THE INFLUENCE OF E-SERVICE QUALITY AND E-TRUST ON E-LOYALTY MEDIATED BY E-SATISFACTION AMONG SHOPEE USERS IN INDONESIA

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ABSTRACT

The purpose of this study was to determine and analyze the effect of e-service quality and e-trust on e-loyalty mediated by e-satisfaction on shopee users in Indonesia. The research method used is quantitative and primary data is collected using an online questionnaire. The population in this study is Shopee users. The number of samples in this study is 210 respondents in Indonesia. The sampling technique used in this study is nonprobability sampling with a purposive sampling method. The analysis method in this study used PLS analysis with a variant-based structural equality modeling approach. The research data processing technique used PLS 3.2.9. The results of the study and analysis showed that: 1) e-service quality has a positive and significant effect on e-satisfaction. 2) e-trust has a positive and significant effect on e-satisfaction. 3) e-service quality has a positive and significant effect on e-loyalty. 4) e-trust has a positive and significant effect on e-loyalty. 5) e- satisfaction has a positive and significant effect on e-loyalty. 6) e-service quality has a positive and significant effect on e-loyalty which is mediated by e-satisfaction. 7) e-trust has a positive and significant effect on e-loyalty which is mediated by e- satisfaction.

Keywords: E-Service Quality, E-Trust, E-Loyalty, E-Satisfaction

1. INTRODUCTION

The rapid development of information technology, particularly the internet, has significantly transformed various aspects of society, especially in economic transactions. According to Kompasiana (2022), internet users in Indonesia reached 204.7 million in January 2022, representing 73.7% of the total population. This figure increased by 2.1 million (+1.0%) compared to the previous year, highlighting the internet's critical role as an infrastructure that supports modern community activities, particularly electronic commerce (e-commerce).

E-commerce represents a major transformation in the buying and selling process. In the past, consumers were required to meet sellers in physical markets, while today transactions can be conducted seamlessly through the internet (Rintasari & Farida, 2020). With the use of mobile devices or personal computers, consumers can easily order products anytime and anywhere. This convenience not only benefits customers but also creates opportunities for businesses to expand their reach through online stores (Masitoh et al., 2019).

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The growth of e-commerce in Indonesia is evident in the rising popularity of several platforms. Major players such as Shopee, Tokopedia, Lazada, Kaskus, OLX, Blibli, and Bukalapak dominate the market (Masitoh et al., 2019). According to Similarweb data reported by Katadata (2022), Shopee recorded 190.7 million visits in August 2022, an 11.37% increase compared to the previous month, positioning it as the most visited e-commerce site in Indonesia.

Shopee's dominance is also reflected in consumer preference surveys, where it ranked first with 77% preference share, surpassing other competitors (Goodsdats, 2022). Its popularity is supported by effective promotional strategies, the use of social media, and its wide range of products from fashion to daily needs. Furthermore, Shopee outperformed its rivals in both the App Store and Play Store, reinforcing its strong position in Indonesia's e-commerce industry.

In an increasingly competitive environment, the success of an e-commerce platform is not only determined by visitor numbers but also by its ability to build customer satisfaction (e-satisfaction) and customer loyalty (e-loyalty). According to Ghane et al. (2011), companies must strive to foster long-term relationships with customers. Mittal & Kamakura (2001) further highlight that retaining customer loyalty remains a significant challenge. E-loyalty is defined as customers' intention to revisit a website with or without making a transaction (Hur et al., 2011; Gautama, 2014).

Customer satisfaction plays a crucial role in fostering loyalty. Hansen & Jonsson (2013) define e-satisfaction as consumers' assessment of a seller's service after product use. Schnaars (2018) suggests that customer satisfaction provides benefits such as the creation of loyalty. Anderson et al. (2003) empirically confirmed that e-satisfaction has a positive and significant impact on e-loyalty. Thus, businesses must prioritize customer satisfaction to establish and sustain a loyal customer base (Kotler & Keller, 2015).

Several factors influencing e-satisfaction include e-service quality and e-trust. Chase & Jacobs (2006) describe e-service quality as a website's ability to facilitate shopping, purchasing, and distribution efficiently and effectively. Wilis & Nurwulandari (2020) found that both e-service quality and e-trust have a positive influence on e-satisfaction, which in turn enhances e-loyalty. This indicates that digital service quality and consumer trust are vital pillars in establishing long-term business relationships.

Nevertheless, research findings on the mediating role of e-satisfaction remain inconsistent. Ghane et al. (2011) argue that e-service quality influences e-loyalty through e-satisfaction, while Atmojo (2022) reports that e-satisfaction does not mediate this relationship

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in the context of the Tiket.com application. Conversely, Rintasari & Farida (2020) confirm that e-satisfaction mediates the relationship between e-trust and e-loyalty. These mixed findings create a research gap worth further investigation. Based on these phenomena, this study focuses on the influence of e-service quality and e-trust on e-loyalty, mediated by e-satisfaction, with Shopee users in Indonesia as the research object.

2. LITERATURE REVIEW

2.1 Theory of Reasoned Action

The Theory of Reasoned Action (TRA), introduced by Ajzen and Fishbein (1980) and later refined by Sheppard et al. (1988), is a social psychology framework that explains the determinants of individual behavior. TRA emphasizes two main predictors: attitude toward behavior and subjective norm. Attitude refers to an individual's evaluation of whether a behavior is favorable or unfavorable, while subjective norm reflects the perceived social pressure to perform or not perform a behavior (Ajzen, 1991).

Later, Ajzen (1991) expanded the model by incorporating perceived behavioral control, which gave rise to the Theory of Planned Behavior (TPB). Perceived behavioral control relates to the perceived ease or difficulty of performing a behavior, shaped by resources, skills, or opportunities available. Both TRA and TPB have been widely applied in fields such as social psychology, marketing, and information systems to predict behavioral intention as well as actual behavior.

In marketing research, TRA has been effectively used to understand consumer behavior, particularly purchase decisions and satisfaction. Riley and Klein (2019) found TRA relevant in predicting consumer purchasing behavior, while Raman (2019) highlighted its superiority in linking attitudes to consumer behavior compared to other theories. TRA underscores that beliefs and attitudes drive consumer intentions, which in turn influence behavior (Gilal et al., 2019). Therefore, this study adopts TRA as its theoretical foundation to examine the effects of e-service quality and e-trust on e-loyalty, with e-satisfaction acting as a mediating variable.

2.2 E-loyalty

E-loyalty represents customers' commitment and intention to maintain long-term engagement with an online platform, whether or not transactions occur. It reflects a customer's willingness to revisit, repurchase, and recommend the platform, which is essential for business

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sustainability as retaining existing users is often more cost-effective than acquiring new ones (Gautama, 2014; Utami, 2017). Previous studies, such as those by Noori (2022), Kasih & Moeliono (2020), and Melani (2021), consistently demonstrate that e-service quality, e-trust, and e-satisfaction significantly influence loyalty formation. These findings emphasize that reliable service performance, secure and trustworthy systems, and overall user satisfaction are fundamental to sustaining loyalty in competitive e-commerce environments.

In this study, e-loyalty is examined through three primary antecedents—e-service quality, e-trust, and e-satisfaction—identified as key determinants in prior research (Akbar & Djatmiko, 2016; Salmah et al., 2021). The concept encompasses both behavioral and attitudinal dimensions, where users not only make repeat purchases but also develop a positive emotional attachment to the brand. Following Kotler and Keller (2006), e-loyalty is measured using indicators such as repeat purchase intention, resilience to negative perceptions, overall brand commitment, willingness to provide positive feedback, and readiness to pay more for trusted services. Together, these dimensions provide a comprehensive framework to understand customer retention and advocacy in digital marketplaces.

2.3 E-satisfaction

E-satisfaction represents the degree of satisfaction customers experience during their online shopping interactions. It reflects how well an e-commerce platform meets or exceeds user expectations (Hansen & Jonsson, 2013; Kotler & Keller, 2016). Satisfaction arises when performance aligns with or surpasses expectations, while dissatisfaction emerges when outcomes fall short (Daryanto & Setyobudi, 2014). In the context of digital commerce, e-satisfaction is shaped by customers' overall evaluation of their shopping experience—ranging from ease of navigation and product quality to responsiveness and reliability of service. Satisfied customers tend to view the platform positively, fostering repeat purchases and long-term engagement (Asih & Pratomo, 2016; Christhie, 2021).

Several studies confirm that e-satisfaction serves as a critical determinant of e-loyalty. Research by Kaya et al. (2019), Zhu et al. (2016), Kasih & Moeliono (2020), and Noori (2022) found that satisfaction significantly influences customers' willingness to remain loyal and repurchase. Anderson and Srinivasan (2003) further emphasize that satisfaction combines expectations and emotional responses, where unmet experiences often push consumers toward competitors. Key drivers of e-satisfaction include service quality, product quality, trust, pricing, and individual factors (Zeithaml & Bitner, 2003). In this study, e-satisfaction is

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measured using indicators from Ha et al. (2010): delight with online service performance, ease of website use, fulfillment of expectations, and overall satisfaction with the e-commerce platform. Together, these dimensions capture the emotional, functional, and experiential aspects of customer satisfaction in digital transactions.

2.4 E-service quality

E-service quality plays a pivotal role in determining customer satisfaction and loyalty in digital marketplaces. It refers to a platform's ability to efficiently facilitate online shopping, purchasing, and product delivery (Chase & Jacobs, 2006; Parasuraman et al., 2005). Unlike traditional service settings, e-service quality emphasizes accessibility, transaction efficiency, and seamless online interaction between customers and service providers (Bressolles & Durrieu, 2011). As Zeithaml et al. (2002) note, it serves as a key indicator of how effectively a website supports user transactions, directly influencing post-purchase evaluations and repurchase intentions. Core elements of e-service quality include reliability, security, ease of navigation, and the accuracy and availability of online information (Suhartanto et al., 2018), all of which determine users' overall digital experience.

Empirical studies consistently show that high e-service quality leads to greater customer satisfaction and sustained engagement. Tobagus (2018) as well as Noori (2022) and Kasih & Moeliono (2020) found a positive and significant relationship between e-service quality and e-satisfaction, confirming that well-designed, responsive, and trustworthy digital platforms strengthen consumers' confidence and satisfaction. In this study, e-service quality is measured using indicators from Zeithaml et al. (2009) and Parasuraman et al. (2005), which include: ease and speed of access, fulfillment of product availability promises, problem-solving effectiveness, reliability of website performance, ease of navigation, aesthetic appeal, and availability of customer support. Together, these dimensions capture the essential aspects of convenience, responsiveness, and reliability that define superior service quality in the e-commerce environment.

2.5 E-trust

E-trust, or electronic trust, represents a key psychological foundation for building sustainable relationships between consumers and online service providers. It refers to the confidence users place in digital platforms that their personal information and transactions will be handled safely and fairly, even under uncertain conditions (Nawangasari & Putri, 2020). In

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e-commerce, Gefen (2000) defines e-trust as a general belief in the reliability and integrity of online sellers that fosters behavioral intention and repeat engagement. This trust combines elements of honesty, competence, and benevolence, which help reduce perceived risks in digital transactions, especially among less-experienced users (Jarvenpaa et al., 1999). When customers trust that online vendors will fulfill promises, protect their data, and act transparently, they are more likely to continue engaging with the platform.

Transaction security plays a pivotal role in shaping this trust. Liao & Cheung (2001) highlight that online trust depends not only on the technical safety of payments and data transfers but also on consumers' perceptions of risk during online interactions. Empirical studies by Melani & Rahmiati (2021), Hanera et al. (2020), and Willis & Nurwulandari (2020) consistently show that e-trust exerts a significant positive effect on e-satisfaction, which in turn enhances e-loyalty. Thus, digital trust is both a precondition and a catalyst for consumer satisfaction and long-term loyalty. This study measures e-trust using indicators from Ling et al. (2010) and Ribbink et al. (2004), including secure transactions, data protection, privacy assurance, willingness to prepay, and confidence in company promises—dimensions that collectively represent the credibility, security, and reliability vital to maintaining consumer trust in e-commerce.

2.5 Hypotheses development

Digital service quality has been shown to play a key role in shaping customer satisfaction. Empirical studies reveal a positive relationship between e-service quality and e-satisfaction, as improvements in efficiency, speed, and reliability enhance user satisfaction (Tobagus, 2018; Gounaris et al., 2010). Although Riza & Sutopo (2017) reported contrasting results, most findings support that higher service quality leads to greater satisfaction. Hence, H1: E-service quality influences e-satisfaction.

Customer trust in digital platforms is also a determinant of satisfaction. High trust fosters a sense of safety and comfort, thereby improving satisfaction (Ghane et al., 2011; Willis & Nurwulandari, 2020). While Juwaini (2022) found an insignificant relationship, the majority of studies confirmed a positive effect. Therefore, H2: E-trust influences e-satisfaction.

Service quality further affects customer loyalty. When customers experience reliable and responsive service, they are more likely to revisit the same platform (Zeithaml et al., 2005; Al-Nuaimi et al., 2013). Studies by Laurent (2019) and Kasih & Moeliono (2020) confirmed

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this positive association, though Wulandari (2019) found a negative one. Consequently, H3: E-service quality influences e-loyalty.

Trust has likewise been identified as a key factor in building loyalty. Customers who believe in the integrity and reliability of online providers tend to remain committed (Giovanis & Athanasopoulou, 2014; Connolly & Bannister, 2007; Willis & Nurwulandari, 2020; Kasih & Moeliono, 2020; Melani, 2021), although Sativa (2016) reported a negative link in another context. Thus, H4: E-trust influences e-loyalty.

Customer satisfaction is also recognized as a major driver of loyalty. Satisfied users are more likely to repurchase and recommend the platform to others (Kaya et al., 2019; Zhu et al., 2016; Fitriani, 2018). Therefore, H5: E-satisfaction influences e-loyalty.

Beyond direct effects, satisfaction serves as a mediating variable. Prior research found that the impact of service quality on loyalty is strengthened through satisfaction (Fitriani, 2018; Gotama & Indarwati, 2019; Kasih & Moeliono, 2019). Hence, H6: E-satisfaction mediates the relationship between e-service quality and e-loyalty.

Finally, trust also affects loyalty through satisfaction. Studies confirm that greater trust leads to higher satisfaction, which subsequently enhances loyalty toward digital platforms (Ramadhana, 2019; Yuni & Zeshasina, 2022; Elvarani & Mahfudz, 2021). Accordingly, H7: E-satisfaction mediates the relationship between e-trust and e-loyalty.

3. METHODOLOGY

3.1.Research Design

This study adopts a quantitative research design, as it involves hypothesis testing and the use of numerical data analyzed through statistical methods. According to Sekaran (2006), hypothesis testing aims to explain the nature of specific relationships, identify differences between groups, or determine the independence of two or more variables. Sugiyono (2019) defines quantitative research as an approach that utilizes numerical data and statistical analysis to draw conclusions. In this study, quantitative methods were applied by collecting primary data directly from respondents using structured questionnaires designed to measure variables related to e-service quality, e-trust, e-satisfaction, and e-loyalty. Statistical analysis was conducted using data processing software to test the proposed hypotheses.

Table 1 presents the operational definitions, indicators, scales, and references for each construct used in this study.

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Table 1

Operational Definitions of Variables

Variable	Operational Definition	Indicators	Scale	Source
E-satisfaction	The extent to which a customer feels pleased when a product purchased through Shopee meets or exceeds expectations.	(1) Feeling happy with Shopee's online service; (2) Comfortable website interface; (3) Services meet expectations; (4) Satisfaction with choosing Shopee.	Likert	Ha et al. (2010)
E-service quality	The ability of Shopee's platform to facilitate shopping, purchasing, and delivery efficiently and effectively.	(1) Ease and speed of access; (2) Fulfillment of product availability promises; (3) Effective problem resolution; (4) Website reliability; (5) Ease of navigation; (6) Attractive interface; (7) Availability of online or phone assistance.	Likert	Zeithaml et al. (2009); Parasuraman et al. (2005)
E-trust	Confidence in the platform during online transactions that vulnerabilities will not be exploited.	(1) Transaction security; (2) Privacy protection; (3) Data security; (4) Willingness to prepay; (5) Belief in Shopee's promises.	Likert	Ling, Chai & Piew (2010); Ribbink et al. (2004)
E-loyalty	The consumer's intention to revisit or repurchase from Shopee, regardless of immediate transactions.	(1) Repeat purchase intention; (2) Resistance to negative influences; (3) Positive company perception; (4) Willingness to recommend; (5) Willingness to pay more for Shopee's services.	Likert	Kotler & Keller (2006)

3.2.Sample

This study employed a non-probability sampling method, specifically purposive sampling. As stated by Sekaran and Bougie (2011), non-probability sampling is a technique in which elements of the population do not have an equal chance of being selected as research subjects. Purposive sampling was chosen because respondents were deliberately selected based on predetermined criteria, namely: (1) individuals who have made purchases on Shopee more

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than twice, and (2) individuals who have conducted transactions on Shopee within the last three months.

Following Hair et al. (2010), the sample size was determined to be five to ten times the number of indicators in the study. With 21 indicators used, the appropriate sample size ranged between 105 and 210 respondents. A total of 221 online questionnaires were distributed through social media, of which 11 were excluded due to invalid or incomplete responses or because the participants were not Shopee users. Consequently, 210 valid responses were analyzed.

3.3.Data Collection

This study employed primary data gathered through a cross-sectional survey design, which involved collecting data at a single point in time to address the research objectives (Sekaran & Bougie, 2011). The survey instrument was a structured questionnaire consisting of predetermined items related to e-service quality, e-trust, e-satisfaction, and e-loyalty. Each item was measured using a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5), enabling respondents to express the degree of their agreement with each statement. The questionnaire was administered online through Google Forms, distributed via WhatsApp and Instagram, allowing for quick, accessible, and wide-reaching data collection. This approach was chosen due to its efficiency and ability to reach diverse respondents across regions. The online survey method also ensured cost-effectiveness and reduced response time.

3.4.Data Analysis

Data analysis was conducted using Structural Equation Modelling (SEM) with the Partial Least Squares (PLS) approach through SmartPLS version 3.3.9. This method was chosen for its predictive capability and flexibility in testing latent variable relationships without strict distributional assumptions. The structural model revealed positive relationships among all constructs. The path coefficients indicated that e-satisfaction had a positive effect on e-loyalty ($\beta = 0.434$), e-service quality on e-loyalty ($\beta = 0.140$), and e-trust on e-loyalty ($\beta = 0.362$). Additionally, e-service quality and e-trust positively influenced e-satisfaction with coefficients of 0.375 and 0.569, respectively.

The R-square values demonstrated strong explanatory power, with e-loyalty showing $R^2 = 0.789$ and e-satisfaction $R^2 = 0.800$, indicating that 78.9% of the variance in e-loyalty was explained by e-satisfaction, and 80% of the variance in e-satisfaction was explained by e-

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service quality and e-trust. These values suggest that the model possesses a high level of predictive accuracy and structural reliability (Ghozali & Latan, 2015).

The hypothesis testing results based on the bootstrapping procedure confirmed that all relationships among the variables were positive and statistically significant ($p < 0.05$; $t > 1.96$). Specifically, e-satisfaction, e-service quality, and e-trust had significant effects on e-loyalty, while e-service quality and e-trust also significantly affected e-satisfaction. These findings confirm that improved service quality and consumer trust directly contribute to both satisfaction and loyalty among Shopee users.

The mediation analysis further revealed that e-satisfaction served as a partial mediator in the relationship between e-service quality and e-loyalty ($t = 3.479$; $p = 0.001$), as well as between e-trust and e-loyalty ($t = 4.242$; $p = 0.000$). This indicates that part of the influence of service quality and trust on customer loyalty is transmitted through satisfaction. Therefore, customer satisfaction not only has a direct impact on loyalty but also acts as a crucial mechanism linking service quality and trust to the long-term loyalty of Shopee's customers.Explain the techniques and tools used to analyze the data.

4. RESULTS AND DISCUSSION

4.1.Result

The study involved 210 valid respondents who had previously made purchases on Shopee. The demographic analysis revealed that the majority of respondents were female (61.9%), indicating that women tend to engage more actively in online shopping than men. Most participants were between the ages of 16–25 years (52.4%), followed by those aged 26–35 years (30%), showing that younger consumers dominate Shopee's user base. In terms of domicile, respondents were primarily located in Sumatra (59.7%), with the rest distributed across Java and other islands. Educationally, more than half of respondents held a senior high school qualification (54.3%), and the majority were students or university undergraduates (34.3%). These findings suggest that Shopee's market penetration is strongest among young, tech-savvy users who are highly engaged with digital commerce platforms.

The behavioral characteristics of respondents further show that 100% had shopped on Shopee, with 41.4% purchasing more than eight times within the last three months. Clothing products were the most frequently purchased category (51.4%), followed by beauty products (14.8%) and electronics (7.1%). These patterns highlight Shopee's strong positioning in the

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fashion and lifestyle segments, supported by frequent promotions, cashback programs, and free shipping incentives.

Based on respondents' perceptions, all research variables demonstrated high mean scores on the five-point Likert scale, indicating generally positive experiences with Shopee's platform. E-Loyalty achieved the highest mean value of 4.16, reflecting respondents' consistent commitment and intention to continue shopping on Shopee. Meanwhile, E-Service Quality scored 4.13, suggesting that users positively evaluated Shopee's website design, accessibility, and transactional efficiency. E-Trust, with a mean of 4.09, indicates that consumers perceive Shopee as a secure and reliable platform that protects their personal data and ensures safe transactions. Finally, E-Satisfaction recorded a mean of 4.11, signifying that most respondents were pleased with their overall online shopping experience. Collectively, these findings confirm that Shopee has successfully provided high-quality digital services that foster customer trust, satisfaction, and long-term loyalty.

The structural equation model was analyzed using SmartPLS version 3.3.9 to test the hypothesized relationships between constructs. The model results are illustrated in Figure 1, which shows the path coefficients, indicator loadings, and R^2 values for the endogenous variables. As shown, *E-Service Quality* and *E-Trust* both exhibit positive effects on *E-Satisfaction* and *E-Customer Loyalty*. The R^2 value of 0.800 for *E-Satisfaction* indicates that 80% of its variance is explained by *E-Service Quality* and *E-Trust*, while *E-Customer Loyalty* has an R^2 of 0.789, meaning that 78.9% of its variance is accounted for by *E-Satisfaction*, *E-Service Quality*, and *E-Trust*. These results indicate that the model demonstrates a strong predictive power.

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Structural Equation Model Results (SmartPLS Output)

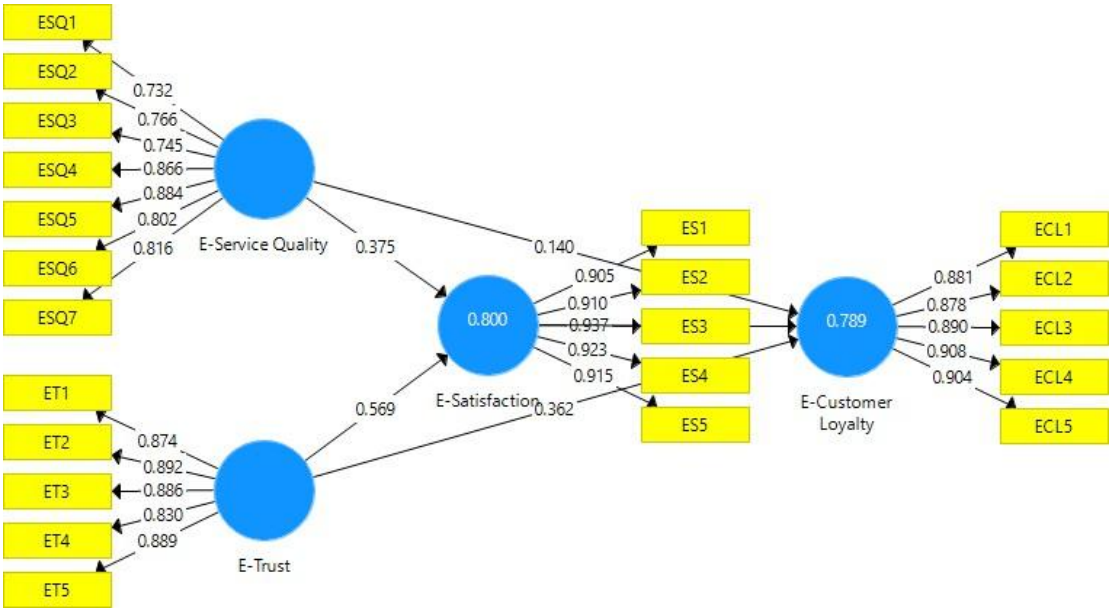

Figure 1

Notes: Numbers on arrows represent path coefficients; numbers within the latent variables indicate R^2 values.

Hypothesis testing using the bootstrapping method confirmed that all direct and mediated relationships were significant at the 5% level. *E-Service Quality* and *E-Trust* showed significant positive effects on *E-Satisfaction*, and both variables also had significant positive effects on *E-Customer Loyalty*. Furthermore, *E-Satisfaction* partially mediated the relationships between *E-Service Quality* and *E-Customer Loyalty*, as well as between *E-Trust* and *E-Customer Loyalty*. These findings emphasize that improving digital service quality and strengthening customer trust are key strategies to enhance user satisfaction, which subsequently drives loyalty among Shopee customers.

4.2.Discussion

The findings demonstrate that e-service quality and e-trust significantly influence e-satisfaction, which subsequently drives e-loyalty among Shopee users. Consistent with the TRA by Fishbein and Ajzen (1975), these relationships emphasize that customer beliefs regarding service performance and platform credibility shape positive attitudes—manifested as satisfaction—that ultimately lead to loyal behavioral intentions.

The study confirms that superior digital service quality directly enhances both satisfaction and loyalty. Shopee's ease of use, efficient transaction process, and visually

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appealing interface foster a seamless shopping experience, leading to emotional and functional satisfaction. This aligns with findings by Gounaris et al. (2010) and Septyandari et al. (2023), which show that high-quality online service creates positive user attitudes and repeat purchase behavior. Within the TRA framework, such service experiences strengthen consumers' beliefs and favorable attitudes, reinforcing continued engagement and loyalty intentions.

E-trust emerged as one of the strongest predictors in the model. Consumers' confidence in Shopee's data protection, payment security, and reliability builds assurance in online transactions, consistent with Ghane et al. (2011). As TRA posits, this trust forms positive attitudes that result in satisfaction and loyalty intentions. Customers who believe Shopee safeguards their privacy and delivers on promises tend to exhibit repeat purchase behavior and resist switching to competitors.

E-satisfaction partially mediates the relationship between e-service quality, e-trust, and e-loyalty. This suggests that satisfaction acts as the psychological bridge that converts service perceptions and trust into long-term loyalty. When users experience efficient service and feel secure, they not only become satisfied but also develop emotional attachment to the platform. This supports prior studies (Arminanti, 2020; Kusumawati, 2018) showing that satisfaction is the key mechanism linking perceived quality and trust with loyalty in online environments.

The results underscore that Shopee's success relies on sustaining service excellence and trust-based engagement. Continuous improvement in digital interfaces, personalized customer service, and transparent transaction systems will further enhance satisfaction and loyalty. Moreover, maintaining strong security standards and clear communication can reinforce consumer confidence and long-term commitment to the platform.

5. CONCLUSION

This study aimed to analyze the influence of e-service quality and e-trust on e-loyalty, with e-satisfaction serving as a mediating variable among Shopee users in Indonesia. The results revealed that all hypotheses were accepted, indicating positive and significant relationships among the tested variables. E-service quality was found to enhance both satisfaction and loyalty, while e-trust also played a crucial role in increasing customer satisfaction and long-term commitment. Furthermore, e-satisfaction was proven to mediate the effects of e-service quality and e-trust on e-loyalty, confirming that consumer satisfaction acts as a key bridge that transforms positive perceptions of service and trust into sustained loyalty toward Shopee.

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Based on these findings, it is recommended that Shopee continue to improve its service quality and security systems, particularly in terms of accessibility, transaction speed, and data protection. Enhancing platform features and providing responsive customer support are also essential to maintain customer trust and satisfaction amid intense e-commerce competition. For future researchers, it is suggested to include additional variables—such as perceived value or user experience—and to broaden the respondent scope to include a wider demographic range, ensuring that the results better represent the overall population of Indonesian e-commerce users.

Although this study was conducted in accordance with scientific procedures, several limitations were identified. The use of online questionnaires led some respondents to leave incomplete responses due to technical issues or misunderstanding of certain items. Moreover, self-reported answers might not fully reflect the respondents' actual experiences due to subjectivity. Therefore, future studies are encouraged to employ mixed-method approaches, such as interviews or direct observations, to obtain richer and more accurate insights into consumer behavior in digital commerce.

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