

UNRAVELING THE DRIVERS OF CUSTOMER LOYALTY IN SHOPEE INDONESIA: A META-ANALYSIS OF BRAND IMAGE, BRAND TRUST, E-SERVICE QUALITY, AND CUSTOMER SATISFACTION

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Abstract: This study aims to identify the factors influencing Shopee customer loyalty in Indonesia, focusing on brand image, brand trust, e-service, and customer satisfaction. The meta-analysis method is used to analyze the results of several relevant studies in this context. The meta-analysis results show that brand image has a significant positive relationship with customer loyalty, but is not significantly influenced by customer satisfaction. Conversely, brand trust and e-service have a significant positive relationship with customer loyalty, and customer satisfaction partially mediates the relationship between these two factors and Shopee customer loyalty. These findings indicate that brand image has a strong direct influence on customer loyalty, while brand trust and e-service can enhance customer loyalty both directly and through customer satisfaction. This underscores the importance of building a strong brand image, high consumer trust, and good electronic services to increase customer loyalty on e-commerce platforms such as Shopee in Indonesia.

Keywords: *brand image, brand trust, e-service, customer satisfaction, customer loyalty, Shopee Indonesia*

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1. Introduction

E-commerce has become a rapidly growing economic sector in Indonesia, supported by increasing internet penetration and smartphone use. Data from the Indonesian Internet Service Providers Association (APJII) in 2023 shows that internet penetration in Indonesia reached 78.19%, with 215,626,156 users from a total population of 275,773,901 people, an increase of 2.67% from the previous period (APJII, 2023). The number of e-commerce visitors also continues to increase, reaching 172.2 million in 2023, up 14.2% from the previous year (We Are Social, 2023). The development of e-commerce provides various benefits, such as increasing the ease and comfort of shopping, accessibility to products and services, and market competition. However, intense competition requires business actors to understand the factors that influence customer loyalty. Customer loyalty is a condition where customers feel satisfied and are willing to make repeat purchases (R. L Oliver, 1999). This loyalty can increase sales, market share and company profitability (Zeithaml et al., 1996).

Brand image, brand trust, and e-service are one of the three factors that influence customer loyalty. According to Kotler & Keller (2016), brand image is the consumer's perception of a brand which is formed from experience, marketing communications and environmental factors. A positive brand image increases perceived value and customer loyalty. (Morgan & Hunt, 1994) define brand trust as consumer confidence in a company's ability to meet their needs, which is formed from the company's experience, reputation and commitment. High brand trust increases customer satisfaction and loyalty. E-service quality, according to (Zeithaml, 1988) is the quality of services provided via electronic channels, measured through the dimensions of tangibles, reliability, responsiveness, assurance and empathy. Santos (2003) added informative, interactive, accessible, and assurance dimensions to provide a holistic understanding of e-service quality from the customer's perspective. Good e-service quality increases customer satisfaction and loyalty.

Customer satisfaction acts as a mediator between brand image, brand trust, and e-service and customer loyalty. High satisfaction is formed from positive perceptions of brand image, trust in the brand, and quality of electronic services (Kotler & Keller, 2016). Previous research shows that these three factors significantly influence e-commerce customer loyalty, with customer satisfaction as a moderating variable (Damerianta et al., 2023; Herman et al., 2023; Sofia Silviana et al., 2022; Tu & Qi Zhang, 2022; Wilson, 2021; Zatalini & Pamungkas, 2017). This research aims to analyze the influence of brand image, brand trust, and e-service on customer loyalty with customer satisfaction as an intervening variable for Shopee e-commerce users in Indonesia. The meta-analysis method was chosen to combine findings from various previous studies, providing greater statistical power and a comprehensive understanding of the influence of these factors on customer loyalty.

2. Literature Review

2.1. Customer loyalty

Customer loyalty, according to Oliver (1999), is a customer's consistent tendency to select and maintain a relationship with a brand, product, or company based on a disconfirmation evaluation between expectations and actual performance, where satisfaction leads to repeat purchases and long-term relationships. Reichheld & Sasser (1990) emphasize that this loyalty comes from high satisfaction, encouraging customers to continue making transactions and promoting the brand. Morgan and Hunt (1994) describe customer loyalty as commitment including affective, certainty and normative aspects. Rust, Zeithaml, and Lemon (2000) link loyalty to Customer Equity, namely the total value of all a company's customers. Oliver (1999) measures loyalty with purchasing behavior, recommendations, willingness to pay more, and customer involvement. Overall, customer loyalty is a customer's consistent tendency or commitment to choose, purchase, and maintain a long-term relationship with a brand or company, influenced by satisfaction, commitment, and disconfirmation of expectations.

2.2. Brand Image

Brand image according to Keller (1993) is a collection of associations held by consumers about a brand, which can be measured through the strength and suitability of these associations, and is formed by product quality, marketing strategy and customer experience. Aaker (1991) added that dimensions such as quality, reliability, trustworthiness, freshness and uniqueness are important elements in measuring brand image. Dowling (1993) highlights consumer perceptions and emotions as key dimensions in the formation of brand image, with an emphasis on product quality, marketing and customer experience. Keller (2008) emphasizes the

importance of intangible assets such as attributes, benefits, and emotional aspects in measuring brand image, with a focus on products, marketing, and customer experience. In the context of e-commerce, this understanding helps companies manage and improve their brand image to attract and retain consumers. Brand image is measured through three main dimensions: perceived attributes (quality, reliability, trustworthiness, freshness, and uniqueness), perceived benefits (functional, emotional, and social), and emotional perceptions (positive and negative emotions).

2.3. Brand Trust

Brand trust, according to Morgan and Hunt (1994), is consumers' willingness to rely on a brand in risky situations, which is measured through three dimensions: brand confidence in fulfilling promises, consumer loyalty to continue using the brand, and willingness to recommend the brand. Pavlou (2003) added that brand trust includes consumer knowledge about the brand and the similarity of values, preferences and beliefs between consumers and the brand. Wang et al. (2008) emphasize brand reliability in fulfilling promises as well as brand honesty and integrity. Factors that form brand trust include product quality, marketing strategy, and customer experience. Overall, brand trust is a consumer's willingness to rely on a brand which is reflected through trust, loyalty and recommendations, which is influenced by product quality, marketing strategy and customer experience. Measurement indicators include consumer perceptions of ability, commitment, brand honesty, long-term loyalty, willingness to pay more, tolerance for mistakes, as well as positive recommendations and testimonials.

2.4. E-Service quality

E-Service Quality Theory by Parasuraman et al. (2005) define e-service quality as the match between customer expectations and their perceptions of e-service performance, with five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Dabholkar et al. (2000) emphasize four key dimensions: tangibles, information, process, and outcome. Zeithaml et al. (2000) identified four dimensions: performance, information, trustworthiness, and responsiveness. All these theories highlight the importance of matching customer expectations and perceptions of e-service performance, which can be measured through these dimensions to improve e-commerce service quality. Factors that influence e-service quality include website or application quality, customer service, and security and privacy. Understanding these dimensions helps e-commerce companies strengthen consumers' experience and trust in their services.

2.5. Customer satisfaction

According to Kotler and Keller (2016), consumer satisfaction is the consumer's response to evaluating their consumption experience. Oliver (1981) adds that satisfaction is a complex assessment of the entire consumption experience, while Zeithaml (1988) defines consumer satisfaction as a pleasant emotional state that arises from a comparison between expectations and perceived performance. To measure consumer satisfaction, Kotler and Keller (2016) identified five main indicators: consumer loyalty, speaking positively about the company, desire to buy more, and willingness to pay more, and providing ideas or suggestions to the company. These indicators reflect the level of consumer satisfaction with a product or service and can influence their attitudes and behavior towards the company.

2.6. Relationship between variables

The framework of this research is based on theoretical and empirical studies, which highlight the influence of brand image, brand trust, and e-service on Shopee customer loyalty in Indonesia, with customer satisfaction as an intervening variable. Brand image, according to Keller (1993), is measured through perceived attributes, benefits and emotions, which influence customer satisfaction and loyalty (Zatalini et al., 2017). Brand trust, as explained by Morgan and Hunt (1994) and Pavlou (2003), involves confidence in the brand's ability in risk situations, consumer loyalty, and willingness to recommend the brand. Wang et al. (2008) also emphasize the importance of brand trust in forming consumer trust, which triggers customer satisfaction and loyalty. E-service quality, according to Parasuraman et al. (2005) and Zeithaml et al. (2000), includes tangibles, reliability, responsiveness, assurance, and empathy, which shape positive experiences and customer satisfaction, and influence loyalty. Thus, the conceptual framework of this research includes four main variables: brand image, brand trust, e-service quality, and customer satisfaction, with a relationship where brand image and brand trust influence customer satisfaction which then influences loyalty. This research uses meta-analysis to integrate findings from previous studies, in order to gain a holistic understanding of the relationships between variables in Shopee e-commerce in Indonesia (Cooper et al., 2019).

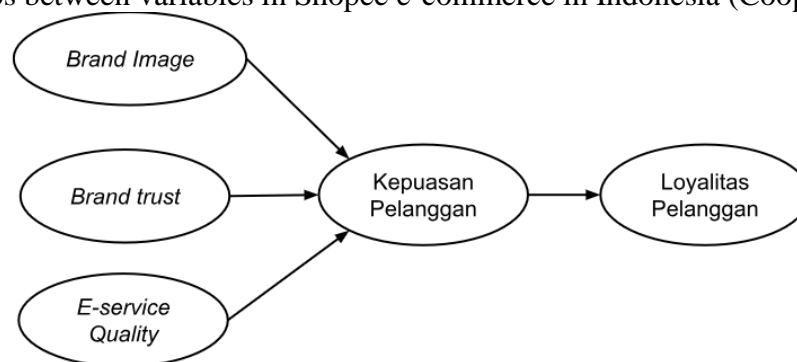


Figure 1. Research conceptual framework

This research aims to examine the relationship between key variables that are believed to influence customer loyalty in the e-commerce context, especially on the Shopee platform in Indonesia. The first hypothesis (H1) states that brand image has a positive influence on customer loyalty, supported by the theories of Aaker (1991) and Keller (1993) which emphasize that positive perceptions of a brand can increase trust and create loyalty. The second hypothesis (H2) states that brand trust has a positive effect on customer loyalty, referring to research by Geyskens et al. (1998) and Morgan & Hunt (1994) which show that high consumer trust can increase customer satisfaction and loyalty. The third hypothesis (H3) states that e-service has a positive influence on customer loyalty, supported by the theory of Zeithaml et al. (1996) and Heskett et al. (1994) who highlighted that good online service quality can increase customer satisfaction and loyalty. The fourth hypothesis (H4) states that customer satisfaction has a positive effect on loyalty, supported by the views of Oliver (1997) and Zeithaml et al. (1996) which shows that customer satisfaction is a key factor in creating loyalty.

Furthermore, hypotheses H5, H6, and H7 propose that customer satisfaction mediates the relationship between brand image, brand trust, e-service, and customer loyalty. This theory is supported by Anderson & Mittal (2000), who emphasize the importance of customer satisfaction as an intermediary in the relationship between these variables. Thus, this research

investigates whether brand image, brand trust, and e-service can positively influence customer satisfaction, which in turn increases customer loyalty. The research hypothesis is as follows:

- H1: Brand image has a positive effect on loyalty;
- H2: Brand trust has a positive effect on loyalty;
- H3: E-service has a positive effect on loyalty;
- H4: Customer satisfaction has a positive effect on loyalty;
- H5: Customer satisfaction mediates the influence of brand image on loyalty;
- H6: Customer satisfaction mediates the effect of brand trust on loyalty;
- H7: Customer satisfaction mediates the effect of e-service on loyalty.

Through careful testing and analysis, this research is expected to provide in-depth insight into the factors that influence customer loyalty in the Shopee e-commerce context in Indonesia.

3. Research Methods

This research uses a meta-analysis approach to synthesize and integrate findings from various studies regarding the influence of brand image, brand trust, and e-service on customer loyalty, with customer satisfaction as an intervening variable. The main steps in this approach include identification of inclusion criteria, study selection, data extraction and conversion, statistical analysis, and integration of findings to understand relationships between variables holistically and make stronger generalizations.

The research was conducted in Indonesia with the main focus on users of the Shopee e-commerce platform. The choice of Indonesia was based on the rapid growth of the e-commerce industry and Shopee as the platform with the highest users. Data collection was carried out through previous literature, journal articles and empirical studies from 2023, providing an overview of consumer dynamics and online shopping behavior after the COVID-19 pandemic.

The sampling method uses purposive sampling with inclusion criteria that ensure scientific journals are accredited and relevant to the research topic. Inclusion criteria include journals published in 2023, which discuss the influence of key variables in the Shopee e-commerce context. Data collection used the PRISMA method, involving search strategies, evaluation of study quality, and extraction of relevant data.

Meta-analysis data analysis includes effect size conversion, model selection (fixed-effects or random-effects), heterogeneity measurement, calculation of pooled effect estimates, subgroup analysis, and sensitivity analysis. These steps ensure accurate interpretation and broader generalization of study results, with heterogeneity analyzes identifying variation between studies and sensitivity analyzes evaluating the stability of results. Hypothesis testing in meta-analysis involves measuring effect sizes, calculating effect size variance, and statistical tests to determine the significance of effect sizes between studies. The null and alternative hypotheses were tested using the Z statistical test, with assessment criteria based on the p-value. Interpretation of effect size values provides practical context regarding the magnitude of the observed effect, with the correlation categories being weak, moderate, or strong.

4. Results and Discussion

4.1. Results

Article Selection

The first stage in this meta-analysis research involves selecting articles to filter studies that are relevant to the research objectives, namely investigating the influence of brand image, brand trust, and e-service on customer loyalty on the Shopee e-commerce platform in Indonesia, with customer satisfaction as an intervening variable. The article selection process

was carried out carefully based on predetermined inclusion and exclusion criteria. From the initial identification of 1316 articles via Google Scholar and Crossref, 1094 articles met the requirements after the screening process. Subsequently, 20 duplicate articles were removed, resulting in 1074 articles for further analysis. After considering further criteria in the eligibility stage, including full article availability and relevance to the research object, finally 27 articles were selected to be analyzed in this meta-analysis.

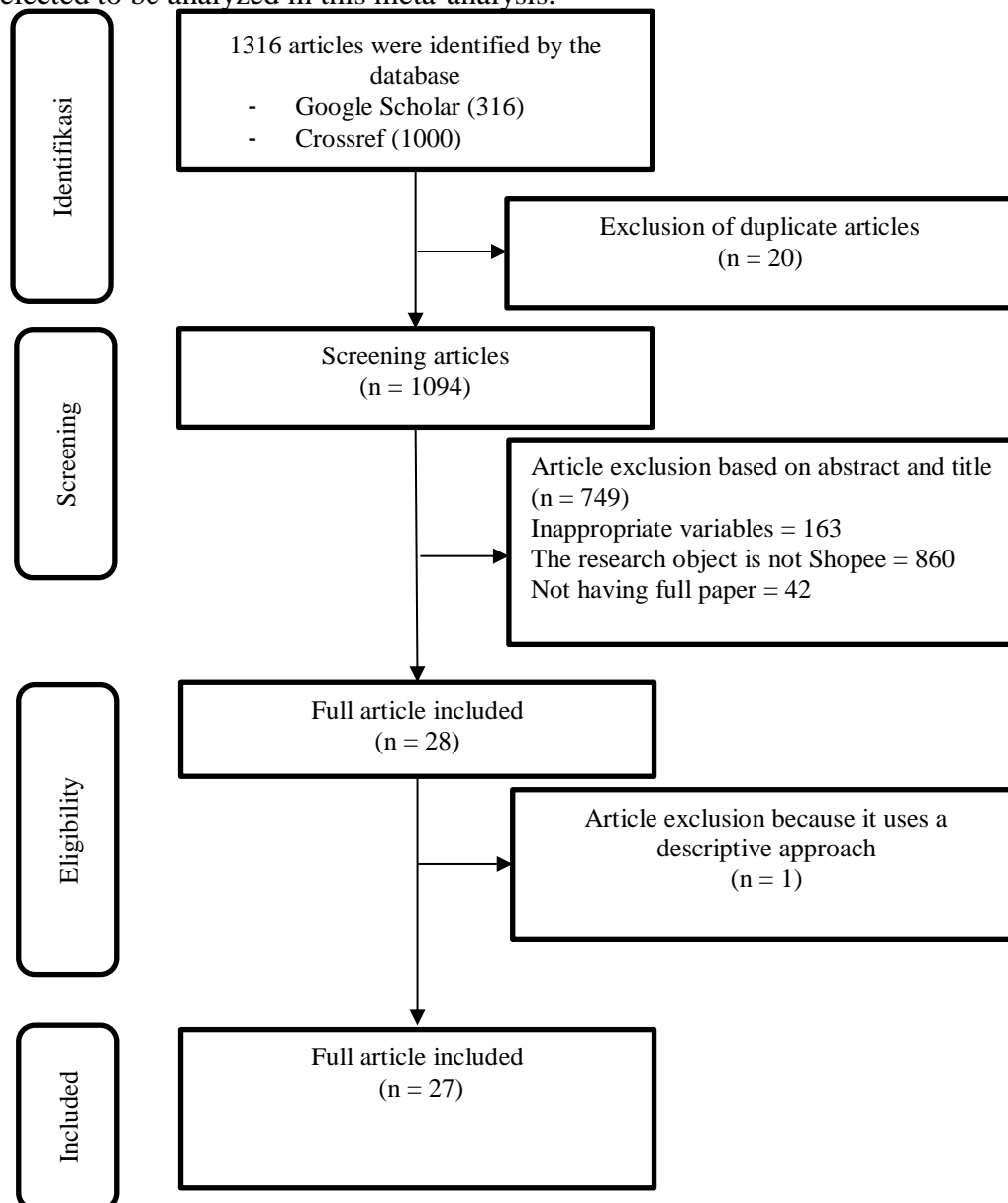


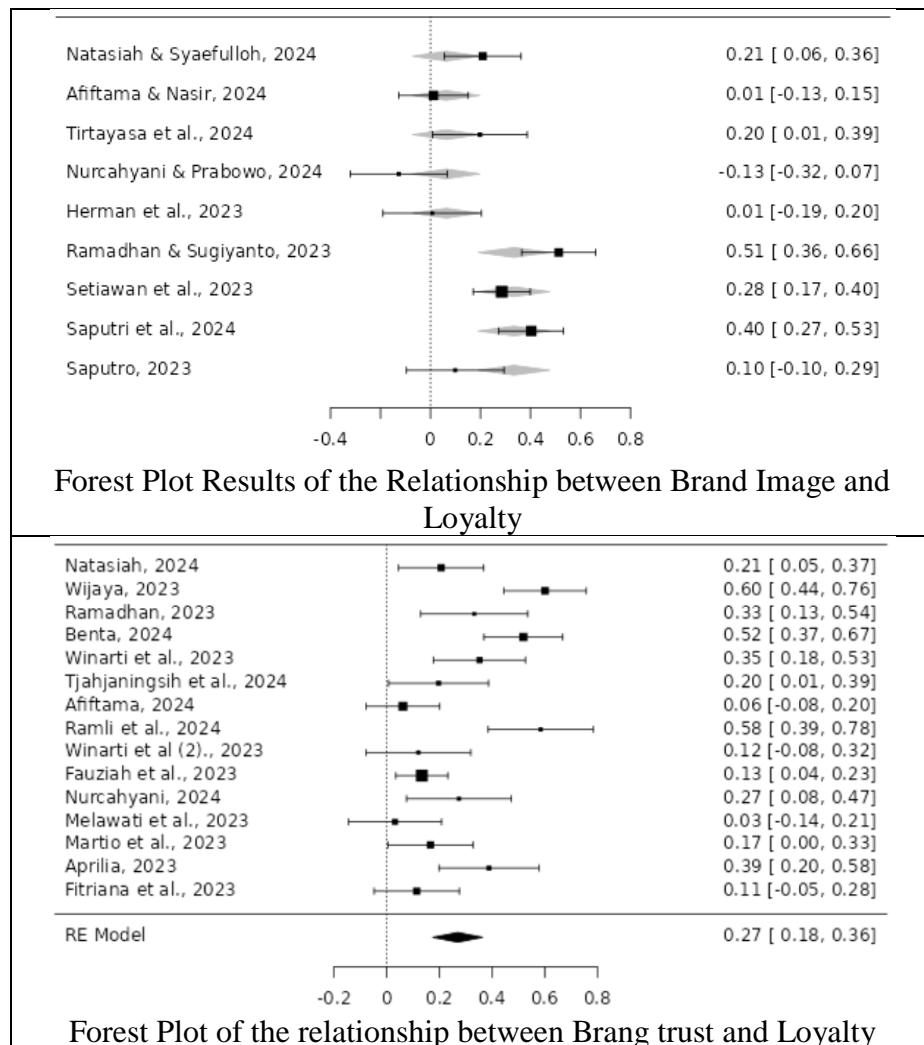
Figure 2. Article selection process

The characteristics of the 27 articles that met the inclusion criteria were reviewed to present a comprehensive picture of the methodology, research design, sample, and relevant main findings. These articles cover various research locations in Indonesia, from urban centers such as DKI Jakarta, Medan, and Yogyakarta to small cities such as Pekanbaru and Tasikmalaya. Publication of these articles ranges between 2023 and 2024, with sample sizes varying from 41

to 1000 respondents. The majority of respondents were aged between 17 and 55 years, reflecting the demographic diversity of e-commerce users in Indonesia.

Meta Analysis Results

The results of this meta-analysis aim to test the hypotheses in this research. The results of the meta analysis are presented in the following forest plot graphic



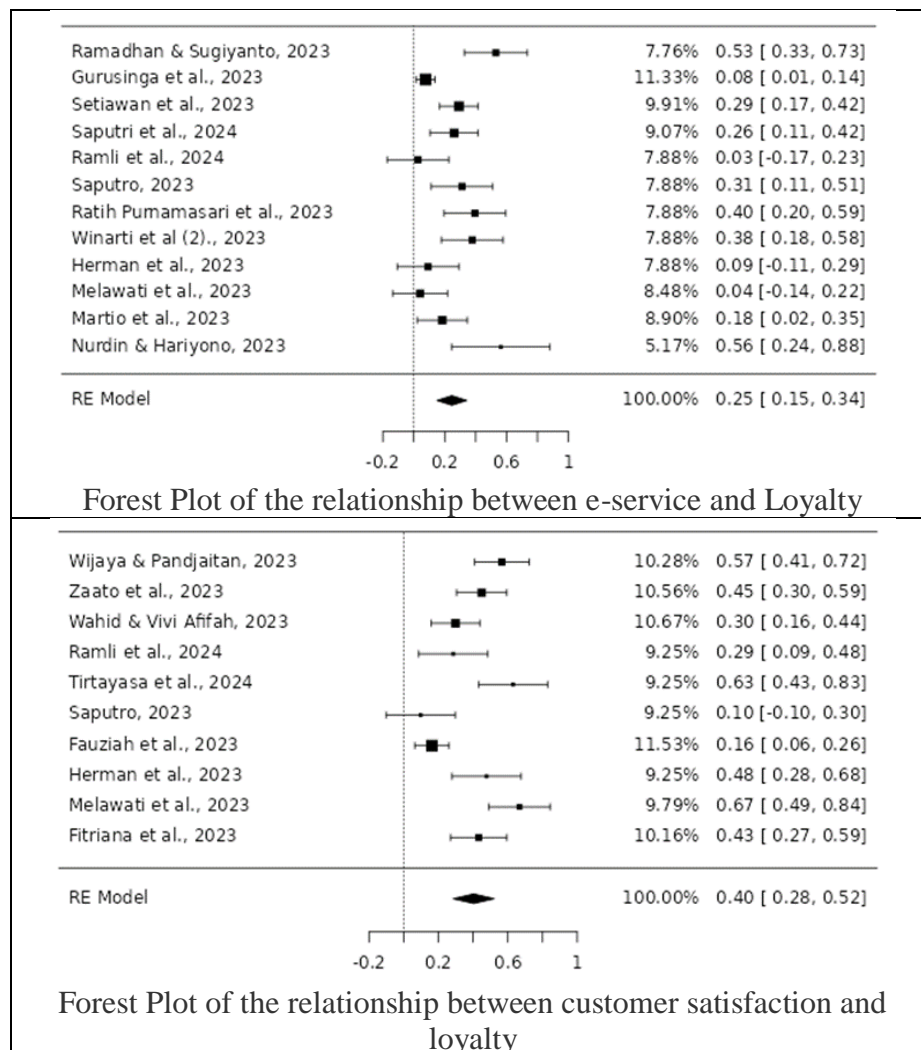


Figure 3. Forest graph plots the direct influence between research variables

The results of the meta analysis in graph 3 above are explained in detail in the following points. Analysis using the Mixed-Effects model on Brand Image and Loyalty shows that there is a positive and significant relationship between Brand Image and Shopee Consumer Loyalty in Indonesia with a combined effect estimate of 0.334 (SE = 0.0733, $z = 4.56$, $p < .001$, 95% CI = 0.190 to 0.478). Additionally, year of study was found to be a significant moderator (Estimation = -0.271, SE = 0.1007, $z = -2.69$, $p = 0.007$, 95% CI = -0.469 to -0.074), indicating that the relationship between Brand Image and Consumer Loyalty varies by year of study. The Random-Effects model identified a positive and significant relationship between Brand Trust and Loyalty with a combined effect estimate of 0.270 (SE = 0.0483, $Z = 5.58$, $p < .001$, 95% CI = 0.175 to 0.365). The significant heterogeneity among the analyzed studies strengthens the choice of this model. Furthermore, analysis using the Random-Effects model shows a positive and significant relationship between e-service and customer loyalty with a combined effect estimate of 0.246 (SE = 0.0491, $Z = 5.02$, $p < .001$, 95% CI = 0.150 to 0.342). These results reflect the importance of e-service in influencing customer loyalty on the Shopee e-commerce platform in Indonesia. Additionally, a positive and significant relationship was also found between customer satisfaction and customer loyalty with a combined effect estimate of 0.403

(SE = 0.0604, Z = 6.68, $p < .001$, 95% CI = 0.285 to 0.522). The significant variability between studies underscores the relevance of the Random-Effects model in this analysis, providing a deeper understanding of the factors that influence customer loyalty in e-commerce environments.

The results of the publication bias assessment showed several interesting findings. First, the Fail-Safe N test yielded a significant value indicating that there is a large number of possibly unpublished studies necessary for the results of this meta-analysis to be nonsignificant. However, the Begg and Mazumdar rank correlation test showed an insignificant correlation indicating that there is no strong evidence for the existence of publication bias based on Begg and Mazumdar rank. Furthermore, the Egger regression results also showed insignificant values indicating there was insufficient evidence for the existence of publication bias based on the Egger regression.

The next step is to explore the mediation of customer satisfaction on the influence of Brand Image on Loyalty on the Shopee platform in Indonesia.

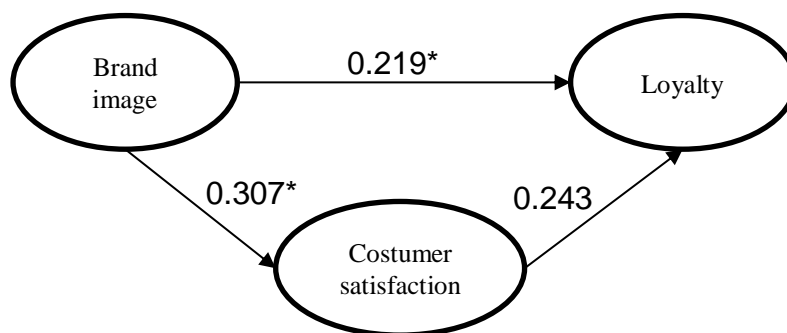


Figure 4. Diagram of the mediation path of customer satisfaction on the influence of brand image on loyalty

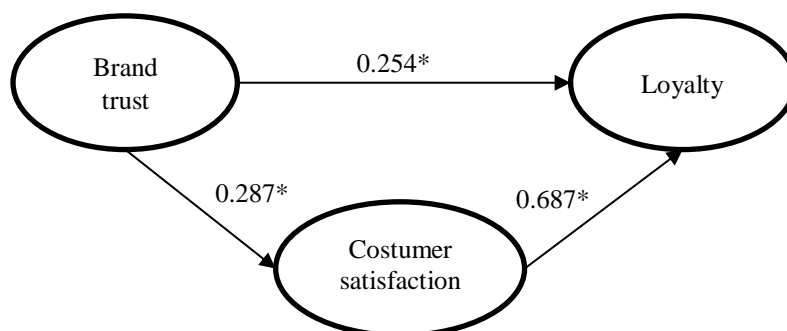


Figure 5. Mediating path diagram of customer satisfaction on the influence of brand trust on loyalty

Meta-analysis of the mediation of customer satisfaction on the influence of Brand Image on Loyalty on the Shopee platform in Indonesia shows that Brand Image has a significant relationship with Loyalty and Customer Satisfaction. However, the relationship between Customer Satisfaction and Loyalty is not significant, with combined effect size values of 0.219 (sig. < 0.05) and 0.307 (sig. < 0.05), respectively. The Sobel test shows that customer satisfaction does not mediate the relationship between Brand Image and Loyalty ($p = 0.255$).

This indicates that although Brand Image has a direct influence on Customer Loyalty and Satisfaction, customer satisfaction is not a significant mediator in this relationship. For the mediation of customer satisfaction on the influence of Brand Trust on Loyalty, meta-analysis of five articles shows that all relationship paths are significant. The combined effect size for the relationship between Brand Trust and Loyalty is 0.254 (sig. < 0.05), Brand Trust and Customer Satisfaction is 0.287 (sig. < 0.05), and Customer Satisfaction and Loyalty is 0.687 (sig. < 0.05). The Sobel test shows that customer satisfaction partially mediates the relationship between Brand Trust and Loyalty ($p = 0.042$), emphasizing the importance of customer satisfaction as an intermediary factor in strengthening this relationship on e-commerce platforms such as Shopee. Finally, meta-analysis of the mediation of customer satisfaction on the effect of E-service on Loyalty also shows that all relationship paths are significant. The combined effect size for the relationship between E-service and Loyalty is 0.161 (sig. < 0.05), E-service and Customer Satisfaction is 0.442 (sig. < 0.05), and Customer Satisfaction and Loyalty is 0.305 (sig. < 0.05). The Sobel test results show that customer satisfaction partially mediates the relationship between E-service and Loyalty ($p = 0.038$), confirming the importance of paying attention to customer satisfaction as an intermediary in strengthening the relationship between E-service and Loyalty on e-commerce platforms. Further research is needed to understand the mechanisms and factors influencing this relationship in depth.

4.2. Discussion

The influence of brand image on shopee consumer loyalty in Indonesia

The meta-analysis results show that there is a positive and significant relationship between brand image and consumer loyalty on the Shopee platform in Indonesia. The Mixed-Effects model shows positive mixed effect estimates, indicating that positive perceptions of brand image increase customer loyalty. This finding is consistent with research by Ramadhan & Sugiyanto (2023) which shows a significant correlation between brand image and customer loyalty with an estimated r of 0.513. However, different results were found in Nurcahyani & Prabowo (2024) research, where brand image was not proven to have an effect on consumer loyalty. Moderation analysis based on research year shows a significant moderation effect with a negative value, indicating that the influence of brand image on consumer loyalty has decreased in samples taken in 2024 compared to the previous year.

The decline in the influence of brand image on consumer loyalty can be caused by factors such as changes in consumer behavior, dynamics of the economic situation, changing trends, and increasingly fierce market competition. Several studies in this analysis found an insignificant correlation between brand image and customer loyalty, which may be caused by other factors such as price, product quality, and overall user experience. Changes in the marketing and branding strategies of Shopee or its competitors can also affect the influence of brand image. Aaker (1992), in (Zia et al., 2021), defines brand attachment as a strong emotional connection between customers and a brand, where a positive brand image can foster brand attachment and increase customer loyalty. Although there are differences in results between the studies analyzed, these findings provide a strong basis for e-commerce organizations to improve their brand image to increase customer loyalty.

The influence of brand trust on shopee consumer loyalty in Indonesia

The meta-analysis results show that there is a positive and significant relationship between Brand Trust and Shopee consumer loyalty in Indonesia, with the effect size value being categorized as medium. This shows that increasing Brand Trust can increase consumer loyalty

at a moderate level. Although most studies show a significant relationship, there are some studies that do not find a significant relationship. This difference can be caused by different methodologies in sampling and characteristics of respondents. Brand trust and customer engagement theories support these findings, indicating that consumers who have high trust in a brand tend to be more loyal. However, further research is needed to understand the factors that can strengthen or weaken this relationship. Most studies (8 out of 15) show a positive and significant relationship between Brand Trust and Loyalty. However, there were 3 studies that did not find a significant relationship. This shows that the relationship between Brand Trust and Loyalty is not always strong and can be influenced by other factors. These differences in results can be caused by several factors, such as the methodology used and sample characteristics. As in research (Kuska et al., 2024), the sampling criteria are explained in detail, where one of the samples taken is respondents who have shopped on the Shopee application more than 3 times. Meanwhile, in the panel research by (Melawati et al., 2023) the specific inclusion criteria for the samples taken were not explained. This sampling method provides different results on the relationship between Brand Trust and Loyalty. In research Kuska et al. (2024) there is a significant relationship between Brand Trust and Loyalty. This happens because the respondents taken have shopped for the Shopee application more than 3 times so that the level of trust that arises in using the Shopee application will increase, thereby increasing the loyalty of these consumers. Meanwhile, in research Melawati et al. (2023), the samples taken tend to be heterogeneous because they do not have certain criteria in sampling, so the results of the test of the relationship between Brand Trust and Loyalty are not significant.

The influence of e-service on shopee consumer loyalty in Indonesia

The meta-analysis results show that there is a positive and significant relationship between e-service and Shopee consumer loyalty in Indonesia, with the effect size value being categorized as medium. Improving the quality of e-service can increase consumer loyalty at a moderate level. Although most studies show a significant relationship, there are some studies that do not find a significant relationship. This difference could be caused by differences in control variables between studies. Research with fewer control variables tends to produce higher effect size values, while research with more control variables tends to produce lower effect size values. These results support the theory of e-service quality and customer satisfaction, indicating that e-service is an important factor influencing Shopee consumer loyalty in Indonesia, although this relationship can be influenced by other factors. Most studies (7 out of 12) show a positive and significant relationship between e-service and loyalty. However, there were 5 studies that did not find a significant relationship. This suggests that the relationship between e-service and loyalty may not always be strong and can be influenced by other factors. This difference in results is indicated due to differences in control variables in each study. In the research (Nurdin & Hariyono, 2023) and (Ramadhan & Sugiyanto, 2023) which had the highest effect size values, there were not many control variables in the research. Research by Nurdin & Hariyono (2023) does not even have a control variable, while research by (Ramadhan & Sugiyanto, 2023) is only controlled by the customer satisfaction variable. Meanwhile, research in (Melawati et al., 2023) and (Gurusinga et al., 2023) which had the lowest effect size values, had more than 1 control variable. Research by (Melawati et al., 2023) added e-trust and e-satisfaction variables, meanwhile (Gurusinga et al., 2023) added product usability and cashback promotion variables to control the relationship between e-service and loyalty.

The influence of consumer satisfaction on shopee consumer loyalty in Indonesia

Meta analysis shows that there is a positive and significant relationship between consumer satisfaction and Shopee consumer loyalty in Indonesia, with a combined effect size value of 0.403 ($p < 0.001$). This value is categorized as moderate, which means that increasing consumer satisfaction can increase loyalty at a moderate level. These results confirm that consumer satisfaction is an important factor in forming consumer loyalty on this e-commerce platform. Most studies (8 out of 11) show a positive and significant relationship between consumer satisfaction and loyalty, although there are 3 studies that do not find a significant relationship. These differences in results may be caused by variations in the research context, methodology, or characteristics of the samples used.

Customer satisfaction theory states that consumers who are satisfied with their products, services and experiences tend to be loyal to the company. The results of this meta-analysis support this theory, showing that consumer satisfaction is an important factor in influencing Shopee consumer loyalty in Indonesia. Additionally, customer engagement theory states that satisfied consumers are more likely to engage with the platform, such as making repeat purchases, writing positive reviews, or recommending Shopee to others, which ultimately increases loyalty. Although this relationship may not always be strong and can be influenced by other factors, the results of this meta-analysis are in line with previous research showing a positive relationship between consumer satisfaction and loyalty.

The mediating effect of consumer satisfaction on the influence of brand image on shopee consumer loyalty in Indonesia

The meta-analysis results show that consumer satisfaction does not mediate the relationship between brand image and Shopee consumer loyalty in Indonesia. Although there is a positive and significant relationship between brand image and loyalty, as well as between brand image and consumer satisfaction, the relationship between consumer satisfaction and loyalty is not significant. This shows that brand image has a direct and stronger influence on Shopee consumer loyalty than through consumer satisfaction. Other factors, such as brand trust and brand attachment, may play a larger role in influencing consumer loyalty. In contrast, the meta-analysis results show that consumer satisfaction partially mediates the relationship between brand trust and consumer loyalty, as well as between e-service and Shopee consumer loyalty in Indonesia. This shows that brand trust and e-service can increase Shopee consumer loyalty directly, but also through consumer satisfaction. This shows the importance of paying attention to and increasing consumer satisfaction in building Shopee consumer loyalty in Indonesia.

The mediating effect of consumer satisfaction on the influence of brand trust on shopee consumer loyalty in Indonesia

In the mediation analysis of consumer satisfaction on the influence of brand image on Shopee consumer loyalty in Indonesia, the meta-analysis results show that consumer satisfaction does not significantly mediate the relationship between brand image and consumer loyalty. Although there is a positive and significant relationship between brand image and loyalty, as well as between brand image and consumer satisfaction, the relationship between consumer satisfaction and loyalty is not significant. This shows that brand image has a direct and stronger influence on Shopee consumer loyalty than through consumer satisfaction. Other factors, such as brand trust and brand attachment, may play a larger role in influencing consumer loyalty.

The mediating effect of consumer satisfaction on the influence of e-service on shopee consumer loyalty in Indonesia

Meanwhile, in the mediation analysis of consumer satisfaction on the influence of brand trust on Shopee consumer loyalty in Indonesia, the meta-analysis results show that consumer satisfaction partially mediates the relationship between brand trust and Shopee consumer loyalty. This means that brand trust can increase Shopee consumer loyalty directly, but also indirectly through consumer satisfaction. Consumers who have high brand trust in Shopee tend to be satisfied with their products, services and experiences at Shopee, and this satisfaction can then increase their loyalty to Shopee.

5. Conclusion

From the research results that have been described, it can be concluded that there is a positive and significant relationship between brand image, brand trust, e-service, and Shopee consumer loyalty in Indonesia. Brand image has a direct influence on loyalty, while brand trust and e-service also have a significant direct influence. However, consumer satisfaction does not significantly mediate the relationship between brand image and loyalty, but partially mediates the relationship between brand trust and e-service and loyalty. Suggestions that can be given include focusing on building a strong brand image, increasing brand trust through guaranteed product and service quality, and improving the quality of e-service. Additionally, future research is recommended to use a longitudinal approach to gain a better understanding of this relationship over a longer period of time.

The implication of these findings is that Shopee sellers need to understand the importance of building and maintaining a positive brand image, strong brand trust, and improving the quality of their e-services. This is important because a positive relationship between these variables and consumer loyalty can impact the long-term success of an e-commerce platform. Increasing consumer satisfaction also remains a focus, although not as the main mediator in the relationship between these variables. Thus, Shopee sellers can consider these suggestions to improve their business performance and win consumer trust.

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