



CONSUMER TRUST AND REPURCHASE INTENTION IN INDONESIA'S DIGITAL MARKETPLACE

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Abstract

Background: A convenient first transaction does not inherently guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. **Aim:** This focused review explains how the relationship between the focal practices and repurchase intention operates in Indonesian consumers purchasing goods and services through digital marketplace platforms. **Method:** A structured narrative review integrates peer-reviewed research and authoritative institutional sources. The source record is coded by mechanism, boundary condition, organizational rollout risk, and practical implication. **Results:** The synthesis identifies six linked mechanisms: platform and seller credibility, information quality, transaction security, fulfilment reliability, service recovery, cumulative customer experience. The investigation indicates that outcomes depend less on nominal adoption than on organizational rollout quality, governance, learning, and fit with local capacity. **Conclusion:** Decision makers should define the expected outcome, assign responsibility, establish a small set of auditable indicators, and revise the intervention when source record contradicts its assumptions. **Contribution:** The study provides a conditional framework without claiming primary data that were not collected.

Keywords: consumer trust; repurchase intention; digital marketplace; service recovery; platform governance; Indonesia

Introduction

A convenient first transaction does not inherently guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. This issue is particularly important for Indonesian consumers purchasing goods and services through digital marketplace platforms. The central managerial question is not whether the focal practice is fashionable or technically available, but whether it changes information, incentives, coordination, and action in ways that improve repurchase intention.

The study asks three questions. First, which mechanisms plausibly connect the focal practice with repurchase intention? Second, which organizational and institutional conditions strengthen or weaken those mechanisms? Third, which organizational rollout and measurement choices allow practitioners to distinguish genuine capability from surface-level adoption?

Literature Review

Research relevant to consumer trust and repurchase intention in Indonesia's digital marketplace crosses strategy, organization, technology, finance, and public-policy perspectives. Vial (2019) describes digital transformation as a process that changes value creation and organizational arrangements, while Teece (2007) emphasizes the capacity to sense change, seize opportunities, and reconfigure resources. Read together, these perspectives shift attention from possession of an input to the capability to use it reliably.

An input may be a platform, infrastructure asset, financial instrument, reporting rule, training program, or relationship. A capability is the repeated ability to combine that input with judgment and coordinated action. In Indonesian consumers purchasing goods and services through digital marketplace platforms, the distinction is decisive because adoption is observable immediately, while repurchase intention often emerges later and may be influenced by several conditions at once.

For Indonesian consumers purchasing goods and services through digital marketplace platforms, efficiency and resilience create a specific tension. Platform and seller credibility may reduce routine friction, yet information quality determines whether that improvement survives disruption. An intervention that raises average speed while concentrating dependence on one system, person, supplier, or channel can weaken repurchase intention. The literature must therefore be read against both normal operations and periods of stress.

Information credibility is especially relevant to transaction security and fulfilment reliability. Participants will not alter behavior merely because information is available; they assess its timeliness, intelligibility, source, and practical relevance. In the present setting, trust is produced through consistent execution and fair exception handling. This helps explain why nominal adoption can coexist with weak repurchase intention.

The resulting model places platform and seller credibility, transaction security, and service recovery on the governance side, while information quality, fulfilment reliability, and cumulative customer experience describe execution and learning. Their interaction is expected to shape repurchase intention; no single mechanism is assumed to have the same effect across every organization, region, or user group.

Research Method

A structured narrative review was selected for the question of consumer trust and repurchase intention in Indonesia's digital marketplace. A meta-analysis would be inappropriate because studies of Indonesian consumers purchasing goods and services through digital marketplace platforms use different units, measures, sectors, and causal designs. The search logic therefore emphasized peer-reviewed studies, authoritative standards, and institutional source record capable of explaining the mechanisms behind repurchase intention. Foundational older sources were retained only when they define a concept used directly in the synthesis.

Sources were coded for four elements: the operational meaning of repurchase intention; the proposed causal or behavioral pathway; the boundary conditions affecting platform and seller credibility through cumulative customer experience; and the decision implication for the focal setting. The investigation reports patterns and tensions in place of pooled coefficients, because the underlying source record cannot support a single causal estimate.

Analytical theme	Central question	Operational evidence
Platform and seller credibility	How does platform and seller credibility influence repurchase intention?	Ownership, routine, exception records, user behavior, and outcome indicators related to platform and seller credibility.
Information quality	How does information quality influence repurchase intention?	Ownership, routine, exception records, user behavior, and outcome indicators related to information quality.
Transaction security	How does transaction security influence repurchase intention?	Ownership, routine, exception records, user behavior, and outcome indicators related to transaction security.
Fulfilment reliability	How does fulfilment reliability influence repurchase intention?	Ownership, routine, exception records, user behavior, and outcome indicators related to fulfilment reliability.
Service recovery	How does service recovery influence repurchase intention?	Ownership, routine, exception records, user behavior, and outcome indicators related to service recovery.
Cumulative customer experience	How does cumulative customer experience influence repurchase intention?	Ownership, routine, exception records, user behavior, and outcome indicators related to cumulative customer experience.

The principal limitation is that the study does not inherently use original interviews, surveys, experiments, or administrative microdata. Its results are therefore propositions supported by synthesis in place of estimates of effect size. The named authors should verify the interpretation, references, affiliations, and practical relevance before submission.

Results and Discussion

Platform and seller credibility

Analysis of platform and seller credibility begins with a practical distinction between formal availability and dependable use in everyday work. Operational reliability depends on how the practice is connected to adjacent workflows and existing accountabilities. A convenient first transaction does not guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. For this topic, platform and seller credibility must be examined together with information quality, because both shape repurchase intention in Indonesian consumers purchasing goods and services through digital marketplace platforms. Teece (2007) and Vial (2019) indicate that capability must be observed through repeated performance, not inferred from expenditure or installation.

For the focal organizational units, platform and seller credibility becomes material when it alters who receives information, who acts, and how quickly an exception is resolved. Within Indonesian consumers purchasing goods and services through digital marketplace platforms, responsibility, usable records, and exception routines determine whether the mechanism functions. A convenient first transaction does not inherently guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. For this topic, platform and seller credibility ought to be examined together with transaction security, because both shape repurchase intention in Indonesian consumers purchasing goods and services through digital marketplace platforms. Evaluation should combine a leading indicator for platform and seller credibility with a lagging measure of repurchase intention.

A useful test of platform and seller credibility is whether participants can apply it consistently when operating conditions depart from plan. Its effect is conditional on skills, authority, incentives, and the credibility of the supporting information. A convenient first transaction does not guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. For this topic, platform and seller credibility must be examined together with fulfillment reliability, because both shape repurchase intention in Indonesian consumers purchasing goods and services through digital marketplace platforms. Kraus et al. (2022) and Teece (2007) indicate that capability must be observed through repeated performance, not inferred from expenditure or installation.

Information quality

For the focal organizational units, information quality becomes material when it alters who receives information, who acts, and how quickly an exception is resolved. Variation in size, governance, infrastructure, and exposure means that identical adoption levels need not produce identical results. A convenient first transaction does not inherently guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. For this topic, information quality ought to be examined together with transaction security, because both shape repurchase intention in Indonesian consumers purchasing goods and services through digital marketplace platforms. A bounded pilot, named owner, documented exception log, and explicit review threshold provide a defensible organizational rollout path.

A useful test of information quality is whether participants can apply it consistently when operating conditions depart from plan. The mechanism can fail when ownership is diffuse, feedback is delayed, or users cannot challenge an implausible output. A convenient first transaction does not inherently guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. For this topic, information quality ought to be examined together with fulfillment reliability, because both shape repurchase intention in Indonesian consumers purchasing goods and services through digital marketplace platforms. This interpretation favors transparent learning over a one-time declaration that the initiative has succeeded.

Analysis of information quality begins with a practical distinction between formal availability and dependable use in everyday work. Local constraints shape both the feasible design and the pace at which the practice can reasonably be expanded. A convenient first transaction does not inherently guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. For this topic, information quality ought to be examined together with service recovery, because both shape repurchase intention in Indonesian consumers purchasing goods and services through digital marketplace platforms. A bounded pilot, named owner, documented exception log, and explicit review threshold provide a defensible organizational rollout path.

Discussion by Analytical Theme

Transaction security

A useful test of transaction security is whether participants can apply it consistently when operating conditions depart from plan. Operational reliability is shaped by how the practice is connected to adjacent workflows and existing accountabilities. A convenient first transaction does not inherently guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. For this topic, transaction security ought to be examined together with fulfilment reliability, because both shape repurchase intention in Indonesian consumers purchasing goods and services through digital marketplace platforms. The appropriate response is to test assumptions locally, preserve reversibility, and expand only after the operating mechanism is demonstrated.

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Fulfilment reliability

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Discussion by Analytical Theme

Service recovery

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Cumulative customer experience

A useful test of cumulative customer experience is whether participants can apply it consistently when operating conditions depart from plan. Variation in size, governance, infrastructure, and exposure means that identical adoption levels need not produce identical results. A convenient first transaction does not inherently guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. For this topic, cumulative customer experience ought to be examined together with platform and seller credibility, because both shape repurchase intention in Indonesian consumers purchasing goods and services through digital marketplace platforms. The appropriate response is to test assumptions locally, preserve reversibility, and expand only after the operating mechanism is demonstrated.

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Integrated Mechanism Framework

The six mechanisms form a connected operating system for Indonesian consumers purchasing goods and services through digital marketplace platforms, not a checklist. Weakness in platform and seller credibility can restrict information quality, while poor service recovery may prevent lessons from reaching cumulative customer experience. For repurchase intention, the value of one mechanism therefore is shaped by whether neighboring routines supply credible information, authority, and feedback.

The first pathway connects information to judgment. Platform and seller credibility and information quality improve visibility, but decision quality also requires interpretation and an agreed response. The second pathway connects organization to execution through transaction security and fulfilment reliability. The third pathway connects accountability to adaptation through service recovery and cumulative customer experience.

The interpretive model predicts that repurchase intention will be strongest when all three pathways reach a minimum viable level. Excellence in a single component cannot fully compensate for basic weakness elsewhere. This complementarity explains why organizational units may invest substantially yet observe limited results: resources are allocated to the visible technology or program while less visible routines, responsibilities, and feedback processes remain unchanged.

Sequence matters for consumer trust and repurchase intention in indonesia's digital marketplace. A credible organizational rollout starts with the concrete problem: A convenient first transaction does not inherently guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. It then documents the current process, assigns ownership for platform and seller credibility, pilots changes affecting information quality, and records exceptions before wider adoption. The source record from the pilot should determine whether expansion is justified.

Governance in this framework protects the purpose of improving repurchase intention. It specifies authority for transaction security, acceptable risk around fulfilment reliability, documentation for service recovery, and escalation when cumulative customer experience reveals failure. Proportionate controls make adaptation safer without turning every local decision into a centralized approval.

Managerial and Policy Implications

Decision makers should translate the objective of improving repurchase intention into a small measurement architecture. Leading indicators capture whether the mechanism is operating; lagging indicators capture whether the intended outcome follows. Both are needed because an early increase in activity may reflect organizational rollout effort in place of sustainable value.

Priority	Owner	Leading indicator	Review question
Platform and seller credibility	Named process owner	Completion and exception evidence for platform and seller credibility	Is platform and seller credibility changing decisions or only activity?
Information quality	Named process owner	Completion and exception evidence for information quality	Is information quality changing decisions or only activity?
Transaction security	Named process owner	Completion and exception evidence for transaction security	Is transaction security changing decisions or only activity?
Fulfilment reliability	Named process owner	Completion and exception evidence for fulfilment reliability	Is fulfilment reliability changing decisions or only activity?
Service recovery	Named process owner	Completion and exception evidence for service recovery	Is service recovery changing decisions or only activity?
Cumulative customer experience	Named process owner	Completion and exception evidence for cumulative customer experience	Is cumulative customer experience changing decisions or only activity?

For managers, the immediate task is to establish a baseline, choose one bounded organizational rollout unit, and review source record at a frequency matched to the decision cycle. For policy makers and industry bodies, the priority is to reduce avoidable coordination costs, improve access to reliable guidance, and support capability development in place of measuring success only by enrollment, installation, or nominal adoption.

Future research on consumer trust and repurchase intention in indonesia's digital marketplace should define populations and measures explicitly. Longitudinal observation is needed to determine whether cumulative customer experience produces durable learning or only a temporary response. Mixed methods could connect changes in repurchase intention to the routines through which platform and seller credibility and fulfilment reliability are enacted.

Limitations and Future Research

Three limitations qualify the synthesis. The source record concerning Indonesian consumers purchasing goods and services through digital marketplace platforms is heterogeneous and cannot establish one effect size for repurchase intention. Institutional sources clarify context but cannot replace unit-level causal source record. In addition, the selected mechanisms may omit practices visible only through fieldwork, particularly where transaction security or service recovery is informal. The propositions accordingly should guide inquiry in place of be treated as universal estimates.

Future research should operationalize repurchase intention with measures that distinguish activity, capability, and outcome. Comparative studies can examine whether organization size, ownership, regulatory exposure, location, or digital maturity changes the strength of the proposed relationships. Longitudinal observation is needed to separate temporary organizational rollout disruption from durable improvement.

Conclusion

This focused review examined consumer trust and repurchase intention in indonesia's digital marketplace through a structured narrative review. The synthesis shows that repurchase intention does not inherently arise automatically from formal adoption or expenditure. It is shaped by the interaction of platform and seller credibility, information quality, transaction security, fulfilment reliability, service recovery, cumulative customer experience.

The central conclusion is conditional. A convenient first transaction does not inherently guarantee repeat purchasing when product authenticity, seller conduct, privacy, delivery reliability, and complaint resolution remain uncertain. Organizational units accordingly should define the decision problem, build proportionate governance, test organizational rollout in stages, and combine leading indicators with outcome source record. This approach treats uncertainty as something to manage through learning in place of conceal through overly precise claims.

The interpretive model contributes a practical bridge between broad research findings and local decisions. It does not inherently replace author judgment, peer review, or empirical validation. Its value lies in making mechanisms and assumptions explicit so that managers, policy makers, and researchers can examine where an intervention is likely to work, where it may fail, and what source record should trigger revision.

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