

# **Seller Reputation, Sales Promotion, Trust, and Repurchase Intentions among E-Marketplace Users in Denpasar City**

## **Abstract**

This study aims to analyze the roles of seller reputation, sales promotion, trust, and repurchase intention within the context of e-marketplaces. The research population includes customers in Denpasar City who have previously made purchases on e-marketplaces. A total of 130 respondents were selected using a purposive sampling technique. The data were analyzed using descriptive analysis. The findings reveal that seller reputation on e-marketplaces is generally perceived positively by customers. Additionally, sales promotions implemented by MSMEs operating on e-marketplaces are considered highly effective. Customer trust in products sold through e-marketplaces in Denpasar City is categorized as high, while repurchase intention is classified as very high. These findings highlight the importance for MSME business managers to enhance seller reputation and sustain effective sales promotions to build customer trust and foster repurchase intentions in e-marketplaces.

**Keywords:** seller reputation, sales promotion, trust, repurchase intention, e-marketplace

## **INTRODUCTION**

Online purchasing has expanded considerably and is currently engaged in by numerous persons. The emergence of the internet has rendered purchasing exceedingly convenient. Online shopping in Indonesia is on the upswing, with e-marketplace transaction values totaling IDR 42.2 trillion, indicating a month-to-month growth of 10.69% and a year-over-year increase of 4.99%, encompassing 361.54 million transactions (CNBC Indonesia, 2023). This phenomena is associated with customers' significant comfort in getting comprehensive product information online. Moreover, several elements affecting customers' purchase decisions have become increasingly diverse (Zhao et al., 2019).

An e-marketplace is a form of e-commerce platform where vendors present goods or services to consumers. Digital marketplaces facilitate the interaction between two separate entities: purchasers and vendors. The adoption of e-marketplaces by SMEs is affected by various aspects, such as perceived relative advantages, perceived

compatibility, management innovation, information intensity, buyer/supplier pressure, support from technology suppliers, and competitiveness (Ghobakhloo et al., 2011). The substantial quantity of online vendors listed on e-marketplaces frequently confounds consumers during the decision-making process (Tribun Bisnis, 2023). The rivalry among SMEs to promote their items on e-marketplaces is highly competitive, requiring tactics to improve customer intentions toward the products available on these platforms.

Online purchasing contrasts with in-person transactions regarding distance and the absence of direct interpersonal interaction between buyers and sellers (Yoo et al., 2016). Consumers assess online offerings under unclear situations (Zhang et al., 2017). The incorporation of novel technology for navigating retail websites significantly impacts customers' perceptions and purchasing inclinations (Wu et al., 2015). Most e-marketplaces include systems to assess vendors and disseminate information to consumers navigating these platforms (Wang et al., 2016). Although providers (sellers) engage in communication strategies to enhance sales, evaluation systems generally yield more persuasive information (Shan, 2016). Moreover, numerous individual sellers endeavor to attain favorable evaluations on their e-marketplace platforms; yet, buyers continue to encounter trust-related fraud difficulties, which persist as a significant challenge in online purchasing activities (Lai et al., 2017).

Research conducted by Qalati et al. (2021), Zahara et al. (2021), and Malak and Ferreira (2021) demonstrates that seller reputation has a favorable and significant impact on buy intentions in e-marketplaces. In contrast, study conducted by Cassandra et al. (2021) revealed no substantial impact of seller reputation on purchase intentions.

Alongside seller reputation, sales promotion constitutes one of the most prevalent and efficacious marketing communication techniques employed on e-marketplace platforms (Straker et al., 2015a, 2015b). Sales promotion material pertains to promotional information disseminated in e-marketplaces to enhance sales (Okazaki & Taylor, 2013). Promotional material necessitates distinctive content that merges persuasive elements with robust, affirmative implications and incentives that motivate action, directly

affecting consumer intentions and behaviors towards a brand (Hilman et al., 2017). Studies by Chang et al. (2017), Bhatti (2018), and Raji et al. (2019) indicate that sales promotions have a favorable and significant impact on purchase intentions.

Literature identifies consumer trust in virtual worlds as a vital factor influencing purchasing intentions (Zhao et al., 2020; Bylok, 2022). Individuals cultivate a conviction that parties engaged in transactions would operate in good faith and demonstrate a readiness to be susceptible to the acts of others (Wu et al., 2015). Trust in the retail context is defined as the expectation that a merchant's assertions or commitments are dependable and that merchants will not take advantage of consumer weaknesses (Brown et al., 2019). Seller reputation can significantly affect trust, as evidenced by research conducted by Raji et al. (2019) and Zahara et al. (2021), which shows that trust increases buy intentions. Moreover, confidence is affected not only by the seller's reputation but also by promotional sales (Nangin et al., 2021; Sumartono, 2023).

## **LITERATURE REVIEW**

### **Seller Reputation**

Generally, the majority of e-commerce platforms implement systems to assess vendors and disseminate information to customers navigating the site (Diekmann & Przepiorka, 2019). A consumer's or prospective buyer's decision-making process no longer exclusively depends on the marketer's advertisement. Nevertheless, before making a purchase, customers would look for product information from sources like seller reputation and different customer reviews (Raihan, 2023). Providers (sellers) enhance sales through communication efforts, while assessment systems yield more persuasive information when the communicator's source is reliable (Shan, 2016). Additionally, many individual sellers actively engage in achieving positive ratings on their e-marketplace platforms. Nonetheless, buyers continue to encounter trust fraud difficulties, which persist as a principal challenge in online purchase activities (Lai et al., 2017). In online marketplaces, reputation is defined as the conditional likelihood of an individual's behavior (Deng et al., 2019).

In conclusion, commercial transactions in virtual stores depend not only on

consumers' acceptance of the channels and technology but also, and more critically, on the acknowledgment that the retailer is a reliable merchant (Pavlou, 2003). Consequently, assessments by previous consumers contribute to the identity of third-party sellers (Ekmekci, 2011), allowing potential customers to evaluate performance and adjust their expectations in accordance with the provided items or services. Studies conducted by Qalati et al. (2021), Zahara et al. (2021), and Malak and Ferreira (2021) indicate that seller reputation positively and significantly influences repurchase intention in e-marketplaces. Furthermore, research conducted by Raji et al. (2019) and Zahara et al. (2021) demonstrates that seller reputation has a favorable and significant impact on trust.

This variable has three measurements according to Sfenrianto et al. (2021):

1. Overall, the seller's reputation is fairly good.
2. The seller's service quality is generally adequate.
3. Sellers with high ratings also provide high-quality goods or services.

### **Sales Promotion**

Sales promotion denotes an initiative or material employing strategies orchestrated by vendors or manufacturers to convey compelling messages on the available items or services. These messages can be communicated directly or by alternative methods that affect customers' purchase decisions (Faizah & Lestari, 2021). Sales promotion encompasses a range of promotional instruments aimed at eliciting prompt replies. Hermawan (2012) asserts that sales promotion directly motivates customers to act by employing incentives aimed at prompting immediate purchases or augmenting the number of products acquired by consumers. Sales promotions enable firms to attract new clients, stimulate increased purchase volumes, counteract competitor promotions, and enhance spontaneous purchases.

Research conducted by Moningka et al. (2020) and Wati et al. (2020) demonstrates that sales promotions affect customer satisfaction. Research conducted by Fiona and Hidayat (2020), Adriansyah & Saputri (2021), and Rahmayanti & Ekawati (2021) indicates that sales promotions influence consumer satisfaction and repurchase intentions. This variable comprises three metrics adapted from the research conducted

by Sari & Hermawati (2020):

- a. Shopping vouchers
- b. Discounts
- c. Lotteries

### **Trust**

In e-marketplace platforms, trust serves as a universal conviction concerning sellers and their dedication to honoring commitments (Pavlou & Gefen, 2004). The confidence that one party (the trustor) has in another (the trustee or a reliable third party) is known as trust (Wang et al., 2022). A primary advantage is that trust diminishes the time and effort purchasers need to expend in choosing sellers that match their preferences (Kohn et al., 2021). Trust between third-party sellers and intermediaries in electronic markets might be perceived variably. According to Hong & Cho (2011), the influence of trust may differ when examining trust in intermediate stores compared to third-party merchants.

Consequently, the confidence of prospective customers may be affected by their view of the intermediate retailer and the third-party vendor (Hong, 2020). When consumers are loyal to the intermediary store and have previously made purchases there, their confusion regarding transactions with a new third-party seller on the same platform diminishes, thereby reducing risk and enhancing trust. Minimal ambiguity and elevated relationship commitment are significant outcomes of trust (Morgan & Hunt, 1994).

Numerous research demonstrate that seller reputation influences consumer trust and purchasing intentions (Brown et al., 2019; Kusuma et al., 2020; Zahara et al., 2021; Malak et al., 2021). This variable comprises four metrics as referenced by Shiu & Tzeng (2021):

- a. Based on reviews, the store is trustworthy.
- b. Trust that the store always prioritizes customer interests, such as providing necessary information.
- c. The store aspires to be known as a business that fulfills promises and commitments.
- d. The company will always act honestly.

## **Repurchase Intention**

Purchase intention serves as a metric for evaluating the adoption of new distribution channels, assisting managers in assessing the feasibility of further development and pinpointing target geographic areas and customer categories (Morwitz et al., 2007). Repurchase intention emerges following consumers' acquisition and utilization of a product or service, cultivating the inclination to purchase it again. Online repurchase intention denotes the intention to revisit a website for the acquisition of a product (Waruwu & Sianipar, 2021). It signifies an individual's choice to procure an additional service from the same organization, taking into account present and prospective circumstances.

This is important because intention is considered a primary predictor of actual behavior (Montano & Kasprzyk, 2015). Consequently, comprehending repurchase intents is essential for the success of any online retailer. Lin et al. (2017) characterize repurchase intention in online retail as the recurrent utilization of an online retailer for the acquisition of products or services. In accordance with Pavlou (2003), this study defines online repurchase intention as the degree to which consumers are inclined to repurchase a product via an online store. This variable comprises three measurements derived from the research conducted by Peña-García et al. (2020):

- a. If given the opportunity, I intend to buy from the online store.
- b. If given the opportunity, I can predict what I will buy from the online store in the future.
- c. I am likely to transact with the online store soon.

## **Research Methodology**

Based on the nature of the problem, this study is categorized as descriptive research. It aims to provide an overview of respondents' perceptions regarding seller reputation, sales promotion, trust, repurchase intention, and e-marketplaces in Denpasar City. The study was conducted among e-marketplace customers in Denpasar City. Questionnaires were distributed both offline and online. Data collected from 30 respondents were tested for validity and reliability. The results of these tests indicated that the correlation values for all indicators exceeded 0.30, and the reliability test results showed Cronbach's Alpha values for all variables were above 0.6.

Subsequently, data collection continued by distributing questionnaires in Google Form format through multiple WhatsApp groups, yielding a total of 130 respondents. This sample size was determined using the formula of 10 times the number of indicators, ensuring a sufficient sample for reliable analysis. The collected data from the 130 respondents were then analyzed using SPSS 25 software

## **RESEARCH RESULTS AND DISCUSSION**

### **Overview of E-Marketplaces in Indonesia**

In Indonesia, the number of marketplace users is remarkably high, reaching 178.94 million in 2022 and projected to continue growing. This indicates that marketplaces offer a promising platform for selling products, with significant potential as a business venue. The marketplace industry is highly dynamic, functioning as a digital equivalent of conventional markets where sellers and buyers converge, but transactions occur entirely online. Unlike traditional face-to-face interactions, all transactions in marketplaces are facilitated digitally.

As a platform, a marketplace acts as an intermediary, providing systems and infrastructure for online selling. Sellers benefit from access to a broader customer base, ready-to-use infrastructure, and additional features to enhance online sales. Marketplaces offer a wide variety of products, including fashion, makeup, household appliances, sports equipment, and even food.

With advancements in technology, marketplaces now also provide services such as utility bill payments, e-wallet top-ups, and purchasing game vouchers. A marketplace is essentially an online store where many different sellers gather. On a marketplace platform, numerous merchants offer various goods or services. E-commerce, on the other hand, refers to online buying and selling transactions conducted via the internet. In essence, a marketplace can be considered a form of e-commerce. However, over time, the term "e-commerce" has become more commonly associated with a website owned by a single merchant for selling goods or services. For example, if someone creates a website to sell products or services, it can be categorized as e-commerce.

In terms of cost, selling on online marketplaces is relatively more affordable. Sellers do not need to build a website from scratch because the platform and infrastructure are already provided by the marketplace company. Conversely, e-

commerce requires higher costs as it involves designing and developing an independent website. This process is more time-consuming and less practical.

At least three parties are involved in transactions on marketplace websites: the seller, the buyer, and the administrator. This differs from e-commerce, which typically involves only the seller and the buyer. Sellers offering various types of goods or services in marketplaces can leverage the platform's popularity for promotions. For instance, participating in promotional events such as "double date" sales can attract audience attention. In contrast, with e-commerce, merchants need to promote both their products and the e-commerce website itself.

### **Benefits of Marketplaces**

There are several benefits for sellers (SMEs) when selling on marketplaces, including:

1. **Gaining Customers**

By selling on marketplaces, sellers can reach a large number of customers across different regions. This benefit is tied to the significant number of marketplace users in Indonesia, which ranks third globally for the highest number of marketplace app users. Additionally, sellers can operate their stores 24/7 on these platforms.

2. **Increasing Brand Awareness**

Marketplaces are platforms that support brand awareness for products or services. Typically, marketplace websites receive tens to hundreds of millions of visits per month. This enables sellers to introduce their goods or services to a broader market, ultimately enhancing brand recognition.

3. **Simplified Transaction Management**

Marketplaces provide ready-to-use infrastructure, covering processes such as ordering, packaging, and shipping. Furthermore, online platforms are equipped with advanced search features and recommendation algorithms, increasing the likelihood of products being discovered by relevant consumers. This significantly saves time and effort for sellers. Marketplaces also typically provide analytics on market trends, customer preferences, and shopping habits, allowing sellers to create more targeted sales strategies.

4. **Building Customer Trust**

Marketplaces also help build customer trust. With advanced technology, infrastructure, and security systems, marketplaces generally maintain a good reputation among customers.

### Types of E-Marketplaces

#### 1. Online Marketplace

An online marketplace is a digital platform facilitating transactions between buyers and sellers. These transactions are conducted entirely online, relying on an internet connection, as an evolution of traditional markets.

#### 2. B2B Marketplace

B2B (business-to-business) marketplaces provide platforms for transactions between one business organization and another.

#### 3. B2C Marketplace

B2C (business-to-customer) marketplaces connect sellers directly with individual customers, either traditionally or digitally.

#### 4. P2P Marketplace

Also known as consumer-to-consumer marketplaces, P2P marketplaces connect individual consumers to exchange goods and services. Consumers can switch roles between being service providers and buyers.

#### 5. Vertical Marketplace

A vertical marketplace focuses on selling goods from a single sector or category.

#### 6. Horizontal Marketplace

In contrast to vertical marketplaces, horizontal marketplaces feature a variety of merchants from different sectors on a single platform, offering diverse types of products.

#### 7. Unmanaged Marketplace

In unmanaged marketplaces, the platform owner does not control the quality of the sellers' products. Typically, evaluations are based on customer feedback and ratings.

#### 8. Fully-Managed Marketplace

Fully-managed marketplaces involve the platform owner maintaining full control over every transaction process. These marketplaces verify sellers'

qualifications and documentation to ensure secure and convenient transactions for both buyers and sellers, ultimately providing a better shopping experience.

#### 9. Lightly-Managed Marketplace

Lightly-managed marketplaces are similar to fully-managed marketplaces but involve limited control. The platform owner usually focuses on identity verification, return policies, refunds, and product warranties.

### **Examples of E-Marketplaces in Indonesia**

#### 1. Bukalapak

Established in 2010, Bukalapak initially launched as a marketplace to facilitate online sales for small and medium enterprises (SMEs). Founded by Achmad Zaky, Bukalapak achieved unicorn status in 2017, a title granted to startups with a valuation of 1 billion USD or approximately IDR 14 trillion. Between January and March 2023, Bukalapak recorded 18.1 million visits per month, ranking it fifth among e-commerce platforms with the most visitors in Indonesia.

#### 2. Shopee

Although Shopee began operations in 2015, it has quickly become one of the most successful marketplaces in Indonesia. For the January–March 2023 period, Shopee ranked first among e-commerce platforms with the highest number of visitors, achieving up to 157.9 million visits per month. This success is largely due to aggressive price promotions and a wide variety of products available on the platform, ranging from daily necessities to electronics. Shopee has gained attention with programs like free shipping and flash sales in various cities. The platform also features Shopee Live, allowing sellers to demonstrate products live, enabling real-time interaction between sellers and buyers despite the abstract nature of online shopping. Additionally, Shopee actively organizes mentoring and training programs to help sellers enhance product visibility and sales on the platform.

#### 3. Lazada

Since its launch in 2012, Lazada has been recognized as one of Indonesia's leading marketplaces. Lazada pioneered initiatives like massive online shopping events, such as National Online Shopping Day. It offers a wide range of

products, including fashion, beauty, and electronics. The LazMall feature provides products from well-known brands, appealing to customers who prioritize authenticity and quality assurance. From January to March 2023, Lazada, under the Alibaba Group, achieved 83.2 million visits per month, making it the third most-visited marketplace in Indonesia.

#### 4. Blibli

Founded in 2011, Blibli quickly gained recognition as Indonesia's largest online mall. Similar to other marketplaces, Blibli offers a wide range of products, including fashion, sports equipment, household items, gadgets, electronics, jewelry, and precious metals. In 2021, Blibli attained unicorn status. Between January and March 2023, the platform recorded 25.4 million visits, ranking fourth among Indonesia's most-visited marketplaces.

#### 5. Tokopedia

Founded in 2009, Tokopedia became a unicorn startup in 2017. As an online marketplace, it offers a variety of affordable products. With 117 million visits per month, Tokopedia ranked second among Indonesia's most-visited marketplaces from January to March 2023. Tokopedia's standout features include Tokopedia Salam, which provides halal and verified products, and Tokopedia Academy, a program aimed at improving digital literacy in Indonesia.

### **Instrument Testing Results – Validity and Reliability Tests**

Before distributing the research instrument to collect data from the full sample size, validity and reliability tests were conducted on 30 respondents. The results of these tests indicated that all items met the required standards, as presented in Table 1.

**Table 1.**  
**Results of Instrument Validity and Reliability Testing**

<b>Variables / Indicators</b>	<b>Item</b>	<b>R Correlation</b>	<b>Cronbach's Alpha <math>\alpha</math></b>
<b>Seller Reputation (X1):</b>	X1		0,923
Overall, the seller's reputation is good.	X1.1	0,928	
The seller's service quality is generally good.	X1.2	0,970	
Sellers with high ratings also provide high-quality goods/services.	X1.3	0,895	

<b>Sales Promotion:</b>	X2		0,881
Shopping vouchers	X2.1	0,922	
Discounts	X2.2	0,921	
Lotteries	X2.3	0,867	
<b>Trust (Y1):</b>	Y1		0,911
Based on the reviews, the store is trustworthy.	Y1.1	0,878	
Believe that the store always prioritizes customers' best interests, such as providing necessary information.	Y1.2	0,890	
The store aspires to be known as a business that fulfills promises and commitments.	Y1.3	0,946	
The company will always act honestly.		0,843	0,985
<b>Repurchase Intention (Y2):</b>	Y2		
I will shop again on the same website.	Y2.1	0,992	
I will revisit this website.	Y2.2	0,983	
I will recommend this website to people around me.	Y2.3	0,982	

Source: Processed Data, 2024

### Description of Respondent Characteristics

The characteristics of respondents in this study are categorized based on gender, age, education, occupation, and monthly income. The composition of these respondent characteristics is presented in Table 2.

**Table 2**  
**Respondent Characteristics**

No	Variable	Classification	Total
1	Gender	Male	43
		Female	87
		<b>Total</b>	<b>130</b>
2	Age	19 - 24	25
		25 - 30	55
		31 - 36	20
		37 - 42	15
		43 - 48	10
		49 - 54	5
		<b>Total</b>	<b>130</b>
3	Education	High School	30
		Diploma	15

		Undergraduate	70
		Postgraduate	15
		<b>Total</b>	<b>130</b>
4	Occupation	Civil Servant	25
		Private Sector Employee	80
		Entrepreneur	15
		Others	10
		<b>Total</b>	<b>130</b>
5	Income	IDR 1–3 million	13
		> IDR 3–5 million	27
		> IDR 5–7 million	65
		> Over IDR 7 million	25
		<b>Total</b>	<b>130</b>

Source: Processed Data, 2024

The characteristics of the respondents in this study can be described as follows: There are more female respondents than male respondents, with 87 females compared to 43 males. The majority of respondents fall within the age range of 25 to 30 years, making up 55 of the total 130 respondents who frequently shop on e-marketplaces. In terms of education, respondents with a bachelor's degree dominate, accounting for 70 out of 130 respondents. Similarly, in terms of occupation, most respondents are private sector employees, totaling 80 individuals. Regarding income, the majority earn between IDR 5 million and IDR 7 million, with 65 respondents falling within this range.

### Descriptive Statistical Analysis Results

The frequency distribution is derived from the respondents' answer scores. The interpretation of item scores within the research variables can be seen in Table 3 below.

**Table 3**  
**Criteria for Measuring the Description of Research Variables**

No.	Measurement Scale	Seller Reputation	Sales Promotion, Trust, Repurchase Intention
1	1,00 – 1,80	Very Poor	Very Low
2	> 1,80 – 2,60	Poor	Low
3	> 2,60 – 3,40	Fair	Moderately High
4	> 3,40 – 4,20	Good	High
5	> 4,20 – 5,00	Very Good	Very High

Source: Ghozali (2014)

Description of Descriptive Statistical Analysis for Each Variable

Seller Reputation (X1)

The seller reputation variable is one of the variables related to trust and repurchase intention among e-marketplace customers in Denpasar City. This research variable measures the seller's reputation as perceived by buyers on e-marketplaces in Denpasar City using a quantitative approach. It is based on respondents' responses to the indicators of seller reputation, which include: Overall, the seller's reputation is fairly good (X1.1), The seller's overall service quality is fairly good (X1.2), Sellers with high ratings also provide high-quality goods/services (X1.3). Respondents' perceptions of the seller reputation variable and its indicators are presented in Table 4.

**Table 4**  
**Description of Respondents' Answers Regarding the Seller Reputation Variable**

No.	Seller Reputation Variable Statements (X1)	Respondents' Answers					Total Resp.	Average	Description
		1	2	3	4	5			
1	Overall, the seller's reputation is fairly good.	2	3	16	73	36	130	4,06	Good
2	The seller's overall service quality is fairly good.	2	3	13	68	44	130	4,15	Good
3	Sellers with high ratings also provide high-quality goods/services.	2	3	9	54	62	130	4,32	Very Good
Average of the Seller Reputation Variable								4,17	Good

Source: Processed Primary Data, 2024

Seller reputation is indicated by the following variable indicators: overall, the seller's reputation is fairly good (X1.1), the seller's overall service quality is fairly good (X1.2), and sellers with high ratings also provide high-quality goods/services (X1.3). Based on Table 4, it can be observed that, out of 130 respondents, the average score for the seller reputation variable on e-marketplaces in Denpasar City is 4.17, indicating that the seller reputation as perceived by customers is categorized as good.

Among the three indicators of seller reputation, the indicator "sellers with high ratings also provide high-quality goods/services" achieved the highest mean score of 4.36, while the lowest was "overall, the seller's reputation is fairly good," with a mean score of 4.06. This suggests that buyers perceive the overall seller reputation as needing improvement from good to very good.

Sales Promotion (X2)

The measurement of sales promotion refers to the study by Sari and Hermawati (2020), comprising the following indicators: shopping vouchers (X2.1), price discounts (X2.2), and lotteries (X2.3). Based on Table 5, it can be seen that, out of 130 respondents, the average score for the sales promotion variable is 4.27, categorized as very high. This indicates that respondents recognize sales promotion activities, such as shopping vouchers, discounts, and lotteries, as significant components of the e-marketplace experience.

**Table 5**  
**Description of Respondents' Answers Regarding Assessment of Sales Promotion Variables**

No.	Sales Promotion Variable Statement (X2)	Respondents' Answers					Total Resp.	Average	Description
		1	2	3	4	5			
1	Shopping Vouchers	2	3	15	35	75	130	4,37	Very high
2	Discounts	2	3	5	44	76	130	4,45	Very high
3	Lotteries	4	8	22	48	48	130	3,98	High
Average Sales Promotion Variable								4,27	Very high

Source: Processed Primary Data, 2024

Based on Table 5, the data shows that the four statements regarding sales promotion received an average score of 4.27, which falls within the rating criteria of 4.20–5.00, categorized as very high. This indicates that e-marketplace consumers in Denpasar City rate the sales promotions offered by companies on e-marketplaces very highly. Among the three indicators of the sales promotion variable, the lottery indicator requires more attention to effectively build consumer trust and enhance their repurchase intention.

#### Trust (Y1)

The measurement of e-marketplace consumer trust in Denpasar City is based on the study by Shiu and Tzeng (2021), which includes the following indicators: Based on the reviews, the store is trustworthy (Y1.1), Belief that the store always prioritizes the best interests of customers, such as providing necessary information (Y1.2), The store aspires to be known as a business that fulfills promises and commitments (Y1.3), The company will always act honestly (Y1.4).

Based on Table 6, it can be observed that, out of 130 respondents, the average score for the Trust variable is 4.14, which falls into the high category. This indicates that respondents understand trust through indicators such as the store being trustworthy

based on reviews, the belief that the store prioritizes the best interests of its customers, the store's commitment to keeping promises, and the company's honesty.

**Table 6**  
**Description of Respondents' Answers Regarding the Assessment of Trust Variables**

No.	Trust Variable Statement (Y1)	Respondents' Answers					Total Resp.	Average	Description
		1	2	3	4	5			
1	Based on the existing reviews, the store is trustworthy.	2	3	12	43	70	130	4,35	Very high
2	Believe that the store always has the best interests in mind, such as providing the necessary information	2	3	20	59	46	130	4,11	High
3	The store wants to be known as a store that keeps promises and commitments	2	3	18	54	53	130	4,18	High
4	The company will always be honest	2	8	29	49	42	130	3,93	High
Average of trust variables								4,14	High

Source: Processed Primary Data, 2024

Based on the data in Table 6, the four statements regarding consumer trust received an average score of 4.14, which falls within the rating criteria of 3.40–4.20, categorized as high. This indicates that consumer trust in e-marketplaces in Denpasar City is already high. The consumer trust variable indicator that needs improvement is the belief that the company will always act honestly.

#### Repurchase Intention (Y2)

The measurement of repurchase intention among e-marketplace consumers in Denpasar City refers to the study by Pandiangan et al. (2021), which includes the following indicators: Consumers will shop again on the same site (Y2.1), Consumers will revisit this site (Y2.2), and Consumers will recommend this site to people around them (Y2.3).

Based on Table 7, it can be seen that, out of 130 respondents, the average score for the repurchase intention variable is 4.27, which falls into the very high category. This indicates that respondents understand repurchase intention through behaviors such

as shopping again on the same site, revisiting the site, and recommending the site to others around them.

**Table 7**  
**Description of Respondents' Answers Regarding the Assessment of the Repurchase Intention Variable**

No.	Repurchase Intention Variable Statement (Y2)	Respondents' Answers					Total Resp.	Average	Description
		1	2	3	4	5			
1	I will shop again at the same site	2	3	7	63	55	130	4,27	Very high
2	I will visit this site again	2	3	11	59	55	130	4,25	Very high
3	I will recommend this site to people around me	2	3	8	59	58	130	4,29	Very high
Average variable Repurchase Intention								4,27	Very high

Source: Processed Primary Data, 2024

Based on the data in Table 7, the three statements regarding repurchase intention received an average score of 4.27, which falls within the rating criteria of 4.20–5.00, categorized as very high. This indicates that the repurchase intention of e-marketplace consumers in Denpasar City is already very high, and the respondents in this study demonstrate a strong intention to repurchase.

## CONCLUSION

Based on the results of the descriptive analysis, it can be concluded that the perceptions of e-marketplace customers in Denpasar City regarding seller reputation are categorized as good. Sales promotions, including shopping vouchers, discounts, and lotteries, are categorized as very high. Furthermore, customer trust is in the high category, while repurchase intention falls into the very high category. This suggests that SMEs selling on e-marketplaces should focus on improving their reputation, maintaining their sales promotions, and enhancing customer trust to further increase customer repurchase intentions.

## COMPETING INTERESTS DISCLAIMER:

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

Disclaimer (Artificial intelligence)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

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