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As An Intervening Variable Trust, The Influence of Functional Value, Social Value, and Emotional Value on Purchase Intention: Tokopedia User Case

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ABSTRACT.

Tokopedia is an online retail platform that can be found and downloaded from the Playstore Web. This study examines the functional, social, and emotional effects of Trust on Purchase Intention among Tokopedia users. The study employs quantitative methodology, including gathering, evaluating, and presenting data in numerical rather than narrative form. The sample wore purposive Random Sampling. A total of 102 people were polled from Tokopedia's various user groups. Based on the findings, it is clear that Functional Value has no positive or substantial impact on Trust. Social value has a positive impact on Trust and is related to it. The emotional value has a favorable impact on the Trust and is related to it. Trust has a beneficial impact on purchasing intentions and is related to them. A one-tailed probability of higher than 0.5 indicates that practical value does not affect Purchase Intention as a Trust intervening variable. As a Trust intervening variable, a one-tailed probability smaller than 0.5 suggests that social value affects Purchase Intention. A one-tailed chance of less than 0.5, on the other hand, implies that emotional value influences Purchase Intention as a Trust intervening variable.

Functional Value, Social Value, Emotional Value, Purchase Intention, and Trust are used in this study.

INTRODUCTION

As technology advances, the quantity of data collected by internet users daily has considerably expanded. The expanding number of users represents a significant market share opportunity. With the internet, you may always connect with people all over the globe, at any time and from any location. If launching a physical shop formerly required finances, this phenomenon represents fantastic economic potential for those who can seize the chance by operating an internet store. The beneficial benefit of having an online shop is that it may reduce costs and increase selling value more efficiently. The fast expansion of E-Commerce has resulted in six different companies, including online payment, multifilament, and logistics. Other industries are encouraged to expand and flourish due to the improvement. According to predictions, the internet market in Indonesia is expected to rise by 250 percent in the next three years.

On August 17, 2009, Wiliam Tanu Wijaya and Leontinus Alpha Edison will take control of Tokopedia. The Tokopedia platform is an Indonesian digital sector that reaches 99 percent of the country's sub-districts. There are more than 100 million users, which outnumber 86.5 percent of new merchants. Who must match Tokopedia's expansion in Indonesia with the provision of high-quality services to expand over time. Speed and

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dedication are two factors that significantly impact customer service. Tokopedia is one of Indonesia's major e-commerce sites, contributing significantly to the Indonesian economy. From Aceh to Papua, it created 2.99 million new employment. In 2018, Tokopedia created 10.3 percent new employment in Indonesia.

Perceived value is defined by Kotler (1994) in (Triadinda, Puspaningrum, and Hussein, 2018) as customer value derived from the superiority of objects or services that do not change, such that customers use intrinsic signals (output and delivery) and extrinsic signals (accessories factors) as a reference for evaluating options for objects or services received. Customers' perceived value is defined by the assumption of quality, mentality, efficacy attained, and financial worth of items, according to Parasuraman, Zeithaml, and Berry (1985) in (Latifah 2018) According to Sweeney and Soutar (2001) in (Wijaya, Surachman, and Mugiono 2020), there are four dimensions of value size:

1. A function generated from product quality or performance is called functional value.
2. Social Value, the outcomes of product knowledge to strengthen social consumer's trust.
3. Emotional Value refers to the customer's feelings or emotions due to utilizing the product.
4. Price/value for money, usefulness derived from the product's anticipated quality, and expected performance are all factors to consider.

Beliefs are a factor that influences online purchasing intentions (Listyowati, Suryantini, and Irham 2020). Prospective customers make online purchases after determining whether or not Who can trust the web service providers and merchants in the online store. As a result, there must be trust between vendors and purchasers. According to Moorman (1992), the belief is the availability of saving trust in trade partners who have trust (A. Kungumapriya and K. Malarmathi 2018) On the other hand, confidence plays an important role in maintaining consumer loyalty. Customers that have faith in a service provider will collaborate with it and suggest it to others. The industry's internal and external assumptions are based on consumer experience. Consumers want to weigh and analyze these products effectively and swiftly while eating or wearing them (Kuswoyo et al. 2021).

Tokopedia implemented a double-verification procedure for consumers after the incident (Wardoyo 2020).

Tokopedia had a confidence issue, which resulted in fewer consumer visits. What is the significance of rivals such as Shopee, which offers Indonesia's highest level of service? The author wishes to undertake observations and study on Tokopedia users in Yogyakarta after seeing the expansion of E-Commerce Tokopedia, which continues to improve over time. The subject of this study is perception values with functional, emotional, and social value indicators that impact trust and buying intention. Find several issue formulations, among others, in the background above:

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1. Is there an influence of functional value on Tokopedia consumers' trust in Yogyakarta?
2. What effect does social value have on Tokopedia consumers' trust in Yogyakarta?
3. What effect does Emotional Value have on Tokopedia consumers' trust in Yogyakarta?
4. What effect does trust have on Tokopedia customers' buying intentions in Yogyakarta?

Based on the formulation of the challenges mentioned above, the purpose of this research is to

1. Determine how functional value affects Tokopedia users' confidence in Yogyakarta.
2. To determine the impact of social value on Tokopedia consumers' trust in Yogyakarta.
3. To determine the impact of emotional value on Tokopedia consumers' trust in Yogyakarta.
4. To see how trust affects Tokopedia users' purchasing inclinations in Yogyakarta.

REVIEW OF THE LIBRARY

Perceived Worth

Some experts define perceived worth in a variety of ways. Customer value refers to a person's preference for a product, the quality of their work, and the dangers they face due to its usage and the environment in which they use it. According to (Wijaya, Surachman, and Mugiono 2020) , the customer's value is an extra value compared to the entire payment provided. According to Gale (1994) in (Wijaya, Surachman, and Mugiono 2020), Customer value refers to a customer's opinion of the quality value provided compared to competitors, and it impacts customer loyalty and retention, if the value experienced by consumers, the degree of potential. It's a deal. Because of the effort, the desired partnership is a long-term relationship. Perceived value is defined by Kotler (1994) in (Triadinda, Puspaningrum, and Hussein 2018) as customer value derived from the superiority of objects or services that do not change, such that customers use intrinsic signals (output and delivery) and extrinsic signals (accessories factors) as a reference for evaluating options for objects or services received. Parasuraman, Zeithaml, and Berry (1985) in Parasuraman, Zeithaml, and Berry (1985) in Parasuraman, Zeithaml, and Berry (1985) in Parasuraman, Zeithaml, and Berry (1985) in Parasuraman, Zeithaml, and Berry (1985) in Parasuraman, Zeit (Latifah 2018). The assumption of quality, mentality, efficacy attained, and financial worth of things are all used to define the value perceived by consumers. According to Sweeney and Soutar (2001) in (Wijaya, Surachman, and Mugiono 2020) , perceived value size has four components:

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1. Economic value refers to the financial benefits that customers may get from using a company and its products in return for the amount of sacrifice made.
2. Functional Value refers to the advantages of a product's quality or performance.
3. Social Value, the benefit derived from product knowledge in improving social consumers' self-concept.
4. Emotional Value is derived from effective/positive sensations or emotions induced by product usage.

Trust

Bloemer (2002) defines consumer confidence as "a sort of gratitude provide consumers providers of items or services for their honesty." According to Rousseau (1998) in (Latifah 2018) , beliefs are established over a lengthy period, and numerous efforts and well-built beliefs may vanish. The consumer confidence component is divided into four sizes by McKnight and Chervany (Picaully 2018).

1. Integrity is defined as honesty and the ability to maintain agreements made to trusted persons (sellers).
2. Benevolence or kindness pays attention to and motivates consumers by giving them items.
3. Competency refers to the seller's ability to satisfy the client's demands.
4. Predictability refers to a seller's consistent willingness to reveal the certainty of the items offered so that buyers may estimate and forecast the seller's performance. The seller's self-image, risks or foreseeable repercussions, and consistency are all part of this component.

Purchase Intention

According to (Choon Ling, K., Bin Daud, D., Hoi Piew, T., Keoy, K. H., & Hassan, 2011; Lien, C. H., Wen, M. J., Huang, L.C., & Wu, 2015) in (Juliana et al., 2020), confidence has a role in influencing purchasing intentions. When customers have more faith in the vendor, they are more likely to pay attention to purchasing. For Diallo (2012), commitment and confidence considerably moderated the relationship between customer purchase wishes and attitudes (Curvelo, Watanabe, and Alfinito 2019) In the marketing literature, buying is an important metric the industry uses to forecast future sales or purchases of current items. Schiffman & Kanuk (2008) in (Picaully 2018) split purchase desire indicators into five categories:

1. Are you looking for information on items or services?
2. Considering purchasing
3. Interested in trying
4. Interested in learning more about the goods
5. A strong desire to own a product

METHODS OF RESEARCH

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The nature of the research

The authors used quantitative approaches in this research, which included structured questionnaire survey methods presented to samples from a community and aimed to acquire particular data from respondents (Malhotra, 2004) in (Rosalina et al. 2016). These research findings are based on calculations derived from the distribution of questionnaires Tokopedia is bereft of Functional Value, Social Value, Emotional Value, Trust, and Purchase Intention. users in Yogyakarta who want to use them to analyze drawings of certain demographics.

Variables in the Study

In this research, variables are defined in a variety of ways, including:

1. An independent variable exists.

   An independent variable has no bearing on other variables. Variables suspected of being triggers (presumptive cause variables) and variables that come before them are two types of independent variables (Antec variables). Functional Value, Social Value, and Emotional Value are the three independent variables in this research.

2. Dependent Variable

   Variables that are described and impacted by independent variables are dependent. The implications of trigger factors (supposed effect variables) and consequence variables are dependent variables (consequent variables). The monitor uses purchase intention (Y) as a bound or dependent variable in this study.

3. Variables that Intervene

   An intervening variable is a variable that has A variable that has an indirect influence on the connection between an independent variable and a dependent variable is known as an intervening variable. Intervening variables are positioned between independent and dependent variables but do not directly explain or impact dependent variables. The monitor established Trust (Z) as a variable that links independent and dependent variables or intervening factors in this study.

Framework for Research

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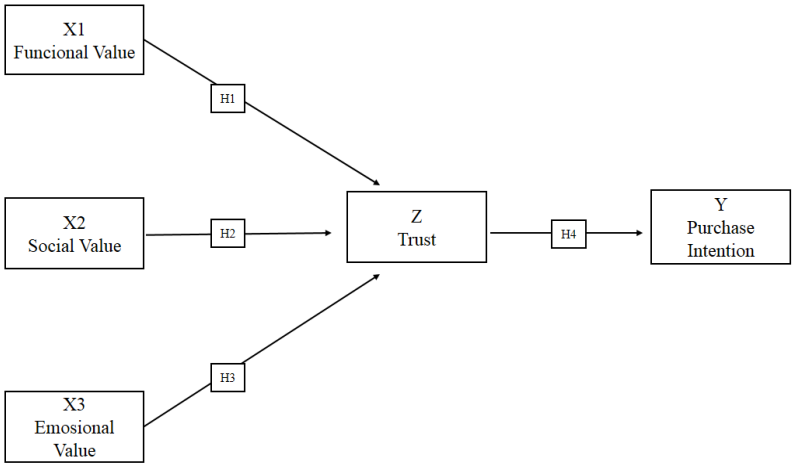

Figure 1: Framework for Research

Information:

H**1** : Functional Value has no substantial beneficial impact on Trust.

H2 : Trusts are influenced by social value favourably and importantly.

H3 : Emotional Value affects Trust favourably and importantly.

H4 : Purchase Intention is influenced by Trust positively and substantially.

DISCUSSIONS AND RESULTS

Test for Validity

For the degree of freedom(df)= n-2, the significance test is performed by equating the value of the r count with the r table. The number of pictures utilized in this example is n. The number of illustrations utilized in this study was (n)= 102, and the magnitude of the df was computed as 102- 2 = 100, with df and a significant level of 5% (alpha = 0. 05), yielding a table of 0,195. The validity test findings for each study variable are listed below.)

Table 1

Validity Test

Variable	Indicator	r Count	t Table	Information
Functional Value (X_1)	I believe Tokopedia always sells products that work well.	0,661	0,195	Valid
	Products sold on Tokopedia are well produced.	0,680	0,195	Valid
	Products sold on Tokopedia have reliable quality.	0,813	0,195	Valid

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	Products sold in ThePedi Store have a long expiration period.	0,689	0,195	Valid
Social value (X_3)	Shopping on Tokopedia improved people's assessment of my social status.	0,569	0,195	Valid
	Products from Tokopedia make a good impression on me.	0,603	0,195	Valid
	I feel more confident when using Tokopedia products.	0, 707	0,195	Valid
Emotional value (X_2)	I feel happy when using products sold onTokopedia.	0,791	0,195	Valid
	I am more comfortable shopping on Tokopedia than on any other marketplace.	0,762	0,195	Valid
	I am satisfied with using the Tokopedia marketplace application.	0,825	0,195	Valid
	If you see the product's appearance on Tokopedia, it makes me feel like buying the product sold.	0,829	0,195	Valid
Trust (Z)	I feel happy with the honesty of the seller at Tokopedia.	0,703	0,195	Valid
	I feel the seller at Tokopedia wants to respond well to consumer questions.	0,687	0,195	Valid
	The products offered at Tokopedia can meet my daily needs.	0,693	0,195	Valid
	I feel the seller at Tokopedia has consistency with the product description written with the product sold.	0,719	0,195	Valid
Purchase I ntention (Y)	I am interested in finding more information about the products I want to buy on Tokopedia.	0,741	0,195	Valid
	After seeing the product on Tokopedia made me consider buying.	0,812	0,195	Valid
	After seeing the products offered on Tokopedia, I was interested in trying the product.	0,850	0,195	Valid
	Before buying, I want to know more about the product on Tokopedia	0,831	0,195	Valid

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	I intend to buy products on Tokopedia shortly	0,832	0,195	Valid

In 2021, What will process primary data.

The validity test, as a whole, establishes if the issue item/statement has a Corrected Item - Total Correlation value larger than the t table (0, 195). Consequently, if all aspects of the problem/statement are pronounced legitimate and worthy of use as a tool to assess research data, the validity test findings above.

Test for Reliability

The purpose of the reliability test is to verify the consistency and correctness of responses to surveys provided by respondents. The reliability test results for each study variable are listed below.

Table 2

Reliability Test

Variabel	Cronbach's Alpha	Critical Value	Keterangan
Functional value	0,752	0,6	Reliability
Social value	0.785	0,6	Reliability
Emotional value	0,781	0,6	Reliability
Trust	0,759	0,6	Reliability
Purchase I ntention	0,820	0,6	Reliability

In 2021, What will process primary data.

Regression Test

Equation 1 of the Regression Test

Tabel 3

Regression Test

Coefficientsa

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Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.485	2.270		3.298	.001
	Funcional Value	-085	.122	-.064	-694	.488
	Social Value	.201	.059	.216	3.036	.005
	Emotional Value	.729	.102	.482	7.234	.001

a. Dependent Variable: Trust (Z)

In 2021, What will process primary data.

Calculations of multiple regression tests are provided in table 3 using the following formula:

$$Z = a + B1\ X1 + B2\ X2 + B3\ X3 + e$$

Multiple regression tests using the following dependent variables are calculated:

$$(Trust) = 7{,}485+(-.0.064)+0{,}216+0.482$$

1. Until the equation reveals a functional value degradation of -0.064 accompanied by a trust depreciation of -0.064 if all other variables are considered to be constant. The higher the functional value, the higher the level of trust.
2. If all other variables stay constant, the equation will show an increase in Social Value followed by a 0.216 rise in trust. The higher the Social Value, the higher the level of trust.
3. Until the equation shows again in Emotional Value accompanied by a 0.482 increase in trust, assuming all other variables remain constant. The higher the Emotional Value, the higher the level of trust.

Regression Analysis Equation 2

Tabel. 4
Analisis Regresi

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.485	2.270		3.298	.001
	Funcional Value	-085	.122	-.066	-694	.485

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Coefficients[a]

Social Value	.200	.058	.218	3.035	.004
Emotional Value	.729	.102	.482	7.234	.001
Trust	.207	.068	.225	3.045	.003

a. Relying Variable: Intention to buy (Y)

In 2021, What will process primary data.

The following formula is used to calculate multiple regression tests, as shown in table 4 above:

$$Y = a + B1\ X1 + B2\ X2 + B3\ X3 + B4\ X4 + e$$

Multiple regression tests using the following dependent variables are calculated:

PI (Purchase Intention)= 7,485+(-0.066)+0,218+0.482+0.225

1. Until the equation shows the degradation of Functional Value of -0.066, followed by a depreciation of Purchase Intention of -0.066, assuming all other variables remain constant. The higher the Functional Value, the higher the likelihood of purchasing.
2. Until the equation shows a 0.218 rise in Social Value followed by a 0.218 increase in Purchase Intention if all other variables are held constant. The higher the Social Value, the higher the likelihood of buying.
3. If all other variables stay constant, the equation will show an increase in Emotional Value followed by an increase in Purchase Intention of 0.482. The higher the Emotional Value, the higher the buying intent.
4. If all other variables stay constant, the equation will show an increase in trust followed by an increase in Purchase Intention of 0225. The more trust you have, the more likely you are to make a buy.

Hypothesis Test

Equation 1

Table 5

Hypothesis Test

Coefficients[a]

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Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.485	2.270		3.298	.001
	Funcional Value	-085	.122	-.064	-694	.488
	Social Value	.201	.059	.216	3.036	.005
	Emotional Value	.729	.102	.482	7.234	.001

a. Dependent Variable: Trust (Z)

Primary data processed in 2021

Equation 2

Table 6

Hypothesis Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.485	2.270		3.298	.001
	Funcional Value	-085	.122	-.066	-694	.485
	Social Value	.200	.058	.218	3.035	.004
	Emotional Value	.729	.102	.482	7.234	.001
	Trust	.207	.068	.225	3.045	.003

a. Dependent Variable: Purchase intention (Y)

Primary data processed in 2021

Who may draw the following conclusions from the data in both tables:

a. Effect of Functional Value on Trust

Hypothesis 1 indicates that functional value has no positive or significant impact on trust. In table 5, the value of the variable Functional Value is -0.694. However, the value of the t table at the level > of significance 5 percent (0. 05) and df = 100(102-2) is 0.195, indicating that t compute t table (-0.694 0.195). Who can demonstrate that the Functional Value variable has no positive or significant impact on the Trust variable, so the matter can be concluded if the matter is convincing ho accepted and Ha rejected, implying that the Functional Value variable has no positive

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or significant impact on the Trust variable? Based on information gathered from Tokopedia users, researchers have concluded that not all items or services offered by Tokopedia merchants are of high quality. The functional value of a product, which is the value derived from the product's quality and delivers functional usefulness to the user, is the simplest value for consumers to observe. The purpose of this study was to see whether increasing the value of Functional Value may boost customer confidence in Tokopedia. Consumer trust in the Tokopedia application is not enhanced by observing functional value factors. Shopping on the marketplace is a new habit in today's digital era, where all of the marketplace's functional values in Indonesia are comparable and practically the same in serving the demands of customers (similar marketplace applications). As indicated by a debate in the shop garden among certain customers who believe the product is inferior. If the functional value does not positively and substantially impact trust, the study mentioned above conclusion is known.

b. Social Value's Influence on Trust

Hypothesis 2 indicates that Social Value has a positive and substantial impact, as seen in table 5. The social value of 3,036 is compared to the value of t table at a significance level of 5% (0.05) and df = 100 (102-2) by 0.195, indicating that t calculated > t table (3,036 > 0.195). Meanwhile, the significance value is 0.005, which is less than 0.05 (0.005 0.05). What demonstrates that the Social Value variable influences the Trust variable positively and considerably is that the issue convinces Ho to be rejected and Ha to be accepted, implying that the Social Value variable affects the Trust variable positively and significantly. Who used consumer data from Tokopedia to compile this report. Researchers find that the Social Value Variable influences the Trust variable favorably and considerably if the product obtained by customers is of excellent quality, improving self-confidence while wearing the product. It is corroborated by a prior study done by several researchers: (Okki and Trinanda 2021) , which demonstrates that if the measure of consumption value incorporates functional, social, and emotional worth, it has a considerable impact. Environmentally conscious purchase customers. According to (Rofianah, Patricia Dhiana Paramita 2016) , customer perceived value has a favorable and considerable impact on customer trust in Alfamart Boja Kendal mini-market consumers. (Dharma 2012) Because of his perceived worth, he has a big and beneficial impact on consumer trust.

c. The Importance of Emotional Value in Building Trust

Emotional worth has a positive and considerable impact on trust, according to Hypothesis 3. The value of the emotional value variable count of 7,234 can be shown in table 5 in comparison to the value of t table at the significance level of 5% (0.05) and df = 100 (102-2) by 0.195, indicating that t calculated > t table (7,234 >

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0.195). Meanwhile, the significance value is 0.001 (0.001 0.05), which implies it is less than 0.05. It demonstrates that the Emotional Value variable impacts the Trust variable positively and considerably, allowing it to be inferred if the issue is compelling that Ho is rejected and Ha is accepted, implying that the Emotional Value variable affects the Trust variable positively and significantly. With consumers' trust and the various high-quality items and variations available on Tokopedia, this includes assisting customers in finding products that meet their dream demands, ensuring that customers are satisfied while wearing Tokopedia products. Emotional Value factors influence trust variables in a positive and meaningful way. The previous study (Triadinda, Puspaningrum, and Hussein 2018) has shown that perceived value directly and substantially impacts trust. When a consumer feels the utility and receives more than the amount made to obtain the utility, customer confidence is vital in enhancing long-term bonding. Customers are more likely to establish ties with service providers if they have faith in them. (Hidayat, Bustaman, and Hartono 2020) because his perceived worth increases consumer trust favorably and dramatically. For his Perceived value positively and significantly affects brand loyalty through brand trust in Cosmetic Products in Semarang (Erianti and Athanasius 2020).

d. The Importance of Trust in Purchasing Decisions

Trust has a favorable and considerable impact on purchasing intentions, according to Hypothesis 4. Table 6 shows the results. The value of the Trust variable count of 3,045 can be observed in comparison to the value of the t table at a significance level of 5% (0.05) and df = 100 (102-2) of 0.195, indicating that t calculate > t table (3,045 > 0.195). Meanwhile, the significance level is 0.003, which is less than 0.05 (0.003 0.05). It demonstrates that the Trust variable has a positive and substantial impact on the Purchase Intention variable and that Who may end the issue if Ho is rejected and Ha is accepted, implying that the Trust variable has a positive and significant impact on the Purchase Intention variable. Tokopedia's many items and versions, all of which are of high quality, assist customers in meeting their everyday demands. Consumers are also more confident in Tokopedia since it can suit their everyday demands. A previous study by various academics backs this up: (Watanabe et al., 2020) , explaining the positive relationship between consumer confidence and purchasing intentions. We investigated the relationship between Brazilian consumers' purchasing attitudes and intentions for premium organic dining in the track analysis. Trust strongly impacts purchase intentions at PT Superior Prima Sukses (Rosalina et al., 2016). Demonstrates a strong link between green trust and green buy intention in environmentally friendly items, positively impacting the intention to repurchase environmentally friendly products via satisfaction and confidence in them (Nilai, Green, and Intention 2021).

Test by Uji Sobel

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The Sobel test determines if a substantial mediation variable may mediate a bond. The Sobel test formula is as follows:

$$Z = \frac{ab}{\sqrt{\left(b^2 SE_a^2\right) + \left(a^2 SE_b^2\right)}}$$

Information,

a : Regression coefficients of independent variables against mediation variables.

b : Mediation factors' regression coefficients versus dependent variables.

SEa : Standard Error of Estimation from Independent Variable Influence on Mediation Variables

SEb : *Standard error of estimate for dependent variables affected by mediation factors.*

Based on the formula above, Who may reach conclusions if a:

a. Functional Value Effect on Purchase Intention with Trust as an intervening variable.

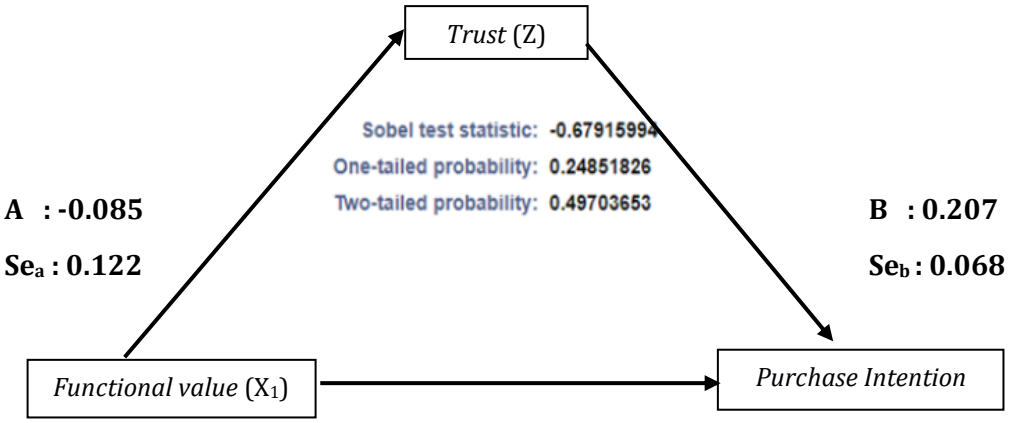

Figure.2 Test by Sobel

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The variable influence of Functional Value on Purchase Intention with Trust as Intervening Variable is rejected based on the findings of the Sobel test with a value of One-tailed probability of 0.248 indicates 0.248 > 0.05.

b. The Effects of Social Value on Purchase Intention, with Trust as a Intervening Variable

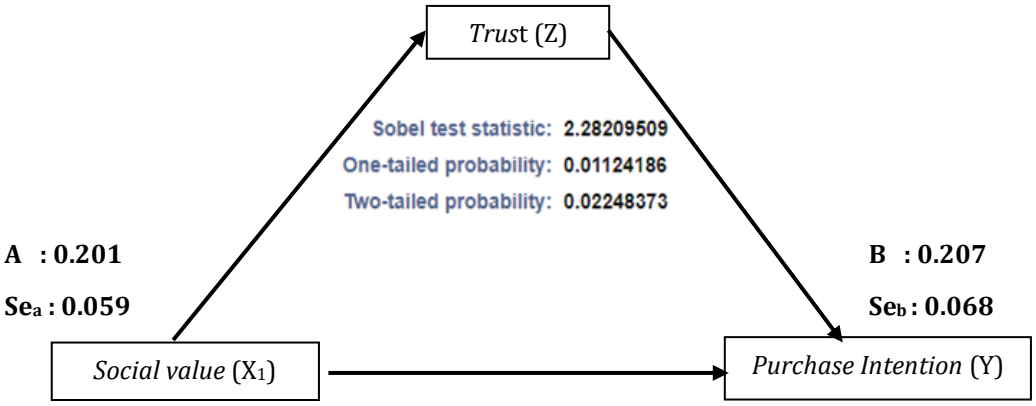

Figure.3 Test by Sobel

Conclusions are formed for the variable effect of Social Value on Purchase Intention with Trust as the Intervening Variable accepted based on the findings of the Sobel test above with a value of One-tailed probability of 0.011 means 0.011 0.05.

c. The Effect of Emotional Value on Purchase Intention, with Trust as a Intervening Variable

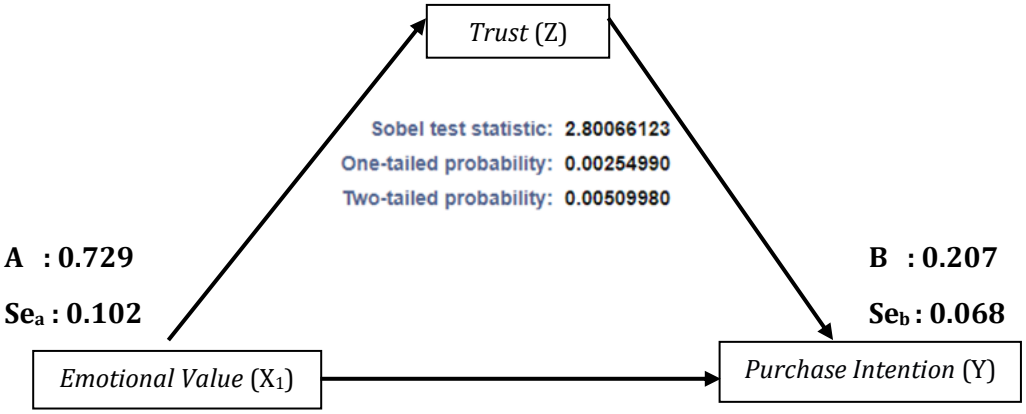

Figure.4 Tes by Sobel

Conclusions are reached for the variable effect of Emotional Value on Purchase Intention with Trust as the Intervening Variable

CONCLUSION

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Functional value does not affect positively and significantly on the trust. In table 5 can be seen the value of the variable Functional Value of -0.694 in contrast to the value of t table at the level > of significance 5%(0. 05) and df = 100(102-2) by 0.195 which means t calculate < t table (-0.694 < 0.195). The findings in this research were obtained if the greater the value of functional value, the greater the increase in Tokopedia consumer trust. Sourced from the information obtained through consumers of Tokopedia users, researchers conclude that not all products or services in Tokopedia merchants are of good quality.

The social value affects trust positively and significantly in table 5. You can see the value of the social value of 3,036 in contrast to the value of t table at the significance level of 5% (0.05) and df = 100 (102-2) by 0.195, which means t calculated > t table (3,036 > 0.195). Meanwhile, the significance value is 0.005 which means smaller than 0.05 (0.005 < 0.05). Sourced from information obtained through Tokopedia consumers, researchers concluded that the products received by consumers are of good quality, thus increasing self-confidence when wearing the product.

The emotional value affects positively and significantly on the trust. In table 5 can be seen the value of the emotional value variable count of 7,234 in contrast to the value of t table at the significance level of 5% (0.05) and df = 100 (102-2) by 0.195 which means t calculated > t table (7,234 > 0.195). Meanwhile, the significance value is 0.001 which means smaller than 0.05 (0.001 < 0.05). With the belief of consumers and the many products and variants sold with good quality in Tokopedia, this includes supporting consumers to find products according to their desired needs so that consumers feel happy when wearing products sold on Tokopedia.

Trusts affect positively and significantly Purchase Intentions. In table 6. Can be seen the value of the Trust variable count of 3,045 in contrast to the value of t table at the significance level of 5% (0.05) and df = 100 (102-2) of 0.195 which means t calculate > t table (3,045 > 0.195). Meanwhile, the significance value is 0.003 which means smaller than 0.05 (0.003 < 0.05). With the existence of various products and variants sold with good quality in Tokopedia, this includes supporting consumers in fulfilling the products of health needs. Not only that, consumers are more confident about Tokopedia because it can meet daily needs.

Functional Value variables do not affect purchase intentions with trust as intervening variables. It is evidenced by a one-tailed probability that is more than 0.5. Social Value variables affect purchase intentions with trust as intervening variables. It is evidenced by a one-tailed probability smaller than 0.5. Emotional Value variables affect purchase intentions with trust as intervening variables. It is evidenced by a one-tailed probability smaller than 0.5.

SUGGESTION

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Tokopedia industry must pay more attention to the products sold in the marketplace, whether the object is worth selling or not.

Pay attention to the quality of goods about increasing social status after shopping at Tokopedia.

Improve the comfort status of consumers with methods to improve previously existing services. It is done so that consumers feel safer shopping on Tokopedia than shopping on other marketplaces.

Set the level of consistency of the description of the performer so that consumers do not feel worried when shopping. The industry is advised to continue updating the latest products so that consumers' buying desire for Tokopedia increases every day.

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