

ABSTRACT

This study was conducted to examine the effect of online trust-building mechanisms on trust and repurchase intention in empirical studies in Shopee. The sampling technique used is convenience sampling with a total sample of 147 respondents. Data collection and distribution of questionnaires were carried out through the google form feature. Data analysis using PLS-SEM analysis tool using SmartPLS software version 3.2.9. The results show that the perceived usefulness of the seller-based mechanism (PUSBM) positively affects trust in online sellers, the perceived usefulness of the seller-based mechanism (PUSBM) positively affects trust in the e-marketplace, the perceived usefulness of the experience-based mechanism (PUEBM) has no effect on trust in online sellers, perceived usefulness of institutional-based mechanisms (PUIBM) positively affects trust in e-marketplaces, trust in online sellers positively affects in repurchase intentions, and trust in e-marketplaces does not moderate the relationship between trust in online sellers and repurchase intentions.

Keywords: online trust building mechanism, trust, repurchase intention