E-TRUST AND E-SERVICE QUALITY AS DETERMINANTS OF E-CUSTOMER LOYALTY ON E-COMMERCE PLATFORMS: A CASE STUDY OF SHOPEE

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Abstract

The development of e-commerce in Indonesia has shown significant growth, particularly with the increasing use of mobile applications for transactions. Shopee, as one of the largest e-commerce platforms in Indonesia, has experienced a notable increase in market share across various demographic groups. However, market dominance does not automatically guarantee customer loyalty. This study aims to analyze the influence of electronic service quality (e-service quality) and electronic trust (e-trust) on electronic customer loyalty (e-customer loyalty) on Shopee. The method employed is a literature review with a qualitative descriptive-analytical approach, through the collection and synthesis of relevant previous studies. The analysis results indicate that e-service quality plays a crucial role in shaping positive customer perceptions through fast, accurate, and responsive services, while e-trust enhances customer confidence in the platform's security, reliability, and transparency. Both factors significantly affect customer loyalty, either directly or through the mediation of customer satisfaction (e-satisfaction). This study contributes to the development of e-commerce strategies, particularly in enhancing digital experiences, building customer trust, and maintaining Shopee's customer loyalty sustainably.

Keywords: E-Commerce, E-Service Quality, E-Trust, E-Loyalty, Shopee

INTRODUCTION

The use of information technology in Indonesia has continued to show a significant increase over time, particularly in the digital sector such as the Internet. Through the Internet, various types of information from all over the world can be accessed quickly and easily. In the business world, the Internet has provided tremendous opportunities for Indonesian enterprises to conduct transactions efficiently with international partners, aligning with corporate goals. Technological advancement has also accelerated business growth, driving new innovations and intensifying competition among business actors. In the e-commerce sector, the use of digital wallets as an online payment method has experienced rapid growth, reaching as high as 74%. The following statistical data illustrates the most preferred payment methods in e-commerce.The use of mobile devices as a medium for online transactions, known as mobile commerce (e-commerce), has also increased significantly in Indonesia. Easy Internet access, high smartphone penetration, and innovations in digital services have made consumers increasingly reliant on mobile shopping applications to fulfill their daily needs.

Based on the "Indonesia Internet Profile 2025" survey conducted by the Indonesian Internet Service Providers Association (APJII), Shopee was recorded as the most frequently accessed online shopping platform among Indonesian consumers (Untari, 2025). According to Bisnis.com (2025), Shopee dominated user access share at 53.22% in 2025, a significant increase from 41.65% in 2024. TikTok Shop ranked second with a user share of 27.37%, rising from 12.20% in the previous year, followed by Tokopedia at 9.57%. Shopee was also the top choice across all demographic groups. In terms of generation, this orange-logo platform led in every age category Gen Z (52.97%), Millennials (52.85%), Gen X (54.24%), and Baby Boomers (55.25%). Remarkably, all respondents from the Pre-Boomer generation (100%) reported Shopee as their primary online shopping platform.From a gender perspective, Shopee remained dominant with 54.03% of male users and 52.39% of female users. The survey also revealed Indonesian consumers' online shopping behavior, where approximately 30.34% of respondents made purchases several times a month, and 2.41% of them shopped online almost every day (Untari, 2025).

According to research by (Santoso & Syam, 2025), Shopee's success is largely attributed to its aggressive digital marketing strategies. The study suggested that Shopee should place greater emphasis on service innovation. Based on SWOT analysis, Shopee's core strengths lie in its mastery of digital technology, data-driven marketing strategies, and its ability to build an integrated service ecosystem.Shopee is one of the largest e-commerce platforms in Indonesia, with a vast user base. However, customer loyalty cannot be automatically guaranteed, considering the increasingly fierce competition in the e-commerce industry. Factors such as the emergence of alternative platforms and user complaints about app performance such as lagging or slow responses after updates can negatively affect the customer's shopping experience.

In this context, electronic service quality (e-service quality) becomes a crucial aspect, as a seamless, fast, and secure user experience strongly determines customer satisfaction and loyalty. Additionally, electronic trust (e-trust) plays a vital role since online transactions rely heavily on customers confidence in the platform's security, reliability, and integrity. The findings of Putri (2023) indicate that privacy concerns significantly influence consumers' intention to make repeat purchases through the same online application. The analysis also

revealed that privacy concerns affect both e-satisfaction and e-trust, which in turn influence repurchase intentions through the same application.

Customer loyalty is the key factor in maintaining Shopee's position as the market leader in Indonesia's e-commerce industry. Previous studies have demonstrated that both e-service quality and e-trust significantly influence customer loyalty on Shopee. E-service quality encompasses aspects such as customer support, transaction efficiency, and service speed, while e-trust relates to reliability, transparency, and data security. Furthermore, robust data protection also supports effective data driven marketing strategies without compromising privacy, thereby enabling continuous service innovation while maintaining customer trust.

Therefore, understanding the relationship between these factors is essential to formulating strategies that can sustainably enhance Shopee's customer loyalty. This study aims to analyze the effects of e-service quality and e-trust on Shopee customer loyalty. The results are expected to contribute to the development of e-commerce strategies, particularly in enhancing digital experiences and building customer trust to foster longterm loyalty.

REVIEW OF LITERATURE

E-Service Quality

E-service quality, also known as E-SERVQUAL, is a crucial aspect that every online-based company must consider. Service quality refers to the assessment of the extent to which what consumers receive meets their expectations. For service providers, consumers demand optimal service quality, as high-quality service can distinguish a company from its competitors and help build a strong market positioning (Putri et al., 2024)

High quality service creates positive perceptions among customers, which, in turn, enhances their loyalty toward the platform (Praseryayawati et al., 2025). According to Aprillia (2025), e-service quality represents the quality of electronic services provided by a company to its consumers. E-service quality not only addresses practical needs but also shapes the emotional experiences of consumers. This interaction can foster a strong emotional connection between consumers and the platform.

As stated by Carvallo et al (2022), the concept of quality in e-commerce can be defined as the overall evaluation and judgment of consumers regarding the service quality offered. E-service quality involves assessing services provided through the internet. In the e-commerce industry, e-service quality reflects the ability of a website to facilitate shopping, purchasing, and delivery activities effectively and efficiently.

E-Trust

E-trust has become a focal point in research across various fields, including economics, particularly in the context of e-commerce. Trust is considered a key element in building long-term relationships with customers. Business transactions between two or more parties can only occur if mutual trust exists. E-trust refers to the degree of confidence or trust users have in an electronic or online environment (Putri et al., 2024). According to Aprillia (2025) e-trust is the level of consumer confidence in a company, serving as a foundation for conducting online transactions. The higher the consumer's trust in an e-commerce site regarding transaction security, privacy protection by a reliable online service provider, and the credibility of the information available the higher their e-loyalty toward the platform will be (Wedhana Purba & Tirtayani, 2021)

Carvalllo et al (2022) describe e-trust as consumers perception of how well a website meets their expectations, the reliability of the information presented, and the overall trustworthiness of the site. Electronic trust is defined as consumers belief in the credibility and integrity of a website, meaning consumers are confident that promises and information are reliable and that sellers will not unfairly exploit buyers. Based on this definition, e-trust is not spontaneously formed but is built through initial interactions and experiences. This trust then plays a critical role in creating more effective and sustainable relationships in the future.

E-Loyalty

According to Kotler and Keller (2018), loyalty is the commitment to repurchase or continue supporting a favored product or service in the future, even in the presence of situational influences or marketing efforts that may encourage switching. Consumer loyalty reflects a conscious effort by customers to maintain their allegiance, influenced by perceived quality, satisfaction levels, and a sense of pride in a product, often manifested through repeat purchases.E-loyalty refers to customers loyalty to an e-commerce platform, demonstrated through repeated purchasing behavior, trust in the platform, and satisfaction with the electronic shopping experience.

RESEARCH METHOD

This study employs a literature review method by collecting and analyzing various relevant references concerning the concepts of E-Trust and E-Service Quality as key determinants in shaping e-customer loyalty on the Shopee e-commerce platform. The literature review was conducted to gain a comprehensive understanding of the relationship between electronic trust (e-trust), electronic service quality (e-service quality), and their impact on customer loyalty within the e-commerce context. The methodology used in this study is qualitative, with a descriptive analytical approach. A qualitative approach was chosen because this research aims to examine, evaluate, and synthesize the findings of previous studies related to the topic, thereby providing a thorough understanding of the phenomenon.

RESULTS AND DISCUSSION

Table 1.
Previous Research

Title	Year	Research Method	Research Result
The Mediating Role of E-Trust Between Online Customer Review, Online Customer Rating, and E-Service Quality on Customer Loyalty on the E-Commerce Site Shopee (Case Study	2024	1. Non-probability sampling method 2. Analytical technique using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS)	1. E-Service Quality has a significant effect on Customer Loyalty, with a t-statistic value of 3.506 > t-table 1.96 and a p-value of 0.001 < 0.05. Therefore, since the t-statistic is greater than the t-table and the significance level is below 0.05, the effect is considered significant.

of the Seberang Ulu Community of Palembang City) Malikal Mulki Octadyla, Mismiwati & Peny Cahaya Azwari			2. E-Trust has a significant effect on Customer Loyalty, with a t-statistic value of 6.442 > t-table 1.96 and a p-value of 0.000 < 0.05. Therefore, since the t-statistic is greater than the t-table and the significance level is below 0.05, the effect is considered significant.
Improving The E-Satisfactionand E-Loyalty Based on E-Trust and E-Service Qualityon Shopee Customer Dila Ayu Ramanda Kuska, Heri Wijayanto & Adi Santoso	2024	1. The sampling technique used is probability sampling with a simple random sampling method. 2. The data analysis technique employed is Partial Least Squares (PLS), a statistical method included in Structural Equation Modeling (SEM).	1. E-service quality has a significant effect on e-loyalty, with e-satisfaction serving as a mediating variable (STDEV = 0.081, T-statistic = 5.537). 2. E-trust has a significant effect on e-loyalty, with e-satisfaction serving as a mediating variable (STDEV = 0.074, T-statistic = 4.512).
Measuring the mediating role of e-trust in the relationship between eservice quality and e-loyalty on gen Z users of the shopee Apps Nazmi Ahmad Martio, Mugiono & Wahdiyat Moko	2023	1. The research employed an explanatory research method. 2. The sample size was determined using a purposive sampling technique. 3. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (SEM-PLS) approach.	1. E-service quality has a significant effect on e-loyalty ($\beta = 0.275$; $t = 2.250$; $p < 0.05$). 2. E-trust has a positive and significant effect on e-loyalty ($\beta = 0.401$; $t = 2.039$; $p < 0.05$).
The Effect of E-Service Quality,	2023	1. The study employed a census	1. E-Service Quality has a significant effect on

Customer Trust, and Online Customer Reviews on Customer Loyalty of Shopee App Users: A Case Study of Undergraduate Students at An Nuur University, Class of 2019/2020 Dwi Ayu Istiqomah & Fariha Azzahra		sampling technique. 2. Data analysis was conducted using the Partial Least Squares (PLS) statistical analysis technique.	Customer Loyalty (STDEV = 0.123, T-Statistic = 4.189, $p < 0.05$). 2. Customer Trust has a significant effect on Customer Loyalty (STDEV = 0.124, T-Statistic = 3.498, $p < 0.05$).
The Effect of E-Service Quality, E-Trust, and E-Customer Satisfaction on E-Customer Loyalty in the Shopee Marketplace Ade Elisa Thresya Sinurat, Abdul Haeba Ramli & Suseno Hadi Purnomo	2024	1. The study used a causal (cause-and-effect) research design. 2. Sampling was conducted using a non-probability technique, specifically purposeful sampling. 3. The data analysis technique employed was Structural Equation Modeling (SEM) using SmartPLS software.	1. E-service quality has no significant effect on E-customer loyalty (T-statistic = 1.116, P-value = 0.265). 2. E-trust has a significant effect on E-customer loyalty (T-statistic = 6.130, P-value = 0.000).
The Effect of E-Trust, E-Service Quality, and E-Satisfaction on Customer Loyalty on Shopee (A Case Study of Shopee Users in Ponorogo)	2022	1. The sampling technique used a non-probability sampling method, specifically purposive sampling. 2. The analysis was conducted using multiple linear regression.	1. E-trust has a positive effect on customer loyalty (coefficient = 0.213), but E-trust has an insignificant partial effect on customer loyalty (t-value = 1.853 < t-table 1.660, significance = 0.067 > 0.05). 2. E-service quality has a negative effect on customer loyalty (coefficient = -

Dewi Nurkhomaria, Siti Chamidah & Dwi Warni Wahyuningsih			0.019), but E-service quality has an insignificant partial effect on customer loyalty (t-value = -0.219 < t-table 1.660, significance = 0.827 > 0.05).
The influence of e-service quality, trust, brand image on Shopee customer satisfaction and loyalty Dola Fitritha Raras Handayani, Retno Widowati PA & Nuryakin	2021	Analysis Using the SEM-AMOS Method	1. E-service quality has a positive and significant effect on customer loyalty (C.R. = 6.434, significance = 0.000), as the significance value < 0.05 and p < 0.05. 2. Trust has a positive and significant effect on customer loyalty (C.R. = 3.096, significance = 0.002), as the significance value < 0.05 and p < 0.05.

The Influence of E-Trust on E-Customer Loyalty

The level of customer trust in the Shopee platform during their online interactions is measured through several parameters, including reliability, transparency, and data security. When customers perceive a high level of trust in online transactions and the services provided by Shopee, this contributes to their overall satisfaction with the platform. Increased customer satisfaction directly impacts repeat business, customer loyalty, and the formation of strong, long-lasting relationships between users and online stores. However, the presence of e-satisfaction as a mediating factor strengthens the effect of e-trust on e-loyalty, with a higher intensity than the direct effect alone. E-trust influences e-loyalty, but the impact is greater when e-satisfaction is present (Kuska et al., 2024)

E-trust has a significant effect on e-loyalty. The higher the level of user trust in the Shopee application, the greater the level of loyalty toward the platform. In e-commerce, e-trust is defined as the consumer's willingness to rely on a trustworthy trading partner (Martio et al, 2023). E-Trust affects customer loyalty (Octadyla et al., 2024) consistent with Istiqomah and Azzahra (2023), who found that customer trust significantly influences customer loyalty. Shopee provides a comprehensive website to assist customers in shopping, and most importantly, customers feel secure because Shopee safeguards personal information and protects financial transactions. This finding aligns with Sinurat et al (2024) which reported that e-trust positively influences e-customer loyalty. In this study, customers felt that Shopee's notifications were timely and reliable. Increasing e-trust positively affects e-loyalty because, according to Sinurat et al. (2024), customers perceive Shopee's features as easy to understand, thereby enhancing user activity. The higher the e-trust in the Shopee marketplace, the greater the e-customer loyalty in using the application.

Similarly, (Nurkhomaria et al., 2022) found a positive but not significant effect of e-trust on Shopee customer loyalty, while (Handayani et al., 2021) reported that trust positively affects customer loyalty. In general, higher levels of customer trust are associated with higher levels of loyalty.

The Influence of E-Service Quality on E-Customer Loyalty

Electronic service quality, which includes customer service, transaction efficiency, and website performance, serves as a benchmark for Shopee's digital service quality. E-satisfaction functions as a channel for the indirect effect of e-service quality on Shopee customer e-loyalty. Customers feel more satisfied with their online shopping experience when they believe the services provided are of high quality. Increased satisfaction is crucial for fostering repeat business, customer loyalty, and strong, long-term relationships between users and Shopee. However, e-satisfaction acts as a mediating element that strengthens the effect of e-service quality on e-loyalty. While e-service quality directly affects e-loyalty, the intensity is higher with the presence of e-satisfaction (Kuska et al., 2024).

Electronic service quality has a significant positive effect on e-loyalty. High-quality electronic services on the Shopee application provide substantial benefits; the better the company's e-service quality, the greater the consumer's willingness to use these services (Martio et al., 2023). This is supported by Istiqomah and Azzahra (2023), who found that e-service quality significantly affects customer loyalty. If Shopee provides accurate, easily accessible, and timely responses, as well as product or service information according to customer needs, customers are likely to continue using the application.

Handayani et al (2021) also demonstrated that e-service quality directly influences customer loyalty without necessarily involving customer satisfaction. E-service quality affects customer loyalty (Octadyla et al., 2024). However, Nurkhomaria et al (2022) found a negative and insignificant effect of e-service quality on customer loyalty. Sinurat et al (2024) reported that e-service quality was not a determining factor for e-customer loyalty in Shopee, as inaccurate order information led to customer dissatisfaction, which affected loyalty. Nonetheless, advantages in user assessment related to Shopee's service quality ensure timely delivery and fast service. Shopee even provides a 24-hour customer service feature with satisfactory response speed.

CONCLUSION

Based on the literature review and analysis, it can be concluded that both E-trust and E-service quality play a crucial role in shaping e-customer loyalty on the Shopee platform. E-trust, measured through reliability, transparency, and data security, significantly influences customer loyalty, as higher levels of trust enhance customer satisfaction, encourage repeat transactions, and strengthen long-term relationships between users and the platform. The presence of e-satisfaction as a mediating factor further amplifies the impact of e-trust on e-loyalty, making the relationship more pronounced.

Similarly, E-service quality, which includes customer service, transaction efficiency, and website performance, has a positive effect on e-loyalty. High-quality digital services contribute to increased customer satisfaction, which in turn fosters repeat purchases and loyalty. While some studies indicate variations in the significance of direct effects, the overall evidence suggests that Shopee's provision of accurate, accessible, and timely services, along with features such as 24-hour customer support, strengthens customer loyalty.

In summary, enhancing both E-trust and E-service quality, along with focusing on customer satisfaction as a mediator, is essential for e-commerce platforms like Shopee to build and sustain long-term customer loyalty.

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