



## The Effect of Customer Trust and Customer Experience on Repurchase Intention in the SOCO by Sociolla E-Commerce Application in Surabaya City

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### ABSTRACT

This study aims to examine the influence of Customer Trust and Customer Experience on Repurchase Intention in the SOCO by Sociolla E-Commerce application in Surabaya City. This study's methodology is quantitative, and 104 respondents were selected by convenience sampling to receive questionnaires that collected data. Data analysis was conducted using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS). The results of the study indicate that Customer Trust and Customer Experience have a positive and significant effect on Repurchase Intention. These findings suggest that the higher the level of customer trust and positive experience, the greater the intention to repurchase.

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## INTRODUCTION

Rapid advances in digital technology have changed the way people interact, including how they shop. The internet has made it easier for consumers to switch from traditional shopping methods to using digital platforms, driving significant growth in the e-commerce industry. In Indonesia, the increase in internet users has also led to a rise in online shopping activity. Based on information from DataIndonesia.id, Indonesia is projected to be the country with the fastest e-commerce growth in the world in 2024, with a growth rate of 30.5%. This condition creates opportunities and challenges for business actors in winning the competition in the digital commerce arena. Businesses, from small to large entrepreneurs, can leverage the internet to grow their businesses, leading to rapid e-commerce growth in Surabaya Mandasari et al. (2023).

Data from Compass.co.id shows that FMCG (Fast Moving Consumer Goods) products achieved total sales of Rp 57.6 trillion in 2023, with beauty and skincare products accounting for the highest percentage of e-commerce purchases in 2023 at 49%. The high demand for beauty and skincare products has driven e-commerce platforms to focus on selling beauty and skincare products to consumers and developing the beauty industry, now referred to as beauty e-commerce. SOCO by Sociolla is recognized as one of Indonesia's beauty e-commerce platforms that specializes in the sale of skincare and cosmetic products.

Table 1. Visit Data and Bounce Rate for Beauty E-Commerce

E-Commerce	Visits	Bounce Rate
Female Daily	859,41K	67,58%
Watsons	455,51K	84,95%
Sephora	248,15K	64,81%
Sociolla	203,29K	56,72%

Source: Semrush, 2025

As can be seen in Table 1, Sociolla e-commerce ranks fourth among several competing beauty e-commerce sites with 203,29K visitors. The bounce rate for the beauty e-commerce platforms mentioned above is considered poor, as reported by Semrush.com. A bounce rate is deemed high if it reaches between 56% and 70%, while an optimal bounce rate is within the range of 26% to 40%.

Table 2. Sociolla E-Commerce Metrics Performance Q4 2023-Q1 2024

Month and Year	Sociolla E-Commerce Metrics Performance		
	Visits	Avg. Visit Duration	Bounce Rate
October 2023	1.349.033	09:38	90,06%
November 2023	3.112.846	09:23	82,28%
December 2023	1.707.366	10:03	78,62%
January 2024	1.009.890	20:39	84,53%
February 2024	658.445	04:32	58,67%
March 2024	724.313	09:45	82,44%

Source: Semrush.com, 2024

Table 2. shows monthly visitor data for the Sociolla app and bounce rate. The higher the bounce rate, the less likely an e-commerce site is to encourage visitors to make a purchase, and vice versa. Data from Semrush shows that user visits to this platform fluctuated and declined significantly between November 2023 and March 2024.

This sustained decline poses the risk of reduced sales and revenue, as decreased traffic means fewer opportunities for potential buyers and consumers to view and purchase the products and services offered. This argument is backed up by the findings from Andini et al. in Nugroho & Idris (2018) research, which states that a decrease in website visitors can lead to a risk of reduced sales on marketplace sites. The analysis above shows that the number of visitors to the SOCO e-commerce app is decreasing and the bounce rate of SOCO e-commerce is quite high, which may indicate a lack of interest in purchasing or repurchasing. Several factors influencing repurchase intention in e-commerce include customer trust. customer trust in the security, reliability, and integrity of the platform plays a crucial role in driving repurchase decisions. Trust can be built by companies by protecting customer privacy, such as data and digital transactions, as there are increasingly more cases of fraud and data breaches in e-commerce. Therefore, companies must maintain customer trust by ensuring security so that customers feel confident and are willing to make repeat purchases (Trivedi & Yadav, 2020).

Another factor that can encourage consumers to make repeat purchases is customer experience. Numerous negative reviews found on the App Store and Google Play Store show that consumers who use the SOCO app have had poor experiences, with the app often running slowly and crashing, products being incomplete, buyers unable to track orders, orders taking a long time to be delivered, and the app's customer service being poor at responding. Poor customer experience can also lead to negative impressions, causing consumers to abandon their intention to make repeat purchases on the app, and conversely.

## **LITERATURE REVIEW**

### ***Repurchase Intention***

Fitria et al. (2021), states that repurchase intention is the desire of consumers to make repeat purchases of a product, service, or company which is influenced by a number of factors with a positive impact. According to Febriani & Ardani (2021), repurchase interest is an action or step after a purchase that makes customers want to make another purchase on an online marketplace. Khuzaifah et al. (2023), stated that the Repurchase Intention variable consists of four indicators, namely exploratory interest, preferential interest, transactional interest, and referential interest.

### ***Customer Trust***

According to Hidayat et al. (2020), Customer trust refers to a consumer's belief in a company, brand, or product, and the belief that arises in online purchases can develop customer interest in shopping through online platforms. According to Priscillia & Budiono (2020), customer trust is the willingness and expectation of consumers toward others that those others will be able to provide the goods or services that have been promised. The indicators of Customer Trust,

as stated by Kotler and Keller (2016) in Yovanda et al. (2022), include four indicators: Ability, Benevolence, Integrity, and Willingness to Depend.

H1: Customer Trust has a positive effect on Repurchase Intention on the SOCO by Sociolla E-Commerce application in Surabaya City.

### *Customer Experience*

Gentile, Spiller, and Noci (2007) in Handaruwati (2021) stated that customer experience is the result of a series of interactions that generate responses from customers to certain products, companies, or business units. This experience is very personal because it reflects customer involvement in various dimensions, such as physical, spiritual, emotional, sensory, and rational. According to Wiyata et al. (2020), customer experience is one of the strategies that companies implement in shaping customer loyalty, namely by creating positive experiences for consumers. This is becoming increasingly important in the context of online business, where customer experiences are formed from their interactions when using or consuming products or services, whether they give a pleasant impression or not, and ultimately influence consumer decisions to make repeat purchases. According to Schmitt in Anjani & Tresnati (2021), identified five key indicators in Customer Experience, namely: Sense, Feel, Think, Act, and Relate.

H2: Customer Experience has a positive effect on Repurchase Intention on the SOCO by Sociolla E-Commerce application in Surabaya City.

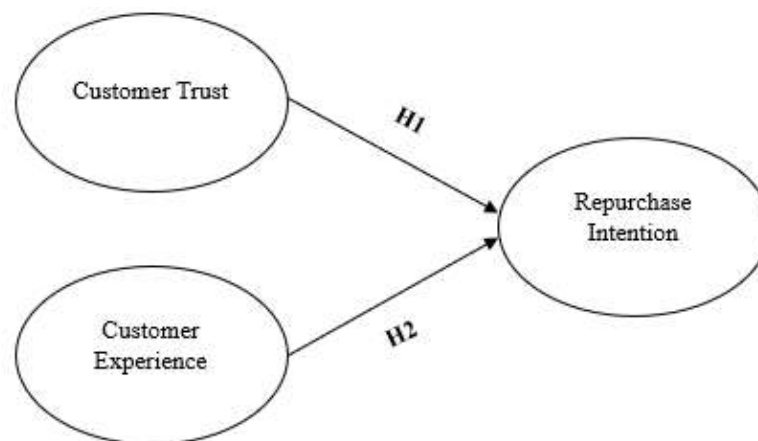


Figure 1. Conceptual Framework

## **METHODOLOGY**

The impact of customer trust and customer experience on repurchase intention on the Sociolla E-Commerce application in Surabaya City is examined in this study using a quantitative methodology. Data was gathered by using Google Forms to distribute online questionnaires, with a Likert measurement scale and addressed to respondents who fit the predetermined criteria. The sampling technique used was Convenience Sampling, with a total of 104 respondents as samples. The data analysis process was carried out using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS).

**RESEARCH RESULT**

*Convergent Validity Test*

This study implements a reflective measurement model with the variables Customer Trust (X1), Customer Experience (X2), and Repurchase Intention (Y).

Table 3. Outer Loading

	<b>Customer Trust (X1)</b>	<b>Repurchase Intention (Y)</b>	<b>Customer Experience (X2)</b>
<b>X1.1</b>	0.756		
<b>X1.2</b>	0.793		
<b>X1.3</b>	0.745		
<b>X1.4</b>	0.703		
<b>Y1</b>		0.744	
<b>Y2</b>		0.721	
<b>Y3</b>		0.720	
<b>Y4</b>		0.810	
<b>X2.1</b>			0.741
<b>X2.2</b>			0.722
<b>X2.3</b>			0.708
<b>X2.4</b>			0.722
<b>X2.5</b>			0.705

As shown in the Outer Loading table, the analysis shows that all indicators of the Customer Trust, Customer Experience, and Repurchase Intention variables have factor loadings above 0.5, which means they meet the validity requirements and can represent the variables optimally. Therefore, all indicators are considered suitable for use in the next stage of analysis.

Table 4. Average Variance Extracted (AVE)

	<b>AVE</b>
<b>Customer Trust (X1)</b>	0.563
<b>Repurchase Intention (Y)</b>	0.562
<b>Customer Experience (X2)</b>	0.518

The subsequent step in evaluating the measurement model involves assessing the Average Variance Extracted (AVE), this shows the percentage of the indicators' variance that the latent concept accounts for. A construct is deemed to have convergent validity if its AVE exceeds the minimum threshold of 0.5. The AVE results show that the Customer Trust (X1) variable has a value of 0.563, the Customer Experience (X2) variable has a value of 0.518, and the Repurchase Intention (Y) variable has a value of 0.562. Since all AVE values exceed 0.5, it can be concluded that each construct in this study satisfies the criteria for good convergent validity.

**Discriminant Validity Test**

Table 5. Cross Loading

	<b>Customer Trust (X1)</b>	<b>Repurchase Intention (Y)</b>	<b>Customer Experience (X2)</b>
<b>X1.1</b>	0.756	0.610	0.520
<b>X1.2</b>	0.793	0.686	0.614
<b>X1.3</b>	0.745	0.589	0.476
<b>X1.4</b>	0.703	0.495	0.529
<b>Y1</b>	0.644	0.744	0.490
<b>Y2</b>	0.504	0.721	0.511
<b>Y3</b>	0.593	0.720	0.535
<b>Y4</b>	0.647	0.810	0.625
<b>X2.1</b>	0.583	0.606	0.741
<b>X2.2</b>	0.555	0.489	0.722
<b>X2.3</b>	0.460	0.480	0.708
<b>X2.4</b>	0.461	0.465	0.722
<b>X2.5</b>	0.495	0.538	0.705

Table 3 shows that the Cross Loading results indicate that all loading values for each indicator, whether for the Customer Trust (X1), Customer Experience (X2), or Repurchase Intention (Y) variables, have higher values in their respective constructs compared to other constructs (as can be seen from the shaded columns). In this regard, the criteria for good validity can be met by all indicators in this study.

Table 6. Composite Reliability

	<b>Composite Reliability</b>
<b>Customer Trust (X1)</b>	0.837
<b>Repurchase Intention (Y)</b>	0.837
<b>Customer Experience (X2)</b>	0.843

The consistency of each construct can be evaluated using the Composite Reliability value. A construct is considered reliable when its Composite Reliability exceeds 0.70, indicating that its indicators are stable and accurately reflect the underlying latent variable. In this study, the Composite Reliability scores were as follows: Customer Trust (X1) = 0.837, Customer Experience (X2) = 0.843, and Repurchase Intention (Y) = 0.837. Since all values surpass the 0.70 threshold, it can be concluded that the measurement instruments used for each variable demonstrate strong internal consistency and are considered reliable.

**Structural Model Test (Inner Model)**

Table 7. R-Square

	<b>R-Square</b>
<b>Repurchase Intention (Y)</b>	0.687

The R<sup>2</sup> score of 0.687 indicates that Customer Trust (X1) and Customer Experience (X2) collectively account for 68.7% of the variance observed in

Repurchase Intention (Y). The remaining 31.3% is likely attributed to other variables not included in the current research model.

**Hypothesis Test**

The hypothesis evaluation is based on the path coefficients and corresponding t-statistics of the inner model, as displayed in the following table.

Table 8. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients	T statistics	P values	Keterangan
Customer Experience (X2) -> Repurchase Intention (Y)	0.309	2.505	0.006	<u>Diterima</u>
Customer Trust (X1) -> Repurchase Intention (Y)	0.58	6.678	0,000	<u>Diterima</u>

The results of the path coefficient analysis show that:

Customer Trust (X1) has a positive and significant effect on Repurchase Intention (Y) on the SOCO by Sociolla e-commerce application in Surabaya City. This is indicated by a path coefficient of 0.580, a T-statistic of 6.678 (greater than 1.96), and a P-value of 0.000, which is far below the 0.05 threshold.

Likewise, Customer Experience (X2) also shows a positive and significant effect on Repurchase Intention (Y) on the SOCO by Sociolla e-commerce application in Surabaya City. The analysis shows a path coefficient of 0.309, a T-statistic of 2.505, and a P-value of 0.006, meeting the statistical significance criteria ( $P < 0.05$ ).

**DISCUSSION**

***The Influence of Customer Trust on Repurchase Intention***

The data analysis in this study shows that Repurchase Intention on the SOCO by Sociolla E-Commerce Application in Surabaya City receives a significant positive influence from Customer Trust, meaning that the first hypothesis can be accepted with significant results. In this regard, the more trustworthy a company is, the more likely customers are to have the intention to repurchase. Building customer trust is crucial for companies as it can influence customers' decisions to continue using a platform, thereby increasing loyalty and creating a sense of security. In this regard, building and maintaining customer trust is an important strategy for e-commerce to create long-term relationships and encourage sustainable repurchases.

From the research findings, it was found that the highest factor loading value for the customer trust variable was on the Benevolence indicator, which had the greatest influence on Repurchase Intention in the SOCO by Sociolla E-Commerce App in Surabaya. This finding shows that customer trust is dominated by the belief that the SOCO by Sociolla app has good intentions in meeting customer satisfaction and interests. In other words, the higher the SOCO

by Sociolla app demonstrates empathy, concern, and responsibility toward its customers, the higher the tendency for customers to have the intention to repurchase on the SOCO app. Based on the description of respondent characteristics, the majority of respondents are women, who are known to be more selective in choosing skincare products, students/college students, aged 23-28 years, with a purchase frequency of 2 times, indicating the need for increased loyalty from the company. This shows that the SOCO app has successfully reached the young segment that actively uses digital platforms. However, to encourage repurchase intent, SOCO can strengthen customer trust and improve other aspects that can be explored in further research, such as promotions, competitive pricing, and more attractive digital promotions.

The results of this research are consistent with the study conducted by Hakim & Oktafani (2023), entitled "The Influence of Customer Experience and Customer Trust on Repurchase Intention in Lazada Indonesia E-Commerce", which discovered that Repurchase Intention is significantly and favorably impacted by Customer Trust. The same statement is supported by the research by Wiyata, et al. (2020) entitled "The Influence of Customer Experience, Ease of Use, and Customer Trust on Repurchase Intention of Consumers of the Shopee Online Marketplace," which explains that repurchase intention receives a significant positive influence from customer trust.

### ***The Influence of Customer Experience on Repurchase Intention***

Data analysis shows that repurchase intention on the SOCO by Sociolla e-commerce app in Surabaya is significantly influenced by customer experience. In line with this, the second hypothesis in this study was significantly accepted. This indicates that customers are more likely to repurchase when they have a positive experience using the app. Therefore, it is crucial for companies or e-commerce platforms to consistently create and maintain a good, enjoyable, satisfying, and easy shopping experience to encourage repurchase intention and build customer loyalty.

Based on the findings, the "sense" indicator within the Customer Experience variable demonstrated the highest factor loading, indicating it plays the most dominant role in shaping Repurchase Intention among users of the SOCO by Sociolla e-commerce application in Surabaya. This indicates that sensory experiences, particularly visual aspects of the app's interface and design—including aesthetics, layout, and the benefits of app features—are the most memorable aspects for customers when using the SOCO by Sociolla app. In e-commerce, the visual appearance of an app is a crucial factor in creating a positive first impression, ease of use, and appeal that enhances comfort and a good overall experience. In light of this, it can be concluded that sensory visual experience is an essential component of a positive Customer Experience strategy and one of the key factors in increasing repurchase intention and building customer loyalty. Based on the research description, the characteristics of the respondents show that the majority of respondents are women, who are known to be more selective in choosing skincare products, students/college students, aged 23-28 years, with a purchase frequency of twice, indicating that a positive

customer experience when using the app plays an important role. This could encourage further research to analyze the influence focused on app features, as they may positively impact customer experience, thereby encouraging repeat purchases on the SOCO by Sociolla e-commerce app.

The findings of this study are in agreement with those of Sari & Padmanty (2023) in their research entitled "The Effect of Customer Experience on Repurchase Intention with Customer Engagement as an Intervening Variable," which concluded that Customer Experience has a significant positive effect on Repurchase Intention. A similar conclusion is drawn in the study by Melia (2023), "The Influence of Digital Marketing, Customer Experience, and Customer Trust on Repurchase Intention for Wardah Cosmetic Products Online," research also demonstrated that customers' intentions to make additional purchases are positively and significantly impacted by their customer experience.

## CONCLUSIONS AND RECOMMENDATIONS

The results of this study were obtained through PLS analysis, which examined the influence of Customer Trust and Customer Experience on Repurchase Intention in the SOCO by Sociolla E-Commerce Application in Surabaya. The following is an explanation of the conclusions reached:

Customer Trust contributes to Repurchase Intention on the SOCO by Sociolla E-Commerce Application in Surabaya City. This finding can be observed from the significant effect of the Customer Trust variable on Repurchase Intention on the SOCO by Sociolla E-Commerce Application in Surabaya City. This shows that increasing customer trust will encourage their intention to make repeat purchases.

Customer Experience contributes to Repurchase Intention on the SOCO by Sociolla E-Commerce Application in Surabaya City. This finding can be seen from the significant Customer Experience variable on Repurchase Intention on the SOCO by Sociolla E-Commerce Application in Surabaya City. This indicates that the positive experience felt by customers can increase their tendency to make repeat purchases.

The researcher provides suggestions or recommendations based on the research findings presented above, as follows:

1. Companies are advised to continue to maintain and strengthen customer trust. This can be implemented by building a positive image, maintaining integrity, being responsible, caring about customer interests, and ensuring the authenticity and quality of products. High trust will encourage customers to repurchase and increase loyalty.
2. The company is advised to improve positive customer experiences, as customer experience plays a role in encouraging consumers to repurchase. In this regard, SOCO is advised to continuously innovate in optimizing the convenience of using the application, such as by paying attention to attractive visual design, easy application navigation, good service, clear and accurate information, and providing a pleasant shopping experience that meets user needs.

## **ADVANCED RESEARCH**

There are a number of limitations to this study that should be acknowledged and considered. One of them is the scope of the study, which only focuses on users of the SOCO by Sociolla app in Surabaya, so the findings may not be generalizable to other regions with different consumer characteristics. Therefore, it is recommended that future studies cover a wider geographical area, such as other major cities in Indonesia, such as Jakarta, Bandung, or Medan, in order to obtain more comprehensive results and represent the population more thoroughly.

Apart from expanding the coverage area, future research can also target respondents with diverse backgrounds and levels of experience in using the application, in order to produce more diverse and in depth findings. Comparative studies with other e-commerce platforms in the same category could also provide additional insights into differences in customer experience and trust levels across platforms, as well as their impact on repurchase intention.

Future researchers may also consider adding other independent variables, such as price perception, brand image, and digital promotions, to enrich the understanding of the factors influencing Repurchase Intention more comprehensively.

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