The Determinant of Intention to Purchase

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Abstract--- *The aim of this study is to examine the antecedents of online purchase intentions. The data collection method used a questionnaire with a purposive sampling technique to 202 respondents who had made online purchases in the past six months. The data analysis tool that is used is the Structural Equation Model (SEM) through the AMOS and SPSS programs, while the reliability test is Cronbach's Alpha. This study resultedin indicating that trust and ease of use have a positive impact on satisfaction. Furthermore, trust has a negative impact on the intention to purchase. Meanwhile, ease of use and satisfaction have a positive impact on the intention to purchase. Later then, there is a positive impact on intention to purchase, mediated by satisfaction, due to trust and ease of use. Managerial implications in this research are, the company must provide product review services, perform maintenance, provide the latest products, and provide rewards for its customers.*

Keywords--- *Trust, Ease of Use, Satisfaction, Intention to Purchase.*

I. INTRODUCTION

The use of internet technology in marketing has formed new transactions called online shopping. Considering the enormous market potential and easiness of online shopping through e-commerce companies sawed as a growing trend among customers (Trivedi & Yadav, 2018). The broad scope of e-commerce companies includes several types, such as online shops, online tickets, internet banking, and other electronic payments. iPrice Insight reports that the number of visitors to e-commerce companies continues to experience growth in Indonesia. In the first quarter of 2017, the number of e-commerce company visitors reached 186.33 million visitors, in the first quarter of 2018, the number of visitors reached 408.9 million visitors, and in the first quarter of 2019 an increase of 412.1 million visitors. An increasing number of visitors to e-commerce companies shows that online shopping is an essential and lifestyle part of meeting customer needs.

According to Wartaekonomi, the competition for the e-commerce market in Indonesia is still led by local e-commerce, Tokopedia, which is the most actively used in Indonesia. The second position was Shopee, who came from Singapore, while in the next area, Bukalapak, Lazada, and Blibli followed the e-commerce market competition in Indonesia. An increase on number of visitors in 2019 in e-commerce market in Indonesia shows that several e-commerce companies have several web visitors each year. There are 5 (five) e-commerce companies that have the most number of visitors based on iPrice Insights sites such as Tokopedia, Bukalapak, Shopee, Lazada, and Blibli.

The attitude of customer's behavior to do online shopping can be influenced by several factors. The response of customer purchase intention behavior influenced by several variables such as trust, ease of use, and satisfaction. In the study, explained the influence of trust, ease of use, and satisfaction as mediation in doing online shopping can influence purchase intentions(Liu, Bao, & Zheng, 2019; Trivedi & Yadav, 2018).

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Trust is a determining factor in the process of transactions between companies and customers in e-commerce. Trust can describe as the foundation for building long-term relationships between companies and customers (Beldad, De Jong, & Steehouder, 2010; Berraies, Ben Yahia, & Hannachi, 2017). When a company has a large number of customers, it shows a sense of customer trust. Customer confidence in making purchases through the application or the company's web shows the ease of making online shopping transactions.

Online shopping activities that use applications or the web are a challenge for companies in providing services that are easy to use (ease of use). The researcher explains that to increase comfort, regardless that online shopping is easy to learn and easy to use. The existence of features that can facilitate customers in using e-commerce services makes the top choice for customers. Customers tend to do online shopping because of the convenience, which means there is customer satisfaction when shopping online(Amin, Rezaei, & Abolghasemi, 2014; Trivedi & Yadav, 2018).

Satisfaction in online shopping is an essential factor determining the long-term relationship between the company and its customers. Satisfaction occurs when products or servicesare offered by e-commerce companies can meet customer needs and expectations. Besides, customer satisfaction can arise when the timeliness of service to customers and service complaints at the company if experiencing problems. E-commerce companies are demanded to be able to keep customers satisfied. Improved service and product quality can make customers feel happy, which can influence customer purchasing decisions(Berraies et al., 2017; Biesok & Wyród-Wróbel, 2011).

Intention to purchase is a tendency of the psychological behavior of customers who motivate to continue to buy products or services. Purchase intention shows the behavior of customers who have the intent and purpose of purchasing certain products or services. In addition to customer motivation, the level of trust and quality of service in doing online shopping can affect purchase intentions. According to the researcher, service quality and customer satisfaction can significantly influence customer purchase intentions. It is expected that e-commerce companies would continue to maintain the quality of online services because they can influence purchasing decisions, and customers can provide recommendations to friends or others(Liu et al., 2019; Meskaran, Ismail, & Shanmugam, 2013).

The study is proposed to analyze the effect of trust and ease of use on satisfaction. Next, investigate the impact of trust and ease of use on an intention to purchase. Further, analyze the effect of satisfaction on intention to purchase. Finally, examining the influence of trust and ease of use on an intention to purchase mediated by satisfaction.

II. LITERATURE REVIEW

2.1 Trust

Trust is the willingness of customers to rely on the ability of other parties to meet their needs. Trust defined as a customer who has confidence in the quality of the company when offering products and services. Trust interpreted by the company's ability to convince customers that the products offered are of high quality (S. ur Rahman, Khan, & Iqbal, 2018; Trivedi & Yadav, 2018). Trust is a positive expectation from the customer towards the company's capability, company policy, and e-commerce company's integrity. Trust is an essential foundation in building a long-

term relationship between companies and customers within the scope of e-commerce (Berraies et al., 2017; Chen, Wu, & Chien, 2016).

Trust has a direct and indirect relationship between customers and companies when doing online shopping. The relationship of trust with customers has an essential role in making a purchase. When customers have trust in an e-commerce company, the company has an advantage in the presence of customer trust, and this can lead to recommending others about customer confidence. The mechanism of initial trust formation, company reputation is a factor that is relevant to the formation of sustainable trust (Amin et al., 2014; Choi & Nazareth, 2014; Kassim & Asiah Abdullah, 2010; Rose, Clark, Samouel, & Hair, 2012).

In the context of e-commerce, trust takes many forms. There are four forms of the trust model. (1) Initial trust, marked trust arises at the beginning of the relationship and is a consequence of the level of credibility, integrity, and policy of the company. (2) Ongoing trust, an ongoing form of trust is knowledge-based trust, which represents the trust that develops over time with important trust resulting from the customer experience. (3) Customer trust and decreased trust, customers feel trust when the relationship with the company is positive from previous experience. The decline in customer trust can arise when the company's activities are not as expected. (4) Restoring trust, in order to restore trust, reconciliation recognizes mistakes and responsibilities, apologizes to related parties, and explains further actions to improve trust(Beldad et al., 2010; Choi & Nazareth, 2014).

Trust will be there when customers have confidence in making transactions with companies. Trust as a form of honesty, fairness, equality, and ethics in doing online shopping. Trust divided into two parts, namely credibility, and policy. Credibility refers to the customer's perception that promises from the company can be trusted, and the policy refers to customers who believe that the company has useful intentions. The existence of a sense of trust can reduce the perceived risk perceived (Amin et al., 2014; Tabrani, Amin, & Nizam, 2018; Zhu & Chen, 2015).

2.2 Ease of use

Ease of use is the ease of using a service. Ease of use in the context of e-commerce means the ease of using a system service between the company and the customer (Trivedi & Yadav, 2018). Ease of use in e-commerce services can mean ease of finding goods and making payments. Besides, ease of use, in addition to ease of access, is also interpreted to facilitate customers to get information. The ease of use felt by the customer is the extent to which the customer considers a new service better than the previous form of service. Controls and facilities in e-commerce services must be easily understood and easily accessed by customers. Ease of using the extent to which customers in finding goods in e-commerce services do not encounter difficulties. By using an application or system that is easy to understand, customers will be more comfortable because of the ease of using the service (Afshan & Sharif, 2016; Ahmed & Akhlaq, 2015).

There are six instruments used to measure the ease of use, namely: (1) Using the internet is easy to learn. (2) Using the internet for online shopping is easy to learn. (3) Customer perception will not experience difficulties in shopping online. (4) Customers are confident and accustomed to shopping online. (5) Customers, when doing online shopping, do not need complicated thinking, (6) Customer perception will easily find products when shopping online. Another means of ease of the extent to which customers believe in using technology does not require

complicated effort. If the customer considers it easy to use, the customer will continue to use it. Conversely, if the customer considers it complicated, then the customer will not use it(Bigné, Mattila, & Andreu, 2008; Davis, 1989).

Ease of use can reduce the effort both of the time and energy of customers in learning the online shopping system. Ease of use the use of technology as a measure of the use of systems that quickly understood for later use. Several indicators are used in measuring the ease of use of technology, including the level of ease of computer learning, the level of conformity of the desired work of the customer, the skill of using a computer, and the level of skill of using an online shopping application (Davis, 1989; Ismail, 2017; Trivedi & Yadav, 2018).

Ease of use is the level of perception where someone believes that when he is using a particular system he will be free of effort. Ease of use, usability, and risk can affect customer attitudes towards purchase intentions. The level of individual confidence in using technology that can make things easier to complete work is known as perceived ease of use(Kassim & Asiah Abdullah, 2010; Matzler, Füller, & Faullant, 2007; Meskaran et al., 2013).

2.3 Satisfaction

Satisfaction is defined as customer's satisfaction regarding the previous purchase. In the context of e-commerce, customers will feel satisfied when needs can be met(Anderson & Srinivasan, 2003; Liu et al., 2019; Trivedi & Yadav, 2018). When customers find a perceived fit following customer expectations, the customer will feel satisfied. Customer satisfaction understood as an evaluation of service from time to time (Amin et al., 2014; Tabrani et al., 2018).According to the researcher, customer satisfaction is a positive experience and an overall positive feeling towards the services provided(Amin et al., 2014; Sarkar & Sreejesh, 2014; Tabrani et al., 2018).

Customer satisfaction from the shopping experience can extend to several influences, such as social life, family life, finance, and others. The satisfaction of being dominant in life characterizes the satisfaction of living in a person as a whole. This satisfaction is an influence related to events in one's life, which can affect one's overall life satisfaction. Shopping satisfaction from individual e-commerce companies refers to the previous shopping experience that the customer evaluates. Satisfaction from the evaluation of various e-commerce companies can influence customer purchasing decisions(Biesok & Wyród-Wróbel, 2011; Grzeskowiak, Sirgy, Foscht, & Swoboda, 2016).

Customer satisfaction is a feeling of pleasure or disappointment which came from comparing the performances or results felt by products with expectations. This satisfaction means that the assessment of customer satisfaction is specific and assessed after purchase. Others see valuation as a form of value that aims to attract other customers. Customer satisfaction isfundamentally build because it is related to other factors such as loyalty, repurchase intentions, and buying behavior. Relationships with satisfaction and repurchase intentions do not have to be linear because the intensity of competition has an impact on this relationship. This satisfaction shows that more is needed to increase the intention and loyalty of repurchase rather than merely achieving satisfaction (Arenas-Gaitan, Rondan-Cataluña, & Ramírez-Correa, 2013; Liu et al., 2019; Matzler et al., 2007).

If the company wants to get closer to customers, it will be easier to meet the needs and desires of customers in the long term. An important factor that builds a company's long-term relationship is satisfying customers. Customer

satisfaction is often associated with products and services that are being the source of satisfaction. The level of satisfaction reflected as the gap between the customer's vision on the product expected, and the customer's perception on the product received. If customer expectations met, purchase satisfaction defined as the perceived action of the product purchased (Karjaluoto, Munnukka, & Kiuru, 2016; Mandasari & Giantari, 2017).

2.4 Intention to purchase

The intention to purchase can mean the customer's intention to buy. In the e-commerce context, customers who have experience will continue to buy the same product online. Intention to purchase define as customer behavior that encourages motivation to repurchase products. Intention to purchase can mean the customer's decision to buy a brand and ignore other choices. Intention to purchase is a form of customer desire to do online shopping that has previous experience. Criteria for customers who shop online include several factors such as information availability, website quality, and product quality (Kurniawati & Siregar, 2019; Liu et al., 2019; Trivedi & Yadav, 2018).

Intention to purchase is a form of customer activity looking for references online to do online shopping. There are five dimensions of intention to purchase, namely: (1) Attitude, the level of customer confidence in the value of the product. (2) Subject Norm, is the perception of the customer's decision, although the truth is not necessarily real in assessing an object, which meant when the customer is shopping online. (3) Perfected Behavioral Control, an additional factor that can affect customer behavior; this factor comes from outside, such as family, promotion, and environment. (4) Perceived Ease of Use, is a form of ease in using or finding the product. (5) Perceived usefulness is a subjective assessment that using certain products can improve customer performance (Hao Suan Samuel, Balaji, & Kok Wei, 2015; Meskaran et al., 2013; W. Rahman & Nas, 2013).

Intention to purchase refers to the possibility that someone will buy on the same platform, either the web or use an application. For example, online buyers do much research before making a purchase. Buyers usually get product information, find out about the company, and narrow down their choices based on visits to the website or application. In the end, the customer can buy from the website or application; in this case, the customer's purchase intention becomes essential to predict the purchase continues (Gudigantala, Bicen, & Eom, 2016; Karjaluoto et al., 2016; Liu et al., 2019).

Some instruments to measure intention to purchase are as follows: (1) Intention to buy customers' online shopping in the future. (2) The customer's intention to re-visit the e-commerce company at a time when they will get it. (3) The customer's intention to distribute products or services in the future. The use of instruments to measure intention to purchase is: (1) The customer's purchase intention shortly. (2) The customer's intention to do online shopping within the next one or two years. (3) The customer's intention to recommend to friends and family (Kurniawati & Siregar, 2019; Liu et al., 2019; Reimers, Chao, & Gorman, 2016).

2.5 Conceptual Framework

The purpose of this study is to analyze the positive influence of trust and ease of use on satisfaction, analyze the impact of trust and ease of use on intention to purchase, analyze the effect of satisfaction on intention to purchase,

investigate the impact of trust and ease of use on intention to purchase mediated satisfaction, such as shown in figure 1.
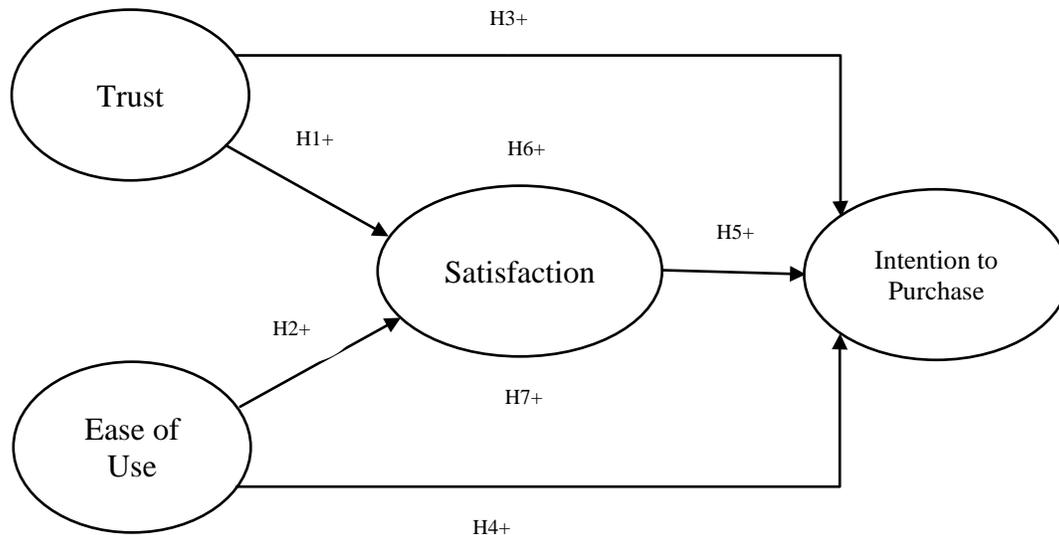

Figure 1: Conceptual Framework

2.6 Hypothesis

Trust and satisfaction

The development of trust in e-commerce is critical in building good relationships with customers. Customers who have confidence based on previous experience can recommend to other customers because of satisfaction. The relationship of trust with customer satisfaction is the concern of many studies. The trust expressed by customers in the e-commerce context generates a positive impression of what e-commerce companies offer (Berraies et al., 2017; Trivedi & Yadav, 2018).. According to the researcher, trust can be used to predict customer satisfaction in the context of online shopping(Amin et al., 2014; Tabrani et al., 2018). So thus, in this study, it can be hypothesized that:

H1: There is a positive influence of trust on satisfaction.

Ease of use and satisfaction

According to the researcher in the study stated that ease of use has a positive effect on customer satisfaction, the better the service can provide the perceived ease of use, the higher the perceived satisfaction. The research stated that ease of use is one source of customer satisfaction. Ease of use saw to the extent to which customers find it easy to find products (Ahmed & Akhlaq, 2015; Albert & Merunka, 2013; Arenas-Gaitan et al., 2013). The ease of doing online shopping, whether looking for products, shipping goods, and payments, affect customer satisfaction (Trivedi & Yadav, 2018). So thus, in this study, it can be hypothesized that:

H2: There is a positive effect of ease of use on satisfaction.

Trust and intention to purchase

Customer trust is essential in building long-term relationships with customers (Hao Suan Samuel et al., 2015; Liu et al., 2019). The research stated that trust is a necessary factor in making purchases in the context of online shopping. Trust arises and can influence buying behavior. Trust has played an essential role in reducing customer fears and worries when shopping online (Agag et al., 2019; Kaufmann, Loureiro, & Manarioti, 2016). Trust can influence the purchase intention that is sustainable and can gradually recommend to other parties. The researcher found a positive relationship that trust in online shopping plays an essential role in developing purchase intentions(Trivedi & Yadav, 2018). So thus, in this study, it can be hypothesized that:

H3: There is a positive influence of trust on an intention to purchase.

Ease of use and intention to purchase

The scientist argue that ease of use through application focuses on on-time efficiency, and response through applications considered faster than face to face. The investigator stated the ease of use of e-commerce applications has a positive effect; the easier it is to use and understand, the customer will be interested. The researcher stated that ease of use has a positive and significant impact on application usage. If shopping online is considered easy to do, then the company finds it as an advantage (Jun, Yang, & Kim, 2004; Kim, Kim, Kim, & Kim, 2016). The better technology available in online shopping applications can provide more benefits to customers. If customers find it easy to run e-commerce applications, customers will feel comfortable doing online shopping (Arenas-Gaitan et al., 2013; Liu et al., 2019; Trivedi & Yadav, 2018). So thus, in this study, it can be hypothesized that:

H4: There is a positive effect of ease of use on an intention to purchase.

Satisfaction and intention to purchase

In this study, explained that satisfied customers tend to have a stronger intention to make purchases and complete transactions.

Positive customer experiences in making purchases can increase repurchase intentions. Investigators in the study found a significant influence of customer satisfaction related to purchasing intentions.Customer satisfaction is one of the factors that can influence purchasing decisions. The researcher found a positive relationship between service satisfaction and purchase intention(Chaudhuri & Holbrook, 2003; Kaufmann et al., 2016; Trivedi & Yadav, 2018). So thus, in this study, it can be hypothesized that:

H5: There is a positive effect of satisfaction on intention to purchase.

Trust and intention to purchase mediated by satisfaction

The role of customer trust can increase e-commerce customer satisfaction. If the customer believes in the e-commerce company's service, the customer will feel satisfied. When companies provide services, and customers believe in the services, customers will evaluate increasing satisfaction. In e-commerce research in the field of information systems and marketing research, there is a lot of focus on the assessment of customer satisfaction in online shopping. Trust is an essential factor in creating customer satisfaction in online shopping and influencing the purchase intention.

The trust factor can be a source of customer satisfaction; hence satisfaction can be a mediation between the relationship of trust with purchase intentions (Berraies et al., 2017; Sarkar & Sreejesh, 2014; Trivedi & Yadav, 2018; Vernuccio, Pagani, Barbarossa, & Pastore, 2015). So thus, in this study, it can be hypothesized that:

H6: There is a positive influence of trust on an intention to purchase mediated satisfaction.

Ease of use and intention to purchase mediated by satisfaction

Customer perception that can adapt to the existence of technology in online shopping is considered as ease in using e-commerce services. In doing online shopping defines the ease of use as customer perception related to convenience when doing online shopping. Customer satisfaction significantly influenced purchase intentions through the company's application service. Satisfaction can be a mediation between ease of use of purchase intentions. Customer satisfaction in doing online shopping influenced by the ease of use of applications that can increase purchase intentions (Amin et al., 2014; Arenas-Gaitan et al., 2013; Tabrani et al., 2018). So thus, in this study, it can be hypothesized that:

H7: There is a positive effect of ease of use on an intention to purchase mediated satisfaction.

III. METHODOLOGY

This research refers to previous research conducted by Trivedi & Yadav (2018). The design used in this study is hypothesis testing. Hypothesis testing is a study that aims to test hypotheses that generally explains the individual characteristics relationship or differencein between groups or the interdependence for two or more factors on one situation (Sekaran & Bougie, 2016). Hypothesis testing is done to analyze the effect of trust and ease of use on an intention to purchase, to analyze the effect of satisfaction on intention to purchase, to analyze the effect of trust and ease of use on an intention to purchase mediated satisfaction. The research data used is Cross Sectional data, the researcher observing a subject at a specific time. The unit of analysis in this study is individuals who have done online shopping at e-commerce companies during the last 6 (six) months and made purchases at least 2 (two) times.

Data collection in this study was carried out by distributing questionnaires through Google Forms in Greater Jakarta and Semarang. The population is individual respondents who have experienced online shopping and have online shopping frequency in the last 6 (six) months and made purchases at least 2 (two) times on e-commerce companies. Samples took from 202 respondents. The sample collection procedure used is a non-random sampling method, which is a subjective sampling procedure and using a purposive sampling technique. Purposive sampling is a sample selection technique where the sample will be selected based on specific criteria (Sekaran & Bougie, 2016). The data analysis tool used is the Structural Equation Model (SEM) through AMOS and SPSS version 25 programs.

Based on the validity test result in the table 1, each statement item in each variable declared valid because the value of loading factor ≥0.40, meaning that each statement item used to measure the variable has been declared appropriately and can still support the variable. Based on the reliability test table for the 4 (four) variables, it can be said to be reliable based on Cronbach's Alpha value ≥ 0.60. Thus, the respondents' answers to the statements used to measure variables are the respondents' consistent answers.

Table 1: Validity and Reliability

No.	Indicator	Factor Loading	Cronbach's Alpha
	Trust		0.728
1.	Facilities and products provided by e-commerce companies (e.g., Tokopedia, Shopee) are reliable and accountable.	0.645	
2.	E-commerce companies (e.g., Tokopedia, Shopee) can fulfill company promises and obligations in the policies that have been made (e.g., discounted prices from vouchers).	0.727	
3.	E-commerce companies (e.g., Tokopedia, Shopee) can be trusted and honest in all online shopping activities.	0.692	
	Ease of use		0.804
1.	In my opinion, using e-commerce services is very easy to do shopping online.	0.643	
2.	It is easy to use e-commerce services on finding the product wanted to be bought.	0.679	
3.	In my opinion, it is easy to make payment transactions in e-commerce service.	0.718	
4.	In my opinion, there will be no problems with e-commerce services in doing online shopping.	0.549	
5.	In my opinion, learning how to shop online is easy.	0.710	
6.	In my opinion, online shopping does not require complicated thinking.	0.613	
	Satisfaction		0.889
1.	I feel satisfied when shopping online.	0.741	
2.	I was satisfied when I decided to buy through online shopping.	0.688	
3.	I am satisfied with the products purchased through online shopping.	0.747	
4.	I feel satisfied doing online shopping at the same e-commerce company is the right choice.	0.823	
5.	I feel satisfied shopping online when making transactions in the e-commerce company of my choice compared to competing companies.	0.778	
6.	I feel satisfied when shopping online at the same e-commerce company.	0.763	
	Intention to purchase		0.735
1.	I intend to buy back at the same e-commerce company	0.800	
2.	I intend to make purchases online within the next one or two years	0.729	

The testing of all hypotheses in this study was carried out using a statistical analysis tool Structural Equation Model (SEM) with the help of the Analysis of Moment Structure (AMOS) program. Before analyzing the hypotheses proposed, first, the testing of the suitability of the model (Goodness of fit model). The results of testing the suitability of the goodness of fit model, the test results are shown at table 2.

Table 2: Goodness of Fit Model

Types of Measurement	Measurement	Measurement results	Criteria (Cut-off value)	Decisions
Absolute Fit Measure	Chi-Square	261.183	0-2	Poor of Fit
	Probability	0.000	≥ 0.05	Poor of Fit
	RMSEA	0.081	≤ 0.10	Goodness of Fit
Incremental Fit Measure	NFI	0.841	≥ 0.90	Poor of Fit
	TLI	0.882	≥ 0.90	Marginal of Fit
	CFI	0.902	≥ 0.90	Goodness of Fit
	IFI	0.903	≥ 0.90	Goodness of Fit
	GFI	0.856	≥ 0.90	Marginal of Fit
	RFI	0.809	≥ 0.90	Poor of Fit
Parsimonious Fit Measure	Normed Chi-square	2.311	1-5	Goodness of Fit

Based on the results of thetable 2, it can conclude that with the RMSEA approach of 0.081, CFI of 0.902, IFI of 0.903, and Normed Chi-Square of 2.311, which results indicate that the model of the goodness of fit, so that the theoretical and research hypotheses can continue.

IV. RESULTS AND DISCUSSION

After testing the suitability of the model, it found that the model turned out to be feasible for hypothesis testing. Hypothesis test decision making did by comparing the p-value with a significant level of 0.05 (error rate α = 5%) and 95% confidence level. The basis for hypothesis decision making is as follows:

a. If the p-value ≤ 0.05, then Ho is rejected, which means there is a significant influence of both variables.

b. If p-value > 0.05, then Ho fails to reject (Ho is accepted), which means there is no significant effect of the two variables.

The purpose of testing the hypothesis is to answer the problems raised in the study by rejecting the null hypothesis (Ho) so that the alternative hypothesis (Ha) can be accepted. This result can be looking at the significance value of each effect of the variables proposed in the study.

The results showed at table 3 is that of the seven hypotheses, there was one hypothesis that was not supported. This result relates to H3; that is, trust does not have a positive effect on the intention to purchase. This result is due to differences in purchasing decisions in India and Indonesia, looking at the profile of respondents with sufficient income, respondents tend to compare prices. Buyers tend to evaluate the price difference between the prices offered, the higher the price of a product, the more consideration is taken by the buyer in determining the purchase decision. Although the buyer has the trust, but not necessarily make a purchase. The hypothesis that directly influences, namely H1 trust, has a positive effect on satisfaction, H2 ease of use has a positive effect on satisfaction. Then H4 ease of use has a positive effect on the intention to purchase; H5 satisfaction has a positive effect on the intention to purchase. Next H6, trust has a positive effect on mediating the intention to purchase satisfaction, and which means that satisfaction can lead to purchase intention and is called as full mediation (fully mediated). Whereas H7, ease of use has a positive effect on the intention to purchase that mediated satisfaction, this means that with satisfaction can lead to intention to purchase but right It can also directly lead to intention to purchase, thus called partially mediated.

Table 3: Hypothesis Testing Results

	Hypothesis	Estimate	P-value	Result
H_1	Satisfaction is positively influenced by trust.	0.280	0.006	Supported
H_2	Satisfaction is positively influenced by the ease of use.	0.543	0.000	Supported
H_3	The intention to purchase is positively influenced by trust.	- 0.077	0.422	Not Supported
H_4	The intention to purchase is positively influenced by the ease of use.	0.308	0.004	Supported
H_5	The intention to purchase is positively influenced by satisfaction.	0.706	0.000	Supported
H_6	Mediated by satisfaction, the intention to purchase is positively influenced by trust.	0.198		Supported
H_7	Mediated by satisfaction, the intention to purchase is positively influenced by the ease of use.	0.384		Supported

The indication result of this study is that trust has a positive effect on satisfaction; ease of use has a positive effect on satisfaction. However, trust from consumer does not have a positive effect on the intention to purchase. Next, ease of use has a positive effect on the intention to purchase; satisfaction has a positive effect on the intention to purchase; trust has a positive effect on the intention to purchase mediated by satisfaction. Ease of use has a positive effect on the intention to purchase that mediated by satisfaction. Implications that can be made to increase trust by presenting a review service so that it can be additional information for potential buyers further. The company can improve the ease of doing online shopping can improve web services that are more attractive and perform regular maintenance on the server. The company can increase satisfaction with displaying products by those listed on the service. It can provide the latest products and to increase purchase intentions by giving rewards to customers who often make purchases in the form of coins, discounts, or free shipping.

This study has several limitations, namely: first, this study only used respondents from the Greater Jakarta and Semarang regions, second. This study only used five e-commerce companies, namely Tokopedia, Bukalapak, Shopee, Lazada, Blibli, thirdly this study only used the variable trust, ease of use, satisfaction, and intention to purchase. Due to several limitations regarding this study, the following suggestions can be proposed by researchers: first, the next researcher can use respondents from other cities such as Bandung and Surabaya. The next two researchers can examine other e-commerce companies such as Bhinneka, JD ID, and Elevenia, the three researchers can then add other variables such as security and privacy that can influence intention to purchase (Trivedi & Yadav, 2018).

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