UDC 332

THE ROLE OF TRUST AND SATISFACTION MEDIATED THE EFFECT OF EXPERIENCE ON REPURCHASE INTENTION

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ABSTRACT
Repurchase intention is a relevant dimension in the marketing literature, used by companies to predict sales of new products or repeat purchases of existing products, and also to show consumer trends to buy goods or services in the same store, and share experiences with friends and family. The repurchase intention of consumers cannot be separated from consumer trust and satisfaction. With the previous purchase experience, it will lead to an intention to repurchase. The study used an online questionnaire instrument distributed in cities on the island of Bali represented by Denpasar City. Respondents who answered as many as 130 people who have used Bukalapak at least twice repeat purchases within the last six months. Testing the research hypothesis using Structural Equation Modeling (SEM) analysis techniques based on Partial Least Square (PLS). The results showed that experience had a positive and significant effect on trust, satisfaction, and repurchase intention; and trust and satisfaction are able to significantly mediate the effect of experience on repurchase intention. Trust and satisfaction in this study partially mediate. The results of this study are able to enrich the development of marketing management science, especially related to e-commerce user behavior and support other empirical studies related to research variables. The practical implication of this research is that company can improve additional features, evaluate the accuracy of product delivery estimates, and intensify the advertising of products that get good reviews.

KEY WORDS
Experience, trust, satisfaction, repurchase intention.

Indonesia is one of the right target markets to sell products related to technology (Kemkominfo, 2018). Technological advances encourage the growth of the e-commerce sector and people's economic behavior especially in the internet sector in Indonesia (Kemkominfo, 2019). This is indicated by the number of internet users who buying and selling their products by utilizing public forums, which encourages the emergence of new startups engaged in the marketplace (kompasiana.com).

One of the e-commerce companies engaged in this online marketplace is Bukalapak. Bukalapak was originally established in 2010 in Bandung. Ten years of existence, Bukalapak has served more than 6 million online sellers, 90 million users, and officially became a "Unicorn" company in 2017 (kontan.co.id). According to the Top Brand Index from 2016 to 2020, Bukalapak always occupies the fourth position. This position is below its competitors, such as Lazada.id, Tokopedia.com, Shopee.id (topbrand-award.com). Bukalapak's position has never shifted up from fourth position. In 2019, news circulated that 13 million Bukalapak customer data was stolen by hackers (kumparan.com). The issue of data theft will more or less affect customer trust in Bukalapak in terms of security and privacy. In the same year, Bukalapak recorded a significant Total Processing Value (TPV) growth from the first quarter of 2018 to the second quarter of 2020, by nearly 400% (kontan.co.id). This shows that there is an increase in sales even though in the same year Bukalapak was hit by the issue of data theft.

Repurchase intention is a relevant dimension in the marketing literature, used by companies to predict sales of new products or repeat purchases of existing products, and also to show consumer trends to buy goods or services in the same store, and share experiences with friends and family (Curvelo et al., 2019). The repurchase intention of

consumers towards the Bukalapak marketplace cannot be separated from the consumer's trust in the services of the Bukalapak company (Curvelo et al., 2019). Repurchase intention arises because of satisfaction in consumers after consuming goods or services (Idris, 2017). Every activity carried out by consumers including consuming products is an experience, if the experience is impressive then consumers do not hesitate to consume these goods or services in the future (Prastyaningsih et al., 2014).

There is a research gap in this study, namely the research conducted by Giantari et al. (2013) indicated that the effect of experience on consumer repurchase intention was not significant. Research conducted by Prasastanti et al. (2014) stated that experience has a stronger effect on repurchase intention than through the trust mediation variable.

LITERATURE REVIEW

Experience is one of the best variables to predict future behavior. Experience is a subjective and internal response evoked by any interaction (direct or indirect) to an offer by a company (Wang et al., 2019). Experience is a process of learning and increasing potential. Experience can also be interpreted as a process that leads a person to a higher pattern of behavior (Prasastanti et al., 2014). There are research findings related to the effect of experience on repurchase intention, namely Wang et al. (2019), Schmalfu et al. (2017), Prastyaningsih et al. (2014), and Liu et al. (2015). The effect of experience on trust is Khan et al. (2019), Ramirez and Merunka (2019), Bayu and Mudiantono (2016), Samuel et al. (2015), and Brun et al. (2020). The effect of experience on satisfaction is Chowdhury et al. (2014), Nysveen et al. (2018), Shin (2015), Ali et al. (2015), and Triantafillidou and Siomkos (2014).

H1: Experience has a positive and significant effect on repurchase intention.
H2: Experience has a positive and significant effect on trust.
H3: Experience has a positive and significant effect on satisfaction.

Trust reflects the consumer's willingness to rely on a brand based on the expectation that the product will achieve the promised positive results (Khan et al., 2019). Trust is a feeling in the form of trust that comes from consumers and customers towards a seller or a company in conducting transactional relationships based on a feeling of confidence that the seller and the company will fulfill all their obligations properly and as expected (Liu et al., 2019). There are also research findings related to the effect of trust on repurchase intention, namely Curvelo et al. (2019), Rizanata (2014), Liu et al. (2019), Razak et al. (2013), and Sullivan and Kim (2018).

H4: Trust has a positive and significant effect on repurchase intention.

Consumer satisfaction is the level of one's feelings after comparing the perceived product performance with his expectations and can be used as a comparison for repurchase intention (Idris, 2017). Satisfaction is a summary of the resulting psychological state when excitement about the disconfirmation of expectations is connected with consumers' primary feelings about the consumption experience (Watanabe et al., 2019). Satisfaction is an evaluation result of previous related experiences and exchanges (Liang et al., 2018). The effect of satisfaction on repurchase intention, namely Watanabe et al. (2019), Chen and Chang (2018), Liang et al. (2018), Elbetagi and Agag (2016), and Lam et al. (2016).

H5: Satisfaction has a positive and significant effect on repurchase intention.

Repurchase Intention. The conformity of the promised product performance with consumer's expectation, can later provide trust and make consumers have the intention to repurchase in the future (Astarina et al., 2017). High repurchase intention reflects high satisfaction from consumers when consumers choose to consume the product or service again. With the existence of a continuous repurchase intention, it means that the consumer has become a loyal customer of a product or service. Repurchase intention is a person's intention to buy a certain brand of their choosing after going through various evaluations (Parastanti et al., 2014). There are research findings related to the role of trust in mediating the effect of experience on repurchase intention, namely Giantari et al. (2013), Astarina et al. (2017), Prasastanti et al. (2014), Samuel et al. (2015), and Rose et al. (2012). The role of

satisfaction mediates the effect of experience on repurchase intention, namely Idris (2017), Chowdhury et al. (2014), Rose et al. (2012), and Prayag et al. (2013). Based on the research findings, the following hypotheses were formulated:

H6: Trust mediate the effect of experience on repurchase intention.

H7: Satisfaction mediate the effect of experience on repurchase intention.

Based on the previous description, the conceptual model of this study as follow in Figure 1.
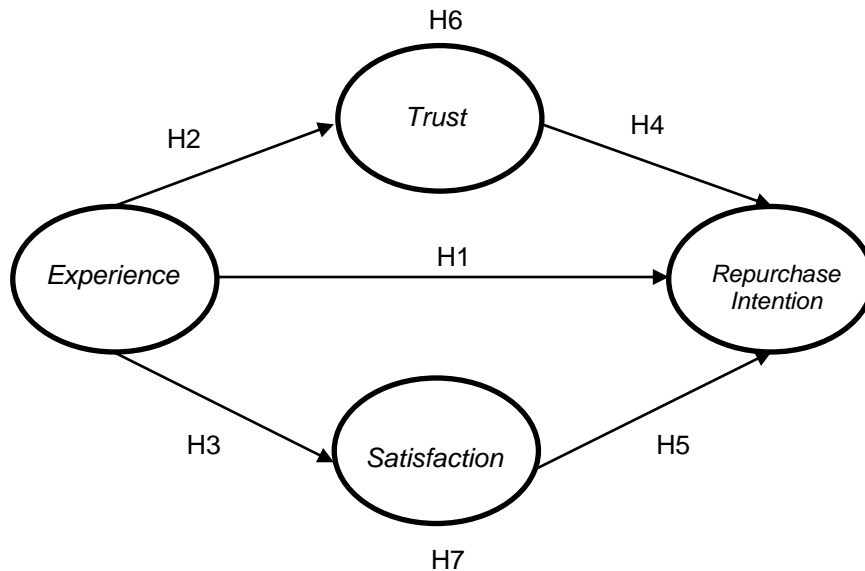

Figure 1 – Conceptual Framework

METHODS OF RESEARCH

This paper is associative and causal research. The data collection in this study used a one-shot survey method or also known as a cross section. Collecting data in this study through questionnaires with quantitative methods. The location of this research is in Denpasar City. The population of this study is Bukalapak users in Denpasar City who have made at least twice repeat purchases within the last six months. The population of this study is infinite or cannot be predicted with certainty. Respondents needed in this study were 130 respondents. The criteria for respondents in this study are domiciled in Denpasar City, as Bukalapak customers who have made repeat purchases within the last six months at least twice, have a minimum education of high school graduates or equivalent. The data collection method used in this study was a questionnaire. Questionnaires were distributed to Bukalapak customers in Denpasar City. The data analysis technique used in this research is descriptive analysis technique, which is a technique to describe the data that has been collected. The second statistical analysis technique used is the inferential analysis technique used to test the hypothesis in this study using the PLS application.

RESULTS AND DISCUSSION

Descriptive Statistical Analysis. This paper describes the characteristics of the respondents in this study, namely customers in this Bukalapak marketplace. The characteristics of the respondents in this study are described by presenting characteristics based on demographic characteristics, namely age and gender. Data obtained through questionnaire survey techniques that have been collected. The results of all the collected questionnaires can be reused because the data collected from respondents is complete. The characteristics of the respondents are presented in Table 1.

Table 1 – Characteristics of Respondents

No	Characteristics of Respondents	Total (people)	Percentage (%)
1	Gender		
	Man	85	65,4
	Woman	45	34,6
2	Age		
	18 - 26 years old	109	83,8
	27 - 35 years old	13	10
	36 - 44 years old	2	1,5
	45 - 54 years old	6	4,7

Source: Processed data (2021).

The total sample in this study is 130 respondents, consisted of male respondents with a percentage value of 65.4 percent, and female respondents at 34.6 percent. The age of the respondents in the study was 59.2 percent between 18 - 23 years, 28.5 percent between 24 - 29 years, 6.2 percent between 30 - 36 years, 1.5 percent among 37 - 42 years, 2.3 percent among 43 – 48, and 2.3 percent among 49 – 54 years.

The measurement analysis of the model was carried out with the aim of knowing the validity and reliability of the research variables. The validity of the research was conducted by looking at the results of convergent validity and discriminant validity. Convergent validity in this study can be seen from the results of the correlation between indicator scores and construct scores. Convergent validity analysis is assessed from the value of the outer loading of the research variables. The indicator is said to be valid if the value of the outer loading is above 0.3 and the t statistic is more than 1.96. The results of the validity test can be seen in Table 2.

Table 2 shows that all indicators have values above the minimum value of 0.5. It can be concluded that the construct has a good convergent validity value or vice versa.

Table 2 – Validity Test Results

Variable	Indicator	Outer Loading	Description
Experience	Attractive Bukalapak application design	0,771	Valid
	The layout on the Bukalapak application is interesting	0,751	Valid
	Convenience of shopping on Bukalapak	0,674	Valid
	Various product recommendations related to consumer desires	0,739	Valid
	Bukalapak offers various promos that provide stimulation	0,726	Valid
	Bukalapak offers prizes after completing games on the Bukalapak application	0,728	Valid
	Ease of interacting with other customers on related products	0,762	Valid
	Bukalapak has features related to additional product information	**0,817**	Valid
	Feeling intrested by notifications from Bukalapak via notifications	0,780	Valid
	Ease of accessing product reviews by other customers	0,651	Valid
Trust	Believe in the quality of products purchased at Bukalapak	0,788	Valid
	Bukalapak marketplace reputation	0,831	Valid
	Bukalapak provides responsibility when there is a delivery error	0,789	Valid
	Bukalapak provides guarantees about security in transactions	0,775	Valid
	Compatibility of products purchased on Bukalapak	0,805	Valid
	Estimated accuracy of product arrival on Bukalapak	**0,833**	Valid
Satisfaction	Products purchased from Bukalapak exceed expectations	0,802	Valid
	The price of the product in Bukalapak is equal with the quality of the product	0,818	Valid
	Satisfied with product offerings at Bukalapak	0,795	Valid
	Satisfied with Bukalapak's product payment method	0,724	Valid
	Satisfied with the products purchased from Bukalapak	**0,819**	Valid
Repurchase Intention	Intend to buy products at Bukalapak in the future	0,857	Valid
	Possibility to re-purchase on Bukalapak	**0,892**	Valid
	Will buy products at Bukalapak on an ongoing basis	0,853	Valid
	Will suggest to relatives to buy products at Bukalapak	0,856	Valid
	Will give a good review on Bukalapak after shopping	0,773	Valid

Source: Processed data (2021).

Next, the discriminant validity analysis compares the square root of the average variance extracted (AVE) on each variable with the correlations between other constructs contained in the model. The results of the discriminant validity test are presented in Table 3.

Table 3 – Discriminant Validity Test Results

Variable	AVE	RSAVE	Correlation			
			X	M1	M2	Y
Repurchase intention (Y)	0,718	0,847	1,000			
Satisfaction (M2)	0,646	0,803	0,854	1,000		
Trust (M1)	0,628	0,792	0,828	0,856	1,000	
Experience (X)	0,550	0,742	0,817	0,855	0,831	1,000

Source: Processed data (2021).

Table 3 explains that the square root value of AVE experience (X) is 0.847, more than the correlation of the latent variable with other variables. The square root of AVE trust (M1) is 0.803, which is more than the correlation of the latent variable with other variables. In addition, the square root of AVE satisfaction (M2) is 0.792 which is more than the correlation of the latent variable with other variables. The square root of AVE repurchase intention (Y) is 0.742 which is more than the correlation of the latent variable with other variables. This means that all the variables tested in the model meet the criteria for discriminant validity. There are other measurements to test discriminant validity by looking at the AVE value on the research variable. All variables have an AVE value above 0.5 which means the variable meets discriminant validity. The reliability of this research variable was measured by the value of composite reliability and Cronbach alpha in this study. A variable is said to be reliable if the Cronbach alpha and composite reliability values are above 0.7. The results of the reliability test are presented in Table 4.

Table 4 – Cronbach Alpha Test Results and Composite Reliability

Variable	Composite Reliability	Cronbach Alpha	Reliability
Repurchase intention (Y)	0,927	0,888	Reliable
Trust (M1)	0,916	0,774	Reliable
Satisfaction (M2)	0,894	0,820	Reliable
Experience (X)	0,924	0,822	Reliable

Source: Processed data (2021).

Based on the results from Table 4, it can be seen that the results of Cronbach alpha and composite reliability on the variables of experience, trust, satisfaction, and repurchase intention are more than 0.7, which means the variables in this study are reliable. The R-square value is used to later calculate the Q-square value which is the goodness of fit model test. The value of endogenous variables can be seen in Table 5.

Table 5 – Endogenous Variable R-Square

	R Square
Repurchase intention	0,778
Trust	0,730
Satisfaction	0,686

Source: Processed data (2021).

Based on the table above, the R-square value for the experience variable on trust is 0.730 which indicates it has a large influence of 0.730 x 100% = 73%, and the R-square value for the experience variable on satisfaction is 0.686 which indicates it has a large influence of 0.686 x 100%. = 68.6%. The R-square value for the experience variable on repurchase intention is 0.778 which indicates it has a large influence of 0.778 x 100% = 77.8%. After finding the R-Square, the Q-Square can be calculated, namely Q2 = 1 – [(1-0.730) (1-0.686) (1-0.778)] = 0.981. Based on the above calculation, the Q-square value of

0.981 is more than 0, so it can be concluded that the model has predictive relevance value or the model deserves to be said to have relevant predictive value.

Hypothesis test. Testing the direct influence hypothesis using Partial Least Square (PLS) will show five hypotheses. This test is carried out using the t-test (t-test) on each path of influence between variables. In PLS statistical testing of each hypothesized relationship is carried out using simulation. In this case, the bootstrap method is applied to the sample. Testing with bootstrap is also intended to minimize the problem of abnormal research data. The results of testing the direct effect with bootstrapping from the PLS analysis can be seen in Table 6.

Table 6 – Direct Effect Test Results

	Path coefficient	t statistics	P Values	Sig.
Experience (X) -> *Repurchase Intention* (Y)	0,215	2,165	0,031	Significant
Experience (X) -> *Trust* (M$_1$)	0,854	29,201	0,000	Significant
Experience (X) -> *Satisfaction* (M$_2$)	0,828	36,591	0,000	Significant
Trust (M$_1$) -> *Repurchase Intention* (Y)	0,421	2,744	0,006	Significant
Satisfaction (M$_2$)-> *Repurchase Intention* (Y)	0,292	2,207	0,028	Significant

Source: Processed data (2021).

The correlation coefficient value on the effect of experience on repurchase intention is 0.215, and the P-Values value of 0.031 which is smaller than 0.05 (0.031 < 0.05) indicates that experience has a significant positive effect on repurchase intention. The correlation coefficient value on the effect of experience on trust is 0.854, and the P-Values value is 0.000 which is smaller than 0.05 (0.000 < 0.05) indicating that experience has a significant positive effect on trust. The value of the correlation coefficient on the effect of experience on satisfaction is 0.828, and the P-Values value of 0.000 which is smaller than 0.05 (0.000 <0.05) indicates that experience has a significant positive effect on satisfaction.

The correlation coefficient value on the effect of trust on repurchase intention is 0.421, and the P-Values value of 0.006 which is smaller than 0.05 (0.006 <0.05) indicates that trust has a significant positive effect on repurchase intention. The correlation coefficient value on the influence of satisfaction on repurchase intention is 0.292, and the P-Values value of 0.028 which is smaller than 0.05 (0.028 <0.05) indicates that satisfaction has a significant positive effect on repurchase intention.

Table 7 – Direct Effect, Indirect Effect, Total Variable Effect and VAF Calculation

Variable	Direct effect	
	Path coefficient	*t statistics*
Experience (X) -> *Repurchase Intention* (Y)	0,215	2,165
Experience (X) -> *Trust* (M$_1$)	0,854	36,591
Experience (X) -> *Satisfaction* (M$_2$)	0,828	29,201
Trust (M$_1$) -> *Repurchase Intention* (Y)	0,421	2,744
Satisfaction (M$_2$)-> *Repurchase Intention* (Y)	0,292	2,207
Variable	**Indirect effect**	
	Path coefficient	*t statistics*
Experience (X) -> *Trust* (M$_1$) -> *Repurchase intention* (Y)	0,242	2,251
Experience (X) -> *Satisfaction* (M$_2$) -> *Repurchase intention* (Y)	0,360	2,688
Variable	**Total effect**	
	Path coefficient	*t statistics*
Experience (X) -> *Repurchase Intention* (Y)	0,817	31,171
Experience (X) -> *Trust* (M$_1$)	0,854	36,591
Experience (X) -> *Satisfaction* (M$_2$)	0,828	29,201
Trust (M$_1$) -> *Repurchase Intention* (Y)	0,421	2,744
Satisfaction (M$_2$)-> *Repurchase Intention* (Y)	0,292	2,207
	Nilai VAF	
VAF -> Indirect effect / Total effect (0,242/0,817)	0,296	
VAF -> Indirect effect / Total effect (0,360/0,817)	0,441	

Note: Significance (Sig.) = t-statistic > 1.96 at a= 5%.

Trust and satisfaction are able to mediate the effect of experience on repurchase intention. This result is shown from the mediation test conducted, which shows that the effects of A, B, C, and D have significant values. Thus, trust and satisfaction are able to partially mediated the effect of experience on repurchase intention. The examination of the indirect effect in this study can be seen in the explanation of the results of the analysis in Table 7.

RESULTS AND DISCUSSION

The effect of experience on repurchase intention. The t-statistic value of 2.165 is greater than the t-table of 1.96 so that H0 is rejected. Hypothesis testing on the effect of experience on repurchase intention produces a correlation coefficient of 0.215, so experience has a positive effect on repurchase intention. The P-Values value of 0.031 which is smaller than 0.05 (0.031 <0.05) indicates that experience has a significant effect on repurchase intention. The results of the analysis show that H1 is accepted, that is, experience has a positive and significant effect on repurchase intention. These results indicate that the values contained in the experience can be perceived well and have a real impact on the repurchase intention of Bukalapak users. The results of this study are in accordance with the results of previous studies by Wang et al. (2019), Schmalfu et al. (2017), Prastyaningsih et al. (2014), and Liu et al. (2015).

The effect of experience on trust. The t-statistic value of 29.201 is greater than the t-table of 1.96 so that H0 is rejected. Testing the hypothesis on the effect of experience on trust produces a correlation coefficient of 0.854, so experience has a positive effect on repurchase intention. The P-Values value of 0.000 which is smaller than 0.05 (0.000 < 0.05) indicates that experience has a significant effect on trust. The results of the analysis show that H2 is accepted, that is, experience has a positive and significant effect on trust. These results indicate that the values contained in the experience can be well perceived and have a real impact on the trust of Bukalapak users. The results of this study are in accordance with the results of previous studies by Wibowo and Mudiantono (2016), Khan et al. (2019) Ramirez and Merunka (2019), Samuel et al. (2015), Brun et al. (2020).

The effect of experience on satisfaction. The t-statistic value of 36.591 is greater than the t-table 1.96 so that H0 is rejected. Hypothesis testing on the effect of experience on satisfaction produces a correlation coefficient of 0.828, so experience has a positive effect on satisfaction. The P-Values value of 0.000 which is smaller than 0.05 (0.000 <0.05) indicates that experience has a significant effect on satisfaction. The results of the analysis show that H3 is accepted, that is, experience has a positive and significant effect on satisfaction. These results indicate that the values contained in the experience can be well perceived and have a real impact on the satisfaction of Bukalapak users. The results of this study are in accordance with the results of previous studies by Chowdhury et al. (2014), Nysveen et al. (2018), Shin (2015), Ali et al. (2015), Triantafillidou and Siomkos (2014).

The effect of trust on repurchase intention. The t-statistic value of 2.744 is greater than the t-table of 1.96 so that H0 is rejected. Hypothesis testing on the effect of trust on repurchase intention produces a correlation coefficient of 0.421, so trust has a positive effect on repurchase intention. The P-Values value of 0.006 which is greater than 0.05 (0.006 < 0.05) indicates that trust has a significant effect on repurchase intention. The results of the analysis show that H4 is accepted, that is, trust has a positive and significant effect on repurchase intention. These results indicate that the values contained in the trust are well perceived and have a real impact on the repurchase intention of Bukalapak users. The results of this study are in accordance with the results of previous studies by Sullivan and Kim (2018), Curvelo et al. (2019), Rizanata (2014), Liu et al. (2019), Razak et al. (2013).

The effect of satisfaction on repurchase intention. The t-statistic value of 2.207 is greater than the t-table of 1.96 so that H0 is rejected. Hypothesis testing on the effect of satisfaction on repurchase intention resulted in a correlation coefficient value of 0.292, so satisfaction has a positive effect on repurchase intention. The P-Values value of 0.028 which is greater than 0.05 (0.028 <0.05) indicates that satisfaction has a significant effect on

repurchase intention. The results of the analysis show that H5 is accepted, that is, satisfaction has a positive and significant effect on repurchase intention. The results of this study are in accordance with the results of previous studies by Elbetagi and Agag (2016), Watanabe et al. (2019), Chen and Chang (2018), Liang et al. (2018), Lam et al. (2016).

The role of trust mediates the effect of experience on repurchase intention. Trust is able to mediate the effect of experience on repurchase intention. This result is shown from the mediation test conducted, which shows that the effects of A, B, C, and D have significant values. Thus, trust is able to partially mediated the effect of experience on repurchase intention. The results of the analysis show that H6 is accepted, that is, trust is able to mediate the effect of experience on repurchase intention. The results of this study are in accordance with previous research by Giantari et al. (2013), Astarina et al. (2017), and Prasastanti et al. (2014), Samuel et al. (2015), Rose et al. (2012). Trust in this study is a partial mediation (partial mediation).

The role of satisfaction mediates the effect of experience on repurchase intention. Satisfaction is able to mediate the effect of experience on repurchase intention. This result is shown from the mediation test conducted, which shows that the effects of A, B, C, and D have significant values. Thus, satisfaction is able to mediate partially (partial mediated) on the effect of experience on repurchase intention. The results of the analysis show that H7 is accepted, that is, satisfaction is able to mediate the effect of experience on repurchase intention. Satisfaction in this study is as partial mediation (partial mediation). The results of this study are in accordance with previous research by Idris (2017), Rose et al. (2012), Prayag et al. (2013), Chowdhury et al. (2014), Liang et al. (2018).

CONCLUSION

Experience has a positive and significant effect on the repurchase intention of Bukalapak users. This means that the better the user experience, the higher the repurchase intention of Bukalapak users. Experience has a positive and significant effect on the trust of Bukalapak users. This means that the better the user experience, the higher the user's trust in using Bukalapak. Experience has a positive and significant effect on Bukalapak user satisfaction. This means that the better the user experience, the higher the user satisfaction in using Bukalapak.

Trust has a positive and significant effect on repurchase intention of Bukalapak users. This means that if user trust increases, the repurchase intention of Bukalapak users will increase. Satisfaction has a positive and significant effect on repurchase intention of Bukalapak users. This means that if user satisfaction increases, the repurchase intention of Bukalapak users will increase.

Trust is able to partially mediate the effect of experience on the repurchase intention of Bukalapak users. This shows that Bukalapak's user experience will have an impact on users' repurchase intention if mediated by trust. Satisfaction is able to partially mediate the effect of experience on repurchase intention of Bukalapak users. This shows that the Bukalapak user experience will have an impact on the user's repurchase intention if mediated by satisfaction.

Based on the results of research analysis, discussion and conclusions, there are several suggestions that can be used as consideration in determining policies related to maintaining and increasing repurchase intentions of Bukalapak users in the future.

Efforts that can be used by Bukalapak management to make the experience better, by always monitoring and paying attention to what can make users feel bad experiences. In this case, the indicator of experience that most needs to be maximized is the indicator "Notifications from the BukaLapak application make me interested in opening the application", where the indicator shows the lowest number of respondents' answers which means that Bukalapak needs to improve notifications on applications that are stimulating users to open the application then make them buy products on Bukalapak.

Trust is one of the mediating variables in this study. Trust in Bukalapak users can be increased by paying attention to the indicator with the lowest average of the trust variable. In this case, the indicator of trust that needs to be maximized is the indicator "I believe in the

quality of the products I buy from BukaLapak". This shows that the quality of products at Bukalapak must be prioritized in order to increase user trust in shopping. Bukalapak can provide product quality improvements by giving warnings to products that have low product review values.

Satisfaction is also a mediating variable in this study. To increase satisfaction or satisfaction felt by Bukalapak users, based on the indicator with the lowest value, namely "The product I bought at BukaLapak exceeded my expectations". This shows that the products sold at Bukalapak cannot meet user expectations, so it can create a bad impression for Bukalapak in general. Bukalapak can remind sellers in the marketplace who have low product reviews to better match product descriptions with actual product quality so that they don't have too high expectation of the product.

Based on these findings, the results of this study are able to enrich the development of marketing management science, especially related to e-commerce user behavior and support other empirical studies related to the effect of experience on repurchase intention mediated by trust and satisfaction.

The process of writing this research has several limitations that need to be underlined, especially in future research. The scope of the research is only limited to the Bukalapak marketplace, thus research results may also have differences related to perceptions or interpretations of each respondent in other marketplaces. This study uses a cross-sectional time design or at a certain point in time, but on the other hand this study observes the dynamics of conditions that change each period, therefore this research is important to be re-examined in the future. Further research can add constructs other than experience to be able to identify more deeply about trust, satisfaction, and repurchase intention. For example, brand image, service quality, perceived quality, and word of mouth.

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