



The role UI/UX on repurchase intention of fashion products of zalora e-commerce users; brand trust as a mediation variable

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *user interface* (ui) dan *user experience* (ux) terhadap *repurchase intention*, dan *brand trust* sebagai variabel mediasi pada produk fashion pengguna *e-commerce* Zalora di Kota Padang. Populasi penelitian ini konsumen *e-commerce* Zalora di Kota Padang yang pernah berbelanja lebih dari satu kali untuk produk fashion. Jumlah sampel dalam penelitian ini sebanyak 120 responden. Pengumpulan data dilakukan dengan menyebarkan kuesioner secara online melalui google form dan pengolahan data dilakukan dengan menggunakan software SmartPLS. Hasil penelitian ini menunjukkan bahwa (1) *User interface* tidak berpengaruh signifikan terhadap *repurchase intention*, (2) *User experience* berpengaruh positif dan signifikan terhadap *repurchase intention*, (3) *Brand trust* berpengaruh positif dan signifikan terhadap *repurchase intention*, (4) *User interface* berpengaruh positif dan signifikan terhadap *brand trust*, (5) *User experience* berpengaruh positif dan signifikan terhadap *brand trust*, (6) *User interface* berpengaruh positif signifikan terhadap *repurchase intention* yang dimediasi oleh *brand trust*, (7) *User experience* berpengaruh positif signifikan terhadap *repurchase intention* yang dimediasi oleh *brand trust*.

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ABSTRACT

Keywords:

User interface; user experience; repurchase intention; brand trust.

This research aims to analyze the influence of user interface (UI) and user experience (UX) on repurchase intention and brand trust as mediating variables on fashion products for Zalora e-commerce users in Padang City. The research population is Zalora e-commerce consumers in Padang City who have shopped more than once for fashion products. The number of samples in this study was 120 respondents. Data collection was carried out by distributing questionnaires online via Google Form and data processing was carried out using SmartPLS software. The results of this research show that (1) User interface has no significant effect on repurchase intention, (2) User experience has a positive and significant effect on repurchase intention, (3) Brand trust has a positive and significant effect on repurchase intention, (4) User interface has a positive effect and significant on brand trust, (5) User experience has a positive and significant effect on brand trust, (6) User interface has a significant positive effect on repurchase intention which is mediated by brand trust, (7) User experience has a significant positive effect on repurchase intention which is mediated by brand trust.

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INTRODUCTION

In the current era, technology is developing rapidly. With these developments, many innovations have been created and have become a factor that has a big role in changes in various fields, such as social interaction, economics, business, education and culture, as well as having an impact on changes in people's lifestyles, including consumer behavior and the way people sell and shop now. started to change. One of them is in terms of consumption, where online shopping is growing massively, in other words there is an acceleration in the use of digital technology. This technology, which is increasingly developing day by day, provides comfort and convenience for people to carry out all activities. One result of technological developments is e-commerce.

According to Triton (2006) E-commerce or electronic commerce is a form of electronic commerce that provides transactions between traders and buyers with a network or connected to the internet. Furthermore, there are several e-commerce that only target one segment to target consumers, such as Zalora. Zalora is an e-commerce that is different from other large e-commerce in Indonesia. Zalora only focuses on one segment, namely fashion products ranging from clothes, trousers, jackets, bags, shoes, wallets, hats, watches, buckles, perfume and others. Fashion e-commerce competition in Indonesia can be seen in the following table:

Table 1. Top 10 Fashion E-Commerce Competition in Indonesia in the Second Quarter of 2022

Peringkat	Marketplace	Kunjungan Bulanan	AppStore Rank	Playstore Rank
1	Orami	16,176,667	NA	NA
2	Zalora	2,990,000	4	9
3	Mapemall	738,777	NA	NA
4	Jam Tangan	370,267	14	12
5	Istyle	358,62	13	NA
6	Hijup	194,03	19	17
7	Bro.do	75,11	NA	NA
8	Berrybenka	56,847	15	15

Source : Iprice, 2023

In table 1 it can be seen that even though Zalora only focuses on the fashion segment, this does not make Zalora an e-commerce that is not of intention to the public. In fact, based on data from Iprice, it is known that Zalora in the AppStore is in fourth place and in Playstore it is in the fourth place. ninth. So it can be seen from this data that Zalora is the e-commerce with the second ranking as the most visited fashion e-commerce by Indonesian people but with a superior ranking in both the AppStore and Playstore. The existence of competition and special segments that are the focus of Zalora means that they have to think about how to ensure that users don't just use the application for one purchase/transaction, but it is hoped that users will get intention in making repeat purchases. Because the importance of repurchase intention is an indicator of the success or failure of a product or company in the market (Sutantio, 2004).

One of the indicators that influences repurchase intention in Zalora e-commerce is through the User Interface (UI), because the attractive layout and visualization, and the ease of reading information on the various fashion products available at Zalora, can influence the decision. aim in repurchasing or no longer, in step with Arizal Hamizar's (2020) research, the outcomes of his research show that there may be a large relationship between the appearance of the internet site (interface of the internet site) and conduct (conduct) to re-consume the identical product within the future, in line with Erma Santona, Sudaryanto, Mochammad Farid Afandi (2021) said that e-trade that is easy to operate, with a person interface that is straightforward to understand will inspire humans to make repeat purchases. as a result, to increase purchaser visits and transactions in e-commerce, the consumer interface can be an vital enter for developing e-commerce.

The following thing, via user enjoy (UX), is thought to be able to steer purpose in repurchasing in

Zalora e-commerce, due to the fact the benefit of looking for merchandise, ease of wearing out transactions, and product return guarantees provided by Zalora can broaden purpose in repurchasing at Zalora, that is in line with research via Aulia Nur Annisa, Lusi Suwandari & Pramono Hari Adi (2019) which shows that person enjoy has a power on repurchase purpose. If clients have a nice experience when the use of the software, then clients can have an intention in reusing the software in the future.

Apart from factors such as user interface and user experience, brand trust is believed to be one of the important things in the sustainability of e-commerce. Zalora, widely known for its promotions and marketing offering guaranteed returns as a fashion-focused e-commerce with products from prominent fashion brands reputation, is also expected to directly increase repeat purchase intention. when you visit Zalora or even become a loyal Zalora customer, research by Risqy Aziz Basuki and Nanda Alike Fairuz (2021) shows that brand trust affects repurchase intention.

The role of brand trust in this case is also found to be influential in mediating the relationship between user interface and user experience on repurchase intention. According to research by Tukino et al. (2021), interface quality plays a mediating role in consumers' purchase intentions in online shopping applications, so if there is no trust, there will be no Purchase intention of consumers who shop online. Additionally, Ari Putra and Pramudana (2021) show that trust is a perfect mediating variable in online purchase experience and intention. Customer experience has a positive and significant impact on trust, customer experience has a positive and significant impact on repurchase intention, trust has a positive and significant impact on purchase intention and trust can influence the influence of customer experience on repurchase intention.

From the description above, it is known that the user interface and user experience directly influence repurchase intention, and also directly influence brand trust. Apart from this, the user interface and user experience also indirectly influence repurchase intention through brand trust.

LITERATURE REVIEW

Repurchase intention

Repurchase intention according to Peter and Olson (2014) is the act of purchasing repeatedly or repeatedly. The satisfaction a customer receives can motivate someone to make repeat purchases, be loyal to the product, or be loyal to the store where they purchased the item so the consumer can say good things to others. According to Thamrin and Francis (2012), repurchase intention is the intention to buy based on past purchasing experiences. High repurchase intention reflects a high level of consumer satisfaction when they decide to use a product. The decision to accept or reject a product occurs after the consumer has tried the product and then developed a feeling of liking or disliking the product. According to Ferdinand (2002) repurchase intention can be identified through the following indicators:

1. Transactional intention
2. Referential intention
3. Preferential intention
4. Exploratory intention

User Interface

According to Lastiansah (2012), a user interface is a way for programs and users to interact. The definition of a user interface is a mechanism for receiving information from the user and providing information back to the user to assist in directing the flow of problem tracing until resolution results are obtained (Griffin and Baston, 2014). User interface design is the process of creating an effective communication medium between humans and computers (Pressman, 2010). Some indicators and characteristics of the user interface variables include (Chandra and Wirapraja, 2020):

1. Ease of learning
2. High speed of user task performance
3. Low user error rate

4. Subjective user satisfaction
5. User retention over time

User Experience

According to Fajri et al. (2021), user experience is all of a person's feelings or experiences when using a product such as a website, software application, and mobile device which aims to provide comfort when using the application. "Good user experience" is defined as "user experience that meets user needs with the elegance of a product that is enjoyable to use and own" (Aulia et al, 2020). Furthermore, according to the definition from the International Organization for Standardization (2010), User experience is a person's perceptions and responses when using a product, system or service. User experience (UX) evaluates a person's satisfaction and comfort with products, systems, and services. Indicators that can be used to measure user experience are (Rodden et al., 2010):

1. Happiness
2. Task Success
3. Earning
4. Uptime

Brand Trust

According to Delgado (2005), in his research, he concluded that brand trust is the hope for the reliability of a brand. Consumers can feel comfortable in using the brand to fulfill their needs and desires. Delgado (2005) defines brand trust as the average consumer's willingness to rely on a brand's ability to fulfill their needs and desires. Another definition according to Lau and Lee in Tjiptono (2014) is that the trust factor or belief in a brand is a crucial aspect in forming brand loyalty. They define trust in a brand as consumers' willingness to trust or rely on a brand in risk situations because of the expectation that the brand in question will provide positive results. The brand trust variable is measured from indicators referring to research from Ferrinadewi, (2008):

1. Achieving results
2. Acting with integrity
3. Demonstrate concern

Research Models And Hypotheses

- H1: User interface has a positive effect on repurchase intention
 H2: User experience has a positive effect on repurchase intention
 H3: Brand trust has a positive effect on repurchase intention
 H4: User interface has a positive effect on brand trust
 H5: User experience has a positive effect on brand trust
 H6: User interface has a positive effect on repurchase intention through brand trust
 H7: User experience has a positive effect on repurchase intention through brand trust

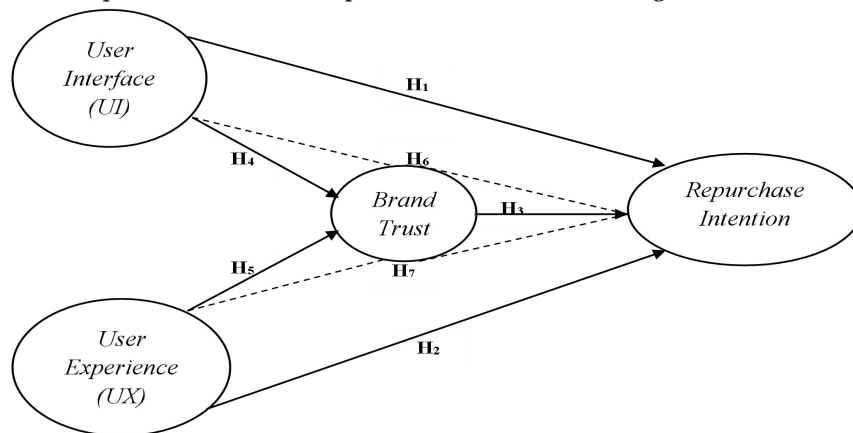


Figure 1. Conceptual Framework

METHOD

This study uses quantitative methods. In this quantitative research, the researcher formulates a new problem by defining it through a hypothesis, specifically a provisional answer to the formulation of the research problem. The sample size that researchers used in this study was 120 respondents. The data collection technique in this research is a questionnaire. Questionnaires were distributed online and using Google Form. Questionnaire collection was carried out with an agreement between the researcher and the respondent (Sugiyono, 2017). To measure and analyze how strongly respondents agreed or disagreed with the questions given by researchers, a Likert scale was used. To test and analyze the data, this research used Structural Equivalence Modification (SEM) using SmartPLS 4.0 software. The measurement model was used to test the validity and reliability of the research instrument, while the structural model is used to test causality. In this research there are 4 variables which include exogenous variables (X1 = user interface, X2 = user experience) with intervening variables (Z = brand trust) and endogenous variables (Y = repurchase intention).

Table 2. Table of Operational Variable

Variable	Indicator	Scale	Source
Repurchase intention (Y)	<ol style="list-style-type: none"> 1. Transactional intention 2. Referential intention 3. Preferential intention 4. Exploratory intention 	Likert	(Ferdinand, 2002)
User Interface (X1)	<ol style="list-style-type: none"> 1. Ease of learning 2. High speed of user task performance 3. Low user error rate 4. Subjective user satisfaction 5. User retention over time 	Likert	(Chandra and Wirapraja, 2020)
User Experience (X2)	<ol style="list-style-type: none"> 1. Happiness 2. Task Success 3. Earning 4. Uptime 	Likert	(Rodden et al., 2010)
Brand Trust (Z)	<ol style="list-style-type: none"> 1. Achieving result 2. Acting with integrity 3. Demonstrate concern 	Likert	Ferrinadewi (2008)

RESULTS AND DISCUSSION

Characteristics of Respondents

Questionnaires were distributed via Google forms with a total of 120 respondents. With the criteria of consumers who domiciled in Padang City, ever used the Zalora e-commerce application Have shopped for fashion products on Zalora e-commerce at least 2 times or more. The characteristics of the respondents can be seen in Table 3:

Table 3. Characteristic of Respondent

Characteristics	Category	Amount	Percentage
Domiciled in Padang City	Yes	120	100%
	No	0	0%
Ever used the Zalora e-commerce application	Yes	120	100%
	No	0	0%
Gender	Male	43	36%
	Female	77	64%
Age	< 25 years old	64	53%
	25-30 years old	33	28%
	31-35 years old	5	4%
	36-40 years old	10	8%
	> 40 years old	8	7%
Level of Education	SMP	1	1%
	SMA	49	41%
	Diploma	17	14%
	S1	47	39%
	S2	6	5%
	S3	0	0%
Job	Employee	30	25.0%
	Student	64	53.3%
	PNS	8	6.7%
	Businessman	12	10.0%
	Private employees	2	1.7%
	Lecturer	1	0.8%
	Housewife	1	0.8%
	Honorary staff	1	0.8%
	Trader	1	0.8%
Income per month	< Rp1.000.000	50	41.7%
	Rp1.000.000 – Rp3.000.000	31	25.8%
	Rp3.000.000 – Rp5.000.000	23	19.2%
	> Rp5.000.000	16	13.3%
Types of Smartphone Operating Systems	Android	78	65.0%
	IOS	42	35.0%
Visits/Access to the Zalora application in the Last 3 Months	< 2 time	12	10.0%
	2-4 times	83	69.2%
	> 4 times	25	20.8%
Ever shopped for fashion products on Zalora e-commerce	< 2 time	0	0.0%
	2-4 times	87	72.5%
	> 4 times	33	27.5%
Based on fashion products that have been purchased on Zalora e-commerce (can be more than one)	Clothes	96	33.7%
	Pants	43	15.1%
	Outerwear (jacket, hoodie, coat, etc.)	31	10.9%
	Underwear	6	2.1%
	Bag/Wallet	35	12.3%
	Perfume	22	7.7%
	Accessories	44	15.4%
	Shoe	8	2.8%

Source: Primary Data 2023

Validity Test

This test is done to show how well the measuring instrument measures the desired quantity. The purpose of validity tests is to assess the quality of the instrument and show its validity, as well as how well the measure can define a concept. The results of SmartPLS 4.0 processing are shown in the following table, the value of the outer model or the correlation between constructs and variables shows a total loading factor value greater than 0.70, so that the constructs for all variables are valid. Table 4 below explains the outer loading values:

Table 4. Outer Loading

Variable	Brand Trust (Z)	Repurchase Intention (Y)	User Interface (X1)	User Experience (X2)
Brand Trust 1	0.747			
Brand Trust 2	0.837			
Brand Trust 3	0.844			
Brand Trust 4	0.864			
Repurchase Intention 1		0.829		
Repurchase Intention 2		0.701		
Repurchase Intention 3		0.829		
Repurchase Intention 4		0.759		
User Interface 1			0.712	
User Interface 2			0.821	
User Interface 3			0.765	
User Interface 4			0.848	
User Interface 5			0.840	
User Experience 1				0.868
User Experience 2				0.802
User Experience 3				0.862
User Experience 4				0.799

Source: Primary Data 2023

The results of processing using SmartPLS 4.0 can be seen in the table 4, the value of the outer model or the correlation between constructs and variables shows that overall the loading factor value is greater than 0.6 so that the constructs for all variables are valid from the model. Another way to assess convergent validity is to look at the AVE value. If the AVE value is greater than 0.50 then this research indicator can be said to be valid. The following is the AVE value for each research variable:

Table 5. Output AVE

Variable	Average Variance Extracted
User Interface (X1)	0.638
User Experience (X2)	0.694
Brand Trust (Z)	0.675
Repurchase Intention (Y)	0.610

Source: Primary Data 2023

The value can be seen from table 5. In testing the average variance extracted (AVE) value as a whole, all variables are obtained as a result of estimation where the value is > 0.50 so that it can be declared valid. Thus it can be concluded that all indicators in the study have met convergent validity as

measured by the outer loading value and the AVE value.

Table 6. Cross Loading Value

Indicator	Brand Trust (Z)	Repurchase Intention (Y)	User Interface (X1)	User Experience (X2)
Brand Trust 1	0.747	0.561	0.589	0.588
Brand Trust 2	0.837	0.581	0.621	0.625
Brand Trust 3	0.844	0.654	0.606	0.651
Brand Trust 4	0.864	0.602	0.635	0.652
Brand Trust 5	0.790	0.551	0.544	0.534
Brand Trust 6	0.843	0.612	0.634	0.649
Repurchase Intention 1	0.577	0.829	0.494	0.536
Repurchase Intention 2	0.546	0.701	0.355	0.490
Repurchase Intention 3	0.585	0.829	0.677	0.692
Repurchase Intention 4	0.555	0.759	0.520	0.555
User Interface 1	0.447	0.415	0.712	0.583
User Interface 2	0.596	0.522	0.821	0.631
User Interface 3	0.579	0.488	0.765	0.613
User Interface 4	0.652	0.610	0.848	0.714
User Interface 5	0.642	0.594	0.840	0.738
User Experience 1	0.700	0.650	0.729	0.868
User Experience 2	0.532	0.570	0.627	0.802
User Experience 3	0.653	0.646	0.733	0.862
User Experience 4	0.609	0.575	0.650	0.799

Source: Primary Data 2023

Based on table 6. above, it can be seen that the correlation values of the indicators with respect to the variables are greater than the correlation values with other constructs so that it can be said that all indicators are valid.

Reliability Test

Composite reliability values and Cronbachs alpha values show the reliability test that measures both indicator block constructs in the SmartPLS program. A variable is considered to have good variability if its composite reliability value is greater than 0.70 and Cronbachs alpha value is greater than 0.60. Cronbachs alpha and composite reliability values are shown in the table 7 below:

Table 7. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	information
User Interface (X1)	0.858	0.869	Reliable
User Experience (X2)	0.853	0.859	Reliable
Brand Trust (Z1)	0.903	0.905	Reliable
Repurchase Intention (Y)	0.785	0.794	Reliable

Source: Primary Data 2023

Based on table 7. it can be concluded that the constructs for all meet the criteria of being reliable. This is indicated by the value of Cronbach's Alpha and composite reliability obtained from the estimation results of SmartPLS 4.0. It can be concluded that this research has been said to be good and can be tested at a later stage.

Table 8. R Square

Variabel	R-square	R-square adjusted
Brand Trust (Z)	0.609	0.602
Repurchase Intention (Y)	0.607	0.597

Source: Primary Data 2023

Based on table 8. It can be seen that the R-square value for the repurchase intention variable is 0.597, this result shows that 59.7% of the user interface, user experience and brand trust variables contribute to the repurchase intention variable, while the remaining 40.3% is influenced by variables outside this research. The R-square value for the brand trust variable is 0.602, this result shows that 60.2% of the user interface and user experience variables contribute to the brand trust variable, while the remaining 39.8% is influenced by variables outside this research.

Hypothesis test

Hypothesis testing is done to find out whether the independent variable has any effect on the dependent variable. In this study the significance level was 5% or 0.05, with a t-statistic value >1.96. Table 8 below explains the direct and indirect effects:

Table 9. Path Coefficient

Variabel	Original sample (O)	Sample mean (M)	Standard deviation	T statistics	P values	Hypothesis
User Interface (X1) → Repurchase Intention (Y)	0.049	0.073	0.181	0.272	0.786	Accepted
User Experience (X2) → Repurchase Intention (Y)	0.406	0.441	0.181	2.245	0.025	Accepted
Brand Trust (Z) → Repurchase Intention (Y)	0.382	0.328	0.176	2.171	0.030	Accepted
User Interface (X1) → Brand Trust (Z)	0.365	0.372	0.120	3.047	0.002	Accepted
User Experience (X2) → Brand Trust (Z)	0.451	0.451	0.096	4.710	0.000	Accepted
User Interface (X1) → Brand Trust (Z) → Repurchase Intention (Y)	0.139	0.110	0.064	2.173	0.030	Accepted
User Experience (X2) → Brand Trust (Z) → Repurchase Intention (Y)	0.172	0.147	0.087	1.981	0.048	Accepted

Source: Primary Data 2023

Table 9 displays the results of data processing using PLS with the following conclusions:

1. Hypothesis 1: Based on the results of hypothesis testing in table 4.20, it can be seen that the user

interface and repurchase intention variables have an original sample value of 0.049, so the direction of the relationship between the variables is positive. Meanwhile, the t-statistic value is 0.272, where the t-statistic result is smaller than the t-table value, namely 1.96 (t count 0.272 < t table 1.96) and the p-values 0.786 are greater than 0.05 (0.786 > 0.05). So it can be concluded that hypothesis 1 in this study is rejected, meaning that the user interface has no effect on the repurchase intention of Zalora e-commerce users in Padang City.

2. **Hypothesis 2:** Based on the results of hypothesis testing in table 4.20, it can be seen that the user experience and repurchase intention variables have an original sample value of 0.406, so the direction of the relationship between the variables is positive. Meanwhile, the t-statistic value is 2.245, where the t-statistic result is greater than the t-table value, namely 1.96 (t count 2.245 > t table 1.96) and the p-values are 0.025, which is smaller than 0.05 (0.025 < 0.05). So it can be concluded that Hypothesis 2 in this research is accepted, meaning that user experience influences the repurchase intention of Zalora e-commerce users in Padang City.
3. **Hypothesis 3:** Based on the results of hypothesis testing in table 4.20, it can be seen that the brand trust and repurchase intention variables have an original sample value of 0.382, so the direction of the relationship between the variables is positive. Meanwhile, the t-statistic value is 2.171, where the t-statistic result is greater than the t-table value, namely 1.96 (t count 2.171 > t table 1.96) and the p-values are 0.030, smaller than 0.05, (0.030 < 0.05). So it can be concluded that Hypothesis 3 in this research is accepted, meaning that brand trust influences the repurchase intention of Zalora e-commerce users in Padang City.
4. **Hypothesis 4:** Based on the results of hypothesis testing in table 4.20, it can be seen that the user interface and brand trust variables have an original sample value of 0.365, so the direction of the relationship between the variables is positive. Meanwhile, the t-statistic value is 3.047, where the t-statistic result is greater than the t-table value, namely 1.96 (t count 3.047 > t table 1.96) and the p-values are 0.002, which is smaller than 0.05. (0.002 < 0.05). So it can be concluded that Hypothesis 4 in this research is accepted, meaning that the user interface influences the brand trust of Zalora e-commerce users in Padang City.
5. **Hypothesis 5:** Based on the results of hypothesis testing in table 4.20, it can be seen that the relationship between the user experience variable and brand trust has an original sample value of 0.451, so the direction of the relationship between the variables is positive. Meanwhile, the t-statistic value is 4.710, where the t-statistic result is greater than the t-table value, namely 1.96 (t count 4.710 > t table 1.96) and p-values of 0,000 are smaller than 0.05 (0,000 < 0, 05). So it can be concluded that Hypothesis 5 in this research is accepted, meaning that user experience influences the brand trust of Zalora e-commerce users in Padang City.
6. **Hypothesis 6:** Based on the results of hypothesis testing in table 4.21, it can be seen that the relationship between user interface variables and repurchase intention through brand trust has an original sample value of 0.139, so the direction of the relationship between the variables is positive. Meanwhile, the t-statistic value is 2.173, where the t-statistic result is greater than the t-table value, namely 1.96 (t count 2.173 > t table 1.96) and p-values of 0.030 are smaller than 0.05 (0.030 < 0, 05). So it can be concluded that Hypothesis 6 in this study is accepted, meaning that the user interface influences repurchase intention through the brand trust of Zalora e-commerce users in Padang City.
7. **Hypothesis 7:** Based on the results of hypothesis testing in table 4.21, it can be seen that the relationship between the user experience variable and repurchase intention through brand trust has an original sample value of 0.172, so the direction of the relationship between the variables is positive. Meanwhile, the t-statistic value is 1.981, where the t-statistic result is greater than the t-table value, namely 1.96 (t count 1.981 > t table 1.96) and p-values of 0.048 are smaller than 0.05 (0.048 < 0, 05). So it can be concluded that Hypothesis 7 in this study is accepted

DISCUSSION

The influence of User Interface on Repurchase Intention

Based on the results of the data analysis that has been carried out, it can be seen that the user interface has no effect on repurchase intention. The interface appearance is not the main factor influencing repurchase intention of Zalora e-commerce customers in the city of Padang. This means that the better the quality of the user interface designed by Zalora e-commerce, the less influence it will have on increasing repurchase intention from Zalora e-commerce itself. The results of this research are similar to previous research conducted by Adithia Anggrahi Marjani Asniati & Finnah Fourqoniah, (2023), they also found that the influence of user interface variables was not significant on repurchase intention. A good interface cannot influence consumers to increase their intention in repurchasing. In line with research conducted by Tukino et al (2018) which also concluded that interface quality has no effect on purchase intention. This means that even good interface quality does not affect customers' intention in making repeat purchases.

The Influence of User Experience on Repurchase Intention

Based on the results of the data analysis performed, it appears that user experience has a positive and significant influence on repurchase intention. Customer experience is one of the main factors that influences Zalora e-commerce customers' repurchase intention in the city of Padang. This means that the better the quality of user experience felt by Zalora e-commerce customers, the more this will influence the increase in repurchase intention from Zalora e-commerce itself. This result is also supported by research conducted by Suandana et al. , 2016) which showed that online fashion product purchasing experience has a positive and significant impact on repurchase intention. This study supported by Aulia Nur Annisa, Lusi Suwandari, Pramono Hari Adi (2019) suggests that user experience has a positive impact on repurchase intention.

The Influence of Brand Trust on Repurchase Intention

Based on the results of the data analysis performed, it appears that brand trust has a positive and significant influence on repurchase intention. Brand trust is also one of the main factors influencing repurchase intention of Zalora e-commerce customers in the city of Padang. This means that the better the brand trust that customers feel towards Zalora e-commerce, the more this will influence the increase in repurchase intention from Zalora e-commerce itself. A sense of trust in a brand will result in consumers' repurchase intention in the product becoming greater, because trust is the beginning of loyalty to the brand. Based on research from Risqy Aziz Basuki & Nanda Alika Fairuz (2021), they explained that brand trust has a positive and significant effect on repurchase intention. This finding is also strengthened by research conducted by Cindy Widya Astuti & Abdurrahman (2022) which states that brand trust has a positive effect on repurchase intention. Wibisono Soedionon, Klemens Wedanaji Prasatyo, Maria Adeline (2020) and I Made Arya Dharmayana, Gede Bayu Rahanatha, (2017) stated that brand trust has a positive and significant influence on repurchase intention. The stronger the brand trust of a product, the more attractive it will be to consumers to continue buying. Thus, it can be said that the more brand trust increases, the repurchase intention will also increase

The Influence of User Interface on Brand Trust

Based on the results of the data analysis performed, it appears that user interface has a positive and significant influence on brand trust. The user interface is also one of the main factors influencing the brand trust of Zalora e-commerce customers in the city of Padang. This means that the better the user interface that customers experience with Zalora e-commerce, the more it will influence the growth of the brand and Zalora e-commerce itself. Research from Auinger et al (2016) states that building trust in user interface elements (trust building user interface elements) in e-commerce influences trust in B2C internet vendors (e-trust).

The Influence of User Experience on Brand Trust

Based on the results of the data analysis performed, it appears that user experience has a positive and significant influence on brand trust. User experience is also one of the main factors influencing the brand trust of Zalora e-commerce customers in the city of Padang. This means that the better the user experience felt by customers regarding Zalora e-commerce, the more it will influence the growth of the brand and Zalora e-commerce itself. Stewart et al (2018) said that a brand must be able to prove its brand trustworthiness by providing maximum service to its users. This utmost service provided by Zalora, will provide satisfactory solutions in case of problems or customer dissatisfaction. This finding is also reinforced by research conducted by Danbury et al (2013), they explained that the influence of user experience on brand trust is very strong. In line with this, research conducted by Widjieanto (2020) stated that user experience has a significant effect on consumer trust in the objects studied. Furthermore, in research conducted by Xingyuan Et al (2014), they examined how user experience influences brand trust, both directly and indirectly.

The Influence of User Interface on Repurchase Intention through Brand Trust as a Mediating Variable

Based on the results of the data analysis that has been carried out, it can be seen that the user interface has a positive and significant influence on repurchase intention through brand trust. This means that the higher the quality of the e-commerce user interface, the greater the customer's brand trust in Zalora, so this can also increase customer intention in making repeat purchases. Based on research by Tukino et al, (2021), trust mediates interface quality on consumer buying intention in online shopping applications. So without trust, there will be no buying intention among online shopping consumers. These findings also prove that trust plays an important role in determining a person's attitude towards carrying out online transactions on online shopping sites. Interface quality is considered important by consumers to create trust, thereby encouraging online purchases and transactions. Therefore, application displays that can monitor the level of trust need to be emphasized.

The Influence of User Experience on Repurchase Intention through Brand Trust as a Mediating Variable

Based on the results of the data analysis that has been carried out, it can be seen that user experience has a positive and significant influence on repurchase intention through brand trust. This means that the better the experience felt by Zalora e-commerce customers, the greater the customer's brand trust in Zalora e-commerce, so this can also increase customer intention in making repeat purchases. Trust and experience are several indicators used to measure customers' intention to use or repurchase intention. Ari Putra & Pramudana (2021) show trust as a perfect mediating variable in online purchasing experience and intention. Customer experience has a positive and significant impact on trust, customer experience has a positive and significant impact on repurchase intention, trust has a positive and significant impact on purchase intention and trust can influence the influence of customer experience on repurchase intention. Customer experience is the most important source of trust in a brand, because through experience, learning takes place that allows you to build more appropriate associations, thoughts and conclusions. for consumers or individuals. The experience of consuming a particular product will impact the customer's decision to continue shopping that way or switch to another way of shopping (Ari Putra & Pramudana, 2021). In line with this research, Samuel et al (2015) argue that trust plays a positive role in the relationship between online experience and purchase intention in online retail. Lestari & Ellyawati (2019) found that "trust is a variable that can moderate the relationship between customer experience and online repurchase intention". Suandana et al (2016) argue that trust is a perfect mediating factor in online customer experience and repurchase intention. Consistent with the research of Dewi & Giantari (2022), trust has a positive and significant impact on customers' repurchase intention and can partially moderate the influence of online shopping experience variables on customers' repurchase intention.

CONCLUSION

Based on the tests carried out in this research, it can be concluded that; The user interface has no significant effect on the repurchase intention of fashion products of Zalora e-commerce users who live in Padang City. This indicates that the interface appearance of the Zalora application/platform does not influence the intention of customers residing in Padang City to repurchase fashion products on Zalora e-commerce. The better or worse the user interface of Zalora does not have an impact on the repurchase intention of fashion products of Zalora e-commerce users who live in the city of Padang. Then user experience has a positive and significant effect on the repurchase intention of fashion products of Zalora e-commerce users who live in Padang City. The better the experience of Zalora customers when using or shopping at Zalora e-commerce, the greater the intention of customers who live in Padang City to repurchase fashion products. A pleasant and satisfying experience when shopping at Zalora can increase consumer satisfaction and intention in purchasing fashion products from the application/platform again in the future.

Brand trust has a positive and significant effect on the repurchase intention of fashion products of Zalora e-commerce users who live in Padang City. The higher the level of consumer trust in the Zalora brand, the more likely they are to buy fashion products from Zalora again in the future. These results show that Zalora has succeeded in building strong customer trust in Padang City, which has a positive impact on repurchase intentions for fashion products on their e-commerce platform. This can be a crucial aspect in building long-term relationships with customers, because a high level of trust will encourage customers to be more loyal and committed to continuing to shop at Zalora. Then the user interface has a positive and significant effect on the brand trust of Zalora e-commerce users who live in Padang City. The better the interface of the Zalora application/platform, the level of user/customer trust in Zalora will increase. The convenience that users/customers get when using the features of the Zalora application/platform builds a sense of trust and confidence among customers in Padang City towards Zalora.

User experience has a positive and significant effect on the brand trust of Zalora e-commerce users who live in Padang City. The positive and satisfying experience obtained by users when interacting with the Zalora e-commerce application/platform has a positive impact on the level of consumer trust in the Zalora brand. The better and more enjoyable the user experience is in shopping, interacting and using Zalora services, the higher the level of trust and confidence of customers who live in Padang City in the Zalora e-commerce brand.

User interface has a significant positive effect on repurchase intention which is mediated by brand trust. The level of trust (brand trust) given by consumers to Zalora functions as an intermediary between the user interface and repurchase intention. The better the Zalora application/platform, the higher the level of consumer trust in the Zalora brand, which ultimately increases the possibility of customers who live in Padang City to consider repurchasing fashion products from Zalora e-commerce in the future. The last user experience has a significant positive effect on repurchase intention which is mediated by brand trust. Brand trust acts as an intermediary between user experience and intention to repurchase. The better and more enjoyable the user experience is in shopping, interacting and using Zalora services, the higher the level of consumer trust in the Zalora brand, which ultimately increases the possibility of customers who live in Padang City to consider repurchasing fashion products from Zalora e-commerce in the future.

SUGGESTION

Based on the research results, to increase repurchase intention in Zalora e-commerce, it is recommended that management pay attention to the following things::

1. Increasing user experience by:
 - a. Increase consumer satisfaction related to the availability of reliable information and features at any

time when they want to access the Zalora application.

- b. Increasing the value of the Zalora application by providing informative, interesting and relevant content such as blogs, fashion articles or fashion guides to increase added value for users.
 - c. Increase the attractiveness of the Zalora application by providing discounts, updating the catalog with new products/latest trends, and improving the speed and performance of the application to ensure users do not experience lag or long loading.
 - d. Providing products that suit user preferences. Because a personalized experience will increase user engagement and interaction.
2. Increase brand trust by:
- a. Increase Zalora customer trust by providing transparent information about the products and services that Zalora offers.
 - b. Increase Zalora customer trust by including a description according to the product that the customer will receive later.
 - c. Increase Zalora customer trust by providing good responses when customers have questions or problems related to their products or services
 - d. Increasing Zalora customer trust by providing adequate satisfaction and results every time they shop, such as safe package packaging and fast delivery
 - e. Increase Zalora customer trust by providing honest information about the products and services offered.
 - f. Increase Zalora customer trust by providing satisfactory solutions if problems or dissatisfaction occur when using the application or when making a purchase.

3. For Future Researchers

This research is limited to 3 variables, namely user interface, user experience, and brand trust and their influence on repurchase intention on fashion products for Zalora e-commerce users in Padang City. For future researchers who discuss factors that influence repurchase intention, it is recommended to develop variables that are not described in this study.

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