

## Repurchase Intention of Virtual Hotel Operator Websites in Indonesia Mediated by Electronic Trust

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### Abstract

The rapid growth of the hospitality industry has been driven by the emergence of Virtual Hotel Operators (VHO), which connect independent hotels with digital booking systems. This study analyzes the impact of Security, Ease of Use, and Privacy, with the mediating role of Electronic Trust, on Repurchase Intention in VHO websites. Using a quantitative approach, data were collected through questionnaires from 300 customers who had previously booked hotels online via VHO platforms. The data were analyzed using SEM-Lisrel 8.80. The results indicate that Security, Ease of Use, Privacy, and Electronic Trust significantly influence Repurchase Intention, with Electronic Trust mediating these relationships. Implications Managerial include enhancing security through encryption and two-factor authentication, optimizing user experience with an intuitive and personalized interface, and ensuring transparency in privacy policies to strengthen customer trust. Providing authentic reviews and responsive customer service is also crucial in increasing customer retention and reinforcing VHO's competitive position in the digital hospitality industry.

**Keywords:** Security, Ease of Use, Privacy, Electronics Trust, Repurchase Intention

### Introduction

In the digital hospitality industry, repurchase intention is an important indicator of business sustainability. Virtual Hotel Operator (VHO) platforms such as RedDoorz, OYO, and ZenRooms are becoming increasingly popular for providing affordable accommodations with convenient access. However, amid intense competition, one of the key factors influencing visitors' repurchase intention is electronic trust (e-trust). This e-trust acts as a mediator, strengthening the connection between security, Ease of Use, and privacy, ultimately influencing the decision to make repeat transactions on the same platform (Satrya, 2023).

Electronic trust is formed by several factors, including information transparency, transaction security, user review credibility, and the consistency of services provided by Virtual Hotel Operator. Users tend to have higher trust if they feel safe when providing personal information and making payments through the available online systems (Harseno & Achjari, 2021). Clarity regarding cancellation policies, competitive pricing without hidden costs, and the alignment between hotel descriptions on the platform and actual conditions are also important factors in

building trust (Attamimi & Kartini, 2022).

If customers find the provided information transparent and aligned with their expectations, they are more likely to reuse the same Virtual Hotel Operator site. Besides security and transparency, Ease of Use is another key factor (Mustofan & Kurniawati, 2024). Positive interactions during booking—such as easy navigation, responsive customer service, and flexible policies—significantly enhance electronic trust, ultimately increasing repurchase intention (Situmorang & Aruan, 2021).

According to Ghozali (2024), electronic trust can also be strengthened through customer review mechanisms and rating systems. In the digital ecosystem, customer reviews play a significant role in shaping the perception of both new and existing users. If a Virtual Hotel Operator platform has numerous positive reviews confirming the accuracy of information and the quality of the stay experience, potential customers are more likely to trust and proceed with transactions. Conversely, negative reviews or unclear responses to customer complaints can undermine user trust and reduce the likelihood of repeat purchases (Arreza, 2022).

Virtual Hotel Operator platforms need to actively monitor, respond to, and improve service quality based on customer feedback to maintain user trust. Some Virtual Hotel Operator platforms offer a points-based system, exclusive discounts for loyal users, or additional incentives such as flexible bookings with no cancellation fees. These programs not only provide financial benefits to customers but also create an emotional attachment to the platform. The stronger this attachment, the higher the likelihood that customers will continue to use the same VHO service rather than switching to a competitor (Zeehan Fuad Attamimi & Fadhil Umar, 2022).

However, although electronic trust is a key factor in mediating repurchase intention, there are challenges that VHO service providers need to address (Erynayati et al., 2021). One of these challenges is the potential uncertainty arising from discrepancies between customer expectations and actual conditions. Some customers may experience a mismatch between hotel photos or descriptions on the site and the real situation, which can reduce their trust in the platform (Prakarsa et al., 2021). It is important for VHO platforms to verify the quality of their hotel partners and ensure that the provided information is always accurate and up to date.

External factors, such as industry trends and changing customer preferences, can also influence repeat purchase intention (Maulana & Zoraya, 2024). The advancement of digital technologies, such as the use of artificial intelligence for personalized hotel searches, can enhance user experience and strengthen trust in the platform (Hartatik et al., 2023). Additionally, increasing customer awareness of cleanliness and health protocols, especially after the pandemic, has made hotel cleanliness a key factor in decision-making. VHOs that can adapt to this trend and provide clear information about accommodation cleanliness standards will be more trusted by users, ultimately increasing the likelihood of repeat purchases (Gunawan et al., 2019).

Based on the discussion above, it can be concluded that e-trust plays a crucial role as a mediating factor between security, Ease of Use, and privacy in influencing visitors' repurchase intention on VHO sites. Factors such as information transparency, transaction security, and user experience contribute to building electronic trust in digital platforms (Rahman et al., 2023). For VHO service providers, ensuring service quality and consistency is essential for maintaining electronic trust

and increasing repurchase rates. By implementing effective strategies to build and sustain e-trust, VHO platforms can gain a competitive advantage in the rapidly growing digital hospitality industry (Putra & Law, 2024).

Methods

This study employs a quantitative method to analyze factors influencing visitors' repurchase intention on Virtual Hotel Operator (VHO) sites, with electronic trust as a mediating variable. A survey design was used, collecting data through questionnaires distributed to users who had previously made transactions on VHO platforms. The data were analyzed using statistical techniques such as regression analysis and mediation testing to examine relationships between independent, dependent, and mediating variables. The study population consists of individuals who have visited VHO sites, while the sample includes users who have booked hotels through Lwere developed using a Likert scale to measure security, user convenience, privacy, electronic trust, and repurchase intention. Validity and reliability tests were conducted to ensure data quality. This approach provides deeper insights into how electronic trust influences customer decisions to repurchase on VHO platforms and its strategic implications for digital hospitality management.

Results and Discussion

Validity dan Reliability Test

The latent variables of this research are security, Ease of Use, privacy and repurchase intenton. The result is shown in table 1, the indicatoris valid when the standard loading factors (SLF) is  $\geq 0.50$ . The indicators are reliable when the value of construct reliability (CR) value  $\geq 0.70$  and the average variance extracted (AVE)  $\geq 0.50$ . As shown in table 1, all the indicators are valid and reliable.

Table 1. Validity and Reliability Test Result (n=300)

| Latent Variable  | Indicators | SLF  | CR   | AVE  | Information      |
|------------------|------------|------|------|------|------------------|
| Security         | SC1        | 0,83 | 0,95 | 0,63 | Valid & Reliable |
|                  | SC2        | 0,77 |      |      |                  |
|                  | SC3        | 0,79 |      |      |                  |
| Ease of Use      | EOU1       | 0,71 | 0,71 | 0,56 | Valid & Reliable |
|                  | EOU2       | 0,72 |      |      |                  |
|                  | EOU3       | 0,78 |      |      |                  |
|                  | EOU4       | 0,73 |      |      |                  |
|                  | EOU5       | 0,77 |      |      |                  |
| Privacy          | PV1        | 0,86 | 0,85 | 0,57 | Valid & Reliable |
|                  | PV2        | 0,77 |      |      |                  |
|                  | PV3        | 0,71 |      |      |                  |
| Eelctronic Trust | ET1        | 0,86 | 0,92 | 0,61 | Valid & Reliable |
|                  | ET2        | 0,77 |      |      |                  |
|                  | ET3        | 0,71 |      |      |                  |
| Repurchase       | RI1        | 0,86 | 0,98 | 0,65 | Valid & Reliable |

|           |     |      |  |  |  |
|-----------|-----|------|--|--|--|
| Intention | RI2 | 0,82 |  |  |  |
|           | RI3 | 0,80 |  |  |  |

Sources: Processed data by SEM-LISREL v8.8 (2025)

### Overall Model Fit

Table 1 shows the result of goodness-fit-measurement. This research measures the value of RMR, RMSEA, GFI, NFI, NNFI, CFI, IFI, RFI, and AGFI. The result shows that RMR meets the criteria (0.020) or good fit with the criteria good fit value  $\leq 0.05$  and the RMSEA also reaches the good fit (0.0087) with the criteria good fit value  $< 0.08$ . Meanwhile the other indexes of goodness-fit-measurement meet the criteria (NFI, NNFI, CFI, IFI, RFI, GFI, AGFI). From the result, the model of this research represented the relationship between latent variables.

Tabel 2. Overall Model Fit Test Result

| Indeks | Goodness of Fit | Kriteria          | Keterangan |
|--------|-----------------|-------------------|------------|
| RMR    | 0,020           | $\leq 0,05$       | Good fit   |
| RMSEA  | 0,009           | $\leq 0,08$       | Good fit   |
| ECVI   | 0,67            | 0,66;0,76         | Good fit   |
| AIC    | 6572,53         | $\approx 2070,00$ | Good fit   |
| NFI    | 0,98            | $\geq 0,90$       | Good fit   |
| NNFI   | 1,00            | $\geq 0,90$       | Good fit   |
| PNFI   | 0,79            | $\leq 0,90$       | Good fit   |
| CFI    | 1,00            | $\geq 0,90$       | Good fit   |
| IFI    | 1,00            | $\geq 0,90$       | Good fit   |
| RFI    | 0,98            | $\geq 0,90$       | Good fit   |
| GFI    | 0,96            | $\geq 0,90$       | Good fit   |
| AGFI   | 0,94            | $\geq 0,90$       | Good fit   |

Sources: Processed data by SEM-LISREL v8.8 (2025)

### Structural Model

The suitability test for the structural model is determined by comparing the structural equation coefficient with a predefined significance level. As shown in Table 3, the structural model in this study is both valid and reliable. To be considered suitable, the model must meet a significance level of 0.05 or a 95% confidence level, requiring a t-value greater than 1.96. The test results confirm that the structural model effectively represents the relationships between research variables based on the established criteria. Therefore, this model is appropriate for hypothesis testing and achieving research objectives.

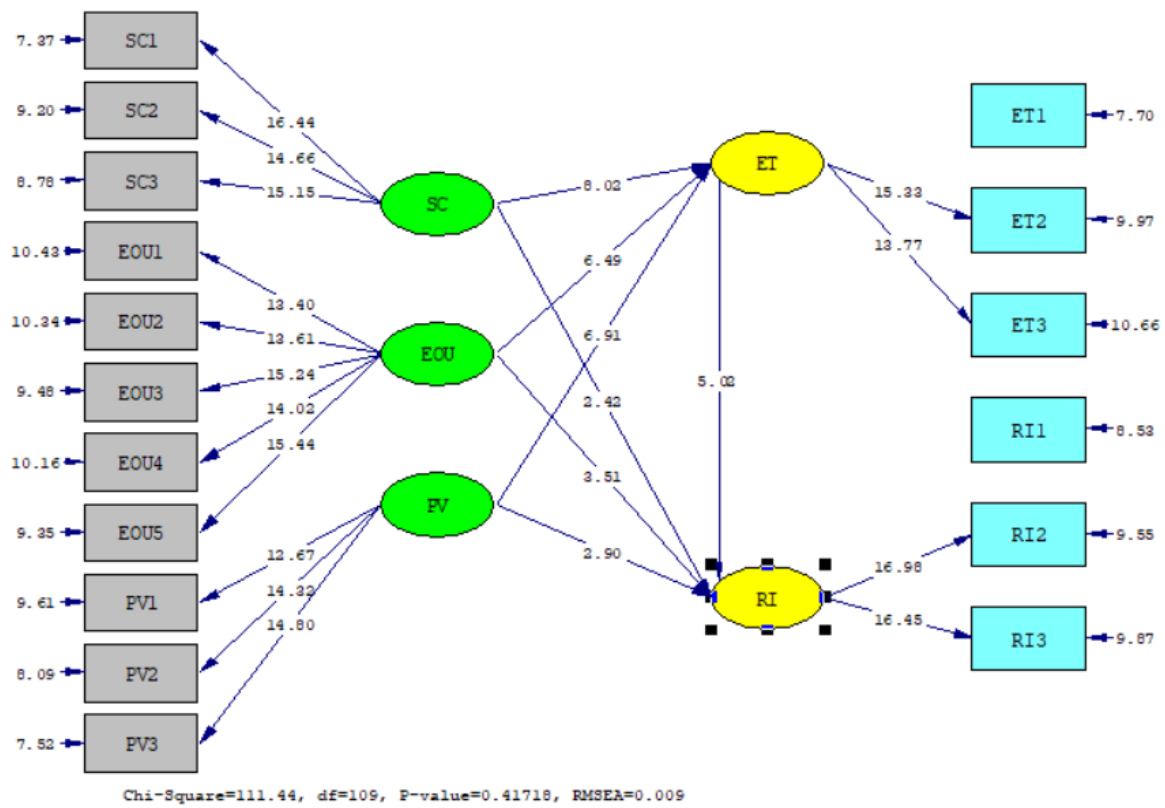


Figure 1. Structural Model

Sources: Processed data by SEM-LISREL v8.8 (2025)

## Discussion

This research uses the SEM LISREL v8.8 analysis tool. After conducting descriptive analysis, an analysis was conducted to determine the relationship between variables. This research consists of eight hypotheses consisting of security, ease of use, privacy, electronic trust and repurchase intention. The results of the reasearch indicate that all hypotheses are accepted. The following are the results of the research hypothesis analysis:

Tabel 3. Hypotesis Testing (Indirect Effect)

| Hypotesis    | Coefficient | T-Tabel | T-Value | Result   |
|--------------|-------------|---------|---------|----------|
| H1. SC → ET  | 0,45        | 1,96    | 8,02    | Suported |
| H2. EOU → ET | 0,34        | 1,96    | 6,49    | Suported |
| H3. PV → ET  | 0,38        | 1,96    | 6,91    | Suported |
| H4. SC → RI  | 0,28        | 1,96    | 2,42    | Suported |
| H5. EOU → RI | 0,22        | 1,96    | 3,51    | Suported |
| H6. PV → RI  | 0,19        | 1,96    | 2,90    | Suported |
| H7. ET → RI  | 0,50        | 1,96    | 5,02    | Suported |

The findings of this study reveal that electronic trust heavily depends on customers' perceptions of the reliability of the security systems implemented by VHO platforms. Customers tend to feel more comfortable conducting transactions when they are confident that their personal and financial information is well protected (Trivedi & Yadav, 2020). VHO sites that have adopted high-security standards are able to create a safer and more transparent transaction ecosystem. Leading online hotel booking platforms such as Airbnb, RedDoorz, OYO Rooms, and Bobobox have implemented various security measures aimed at increasing user trust (Gonzalez et al., 2023; Yadav & Singh, 2022; Prasetyo & Hidayat, 2023).

The study also indicates that customers believe the ease of use of Virtual Hotel Operator (VHO) sites reflects the quality of user experience and meets customer needs. Ease of use enhances customer trust in hotel booking applications, and individual trust in new technology increases as their perception of ease of use improves (Santoso, 2023). Privacy protection is another crucial factor in building consumer trust (Trivedi & Yadav, 2020). Consumers seek assurance that their personal data, such as credit card information and travel history, will not be misused. By implementing clear privacy policies and adhering to data protection standards, Virtual Hotel Operator (VHO) sites can enhance user trust.

The study findings further indicate that repurchase intention on Virtual Hotel Operator sites is influenced by security, ease of use, privacy, and electronic trust. Strong security measures provide users with a sense of safety when conducting transactions, while ease of use improves the convenience of accessing services. Additionally, well-maintained privacy reinforces customers' confidence in the protection of their personal data (Uludag et al., 2015). Electronic trust acts as a mediating factor that strengthens the relationship between these three aspects and repurchase intention. The effect of mediation can also be seen from the value of indirect influence that appears in the analysis as follows:

Tabel 4. Hypothesis Testing, Indirect Effect

| Hypothesis | Path          | Coefficient | Std. Error | Z value | Result   |
|------------|---------------|-------------|------------|---------|----------|
| H8         | SC → ET → RI  | 0,45        | 0,16       | 2,26    | Suported |
|            | EOU → ET → RI | 0,34        | 0,22       | 2,71    | Suported |
|            | PV → ET → RI  | 0,38        | 0,19       | 2,44    | Suported |

Table 4 indicates that the relationship between security, Ease of Use, privacy and repurchase intention is mediated by electronic trust, as the t-value is higher than the t-table (1.96). Electronic trust acts as a mediating factor that strengthens the relationship between security, ease of use, and privacy with repurchase intention. When users perceive a platform as secure, easy to use, and protective of their personal information, their trust in the platform increases. This trust, in turn, enhances the likelihood of repeat purchases.

By ensuring high security standards, a user-friendly interface, and transparent privacy policies, Virtual Hotel Operator (VHO) platforms can build stronger customer trust, ultimately driving higher repurchase intentions. Thus, the novelty in this study is to expand the literature related to digital trust in the virtual hotel sector in developing countries. In addition, by raising electronic trust as a mediating variable in the analysis of consumer behavior on the virtual hotel operator (VHO) platform in Indonesia, it becomes an important theoretical role to contribute.

## Conclusion

Security, ease of use, and privacy have been proven to have a positive and significant impact on electronic trust and repurchase intention on Virtual Hotel Operator (VHO) sites. Guaranteed security provides users with a sense of safety in transactions, while ease of use creates a seamless and enjoyable experience, enhancing consumer trust. Well-maintained privacy also strengthens customers' confidence in the protection of their data. Among the variables influencing electronic trust, security has the greatest impact, while electronic trust itself is the most dominant factor in driving repurchase intention.

The study also shows that electronic trust plays a mediating role in the relationship between security, Ease of Use, and privacy with repurchase intention. This means that while these factors directly influence repurchase intention, electronic trust strengthens this relationship by enhancing customers' confidence in the platform. Among the variables affecting electronic trust, security has the greatest impact, while electronic trust itself is the most dominant factor in driving repurchase intention. Therefore, enhancing security, Ease of Use, and privacy—supported by efforts to build customer trust—becomes a crucial strategy for increasing customer confidence, ultimately leading to higher repurchase intention.

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