



E-Loyalty to E-Commerce Shopee : The Role of E-WOM, E-Service Quality and E-Trust

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ABSTRACT

In recent years, advances in information technology have revolutionized the trade sector, particularly through e-commerce platforms such as Shopee. This platform offers convenience, speed, and practicality in online shopping, attracting millions of users. However, Shopee's long-term success depends on user loyalty, which drives repeat purchases. This study analyzes the influence of E-WOM (E-WOM), electronic service quality, and electronic trust on user loyalty in the Shopee application, with electronic satisfaction as a mediating variable. The research population consists of all Shopee users in Medan who use the app for shopping activities, with an unknown or biased population size. Using power analysis via GPower software, the minimum required sample size was determined to be 153 respondents. The results show that E-WOM has a negative but significant effect on loyalty and satisfaction, while electronic service quality significantly affects loyalty but not satisfaction. Electronic trust shows no significant impact. Electronic satisfaction is a significant mediator only in the relationship between E-WOM and loyalty. These findings suggest that the relationships among variables are complex and not entirely linear, highlighting the need for targeted strategies to strengthen user loyalty.

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1. INTRODUCTION

In recent years, advancements in information technology have profoundly transformed various sectors, particularly the trade sector. The emergence of e-commerce platforms has enabled consumers to carry out buying and selling transactions online with unprecedented ease, convenience, and speed [1]. Shopee, one of the largest e-commerce platforms in Indonesia, is a clear example of this transformation, attracting millions of users through a variety of features that simplify the online shopping process [2]. Shopee's rapid growth reflects one of the key reasons for the high consumer demand for practical, reliable, and high-quality online shopping services—a trend further accelerated by the COVID-19 pandemic, which pushed digital adoption across various industries [3].

However, Shopee's long-term success relies not solely on expanding its user base but also on its ability to build strong user loyalty (E-Loyalty) [4]. In the competitive digital marketplace, user loyalty is crucial, as loyal customers are more likely to make repeat purchases and promote the platform through positive word-of-mouth (WOM), thereby creating a sustainable cycle of growth [5].

Electronic Word-of-Mouth (E-WOM) encompasses reviews, ratings, and online recommendations shared by users, which significantly influence potential customers' purchasing decisions [6]. Positive E-WOM enhances the platform's credibility and attracts new users, while negative E-WOM can deter potential customers and damage trust. For Shopee, effectively leveraging E-WOM is crucial in a market that heavily depends on peer feedback to assess product quality and service reliability [7].

Alongside E-WOM, Electronic Service Quality (E-Service Quality) refers to the technical and functional dimensions of an e-commerce platform, encompassing website reliability, ease of navigation, transaction efficiency, and customer service responsiveness [8]. High levels of electronic service quality are closely associated with increased user satisfaction, which is a critical mediator in fostering electronic loyalty [9]. Shopee's strategic investments in reliable search capabilities, secure payment systems, and responsive customer support are pivotal in delivering a seamless shopping experience, strengthening user satisfaction and long-term loyalty [10].

Furthermore, Electronic Trust (E-Trust) in the platform's integrity, privacy, and security serves as a critical foundation for repeated engagement and transactions [11]. Electronic Satisfaction (E-Satisfaction) acts as a key mediator between E-WOM, E-Service Quality, E-Trust, and E-Loyalty. Satisfied users are more likely to exhibit loyal behaviors, such as repeat purchases and positive recommendations, which ultimately enhance the platform's reputation and expand its user base [12]. E-Satisfaction encompasses the overall contentment users experience during their online shopping journey, shaped by factors such as service quality, trust, and feedback from other users [13].

Shopee is an e-commerce platform from Singapore that has rapidly expanded across Southeast Asia and several other countries. Founded by Sea Group (formerly known as Garena) in 2015, Shopee offers a wide range of products, provides a convenient and user-friendly shopping experience through digital payments, delivery services, and attractive promotions, discounts, and cashback programs. Previous empirical studies have attempted to analyze these variables. For instance, Khoir and Tjahjaningsih indicated that E-WOM and store atmosphere positively and significantly influenced customer satisfaction and E-Loyalty [14]. Similarly, research conducted by Wannahar and Indriani found that product and service quality positively and significantly affected customer satisfaction and E-Loyalty [15].

Given the growing importance of digital platforms in shaping consumer behavior, this study proposes a research model that investigates the influence of E-WOM, E-Service Quality, and E-Trust on E-Loyalty, mediated by E-Satisfaction. Shopee, as one of the leading e-commerce platforms in Indonesia, serves as a relevant object of study due to its wide user base and advanced digital service infrastructure. Understanding how these variables interact is essential for optimizing user retention strategies in competitive online markets. By analyzing the relationships among these factors, this study is expected to generate practical insights for e-commerce practitioners and digital marketers in improving user satisfaction, enhancing brand loyalty, and increasing the overall return on investment (ROI) of e-commerce businesses.

2. METHOD

The research model that will be examined in this study as follows.

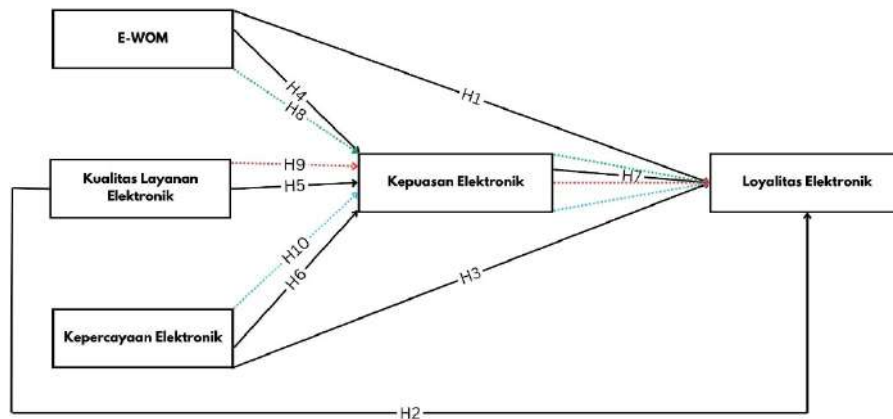


Figure 1. Research Model

- H1 : E-WOM influences the Electronic Loyalty of users of the Shopee e-commerce application
- H2 : Electronic Service Quality influences the Electronic Loyalty of users of the Shopee e-commerce application
- H3 : Electronic Trust influences the Electronic Loyalty of users of the Shopee e-commerce application
- H4 : E-WOM influences the Electronic Satisfaction of users of the Shopee e-commerce application
- H5 : Electronic Service Quality influences the Electronic Satisfaction of users of the Shopee e-commerce application
- H6 : Electronic Trust influences the Electronic Satisfaction of users of the Shopee e-commerce application
- H7 : Electronic Satisfaction influences the Electronic Loyalty of users of the Shopee e-commerce application
- H8 : E-WOM influences the Electronic Loyalty of users of the Shopee e-commerce application, mediated by Electronic Satisfaction
- H9 : Electronic Service Quality influences the Electronic Loyalty of users of the Shopee e-commerce application, mediated by Electronic Satisfaction
- H10 : Electronic Trust influences the Electronic Loyalty of users of the Shopee e-commerce application, mediated by Electronic Satisfaction

The type of research used in this study is descriptive quantitative. In statistics, the data commonly used is quantitative data. In the context of quantitative research data analysis, quantitative data refers to data in numerical form. The descriptive quantitative research method aims to create a depiction or describe a condition objectively using numerical data, starting from data collection, data processing, data interpretation, to the presentation of findings and results. This study uses the Likert scale, a simple and widely used method for measuring attitudes by assessing changes in respondents' perceptions. The Likert scale in this research consists of five levels: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree)

Data in this study was collected through an online questionnaire distributed via Google Forms. The target respondents are users of the Shopee e-commerce application who have experience shopping on the platform. To ensure relevant and accurate feedback, respondents were selected based on specific criteria, such as the length of time using Shopee, types of products purchased, monthly spending, reasons for choosing Shopee, and use of other e-commerce platforms. The minimum sample size was determined using power analysis with the GPower software, resulting in a required minimum of 153 respondents.

This study employs a non-probability sampling technique, specifically purposive sampling, in which not all members of the population have an equal opportunity to be selected. Purposive sampling allows the researcher to deliberately choose individuals based on specific criteria relevant to the research objectives. For data analysis, this study uses SmartPLS (Partial Least Squares Structural Equation Modeling). SmartPLS is chosen due to its ability to handle complex models with multiple variables, small to medium sample sizes, and non-normal data distributions. It is particularly suitable for exploratory research and is widely used in marketing, information systems, and social sciences for its robust predictive capabilities and user-friendly interface, making it an effective tool for testing structural relationships and mediation effects within the proposed model.

3. RESULTS AND DISCUSSION

This study analyzed data collected from 153 respondents through an online questionnaire distributed via social media platforms such as Instagram, WhatsApp, and Line. The eligible respondents were Shopee users, and their demographic profiles included gender, age, and employment status. The majority were female (63%), aged under 25 (44%), and employed in the private sector (54%), indicating strong participation from young, urban, and digitally engaged individuals. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4 to examine respondent characteristics, descriptive statistics of each variable, and hypothesis testing.

3.1. Descriptive Analysis

Descriptive variable analysis is a statistical data evaluation technique that includes measures such as mean, standard deviation, and minimum-maximum values. The results of these statistical calculations are used to assess the responses collected from the survey, as they relate to the research variables being studied[13]

3.1.1. E-WOM

E-WOM is an activity carried out by consumers in a simple manner to provide information to other people they already know through electronic or online media.

3.1.2. E-Service Quality

Electronic Service Quality is a company's ability to provide the best and high-quality services compared to its competitors, and it represents consumers' assessment of the level of service received versus the level of service expected through online platforms.

3.1.3. E-Trust

Electronic Trust is a fundamental element in the online shopping environment, where users must trust the security, data privacy, and authenticity of the products offered by the platform. Trust reduces the perceived risks in online transactions, encouraging users to interact with Shopee more confidently. A high level of electronic trust is crucial for building a loyal user base that is willing to make regular purchases and recommend the platform to others.

3.1.4. E-Satisfaction

Electronic Satisfaction refers to the overall satisfaction felt by users from their online shopping experience, which is influenced by factors such as service quality, trust, and feedback from other users[2].

3.1.5. E-Loyalty

Electronic Loyalty is a consumer's commitment or loyalty to a brand or product offered by a company, which leads them to make repeat purchases through online platforms.

3.2. Analysis Result

3.2.1. Composite Reliability

The results of the composite reliability test for all high-order constructs—E-WOM, Electronic Service Quality, Electronic Trust, Electronic Satisfaction, and Electronic Loyalty—along with their respective dimensions, are presented in the table below.

Table 1. Composite Realibility

Variabel	Composite Reliability	Cronbach's Alpha	Description
E-WOM	0.910	0.884	Reliabel
E-Service Quality	0.944	0.936	Reliabel
E-Trust	0.919	0.921	Reliabel
E-Satisfaction	0.944	0.932	Reliabel
E-Loyalty	0.945	0.936	Reliabel

Based on the table above, the composite reliability values for all variables—E-WOM, Electronic Service Quality, Electronic Trust, Electronic Satisfaction, and Electronic Loyalty—are above 0.70. Similarly, the Cronbach's alpha values for each variable range from 0.70 to 0.95. These results indicate that all indicators are internally consistent and reliable in measuring their respective constructs

3.2.3 Construct Validity

The results of the construct validity test (AVE) for the E-WOM dimension (high-order construct) can be seen in the table below as follows.

Table 2. Construct Validty

Variabel	Average Variance Extracted (AVE)	Description
E-WOM	0.627	Valid
E-Service Quality	0.548	Valid
E-Trust	0.537	Valid
E-Satisfaction	0.677	Valid
E-Loyalty	0.610	Valid

Based on the table above, the Average Variance Extracted (AVE) values for all variables—E-WOM, Electronic Service Quality, Electronic Trust, Electronic Satisfaction, and Electronic Loyalty—are above 0.50. This indicates that all indicators are valid in measuring their respective constructs.

3.2.5. Hypotesis Test

1. Coefficient of Determination (R-square)

R-Square, or the coefficient of determination, is a statistical measure that shows how much of the variation in a dependent (target) variable can be explained by the independent (predictor) variables in a research model. The R-Square value ranges from 0 to 1. A higher R-Square means the model has a stronger ability to explain the dependent variable, indicating good predictive power. For example, an R-Square of 0.75 means that 75% of the variation in the dependent variable can be explained by the independent variables. In quantitative research, R-Square is used to evaluate the strength and suitability of the structural model[15].

Table 3. R-Square

Variabel	R-square	Category
E-Satisfaction	0.100	Low
E-Loyalty	0.299	Low

Based on the table above, the R-square value for Electronic Satisfaction is 0.100 or 10%, which means it is low. This shows that E-WOM, Service Quality, and Trust only explain 10% of Electronic Satisfaction, while the rest is influenced by other factors not included in this study.

The R-square value for Electronic Loyalty is 0.299 or 29.9%, also in the low category. This means that E-WOM, Service Quality, Trust, and Satisfaction explain 29.9% of Electronic Loyalty, and the rest is affected by other factors outside this research model.

2. Effect Sizes (F-square)

F-Square is a measure of effect size used to evaluate the relative contribution of each independent latent construct to a dependent latent construct. It helps determine how much influence a variable has on another if that variable were removed from the model. F-Square also provides practical insight into the strength of relationships between variables in the structural model. In terms of interpretation, an f^2 value of 0.02 is considered small, 0.15 is medium, and 0.35 is large. In other words, F-Square helps researchers understand the importance of each path in the model and how strongly one construct affects another[15].

Table 4. F-Square

Variabel	F-square	Description
<i>E-WOM</i> -> E-Satisfaction	0.089	Low
E-Service Quality -> E-Satisfaction	0.017	Low
E-Trust -> E-Satisfaction	0.001	Low
<i>E-WOM</i> -> E-Loyalty	0.043	Low
E-Service Quality -> E-Loyalty	0.235	Low
E-Trust -> E-Loyalty	0.011	Low
E-Satisfaction -> E-Loyalty	0.121	Low

Based on the table above, all variables have F-square values below 0.35, which means each variable has a weak effect in explaining the dependent variable. The highest F-square value is from Electronic Service Quality → Electronic Loyalty at 0.235, indicating a weak but relatively stronger influence compared to the others. The lowest F-square value is from Electronic Trust → Electronic Satisfaction at 0.001, showing a very weak or almost no effect.

Overall, the F-square results show that none of the variable relationships in the structural model have a strong influence. All relationships indicate weak effects, meaning that although there is some influence, each variable's contribution to others in the model is still limited.

3. Direct Path Coefficient (Hypothesis Testing)

Table 5. Direct Path Coefficient Result

Hipotesis	Relationship between variables	Path Coefficient Original Sample	t-statistic	p-value	Description
H ₁	<i>E-WOM</i> -> E-Loyalty	-0.183	3.151	0.002	Accepted
H ₂	E-Service Quality -> E-Loyalty	0.414	5.186	0.000	Accepted
H ₃	E-Trust -> E-Loyalty	-0.091	0.620	0.536	Rejected
H ₄	<i>E-WOM</i> -> E-Satisfaction	-0.286	6.689	0.000	Accepted
H ₅	E-Service Quality -> E-Satisfaction	-0.025	0.239	0.811	Rejected

Hipotesis	Relationship between variables	Path Coefficient Original Sample	t-statistic	p-value	Description
H ₆	E-Trust -> E-Satisfaction	0.124	0.986	0.325	Rejected
H ₇	E-Satisfaction -> E-Loyalty	0.307	3.485	0.001	Accepted

4. In-Direct Path Coefficient (Hypothesis Testing)

Table 6. In-Direct Path Coefficient Result

Hipotesis	Relationship between variables	S	t-statistic	p-value	Description
H ₈	E-WOM -> E-Satisfaction-> E-Loyalty	-0.088	2.930	0.004	Significant (H ₈ Accepted)
H ₉	E-Service Quality -> E-Satisfaction -> E-Loyalty	-0.008	0.231	0.817	Not Significant (H ₉ Rejected)
H ₁₀	E-Trust -> E-Satisfaction -> E-Loyalty	0.038	0.960	0.338	Not Significant (H ₁₀ Rejected)

3.3 Discussion

This discussion aims to examine the reliability and validity of the measurement model used in this study. The data were collected from 153 Shopee users through an online questionnaire and analyzed using the SmartPLS software. The independent variables consist of Electronic Word of Mouth (E-WOM), Electronic Service Quality, and Electronic Trust, with Electronic Satisfaction as the mediating variable and Electronic Loyalty as the dependent variable.

The composite reliability values for all constructs exceed the threshold of 0.70, with E-WOM (0.910), Electronic Service Quality (0.944), Electronic Trust (0.919), Electronic Satisfaction (0.944), and Electronic Loyalty (0.945), indicating a high level of internal consistency. Similarly, the Cronbach’s Alpha values for all variables also fall within an acceptable range (0.884–0.936), confirming that the measurement indicators are reliable in measuring each construct.

In terms of convergent validity, the Average Variance Extracted (AVE) values for all constructs are above the minimum threshold of 0.50. E-WOM has an AVE of 0.627, Electronic Service Quality 0.548, Electronic Trust 0.537, Electronic Satisfaction 0.677, and Electronic Loyalty 0.610. These results indicate that each set of indicators adequately explains the construct it is intended to measure, and thus, all constructs meet the criteria for convergent validity. Overall, the measurement model used in this study demonstrates strong reliability and validity, making it suitable for further structural analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS.

3.3.1 The Effect of E-WOM on Shopee Users' E-Loyalty

Electronic Word of Mouth (E-WOM) plays a crucial role in shaping Electronic Loyalty (E-Loyalty) among users of the Shopee e-commerce platform. When users share positive experiences online through reviews, social media, or discussion forums—this information can significantly influence the perceptions and decisions of other users. A strong, positive E-WOM builds trust in Shopee and encourages continued use of the platform. On the other hand, negative E-WOM can reduce E-Loyalty if not addressed properly by Shopee. In this way, E-WOM acts as an emotional driver that helps foster Electronic Trust (E-Trust) and motivates users to remain loyal to Shopee over its competitors.

In this study, the hypothesis testing revealed a negative relationship between Electronic Word of Mouth and E-Loyalty. The data analysis showed a path coefficient of -0.183, indicating a negative influence, with a t-statistic of 3.151 and a p-value of 0.002. These results confirm that the relationship is statistically significant, even though the direction is negative. Therefore, the hypothesis is accepted. The coefficient implies that a one-point decrease in E-WOM (on a scale of 1–5) corresponds to a 0.183 decrease in E-Loyalty.

This finding contradicts previous studies that reported a positive influence of E-WOM on E-Loyalty. The difference may be due to the characteristics of the research objects. For instance, TikTok Shop often featured in other studies—offers a more seamless user experience, where frequently searched products are automatically displayed through advertisements, allowing users to proceed directly to checkout. In contrast, Shopee users must manually search and choose from various product options, which can make the purchasing process longer and less convenient. This difference in user experience may influence how E-WOM affects customer loyalty across platforms.

3.3.2 The Effect of E-Service Quality on Shopee Users' E-Loyalty

E-Service Quality influences E-Loyalty among Shopee users by providing a shopping experience that is convenient, fast, and secure. Factors such as ease of navigation, transaction speed, data security, and responsive customer service contribute significantly to user satisfaction and loyalty toward Shopee. When users perceive the quality of service to be high, they are more likely to return to Shopee, trusting that the platform can effectively meet their shopping needs. Conversely, poor service quality may lead to a decline in E-Loyalty, as users feel their expectations are not being met.

The hypothesis examining the relationship between E-Service Quality and E-Loyalty shows a positive effect. The data analysis produced a path coefficient of 0.414, indicating a positive direction of influence, with a t-statistic of 5.186 and a p-value of 0.000. These results indicate a positive and statistically significant relationship, meeting the criteria for hypothesis acceptance. The path coefficient implies that for every one-point increase in E-Service Quality on a 1–5 scale, E-Loyalty increases by 0.414.

These findings are consistent with previous research conducted by Ivy Vania Ariany (2021), which also found that E-Service Quality has a positive influence on E-Loyalty.

3.3.3 The Effect of E-Trust on Shopee Users' E-Loyalty

E-Trust is a key component that drives E-Loyalty among Shopee users. Users who perceive the platform as trustworthy whether in terms of transaction security, data privacy, or the accuracy of product information are more likely to remain loyal to Shopee. E-Trust also helps reduce users' concerns about the risks of online transactions, thereby increasing their comfort and confidence in continuing to use the platform. With high levels of E-Trust, Shopee can retain users over the long term and foster stronger relationships with them.

However, the hypothesis analyzing the relationship between E-Trust and E-Loyalty indicates a negative effect. The data analysis yielded a path coefficient of -0.091, reflecting a negative direction, with a t-statistic of 0.620 and a p-value of 0.536. Based on these results, it can be concluded that the relationship is negative and not statistically significant, as it does not meet the significance threshold. Therefore, the hypothesis is rejected. The path coefficient suggests that a one-point decrease in E-Trust (on a scale of 1–5) is associated with a 0.091 decrease in E-Loyalty.

3.3.4 The Effect of E-WOM on Shopee Users' E-Satisfaction

Electronic Word of Mouth (E-WOM) influences Electronic Satisfaction (E-Satisfaction) among Shopee users by providing useful information that helps them make more confident and informed purchasing decisions. Positive reviews from other users can boost trust and reduce uncertainty, leading to a higher level of satisfaction with the platform. Additionally, both recommendations and criticisms shared through E-WOM allow Shopee to better understand user preferences and improve service quality, resulting in a more satisfying shopping experience.

In this study, the hypothesis testing revealed a negative relationship between E-WOM and E-Satisfaction. The data analysis showed a path coefficient of -0.286, indicating a negative direction, with a t-statistic of 6.689 and a p-value of 0.000. These results demonstrate that the relationship is negative

but statistically significant, as it meets the standard criteria (t -statistic > 1.645 and p -value < 0.05). Therefore, the hypothesis is accepted. The path coefficient suggests that a one-point decrease in E-WOM (on a scale of 1–5) would result in a 0.286 decrease in E-Satisfaction.

The negative direction of this relationship contrasts with commonly expected outcomes and may be influenced by contextual differences between platforms. In certain settings, such as physical retail or service environments, satisfaction may be more heavily influenced by direct experience rather than online reviews. However, in the context of e-commerce platforms like Shopee, satisfaction is often shaped by the quality, credibility, and relevance of online reviews and user interactions with the platform.

3.3.5 The Effect of E-Service Quality on Shopee Users' E-Satisfaction

Electronic Service Quality (E-Service Quality) strongly influences the level of Electronic Satisfaction (E-Satisfaction) among Shopee users. Elements such as fast page loading, ease of product search, secure payment systems, and responsive after-sales service play a critical role in delivering a satisfying shopping experience. Users who perceive Shopee as providing high-quality service tend to feel more satisfied, as their needs are met efficiently. Conversely, technical issues or service mismatches can lead to decreased satisfaction with the platform.

However, the hypothesis testing results revealed a negative relationship between E-Service Quality and E-Satisfaction. The analysis produced a path coefficient of -0.025 , indicating a negative direction, with a t -statistic of 0.239 and a p -value of 0.811 . These results show that the relationship is negative and not statistically significant, as it does not meet the threshold for significance (t -statistic > 1.645 and p -value < 0.05). Therefore, the hypothesis is rejected. The path coefficient also indicates that a one-point decrease in E-Service Quality (on a 1–5 scale) only slightly affects E-Satisfaction, with a reduction of 0.025 .

This finding contrasts with previous expectations that service quality should enhance satisfaction. The inconsistency may be explained by differences in research contexts. In e-commerce platforms like Shopee, users may prioritize factors such as pricing, promotions, and product variety over the technical aspects of service quality. The presence of multiple third-party sellers can also lead to inconsistent service experiences. Furthermore, the wide range of features within the app may overwhelm some users, causing electronic service elements to be less central to their satisfaction.

In contrast, in service industries such as healthcare, electronic services—such as online registration, digital test result access, and cashless payments—offer direct convenience and efficiency. These services are typically managed internally by the institution, ensuring more consistent quality and clearer benefits to the users. As a result, the impact of E-Service Quality on satisfaction may be more pronounced in such contexts compared to e-commerce platforms.

3.3.6 The Effect of E-Trust on Shopee Users' E-Satisfaction

Electronic Trust (E-Trust) contributes directly to Electronic Satisfaction (E-Satisfaction) by creating a sense of security and comfort for users when using Shopee. Users who trust the platform's security systems, the accuracy of information provided, and Shopee's commitment to data privacy tend to feel more satisfied, as they believe their shopping experience is free from unwanted risks. Additionally, E-Trust strengthens users' belief that Shopee will fulfill its service commitments, which enhances their overall satisfaction.

The hypothesis testing for the relationship between E-Trust and E-Satisfaction revealed a positive effect, with a path coefficient of 0.124 , a t -statistic of 0.986 , and a p -value of 0.325 . Although the direction of the relationship is positive, the results indicate that it is not statistically significant, as it does not meet the required significance criteria (t -statistic > 1.645 and p -value < 0.05). Therefore, the

hypothesis is rejected. The path coefficient suggests that a one-point increase in E-Trust (on a 1–5 scale) is associated with a 0.124 increase in E-Satisfaction.

3.3.7 The Effect of E-Satisfaction on Shopee Users' E-Loyalty

Electronic Satisfaction (E-Satisfaction) is one of the main drivers of Electronic Loyalty (E-Loyalty) among Shopee users. When users are satisfied with their shopping experience—whether in terms of product quality, customer service, or the ease of using the application—they are more likely to continue using Shopee in the future. Satisfaction also strengthens users' emotional connection with the platform, encouraging not only repeat usage but also positive word-of-mouth recommendations to others. In other words, high satisfaction forms a strong foundation for building long-term electronic loyalty.

The hypothesis testing of the relationship between E-Satisfaction and E-Loyalty reveals a positive effect. The analysis produced a path coefficient of 0.307, with a t-statistic of 3.485 and a p-value of 0.001. These results indicate that the relationship is positive and statistically significant, fulfilling the standard significance criteria. Therefore, the hypothesis is accepted. The path coefficient implies that a one-point increase in E-Satisfaction (on a 1–5 scale) leads to a 0.307 increase in E-Loyalty.

3.3.8 The Effect of E-WOM on Shopee User' E-Loyalty, Mediated by E-Satisfaction

Electronic Word of Mouth (E-WOM) influences Electronic Loyalty (E-Loyalty) among Shopee users indirectly through Electronic Satisfaction (E-Satisfaction). Positive reviews from other users help shape higher expectations and instill greater confidence in new users, which in turn enhances their satisfaction with the Shopee shopping experience. This satisfaction then acts as a connecting factor that drives users' loyalty to the platform. In other words, E-Satisfaction serves as a mediating variable that transforms the influence of E-WOM into stronger E-Loyalty.

The findings suggest that while E-WOM may positively influence satisfaction and loyalty, this influence is not always straightforward. High expectations driven by overly positive reviews can lead to disappointment if the actual experience does not match those expectations. This mismatch can lower E-Satisfaction, which subsequently weakens E-Loyalty. One of the key factors in this dynamic is service quality—if the quality of service fails to meet users' expectations, both satisfaction and loyalty may decline. Therefore, maintaining consistent service quality is crucial to ensuring that the positive effects of E-WOM translate into lasting user loyalty.

3.3.9 The Effect of E-Service Quality on Shopee User' E-Loyalty, Mediated by E-Satisfaction

Electronic Service Quality (E-Service Quality) plays an important role in shaping Electronic Loyalty (E-Loyalty) among Shopee users, although its indirect influence through Electronic Satisfaction (E-Satisfaction) is not always statistically significant. The findings of this study indicate that the mediating role of E-Satisfaction does not significantly impact the relationship between electronic service quality and E-Loyalty.

High service quality—encompassing dimensions such as reliability, security, and ease of use—is expected to contribute to the creation of a positive experience that meets user expectations. Such experiences should enhance satisfaction with Shopee's services, which in turn becomes a key determinant in forming user loyalty, whether in the form of repeat purchases or recommending the platform to others.

However, the data suggest that while E-Service Quality may influence satisfaction, this satisfaction does not significantly mediate its effect on E-Loyalty. This indicates that service quality alone may not be sufficient to foster loyalty unless accompanied by other reinforcing factors such as emotional connection, perceived value, or consistent delivery over time.

3.3.10. The Effect of E-Trust on Shopee User' E-Loyalty, Mediated by E-Satisfaction

Electronic Trust (E-Trust) plays a critical role in shaping Electronic Loyalty (E-Loyalty) among Shopee users, although its direct influence on loyalty is not always statistically significant. This study shows that E-Satisfaction does not serve as a significant mediator in the relationship between E-Trust and E-Loyalty.

A high level of trust in aspects such as transaction security, data privacy, and the honesty of service providers fosters users' confidence in the reliability of the Shopee platform. This trust reduces perceived risk and increases shopping comfort, which in turn contributes to user satisfaction. The satisfaction that follows becomes a key determinant in reinforcing user loyalty, whether through intentions to make repeat purchases or by offering positive recommendations to others.

Although trust enhances satisfaction, the lack of a significant mediating effect suggests that other factors may be more influential in translating trust into loyalty. These may include emotional engagement, brand value alignment, or consistently delivered service quality over time.

4. CONCLUSION

In the rapidly evolving digital landscape, the long-term success of e-commerce platforms like Shopee depends not only on acquiring new users but also on retaining them through sustained electronic loyalty. This study specifically examined the influence of Electronic Word of Mouth (E-WOM), Electronic Service Quality, and Electronic Trust on Electronic Loyalty, with Electronic Satisfaction as a mediating variable, based on responses from 153 Shopee users. The findings reveal that Electronic Service Quality has the strongest positive influence on Electronic Loyalty, emphasizing the importance of a seamless, reliable, and secure shopping experience. However, it did not significantly impact Electronic Satisfaction, suggesting that while technical performance is valued, it may not be enough to emotionally satisfy users. Surprisingly, E-WOM was found to have a negative influence on both satisfaction and loyalty, indicating that overly positive or inconsistent online reviews may lead to unmet expectations. Meanwhile, Electronic Trust did not show a significant direct or indirect effect on loyalty, implying that users may already perceive Shopee as trustworthy, making trust less of a differentiating factor. On the other hand, Electronic Satisfaction was shown to significantly influence Electronic Loyalty and partially mediate relationships between the variables. These results highlight the need for Shopee to maintain high service quality, manage E-WOM effectively, focus on enhancing emotional aspects of trust, and prioritize user satisfaction to strengthen customer loyalty and ensure long-term platform sustainability.

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