



(RESEARCH ARTICLE)



## Determinants of Reuse Intention Toward Shopee E-commerce (A Study of E-Commerce Users in Denpasar City)

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World Journal of Advanced Research and Reviews, 2026, 30(03), 766-777

Publication history: Received on 01 May 2026; revised on 09 June 2026; accepted on 11 June 2026

Article DOI: <https://doi.org/10.30574/wjarr.2026.30.3.1633>

### Abstract

The increasingly intense competition in the e-commerce industry requires companies not only to attract new users but also to retain existing ones by building positive perceptions and strong trust. This research is grounded in the Technology Acceptance Model (TAM), which explains that users' perceptions and experiences toward a system influence their attitudes and behavioral intentions to reuse it.

This study employs a quantitative approach with a causal associative research design. The sample was determined using purposive sampling techniques, with respondents who had conducted at least two transactions through the Shopee application. Data were collected through questionnaires using a Likert scale and analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach.

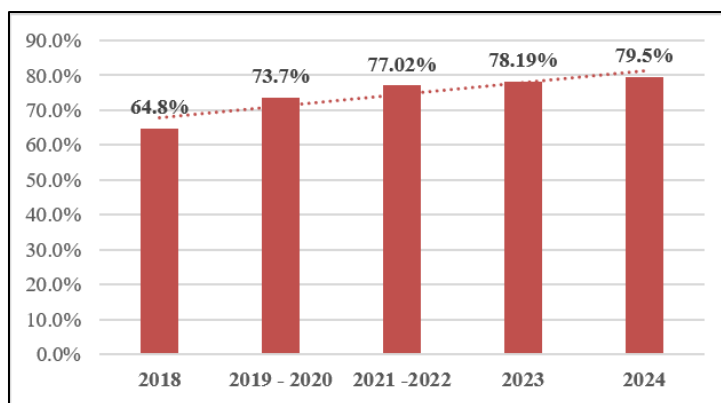
The results indicate that brand image and customer experience have a positive and significant effect on trust and repurchase intention. Furthermore, trust is proven to mediate the relationship between brand image and customer experience on repurchase intention. These findings suggest that enhancing customer experience and strengthening brand image consistently can build trust, thereby encouraging users' intention to continue using the application.

**Keywords:** Brand Image; Customer Experience; Trust; Repurchase Intention; E-commerce

### 1. Introduction

Technological advancements have significantly influenced various aspects of human life, including education, innovation, and changes in consumer behavior (Tomljanovic, 2016). The economic sector has also experienced substantial transformation as a result of these technological developments. According to a survey conducted by the Internet Service Providers Association (APJII), internet penetration in Indonesia reached 77.0% during the 2021–2022 period. The trend of internet penetration in Indonesia has consistently increased over the years. In 2018, internet penetration reached 64.8%, rising to 73.7% in 2019–2020. Data published by APJII indicate that internet usage in Indonesia has continued to grow annually, particularly during the COVID-19 pandemic. The implementation of the Community Activity Restrictions Enforcement Policy (PPKM) by the government contributed to the emergence of new behavioral patterns, leading to increased smartphone usage and internet accessibility among Indonesian consumers.

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Source: APJII Survey 2018-2024

**Figure 1** Growth of Internet Users in Indonesia

Technological advancements have significantly influenced various aspects of human life, including education, innovation, and consumer behavior (Tomljanovic, 2016). The economic sector has also experienced substantial transformation as a result of these technological developments. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia reached 77.0% during the 2021–2022 period. Internet usage in Indonesia has shown a consistent upward trend over the years. In 2018, internet penetration stood at 64.8%, increasing to 73.7% in 2019–2020. Data published by APJII indicate that internet usage in Indonesia has continued to rise annually, particularly during the COVID-19 pandemic, when government-imposed restrictions on community activities (PPKM) encouraged greater reliance on smartphones and internet access.

Based on Figure 1, data published by APJII for the 2018–2024 period indicate that approximately 221.56 million people, representing 79.5% of Indonesia’s population, were connected to the internet in 2024 (APJII, 2024). This high level of internet penetration has created significant opportunities for the growth of the e-commerce industry, as consumers increasingly depend on digital technologies to fulfill their daily needs (TiNewss.com). The widespread availability of internet access has not only facilitated information acquisition but has also transformed consumer lifestyles, particularly in terms of consumption patterns and shopping preferences (Iskandar et al., 2023). The ability to obtain information instantly through the internet has accelerated the adoption of digital technologies and online services (Fahlevi et al., 2019). As internet usage becomes more integrated into daily life, it increasingly shapes consumer behavior and lifestyle choices (Ayem & Wahidah, 2025). One notable consequence of this transformation is the shift from traditional offline shopping to online shopping (Putra & Pramudana, 2021). Recognizing this trend, businesses have leveraged digital purchasing platforms that provide mutual benefits for both firms and consumers.

Businesses expect that online platforms will enable consumers to search for, compare, and purchase products or services more efficiently. Furthermore, consumers can access more comprehensive information regarding products and services before making purchasing decisions (Ayem & Wahidah, 2025). The use of internet-based technologies has also expanded market reach and enhanced the scalability of online sales. The internet has fundamentally transformed the global economy, and these transformations are expected to continue through the development of the Internet of Things (IoT). The industrial revolution has contributed to economic growth, productivity enhancement, and improvements in societal welfare, particularly in countries capable of capitalizing on technological advancements and delivering high-quality products and services (Morrar et al., 2017). This phenomenon has encouraged businesses to innovate and adapt to opportunities emerging in the era commonly referred to as Industry 4.0.

Electronic commerce (e-commerce) represents one of the most prominent business models within the Industry 4.0 era, relying extensively on digital systems and internet-based transactions. The rapid growth of e-commerce in Indonesia has been accompanied by a substantial increase in online purchasing activities (Faisal & Fasa, 2025). E-commerce can be defined as the process of buying, selling, or exchanging products, services, and information through internet-based platforms (Canestren & Saputri, 2021). Several major e-commerce platforms operate in Indonesia, including Shopee, Tokopedia, Lazada, Blibli, JD.ID, and Zalora. These platforms continuously compete to become consumers’ preferred online shopping destination.

Shopee is one of the largest e-commerce platforms in Indonesia and was launched by the Sea Group in 2015. Since its introduction, Shopee has successfully attracted consumers through aggressive promotional strategies, including free shipping programs, integration with its digital payment service ShopeePay, and gamification-based interactive features.

These strategies have positioned Shopee as one of the leading online shopping platforms in Indonesia, particularly among younger consumers who are highly engaged with smartphones and social media.

According to data compiled by iPrice Group (2023–2024), the number of e-commerce users in Indonesia has continued to grow. In 2023, the total number of e-commerce users was estimated at approximately 191 million, with Shopee accounting for 36% of the market share, equivalent to around 69 million active users. In 2024, the number of e-commerce users increased to approximately 200 million. Despite remaining the market leader with a 34% market share, representing approximately 68 million users, Shopee experienced a decline in its market share compared to the previous year (iPrice Group, 2023–2024). This phenomenon suggests that Shopee's primary challenge is no longer limited to acquiring new users but also involves retaining existing users and encouraging their intention to continue using the platform. In the context of digital marketing, declining market share is often associated with lower reuse intention due to the availability of alternative platforms offering comparable features and user experiences (Abdullah et al., 2023).

The Technology Acceptance Model (TAM) provides a theoretical framework for understanding and explaining the factors influencing users' acceptance of technology, including perceived usefulness, perceived ease of use, attitude toward using, and behavioral intention to use. Empirical studies within digital platform contexts indicate that user experience plays a significant role in shaping positive attitudes and trust, which subsequently influence users' intentions to continue using digital services, including e-commerce applications (Juniantara, 2025; Halim & Keni, 2023).

Within the extended TAM framework, positive attitudes formed through favorable user experiences and positive brand perceptions are considered critical determinants of trust, which subsequently drives reuse intention. TAM is employed in this study for three primary reasons. First, it has been widely recognized as an effective model for explaining information systems and technology adoption across various organizational, cultural, and technological contexts. Second, TAM possesses a strong theoretical foundation and validated measurement scales. Third, TAM has been extensively examined and supported by numerous empirical studies (Weng et al., 2018).

Reuse intention refers to a consumer's willingness to continue using a product or service in the future (Kotler, 2018). Reuse intention is particularly important in online commerce because retaining existing users is generally more cost-effective than acquiring new customers (Rahmania & Wahyono, 2022). Consumers' decisions to continue using Shopee not only generate business value for the company but also enhance platform visibility and strengthen its competitive position through repeated transactions.

As one of Indonesia's largest e-commerce platforms, Shopee possesses a relatively strong brand image, as reflected in surveys conducted by Populix and Katadata Insight Center during 2023–2024. However, increasing competition from other platforms requires Shopee to continuously maintain and strengthen its brand image to sustain users' reuse intention.

Shopee has consistently been perceived as an e-commerce platform offering competitive prices and comprehensive features. Nevertheless, market data reveal an interesting anomaly. According to iPrice (2024), Shopee's market share declined by approximately 2%, while emerging competitors such as TikTok Shop experienced rapid growth. Shopee's image as the most attractive shopping platform has gradually been challenged by more interactive live-shopping models, leading some consumers to perceive Shopee as relatively more conventional than its competitors.

In addition to competitive pressures, operational issues have also emerged as factors that may negatively affect Shopee's brand image. Within the e-commerce context, brand image serves not only as a differentiating factor among platforms but also as a signal of reliability and service quality in an environment characterized by intense competition and transaction uncertainty (Alzaidi & Agag, 2022).

Previous empirical studies have demonstrated that brand image significantly influences consumers' reuse intention. Putri and Sukaatmadja (2018) found that a strong brand image increases the likelihood of repeat purchases because consumers perceive the brand as more trustworthy and capable of consistently meeting expectations. Similarly, Wangsa et al. (2022) reported that e-commerce platforms with positive brand images are better positioned to retain active users. More recent studies have confirmed that brand image contributes to positive user attitudes toward digital applications, which subsequently enhance reuse intention, particularly for repeatedly used services such as e-commerce platforms (Safitri & Indarwati, 2025; Nurul Ilaahiyah & Komalasari, 2024). However, contrasting findings were reported by Bupalan et al. (2019) and Hasanah and Sugianto (2025), who found that brand image had a negative and insignificant effect on reuse intention.

Within the extended TAM framework, brand image contributes to the formation of positive attitudes toward technology through perceptions of usefulness and service quality. These positive attitudes subsequently influence users' intentions to continue using a technology (Venkatesh & Davis, 2000; Nair & Manohar, 2024). Therefore, a strong and consistent brand image is expected to increase users' intentions to continue using Shopee despite the availability of competing platforms offering similar functionalities.

## 2. Research method

This study uses a quantitative approach with a survey method to analyze the influence of brand image and customer experience on the intention to reuse the Shopee e-commerce application, with trust as a mediating variable, among Shopee users in Denpasar City. The study population was all Shopee users domiciled in Denpasar City, with the sample determined using a purposive sampling technique based on respondent criteria which included having a minimum education level of high school/vocational school, domiciled in Denpasar City, and having made purchases through the Shopee application at least twice. Data were collected through a closed questionnaire using a five-point Likert scale that measured the variables of brand image, customer experience, trust, and intention to reuse based on indicators synthesized from previous studies. Data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software to test the validity, reliability, and direct and indirect relationships between variables in the research model.

## 3. Research results and discussion

The results of the PLS-calculate algorithm reduction on the brand image variable (X1) measured by four indicators, the customer experience variable (X2) measured by four indicators, trust (M) measured by four indicators and the reuse intention variable (Y) measured by three indicators. The results of the outer loading test output show that all indicators in this study have met the convergent validity criteria. This is indicated by the loading factor value of each indicator which is above the minimum threshold value of 0.70.

**Table 1** Internal Consistency Reliability

<b>Variables</b>	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>
Reuse intention (Y)	0.905	0.842
Brand image (X1)	0.883	0.823
Customer experience (X2)	0.879	0.816
Trust (M)	0.896	0.846

Source: processed data, 2026

Based on the test results in Table 1, all constructs, consisting of reuse intention, brand image, customer experience, and trust, demonstrated a high level of reliability, as indicated by Cronbach's Alpha values above 0.80 (CA > 0.80). These results indicate that each construct has good internal consistency, thus all research variables are considered reliable.

The correlation between reuse intention (Y) and its indicators is higher than the correlation between brand image (X1), customer experience (X2), and trust (M). The correlation between brand image (X1) and its indicators is higher than the correlation between customer experience (X2), trust (M), and reuse intention (Y). The correlation between customer experience (X2) and its indicators is higher than that between brand image (X1), trust (M), and reuse intention (Y). The correlation between trust (M) and its indicators is higher than that between brand image (X1), customer experience (X2), and reuse intention (Y). Therefore, it can be concluded that all indicators in each variable are valid.

**Table 2** Average Variance Extracted

<b>Research Variables</b>	<b>AVE</b>
Reuse intention (Y)	0.76
Brand image (X1)	0.654
Customer experience (X2)	0.644
Trust (M)	0.684

Source: processed data, 2026

Based on Table 2, it can be explained that an AVE value  $\geq 0.5$  indicates that the construct has good convergent validity. This means that at least 50% of the variance of the indicators can be explained by the measured construct, while an AVE value  $< 0.5$  indicates that convergent validity is low, so the indicators may not be good enough to represent the construct. In this study, it can be seen that all variables have values greater than 0.5 so that convergent validity is acceptable and the model is said to be good.

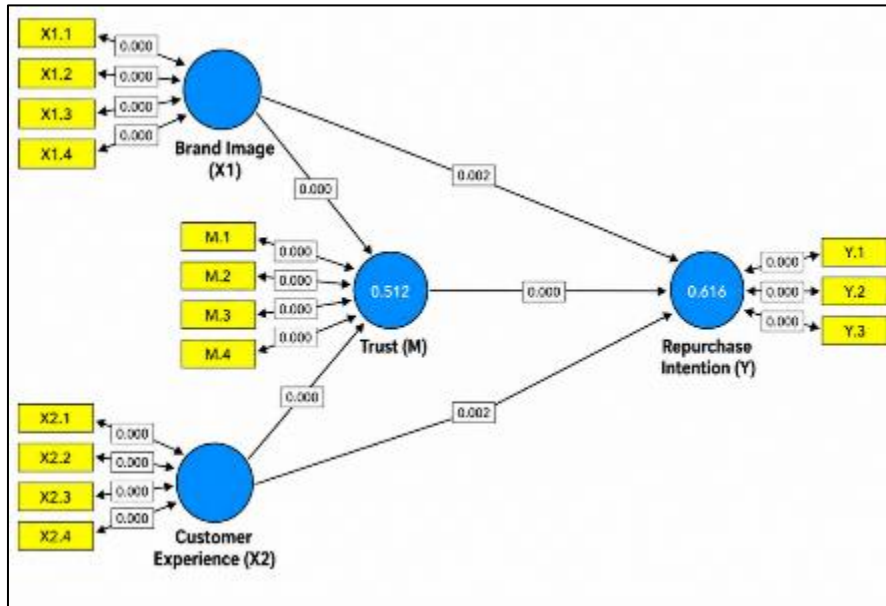


Figure 2 Inner Model: Resampling Bootstrapping

Table 3 Path Coefficient: Mean, STDEV, T-Values, P-Values

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics ( O/STDEV )</i>	<i>P values</i>
Brand Image (X1) -> Trust (M)	0.444	0.442	0.084	5.266	0.000
Brand Image (X1) -> Repurchase Intention (Y)	0.250	0.250	0.082	3.033	0.002
Trust (M) -> Repurchase Intention (Y)	0.381	0.37	0.097	3.93	0.000
Customer Experience (X2) -> Trust (M)	0.366	0.363	0.094	3.91	0.000
Customer Experience (X2) -> Repurchase Intention (Y)	0.278	0.283	0.091	3.056	0.002

Source: processed data, 2026

Based on the results of the hypothesis testing presented in Table 3, it can be analyzed that the direction of the relationship between brand image and trust has a coefficient direction of 0.444 and is significant at a probability level (p-value) of 0.000 ( $< 0.05$ ), with a value (t-statistic) of 5.266 ( $> 1.96$ ). This shows that brand image has a positive and significant effect on trust, with an influence contribution of 44.4 percent. The direction of the relationship between brand image and reuse intention has a coefficient direction of 0.250 and is significant at a probability level (p-value) of 0.002 ( $< 0.05$ ), with a value (t-statistic) of 3.033 ( $> 1.96$ ). This shows that brand image has a positive and significant effect on reuse intention, with an influence contribution of 25.0 percent. The direction of the relationship between trust and reuse has a coefficient direction of 0.381 and is significant at a probability level (p-value) of 0.000 ( $< 0.05$ ), with a value (t-statistic) of 3.930 ( $> 1.96$ ). This shows that trust has a positive and significant effect on intention to reuse, with an influence contribution of 38.1 percent. The direction of the relationship between customer experience and trust has a coefficient direction of 0.366 and is significant at a probability level (p-value) of 0.000 ( $< 0.05$ ), with a value (t-

statistic) of 3.910 (>1.96). This indicates that customer experience has a positive and significant effect on trust, contributing 36.6 percent. The direction of the relationship between customer experience and reuse intention has a coefficient of 0.278 and is significant at a probability level (p-value) of 0.002 (<0.05), with a t-statistic of 3.056 (>1.96). This indicates that customer experience has a positive and significant effect on reuse intention, contributing 27.8 percent.

The results of the t-test in Table 3 show that all path coefficients yield a calculated t-value (>1.96). This implies that all t-test results are significant.

**Table 4** Quality Criteria: R Square (R<sup>2</sup>)

Variables	R Square
Trust	0.512
Intention to Reuse	0.616

Source: processed data, 2026

Based on the calculation results in Table 4, the R<sup>2</sup> value of reuse intention of 0.616 indicates that the variables of brand image, customer experience, and trust are simultaneously able to explain the variability of reuse intention by 61.6%, while the remaining 38.4% is explained by other variables outside the research model. The R<sup>2</sup> value of confidence of 0.512 indicates that the variables of brand image and customer experience are simultaneously able to explain the variability of trust by 51.2%, while the remaining 48.8% is explained by other variables outside the research model.

**Table 5** *f*-Square (f<sup>2</sup>)

	<i>f</i> -square
Brand Image (X1) -> Trust (M)	0.279
Brand Image (X1) -> Repurchase Intention (Y)	0.088
Trust (M) -> Repurchase Intention (Y)	0.185
Customer Experience (X2) -> Trust (M)	0.189
Customer Experience (X2) -> Repurchase Intention (Y)	0.117

Source: processed data, 2026

Based on the data in Table 5, it can be seen that the relative impact (effect size) of brand image on trust is categorized as medium, brand image on reuse intention is categorized as small, trust on reuse intention is categorized as medium, customer experience on trust is categorized as medium, and customer experience on reuse intention is categorized as small.

**Table 6** Q-square predictive relevance (Q<sup>2</sup> -test)

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Brand Image (X1)	600.000	600.000	0.000
Trust (M)	600.000	396.057	0.340
Repurchase Intention (Y)	450.000	246.133	0.453
Customer Experience (X2)	600.000	600.000	0.000

Source: processed data, 2026

Based on Table 6, the Q<sup>2</sup> value for the endogenous construct of trust is 0.340 and for the endogenous construct of reuse intention is 0.453. A Q<sup>2</sup> value greater than zero indicates that the model has predictive relevance for both endogenous constructs. A Q<sup>2</sup> value of 0.453 for reuse intention indicates strong predictive relevance, while a Q<sup>2</sup> value of 0.340 for trust indicates moderate predictive relevance. A Q<sup>2</sup> value for the exogenous constructs of brand image and customer

experience of 0.000 indicates that these two constructs were not evaluated in this test because they act as exogenous variables in the research model.

**Table 7** Hypothesis Testing

Hypothesis	Correlation Coefficient	<i>p values</i>	Information
Direct Effect			
Brand image -> Reuse intention	0.250	0.002	Significant
Customer experience -> Reuse intention	0.278	0.002	Significant
Brand image -> Trust	0.444	0.000	Significant
Customer experience -> Trust	0.366	0.001	Significant
Trust -> Reuse intention	0.381	0.000	Significant
Indirect Effect			
Brand image -> Trust -> Repurchase intention	0.169	0.002	Significant
Customer experience -> Trust -> Repurchase intention	0.139	0.003	Significant

Source: processed data, 2026

### 3.1. The Effect of Brand Image on Reuse Intention

The effect of Brand Image on Reuse Intention yielded a positive original sample coefficient of 0.250. The positive coefficient indicates a positive relationship between Brand Image and Reuse Intention. The bootstrapping results revealed a t-statistic value of 3.033 (> 1.96) and a p-value of 0.002 (< 0.05), indicating that Brand Image has a significant positive effect on Reuse Intention; therefore, H1 is supported. This finding suggests that a stronger brand image leads to a higher intention among consumers to continue using the service or product. An improvement in Brand Image contributes to a 25.0% increase in Reuse Intention.

These findings are consistent with previous studies conducted by Dewi and Ekawati (2019), Ekaprana et al. (2020), Sunu and Rahanatha (2021), Safitri and Indarwati (2025), and Nurul Ilaahiyah and Komalasari (2024), all of which reported that Brand Image has a significant positive effect on Reuse Intention.

### 3.2. The Effect of Customer Experience on Reuse Intention

The effect of Customer Experience on Reuse Intention produced a positive original sample coefficient of 0.278. This coefficient indicates a positive relationship between Customer Experience and Reuse Intention. The bootstrapping results showed a t-statistic value of 3.056 (> 1.96) and a p-value of 0.002 (< 0.05), indicating that Customer Experience has a significant positive effect on Reuse Intention; therefore, H2 is supported.

These findings suggest that the more positive the customer experience, the greater the likelihood that consumers will continue using the service or product. An improvement in Customer Experience contributes to a 27.8% increase in Reuse Intention.

The results are consistent with previous studies conducted by Saraswathi and Wardana (2021), Fitria et al. (2021), Otivia and Sukaatmadja (2020), Aditya and Jatra (2019), Agag and Eid (2020), Nair and Manohar (2024), Sauw and Mointi (2025), and Putra and Rahyuda (2023), all of which found that Customer Experience has a positive and significant effect on Reuse Intention. Similar findings were reported by Putra and Pramudana (2021), who concluded that the better the customer experience perceived by users, the greater their intention to continue using the platform.

### 3.3. The Effect of Brand Image on Trust

The effect of Brand Image on Trust yielded a positive original sample coefficient of 0.444. The positive coefficient indicates a positive relationship between Brand Image and Trust. The bootstrapping results showed a t-statistic value of 5.266 (> 1.96) and a p-value of 0.000 (< 0.05), indicating that Brand Image has a significant positive effect on Trust; therefore, H3 is supported.

This finding suggests that a stronger Brand Image enhances consumers' level of trust. An improvement in Brand Image contributes to a 44.4% increase in Trust. These findings are consistent with the study conducted by Rodiques and Rahanatha (2018), which reported that Trust is positively and significantly influenced by Brand Image. Similar results were also reported by Mertha and Respati (2022), Winangun and Nurcaya (2020), Putra and Sulistyawati (2019), and Sudirman et al. (2020), who found that Brand Image significantly enhances consumer trust.

### **3.4. The Effect of Customer Experience on Trust**

The effect of Customer Experience on Trust produced a positive original sample coefficient of 0.366. The coefficient indicates a positive relationship between Customer Experience and Trust. The bootstrapping results revealed a t-statistic value of 3.910 ( $> 1.96$ ) and a p-value of 0.001 ( $< 0.05$ ), indicating that Customer Experience has a significant positive effect on Trust; therefore, H4 is supported.

These findings suggest that a more favorable customer experience leads to a higher level of consumer trust. An improvement in Customer Experience contributes to a 36.6% increase in Trust. The results are consistent with the study conducted by Endang and Indriani (2021), which found that Customer Experience has a positive and significant effect on Trust. Similar findings were reported by Ardiyanto and Basri (2021), Zalma et al. (2021), Saraswathi and Wardana (2021), Seber (2019), and Agustin and Warmika (2019), all of whom concluded that positive customer experiences significantly enhance consumer trust. These findings imply that favorable experiences when using a product or service contribute to stronger consumer confidence in the platform.

### **3.5. The Effect of Trust on Reuse Intention**

The effect of Trust on Reuse Intention yielded a positive original sample coefficient of 0.381. The coefficient indicates a positive relationship between Trust and Reuse Intention. The bootstrapping results showed a t-statistic value of 3.930 ( $> 1.96$ ) and a p-value of 0.000 ( $< 0.05$ ), indicating that Trust has a significant positive effect on Reuse Intention; therefore, H5 is supported.

This finding suggests that higher levels of consumer trust increase the likelihood of continued usage of the service or product. An increase in Trust contributes to a 38.1% improvement in Reuse Intention. These results are consistent with the findings of Silaen and Prabawani (2019), who reported that Trust positively and significantly influences Reuse Intention. Similar evidence was provided by Saleem et al. (2017), Trivedi and Yadav (2018), and Tong (2020), all of whom found that Trust is a significant predictor of consumers' intentions to continue using digital services.

### **3.6. The Mediating Role of Trust in the Relationship between Brand Image and Reuse Intention**

The indirect effect of Brand Image on Reuse Intention through Trust produced a positive original sample coefficient of 0.169. This result indicates a positive indirect relationship between Brand Image and Reuse Intention through Trust. The t-statistic value of 3.070 ( $> 1.96$ ) and the p-value of 0.002 ( $< 0.05$ ) indicate that Trust significantly mediates the relationship between Brand Image and Reuse Intention; therefore, H6 is supported.

This finding suggests that a stronger Brand Image enhances consumers' trust, which subsequently increases their intention to continue using Shopee. An improvement in Brand Image contributes to a 16.9% increase in Reuse Intention through Trust. Overall, the results demonstrate that Trust plays a significant role in explaining how Brand Image influences consumers' behavioral intentions. The findings indicate that higher levels of trust encourage consumers to continue using Shopee as their preferred e-commerce platform.

### **3.7. The Mediating Role of Trust in the Relationship between Customer Experience and Reuse Intention**

The indirect effect of Customer Experience on Reuse Intention through Trust yielded a positive original sample coefficient of 0.139. This result indicates a positive indirect relationship between Customer Experience and Reuse Intention through Trust. The t-statistic value of 3.006 ( $> 1.96$ ) and the p-value of 0.003 ( $< 0.05$ ) indicate that Trust significantly mediates the relationship between Customer Experience and Reuse Intention; therefore, H7 is supported.

This finding suggests that a more positive customer experience strengthens consumer trust, which subsequently increases their intention to continue using the platform. An improvement in Customer Experience contributes to a 13.9% increase in Reuse Intention through Trust.

These findings are consistent with previous studies conducted by Mahendra and Putri (2022), Ningrum et al. (2021), Yuniarti (2020), and Wicaksono and Ellyawati (2020), which reported that Trust positively and significantly mediates the relationship between Brand Image and Reuse Intention. The results further highlight the critical role of Trust as a

psychological mechanism through which consumers translate their evaluations of brand image and service experiences into continued usage intentions.

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#### 4. Conclusion and recommendations

Based on the findings of this study, several conclusions can be drawn. First, Brand Image has a positive and significant effect on Reuse Intention; therefore, the first hypothesis is supported. Second, Customer Experience has a positive and significant effect on Reuse Intention; thus, the second hypothesis is supported. Third, Brand Image has a positive and significant effect on Trust; therefore, the third hypothesis is supported. Fourth, Customer Experience has a positive and significant effect on Trust; consequently, the fourth hypothesis is supported. Fifth, Trust has a positive and significant effect on Reuse Intention, indicating that higher levels of consumer trust increase the likelihood of continued use of the platform. Sixth, Trust significantly mediates the relationship between Brand Image and Reuse Intention toward Shopee e-commerce; therefore, the sixth hypothesis is supported. Finally, Trust also significantly mediates the relationship between Customer Experience and Reuse Intention toward Shopee e-commerce; thus, the seventh hypothesis is supported.

Based on these findings, several managerial recommendations can be proposed. Shopee should prioritize strengthening consumer trust, as trust has been shown to directly influence users' intentions to continue using the platform. To achieve this, Shopee is encouraged to foster stronger relationships with its users through more effective and continuous two-way communication between sellers and consumers. Furthermore, Shopee should continuously improve the quality of its services by regularly evaluating customer experiences and conducting thorough reviews of customer complaints and support features available within the application. Such efforts may help minimize recurring customer complaints and enhance overall user satisfaction.

In addition, Shopee is advised to continuously evaluate and strengthen aspects related to its brand image. Given that both Brand Image and Customer Experience have been empirically proven to influence Reuse Intention, maintaining a strong brand reputation and delivering positive customer experiences are essential strategies for encouraging users to continue utilizing the platform. By focusing on these factors, Shopee can improve customer retention and sustain its competitive advantage in the increasingly dynamic e-commerce market.

For future research, scholars are encouraged to incorporate additional variables that may influence Reuse Intention in the e-commerce context, such as perceived value, customer satisfaction, perceived risk, electronic word-of-mouth (e-WOM), or customer loyalty. Future studies may also expand the scope of research by examining different e-commerce platforms, geographical areas, or demographic groups to provide a more comprehensive understanding of consumer behavior in the digital marketplace.

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#### Compliance with ethical standards

##### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

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