# Customer Satisfaction's Influence on Repurchase Intention in Indonesia's E-commerce Sector

Shevila Afinia[1✉], Endang Tjahjaningsih[2]

[1,2]Faculty of Economics and Business, Universitas Stikubank

**shevilaafinia8@gmail.com**

## Abstract

The rapid growth of e-commerce in Indonesia has significantly impacted the digital economy, becoming a vital driver of economic development. With increasing competition, maintaining customer satisfaction is essential for online platforms' success. This study explores the relationship between customer satisfaction and repurchase intention within Indonesian e-commerce. It aims to understand how satisfaction influences customers' likelihood to repurchase products or services. A quantitative approach was used, involving 90 respondents in Semarang, selected via purposive sampling. Data were collected through structured questionnaires with Likert scales to gauge customer responses. Statistical analysis, including validity testing and multiple linear regression, was conducted using SPSS software to examine the relationships among customer satisfaction, trust, electronic word-of-mouth, and repurchase intention. The results demonstrate a significant positive relationship between customer satisfaction and repurchase intention. Statistical tests showed that both satisfaction and trust significantly impact repurchase intention, with p-values of 0.023 and 0.019, respectively. The study also confirmed the validity and reliability of the measurement instruments. In conclusion, the findings underscore the importance of prioritizing customer satisfaction to enhance loyalty and encourage repeat purchases. Indonesian e-commerce platforms should focus on building trust, delivering quality service, and fostering positive customer experiences to increase repurchase intention and sustain long-term success.

Keywords: Customer Satisfaction, E-Commerce, Repurchase Intention, Digital Economy, Online Platforms, Loyalty.

## 1. Introduction

As the number of internet users in Indonesia continues to rise, more and more people are turning to e-commerce platforms like Shopee, Tokopedia, Lazada, BukaLapak, and others to conduct their shopping online. With the use of e-commerce, both buyers and sellers may reach a wider audience by transacting business online. Presidential Regulation No. 74 of 2017 concerning the Roadmap for the National Electronic-Based Trade System and the XIV Economic Policy Package are two examples of government regulations that have been published to encourage the growth of online commerce [1]. On the other hand, according to Similarweb data, the most popular e-commerce platform is Shopee, and rivalry between these giants is heating up [2]. Customer happiness, which in turn affects repurchase intentions a key notion in maintaining long-term growth is more significant than the number of visits to an e-commerce platform in determining its success [3].

Shopee may have more visits than its competitors, but that doesn't mean it's a success for an e-commerce platform; what really matters is how satisfied customers are with their purchases [4]. According to certain studies, Shopee's sluggish service and product delivery continue to annoy a lot of customers [5]. The long-term success of a business depends on satisfied customers who are willing to buy from them again [6]. The degree to which a consumer is satisfied with a product or service and their likelihood to buy it again are both affected by the quality of that product or service and their entire purchasing experience. Furthermore, E-WOM plays a significant role in determining repurchase intentions, since reviews and customer experiences can impact how other customers see and ultimately buy a product. Although word-of-mouth marketing (WOM) has its uses, it can backfire if the information people hear is false or misleading. Because of this, e-commerce platforms must prioritize service quality and meticulously handle customer feedback if they want to keep their customers' confidence and loyalty over the long run [7].

When customers have a positive experience with a product or service they have bought before, they are more likely to buy it again. This phenomenon is called repurchase intention. Purchase intention follows the alternative assessment process and is influenced by things including other people's attitudes, the current circumstances, one's own attention, interest, desire, and belief [8]. This idea is crucial to comprehending the consumer purchasing cycle. The level of pleasure that consumers feel after using a product or service is a key component in shaping their attitudes and intentions to buy. According to the expectation-disconfirmation hypothesis, whether a customer is happy or unhappy with a product they buy depends on how well it matches their expectations before they buy it [9]. Furthermore, consumer satisfaction and repurchase intentions can be influenced by other factors, including

delivery methods, product and service performance, brand image, price-value connections, and competition. It is crucial for organizations to comprehend and control these elements if they want to keep their customers loyal and succeed in the long run [10].

Word of mouth, or word-of-mouth influence, is a highly influential phenomenon in consumer purchasing behavior, where personal recommendations from friends, family, and other consumers have a major impact [11]. This is reflected in discussions about good products or services based on their usage experience. Word of mouth marketing is a marketing process that involves communication between consumers based on their views and experiences [12]. The basic indicators of Word of Mouth (WOM) include five dimensions, namely speakers, topics, tools, participation, and supervision, which show how important interactions between consumers and monitoring their responses are in influencing brand image and purchasing decisions [13].

Trust is the information and opinions customers have about a product, its characteristics and advantages, and is an expectation to get good conduct from others [14]. Consumer behavior is much influenced by trust traits include sustaining connections, accepting influence, being open in communication, lowering of surveillance, patience, defense, positive information, acceptance of risk, comfort and contentment [15]. Mowen and Minor distinguish three forms of customer trust: object attribute trust, product benefit trust, and object benefit trust, each of which has beneficial effects on consumer behavior [16].

## 2. Research Method

Population is the main focus of the research. Specifies that the population is the whole topic to be investigated in the research area which in this study is in the Semarang City area. One gets a sample from the population. Using a purposive sampling approach with sample criteria for persons living in southern Semarang, both women and men with a minimum age of 17 th, and have shopped using the shopee application, this study sample Between 15 to 30 per independent variable, is the best and representative sample size. This study will employ three independent variables as previously mentioned, hence the sample to be acquired in this regard is ninety samples (3x30).

In this study, primary data comes from direct observation of the firm or organization and secondary data in the form of internal and outside data from the company under investigation [17]. This study's data collecting method consisted on a questionnaire. Designed to get responses from the respondent in line with the intended inquiry, the form of the questionnaire employed is a structured one whereby the responder simply needs to mark / fill in the predefined scale using the kind of question in form of a statement. The weight of the respondent's assessment of the answer is ascertained using a likert scale [18].

In a research, quantitative data analysis is a measurement stated in numbers or determined with a certain number of units [19]. The validity test is the approach of quantitative data analysis applied here. The degree to which the measuring tool can capture the necessary measured variables determines the validity test. Confirmatory Factor Analysis (CFA) validation testing method formula is used to analyze the item items in order to do instrument validation testing. Different constructive validity tests or confirmations of the measurement model of different constructs are applied. Should the KMO Measure of Sampling Adequency value be higher than 0.50, the factor analysis criteria can be extended. Apart from the KMO value, the Barlett of Sphericity test can help one ascertain whether there is a link between variables. The Loading Factor value will be observed if the KMO value and the Barlett of Sphericity test value indicate noteworthy difference. An item with a loading factor value of less than 0.5 has to be excluded from the factor analysis (fall) [20].

Independent on dependent variables, linear regression analysis gauges the effect. This study employs testing with the Linear Multiple Regression (Multiple Linear Regression) statistical method to predict the value of the dependent variable, namely repurchase intention (Y2) by considering the value of the independent variables, namely Electronic Word of Mouth (X1) and Trust (X2) with help of SPSS software. The first regression model equation applied is as follows: $Y1 = b1X1 + b2X2 + e$. $Y2 = b3X1 + b4Y1 + e$. Where Y1 = Consumer Satisfaction; Y2 = Repurchase Intention; a = Constant; X1 = Electronic Word of Mouth; X2 = Trust; b = Regression coefficient; $\varepsilon$ = Confounding variable / error.

Then, applying the T and F tests, for hypothesis testing. The T test may reveal how much the effect of one independent variable independently in explaining the dependent variable. Testing is place with a noteworthy 0.05 ($\alpha = 5\%$) degree of confidence. The standards help one either accept or reject the hypothesis: The hypothesis is disproved if the significant value is 0.05 since the regression coefficient is non signific. Consequently, the dependent variable is not much influenced by the partially independent variable. The hypothesis is approved if the significant value < 0.05 since the regression coefficient is significant. Consequently, the dependent variable is significantly influenced by the partly independent variable.

Meanwhile, the F test whether all independent variables included in the model have a joint influence on the dependent variable so it is necessary to test these two hypotheses through the F test with the following criteria. Determination of the level of significance Hypothesis testing will be carried out using a significance level of 0.05 or a confidence level of 0.95. In the social sciences, a significance level of 0.05 is commonly used because it is considered appropriate enough to represent the relationship between the variables under study. Comparing the calculated F

value with the F value according to the table. If the calculated F value is greater than the F table value, Ho is rejected and H1 is accepted.

To see how much the contribution of employee performance will be studied, the coefficient of determination or the determining coefficient is used, with the formula: KD = (R2) x 100%. In analyzing the data, the authors use tools in the form of SPSS version 21 statistical software to make it easier to get accurate processing results.

## 3. Result and Discussion

From the results of determining the sample in this study using 3 independent variables, therefore the sample to be taken in this study was 90 samples. Where to obtain the expected data using a direct questionnaire type, namely a list of questions given directly to the person being asked about himself (how he is, his opinion, and his beliefs). The results of the data obtained for the research sample are as follows. Discussion is the basic explanation, relationship and generalization shown by the results. The description answers the research questions. If there are dubious results, then show them objectively. Next Description of Frequency on Table 1.

Table 1. Description of Frequency

| Respondent Age | Quantity | % |
|---|---|---|
| 17 – 27 tahun | 54 | 60.0 |
| 28 – 38 tahun | 24 | 26.7 |
| 39 – 49 tahun | 10 | 11.1 |
| >50 tahun | 2 | 2.2 |
| Total | 90 | 100.0 |
| Sex | Quantity | % |

Based on the age of the respondents, out of 90 respondents, the majority 54 respondents (60%) were aged 17 - 27 years while the least there were 2 respondents aged more than 50 years. From the characteristics of gender, the majority are female with 65 respondents (72.2%) while the male gender is 25 respondents (27.8%). Then, based on the occupation of the respondents, 25 respondents (27.8%) were mostly students while the least was only 8 respondents (8.9%), namely TNI / POLRI. Based on the level of education, the majority of 50 respondents are S1 education level (55.6%) while the least is S2 education level as many as 3 respondents (3.3%). Next Respondent Responses on Table 2.

Table 2. Respondent Responses

| Desc | Mean | Med | Mode | Min | Max |
|---|---|---|---|---|---|
| X1.1 | 3.90 | 4.00 | 4 | 2 | 5 |
| X1.2 | 3.16 | 4.00 | 4 | 1 | 5 |
| X1.3 | 3.80 | 4.00 | 4 | 1 | 5 |
| X1.4 | 4.28 | 4.00 | 4 | 2 | 5 |
| X1.5 | 3.19 | 3.00 | 2 | 1 | 5 |
| X2.1 | 3.81 | 4.00 | 4 | 1 | 5 |
| X2.2 | 3.72 | 4.00 | 4 | 1 | 5 |
| X2.3 | 3.97 | 4.00 | 4 | 1 | 5 |
| X2.4 | 3.20 | 4.00 | 4 | 1 | 5 |
| Y1.1 | 3.48 | 4.00 | 4 | 1 | 5 |
| Y1.2 | 3.52 | 4.00 | 4 | 1 | 5 |
| Y1.3 | 3.47 | 4.00 | 4 | 1 | 5 |
| Y1.4 | 3.82 | 4.00 | 4 | 1 | 5 |
| Y1.5 | 3.63 | 4.00 | 4 | 1 | 5 |
| Y2.1 | 3.82 | 4.00 | 4 | 1 | 5 |
| Y2.2 | 4.38 | 5.00 | 5 | 2 | 5 |
| Y2.3 | 3.34 | 4.00 | 2 | 1 | 5 |
| Y2.4 | 3.27 | 3.00 | 3 | 1 | 5 |

Responding on average from five indications of the electronic-word of mouth variable (X1), respondents said in agreement (rounding 4) on the indicator of excellent enough product reviews at Shopee to inspire me to purchase items (X1.1), purchasing First, I spoke with internet product vendors (X1.3), scared if I bought things right away without reading reviews (X1.4). Based on these three characteristics, one can say that customers are quite perceptive and critical in deciding which online purchase they should make. Then for the indicator of the repurchase intention variable (Y2), the average response is accepted, so Shopee is my first option when buying products (Y2.1) and whatever product I want I will always search for at Shopee (Y2.2).

Different constructive validity tests or confirmations of the measurement model of different constructs are applied. Should the KMO Measure of Sampling Adequacy value be higher than 0.50, the factor analysis criteria can be extended. Apart from the KMO value, the Barlett of Sphericity test can help one ascertain whether there is a link between variables. The Loading Factor value will be observed if the KMO value and the Barlett of Sphericity test value indicate noteworthy difference. An item with a loading factor value of less than 0.5 has to be taken out of the factor analysis. The validity analysis's findings show as follows. Next Validity test on Table 3.

Table 3. Validity Test

| Variabel | Component Matrix | Loading Factor | Description |
|---|---|---|---|
| X1.1 | .775 | 0,5 | Valid |
| X1.2 | .679 | 0,5 | Valid |
| X1.3 | .586 | 0,5 | Valid |
| X1.4 | .676 | 0,5 | Valid |
| X1.5 | .740 | 0,5 | Valid |
| X2.1 | .807 | 0,5 | Valid |
| X2.2 | .927 | 0,5 | Valid |
| X2.3 | .624 | 0,5 | Valid |
| X2.4 | .535 | 0,5 | Valid |
| Y1.1 | .670 | 0,5 | Valid |
| Y1.2 | .680 | 0,5 | Valid |
| Y1.3 | .749 | 0,5 | Valid |
| Y1.4 | .604 | 0,5 | Valid |
| Y1.5 | .533 | 0,5 | Valid |
| Y2.1 | .545 | 0,5 | Valid |
| Y2.2 | .704 | 0,5 | Valid |
| Y2.3 | .861 | 0,5 | Valid |
| Y2.4 | .883 | 0,5 | Valid |

From the validity test results in table 3, it can be concluded that all indicators of each variable in this study are valid, which means that each variable indicator can represent the variable itself and can be continued with the next analysis. This study uses testing with the Linear Multiple Regression (Multiple Linear Regression) statistical method to predict the value of the dependent variable, namely repurchase intention (Y2) by taking into account the value of the independent variables, namely Electronic Word Of Mouth (X1) and Trust (X2) through customer satisfaction (Y1) with the help of SPSS software. Next Regression Test 1 on Table 4.

Table 4. Regression Test 1

| Model | | Unstandardized Coefficients | | Stand. Coef | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Const) | 18.492 | 1.919 | | 9.637 | .000 |
| | (X1) | .419 | .073 | .620 | 2.575 | .016 |
| | (X2) | .134 | .082 | .176 | 2.163 | .019 |
| 2 | | | | | | |
| 1 | (Const) | 15.614 | 2.917 | | 5.353 | .000 |
| | (Y1) | .045 | .162 | .295 | 2.277 | .023 |

Table 5. Regression Test 2

| Model | | Unstandardized Coefficients | | Stand. Coef | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 18.492 | 1.919 | | 9.637 | .000 |
| | (X1) | .419 | .073 | .620 | 2.575 | .016 |
| | (X2) | .134 | .082 | .176 | 2.163 | .019 |
| 2 | | | | | | |
| 1 | (Constant) | 15.614 | 2.917 | | 5.353 | .000 |
| | (Y1) | .045 | .162 | .295 | 2.277 | .023 |

The regression equation 1; $Y1 = b1X1 + b2X2 + e$; $Y1 = 0.620X1 + 0.176X2$; Can be explained as follows;. The X1 regression coefficient is 0.620 (62%), which means that every one unit increase in electronic-word of mouth (X1) will increase customer satisfaction (Y1) by 0.620. The X2 regression coefficient is 0.176 (17.6%) which means that every one unit increase in trust (X2) will increase customer satisfaction (Y1) by 0.176. The regression equation 2; $Y2 = b3Y1 + e$; $Y2 = 0.295Y1$; The results of regression equation 2 can be explained as follows; The Y1 regression coefficient is 0.285 (28.5%), which means that every increase in customer satisfaction by one unit will increase the repurchase value (Y2) by 0.285 (28.5).

Supported by the data of Elpansyah et al. (2019), which validates a similar relationship between e-WOM and purchase intention by means of customer satisfaction, the results of the first hypothesis test in this study show that Electronic Word of Mouth (e-WOM) has a positive and significant effect on customer satisfaction. Word of mouth marketing involves interactions between people either directly or via electronic communication media, based on the experience of using a good or service, word of mouth is a way to introduce products via positive recommendations. Electronic Word of Mouth (e-WOM) has to be relevant, accurate, thorough, and practical if it is to raise consumer satisfaction by means of information gathered from social media. Apart from quality elements, enough security measures can boost consumer satisfaction.

T and F tests were used in hypothesis testing. The T test was run with a noteworthy 0.05 (α = 5%) significance level. The criteria help one either accept or reject the hypothesis: Should the significant value be 0.05, the hypothesis is disproved as the regression coefficient is not significant. Consequently, the dependent variable is not much influenced by the partially independent variable. The hypothesis is approved if the significant value < 0.05 since the regression coefficient is significant. Consequently, the dependent variable is significantly influenced by the partly independent variable. Next Regression Test 2 on Table 5.

The t-test results used for hypothesis testing in this study can be explained as follows; Test the effect of Electronic - Word Of Mouth on customer satisfaction. The significance value of the t test between electronic-word of mouth (X1) on customer satisfaction (Y1) is 0.016 (<0.05) so that it can be interpreted that there is a positive and significant influence between Electronic - Word of Mouth on customer satisfaction (H1 accepted). Test the effect of trust on customer satisfaction. The significance value of the t test between trust (X2) on customer satisfaction (Y1) is 0.019 (<0.05) so it can be interpreted that there is a positive and significant influence between trust on customer satisfaction (H2 accepted).

Test the effect of customer satisfaction on repurchase intention. The significance value of the t test between customer satisfaction (Y1) on repurchase intention (Y2) is 0.023 (<0.05) so that it can be interpreted that there is a positive and significant influence between customer satisfaction on repurchase intention (H3 accepted). Then, to test these two hypotheses, the F Statistical Test is used, as follows. Determination of the significance level Hypothesis testing will be carried out using a significance level of 0.05 or a confidence level of 0.95. In the social sciences, a significance level of 0.05 is commonly used because it is considered appropriate enough to represent the relationship between the variables under study. Comparing the calculated F value with the F value according to the table. If the calculated F value is greater than the F table value then Ho is rejected and H1 is accepted. F – Test on Table 6.

Table 6. F - Test

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1.711 | 2 | .855 | 7.193 | .024b |
| | Residual | 384.745 | 87 | 4.422 | | |
| | Total | 386.456 | 89 | | | |
| 2 | Regression | .776 | 1 | .776 | 4.077 | .023b |
| | Residual | 889.012 | 88 | 10.102 | | |
| | Total | 889.789 | 89 | | | |

ANOVAª

The following conclusions can be drawn. Electronic Word Of Mouth (X1) and Trust (X2) simultaneously or together have a positive effect on customer satisfaction (Y1) because the significance value of the F-1 test is 0.24 (<0.05). Customer satisfaction (Y1) has a positive and significant effect on repurchase intentions (Y2). The outcomes of the second hypothesis test in this study confirm that trust has a positive and significant influence on customer satisfaction, trust comprises psychological regions that embrace positive conduct

from others as well as consumer knowledge and ideas about items, qualities, and advantages. Built via interpersonal and inter-organizational elements like competency, integrity, honesty, and compassion, this trust forms the foundation for the company's readiness to rely on business partners-shown by customer pleasure. Next Determination Test – 1 on Table 7.

Table 7. Determination Test - 1

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .665ᵃ | .643 | .785 | 2.103 | 1.436 |
| 2 | .540a | .807 | .812 | 3.178 | 1.727 |

From the table, it is explained that customer satisfaction contributes to repurchase value of 0.812 (81.2%) while the remaining 28.8% is influenced by variables outside of this study such as currency exchange rates, taxation and others. The results of the third hypothesis test in this study state that customer satisfaction has a positive and significant effect on repurchase intentions supported by research conducted that trust has a positive and significant effect on customer satisfaction.

## 4. Conclusion

Data analysis results show that Electronic Word off Mouth has a positive and significant effect on customer satisfaction; trust has a positive and significant effect on customer satisfaction; and customer satisfaction has a positive and significant effect on repurchase intentions. Nevertheless, this study has certain limits as well; it only employs three independent variables: Electronic Word off Mouth and trust in customer satisfaction; Electronic-Word Of Mouth and trust only help to contribute to customer satisfaction by 0.785 (78.5%), while the remaining 21.5% is influenced by other variables outside this study.

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