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## The Influence of Brand Trust and Customer Satisfaction on Customer Loyalty Among Shopee Users in Rural Area

Muhammad Rivaldo Ali<sup>1</sup>, Kartawan<sup>2</sup>, Alicia Deana Santosa<sup>3\*</sup>

Universitas Siliwangi

**Corresponding Author:** Alicia Deana Santosa [alicia@unsil.ac.id](mailto:alicia@unsil.ac.id)

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### ABSTRACT

The study focuses on the impact of brand trust and User Satisfaction on Customer Loyalty among Shopee users in Tasikmalaya Regency Indonesia. It employs a survey method and structural equation modeling (SEM) with mediation analysis to investigate the relationships between these key constructs. The research objectives are to explore the impact of brand trust on customer satisfaction and customer loyalty, as well as the influence of customer satisfaction on customer loyalty. The study's findings are expected to contribute to both theoretical understanding and practical strategies for e-commerce companies, particularly Shopee, to enhance their business performance in a highly competitive market. The study utilizes non-probability sampling with a purposive sampling method and collected 250 respondents Shopee Users. The data analysis includes descriptive statistics to assess customer perceptions and confirmatory factor analysis to evaluate the unidimensionality of the measurement constructs. The study's results are expected to provide valuable insights into the factors influencing customer loyalty in the e-commerce context, specifically focusing on Shopee users in Tasikmalaya offer practical implications for businesses in the industry

## INTRODUCTION

The presence of information technology provides benefits and convenience in various activities. One use of technology is carrying out various activities via the Internet. The increasingly rapid development of the Internet, accompanied by the use of technology, has indirectly changed the lifestyle of Indonesian people, especially those groups of people who like to use Internet facilities. Based on information obtained from (We Are Social & Hootsuite, 2023) in a report entitled Indonesian Internet Profile 2023, it is stated that the number of Indonesian people who have been connected to the Internet in the 2022-2023 period has reached 215.63 million people, where the majority of respondents use the Internet for social media, communication through messages, games, and online shopping (Astutik & Hastuti, 2020). The high use of the Internet makes competition even tighter, especially in the field of trade. One of the businesses that uses internet facilities is e-commerce. E-commerce can make it easier for consumers and producers to carry out transactions and can increase cost efficiency by replacing the role of intermediaries in the distribution chain. The growth of e-commerce in Indonesia is increasing rapidly, and it is accompanied by increasing online transaction activities carried out by the public. The massive development of e-commerce has changed consumer behavior in carrying out shopping activities. Consumers are starting to switch from having to go to markets or shopping places to

buy goods offline, and they are now starting to switch online by visiting online shopping sites.

Indonesia is the 10th largest e-commerce growth country, with growth of 78 percent, and is ranked first (Internet World Stats, 2020) Total e-commerce transactions show positive development. Bank Indonesia (BI) noted that throughout semester I-2022, the total value of e-commerce transactions reached IDR 227.8 trillion, an increase of 22.1 percent from the previous period. Online purchases also support consumer pre-purchase behavior; where according to (Anandya Chandra Hardiawan, 2011; Examination et al., 2022; Kwon, W.S., Lennon, 2009), 62 percent of consumers first search for product needs online before making a purchasing decision. The data shows that e-commerce has become a necessity for consumers in the purchasing decision process before deciding on a purchase. One type of e-commerce that is currently growing rapidly in Indonesia is marketplace-type e-commerce. This marketplace is an online website provider that acts as an intermediary between sellers and buyers, where there are many sellers with various types of products that are still in one location. To date, in Indonesia, there are many marketplace-type e-commerce companies, including Shopee, Tokopedia, Bukalapak, and many others. One e-commerce that is growing rapidly in Indonesia is Shopee. Shopee's success in occupying the first top e-commerce position indicates that Shopee is the e-commerce that is most widely used for online shopping.

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1  Shopee	131,296,667	#1	#1	842,900	8,727,742	25,778,184	6,781
2  Tokopedia	158,346,667	#2	#5	1,000,000	5,263,104	6,517,950	7,976
3  Lazada	26,640,000	#3	#2	475,900	3,156,231	32,137,440	1,506
4  Zalora	2,990,000	#4	#9	69,400	772,558	8,021,418	258
5  Blibli	19,736,667	#5	#3	613,700	2,258,064	8,889,266	2,952
6  Sociolla	1,426,667	#6	#4	9,868	1,028,400	18,498	934
7  Bukalapak	21,303,333	#7	#6	252,500	2,110,525	2,505,675	2,962
8  Orami	16,176,667	#NA	#NA	5,685	20,085	350,042	251
9  Klik Indomaret	2,846,667	#8	#8	NA	443,893	79,369	NA

Picture 1. E-commerce Use in Indonesia

Source: <https://iprice.co.id/insights/mapofecommerce/en/>

Based on the latest report for the fourth quarter of 2022 on the iPrice E-commerce map, Shopee is in the top position as the marketplace with the highest number of visitors, followed by local e-commerce. Tokopedia and Lazada. This e-commerce made by Chris Feng dominates mobile applications by maintaining its position in the first place as the most popular shopping application on the Android platform and kiosks. Of all smartphone users, as many as 95% use their cell phones to research products/services, and as many as 57% use their cell phones to shop. This is important information for manufacturers who have an online business to start optimizing the appearance of their website for mobile devices.

Shopee is an e-commerce company managed by the SEA Group. Shopee Indonesia officially arrived in Indonesia in December 2015 and was managed by PT. Shopee International Indonesia. Various levels of society will easily accept Shopee because Shopee runs a C2C (customer-to-customer) mobile marketplace business, including in Indonesia. Shopee has various product categories such as electronics, fashion, babies & children, care & health, sports equipment, and even equipment House. Shopee's development in Indonesia is very fast. Shopee Indonesia implements an interactive buying and selling service system between buyers and sellers through the live chat feature, and Shopee provides various payment systems via bank transfer, Kredivo, Indomaret, and credit cards. Apart from that, Shopee also provides an electronic wallet. "Shopee Coins" are virtual coins obtained from purchasing goods with a cashback system in certain promos. "Shopee Coins" is also a feature Shopee provides. These Shopee coins cannot be cashed in, so whether or not customers want to use Shopee coins, they have to buy another item at Shopee (repurchase intention).

However, some Tasikmalaya people who shop online are less satisfied when shopping at Shopee because the goods in the description or picture need to match the goods that arrive. The brand trust that consumers have in Shopee in the Tasikmalaya area can, of course, influence customer satisfaction.

According to (Putri et al., 2018), the results of his research show that brand trust can influence customer satisfaction, which is in line with (Islam et al., 2021) research. The influence of brand trust on customer satisfaction indicates that customer satisfaction will influence customer loyalty. This has been researched by (Wang et al., 2013), that the success of a business depends on its ability to maintain customer loyalty. In their research, it was observed that customer satisfaction can create customer loyalty.

One of the main factors of customer loyalty is repurchase intention, namely the consumer's intention or desire to repurchase products or services from the same company. Therefore, a deep understanding of the factors that influence repurchase intention is very important. Marketing managers should invest in strategies that can provide strong and memorable repurchase intentions (Amoroso & Lim, 2017; Santosa & Taufik, 2023)

Although there is research on the factors that influence customer loyalty in the e-commerce industry, there is not much research that specifically explores the influence of brand trust and customer satisfaction on customer loyalty on shopee users in rural area.

## **METHODS**

This research was carried out using a survey method to collect data from respondents through written questions or interviews (Bolton & Brace, 2022). Furthermore, data and information about Shopee users were collected through surveys to achieve the formulated research objectives. The research was conducted using a data collection method to distribute questionnaires to Shopee users in Tasikmalaya Regency, whose data was taken from a population sample. Because the population framework of Shopee users in Tasikmalaya Regency has yet to be discovered, the author used purposive sampling in this research, a sample study with specific considerations. The sample considerations used were respondents with the following considerations:

1. Users tend to choose Shopee as their primary shopping platform.
2. Use the Shopee application more than once.
3. Aged over 18 years.
4. Willing to be a research respondent

The number of estimated research parameters was 25, so the number of samples was ten times the number of estimated parameters, or  $10 \times 25 = 250$  respondents (Hair & et al., 2010). The data analysis technique used is the Structural equation modeling (SEM) method with mediation relationships.

## RESULTS AND DISCUSSION

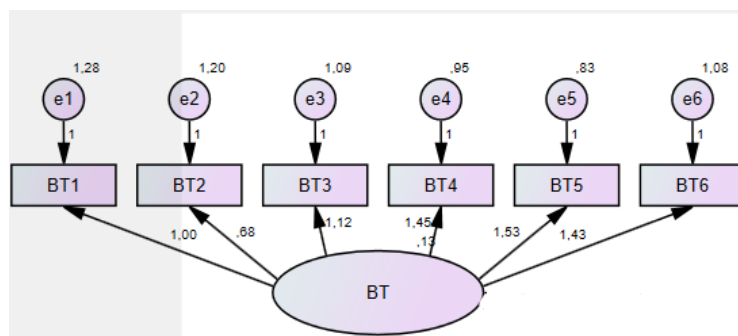
### Measurement Model Test (Confirmatory Factor Analysis)

The Measurement Model test is part of an SEM model related to variables and indicators. The measurement model test is a process of the

Confirmatory Factor Analysis (CFA) (Ghozali, 2004). Ghozali explained that CFA is used to confirm that all indicators group themselves into factors related to how researchers have linked the indicators with latent variables (unidimensionality); CFA models in SEM are used to assess the role of measurement and model error to validate the multifactorial model, and to determine group effects on factors. The CFA test was carried out on each variable and divided into exogenous and endogenous variables.

- Confirmatory Factor Analysis Exogenous variables

The results of the Confirmatory Factor Analysis on the exogenous variable, namely brand trust, which is built on six measurements, can be seen in the analysis output using the AMOS 24 program below:



Picture 2. Results of Confirmatory Factor Analysis Exogenous Variables

The following equation explains the results of the Confirmatory Factor Analysis:

a) Brand Trust Variable

$$BT1 = 1.00 \text{ Brand Trust} + 1.28$$

$$BT2 = 0.68 \text{ Brand Trust} + 1.20$$

$$BT3 = 1.12 \text{ Brand Trust} + 1.09$$

$$BT4 = 1.45 \text{ Brand Trust} + 0.95$$

$$BT5 = 1.53 \text{ Brand Trust} + 0.83$$

$$BT6 = 1.43 \text{ Brand Trust} + 1.08$$

The loading factors produced above can be used to measure construct validity, where a questionnaire

is valid if the statements in the questionnaire can express something measured by the questionnaire.

The minimum figure for the loading factor is  $\geq 0.40$ , ideally  $\geq 0.70$  (Siswoyo Haryono, 2017). From these data, it can be concluded that the statements on the indicators used to measure the brand trust variable can be declared valid. This analysis determines whether the indicators that form the latent variable have shown unidimensionality. The results of this analysis can be seen in the following table:

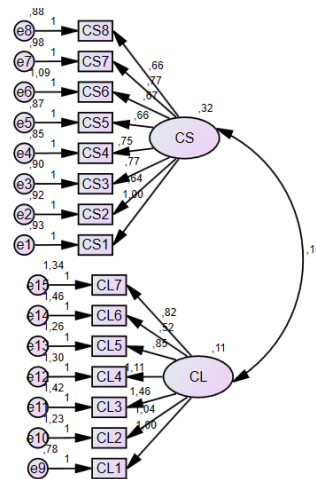
Table 1. The Results of this Analysis

			<i>Confirmatory Factor Analysis Variabel Eksogen</i>			
			Estimate	S.E	C.R	P
BT1	<---	Brand_Trust	1,000			
BT2	<---	Brand_Trust	0,678	0,296	2,294	0,022
BT3	<---	Brand_Trust	1,119	0,367	3,050	0,002
BT4	<---	Brand_Trust	1,441	0,429	3,361	***
BT5	<---	Brand_Trust	1,527	0,443	3,450	***
BT6	<---	Brand_Trust	1,411	0,429	3,289	0,001

Based on the data processing outcomes presented, it's evident that every variable in the population measurement or dimension yields favorable results. Specifically, each CR value exceeds 2 times the standard error with a significance level below 0.05, indicating unidimensionality in the measurements comprising the variables. Consequently, the research model, as validated through confirmatory factor analysis, is deemed suitable for subsequent analysis without requiring any alterations or adjustments.

• **Confirmatory Factor Analysis Endogeneous Variable**

Results of Confirmatory Factor Analysis of endogenous variables with customer satisfaction and customer loyalty variables which are built on each measurement where customer satisfaction has 8 measurement indicators, and customer loyalty has 7 measurement indicators. You can see the analyst output using the following AMOS 24 program:



Picture 3. Confirmatory Factor Analysis Endogenous Variables

The following equation explains the results of the Confirmatory Factory analysis:

a) Customer Satisfaction Variable

- CS 1 = 1.00 Customer Satisfaction + 0.93
- CS 2 = 0.64 Customer Satisfaction + 0.92
- CS 3 = 0.77 Customer Satisfaction + 0.90
- CS 4 = 0.75 Customer Satisfaction + 0.75
- CS 5 = 0.66 Customer Satisfaction + 0.87
- CS 6 = 0.67 Customer Satisfaction + 1.09
- CS 7 = 0.77 Customer Satisfaction + 0.98
- CS 8 = 0.66 Customer Satisfaction + 0.88

b) Customer Loyalty Variable

- CL1 = 1.00 Customer Loyalty + 0.78
- CL 2 = 1.04 Customer Loyalty +1.23
- CL 3 = 1.46 Customer Loyalty + 1.42
- CL 4 = 1.11 Customer Loyalty + 1.30
- CL5 = 0.85 Customer Loyalty + 1.26
- CL 6 = 0.52 Customer Loyalty + 1.46
- CL 7 = 0.82 Customer Loyalty + 1.34

The loading factor generated earlier serves as a measure for construct validation. According to (Hair & et al., 2010) a questionnaire is considered valid if

the minimum loading factor for each statement is  $\geq 0.40$ , preferably  $\geq 0.70$ . Based on these criteria, it can be concluded from the data that all indicator statements employed to assess customer satisfaction and loyalty variables meet the validity standards. This examination elucidates whether the indicators forming the latent variable exhibit unidimensionality. The outcomes of this analysis are illustrated in the subsequent table.

Table 2. Confirmatory Factor Analysis

<i>Confirmatory Factor Analysis Variabel Endogen</i>						
			Estimate	S.E	C.R	P
CS8	<---	Customer_Statisfaction	1,000			
CS7	<---	Customer_Statisfaction	1,274	0,357	3,565	***
CS6	<---	Customer_Statisfaction	1,180	0,347	3,400	***
CS5	<---	Customer_Statisfaction	1,147	0,327	3,510	***
CS4	<---	Customer_Statisfaction	1,236	0,342	3,618	***
			Estimate	S.E	C.R	P
CS3	<---	Customer_Statisfaction	1,209	0,342	3,537	***
CS2	<---	Customer_Statisfaction	1,008	0,309	3,263	0,001
CS1	<---	Customer_Statisfaction	1,538	0,405	3,797	***
CL1	<---	Customer_Loyalty	1,000			
CL2	<---	Customer_Loyalty	1,049	0,392	2,672	0,008
CL3	<---	Customer_Loyalty	1,720	0,527	3,267	0,001
CL4	<---	Customer_Loyalty	1,655	0,500	3,308	***
CL5	<---	Customer_Loyalty	,839	0,364	2,307	0,021
CL6	<---	Customer_Loyalty	,784	0,371	2,113	0,035
CL7	<---	Customer_Loyalty	1,088	0,404	2,692	0,007

Based on the findings of the data processing outlined above, every variable within the population measurement or dimension exhibits promising outcomes, indicated by a CR value exceeding twice the standard error with a significance level below 0.05. This implies that the measurements constituting the variables demonstrate unidimensionality. Consequently, the research model, as validated through confirmatory factor analysis, is deemed suitable for further analysis without requiring any alterations or adjustments.

### Evaluation of SEM Assumptions

The assumptions required for SEM modeling are that it is normally distributed and there are no univariate or multivariate outliers.

- Normality test

Normality evaluation was performed using a critical ratio skewness value of  $\pm 2.58$  at a significance level of 0.01 (1%). Data is said to be normally distributed if the critical ratio skewness value is below  $\pm 2.58$  (Kumar et al., 2022; Siswoyo Haryono, 2017). Data can be seen in the following table:

Table 3. Normality Test

Variabel	Min	Max	Skew	c.r	Kurtosis	c.r
CL7	5,000	9,000	-0,375	-2,423	-1,279	-4,129
CL6	5,000	9,000	-0,332	-2,146	-1,294	-4,176
CL5	5,000	9,000	-0,263	-1,698	-1,227	-3,959
CL4	5,000	9,000	-0,364	-2,352	-1,163	-3,752
CL3	5,000	9,000	-0,457	-2,947	-1,302	-4,202
CL2	5,000	9,000	-0,307	-1,979	-1,175	-3,791
CL1	5,000	9,000	0,063	0,406	-,834	-2,692
CS1	5,000	9,000	-0,332	-2,140	-1,080	-3,487
CS2	5,000	9,000	-0,366	-2,363	-,987	-3,186
CS3	5,000	9,000	-0,153	-0,987	-1,153	-3,722
CS4	5,000	9,000	-0,367	-2,370	-0,693	-2,235
CS5	5,000	9,000	-0,509	-3,283	-0,355	-1,144
CS6	5,000	9,000	-0,585	-3,776	-0,153	-0,494
CS7	5,000	9,000	-0,387	-2,500	-0,382	-1,233
CS8	5,000	9,000	-0,249	-1,608	-0,907	-2,927
BT6	5,000	9,000	-0,459	-2,965	-0,771	-2,490
BT5	5,000	9,000	-0,502	-3,238	-0,515	-1,662
BT4	5,000	9,000	-0,534	-3,444	-0,738	-2,383
BT3	5,000	9,000	-0,110	-0,712	-1,250	-4,033
BT2	5,000	9,000	-0,231	-1,492	-1,062	-3,426
BT1	5,000	9,000	-0,396	-2,558	-1,075	-3,470
Multivariate					-6,538	-1,663

Based on this table, the critical ratio (cr) values for kurtosis and skewness range from -2.58 to 2.58. The cr in both tables is in the range of -2.58 to 2.58, which means that the data above is normally distributed. Therefore, the data in this research can be analyzed using Structural Equation Modeling (SEM).

- Univariate Outlier Evaluation

This test uses the SPSS program, carried out on each variable construct. The results of data processing for testing can be seen in the attachment. The results show the highest minimum number of -2.74764 and the highest maximum number of 1.48988. The computerized results show that there are no values higher than + 3; therefore, it can be concluded that there are no univariate outliers in the research data.

- Multivariate Outlier Evaluation

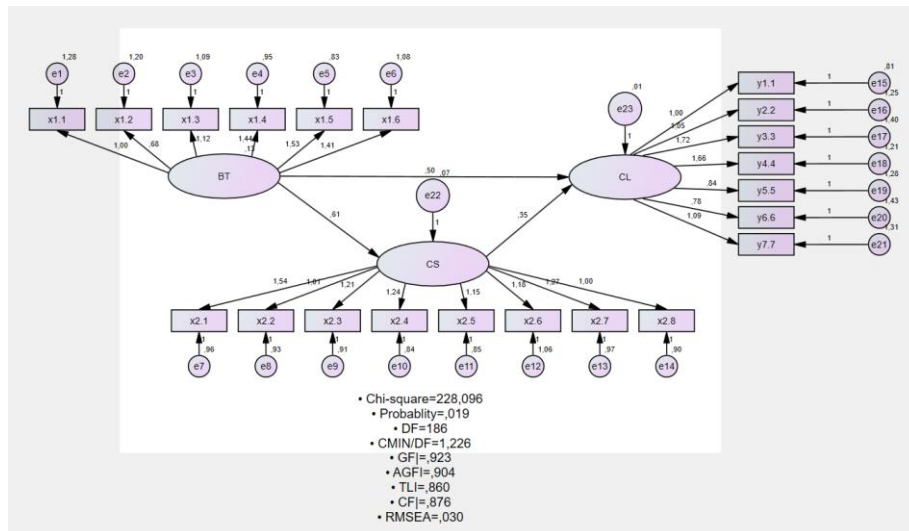
The Mahalanobis Distance test is calculated using the chi-square value with a degree of freedom of 21 indicators at the  $p < 0.001$  level using the formula  $\chi^2 (0.001;21) = 46.79704$ . The analysis results show that the maximum jawan Mahalanobis in this study was 44.982 or did not exceed  $\chi^2$  of 46.79704. This shows no multivariate outliers, so data execution does not need to be carried out.

- Multicollinearity and Singularity Test

The Multicollinearity Test aims to test and find out whether, in a regression model, a high or perfect correlation is found between the independent variables. This test can be determined by looking at the tolerance and variance inflation factors (VIF) values. Testing is done by looking at the VIF value or variance inflation factors. If the value is centered VIF (Variance Inflation Factor) (Ghozali, 2004). Based on the results of data processing in this research, it can be seen in the table (attachment 6) that the Tolerance value is more significant than  $>0.10$  and the VIF value is smaller than  $<10.00$ , meaning that there is no multicollinearity and singularity, indicating that the data is suitable for use for research.

**Goodness-of-fit Performance Evaluation**

This analysis aims to ascertain the structural connections among the variables under investigation. The appropriateness of these structural relationships can be evaluated using the goodness of fit index. Here are the results of the Structural Equation Modeling (SEM) analysis conducted in this research:



Picture 4. Goodness-of-Fit Performance Evaluation

From the image above, the Goodness of Fit value of the full SEM model can be seen in the table below:

Table 4. Goodness of Fit

Goodness of Fit	Cut off value	Indeks Value	Evaluation
Chi-Square	Diharapkan kecil	228,096	
Probability	>0,05	0,19	Good
CMIN/DF	<2,00	1,226	Good
GFI	>0,90	0,923	Good
AGFI	>0,90	0,904	Good
TLI	>0,90;>0,95	0,860	Marginal
CFI	>0,90;>0,95	0,876	Marginal
RMSEA	<0,08	0,030	Good

Based on the picture above, it can be seen that the results fit, namely, the CMIN/DF value is 1.226, the RMSEA value is 0.030, the GFI is 0.923, and the AGFI value is 0.904, and the probability value is 0.19. Apart from that, there are two marginal categories, namely the TLI value of 0.860 and the CFI value of 0.876, which is included in the marginal unfit category. This model is still acceptable because it has fulfilled its feasibility test with five fit measurements (Probability, CMIN/DF, GFI, AGFI, and RMSEA). So, in this research, the entire research model involving the interaction of Brand Trust, Customer Satisfaction, and Customer Loyalty is acceptable and can be analyzed further

### Validity and Reliability Test

- Validity test

A validity Test is used to measure whether a questionnaire is valid. A questionnaire is valid if the statements can reveal something that the questionnaire will measure. Measure construct validity can be seen from the factor loading values in the Standardized Direct Effect table.

Table 5. Factor Loadings

Variable	Measurement		Lf	Information
1	2		3	4
Brand Trust	I believe that Shopee provides quality products.	BT1	0,523**	Valid
	I feel comfortable shopping at Shopee because I believe Shopee provides original products.	BT2	0,500**	Valid
	I feel that Shopee is a safe place to shop online	BT3	0,511**	Valid
	I believe that Shopee maintains data security	BT4	0,488**	Valid
	I believe that Shopee always provides accurate product descriptions	BT5	0,411*	Valid
	I think Shopee is honest in dealing with customer complaints or problems.	BT6	0,516	Valid
Customer Satisfaction	Shopee is able to provide product quality according to my expectations	CS1	0,547**	Valid
	I feel that the products I buy on Shopee have good durability and are not easily damaged or defective.	CS2	0,545**	Valid
	I feel that Shopee is a safe place to shop online	CS3	0,509**	Valid
	I feel Shopee's delivery service is fast and the products I receive are always in good condition.	CS4	0,608**	Valid
	I feel happy when I shop at Shopee because I can find the products or services I want easily and quickly.	CS5	0,412**	Valid
	I feel emotionally connected to brands or sellers on Shopee	CS6	0,523**	Valid
	I feel that product prices on Shopee tend to be high compared to other online stores.	CS7	0,467**	Valid
	I feel that the shipping costs for products or services that I buy on Shopee are cheap and affordable.	CS8	0,482**	Valid
Customer Loyalty	<b>I feel the process of purchasing products or services on Shopee is easy and fast</b>	CL1	0,606**	Valid
	I feel that the search, filter and category features on Shopee help me find the products or services I want	CL2	0,478**	Valid
	I feel that Shopee is a safe place to shop online	CL3	0,533**	Valid
	I recommend Shopee to my relatives because I feel Shopee is an e-commerce platform	CL4	0,513**	Valid
	I always choose Shopee as the first e-commerce platform I visit when I want to shop online	CL5	0,457**	Valid
	I often talk positive things about Shopee on social media because I want to share useful information and experiences with followers or friends	CL6	0,511**	Valid
	I feel the process of purchasing products or services on Shopee is easy and fast	CL7	0,503**	Valid

Source: SPSS calculation results, 2024

- Reliability Test

Test reliability with the Construct Reliability Test, namely testing the reliability and consistency of the data. Coefficient data ranges between 0 - 1, so the higher the coefficient (closer to 1), the more reliable

the measuring instrument is. Good construct reliability if the construct reliability value is > 0.7 (Suliyanto., 2011:275) and the variance extracted value is > 0.5 (Suliyanto., 2011:294). The formula for calculating construct reliability is:

$$\text{Construct reliability} = \frac{(\sum \text{std Loading})^2}{(\sum \text{std. Loading}) + \sum}$$

$$\text{Brand Trust} = \frac{1,785^2}{(1,785^2 + 2,751)} = 0,536652$$

$$\text{Customer Satisfaction} = \frac{1,815^2}{(1,815^2 + 3,201)} = 0,507176$$

$$\text{Customer Loyalty} = \frac{2,123^2}{(2,123^2 + 2,162)} = 0,67582$$

Based on the results of the data above, it can be seen that the variance extracted in the brand trust variable has a value of 0.536. The extracted variance in the customer satisfaction variable has a value of 0.507, and the extracted variance in the customer loyalty variable has a value of 0.675. According to (Ghozali, 2004, 2011), a variable can be declared reliable if it meets the minimum requirements, namely  $\geq 0.50$ . So, it can be concluded that all the indicators used in this research are reliable and

relatively capable of explaining the latent variables they form.

### Hypothesis test

Hypothesis testing is carried out to determine whether or not the independent variable has an effect on the dependent variable. The hypothesis is declared accepted if the probability (P) value is  $< 0.05$ . The results of the hypothesis test can be seen in the table below:

Hypothesis testing is carried out to determine whether or not the independent variable affects the dependent variable. The hypothesis is declared accepted if the probability (P) value is  $< 0.05$ . The results of the hypothesis test can be seen in the table below:

Table 6. The Results of the Hypothesis Test

Significant Coefficient Test				
	Hypothesis	C.R	P	Information
Brand Trust	Customer Satisfaction	2,736	0,006	Accepted
Brand Trust	Customer Loyalty	2,170	0,030	Accepted
Customer Satisfaction	Customer Loyalty	1,819	0,069	Rejected

Source: AMOS, 2024

This significance test is carried out by analyzing the p-value or probability of the output regression weights compared to the significance value that has been determined, namely 0.05. So, in this study, the hypothesis is accepted if the p-value

or probability is less than 0.05. Based on Table 6, it can be concluded that two hypotheses are accepted, and one is rejected. Next, the influence between variables can be seen in the following table:

Table 7. Influence Between Variables

	Hypotheses	Estimate
Brand Trust	Customer Satisfaction	0,612
Brand Trust	Customer Loyalty	0,499
Customer Satisfaction	Customer Loyalty	0,346

Based on the table above, brand trust influences customer satisfaction by 0.612. Brand trust on customer loyalty has an influence value of 0.499, and customer satisfaction on customer loyalty in

### The Influence of Brand Trust on Customer Satisfaction Among Shopee Users

Based on the estimated parameters of the relationship between brand trust and customer satisfaction, an estimated value of 0.612 is obtained.

Testing the relationship between these variables shows the C.R. value of 2.736 with probability (P) =  $< 0.006$  (P  $< 0.05$ ). It can be concluded that brand trust has a positive influence on customer satisfaction. These results show that the better the brand trust in a product, the better the customer satisfaction that will be formed between consumers and the company. Thus, hypothesis 1 (H1) in this study is accepted.

Based on research results, good brand trust can increase customer satisfaction. When consumers become accustomed to and trust the brand offered, this will impact brand trust. Furthermore, the brand trust that has been formed will lead to consumer satisfaction. Apart from believing in using Shopee, the respondents in this study also agreed that Shopee can satisfy their needs. (Islam et al., 2021) explain that the brand trust variable significantly positively affects customer satisfaction.

### **The Influence of Brand Trust on Customer Loyalty Among Shopee Users**

Based on the estimated parameters of the relationship between brand trust and customer loyalty, a value of 0.30 is obtained. Testing the relationship between these variables shows the C.R. value amounting to 2.170 with a probability value (P) = < 0.030 ( $p < 0.05$ ), so it can be concluded that brand trust has a positive effect on customer loyalty. Thus, hypothesis 2 (H2) in this research is accepted. Based on the research results, the brand trust given by Shopee to users affects customer loyalty. In this research, good brand trust not only increases customer satisfaction but can even increase customer loyalty. The influence of brand trust on customer loyalty among Shopee users shows that consumers who have high trust in the Shopee brand will also tend to have high loyalty. Customer loyalty is the commitment and loyalty customers show towards a company, brand, or product. Customer loyalty can be measured in various ways, such as purchase frequency, retention rate, and recommendation rate. This means that the higher the brand trust consumers have in Shopee, the higher the customer loyalty they show. Loyal consumers will tend to repurchase products or services from Shopee, provide support and recommendations to Shopee, and not easily switch to other e-commerce platforms.

According to (Mustapha & Otori, n.d.), brand loyalty is the behavioural intention to buy a product and encourage others to do the same. Of course, this can significantly impact Shopee, especially if this loyalty is long-term and cumulative.

### **The Effect of Customer Satisfaction on Customer Loyalty Among Shopee Users**

Based on the estimated parameters of the relationship between Customer Satisfaction and Customer Loyalty, a value of 0.346 is obtained. Hypothesis testing of this variable shows a CR value of 1.819 with probability (P) = 0.069 ( $p < 0.05$ ).

It can be concluded that Customer Satisfaction has no positive effect on customer loyalty. Customer satisfaction does not always form customer loyalty, because there are other factors that are more influential, such as brand trust, brand attachment, perceived value, or preferences. Customer satisfaction is not enough to differentiate Shopee from other e-commerce platforms that also provide the same or higher satisfaction to customers. Customer satisfaction does not guarantee that customers will repurchase products or services from Shopee, because there are other factors that influence purchasing decisions, such as price & promotions. Price perceptions can be influenced by factors such as discounts, shipping costs, product quality, service quality and brand image. Promotions can increase the value of customer loyalty by providing incentives, discounts, prizes or additional facilities that can reduce costs or increase benefits for customers. Customers who feel they get higher value from promotions will feel satisfied and tend to be loyal (Kartini et al., 2021).

Based on the research results, customer satisfaction does not have a positive effect on customer loyalty, with these results showing that this means that this indicates a condition which means that the higher customer satisfaction does not mean it is unrelated but does not always increase customer loyalty.

(Fadli et al., n.d.) in his research said that customer satisfaction has no effect on customer loyalty. This is in line with (Rahayu Tri Astuti & Manajemen, 2013; Santosa et al., 2021) who said that the higher customer satisfaction does not mean it is unrelated but does not always increase customer loyalty.

## CONCLUSION

Based on the results of research and discussion regarding the influence of brand trust and customer satisfaction on customer loyalty, it can be concluded as follows:

1. Brand Trust has a positive influence on customer satisfaction. To create customer satisfaction, companies must build a positive brand image. When the brand image is positive, the higher the satisfaction felt by Shopee users in Tasikmalaya Regency

2. There is a positive influence between the brand trust variable and customer loyalty of Shopee users in Tasikmalaya Regency. This means that the more consumers trust a brand on Shopee, the more likely consumers will be loyal to the brand on Shopee.

3. There is no positive influence between customer satisfaction and loyalty variables among Shopee users in Tasikmalaya Regency. These results show that this indicates a condition, which means that higher customer satisfaction does not mean it is unrelated but does not always increase consumer loyalty.

Referring to the research results and discussion, the following are several suggestions put forward by researchers:

1. For companies, Shopee is expected to increase brand trust, Shopee must provide good quality products and service. Then in terms of customer satisfaction, Shopee must meet or exceed customer expectations for the products and services offered. To increase customer loyalty, Shopee must maintain or increase brand trust. Shopee must also increase brand engagement, which is the level of emotional and psychological involvement that customers have towards the Shopee brand.

2. For future researchers, this research has been attempted and carried out in accordance with scientific procedures, however it still has limitations, namely the factors that influence customer loyalty. In this research, it is only based on the interaction of two variables, namely brand trust and customer satisfaction. It is hoped that future researchers can develop this research by adding other variables that

might influence customer loyalty. Furthermore, it is recommended to add the latest references to support the research topic, so that you can get the right research model with a strong theoretical basis. It is hoped that future research can cover a wider area, because this research only took samples from people in Tasikmalaya Regency.

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