DETERMINANTS OF REPURCHASE INTENTION OF MUSLIM FASHION PRODUCTS ON THE SHOPEE MARKETPLACE AMONG GENERATION Z

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Abstract

This study aims to analyze the effect of product quality, prices, shopping experience, and trust on repurchase interest in Muslim fashion products in the Shopee marketplace. The study utilized primary data, with a quantitative approach, and Generation Z in Banda Aceh City as the population. The sample size consisted of 115 respondents, selected using non-probability and purposive sampling methods. The data were analyzed using multiple linear regression with SPSS. The research finding indicate that the price variable had a notable effect on repurchase interest, while the variables of product quality, shopping experience, and trust did not affect repurchase interest. Meanwhile, the variables of product quality, prices, shopping experience, and trust affect repurchase interest simultaneously. In accordance with those findings, the sellers are supposed to prioritize competitive pricing strategies to increase repurchase interest. The merchants are suggested to improve product quality and build consumer trust to increase customer loyalty. Future researchers can probe into the role of each variable in the context of different products and platforms.
Keywords: Muslim clothing, shopee marketplace, generation Z

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, harga, pengalaman belanja, dan kepercayaan terhadap minat beli ulang produk busana muslim di marketplace shopee. Data yang digunakan dalam penelitian menggunakan data primer. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi generasi Z Kota Banda Aceh. Jumlah sampel sebanyak 115 responden yang diambil dengan teknik non-probability sampling dan metode purposive sampling. Teknis analisis data menggunakan regresi linear berganda melalui SPSS. Hasil penelitian menunjukkan bahwa variabel harga berpengaruh positif terhadap minat beli ulang, sedangkan variabel kualitas produk, pengalaman belanja dan kepercayaan tidak berpengaruh terhadap minat beli ulang. Adapun secara simultan variabel kualitas produk, harga, pengalaman belanja dan kepercayaan berpengaruh terhadap minat beli ulang. Oleh karena itu, kepada penjual diharapkan dapat memprioritaskan strategi penetapan harga yang kompetitif untuk meningkatkan minat beli ulang. Selain itu, penjual disarankan untuk meningkatkan kualitas produk, dan membangun kepercayaan konsumen agar dapat meningkatkan loyalitas pelanggan. Bagi peneliti selanjutnya dapat menggali lebih dalam mengenai peran masing-masing variabel dalam konteks produk dan platform yang berbeda.
Kata kunci: *Busana muslim, marketplace shopee, generasi Z.*

INTRODUCTION

Rapid advances in technology and information have resulted in crucial transformations in various fields of human life, including changes in the world of trade and people's shopping habits (Rahayu & Syam, 2021). One of the changes occurs in the buying and selling system, which was previously face-to-face between sellers and buyers but now significantly penetrates online transactions.

According to a report by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia are expected to reach 215.63 million by 2022-2023. The APJII report shows that the internet penetration rate was 78.19 percent in the same period. In comparison, in 2018 the internet penetration rate was still 64 percent, in 2019-2020 it was around 73.70 percent, in 2021-2022 it was 77.02 percent. The large number of internet users has led to the development of community trading activities, namely with the emergence of the marketplace. A marketplace is a platform that serves as a place of transaction between sellers and buyers and other business activities (Täuscher & Laudien, 2018). There are many marketplaces in Indonesia, and one of the most popular in society is Shopee.

Table 1
Number of Visits to The Largest
Marketplaces in Indonesia (2023).

No	Name	Average Site Visits Per Month	
		First Quarter	Second Quarter
1	Shopee	157.966.666,7	166.966.666,7
2	Tokopedia	117.033.333,3	107.200.000
3	Lazada	83.233.333,3	74.533.333,3
4	Blibli	25.433.333,3	27.100.000
5	Bukalapak	18.066.666,7	15.566.666,7

Source: databoks.katadata.co.id (2023)

Shopee is a trading platform that facilitates online shopping using the Internet through websites and mobile applications. It was first launched in Singapore and then in Indonesia in May 2015. Shopee offers a variety of products on its platform one of which is fashion products (Farida, 2022).

Fashion has become a very lucrative industry for Indonesia these days. Fashion products are the most sought-after and popular products because fashion has a critical impact on how a person looks every day. One of the fashion trends that has become an option for the Indonesian population, the majority of whom are Muslims, is Muslim fashion clothing that follows the provisions of Islamic law and covers limbs that should not be seen by others (Anafarhanah, 2019). The development of Muslim clothing has created a variety of options, making it popular among various generations, particularly Generation Z (Salsabilah & Sukardani, 2024).

Generation Z is described as a generation familiar with technology and the internet, and they have a high thirst for technology (Noordiono, 2016). Generation Z grows and develops in the digital era, where technology becomes their identity (Singh & Dangmei, 2016). Based on data from the Central Statistics Agency (BPS) in 2020, Generation Z became the majority of Indonesia's population, which amounted to around 74.93 million people or 27.94 percent of Indonesia's total population of 270.2 million.

Generation Z is always connected to the internet to find out about various developments that occur, one of which is the development of fashion trends in Indonesia. Generation Z's interest in fashion can make buying interest in fashion products increase significantly to maintain and increase buying interest can pay attention to several aspects such as product quality, price, shopping experience, and trust that influence consumer repurchase interest (Wening & Kusumadewi, 2023). Repurchase interest is the desire to buy again after purchasing and feeling satisfied with the product (Peburiyanti & Sabran, 2020a). Repurchase interest encourages consumers to shop for goods more than once to meet their needs (Prawira et al., 2019).

Sinar's (2023) research shows that product quality, price perception, and promotion affect repurchase intention. The same results were found in Kaldiar's (2023) analysis, where shopping experience and website quality also affect repurchase intention. Similarly, research (Febrilla & Ponirin, 2022) shows that variables of trust and sales promotion affect repurchase intention. Product quality plays a crucial role in increasing consumer interest in repeat purchases. Ernawati (2019) confirmed that an

essential element that determines consumer purchasing decisions is product quality. Consumer desire to purchase a product increases along with its quality. This theory follows the research of Anwar and Wardani (2020), which also says that the quality of products affects repurchase interest.

Another aspect that has an influence on repurchase interest is the prices because consumers need to consider price perceptions when shopping. When the price matches the actual product specifications, consumers feel more satisfied and trusting to make repeat purchases. Therefore, determining the price of a product requires careful consideration. This theory aligned with Manurung & Hadian's (2022) research which shows that price affects repurchase interest. A similar conclusion was also obtained from research (Welsa et al., 2021) which shows that price affects repurchase intention. However, price does not always affect repurchase intention. Safitri's (2020) research has different results, where prices do not affect repurchase intention.

Shopping experience influences consumer repurchase interest (Yanti et al., 2023). Whether someone feels comfortable and confident buying online, they will be more interested in buying again (Wiyata et al., 2020). Previous shopping experience factors can be a consideration when choosing a product. If the prior purchasing experience is satisfying and meets expectations, it can generate repurchase interest from customers so they continue to buy the product. The shopping experience can be defined as what a person experiences when shopping, which can affect their interest in shopping and providing recommendations to others (Susanto & Sos, 2016).

Trust is also one of the aspects that must be considered when making online purchases. Trust in accordance to Yudha & Isgiyarta (2015)

is an attitude of accepting risks from other parties with the hope that the other party will fulfill their expectations even though the two sides do not know each other. Customer trust in online goods buying is proportional to their likelihood of repeat purchases (Purnami & Nurcaya, 2015). Following research by Apriyani & Suharti (2017), consumer repurchase interest affects the trust variable. However, Masarianti & Darwini's (2019) analysis shows that trust does not have a substantial effect on repurchase interest.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
Repurchase intentions

Interest can be defined as a state where consumers have not taken any action. These circumstances serve as a starting point for predicting the next step (Halim & Iskandar, 2019). Purchase interest by Kotler & Keller 2016 indicates the possibility that consumers will buy goods from certain brands or switch from one brand to another. Ferdinand (2002:243) defines consumer repurchase intention as a commitment by consumers after purchasing a good or service.

Repurchase interest encourages consumers to buy goods more than once to meet their needs (Prawira et al., 2019). The emergence of a desire to buy a product for reuse or to meet future needs is called repurchase interest (Sharmila et al., 2023), followed by (Peburiyanti & Sabran, 2020) repurchases interest is considered a desire to buy again after purchasing and feeling satisfied with the product, followed by Ferdinand (2002:266) there are four indicators of repurchase interest, namely: transactional interest, referential interest, preferential interest, and exploratory interest.

Product Quality

Product quality is defined as any product that relates to what consumers want and is an

ideal advantage to be purchased according to consumer expectations (Habibah & Miati, 2016). Following by Budiyanto (2016), product quality is determined by the capability of a product to fulfill consumer demand and preferences. Product quality defined by Kotler & Armstrong (2012) is the capability of a product to perform its function, consisting of characteristics such as durability, reliability, fastness, ease of maintenance, and others. Kottler & Keller (2016) confirm that product quality aplicative as one of the main factors that attract marketers. The execution is affected precisely by product quality, and performance is related to customer value and satisfaction. Tjiptono (2007) identifies eight indicators of product quality: performance, durability, conformance to specifications, features, reliability, aesthetics, perceived quality, and serviceability.

Price

Price is defined as the amount paid for a product or the value that consumers exchange for its ownership and benefits (Kotler & Keller, 2016a). Price serves as the exchange rate of an item with other goods, prices are designed to meet the objectives of producers and consumers (Alfian & Marpaung, 2017).

According to Tjiptono & Chandra (2016), price is the only marketing component that generates revenue. Siagian & Cahyono (2014) assert that pricing is a way to determine the monetary value of a good or service and is used to obtain patent rights for use by individuals. (Kotler & Armstrong, 2012) identifies four price indicators, namely: price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits.

Trust

Trust plays a significant role in shaping customers' minds before they use a good or service because customer decisions are based on confidence in the product's ability to meet expectations (Munadia et al., 2024). Trust is the belief that judgments will be made after collecting information, obtaining it, and processing it to predict attitudes (Nabawi et al., 2024).

Siagian & Cahyono, 2014) define trust as one party's belief in the goals and intentions of the other party. In other words, trust is a state in which a service provider can be relied upon and trusted in fulfilling its promises, suggesting that trust is essential for building sustainable relationships. Trust is a positive psychological state in a relationship or situation between a customer and a product or service (Ridwan et al., 2020). As mentioned by Ridwan et al., (2020) trust has four indicators: Integrity, Benevolence, Competence, and Predictability. The following is the research hypothesis used in this study.

H1: Product quality affects repurchase interest in the shopee marketplace among generation Z in Banda Aceh City.

H2: Price affects repurchase interest in the shopee marketplace among generation Z in Banda Aceh City.

H3: Shopping experience affects repurchase interest in the shopee marketplace among Generation Z in Banda Aceh City.

H4: Trust influences on interest in repurchase. shopee marketplace among Generation Z in Banda Aceh City.

H5: Product quality, price, shopping experience, and trust influence repurchase intention in the shopee marketplace among generation Z in Banda Aceh City.

METHODOLOGY

This study uses a quantitative method with a positivist approach, utilizing numerical data that are analyzed statistically to examine the relationships between the variables and draw conclusions (Sugiyono, 2016). This research aims to find solutions to the questions in the formulation of research problems, namely to investigate whether variable X which includes product quality (X_1), price (X_2), shopping

experience (X_3), and trust (X_4) can influence repurchase interest as variable Y on Muslim fashion products in the Shopee marketplace. This research was conducted in Banda Aceh City, focusing on Generation Z's repurchase interest in Muslim fashion products on the Shopee marketplace. The study examines factors such as product quality, price, shopping experience, and trust.

Population refers to a generalized area that includes objects or subjects and has specific standards or criteria that are the focus of research and are expected to produce conclusions. The population refers to the entire group targeted as the object of the research. The population in this study consists of Generation Z in Banda Aceh City who have purchases on the Shopee marketplace. The population itself is not known the number. The research sample was selected using a non-probability sampling technique with a purposive sampling method. Purposive sampling is a technique that considers the criteria the researcher has determined to make it easier to sort out the samples used and more relevant to the research (Sugiyono, 2016). This study determined the number of samples that used the Hair formula. According to Hair Jr et al., (2017), this formula is used because of uncertainty about the population under study and proposes that the sample size is 5 to 10 times the number of indicators of the research variable. In this approach, the number of samples for this study can be calculated as follows:

Sample = Number of Indicators x 5

= 23 x 5 = 115

From the above calculations, the resulting sample size is 115 Generation Z people in Banda Aceh City who have shopped at the Shopee marketplace. The criteria for respondents in this study are Generation Z in Banda Aceh City (age range 16-26 years) and having shopped for Muslim fashion products in the Shopee marketplace. In the next stage, 23 questionnaires were distributed for testing, and the results were subsequently evaluated. The questionnaire was developed based on indicators for each variable, including 8 indicators for product quality, 4 indicators for price, 3 indicators for shopping experience, 4 indicators for trust, and 4 indicators for repurchase intention. The collected data were then analyzed using multiple linear regression analysis techniques.

RESULT AND ANALYSIS
Result

The majority of respondents in this study were female (68 participants, 59.1%), while male respondents accounted for 47 participants (40.9%). In terms of age distribution, 14 respondents (12.2%) were aged 16–19 years, 95 respondents (82.6%) were aged between 20–23 years, and 6 respondents (5.2%) were aged 24–26 years.

As for workers based on civil servants /TNI/Polri/ State Owned Enterprises/BUMD as many as 19 people (16.5 percent), Private Employees 1 person (0.9 percent), Students/ Students as many as 86 people (74.8 percent), Entrepreneurial workers/Farmers /Fishermen /Similar 2 people (1.7 percent) and other workers as many as 7 people (6.1 percent). As for income, 64 respondents (55.7 percent) had less than 1 million, while 34 respondents (29.6 percent) had earnings between 1 and 3 million. In addition, only 10 respondents (8.7 percent) had an income between 3 and 5 million, and only 7 (6.1 percent) had more than 5 million.

Table 2.
Responden Character

Gender	Number of Respondents	Percentage
Male	47	40,9%
Female	68	59,1%
Age	**Number of Respondents**	**Percentage**
16 - 19 tahun	14	12,2%
20 - 23 tahun	95	82,6%
24 - 26 tahun	6	5,2%

Source: Primary data processed (2024)

Table 2.

Responden Character		
Jobs	**Number of Respondents**	**Percentage**
PNS/TNI/Polri/BUMN/BUMD	19	16,5%
Private Employee	1	0,9%
Student	86	74,8%
Entrepreneur/Farmer/Fisherman/etc	2	1,7%
Lainnya	7	6,1%
Income	**Number of Respondents**	**Percentage**
<Rp 1.000.000	64	55,7%
Rp 1.000.000 – Rp 3.000.000	34	29,6%
Rp 3.000.000 – Rp 5.000.000	10	8,7%
>Rp 5.000.000	7	6,1%

Source: Primary data processed (2024)

The validity test was conducted to evaluate whether the data collected from the distributed questionnaire were valid. Data validity was assessed by comparing the r-count value with the r-table value. The results of the validity test, conducted on 115 respondents, confirmed the validity of the data. This conclusion is based on the independent variables—Product Quality (x_1), Price (x_2), Shopping Experience (x_3), and Trust (x_4)—and the dependent variable, Repurchase Interest (Y), which exhibited correlation values of r-count > r-table with an r-table value of 0.183, the analysis demonstrates that the data from each statement item are valid and suitable for further research.

Table 3.
Validity Test Results

No.	Statement	Variabels	r-count	r-table	Description
1			0,718	0,183	Valid
2	MBU	Y	0,795	0,183	Valid
3			0,750	0,183	Valid
4			0,653	0,183	Valid
5	KP	X1	0,835	0,183	Valid
6			0,802	0,183	Valid
7			0,806	0,183	Valid
8			0,619	0,183	Valid
9			0,815	0,183	Valid
10			0,612	0,183	Valid
11			0,827	0,183	Valid
12			0,757	0,183	Valid
13	HG	X2	0,774	0,183	Valid
14			0,845	0,183	Valid
15			0,726	0,183	Valid
16			0,835	0,183	Valid
17	PB	X3	0,876	0,183	Valid
18			0,870	0,183	Valid
19			0,730	0,183	Valid
20	Kr	X4	0,791	0,183	Valid
21			0,823	0,183	Valid
22			0,778	0,183	Valid
23			0,739	0,183	Valid

Source: Primary Data Processed (2024)

The reliability test is used to determine the trustworthiness of the research results. This research reliability was tested using the Cronbach Alpha formula. The results are considered reliable if the Cronbach Alpha value is> 0.60. The results of the reliability test on 115 respondents. It can be inferred that the results of all statement items for each variable are considered reliable because the Cronbach Alpha value is> 0.60. This also shows that all statement item data is suitable for further analysis.

Table 4.
Reliability Test Results

Variables	Number of Items	Cronbach's Alpha	Standar	Description
Y	4	0,702	0,60	Reliable
X1	8	0,897	0,60	Reliable
X2	4	0,797	0,60	Reliable
X3	3	0,770	0,60	Reliable
X4	4	0,784	0,60	Reliable

Source: Primary data processed (2024)

Classical Assumption Test. Normality testing results in a significance value of 0.041 exceeding 0.05. So it can be concluded that the residual data has a normal distribution. The multicollinearity test results explain that the tolerance value for each variable, namely product quality, price, shopping experience, and trust, is 0.537; 0.240; 0.397; 0.271, and 0.241, respectively, all of which are higher than 0.10. This indicates that there is no significant correlation between the independent variables. Similarly, the VIF test yielded a similar result, where all independent variables had VIF values of 4.179; 2.516; 3.684, and 4.151, respectively, all of which were lower than 10. Thus, it can be concluded that there is no multicollinearity between the independent variables in the regression model used.

The results of multiple linear regression analysis produce an equation that describes the influence and correlation between the variables of product quality, price, shopping experience, and trust in the interest in repurchasing Muslim fashion products in the Shopee marketplace. The regression coefficient of the product quality variable is -0.018. This means that every change

in 1 unit of the product quality variable will decrease the interest in repurchasing Muslim fashion products in the shopee marketplace by 0.018.

The price variable regression coefficient is 0.298. This explains that any change in 1 unit of the price variable will result in a relative increase of 0.298 percent. Thus, the stronger the effect of price, the more it will affect interest in repurchasing Muslim fashion products in the Shopee marketplace. The regression coefficient of the shopping experience variable is 0.006. This means that every change in 1 unit of the shopping experience variable will increase by 0.006 percent.

Therefore, the stronger the influence of the shopping experience, the greater the impact on the interest in repurchasing Muslim fashion products in the Shopee marketplace. The regression coefficient of the trust variable is 0.289. This means that for every change in 1 unit of the trust variable, there will be a relative increase of 0.289 percent. Therefore, the stronger the influence of trust, the greater the impact on the interest in repurchasing Muslim fashion products in the Shopee marketplace. The results of hypothesis testing regarding the effect of product quality, price, shopping experience, and trust can be seen in Table 5 below:

Table 5.
T Test Result

Model	t-count	Sig
X_1	-0,110	0,913
X_2	2,333	0,021
X_3	0,037	0,971
X_4	1,762	0,081

Source: Primary data processed (2024)

The t-test aims to evaluate the individual effect of variable X on variable Y. If the significance of the t-test is <0.05 then all variable X has a statistically relevant on variable Y. And if tcount> t table, then variable X has a substantial effect on variable Y. The results obtained through the t-test are as follows: First, the research result on the product quality variable (X_1) has a significance level of 0.913 a count of -0.110, and a t table value of 1.981.

Due to the t count value< t table and the significance level> 0.05, it is decided that H0 is accepted and Ha is rejected, meaning that the quality of the product does not have a significant effect on repurchase interest in Muslim fashion products in the Shopee marketplace. Second, the research result on the price variable (X_2) has a significance level of 0.021, a t count of 2.333, and a t-table value of 1.981. Because the value of t count> t table and the level of significance <0.05, it is decided that Ha is accepted and H0 is rejected, meaning that price has a significant effect on repurchase interest in Muslim fashion products in the Shopee marketplace.

Third, the research result on the shopping experience variable (X_3) has a significance level of 0.971 a t count of 0.037, and a t table value of 1.981. Due to the t value< t table and the significance level> 0.05, it was decided that H0 was accepted and Ha was rejected, meaning that the shopping experience has no significant effect on repurchase interest in Muslim fashion products in the Shopee marketplace. Fourth, the research result on the trust variable (X_3) has a significance level of 0.081 a t count of 1.762, and a t table value of 1.981. Due to the value of t count < t table and the margin of error > 0.05, it is decided that H0 is accepted and Ha is rejected, meaning that trust has no significant effect on repurchase interest in Muslim fashion products in the Shopee marketplace.

Simultaneous f test results.

The simultaneous test is used to determine how significant the effect of several X variables on variable Y is. The method is by looking at the F count and F table with a significant level of 0.05 if F count F table variable X has a substantial effect on variable Y.

The results of the f-test can be seen in the Table 6:

Table 6.
F Test Result

Model	F	Sig
Regression	11,07	0,000

Source: Primary data processed (2024)

Based on the Table 6, it can be seen that the F value is 11.077 and the F table is 2.45. This shows that F count> F table with a significant level of 0.000 .05. Then it is concluded that Ha is accepted and H0 is rejected. This means that product quality, price, shopping experience, and trust together simultaneously influence the interest in repurchasing Muslim fashion products in the Shopee marketplace.

ANALYSIS
The Effect of Product Quality on Repurchase Interest

From the research results, based on the quality variable the product has a significance level of 0.913 as well as a t count of -0.110 and a t table value of 1.981 at a significant level of 0.05 and df 110. D to the tcount< ttable and significance level > 0.05, the decision was made that H0 was accepted and Ha was rejected, meaning that Product Quality (X1) has no significant effect on Repurchase Interest (Y). This study disagrees with the research of Manurung & Hadian (2022) which reveals that product quality is statistically relevant to repurchase interest.

The result shows that Generation Z's interest in repurchasing Muslim fashion products is not influenced by product quality. This perception is driven by the fast fashion phenomenon, where fashion trends change quickly so as not to require quality and durable raw materials. This phenomenon aims to improve self image and encourage Generation Z to follow the style. The use of fast fashion products is also influenced by the affordability factor, particularly among individuals with low incomes who wish to remain fashionable and

adhere to the latest trends. In addition, prestige is another factor that Generation Z wants to look up-to-date by using trending fashion items, even though the quality of the product is low. This is supported by the characteristics of Generation Z, who enjoy being the center of attention."(Bakti & Safitri, 2017).

The Effect of Price on Repurchase Interest

From the research results, the price variable has a significance level of 0.021 a t count of 2.333, and a t table value of 1.981 at a significant level of 0.05 and df 110. Because the tcount> t table and the significance level <0.05, it is decided that Ha is accepted and H0 is rejected, meaning that Price (X2) has a significant effect on Repurchase Interest (Y). The results of this study are in line with the research of Manurung & Hadian (2022) and Welsa et al., (2021), which reveal that price has a significant effect on repurchase interest. The selling Price functions as an exchange rate for an item with other goods, prices are designed to meet the objectives of producers and consumers (Alfian & Marpaung, 2017). Meaning that consumers consider price perceptions when shopping. When the selling price matches the actual product specifications, consumers feel more satisfied and trusting to make repeat purchases.

The Effect of Shopping Experience on Repurchase Interest

From the research results, the shopping experience variable has a significance level of 0.971 a t count of 0.037, and a t table value of 1.981 at a significant level of 0.05 and df 110. Due to the tcount< t table and the level of significance> 0.05, the decision was made that H0 was accepted and Ha was rejected, meaning that Shopping Experience (X3) has no significant effect on Repurchase Interest (Y). This research contradicts the research of Kaldiar, 2023) and (Y. I. Yanti & Hidayat, 2023) which reveal that the shopping experience has a substantial effect

on repurchase interest. However, this study has the same results as Arinza's (2021) research confirming that the shopping experience has no statistical relevance to repurchase intention.

These results prove that the shopping experience does not affect Generation Z's interest in repurchasing Muslim fashion products. This is clarified by the fact that Generation Z is accustomed to using marketplace platforms as the main place to shop. Along with their familiarity with technology and the internet, generation Z tends to rely on reviews from other buyers as a reference in evaluating products to be repurchased, so their personal shopping experience is not an essential factor in the decision-making process.

The Effect of Trust on Repurchase Interest

From the research results, the trust variable has a significance level of 0.081 as well as a t count of 1.762 and a t table value of 1.981 at a significant level of 0.05 and df 110. Due to the tcount< t table and significance level > 0.05, the decision was made that H0 was accepted and Ha was rejected indicating that Trust (X4) has no significant effect on Repurchase Interest (Y). The research contradicts Sharmila et al., (2023) which reveal that trust influences repurchase interest. However, this research is in line with the research of Masarianti & Darwini (2019) that findings trust has no significant effect on repurchase interest. The results prove that trust does not affect Generation Z's interest in repurchasing Muslim fashion products even though the Shopee marketplace has succeeded in building a proper system to support consumer trust, such as return policies and consumer protection, measures such as money-back guarantees and easy return processes have increased consumers' sense of perceived security in the transaction process, or else for some consumers, such policies may be considered the

minimum standard expected from large e-commerce platforms, trust variables may not be a crucial factor in their consideration.

The Effect of Product Quality, Price, Shopping Experience, and Trust on Repurchase Interest

Based on the research results studied the F count value is 11.077, the Ftable value is 2.45 at a significant level of 0.05, and df 111. This shows that F hitung> F table with a validated level of 0.000< 0.05. So it is concluded that Ha is accepted and H0 is rejected, indicating that Product Quality (X1), Price (X2), Shopping Experience (X3), and Trust (X4) together have a simultaneous effect on Repurchase Interest (Y). analysis based on the SPSS output, the coefficient of determination (R Square) is 0.287, defines the role of the variables Product Quality (X1), Prices (X2), Shopping Experience (X3), and Trust (X4) in influencing Repurchase Interest (Y) is 0.287 or 28.7 percent. The rest (residual value) of the role of these variables is 71.3 percent influenced by other variables not involved in this study.

CONCLUSION

Based on data analysis and tests conducted on the effect of product quality, selling price, shopping experience, and trust on repurchase interest in Muslim fashion products in the shopee marketplace, the findings indicate that product quality partially has no significant effect on repurchase interest in Muslim fashion products in the Shopee marketplace, besides the selling price partially influences the interest in repurchasing Muslim fashion products in the Shopee marketplace. The shopping experience partially has no statistical relevance to the interest in repurchasing Muslim fashion products in the Shopee marketplace. Trust variable partially has no essential effect on repurchase interest in Muslim fashion products

in the Shopee marketplace; Product Quality, Price, Shopping Experience, and Trust simultaneously have statistical relevance in repurchasing interest in Muslim fashion products in the Shopee marketplace.

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