerce users have in Denpasar City, the intention to reuse Bukalapak e-commerce users in Denpasar City will increase. Based on this, the hypothesis of the influence of trust has a positive and significant effect on the intention to reuse Bukalapak e-commerce users in Denpasar City is accepted. Consumer trust plays an important role in maintaining long-term relationships with sellers (Blome et al., 2023). Giovanis & Athanasopoulou (2018) stated that when customers trust a service provider, they will continue to use the service and will recommend the service provider to potential customers. If consumers have high trust in a particular brand or service, then these consumers feel safe and comfortable using that brand or service. Febrian et al. (2021) said that trust has a positive and significant influence on the intention to reuse online platforms, where the more consumers trust guarantees of personal data security, online payment processes, and the honesty of online service providers from a website or application, the consumer's intention to reuse is also higher because it is based on this belief. Research conducted by Silaen & Prabawani (2019) also states that trust has a positive and significant effect on the intention to reuse. Similar findings were also expressed through several research results which showed that trust had a positive and significant effect on intention to reuse (Saleem et al., 2017; Trivedi & Yadav, 2018; Tong, 2020). Narahdita et al., (2020) also said the same thing, namely trust has a positive influence on the intention to reuse.

The role of trust in mediating the effect of brand image on intention to reuse

Testing the hypothesis on the effect of brand image on reuse intentions with the mediation of trust shows that brand image has a positive and significant effect on reuse

intentions mediated by trust in Bukalapak e-commerce users in Denpasar City, with p-values $0.000 < 0.05$. Where trust partially mediates the influence of brand image on the intention to reuse e-commerce Bukalapak users in Denpasar City. Based on this, the hypothesis that trust plays a significant role in mediating the influence of brand image on the intention to reuse e-commerce Bukalapak users in Denpasar City is accepted. Marketing products using e-commerce can create a brand image for consumers indirectly, because marketing products through e-commerce such as social media and personal websites can build a brand image for consumers through users' social media (Pratiwi & Ekawati, 2020). The better the company's brand image, the higher the consumer's decision to reuse online platforms (e-commerce). Brand image is an important thing that companies need to pay attention to. Consumers tend to make brand image as a reference before using a product or service, then the company must be able to create a brand image that is attractive as well as describe the benefits of the product according to the wants and needs of consumers so that with thus consumers have a positive image of the brand (Fouratama & Arifin, 2018). Results of research conducted by Mahendra & Putri, 2022; Ningrum et al., 2021; Yuniarti, 2020 Wicaksono & Ellyawati, 2020 which states that trust has a positive and significant effect mediating the effect of brand image on the intention to reuse.

The role of trust in mediating the influence of customer experience on reuse intentions

Testing the hypothesis on the effect of customer experience on reuse intentions with mediation of trust shows that customer experience has a positive and significant effect on reuse intentions mediated by trust in Bukalapak e-commerce users in Denpasar City, with pvalues $0.000 < 0.05$. Where trust partially mediates the influence of customer experience on the intention to reuse e-commerce Bukalapak users in Denpasar City. Based on this, the hypothesis that trust plays a significant role in mediating the influence of customer experience on the intention to reuse e-commerce Bukalapak users in Denpasar City is accepted. Trust and experience are some of the indicators used in measuring the intention to reuse a product or service (Zalma et al., 2021). According to Sofiani & Sagir (2022) customer experience and trust are important foundations in every line of business, because with trust and good experience in using services or products, consumers are expected to reuse these services. Satisfied consumers tend to show more loyalty or loyalty than dissatisfied customers, one of which is by reusing products or services. According to Seber (2019) trust positively mediates the relationship between online experience and the intention to repurchase products on e-commerce platform services. Weisberg et al. (2011) found that trust is a variable that can mediate the relationship between customer experience and the intention to reuse e-commerce platforms for transactions. These results are in line with the results of research conducted by Zalma et al., (2021); Putra & Pramudana, (2021); and Saraswathi & Wardana, (2021) who stated that trust is the perfect mediation in customer experience towards the intention to reuse online platforms.

IMPLICATION OF RESEARCH RESULTS

Theoretical implications of the results of this study can enrich the empirical evidence of research models regarding reuse intentions, where the results of this research prove that brand image and customer experience can influence trust and can influence reuse intentions. The results of the mediation test in this study also obtained empirical evidence stating that trust is able to mediate the effect of brand image and customer experience on reuse intentions. Besides that, the theoretical implications of this research provide evidence that the Theory of Planned Behavior is a theory based on the assumption that Bukalapak e-commerce users in Denpasar City will usually behave appropriately, behave in a reasonable way, and think about the impact of their actions before deciding to do so. This theory also provides an understanding for studying the attitudes of Bukalapak e-commerce users in Denpasar City towards their behavior, where this theory also has a foundation for a belief perspective that can influence a person to carry out specific behavior.

This research is expected to be a consideration and input for other e-commerce parties

in increasing the intention to reuse by considering in terms of brand image, e-commerce parties are expected to be able to provide updated/latest application designs or sites so that they can attract users to make transactions on e-commerce. in terms of customer experience, e-commerce is expected to provide easy transaction procedures, this is because consumers prefer to shop online because of the ease of making transactions. in terms of trust, e-commerce is expected to increase consumer confidence by offering that e-commerce can meet the needs of consumers.

CONCLUSION

Based on the research results obtained, several conclusions can be drawn as follows.

- Brand image has a significant positive effect on the intention to reuse Bukalapak e-commerce users in Denpasar City, which means that the better the brand image owned by Bukalapak e-commerce, it can increase the intention to reuse Bukalapak e-commerce customers in Denpasar City;
- Customer experience has a significant positive effect on the intention to reuse Bukalapak e-commerce users in Denpasar City, which means that if the better the customer experience is felt by Bukalapak e-commerce users, it can increase the intention to reuse Bukalapak e-commerce customers in Denpasar City;
- Brand image has a significant positive effect on Bukalapak e-commerce trust, which means that the better the brand image owned by Bukalapak e-commerce, it can increase the trust of Bukalapak e-commerce users in Denpasar City;
- Customer experience has a significant positive effect on Bukalapak e-commerce trust, which means that if the better the customer experience is felt by Bukalapak e-commerce users, it can increase the trust of Bukalapak e-commerce users in Denpasar City;
- Trust has a positive and significant effect on the intention to reuse Bukalapak e-commerce customers, which means that the more trust that Bukalapak e-commerce users have, the higher the intention to reuse Bukalapak e-commerce users;
- Trust mediates the significant positive effect of brand image on the intention to reuse Bukalapak e-commerce customers, which means that if the better the brand image owned by Bukalapak e-commerce can increase trust, with increasing trust owned by Bukalapak e-commerce users, it will increasing the intention to reuse Bukalapak e-commerce users in Denpasar City;
- Trust mediates the significant positive effect of customer experience on the intention to reuse Bukalapak e-commerce customers, which means that if the better the customer experience felt by Bukalapak e-commerce users, it can increase trust, with increasing trust owned by Bukalapak e-commerce users, it will increasing the intention to reuse Bukalapak e-commerce users in Denpasar City.

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