

Analysis of Customer Loyalty Through Service Quality, Price, Brand Image, and Customer Satisfaction as Mediators at PT. Angkasa Pura Logistik at I Gusti Ngurah Rai Airport Cargo Terminal

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ABSTRACT

This study aims to analyze the factors that affect Customer Loyalty at the Cargo Terminal of PT Angkasa Pura Logistik I Gusti Ngurah Rai Airport Denpasar by using service quality, price and brand image as research variables through customer satisfaction. The population of this study is customers from PT. Angkasa Pura Logistics with a sample of 164 respondents. The results of this study show that of the four variables, including price to customer loyalty through customer satisfaction as mediation, brand image to customer loyalty through customer satisfaction as mediation, price to customer loyalty and brand image to customer loyalty which have a positive and significant effect. Meanwhile, the quality of service to customer loyalty through customer satisfaction as a mediator, the quality of service to customer loyalty and the brand image to customer loyalty have no positive and significant effect.

Introduction

In an organization's or company's business operations, customer loyalty is crucial. This has long-term effects on the business in addition to favorable short-term ones. The long-term loyalty that customers have to the company's goods or services affects how the business develops to gain a lasting competitive edge. According to Firmansyah and Kusumawati (2023), a sustainable competitive advantage is one that may be achieved through marketing techniques. Additionally, customer loyalty can be used as a gauge for how attached customers are to the company's products, with the degree of customer loyalty reflecting the degree of fidelity that customers have to the company's offerings (Firmansyah & Kusumawati, 2023). The greater the degree of customer loyalty, the less likely it is that customers will go to other products (Kotler, 2017). This occurs because loyalty is a type of strong commitment that customers have to buy and/or support the goods and services of the business they prefer going forward. Customer loyalty levels, however, may also be impacted by the circumstances and marketing initiatives, which may cause consumers to transfer to other products (Kotler, 2017). Conversely, the behavioral component of customer loyalty is the actual repurchase of goods or services, such as additional purchases of the same goods or services or different goods from the same business, referrals to the business, and the potential for long-term use of the goods as long as the brand's quality is maintained (Anggraini, 2020).

The attainment of customer satisfaction with the company's goods and/or services can lead to the development of customer loyalty. The quality of service that the business offers its customers has an impact on their degree of happiness. Customers may become more trusting of the business if it offers high-quality services (Setyowati & Wajdi, 2016). Customers are more likely to make repeat purchases when they are pleased with the caliber of service they receive (Setyowati & Wajdi, 2016). Nevertheless, a number of airlines do not use the cargo terminal at I Gusti Ngurah Rai Airport in Denpasar, which is owned by PT Angkasa Pura Logistik, despite the fact that these airlines use the single operator cargo terminal. As seen in Figure 1.1 below, PT Angkasa Pura Logistik's cargo terminal production frequently remains constant and does not adapt to the increase in cargo at I Gusti Ngurah Rai Airport in Denpasar.

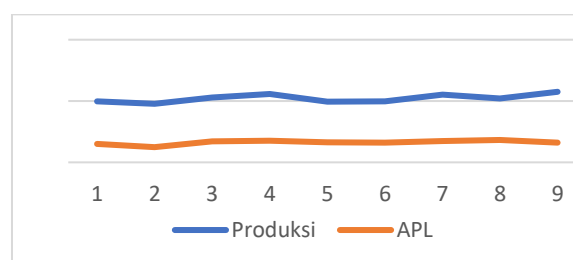


Figure 1.1 Comparison of APL Cargo with Production from January - September 2023

Source: Central Bureau of Statistics and PT Angkasa Pura Logistik

The results of the pre-survey conducted at the Ngurah Rai Airport Cargo Terminal managed by PT Angkasa Pura Logistik are summarized in this study, using independent variables that will be employed: Service Quality (X1), Price (X2), and Brand Image (X3).

Therefore, this research will focus on the exploration and analysis of customer satisfaction levels in the airport cargo terminal. Through this study, it will attempt to answer several important questions, such as what factors most influence customer satisfaction, how customer satisfaction levels can be measured, and how improvements in customer satisfaction can lead to customer loyalty.

By gaining a better understanding of the factors that influence customer satisfaction at the airport cargo terminal, we hope this research will make an important contribution to the development of strategies that can optimize cargo terminal performance, advance international trade, and support regional economic growth. Therefore, the author intends to conduct research on the customer loyalty model at the PT Angkasa Pura Logistik cargo terminal at I Gusti Ngurah Rai Airport, Denpasar.

Literature Review

Marketing in a company is a managerial social process that enables individuals and groups involved to obtain what they need and desire (Kotler & Keller, 2012). This occurs through the creation, offering, and exchange of something valuable with others or among themselves (Kotler & Keller, 2012).

According to Fatihudin & Firmansyah (2019), marketing in the service sector can be categorized into two parts: social and managerial. Socially, service marketing is a social process that benefits individuals and/or groups, where these individuals and/or groups obtain what they need and desire through several means, namely by creating, offering, and exchanging valuable products and/or services with others who need and/or want them (Fatihudin & Firmansyah, 2019).

Many factors can influence the marketing of a service, one of which is the quality of the products and/or services offered. According to Kotler (2017), quality is the overall characteristics and attributes of a product or service that affect its ability to satisfy stated or implied needs. Tjiptono & Chandra (2016) state that service quality can be defined as a benchmark for whether the level of service provided by the company meets consumer expectations (Tjiptono & Chandra, 2016). Service quality has five dimensions: tangibles, assurance, reliability, responsiveness, and empathy (Zeithaml, Gremler, & Bitner, 2017).

In addition to the quality of products and/or services, according to Ali, Komaria, Permana, & Nurmahdi (2018), price can be described as what is given or sacrificed to obtain a service or product. The influence of price on the purchase of a service or product is affected by four factors: price affordability, price appropriateness

to quality, price appropriateness to benefits, and price competitiveness (Kotler & Keller, 2012). These four factors also represent the dimensions of price itself, which are price affordability, price appropriateness to quality, price appropriateness to benefits, and price competitiveness (Kotler & Keller, 2012).

Furthermore, the brand associated with a product and/or service plays an important role in how consumers identify the source of the product, enabling them to evaluate similar products differently (Kurniawan & Nurmahdi, 2021). According to Kurniawan & Nurmahdi (2021), the use of a brand reflects the identity of the product or service offered by the seller. Consumers' evaluation of the product is influenced by the brand itself through three dimensions: corporate image, product image, and user image (Tjiptono & Chandra, 2016).

Customer satisfaction is the perception that a consumer has regarding a product or service. Customer satisfaction is influenced by how consumers compare what they receive with what they expect from a product or service. Consumers can experience one of three general levels of satisfaction: if performance is below expectations, consumers will feel disappointed; if performance meets expectations, customers will feel satisfied; and if performance exceeds expectations, customers will feel very satisfied, happy, or delighted (Keller & Kotler, 2022). There are three dimensions of customer satisfaction: overall satisfaction, confirmation of expectations, and comparison to the ideal (Tjiptono & Chandra, 2016).

According to Keller & Kotler (2022), loyalty is a strong commitment to repurchase or subscribe to a product or service in the future. However, there are situational influences and competitive marketing efforts that can potentially cause changes in consumer behavior (Keller & Kotler, 2022). Customer loyalty is the behavior of consumers in repeatedly purchasing goods or services, even though there is a possibility that these consumers may switch to other brands (Gabrielle & Harjati, 2018). There are three dimensions of customer loyalty: repurchase, retention, and recommendation (Tjiptono, 2014).

Service quality is one of the benchmarks in determining a consumer's purchasing decision, as it can assess the performance of the company (Sakdiyah & Budiyanto, 2016). Previous research discussing the effect of service quality on customer satisfaction has been conducted by Khoerunisa & Vikaliana (2022), which showed that service quality has a positive and significant effect on customer satisfaction. Furthermore, according to Nur & Widagdo (2022), their research indicated that the effect of service quality on user satisfaction has a positive influence on customer satisfaction, highlighting the importance of service quality in ensuring customer satisfaction, especially when staff provide clear information regarding the procedures that must be followed for cargo shipments or information relayed to customers. In the study by Fortuna, Widodo, & Wahyuni (2020), it was found that service quality positively influences customer loyalty through customer satisfaction as a mediator.

H2: Price affects customer loyalty through customer satisfaction as a mediator. The influence of price on consumer satisfaction, according to theory (Tjiptono, 2014), states that if the price set by a company does not match the benefits of the product, it

can lower the level of satisfaction. Conversely, if the price set by a company aligns with the benefits received, it will increase satisfaction. Thus, if the perceived benefits increase, the value will also rise. In studies by Sutrisno & Darmawan (2022), Simanjuntak & Pradana (2022), Putro & Nurmahdi (2020), Rahardjo (2017), and Rahayu & Syafe'i (2022), it is stated that price has a positive and significant effect on customer loyalty, mediated by consumer satisfaction.

H3: Brand image affects customer loyalty through customer satisfaction as a mediator. According to the theory (Tjiptono, 2014), brand image is the description of associations and beliefs that consumers have about a particular brand. Brand image is the perception and trust held by consumers, as reflected in their experiences. Many companies intentionally enhance brand satisfaction to increase profits or earnings. A positive brand image will lead to customer satisfaction. Findings from studies by Haryono & Octavia (2020), Andayu (2019), and Larasati & Suryoko (2020) indicate that brand image has a positive and significant effect on customer loyalty, mediated by customer satisfaction. When brand image improves, consumer satisfaction will also increase, which aligns with research conducted by Fahrudin (2018).

H4: Customer satisfaction affects customer loyalty.

According to Gabrielle & Harjati (2018), customer loyalty can be seen from consumer behavior in repeatedly purchasing goods or services. Customer satisfaction is the key to creating customer loyalty. When customers feel satisfied with the products or services received and intend to continue their.

H5: Service quality affects customer loyalty.

In the research conducted by Putri & Utomo (2017), service quality has a positive and significant effect on customer loyalty. This finding is consistent with the study conducted by Khoerunisa & Vikaliana (2022), which also indicates that service quality positively and significantly influences customer loyalty.

H6: Price affects customer loyalty.

In the study by Ariyanto, Ivantan, & Purwanti (2022), price has a positive and significant effect on customer loyalty. This finding is also supported by research conducted by Putri, Utomo, & Mar'ati (2021), which indicates that price positively and significantly influences customer loyalty.

H7: Brand image affects customer loyalty.

In the study conducted by Putri & Yasa (2022), it is stated that brand image has a positive and significant effect on customer loyalty. This finding is similar to the research conducted by Diputra and Yasa (2021), which indicates that brand image positively and significantly influences loyalty. The conceptual framework in this study is presented in Figure 1 below.

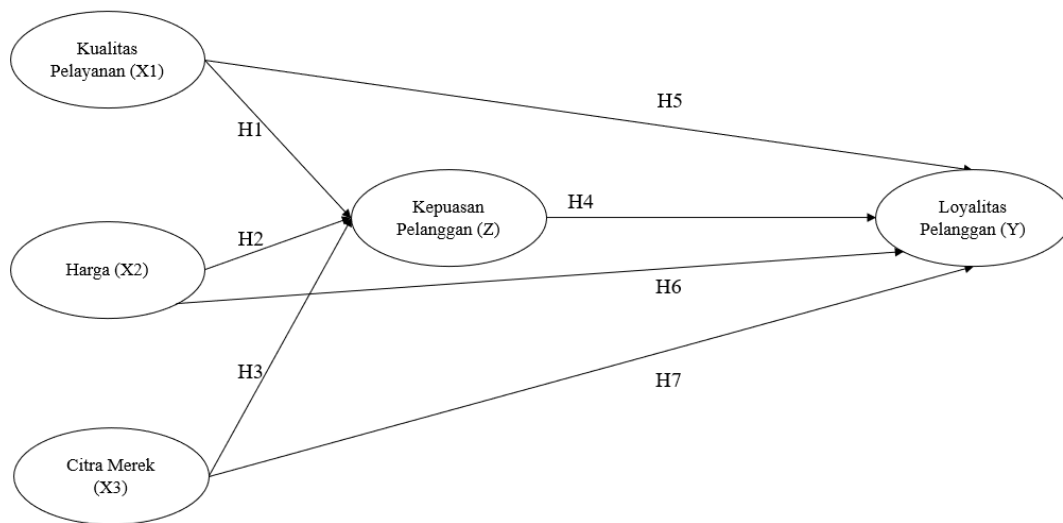


Figure 1. Research Framework

METHODOLOGY

The study uses quantitative methods with causal design to test how much influence factors such as Online Customer Review (X1), Content Marketing (X2), and Live Streaming (X3) through Trust (Z) have on Purchase Decisions (Y).

Population is a whole of objects or subjects that have specific characteristics that have been set as the focus of the study and will be the basis for generalization (Sugiyono, 2018). Individuals in the population must have experience making purchases using Shopee and be domiciled in Jakarta.

The sampling techniques used are purposive non-probability samplings. The author chose this technique because of an unknown number of populations in detail.

The sample size was determined using the Hair formula, this is because the size of the population is unknown precisely. According to Hair et al (in Rahayu, 2020) stated that the sample number is at least 5 times the number of indicators. In this study there were 33 indicators, so the minimum sample number was $5 \times 33 = 165$ respondents.

RESULTS

Outer Model Measurement

1. Factor Loading

The ideal loading factor value is > 0.7 . This means that the indicator has a strong relationship with the measured concept. A value between 0.50 and 0.60 is still acceptable, but shows a weaker relationship.

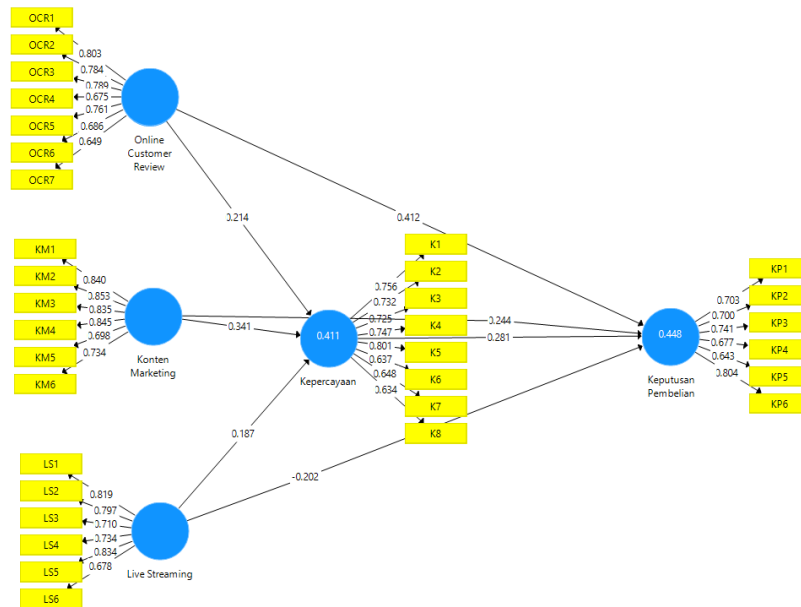


Figure 4. PLS algorithm results

Figure 4 shows that all indicators have passed the factor loading test because they have a load factor value greater than 0.6.

2. Reability

The test is done by calculating the composite reliability (CR) and Cronbach's alpha (α) for each structure. The ideal CR and α values above 0.7 indicate that the structure has good reliability.

Table 1. Reability Test Results

Variable	CA	CR	Remarks
Online Customer Review	0,859	0,893	<i>Reliable</i>
Content Marketing	0,888	0,916	<i>Reliable</i>
Live Streaming	0,859	0,893	<i>Reliable</i>
Trust	0,860	0,891	<i>Reliable</i>
Purchase Decision	0,806	0,861	<i>Reliable</i>

Based on Table 1. indicates that CR and α values are already eligible because CR values and $\alpha > 0.7$, which means that the entire variable is reliable or considered to be trustworthy or consistent.

3. Convergent Validity

Convergent Validity is tested with AVE (Average Variance Extracted). AVE measures how many variants of the indicator are described by the design. An AVE value > 0.5 indicates that the structure has a convergent validity, meaning that the indicators consistently measure the same concept.

Table 2. Convergent Validity Results

Variable	Average Variance Extracted	Remarks
Online Customer Review	0,544	Valid
Content Marketing	0,645	Valid
Live Streaming	0,584	Valid
Trust	0,507	Valid
Purchase Decision	0,508	Valid

Based on Table 2. the entire construct shows an AVE value > 0.50 This value has met the minimum AVE limit requirement of 0.50.

4. Discriminant Validity

This test is conducted to ensure that each measured concept is truly distinct from one another. Discriminant validity testing can be performed using the Heterotrait-Monotrait Ratio (HTMT). An HTMT value of < 0.90 indicates good discriminant validity.

Table 3. Discriminant Validity Results

	Trust	Purchase Decision	Content Marketing	Live Streaming	Online Customer Review
Trust					
Purchase Decision	0.618				
Content Marketing	0.665	0.607			
Live Streaming	0.586	0.402	0.733		

Online Customer Review	0.599	0.698	0.672	0.666	
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Based on Table 3, it can be seen that the test results for each research variable produce values > 0.90, thereby meeting the HTMT requirements.

Inner Model

The inner model consists of structural model evaluation and path coefficient significance level. Structural model evaluation is conducted to ensure the model is robust and accurate through R², f², and Q². The testing of path coefficient significance ensures that the relationships between latent variables are statistically valid.

1. R Square (R²)

The R-squared value ranges from 0 to 1. A value closer to 1 indicates that the model is better at explaining the variation in the dependent variable. Conversely, an R-squared value close to 0 suggests that the independent variables have a limited ability to explain changes in the dependent variable.

Table 4. R²

	R Square
Kepercayaan	0,411
Keputusan Pembelian	0,448

Based on Table 4, it explains that Online Customer Reviews, Content Marketing, and Live Streaming simultaneously influence variable Z moderately by 0.411 (41.1%), while the remaining 58.9% is influenced by other factors. Meanwhile, Online Customer Reviews, Content Marketing, Live Streaming, and Trust simultaneously influence the Purchase Decision variable moderately by 0.448 (44.8%), while the remaining 55.2% is influenced by other factors.

2. Effect Size (f²)

Effect size measures the magnitude of the influence of exogenous latent variables on endogenous latent variables. f² is classified into three categories: if f² > 0.02 (small effect), f² > 0.15 (medium effect), and f² > 0.35 (large effect).

Table 5. Effect Size

The Influence Among Variables	f square	Effect size
Online Customer Review → Trust	0,045	Small

Online Customer Review → Purchase Decision	0,172	Medium
Content Marketing → Trust	0,102	Small
Content Marketing → Purchase Decision	0,051	Small
Live Streaming → Trust	0,031	Small
Live Streaming → Purchase Decision	0,038	Small
Trust → Purchase Decision	0,084	Small

Based on Table 5, it shows that Online Customer Reviews have an f^2 effect size of 0.045 on Trust, which is greater than 0.02 (small effect). Online Customer Reviews have an f^2 effect size of 0.172 on Purchase Decisions, which is greater than 0.15 (medium effect). Content Marketing has an f^2 effect size of 0.102 on Trust, which is greater than 0.02 (small effect). Content Marketing has an f^2 effect size of 0.051 on Purchase Decisions, which is greater than 0.02 (small effect). Live Streaming has an f^2 effect size of 0.031 on Trust, which is greater than 0.02 (small effect). Live Streaming has an f^2 effect size of 0.038 on Purchase Decisions, which is greater than 0.02 (small effect). The Trust variable has an f^2 effect size of 0.084 on Purchase Decisions, which is greater than 0.02 (small effect).

3. Predictive Relevance (Q^2)

Q^2 measures the predictive ability of the model towards the dependent variable. $Q^2 > 0$ indicates that the model has predictive relevance, while $Q^2 < 0$ (zero) indicates that the model lacks predictive relevance.

Table 6. Predictive Relevance (Q^2)

Endogenous Variable	Q-Square Predictive Relevance (Q^2)
Trust	0,203
Purchase Decision	0,219

The results of the testing show that the predicted relevance values (Q^2) for both endogenous variables are greater than 0, indicating that the variables Online Customer Review, Content Marketing, and Live Streaming are accurate and relevant as predictors for the endogenous construct variables.

4. Hypothesis Test

Hypothesis testing is conducted with the conditions T-Statistics > 1.96 and P-Values ≤ 0.05 .

Table 7. Hypotheses Testing Result Based on Path Coefficient

Hypothesis		Path coefficient	T Statistics	P Value	Remarks

H₁	Online Customer Review → Purchase Decision	0,412	5,336	0,000	Accepted
H₂	Content Marketing → Purchase Decision	0,244	2,921	0,004	Accepted
H₃	Live Streaming → Purchase Decision	-0,202	2,675	0,008	Rejected
H₄	Online Customer Review → Trust	0,214	2,589	0,010	Accepted
H₅	Content Marketing → Trust	0,341	3,565	0,000	Accepted
H₆	Live Streaming → Trust	0,187	2,061	0,040	Accepted
H₁₀	Trust → Purchase Decision	0,281	3,373	0,001	Accepted

Based on Table 7, the path coefficient value of 0.412, t-statistic of 5.336 > 1.96, and P-Value of 0.000 < 0.05 indicate that the Online Customer Review (X₁) variable has a positive and significant effect on the Purchase Decision (Y) variable. Therefore, H₁ is accepted.

Based on Table 7, the path coefficient value of 0.244, t-statistic of 2.921 > 1.96, and P-Value of 0.004 < 0.05 indicate that the Marketing Content variable has a positive and significant effect on the Purchase Decision variable. Therefore, H₂ is accepted.

Based on Table 7, the path coefficient value of -0.202, t-statistic of 2.675 > 1.96, and P-Value of 0.008 < 0.05 indicate that the Live Streaming variable has a negative and significant effect on the Purchase Decision variable. Therefore, H₃ is rejected.

Based on Table 7, the path coefficient value of 0.214, t-statistic of 2.589 > 1.96, and P-Value of 0.010 < 0.05 indicate that the Online Customer Review variable has a positive and significant effect on the Trust variable. Therefore, H₄ is accepted.

Based on Table 7, the path coefficient value of 0.341, t-statistic of 3.565 > 1.96, and P-Value of 0.000 < 0.05 indicate that the Marketing Content variable has a positive and significant effect on the Trust variable. Therefore, H₅ is accepted.

Based on Table 7, the path coefficient value of 0.187, t-statistic of 2.061 > 1.96, and P-Value of 0.040 < 0.05 indicate that the Live Streaming variable has a positive and significant effect on the Purchase Decision variable. Therefore, H₆ is accepted.

Based on Table 7, the path coefficient value of 0.287, t-statistic of 3.373 > 1.96, and P-Value of 0.001 < 0.05 indicate that the Trust variable has a positive and significant effect on the Purchase Decision variable. Therefore, H₁₀ is accepted.

Table 8. Hypotheses Testing Result

Hypotheses		Original Sample	T Statistic	P Value	Remarks	Types of Mediation
H ₇	Online Customer Review → Trust → Purchase Decision	0.060	1.945	0.052	Rejected	No Mediation
H ₈	Content Marketing → Trust → Purchase Decision	0.096	2.685	0.007	Accepted	Partial Mediation
H ₉	Live Streaming → Trust → Purchase Decision	0.053	1.681	0.093	Rejected	No Mediation

Based on Table 8, the original sample value is 0.060, the t-statistic is 1.945 which is < 1.96, and the P-Value is 0.052 > 0.05. This means that the hypothesis in this study, which states that Trust mediates the relationship between Online Customer Review and Purchase Decision, is rejected.

Based on Table 8, the original sample value is 0.0096, the t-statistic is 2.685 > 1.96, and the P-Value is 0.007 < 0.05. This means that the hypothesis in this study, which states that Trust mediates the relationship between Content Marketing and Purchase Decision, is accepted.

Based on Table 8, the original sample value is 0.053, the t-statistic is $1.681 < 1.96$, and the P-Value is $0.093 > 0.05$. This means that the hypothesis in this study, which states that Trust mediates the relationship between Live Streaming and Purchase Decision, is rejected.

DISCUSSION

The Influence of Online Customer Reviews on Purchase Decisions

Based on research using PLS analysis, it was concluded that Online Customer Reviews have a positive and significant effect on purchase decisions. This means that the more numerous and positive the Online Customer Reviews a product receives, the higher the likelihood that consumers will purchase it. Online customer reviews are very useful because they can enhance consumer trust by providing additional information not always available in product descriptions, aid in decision-making by comparing products and services, and build brand reputation through positive reviews that indicate product quality.

This finding is consistent with Ardianti's (2019) research, which found a positive and significant influence between Online Customer Reviews and purchase decisions.

Influence of Content Marketing on Purchase Decisions

Based on research findings using PLS analysis, it is concluded that content marketing has a positive and significant effect on purchase decisions. This means that good content marketing can increase the likelihood of customers making a purchase. In other words, the quality of content marketing displayed by a company can directly affect customer decisions. Content marketing includes various forms of communication such as articles, videos, infographics, and social media posts that aim to attract attention and build relationships with the target audience. This result aligns with Dermawan (2023), who found a positive and significant effect of content marketing on purchase decisions.

Influence of Live Streaming on Purchase Decisions

Based on the research findings, it is concluded that Live Streaming has a negative and significant effect on purchase decisions. This means that Live Streaming does not have a significant impact on purchase decisions. This finding might be due to poor quality of live streaming, lack of interactivity between the presenter and viewers, and the use of recordings that reduce the sense of urgency and authenticity of the live sessions. This result is inconsistent with Amin (2023) and Fathurrohman (2023), who showed a positive and significant effect of Live Streaming on purchase

decisions. The discrepancy might indicate the need to improve the technical and interactive aspects of live streaming to positively influence purchase decisions.

Influence of Online Customer Reviews on Trust

Based on research findings using PLS analysis, it is concluded that Online Customer Reviews have a positive and significant effect on trust. This means that the more positive reviews from customers, the more a product is trusted. Thus, online testimonials are very influential in building consumer trust. This finding is consistent with Pasi (2021), which found a positive and significant effect of Online Customer Reviews on trust.

Influence of Content Marketing on Trust

Based on research findings, it is concluded that content marketing has a positive and significant effect on trust. This means that good content marketing can enhance consumer trust. When the content meets the needs and expectations of consumers, it will drive loyalty and purchases. This result is in line with Cahya (2023), which found a positive and significant effect of content marketing on trust.

Influence of Live Streaming on Trust

Based on data processing using PLS analysis, it is concluded that Live Streaming has a positive and significant effect on trust. This means that Live Streaming contributes positively to the formation or strengthening of trust in the information, products, services, or brands presented through Live Streaming. By increasing transparency and direct interaction, Live Streaming allows the audience to receive information in real-time, reducing doubts and building a stronger relationship with the brand, thereby enhancing overall consumer trust. This result is consistent with Saputra (2022), which found a positive and significant effect of Live Streaming on trust. The study emphasizes that the Live Streaming feature that enables direct interaction and transparency helps the audience feel more connected and trusting of the information presented.

Trust Mediates Online Customer Reviews on Purchase Decisions

Based on the research findings, it is concluded that trust does not mediate the effect of Online Customer Reviews on purchase decisions, thus H7 is rejected. This finding is consistent with Umma (2023) and Putra (2021) which show that trust does not mediate Online Customer Reviews on purchase decisions. This means that although online customer reviews can directly influence purchase decisions, trust does not play a significant role in reinforcing or weakening this effect. This indicates that consumers may directly consider the information provided in reviews without needing to account for how much they trust the source of the review, highlighting the importance of the quality and content of the reviews themselves in influencing purchase decisions.

Trust Mediates Content Marketing on Purchase Decisions

Based on PLS analysis, it is concluded that trust mediates the effect of content marketing on purchase decisions, thus H8 is accepted. This result is consistent with Cahya (2023), which found that trust mediates the effect of content marketing on purchase decisions. In other words, content marketing not only directly influences purchase decisions but also indirectly through its effect on consumer trust. This indicates that the success of content marketing lies not only in the quality of the content but also in its ability to build trust and credibility in the eyes of the audience.

Trust Mediates Live Streaming on Purchase Decisions

Based on research findings using PLS analysis, it is concluded that trust does not mediate the effect of Live Streaming on purchase decisions, thus H9 is rejected. This means that trust does not play a role in enhancing or diminishing the impact of Live Streaming on consumer purchase decisions. This finding is inconsistent with Azizah (2024), which found that trust does mediate Live Streaming on purchase decisions.

Influence of Trust on Purchase Decisions

Based on the research findings, it is concluded that trust has a positive and significant effect on purchase decisions. This means that the higher the level of consumer trust in a product or brand, the more likely they are to make a purchase decision. This result is consistent with Aulia (2023) and Rahayu (2021), which found a positive and significant effect of trust on purchase decisions. This finding indicates that building and maintaining consumer trust is an important strategy for increasing the likelihood of purchase decisions, and companies should focus on efforts to enhance consumer trust to positively influence their decisions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. Online Customer Review has a positive and significant effect on Purchase Decisions. This means that the more and the more positive Online Customer Reviews a product receives, the higher the likelihood that customers will choose to purchase it.
2. Content Marketing has a positive and significant effect on Purchase Decisions. This means that information and content from Shopee can effectively influence users to buy products on the Shopee platform.
3. Live Streaming has a negative and significant effect on Purchase Decisions. This means Live Streaming does not have a significant impact on Purchase Decisions.

4. Online Customer Review has a positive and significant effect on Trust. This means that the more reviews from customers, the higher the level of trust perceived in the offered product or service.
5. Content Marketing has a positive and significant effect on Trust. This means that the more relevant the content marketing presented, the higher the level of Trust customers have towards the promoted product.
6. Live Streaming has a positive and significant effect on Trust. This means Live Streaming contributes positively to the formation or strengthening of an individual's Trust in the information, products, services, or brands presented through Live Streaming.
7. Trust does not mediate the relationship between Online Customer Review and Purchase Decisions. This means that although online customer reviews have a direct impact on purchase decisions, the factor of trust does not strengthen or weaken this impact.
8. Trust mediates the relationship between Content Marketing and Purchase Decisions. In other words, Content Marketing not only directly affects Purchase Decisions but also indirectly through its impact on consumer trust. This means that when consumers trust the information and messages conveyed in Content Marketing, they are more motivated to choose the promoted products or services.
9. Trust does not mediate the relationship between Live Streaming and Purchase Decisions. This means that although customers may trust the content or information conveyed in live streaming, it does not automatically influence their purchase decisions.
10. Trust has a positive and significant effect on Purchase Decisions. This means that the greater the consumer's trust in a product or brand, the more likely they are to make a purchase.

Recommendations

For Companies (Shopee)

1. Increase Trust in Online Customer Reviews. Shopee can enhance user trust in online reviews by introducing a review verification system, encouraging detailed reviews with clear guidelines, and developing algorithms to highlight high-quality reviews. Additionally, Shopee could offer incentives for helpful reviews, educate users on distinguishing between genuine and fake reviews, periodically filter out fake reviews, and utilize testimonials from trustworthy influencers.
2. Enhance the Effectiveness of Content Marketing. Shopee should ensure that the content created is relevant, high-quality, and aligned with the needs and preferences of the target audience. Integrating various content formats such as articles, videos, and infographics can help attract a wider audience. Moreover, the company should consistently update content and leverage data analytics to understand what resonates most with their audience.

3. Strengthen the Reputation of Brands on the Platform. Shopee might consider featuring reputable and popular brands prominently, such as with "Trusted Brand" or "Shopee's Choice" badges on products from these brands. Additionally, Shopee could increase transparency by providing more information about brand reputation and reviews on product pages. Marketing campaigns highlighting collaborations with well-known brands and testimonials from satisfied customers could also help build trust.
4. Enhance the Shopping Experience. Shopee should focus on simplifying and improving the customer shopping experience. This includes an easy checkout process, responsive customer support, and a satisfying post-purchase experience. Improving the overall experience can positively influence purchase decisions and encourage repeat purchases.

FURTHER STUDY

- Future researchers should consider using other variables that might have a greater impact on Purchase Decisions.
- Future researchers should broaden the scope of research by including psychological and social variables that affect consumer behavior more comprehensively. Additionally, researchers could conduct cross-platform e-commerce studies or comparative research between platforms.

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DAFTAR PUSTAKA

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