

THE IMPACT OF CUSTOMER EXPERIENCE, SALES PROMOTION, SERVICE QUALITY, AND PRODUCT AVAILABILITY ON CUSTOMER LOYALTY IN TOKOPEDIA'S RETAIL BUSINESS: THE MEDIATING ROLE OF CUSTOMER SATISFACTION

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Abstract: This study investigates the determinants of e-loyalty among Tokopedia users by applying the Stimulus–Organism–Response (S-O-R) model. The model conceptualizes Customer Experience (CX), Promotion, E-Service Quality, and Product Availability as external stimuli (S) that influence E-Loyalty (R) both directly and indirectly through E-Satisfaction (O). Data were collected from 150 active university students in Surabaya who had made purchases on Tokopedia within the past six months. The analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to evaluate the measurement and structural models. Results indicate that all stimulus variables significantly affect both e-satisfaction and e-loyalty. Among them, Product Availability shows the strongest direct effect on e-loyalty, while Promotion has the largest impact on e-satisfaction. Moreover, e-satisfaction serves as a significant mediator between all stimulus variables and e-loyalty, confirming the central role of emotional and cognitive satisfaction in shaping long-term customer commitment. The model explains 59.8% of the variance in e-loyalty and 44% in e-satisfaction, demonstrating robust explanatory power. These findings emphasize that enhancing customer experience, service quality, promotional relevance, and product reliability are crucial strategies for fostering sustained e-loyalty in competitive e-commerce platforms.

Keywords: *Stimulus–Organism–Response, E-satisfaction, E-loyalty, Customer Experience, Promotion, E-Service Quality, Product Availability*

Submitted: 2026-05-05; Revised: 2026-05-08; Accepted: 2026-05-23

1. Introduction

The rapid advancement of information and communication technology has triggered a fundamental paradigm shift across various sectors, including the economy. One of the most remarkable manifestations of this transformation is the exponential growth of the e-commerce industry, driven by increased internet penetration and widespread mobile device usage (Turban et al., 2018). This digital evolution has not only expanded global market accessibility but also redefined how consumers seek information and conduct transactions. According to (Statista, 2023), the global e-commerce market continues to grow at an exponential rate, positioning it as one of the most dynamic and competitive sectors today. Modern consumers now prioritize

convenience, speed, and seamless access to information, making digital platforms their primary shopping destination.

The shift from physical to digital shopping has created a new business ecosystem centered on customer experience. Contemporary consumers demand personalized, interactive, and efficient shopping journeys (Chaffey & Ellis-Chadwick, 2019). This transformation compels businesses to move beyond conventional marketing strategies and optimize digital engagement to remain competitive. Success in the e-commerce landscape now depends not only on product excellence or competitive pricing but also on the ability to design superior customer experiences and foster long-term relationships (Parasuraman et al., 2017). Accordingly, customer loyalty has emerged as a strategic asset that determines the sustainability of digital businesses.

E-loyalty defined as a customer's commitment to repurchase and continue engaging with the same platform despite numerous alternatives has become a crucial goal for online retailers (Reichheld & Schefter, 2016). Loyal customers contribute to long-term profitability through repeat purchases and positive word-of-mouth advocacy. Moreover, retaining existing customers is significantly more cost-efficient than acquiring new ones; research shows that acquiring new customers may cost five to ten times more than retaining current ones (Kotler & Keller, 2016). Hence, understanding the determinants of e-loyalty is essential for formulating effective digital marketing and retention strategies.

Several key factors have been identified as antecedents of e-loyalty, including customer experience (CX), promotion, e-service quality, and product availability. CX reflects the totality of a customer's interactions with a platform, encompassing both functional and emotional aspects (Kaur & Singh, 2018). Promotional strategies such as discounts, cashback, and free shipping serve as powerful incentives that enhance perceived value and influence repeat purchases (Chi, 2018). Meanwhile, e-service quality encompasses usability, reliability, responsiveness, and transaction security, which collectively build consumer trust (Parasuraman et al., 2017). Finally, product availability plays a fundamental role in online shopping satisfaction; accurate stock information and reliable product availability prevent disappointment and switching behavior (Chen & Hsiao, 2018).

However, the relationships between these factors and customer loyalty are often indirect, mediated by e-satisfaction the degree of a customer's fulfillment based on their online shopping experience. Customer satisfaction arises from a positive evaluation of several aspects, including ease of navigation, effective promotions, reliable service, and accurate product information (Ghalandari, 2016). Prior empirical studies affirm the mediating role of satisfaction in linking CX, promotion, and service quality to loyalty (Banerji & Singh, 2024; Felix & Rembulan, 2023; Sari et al., 2023). Nonetheless, few studies have integrated all four antecedents—CX, Promotion, E-service Quality, and Product Availability into a comprehensive structural model to explain e-loyalty.

A notable research gap persists because most prior studies focus on different markets or platforms and rarely examine the mediating effect of e-satisfaction on the combined influence of these antecedents. Moreover, little attention has been paid to Indonesian digital consumers, particularly university students in Surabaya, who represent a highly active and innovation-sensitive demographic. Tokopedia, one of Indonesia's leading e-commerce platforms under the GoTo Group, provides an ideal research context due to its dominant position in the national digital retail market. Despite its market leadership, Tokopedia faces challenges in maintaining customer loyalty amid intense competition.

Therefore, this study aims to empirically examine the effects of Customer Experience, Promotion, E-service Quality, and Product Availability on Customer Loyalty, with E-satisfaction as a mediating variable among Tokopedia retail customers. The findings are expected to contribute to digital marketing literature by offering an integrative model of e-loyalty formation and provide practical insights for e-commerce practitioners seeking to enhance customer satisfaction and loyalty in Indonesia's highly competitive digital marketplace.

2. Literature Review

Digital business environments have reshaped how consumers interact with brands, shifting the focus from transactional efficiency toward experiential engagement. The Stimulus–Organism–Response (S–O–R) model provides a robust theoretical foundation to explain these behavioral dynamics, where external stimuli influence consumers' internal states and, consequently, their behavioral responses (Mehrabian & Russell, 1974). Within the e-commerce context, several stimuli such as Customer Experience (CX), Promotion, E-service Quality, and Product Availability play a critical role in shaping customers' perceptions and emotional reactions toward online platforms (Kaur & Singh, 2018; Chi, 2018). These dimensions determine not only the perceived functional value of a platform but also its ability to elicit emotional satisfaction and behavioral commitment from users. Prior studies indicate that when customers perceive positive experiences and service reliability, they are more likely to develop trust and a favorable attitude toward the platform, reinforcing long-term loyalty (Parasuraman et al., 2017).

Customer satisfaction (e-satisfaction) is considered a pivotal psychological mechanism that mediates the relationship between stimuli and loyalty behaviors. Rooted in the Expectation–Disconfirmation Theory (Oliver, 2015a), satisfaction emerges when perceived performance exceeds expectations, producing positive emotional evaluations. In the e-commerce domain, satisfaction reflects customers' assessment of ease of navigation, promotional fairness, transaction security, and product reliability (Ghalandari, 2016). High levels of e-satisfaction foster emotional attachment, trust, and repeat purchase intentions, which in turn drive e-loyalty a sustained commitment to repurchase and recommend the same platform (Han & Back, 2018). While previous research has examined some of these relationships individually, there remains a need to integrate CX, Promotion, E-service Quality, and Product Availability simultaneously within the S–O–R framework to understand their joint influence on satisfaction and loyalty in Indonesia's digital retail ecosystem.

The conceptual framework of this study adapts the Stimulus–Organism–Response (S–O–R) model to explain the formation of customer loyalty in the e-commerce context. The controllable platform-related variables Customer Experience (CX), Promotion, E-service Quality, and Product Availability serve as Stimuli (S) that influence customers' internal evaluations represented by E-satisfaction (O). Positive stimuli, such as intuitive platform design, attractive promotions, reliable systems, and accurate product information, are expected to generate a favorable internal state of satisfaction. This mediating variable (Organism) subsequently drives the Response (R) E-loyalty, which reflects the customer's long-term commitment to continue using and recommending the platform. The framework is grounded in three complementary theories: (1) Customer Experience Theory, which emphasizes the emotional and cognitive responses arising from holistic service interactions; (2) Service-Dominant Logic (Vargo & Lusch, 2016), which views value creation as co-produced through service quality and resource availability; and (3) the Expectation–Disconfirmation Model

(Oliver, 2015), which explains satisfaction as a consequence of perceived performance exceeding expectations. Thus, the framework posits that E-satisfaction mediates the effects of CX, Promotion, E-service Quality, and Product Availability on E-loyalty among Tokopedia customers.

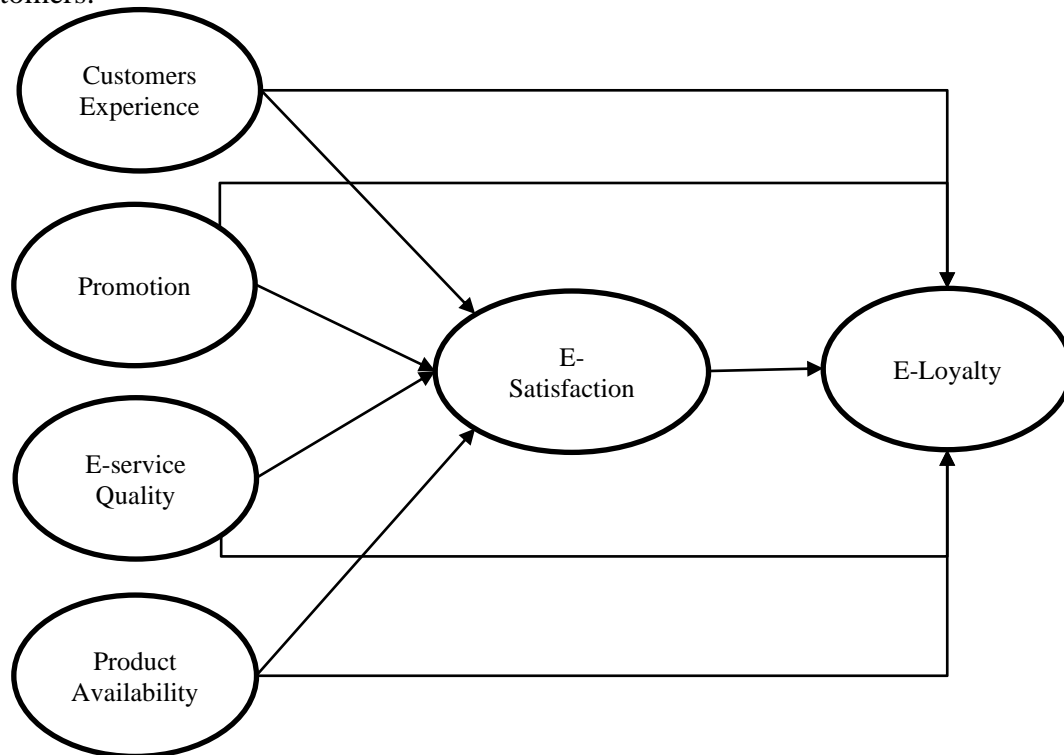


Figure 1. Conceptual Framework

Based on the conceptual framework and supporting theories, this study proposes thirteen hypotheses. Customer Experience (CX), Promotion, E-service Quality, and Product Availability are expected to exert direct positive effects on E-loyalty (H1–H4), as superior experiences, fair promotions, reliable services, and consistent product availability enhance customers’ attachment to the platform.

- H1: Customer Experience (CX) has a positive and significant effect on e-loyalty.
- H2: Promotion has a positive and significant effect on e-loyalty.
- H3: E-Service Quality has a positive and significant effect on e-loyalty.
- H4: Product Availability has a positive and significant effect on e-loyalty.
- H5: E-satisfaction has a positive and significant effect on e-loyalty.
- H6: Customer Experience (CX) has a positive and significant effect on e-satisfaction.
- H7: Promotion has a positive and significant effect on e-satisfaction.
- H8: E-service Quality has a positive and significant effect on e-satisfaction.
- H9: Product Availability has a positive and significant effect on e-satisfaction.
- H10: E-Satisfaction mediates the effect of Customer Experience (CX) on e-loyalty.
- H11: Promotion mediates the effect of e-satisfaction on e-loyalty.
- H12: E-satisfaction mediates the effect of E-service Quality on E-loyalty.
- H13: E-satisfaction mediates the effect of Product Availability on E-loyalty.

3. Research Methods

This study employs a causal quantitative research design, aimed at analyzing and testing cause-and-effect relationships among the studied variables. Specifically, the research investigates the influence of Customer Experience (CX), Promotion, E-service Quality, and Product Availability on E-loyalty, with E-satisfaction serving as a mediating variable. The causal approach is suitable for explaining empirical relationships between constructs within the conceptual framework based on the Stimulus–Organism–Response (S–O–R) model. Data collection was conducted through a structured questionnaire distributed to university students in Surabaya who have used Tokopedia within the last six months. Quantitative analysis was performed using Partial Least Squares–Structural Equation Modeling (PLS–SEM) with SmartPLS version 3.0, allowing for robust hypothesis testing and validation of both measurement and structural models.

The population of this study comprises all active university students in Surabaya who have made at least one purchase on Tokopedia within the past six months. Because the exact population size is unknown, a non-probability sampling technique, specifically purposive sampling, was applied to ensure the representativeness of respondents according to the research objectives. The sampling criteria include: (1) being an active university student (undergraduate or postgraduate) in Surabaya, (2) having completed at least one purchase on Tokopedia within the last six months, and (3) willingness to fill out the questionnaire honestly and completely. Following Hair et al. (2017), the minimum required sample size for SEM analysis is set at 10 times the number of indicators. With 18 indicators in total, the study required a minimum of 180 respondents to ensure statistical adequacy. Data were collected online through Google Forms, distributed via social media and academic networks between July and October 2025.

All latent variables Customer Experience (CX), Promotion, E-service Quality, Product Availability, E-satisfaction, and E-loyalty were operationalized into measurable indicators using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The Customer Experience construct was measured using four indicators adapted from (Kaur & Singh, 2018), including ease of navigation, personalization, reliability of information, and emotional engagement during online shopping. Promotion was measured using three indicators derived from Kotler and Keller (2016), covering discount attractiveness, clarity of promotional messages, and perceived value of special offers. E-service Quality was assessed through four items adopted from Parasuraman et al. (2017), focusing on responsiveness, assurance, website reliability, and system efficiency. Product Availability was measured with two indicators adapted from (Chen & Hsiao, 2018), emphasizing the completeness and stock readiness of products on Tokopedia. E-satisfaction was operationalized through three indicators following Oliver (1997), representing overall satisfaction, confirmation of expectations, and repeat purchase comfort. Lastly, E-loyalty was measured using two items adapted from Parasuraman et al. (2017), capturing the intention to repurchase and willingness to recommend Tokopedia to others.

Data analysis proceeded in three stages: (1) descriptive analysis, to summarize respondent demographics and variable distributions; (2) measurement model evaluation, to test the convergent validity, discriminant validity, and reliability of the constructs using criteria such as $AVE \geq 0.50$, $CR \geq 0.70$, and $HTMT \leq 0.90$; and (3) structural model analysis, to test hypotheses using path coefficients and bootstrapping for statistical significance ($p \leq 0.05$). The model's predictive relevance ($Q^2 > 0$) and the mediating role of E-satisfaction were also assessed through the specific indirect effects in PLS–SEM.

4. Results and Discussion

4.1. Results

This chapter presents the empirical findings of the study, beginning with an overview of the research context and respondent characteristics. The focal object of this research is Tokopedia, one of Indonesia's leading e-commerce platforms, representing the highly competitive and dynamic retail marketplace in the digital economy. The study aims to capture cognitive and affective responses—specifically customer satisfaction and e-loyalty—among a specific consumer segment: university students in Surabaya who have made purchases on Tokopedia within the past six months. This population was selected due to its strong adaptability to technology, purchasing power, and role as early adopters in online shopping trends, making the data particularly relevant for understanding digital consumer behavior among young, educated users. The demographic and behavioral characteristics of 150 respondents, showing a relatively balanced gender distribution (51.33% female and 48.67% male), with the majority aged below 18 years (40%) and a substantial share aged above 23 years (29.33%). Respondents from private universities slightly outnumber those from public universities, ensuring proportional representation across institutional types. The average monthly expenditure of most respondents falls between IDR 500,001–1,000,000 (35.33%), indicating moderate purchasing capacity, while purchase frequency data reveal that over half of respondents (56.67%) shop on Tokopedia fewer than twice per month, with nearly one-third (30.67%) identified as highly active users. These characteristics collectively provide a comprehensive understanding of the respondent profile and form the basis for subsequent analyses of the structural relationships among the research variables.

Measurement Model Evaluation

Table 1. Measurement Model Evaluation

Variabel	X1	X2	X3	X4	Y	Z	AVE	Cronbach's Alpha	CR
Costumer Experience (X1)	0.726						0.528	0.823	0.87
Promotion (X2)	-0.149	0.720					0.518	0.836	0.878
E-ServQual (X3)	0.085	0.000	0.739				0.546	0.93	0.947
Product Availability (X4)	0.050	0.006	0.043	0.782			0.612	0.865	0.903
E-loyalty (Y)	0.343	0.311	0.301	0.406	0.884		0.781	0.689	0.824
E-satisfaction (Z)	0.280	0.410	0.285	0.325	0.717	0.806	0.650	0.768	0.843

Table 1 presents the results of the measurement model evaluation, which assess the validity and reliability of all latent constructs. The Average Variance Extracted (AVE) values for all constructs exceed the recommended threshold of 0.50, ranging from 0.518 to 0.781, indicating that each construct explains more than half of the variance of its observed indicators and thus meets the criterion for convergent validity. In addition, all Cronbach's Alpha coefficients are above 0.70, and Composite Reliability (CR) values range between 0.768 and 0.947, confirming strong internal consistency and measurement reliability across all variables—Customer Experience, Promotion, E-Service Quality, Product Availability, E-Satisfaction, and E-Loyalty.

Furthermore, discriminant validity was evaluated using the Fornell–Larcker criterion, which compares the square root of the AVE of each construct with its correlations to other

constructs. The results demonstrate that the square roots of AVE for all latent variables are greater than the inter-construct correlations, indicating that each construct shares more variance with its own indicators than with other constructs in the model. This confirms that the constructs are empirically distinct and free from multicollinearity issues. In summary, the measurement model satisfies all key criteria for construct validity and reliability, providing a robust foundation for subsequent structural model analysis.

Structural Model Evaluation

Table 2. Structural model Evaluation

Path	<i>f-square</i>	R Square	GoF
X1 → Y	0.085		
X2 → Y	0.034		
X3 → Y	0.04	0.598	
X4 → Y	0.113		
Z → Y	0.335		0.487
X1 → Z	0.168		
X2 → Z	0.362	0.44	
X3 → Z	0.107		
X4 → Z	0.156		

Table 2 summarizes the evaluation of the structural model, which tests the predictive power and strength of relationships among constructs. The R² values for E-satisfaction (Z = 0.44) and E-loyalty (Y = 0.598) indicate that the model explains 44% and 59.8% of the variance in these endogenous variables, respectively—suggesting substantial explanatory power according to Chin (1998). The *f*² effect sizes show that E-satisfaction (Z → Y, *f*² = 0.335) exerts the strongest influence on E-loyalty, followed by moderate effects from Product Availability (X4 → Y, *f*² = 0.113) and Customer Experience (X1 → Z, *f*² = 0.168). The Goodness of Fit (GoF) value of 0.487 further confirms the model’s overall adequacy, indicating that the proposed research framework provides a strong empirical representation of the relationships between customer experience, promotion, e-service quality, product availability, e-satisfaction, and e-loyalty within the Tokopedia context.

Hypothesis Testing

After confirming the reliability and validity of the measurement and structural models, the next stage involves testing the research hypotheses to evaluate the causal relationships among constructs. This analysis examines both direct and indirect effects within the framework of the Stimulus–Organism–Response (S-O-R) model, using path coefficients, t-statistics, and p-values to determine the significance of each relationship. The hypothesis testing results provide empirical evidence on how customer experience, promotion, e-service quality, and product availability influence e-satisfaction and e-loyalty among Tokopedia users.

Table 3. Direct effect result

Hypothesis	Path	Coef.	St Dev	T Stat	P Values	Keterangan
H1	X1 → Y	0.203	0.059	3.434	0.001	Accepted
H2	X2 → Y	0.138	0.061	2.258	0.024	Accepted

H3	X3 → Y	0.134	0.059	2.273	0.023	<i>Accepted</i>
H4	X4 → Y	0.230	0.055	4.194	0.000	<i>Accepted</i>
H5	Z → Y	0.491	0.061	8.027	0.000	<i>Accepted</i>
H6	X1 → Z	0.312	0.061	5.111	0.000	<i>Accepted</i>
H7	X2 → Z	0.455	0.064	7.139	0.000	<i>Accepted</i>
H8	X3 → Z	0.246	0.066	3.729	0.000	<i>Accepted</i>
H9	X4 → Z	0.296	0.062	4.756	0.000	<i>Accepted</i>

As shown in Table 3, all nine direct hypotheses (H1–H9) are statistically supported, with p-values below 0.05 and t-statistics exceeding 1.96. The paths from Customer Experience ($\beta = 0.203$, $p = 0.001$), Promotion ($\beta = 0.138$, $p = 0.024$), E-Service Quality ($\beta = 0.134$, $p = 0.023$), and Product Availability ($\beta = 0.230$, $p = 0.000$) to E-Loyalty are all significant, suggesting that improvements in these factors directly enhance loyalty among Tokopedia users. Furthermore, E-Satisfaction ($\beta = 0.491$, $p = 0.000$) demonstrates the strongest direct effect on E-Loyalty, underscoring its central role as a determinant of user retention. In the satisfaction model, all antecedents—Customer Experience, Promotion, E-Service Quality, and Product Availability—also show significant positive effects on E-Satisfaction ($p < 0.001$), confirming that the overall shopping experience, perceived value, and service performance are critical predictors of satisfaction. These findings collectively validate all hypothesized direct relationships in the research model.

Table 4. Indirect effect results

Hypothesis	Path	Coef.	St Dev	T Stat	P Values	Keterangan
H10	X1 → Z → Y	0.150	0.036	4.279	0.000	<i>Accepted</i>
H11	X2 → Z → Y	0.217	0.044	5.056	0.000	<i>Accepted</i>
H12	X3 → Z → Y	0.118	0.039	3.107	0.002	<i>Accepted</i>
H13	X4 → Z → Y	0.139	0.032	4.473	0.000	<i>Accepted</i>

The results of the indirect effects presented in Table 4 reveal that E-Satisfaction significantly mediates the relationships between all exogenous variables and E-Loyalty. Each mediation path—Customer Experience → E-Satisfaction → E-Loyalty ($\beta = 0.150$, $p = 0.000$), Promotion → E-Satisfaction → E-Loyalty ($\beta = 0.217$, $p = 0.000$), E-Service Quality → E-Satisfaction → E-Loyalty ($\beta = 0.118$, $p = 0.002$), and Product Availability → E-Satisfaction → E-Loyalty ($\beta = 0.139$, $p = 0.000$)—is statistically significant. The strongest indirect influence originates from Promotion, indicating that satisfaction serves as an important psychological mechanism through which promotional efforts translate into sustained customer loyalty. These results confirm the full mediation role of E-Satisfaction in linking the quality and value-related dimensions of the Tokopedia experience with consumers' long-term commitment to the platform.

4.2. Discussion

The structural analysis of e-loyalty among Tokopedia's student users in Surabaya strongly validates the Stimulus-Organism-Response (S-O-R) theoretical framework, where exogenous variables function as environmental stimuli, E-satisfaction acts as the crucial organismic state, and E-loyalty is the resulting behavioral response. Across all tested pathways, E-satisfaction

was confirmed to partially mediate the relationship between the functional/financial antecedents and E-loyalty, establishing itself as the most powerful proximal determinant of customer commitment. This finding is highly consistent with the foundational Satisfaction-Loyalty Link paradigm in service marketing, particularly within the dynamic and competitive environment of Indonesian e-commerce (Oliver, 2015b). The overall model success provides a comprehensive view of how multiple platform factors converge to drive digital retention and advocacy in the student segment.

The financial incentive, operationalized as Promotion, emerged as the most potent initial stimulus in the model, demonstrating a strong effect size on E-satisfaction. This highlights the price sensitivity of the student demographic, where perceived value generated by personalized promotions and discounts such as cashback and vouchers effectively surpasses financial expectations and instantly triggers high satisfaction (Sun et al., 2020). However, the finding of Partial Mediation reveals a nuanced behavior: while promotions have a direct, yet fragile, effect on loyalty (driving transactional loyalty), their primary strength lies in first solidifying the customer's affective state (satisfaction), which then translates into stable, long-term commitment. Management must therefore view promotions not merely as volume boosters but as strategic tools to maximize E-satisfaction.

In contrast, the non-financial functional stimuli, Customer Experience (CX) and Product Availability, exhibit a moderate but significant influence on E-satisfaction. The descriptive results reveal critical "pain points" that hinder the maximization of this influence. Specifically, students rated the efficiency of product search (CX) and the completeness/accuracy of stock information (Product Availability) as merely "Moderate." This disparity underscores a functional gap between the intuitive User Interface (UI) and the task-oriented User Experience (UX). Improving these friction points optimizing search algorithms and ensuring real-time inventory accuracy—is a strategic imperative, as the research confirms that addressing these functional weaknesses will directly and efficiently boost E-satisfaction (Andriani & Aisyah, 2024; Sari et al., 2023).

Furthermore, the role of E-Service Quality is interpreted as a critical "hygiene factor." While statistically significant, its effect size on E-satisfaction is categorized as "Weak." This suggests that technical stability, payment efficiency, and minimal errors are now considered industry baseline expectations or a "must-be" factor by tech-savvy students. Good E-Service Quality prevents dissatisfaction and churn, but it is insufficient on its own to generate exceptional satisfaction or strong loyalty (Parasuraman et al., 2017). To leverage E-Service Quality into a stronger loyalty driver, Tokopedia must move beyond basic transactional reliability and invest in the aspects currently rated low by respondents, namely feature completeness and overcoming server scalability issues during peak hours (Turban et al., 2018).

The organismic variable, E-satisfaction, sits at the core of the loyalty generation process. Its high-magnitude path coefficient to E-loyalty confirms its role as the ultimate conversion mechanism, transforming positive experiences and financial gains into committed behavior. The descriptive analysis shows that E-satisfaction itself is still at a "Moderate" level, yet students highly value user-generated content like reviews and ratings (Effendi & Suyoto, 2023; Kuska et al., 2024). This suggests that high satisfaction with community-driven information is currently an asset, but it is counteracted by low satisfaction with platform-provided product information. The resulting "Moderate" E-loyalty is characterized by a strong willingness to engage in positive e-word-of-mouth (attitudinal loyalty) but a lower intention to choose Tokopedia over competitors (behavioral retention), pointing to the intense multi-homing nature of the Indonesian e-commerce market (Suyanto et al., 2024; Tirtayasa et al., 2024).

In conclusion, the findings advocate for a priority shift in managerial strategy. To elevate E-loyalty from the current "Moderate" state to "High," Tokopedia must concentrate its investment on maximizing E-satisfaction. This involves a dual strategy: maintaining the strong persuasive power of personalized Promotions and undertaking targeted improvements to the currently deficient functional aspects of Customer Experience (search) and Product Availability (stock accuracy). By effectively utilizing E-satisfaction as the central leverage point, the platform can efficiently convert its competitive advantages into the stable, committed loyalty required for long-term retention among this crucial segment of digital natives.

5. Conclusion

This study successfully achieved its primary objective by empirically validating the structural model linking Customer Experience, Promotion, E-service Quality, and Product Availability to E-Loyalty among Tokopedia's student users in Surabaya, using E-satisfaction as a partial mediator. The results, spanning all thirteen hypotheses, unequivocally confirm that all four exogenous variables exert a significant positive influence on E-Loyalty, both directly and indirectly through the central mediating role of E-satisfaction. Crucially, E-satisfaction emerged as the single strongest antecedent to E-Loyalty, confirming that maximizing customer contentment is the most effective strategy for building committed digital loyalty. Managerial recommendations derived from these findings urge Tokopedia to prioritize the optimization of application functionality (e.g., product search efficiency) and real-time stock accuracy to efficiently boost E-satisfaction, while simultaneously maintaining and enhancing personalized promotions the most powerful driver of perceived value and, consequently, satisfaction.

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