

THE EFFECT OF E-SERVICE QUALITY AND E-TRUST ON E-CUSTOMER LOYALTY THROUGH E-SATISFACTION AS AN INTERVENING VARIABLE AMONG TIKTOK SHOP USERS IN DENPASAR CITY

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Abstract:

This study aims to analyze the influence of e-service quality and e-trust on e-customer loyalty, with e-satisfaction as a mediating variable among TikTok Shop users in Denpasar City. This research is motivated by the rapid development of e-commerce, which intensifies competition among digital platforms. As a result, companies are required not only to attract new customers but also to maintain customer loyalty by improving electronic service quality and building consumer trust. The study is theoretically based on the Theory of Planned Behavior (TPB), which explains that individual behavior is influenced by attitudes, subjective norms, and perceived behavioral control that shape the intention to perform a particular action. This study employs a quantitative approach using purposive sampling with 100 respondents who are TikTok Shop users in Denpasar City. Data were collected through questionnaires and analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The results show that e-service quality and e-trust have a positive and significant effect on e-satisfaction and e-customer loyalty. Furthermore, e-satisfaction also has a positive and significant effect on e-customer loyalty and is proven to act as a partial mediating variable in the relationship between e-service quality and e-trust on e-customer loyalty. These findings indicate that improving digital service quality and consumer trust can enhance customer satisfaction, which ultimately strengthens customer loyalty in e-commerce platforms.

Keywords: E-Service Quality, E-Trust, E-Satisfaction, E-Customer Loyalty, TikTok Shop.

INTRODUCTION

The rapid advancement of digital technologies, including high-speed internet, smartphones, and digital payment systems, has significantly transformed the structure of the global economy and shifted business activities from physical interactions toward digital platforms. Digitalization not only enhances operational efficiency and enables the emergence of innovative business models but also allows firms to utilize big data to develop more personalized and adaptive marketing strategies (Na et al., 2025). These developments have also influenced consumer behavior, as customers increasingly expect transaction experiences that are fast, transparent, and relevant. At the same time, the relatively low switching cost within the digital ecosystem makes customer loyalty more dynamic and susceptible to change. Previous studies indicate that even minor digital disruptions can encourage consumers to switch to competing brands (Edwards, 2025). In Indonesia, the e-commerce sector is projected to reach USD 150 billion by 2030, highlighting the growing importance of strategic efforts to maintain customer loyalty (Reuters, 2024). This transformation has been further accelerated by the emergence of social commerce, which integrates social media platforms with digital transaction systems.



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One platform that has gained significant prominence in this landscape is TikTok Shop. The platform offers a shopping experience driven by short-form video content, live shopping features, and personalized recommendation algorithms. Compared with conventional e-commerce platforms such as Tokopedia and Shopee, TikTok Shop provides a more immersive and experiential shopping environment. The integration between TikTok and Tokopedia through the acquisition of a majority stake by ByteDance has resulted in the formation of ShopTokopedia, which has reshaped the competitive dynamics of the digital commerce ecosystem in Indonesia. The nature of social commerce, which encourages impulsive purchasing behavior and emotional engagement, makes the issue of customer loyalty increasingly complex and worthy of further investigation. From a theoretical perspective, this study is grounded in the Theory of Planned Behavior proposed by Icek Ajzen (1991), which suggests that attitudes, subjective norms, and perceived behavioral control influence individual behavior. In the context of digital shopping, positive service experiences and users' trust in a platform shape favorable attitudes that may lead to repurchase intentions and long-term loyalty. Therefore, loyalty in the digital environment is not merely functional but also reflects the psychological evaluation of users toward their overall transaction experience. E-customer loyalty refers to a customer's commitment to repeatedly purchase from and maintain a long-term relationship with a digital platform (Anderson & Srinivasan, 2003). In the online environment, loyalty consists of both behavioral aspects, such as repeat purchases, and attitudinal aspects, including emotional attachment to the platform. In highly competitive digital markets with low switching barriers, customer loyalty is strongly influenced by the perceived quality of electronic services and the level of trust users place in the platform.

Previous studies have demonstrated that e-service quality has a significant influence on e-customer loyalty, either directly or indirectly through e-satisfaction (Azhar et al., 2020; Wahid & Afifah, 2023; Kumbara et al., 2023; Thaher et al., 2024). E-service quality, which includes efficiency, reliability, fulfillment, and privacy (Zeithaml et al., 2000), plays an important role in shaping positive user experiences that enhance customer satisfaction. However, several studies have reported inconsistent findings regarding the relationship between e-service quality and e-satisfaction (Ashiq & Hussain, 2023), suggesting the need for further investigation, particularly within the context of social commerce platforms. In addition to service quality, e-trust has also been identified as an important determinant of customer loyalty in digital environments. Trust in the platform's security, integrity, and reliability can strengthen users' commitment to continue using the service (Kartono & Halilah, 2019; Rintasari & Farida, 2020).

Nevertheless, other studies indicate that the influence of e-trust on loyalty may not always be significant when mediated by e-satisfaction (Magistra & Agustini, 2024). These inconsistent findings highlight the existence of a research gap that warrants further examination, particularly in the context of TikTok Shop following its integration with Tokopedia and within specific regional contexts such as Denpasar City. Based on these considerations, this study aims to analyze the influence of e-service quality and e-trust on e-customer loyalty, with e-satisfaction acting as a mediating variable among TikTok Shop users in Denpasar City. This research is expected to contribute to the development of digital marketing literature while also providing practical insights for platform managers and business practitioners in designing strategies to enhance customer loyalty in the era of social commerce.

Theory of Planned Behavior (TPB). The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), is an extension of the Theory of Reasoned Action (TRA). This theory explains that an individual's intention to perform a behavior is influenced by three main components: attitude toward the behavior, subjective norm, and perceived behavioral control. A more positive attitude



toward a behavior, stronger social influence, and a higher perception of an individual's ability to control the behavior will increase the likelihood of the individual forming the intention to perform that behavior. TPB provides a more comprehensive framework than TRA because it considers behavioral control factors that may not be entirely under an individual's control (Madden et al., 1992). A meta-analysis conducted by Armitage and Conner (2001) also demonstrated that TPB is capable of explaining various consumer behaviors, including purchase decision-making and customer loyalty. In the context of digital marketing, TPB can be used to explain how consumer attitudes and experiences toward a digital platform influence loyalty behavior. Positive service experiences (e-service quality) and trust in the platform (e-trust) can shape favorable customer attitudes. These attitudes may then influence customer satisfaction (e-satisfaction), which ultimately encourages the development of customer loyalty (e-customer loyalty) toward platforms such as TikTok Shop.

E-Service Quality. E-service quality refers to the ability of a digital platform to facilitate online shopping activities effectively and efficiently, including information search, transaction processes, and post-purchase services. According to Parasuraman et al. (2005), e-service quality is defined as the level of excellence of web-based services that enables consumers to shop, make payments, and receive products with ease and security. Zeithaml et al. (2000) explain that electronic service quality encompasses several aspects, including efficiency, fulfillment, system availability, and privacy. Meanwhile, Wolfinbarger and Gilly (2003) emphasize that website quality, reliability, and security are key factors shaping consumers' perceptions of digital services. Fassnacht and Koese (2006) further argue that in online environments, consumers play a more active role, making service quality highly dependent on ease of navigation and overall user experience.

Parasuraman et al. (2000) developed several indicators to measure e-service quality, including:

1. Efficiency, the ease and speed of accessing and using the website.
2. Fulfillment, accurate product delivery and the consistency between product descriptions and the actual products received.
3. Privacy, the protection of customers' personal information.
4. Responsiveness, the speed of response to customer problems.
5. Compensation is the provision of compensation when service failures occur.

Wolfinbarger and Gilly (2003) measure e-service quality through the dimensions of fulfillment/reliability, website design, customer service, and security/privacy. Madu and Madu (2002) also identify performance, features, reliability, reputation, and system integrity as important dimensions of online service quality. Empirically, numerous studies have demonstrated that e-service quality significantly influences customer satisfaction and loyalty in digital environments. Azhar et al. (2020) found that e-service quality positively affects e-satisfaction and e-loyalty among e-commerce users. Wahid and Afifah (2023) confirmed that digital service quality enhances user loyalty on online platforms. Kumbara et al. (2023) reported that e-service quality strengthens loyalty through customer satisfaction as a mediating variable. Similarly, Thaher et al. (2024) identified a positive relationship between e-service quality and e-loyalty mediated by e-satisfaction. Prihandoko et al. (2023) also demonstrated that improvements in digital service quality directly increase customer satisfaction, which subsequently leads to stronger loyalty. However, Ashiq and Hussain (2023) found that the influence of e-service quality on e-satisfaction is not always significant, indicating that the relationship may vary across different research contexts.

Based on the theoretical framework and previous empirical studies, the following hypotheses are proposed:

H1: E-service quality has a positive and significant effect on e-customer loyalty.



H3: E-service quality has a positive and significant effect on e-satisfaction.

H6: E-service quality influences e-customer loyalty through e-satisfaction.

E-Trust. E-trust refers to the level of consumer confidence in the integrity, security, and reliability of a digital platform when conducting transactions. Mayer et al. (1995) define trust as the willingness of an individual to accept vulnerability based on the expectation that another party possesses ability, integrity, and benevolence. In the digital context, Ribbink et al. (2004) explain that e-trust represents the degree of trust consumers place in online channels and electronic transactions. Furthermore, Kim et al. (2008) suggest that trust in e-commerce is influenced by several factors, including company reputation, system security, and the protection of customer privacy. The indicators used to measure e-trust include:

1. Reputation, referring to consumers' perceptions of the platform's credibility and positive reputation, can enhance users' level of trust.
2. Privacy refers to the extent to which consumers believe that their personal information is protected when using the platform.
3. Reliability refers to the platform's ability to provide consistent and dependable services.
4. Security Concerns, referring to consumers' confidence that the platform's security system can protect transactions and prevent misuse
5. Quality of the Website refers to the visual appearance and functional quality of the platform, which influences users' trust when interacting with the website or application.

Camp (2001) identifies security, privacy, and reliability as key indicators of trust in Internet transactions. Kim et al. (2008) further highlight company reputation and perceived risk as important determinants of online consumer trust. Empirical studies have shown that e-trust significantly influences customer loyalty in digital environments. Kartono and Halilah (2019) found that e-trust positively affects e-loyalty in digital marketplaces. Rintasari and Farida (2020) demonstrated that e-trust enhances loyalty through e-satisfaction as a mediating variable. Similarly, Putra and Hidayat (2022) identified a direct effect of e-trust on e-commerce customer loyalty. Wahid and Afifah (2023) reported that users' trust in the security and integrity of online platforms contributes to stronger customer loyalty. Thaher et al. (2024) also confirmed that e-trust strengthens loyalty through customer satisfaction. However, Magistra and Agustini (2024) found that in certain contexts, the mediating role of satisfaction may weaken the direct effect of trust on loyalty, suggesting that further empirical testing is required.

Based on the theoretical framework and previous empirical studies, the following hypotheses are proposed:

H2: E-trust has a positive and significant effect on e-customer loyalty.

H4: E-trust has a positive and significant effect on e-satisfaction.

H7: E-trust influences e-customer loyalty through e-satisfaction.

E-Satisfaction. Customer satisfaction refers to a post-purchase evaluation based on the comparison between customers' expectations prior to using a service and the actual performance they receive (Oliver, 2014). In the digital environment, interactions between customers and service providers occur through online platforms, leading to the development of the concept of e-satisfaction. E-satisfaction refers to the level of customer satisfaction with services delivered through electronic media and the extent to which the experience of using a digital platform meets customers' expectations during the online interaction process (Tran & Vu, 2019). This level of satisfaction is formed through customers' experiences while using digital services, such as the ease of platform use, transaction security, and the overall quality of service provided.

According to Szymanski and Hise (2000), e-satisfaction can be measured using several key indicators that reflect customers' experiences when interacting with digital platforms, including:

1. Online Convenience refers to the level of ease experienced by customers when searching for information, conducting transactions, and completing online purchases quickly and efficiently.
2. Merchandising refers to the completeness of product information, the accuracy of product descriptions, and the variety of product options available on the platform.
3. Site Design refers to the visual appearance, navigation structure, and ease of use of the website or application that enable customers to obtain information and conduct transactions effectively.
4. Usefulness refers to the extent to which the digital platform provides benefits and assists users in fulfilling their needs.
5. Enjoyment refers to the level of comfort and pleasure experienced by users when interacting with the digital platform.

In the context of digital services, e-satisfaction represents an important factor that reflects the success of a platform in meeting customer expectations. The level of e-satisfaction is formed through customers' experiences when interacting with the online service system, such as ease of use, quality of information, and transaction security. When the experience obtained meets or exceeds customer expectations, the level of satisfaction increases and may encourage the development of customer loyalty toward the platform. Several previous studies have highlighted the important role of e-satisfaction in shaping customer loyalty in digital platforms. Leonard (2019) found that e-service quality and e-trust positively influence e-satisfaction and e-customer loyalty.

Furthermore, Azhar et al. (2020) showed that e-service quality and e-trust affect e-customer loyalty both directly and indirectly through e-satisfaction as a mediating variable. Rintasari and Farida (2020) also found that e-satisfaction acts as a mediator in the relationship between e-trust and e-service quality toward e-customer loyalty. Similar results were reported by Wahid and Afifah (2023), who stated that e-satisfaction serves as a partial mediator in the relationship between e-service quality and e-customer loyalty. In addition, Febriyanti et al. (2024) found that e-satisfaction partially mediates the influence of e-service quality and e-trust on e-customer loyalty among TikTok Shop users.

Based on the theoretical framework and previous empirical studies, the following hypothesis is proposed:

H5: E-satisfaction has a positive and significant effect on e-customer loyalty.

E-Customer Loyalty. Customer loyalty in the digital environment is an important factor for the sustainability of e-commerce platforms. Loyalty is not only measured by the frequency of repeat purchases but also reflects customers' positive attitudes and commitment toward a particular service. According to Dick and Basu (1994), customer loyalty is defined as a combination of a positive attitude toward a brand and consistent repeat purchasing behavior. In the digital context, customer loyalty is also influenced by the level of satisfaction and trust experienced while using the platform. Reichheld and Scheffer (2000) argue that trust is a critical factor in building customer loyalty in online environments because transactions are conducted without direct interaction. When customers feel satisfied, secure, and confident in the services provided, they are more likely to maintain a long-term relationship with the platform. To measure customer loyalty in the e-commerce context, this study adopts customer loyalty indicators developed in digital marketing literature by Zeithaml, Berry, and Parasuraman (1996). These indicators include:

1. Repurchase Intention refers to the consumer's intention to make repeat purchases on the same platform in the future.



2. Willingness to Recommend, referring to the consumer's willingness to recommend the platform to others based on positive experiences.
3. Intention to Continue Use refers to the consumer's willingness to recommend the platform to others based on positive experiences.
4. Resistance to Switch refers to the tendency of consumers to remain loyal to the platform despite the availability of alternative platforms.
5. Willingness to Pay More refers to the consumer's readiness to pay a higher price for a platform perceived as trustworthy and high quality.

Studies on e-customer loyalty have been widely conducted in the context of digital services and e-commerce platforms. Kartono and Halilah (2019) found that e-trust has a positive and significant effect on e-customer loyalty among sellers on the Bukalapak platform. Another study by Leonnard (2019) revealed that e-service quality and e-trust positively influence e-satisfaction and e-customer loyalty. Furthermore, Azhar et al. (2020) showed that e-service quality and e-trust affect e-customer loyalty both directly and indirectly through e-satisfaction among Lazada users in Bandung. Similar findings were reported by Cahyanti et al. (2022), who found that e-service quality and e-trust influence e-customer loyalty through e-satisfaction among ShopeePay users. In addition, Safitri et al. (2023) found that e-trust and e-satisfaction significantly influence e-customer loyalty among users of the Flip application. More recent research by Rahmawati and Ramli (2024) also showed that e-trust and e-satisfaction significantly influence e-customer loyalty among TikTok Shop users.

Although previous studies have demonstrated that e-service quality, e-trust, and e-satisfaction play important roles in shaping e-customer loyalty, several research gaps remain. Most previous studies have been conducted on e-commerce platforms such as Lazada, ShopeePay, and financial service applications such as Flip. Meanwhile, studies that specifically examine the relationship between e-service quality, e-trust, e-satisfaction, and e-customer loyalty in the context of social commerce platforms such as TikTok Shop remain relatively limited. In addition, several previous studies have produced inconsistent findings, particularly regarding the direct influence of e-service quality and e-trust on e-customer loyalty. Therefore, further research is needed to provide a more comprehensive understanding of these relationships.

Based on this background, this study aims to analyze the influence of e-service quality and e-trust on e-customer loyalty with e-satisfaction as a mediating variable among TikTok Shop users in Denpasar City. This research is expected to provide empirical contributions in understanding the factors influencing customer loyalty within the rapidly growing social commerce environment.

The conceptual framework of this study is illustrated as follows.

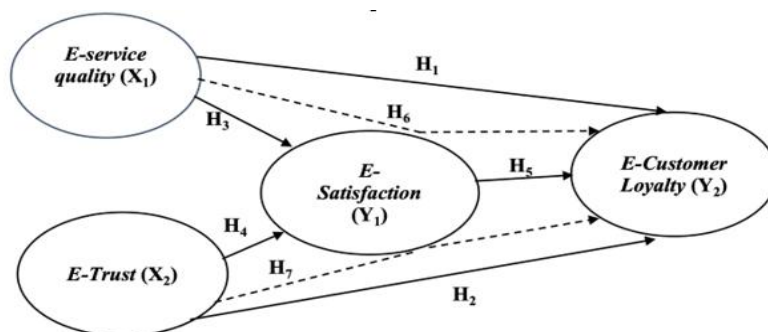


Figure 1. Research Conceptual Framework

METHODS

This study was conducted in Denpasar City. The selection of this location was based on the high level of community engagement in using digital platforms and social media for online shopping transactions. In addition, the rapid growth of social commerce has encouraged the increasing use of shopping features on platforms such as TikTok Shop among urban communities, making it relevant to examine consumer behavior in this context. The population of this study consists of all TikTok Shop users. The criteria for respondents were individuals who had previously purchased through TikTok Shop, ensuring that they could provide relevant responses to the questionnaire statements. The sampling technique used in this research was purposive sampling, which is a method of selecting samples based on specific considerations aligned with the research objectives. A total of 100 TikTok Shop users in Denpasar City were selected as the research sample. Data were collected using a survey method through a structured questionnaire. The questionnaire items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This scale was used to measure respondents' perceptions of the research variables, namely e-service quality, e-trust, e-satisfaction, and e-customer loyalty. The data analysis technique employed in this study was Structural Equation Modeling-Partial Least Squares (SEM-PLS). This method was used to analyze the relationships among variables in the research model simultaneously, including both direct and indirect relationships through mediating variables. Therefore, SEM-PLS enables a more comprehensive understanding of the influence of e-service quality and e-trust on e-customer loyalty through e-satisfaction among TikTok Shop users.

RESULT AND DISCUSSION

Measurement Model Evaluation. The measurement model evaluation was conducted to assess the validity and reliability of the indicators in measuring the latent constructs used in this study. The significance parameter indicates that an indicator can significantly explain the measured construct if it has a small p-value (Hair et al., 2010). Based on the analysis results presented in Table 2, all indicators of the variables e-service quality, e-trust, e-customer loyalty, and e-satisfaction have p-values < 0.001. Therefore, it can be concluded that all indicators are able to measure their respective constructs significantly. The loading factor value is used to indicate the strength of the relationship between indicators and the latent constructs they represent. Hair et al. (2010) state that a good loading factor value should be greater than 0.50. The results show that all indicators have loading factor values above 0.50, ranging from 0.720 to 0.919. It indicates that each indicator is able to represent the measured constructs well.

Furthermore, the Average Variance Extracted (AVE) was used to assess the level of convergent validity for each construct. An AVE value greater than 0.50 indicates that the construct has adequate convergent validity (Hair et al., 2010). The test results show that the AVE values for each construct are 0.583 for e-service quality, 0.679 for e-trust, 0.707 for e-customer loyalty, and 0.710 for e-satisfaction. All values exceed the recommended minimum threshold, indicating that the constructs have good convergent validity. In addition, Composite Reliability (CR) was examined to determine the internal consistency of the indicators in measuring each construct. A CR value greater than 0.70 indicates good reliability (Hair et al., 2010). The results show that the CR values are 0.933 for e-service quality, 0.955 for e-trust, 0.964 for e-customer loyalty, and 0.961 for e-satisfaction. These values indicate that all constructs in this study have very good reliability. Thus, it can be concluded that the measurement model in this study meets the criteria of validity and reliability and is therefore suitable for further structural model analysis.



Table 1. Validity and Reliability Test Results

	UTAUT	p-value	Loading factor	AVE	CR
E-Service Quality					
Efficiency	I find it easy to search for the products I need on TikTok Shop	<0.001	0.722		
	I feel that the search and ordering process on TikTok Shop is fast and efficient	<0.001	0.740		
Fulfillment	I feel that TikTok Shop processes my orders as promised	<0.001	0.830		
	I feel that the product information displayed on TikTok Shop matches the product I received	<0.001	0.768		
Privacy	I feel that TikTok Shop has a system that properly protects my personal data	<0.001	0.827	0.583	0.933
	I feel that my payment information is secure when making transactions on TikTok Shop	<0.001	0.778		
Responsiveness	I feel that TikTok Shop provides a quick response when I encounter a problem	<0.001	0.742		
	I feel that TikTok Shop's customer service is easy to contact when needed	<0.001	0.776		
Compensation	I feel that TikTok Shop provides fair compensation if there is an error with my order	<0.001	0.725		
	I feel that the refund process on TikTok Shop is clear and transparent	<0.001	0.720		
E-Trust					
Reputation	I believe that TikTok Shop has a good reputation as an online shopping platform	<0.001	0.865		
	I consider TikTok Shop to be a trustworthy online shopping platform	<0.001	0.878		
Privacy	I feel that my personal data is safe when shopping on TikTok Shop	<0.001	0.770		
	I feel that TikTok Shop maintains the confidentiality of my personal information well	<0.001	0.827		
Reliability	I experience smooth transaction processes on TikTok Shop	<0.001	0.824		
	I can rely on TikTok Shop to conduct transactions repeatedly	<0.001	0.801	0.679	0.955
Security Concerns	I feel that the payment system on TikTok Shop is secure to use	<0.001	0.858		
	I believe that TikTok Shop has a good security system to protect transactions	<0.001	0.827		
Quality of the Website	I feel that the interface and design of the TikTok Shop application increase my trust in the platform	<0.001	0.752		
	I feel that the features on TikTok Shop are easy to use and function well	<0.001	0.833		
E-Customer Loyalty					
Repurchase Intention	I intend to make purchases again on TikTok Shop in the future	<0.001	0.832	0.707	0.964



	TikTok Shop is my primary choice when shopping online	<0.001	0.799	
	I will continue using TikTok Shop to fulfill my shopping needs	<0.001	0.890	
Willingness to Recommend	I am willing to recommend TikTok Shop to friends or family	<0.001	0.851	
	I will share my positive shopping experiences on TikTok Shop with others	<0.001	0.864	
Intention to Continue Use	I intend to continue using TikTok Shop in the long term	<0.001	0.779	
	I feel comfortable and accustomed to using TikTok Shop for online shopping	<0.001	0.868	
Resistance to Switch	I am not easily inclined to switch to other online shopping platforms besides TikTok Shop	<0.001	0.863	
	I would still choose TikTok Shop even though there are many alternative platforms available	<0.001	0.825	
Willingness to Pay More	I am willing to pay a slightly higher price when shopping through TikTok Shop	<0.001	0.857	
	My trust in TikTok Shop makes me continue shopping there even if other platforms offer lower prices	<0.001	0.814	
E-Satisfaction				
Online Convenience	I find it easy to search for the products I need on TikTok Shop	<0.001	0.762	
	I feel that shopping on TikTok Shop saves me time and effort	<0.001	0.850	
Merchandising	I believe that the product information displayed on TikTok Shop is complete and clear	<0.001	0.866	
	I feel that the product descriptions on TikTok Shop help me make purchasing decisions	<0.001	0.873	
Site Design	I find the TikTok Shop application interface attractive and easy to understand	<0.001	0.848	0.710 0.961
	I find the menu navigation and features on TikTok Shop easy to use	<0.001	0.919	
Usefulness	I feel that TikTok Shop provides real benefits in meeting my shopping needs	<0.001	0.908	
	I believe that the features available on TikTok Shop help make my shopping process more effective	<0.001	0.759	
Enjoyment	I feel comfortable when using TikTok Shop	<0.001	0.820	
	I enjoy the experience of shopping through TikTok Shop	<0.001	0.808	

Discriminant Validity. Discriminant validity is used to ensure that each construct in the research model is empirically distinct from other constructs. It means that the indicators used to measure a particular construct should not be highly correlated with indicators of other constructs. One commonly used method to assess discriminant validity is the Fornell-Larcker criterion, which



states that the square root of the Average Variance Extracted (\sqrt{AVE}) of each construct should be greater than its correlation with other constructs in the model. Table 3 presents the correlation matrix between constructs, where the diagonal values represent the square root of AVE for each construct. The results show that the \sqrt{AVE} values for e-service quality (0.764), e-trust (0.824), e-satisfaction (0.843), and e-customer loyalty (0.841) are higher than the recommended threshold of 0.50, indicating that each construct has adequate convergent validity.

However, the correlation values between several constructs, such as e-service quality and e-trust (0.871), e-customer loyalty and e-trust (0.889), and e-customer loyalty and e-satisfaction (0.881), are relatively high compared to the \sqrt{AVE} values of the respective constructs. It indicates that although the constructs are theoretically distinct, there is a strong relationship among them within the research model. Overall, the results presented in Table 3 indicate that the constructs demonstrate acceptable discriminant validity, although some constructs exhibit relatively strong correlations due to their close conceptual relationships in the context of digital commerce behavior.

Table 2. Construct Correlation

Constructs	E-SQ	E-T	E-S	E-CL
E-SQ	0.764			
E-T	0.871	0.824		
E-S	0.801	0.834	0.843	
E-CL	0.869	0.889	0.881	0.841

Hypothesis Testing. Hypothesis testing in this study was conducted using path analysis in the structural model. The significance of the relationships between constructs was evaluated based on the path coefficient and p-value, where a relationship is considered significant if the p-value is less than 0.05. Based on the results presented in Table 4, all hypothesized relationships show positive and significant effects. The results indicate that e-service quality has a positive and significant effect on e-customer loyalty ($\beta = 0.273$; $p = 0.002$), and e-trust also has a positive and significant effect on e-customer loyalty ($\beta = 0.325$; $p = 0.001$). In addition, e-service quality significantly influences e-satisfaction ($\beta = 0.308$; $p = 0.020$), while e-trust demonstrates a stronger positive effect on e-satisfaction ($\beta = 0.566$; $p = 0.000$). Furthermore, e-satisfaction significantly affects e-customer loyalty ($\beta = 0.391$; $p = 0.000$). These findings indicate that improvements in service quality and customer trust can enhance customer satisfaction, which ultimately contributes to higher customer loyalty. The results of the indirect effect analysis show that e-satisfaction mediates the relationship between e-service quality and e-customer loyalty, with a path coefficient of 0.120 ($p = 0.043$). Similarly, e-satisfaction also mediates the relationship between e-trust and e-customer loyalty, with a stronger indirect effect coefficient of 0.221 ($p = 0.000$). Since the direct effects of e-service quality and e-trust on e-customer loyalty remain significant, e-satisfaction acts as a partial mediator in this research model. Regarding the explanatory power of the model, the R^2 value for e-satisfaction is 0.713, indicating that 71.3% of the variance in e-satisfaction can be explained by e-service quality and e-trust, while the remaining 28.7% is explained by other factors outside the model. Meanwhile, the R^2 value for e-customer loyalty is 0.866, meaning that 86.6% of the variance in e-customer loyalty is explained by e-service quality, e-trust, and e-satisfaction, while 13.4% is influenced by other variables not included in this study. In addition, the Q^2 value of 0.963 indicates that the structural model has very strong predictive relevance, suggesting that the proposed research model has high explanatory and predictive capability.



Table 4. Hypothesis Testing Results

Constructs	Path Coefficient	P value	Remarks
<i>E-Service Quality</i> → <i>E-Customer Loyalty</i>	0.273	0.002	Significant
<i>E-Trust</i> → <i>E-Customer Loyalty</i>	0.325	0.001	Significant
<i>E-Service Quality</i> → <i>E-Satisfaction</i>	0.308	0.020	Significant
<i>E-Trust</i> → <i>E-Satisfaction</i>	0.566	0.000	Significant
<i>E-Satisfaction</i> → <i>E-Customer Loyalty</i>	0.391	0.000	Significant
<i>E-Service Quality</i> → <i>E-Satisfaction</i> → <i>E-Customer Loyalty</i>	0.120	0.043	Significant Mediation
<i>E-Trust</i> → <i>E-Satisfaction</i> → <i>E-Customer Loyalty</i>	0.221	0.000	Significant Mediation
R ² <i>E-Satisfaction</i> : 0.713			
R ² <i>E-Customer Loyalty</i> : 0.866			
Q ² : 0.963			

The Effect of E-Service Quality on E-Customer Loyalty. Electronic service quality is one of the important factors influencing customer loyalty in the context of digital commerce. In an e-commerce environment, customers evaluate not only the products they purchase but also the overall service experience they perceive throughout the transaction process. The better the electronic service quality provided by a platform, the greater the likelihood that customers will continue to use the platform and recommend it to others. The results of this study indicate that e-service quality has a positive and significant effect on e-customer loyalty among TikTok Shop users in Denpasar City. This finding suggests that good electronic service quality can enhance customer loyalty toward online shopping platforms. When users experience an easy product search process, efficient transactions, and a responsive and secure system, a positive shopping experience is created. This experience encourages consumers to continue using the same platform for future purchases. The e-service quality variable in this study falls into the good category with an average score of 4.10. The indicators with the highest values are the ease of product search and the efficiency of the ordering process, indicating that respondents perceive TikTok Shop's system as easy to use and capable of providing a practical transaction experience.

Meanwhile, the e-customer loyalty variable is also categorized as good, with an average score of 4.20, reflected in the high intention of customers to repurchase and their willingness to recommend the platform to others. These findings can be explained through the Theory of Planned Behavior (TPB), which states that individual behavior is influenced by attitudes and perceptions regarding the ease of performing a particular action. In this context, good electronic service quality increases the perceived ease of using the platform, thereby shaping positive consumer attitudes toward the service provided. These positive attitudes then encourage behavioral intentions to continue using the platform, which is reflected in customer loyalty. The results of this study are consistent with the findings of Leonard (2019), Azhar et al. (2020), and Febriyanti et al. (2024), which state that e-service quality has a positive and significant effect on customer loyalty on digital platforms. These findings indicate that electronic service quality is a strategic factor in retaining customers in the increasingly competitive digital business environment. Based on the findings of this study, several aspects should be considered by companies to improve e-service quality. First, improving navigation convenience and system efficiency so customers can find products and complete transactions quickly and without obstacles. Second, ensuring the accuracy of product information and ordering processes so that customers obtain transaction experiences that match



their expectations. Third, improving payment system security and personal data protection, as security is an important factor in building customer trust. Fourth, improving customer service responsiveness so that user complaints or issues can be handled quickly and effectively.

The Effect of E-Trust on E-Customer Loyalty. Consumer trust is a fundamental element in electronic transactions because interactions between sellers and buyers occur without direct face-to-face contact. In the e-commerce environment, the level of trust in a platform becomes an important factor that determines whether consumers are willing to continue using the same service or switch to another platform. When consumers feel that a platform can ensure transaction security, protect personal data, and maintain a good reputation, they tend to demonstrate a commitment to continue using the service. Therefore, the higher the level of customer trust in a digital platform, the greater the likelihood of customer loyalty formation. The results of this study indicate that e-trust has a positive and significant effect on e-customer loyalty among TikTok Shop users in Denpasar City. It means that the higher the level of consumer trust in TikTok Shop, the higher the likelihood that customers will make repeat purchases, recommend the platform to others, and continue using the platform in the long term. The e-trust variable has an average score of 4.20, which falls into the good category. The highest indicators are smooth transaction processes, payment system security, and TikTok Shop's reputation as an online shopping platform, all of which fall into the very good category. This condition indicates that respondents have a high level of confidence in TikTok Shop's ability to provide a secure and reliable transaction system.

On the other hand, the e-customer loyalty variable also has an average score of 4.20, indicating that respondents tend to demonstrate good loyalty toward the platform, both in terms of repurchase intention, willingness to recommend it to others, and preference to continue using TikTok Shop compared to other e-commerce platforms. The relationship between e-trust and e-customer loyalty can be explained through the formation of consumer confidence in the security and reliability of digital services. When consumers feel that the payment system is secure, transactions run smoothly, and personal data is well protected, the perceived risk of online shopping decreases. This condition encourages the formation of positive attitudes toward the platform, which ultimately increases consumers' intention to continue using the service. Customer loyalty is then reflected through consistent platform usage, willingness to recommend it to others, and preference not to switch to competing platforms. The results of this study are consistent with the findings of Kartono and Halilah (2019), Tawe et al. (2022), Safitri et al. (2023), and Rahmawati and Ramli (2024), which state that e-trust has a positive and significant effect on customer loyalty on e-commerce platforms. These findings indicate that building and maintaining customer trust is an important strategy for digital companies in creating long-term relationships with customers.

The Effect of E-Service Quality on E-Satisfaction. Electronic service quality is one of the key factors determining customer satisfaction levels in the e-commerce environment. In digital transactions, consumers evaluate not only the products they receive but also their experience during the process of searching for information, placing orders, and completing transactions. If a platform can provide a system that is easy to use, fast, and capable of delivering clear and accurate information, consumers tend to experience a more comfortable and satisfying shopping experience. Therefore, the better the electronic service quality provided by a platform, the higher the likelihood that customers will feel satisfied with the service. The results of this study show that e-service quality has a positive and significant effect on e-satisfaction among TikTok Shop users in Denpasar City. It indicates that improvements in the electronic service quality provided by the platform can increase customer satisfaction during service usage. The e-service quality variable has an average score of



4.10, categorized as good. The highest indicators relate to ease of product search and the speed and efficiency of the ordering process, both categorized as very good.

These findings indicate that the search system and transaction processes on TikTok Shop provide convenience for users in conducting online shopping activities. Meanwhile, the e-satisfaction variable has an average score of 3.99, also categorized as good, reflecting that respondents feel fairly satisfied with their shopping experiences. Furthermore, the R-square value of e-satisfaction is 0.719, indicating that 71.9% of the variation in customer satisfaction can be explained by the variables of e-service quality and e-trust. Conceptually, e-service quality represents the ability of an e-commerce platform to provide effective, efficient, and reliable electronic-based services to meet user needs. When the service quality perceived by consumers meets or exceeds their expectations, consumers will give positive evaluations of their platform usage experience. These positive evaluations are then reflected in an affective response in the form of satisfaction with the services received. This study's findings are consistent with those of Azhar et al. (2020), Nurkhomeira et al. (2022), Magistra and Agustini (2024), and Ashiq and Hussain (2023), which indicate that e-service quality has a positive and significant effect on e-satisfaction in e-commerce platforms. These findings suggest that high-quality electronic services are a key factor in creating a satisfying shopping experience for consumers in the digital environment.

The Effect of E-Trust on E-Satisfaction. In the digital commerce environment, the level of customer trust in a platform plays an important role in influencing how consumers evaluate their shopping experiences. When consumers perceive that a platform has a good reputation, provides secure payment systems, and protects personal data confidentiality, their sense of security in transactions increases. This condition reduces the uncertainty that often arises in online transactions, resulting in more positive shopping experiences and ultimately increasing customer satisfaction. The results of this study indicate that e-trust has a positive and significant effect on e-satisfaction among TikTok Shop users in Denpasar City. The e-trust variable has an average score of 4.20, categorized as good, with the highest indicators relating to smooth transactions, payment security, and platform reputation. The R-square value of e-satisfaction is 0.719, meaning that 71.9% of the variation in customer satisfaction can be explained by e-service quality and e-trust.

Conceptually, e-trust reflects consumer confidence in the platform's ability to provide reliable, secure services that meet user expectations. When consumers have a high level of trust in a platform, they feel more comfortable conducting transactions and are more confident about the service quality provided. From the perspective of the Theory of Planned Behavior (TPB), trust in system security, transaction reliability, and platform reputation forms behavioral beliefs that using TikTok Shop provides benefits and carries low risk. These beliefs influence users' attitudes toward the platform, which subsequently leads to higher satisfaction levels. This study's findings are consistent with those of Putra and Hidayat (2022), Asnaniyah (2022), Wahid and Afifah (2023), and Rahmawati and Ramli (2024), who state that e-trust has a positive and significant effect on e-satisfaction in the context of e-commerce. These findings reinforce that customer trust is an important factor that companies need to consider in creating a satisfying shopping experience for users of digital platforms.

The Effect of E-Satisfaction on E-Customer Loyalty. Customer satisfaction is one of the key factors that drives the formation of customer loyalty in the context of digital commerce. When customers feel that their shopping experience meets or even exceeds their expectations, their tendency to continue using the same platform becomes higher. The results of this study indicate that e-satisfaction has a positive and significant effect on e-customer loyalty, as shown by the positive path coefficient value, T-statistics > 1.96, and P-values < 0.05, indicating that the hypothesis is accepted. This finding suggests that the higher the level of customer satisfaction, the higher the level

of customer loyalty toward TikTok Shop. The e-satisfaction variable has an average value of 3.99, which falls into the good category. Several indicators received relatively high ratings, such as the ease of searching for products, an attractive application interface, and the convenience of using the application. This level of satisfaction is reflected in the e-customer loyalty variable, which has an average value of 4.20, indicating that customers tend to make repeat purchases, recommend the platform to others, and continue using TikTok Shop in the long term. In addition, the R-square value of e-customer loyalty is 0.870, which indicates that 87% of the variation in customer loyalty can be explained by e-service quality, e-trust, and e-satisfaction, where e-satisfaction serves as one of the important factors in shaping customer loyalty.

Conceptually, e-satisfaction represents an evaluative response from customers that arises after comparing their expectations prior to using the platform with the experience they receive while using it. When customers experience a smooth, comfortable, and expectation-consistent shopping process, a feeling of satisfaction toward the platform will emerge. This satisfaction then encourages a sustained positive attitude, leading customers not only to use the platform temporarily but also to demonstrate a commitment to continue using it. The results of this study are consistent with the findings of Tanlim and Tommy (2024), Safitri et al. (2023), Tawe et al. (2022), and Prihandoko et al. (2023), which state that e-satisfaction has a significant influence on e-customer loyalty in the context of e-commerce.

The Effect of E-Service Quality on E-Customer Loyalty through E-Satisfaction. The relationship between electronic service quality and customer loyalty does not always occur directly, but often through the satisfaction experienced by customers while using digital services. In this context, customer satisfaction becomes an important mechanism that bridges the influence of service quality on the formation of customer loyalty. The results of this study indicate that e-service quality has a positive and significant effect on e-customer loyalty through e-satisfaction, indicating that e-satisfaction plays a mediating role. It is shown by the significant indirect effect value (p -values < 0.05) with a positive path coefficient that the mediation hypothesis is accepted. The e-service quality variable has an average value of 4.10 (good category), e-satisfaction 3.99, and e-customer loyalty 4.20. These findings indicate that good electronic service quality can increase customer satisfaction, which in turn encourages the formation of customer loyalty toward TikTok Shop.

Conceptually, electronic service quality, which includes ease of system use, efficiency of transaction processes, and service reliability, creates a positive shopping experience for users. When this experience meets or exceeds customer expectations, a sense of satisfaction toward the platform will emerge. This satisfaction then develops into a more stable, positive attitude, encouraging customers to make repeat purchases, continue using the same platform, and recommend it to others. From the perspective of the Theory of Planned Behavior (TPB), good electronic service quality forms behavioral beliefs that using the platform provides benefits and convenience for users. These beliefs influence a positive attitude toward using TikTok Shop, which is then evaluated through the level of customer satisfaction. This satisfaction subsequently strengthens the behavioral intention to continue using the platform, which is ultimately reflected in loyal customer behavior. The results of this study are consistent with the findings of Azhar et al. (2020), Rintasari and Farida (2020), Prihandoko et al. (2023), and Febriyanti et al. (2024), which state that e-satisfaction mediates the effect of e-service quality on e-customer loyalty in the context of e-commerce.

The Effect of E-Trust on E-Customer Loyalty through E-Satisfaction. Customer loyalty in e-commerce platforms is not only influenced by the level of trust in the platform but also by the satisfaction experienced by customers when using the service. In this context, customer satisfaction acts as an important mechanism that bridges the influence of trust on the formation of customer



loyalty. The results of this study indicate that e-trust has a positive and significant effect on e-customer loyalty through e-satisfaction, indicating that e-satisfaction serves as a mediating variable. It is evidenced by the significant indirect effect (p -values < 0.05) with a positive path coefficient. Based on the descriptive analysis, the mean score of e-trust is 4.20, e-satisfaction is 3.99, and e-customer loyalty is 4.20. These findings indicate that a high level of customer trust in TikTok Shop can enhance customer satisfaction, which in turn encourages the development of customer loyalty.

Conceptually, customer trust in the security of payment systems, the smoothness of transactions, and the reputation of the platform can reduce perceived risk in online shopping. When customers feel secure and confident in the platform they use, they tend to evaluate their shopping experience more positively. This positive evaluation subsequently leads to a sense of satisfaction with the service received, which ultimately motivates customers to continue using the platform, make repeat purchases, and recommend it to others. From the perspective of the Theory of Planned Behavior (TPB), trust in the platform forms behavioral beliefs that using TikTok Shop provides benefits and involves low risk. These beliefs influence a positive attitude toward using the platform, which is then reflected in the level of customer satisfaction. This satisfaction further strengthens the behavioral intention to continue using TikTok Shop, which eventually develops into loyal customer behavior. The findings of this study are consistent with previous studies conducted by Kartono and Halilah (2019), Tawe et al. (2022), Cahyanti et al. (2022), Melawati et al. (2023), and Thaher et al. (2024), which state that e-satisfaction mediates the relationship between e-trust and e-customer loyalty across various e-commerce platforms.

CONCLUSION

The rapid development of e-commerce requires companies not only to attract new customers but also to maintain customer loyalty through service quality and user trust. This study aims to analyze the effect of e-service quality and e-trust on e-customer loyalty with e-satisfaction as a mediating variable among TikTok Shop users in Denpasar City. The results of the study show that e-service quality and e-trust have a positive and significant effect on e-customer loyalty. In addition, e-service quality and e-trust also have a positive and significant effect on e-satisfaction, and e-satisfaction has been proven to have a positive and significant effect on e-customer loyalty. Other findings indicate that e-satisfaction is able to mediate the relationship between e-service quality, e-trust, and e-customer loyalty. It suggests that customer satisfaction plays an important role in bridging service quality and trust in the formation of customer loyalty.

In order to improve customer loyalty, TikTok Shop needs to continuously enhance the quality of electronic services provided to users. It can be achieved by ensuring that the application system operates stably, transaction processes are fast and secure, and product information displayed on the platform is clear and accurate. In addition, the company needs to strengthen personal data protection systems and payment security to increase customer trust in conducting online transactions. TikTok Shop may also develop customer retention strategies such as offering special promotions, vouchers, or loyalty programs for active users in order to encourage repeat purchases and recommendations to other users.

This study has several limitations. First, the scope of the research is limited to TikTok Shop users in Denpasar City; the findings may not be generalizable to users in other regions with different characteristics. Second, this study only uses a quantitative approach through questionnaire distribution, meaning that the perceptions obtained from respondents are limited to the responses provided within the research instrument. Future studies are recommended to include additional variables that may influence e-customer loyalty, such as perceived value, brand image, electronic



word of mouth (e-WOM), or customer experience. In addition, future research may expand the sample size and the geographical scope of the study to improve the generalizability of the findings. The use of a mixed-methods approach that combines quantitative and qualitative methods may also provide a deeper understanding of user behavior on e-commerce platforms.

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