

THE EFFECT OF SERVICE QUALITY, BRAND TRUST, AND PROMOTION ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT SHOPEE INDONESIA

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Abstract

The purpose of this study is to examine how customer service quality, brand trust, and promotion affect customer loyalty through customer satisfaction. Meanwhile, to analyze the relationship between variables, using partial least squares (PLS). The composite dependability value of the internal consistency test met the parameters. Every indicator variable statement has satisfied the requirements for validity and reliability based on the test results. The hypothesis test with SmartPLS 4.0 show that service quality has an positive indirect effect on customer loyalty, brand trust had a positive and significant indirect effect on customer loyalty, promotion had a positive and significant indirect effect on customer loyalty. The influence of Service Quality on Customer Loyalty through Customer Satisfaction has a postive and significant indirect relationship. The influence of Brand Trust on Customer Loyalty through Customer Satisfaction has a postive and significant indirect relationship. And there is a postive and significant indirect relationship of Brand Trust on Customer Loyalty through Customer Satisfaction.

1. INTRODUCTION

In 2015, Chris Feng established Shopee, an online shopping website. The Shopee company has now increased its geographical reach to include numerous nations, including Brazil, Indonesia, Singapore, Malaysia, Taiwan, Vietnam, Thailand, and the Philippines. In comparison to Lazada, Tokopedia, Blibli, Bukalapak, JD.ID, and other e-commerce, Shopee company may expand extremely rapidly through its vision and mission as well as the involvement of a creative marketing team, making this marketplace the most popular in Indonesia. Shopee exists to make it simpler for its users to sell and purchase goods online, including clothing, electronics, sporting goods, beauty items, and more. Shopee also gives sellers tools for publicizing their goods, as well as particularly secure and user-friendly payment options (kredibel.co.id, 2021). Since 2015, Shopee has grown the Indonesian market. When compared to other e-commerce sites like Bukalapak, Tokopedia, Lazada, Blibli, and so forth, Shopee is among the newest and has less expertise. Shopee, however, continues to market itself aggressively in order to compete on an equal level with other online retailers.

According to Top Brand Award data for phase 2 of 2023, there are three TOP online retailers: Shopee now holds the top spot with a percentage of TBI 2021 of 45.8%, followed by Lazada at 15.10% and Tokopedia at 10.30%. According to this information, Shopee is expected to be the biggest e-commerce site in 2023, beating Tokopedia, Lazada, Bukalapak, and Blibli. The rapid growth of e-commerce has transformed the business landscape, providing customers with convenient access to a wide range of products and services. In this highly competitive online marketplace, maintaining customer loyalty has become a critical factor for the success and sustainability of e-commerce (Fitria Hermiati et al., 2022). Customer loyalty refers to the commitment and preference of customers

towards a particular brand or online platform (Pratminingsih et al., 2013). It is influenced by various factors such as customer satisfaction, brand trust, promotion, and service quality (Pratminingsih et al., 2013).

Previous research has highlighted the importance of understanding the relationships between these variables in order to effectively manage customer loyalty in the e-commerce context. For instance, studies have shown that customer satisfaction plays a significant role in driving customer loyalty in online shopping (Pratminingsih et al., 2013). When customers are satisfied with their overall shopping experience, they are more likely to develop trust in the brand and exhibit loyalty by making repeat purchases (Kristanto et al., 2022). Similarly, brand trust has been identified as a crucial factor in influencing customer loyalty in e-commerce (Delima et al., 2019). When customers trust a brand, they perceive lower risks in their online transactions and have a higher level of confidence in the brand's ability to deliver on its promises. This trust leads to increased customer loyalty, as customers are more likely to choose the trusted brand over competitors and continue to make repeat purchases.

Furthermore, promotion and service quality have also been found to have a significant impact on customer loyalty in the e-commerce context (Sukendi et al., 2021). Effective promotional strategies, such as discounts and personalized recommendations, can create a sense of value and appreciation, fostering loyalty (Fitria Hermiati et al., 2022a). Additionally, high service quality, including factors such as website interface quality and information quality, enhances customer satisfaction and trust, leading to increased loyalty (Delima et al., 2019). Given the importance of customer satisfaction, brand trust, promotion, and service quality in driving customer loyalty in e-commerce, it is crucial to develop a theoretical framework that explores the interrelationships among these variables. This framework will provide valuable insights for e-commerce businesses to effectively manage these variables and enhance customer loyalty. Therefore, this study aims to develop a comprehensive theoretical framework that integrates customer satisfaction, brand trust, promotion, service quality, and customer loyalty in the e-commerce context.

2. LITERATURE REVIEW

2.1 Service Quality

Service quality refers to the extent to which a company meets or exceeds customer expectations in terms of the delivery of its products or services (Maulidah & Purwanto, 2018). It encompasses various dimensions such as responsiveness, reliability, empathy, and assurance (Manengal et al., 2021) states that service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the expected service quality. In order for work units or organizational units to meet the expectations of consumers, Dzikra (2020) further states that service quality is a strategic system involving all work units or organizational units, from leaders to employees. (Dwi Putri et al., 2020) then states that service quality is the service that is provided to customers in accordance with service standards that have been standardized as guidelines in providing services.

2.2 Brand Trust

Brand trust refers to the confidence and belief that customers have in a particular brand. It is built on factors such as website security, privacy protection, transparent policies, and reliable customer support (Aurelia et al., 2019). Consumers' capacity to believe a brand based on its attributes is known as brand trust (Laksono et al., 2020) In the meantime, brand trust is defined by (Wahyuni, n.d.) as a customer's assessment of a company's dependability based on their experience, which is defined by the fulfillment of expectations, customer satisfaction, and product performance. One of the company's advantages in developing customer belief in a brand is brand trust. For customers, brand trust cannot be acquired in this manner independently. The quality of the product is one of many variables that can affect it (Sekar Hastari et al., 2022)

2.3 Promotion

Promotion refers to the marketing activities aimed at attracting customers and encouraging them to make purchases (Pratiwi et al., 2019). Effective promotional strategies, such as discounts, special offers, and personalized recommendations, can create a sense exceed the expected service quality. Promotions provide customers with incentives to make purchases and increase their likelihood of becoming loyal to a brand (Fitria Hermiati et al., 2022a). Promotion is an attempts at persuasion that is used to motivate customers to purchase goods and services that a company produces (Praestuti, 2020). According to (Adila et al., n.d.), an advertisement is a promotion marketing, which refers to promotional efforts aimed at educating, reminding, and/or influencing the target market about the company and its goods so that they will be open to accepting, purchasing, and remaining faithful to the products that the company in question offers. Promotion can be defined as a marketing communication tool that informs, influences, or reminds the market about the goods and services the company produces so that consumers will be willing to pay for and purchase them (Latief, n.d.).

2.4 Customer Satisfaction

Customer satisfaction refers to the overall evaluation of a customer's experience with a product or service (Dhiranty et al., 2017). It is influenced by various factors such as product quality, website usability, delivery speed, and customer service (Kristanto et al., 2022). When customers are satisfied with their overall shopping experience, they are more likely to develop loyalty towards the brand and make repeat purchases (Delima et al., 2019). Consumer

satisfaction is a feeling of joy or sadness that someone has when they believe that a product or service exceeded their expectations as they had imagined. A person feels unsatisfied with the outcome if what they expected is not as desired. On the other hand, if it lives up to expectations, customers will be pleased (Kotler & Keller, 2016). (Armaniah et al., 2019) claim that customer satisfaction is an emotional reaction experienced by customers, while (Dwi Putri et al., 2020) claims that customer satisfaction is a feeling of pleasure or disappointment for customers that results from comparison between his impression of the performance (results) of a product with expectations. as a sentimental reaction consumers have when they find a product or service enjoyable to use.

2.5 Customer Loyalty

Customer loyalty refers to the commitment and preference of customers towards a particular brand (Dhiranty et al., 2017). It is influenced by factors such as customer satisfaction, brand trust, and service quality (Kristanto et al., 2022). Satisfied and loyal customers are more likely to make repeat purchases, exhibit positive word-of-mouth, and resist switching to competitors (Fitria Hermiati et al., 2022). Griffin in Adi (2017) claims that customer loyalty may be characterized based on consistent purchasing patterns and is a good indicator of future sales growth. According to the definition given above, it can be inferred that customer loyalty is a method of purchase made by customers without ongoing force and a dependable indicator of future sales growth. Customer loyalty is described as "a firmly held commitment to repurchase or return to a product or service" by (Khoi & Chuong, 2019). Dedication to continuously repurchase or subscribe to a favored good or service in the future, regardless of outside factors and promotional initiatives." The degree of true loyalty starts with an assessment that is highly satisfied with what the customer receives from the business. The primary reason for being a loyal customer is that they are extremely satisfied with the service received from the business. This could potentially lead to switching behavior.

2.6 Service Quality on Customer Loyalty

Previous research has shown that service quality has a significant impact on customer loyalty (Putri & Pujani, 2019). When customers receive high-quality service, they are more likely to develop a positive emotional connection with the brand and have a higher level of satisfaction (Susanti & Hasudungan, 2018). This, in turn, leads to increased customer loyalty, as satisfied customers are more likely to make repeat purchases and recommend the brand to others (Avania & Widodo, 2022). Also found that, E service quality has a significant positive effect on customer loyalty at Conventional BPR in East Java (Sumartik et al., 2022).

2.7 Brand Trust on Customer Loyalty

Research has shown that brand trust plays a significant role in influencing customer loyalty (Azizan & Yusr, 2019). When customers trust a brand, they perceive lower risks in their purchase decisions and have a higher level of confidence in the brand's ability to deliver on its promises (Maulidah & Purwanto, 2018). This trust leads to increased customer loyalty, as customers are more likely to choose the trusted brand over competitors and continue to make repeat purchases (Susanti & Hasudungan, 2018).

2.8 Promotion on Customer Loyalty

Research has shown that promotions have a positive impact on customer loyalty (Segoro & Aulia, 2021). When customers perceive value in the promotions offered by a brand, they are more likely to develop loyalty and make repeat purchases. Promotions not only provide customers with financial incentives but also create a sense of value and appreciation, fostering loyalty and encouraging customers to choose a particular brand over competitors (Azmi et al., 2021). Promotion is any action taken by the Brilink_Khumaira online store with the goal of fostering consumer trust in the business. It has the potential to increase client loyalty to the business if executed properly (Sulandjari & Ferdiansyah, 2020).

2.9 Customer Satisfaction on Customer Loyalty

Previous research has shown that customer satisfaction has a positive impact on customer loyalty (Delima et al., 2019). Satisfied customers are more likely to have a higher level of trust in the brand, perceive greater value in their purchases, and have a positive emotional connection with the brand (Isti'anah et al., 2022). This, in turn, leads to increased customer loyalty and advocacy, as satisfied customers are more likely to recommend the brand to others and continue to make repeat purchases (Aurelia et al., 2019).

2.10 Service Quality on Customer Loyalty through Customer Satisfaction

(Ramadhan et al., n.d.) stated Service Quality has a significant effect on customer loyalty through Meantea Medan Customer Satisfaction. Also stated by (Dimas Aditya et al., 2021) *theres a positive* and significant indirect relationship between service quality and customer loyalty with customer satisfaction as a mediating variable. And (Widianti & Astuti, 2023) also found that there is a positive and significant effect on customer loyalty through Café in Sidoarjo Customer Satisfaction.

2.11 Brand Trust on Customer Loyalty through Customer Satisfaction

Stated by (Dimas Aditya et al., 2021) *theres a positive* and significant indirect relationship between brand trust and customer loyalty with customer satisfaction as a mediating variable. (Ardhiansyah et al., n.d.) shows Customer Satisfaction mediates the relationship of Brand Trust to Customer Loyalty. (Susilowati, 2010) also found Brand Trust have positive influence to Customer Loyalty through Customer Satisfaction.

2.12 Promotion on Customer Loyalty through Customer Satisfaction

(Aprioman, 2021) stated that promotion have influence on consumer loyalty through consumer satisfaction of Tomato brand Plastic Bag Products. (Avania & Widodo, 2022) also found that customer satisfaction is accepted to mediate between promotion and customer loyalty. The promotion has a Positive and significant effect on broadband internet Customer Loyalty through Customer Satisfaction. The higher the Customer Satisfaction because of the Promotional activities offered, the more it will increase Customer Loyalty (Lestari & Ruslany, n.d.).

3. RESEARCH METHODOLOGY

The population in this study were Shopee users who had transacted at least once in two months. The sample used consisted of 100 respondents. This research uses a quantitative approach. In this research, five variables are using to know the effect of all variables. Five-dimensional indicators can be used to measure service quality. The ability of Shopee to make its platform known to consumers is the tangible. The ability of Shopee to accurately and dependably supply services to customers is the reliability dimension. Shopee's willingness to assist customers by offering timely and correct services is reflected in the responsiveness component. The knowledge and ability of Shopee to win over customers make up the assurance component. And the personal attention that Shopee gives to customers by comprehending their wants is another aspect of empathy.

As a measure of brand trust, Lau and Lee (in Handayani and Martini, 2019: 5) identify three criteria, Brand Reputation: Consumer perception that a brand has a good reputation is very important related to consumer trust in the brand. Brand Predictability: This predictability can be related to the level of product quality consistency. Prediction or consumer perception is that a brand can be predicted to be closely related to consumer trust in the brand. Brand Competence: Brand competence is a brand that has the ability to solve problems faced by consumers and fulfill all their needs. The measurement of promotion effectiveness often revolves around three key indicators: discount, coupons, and events. Researchers analyze price discounts and the price elasticity of products to gauge customer responsiveness. Coupons are another valuable indicator, with their redemption rates serving as a barometer of promotional success. Additionally, events, such as special sales events or product launches, are used as promotional tools. Measuring event attendance and its impact on sales provides insights into their effectiveness.

Two indicators dimensions can be used to measure customer satisfaction as mediator variable. The first component is satisfaction as fulfillment, which means that Shopee will make customers happy if it can meet their wants. The ability for customers to do transactions through Shopee makes them extremely happy, which is the second level of enjoyment (Jalagat Jr et al., 2019). Customer loyalty can be measured by indicators with three dimensions. The first dimension is making purchases regularly, where Consumers often make purchases online on Shopee. The second dimension is recommending the product to others, meaning consumers suggest Shopee as a platform for shop online. And the third dimension is resistance to switch to a competitor, which consumers show and feel that Shopee is their choice for shopping online without needing to use other brands.

Quantitative research is the process of discovering knowledge by analyzing data in the form of numbers in order to find out what you want to know (Musrifah, Burhan, Afifah, & Sari, 2022). The process of collecting the data needed in this discussion is through the survey method. The survey method is a study that collects data on respondent information by asking directly or using a questionnaire (Harmoko, et al., 2022). Quantitative data obtained from the questionnaire will be analyzed using the Smart PLS 4.0 method. The structural equation modeling (SEM) model is used to test the relationship between the variables in the study.

3.1 Design Study

The research aim are to determine the relationship between service quality, brand trust, and promotion to customer loyalty through customer satisfaction. The research type is explanatory research, which aims to explain the relationship between variables. Data analysis was carried out using the Smart PLS (Partial Least Squares) method. Path coefficients analysis is used to test the relationship between the variables in the model. The variables are measured using an appropriate scale, such as a Likert scale. 1 for strongly disagree and 5 for strongly agree.

3.2 Data Analysis

After obtaining the number of samples, the data was analyzed using SEM PLS using the help of smart pls 4.0. The structural equation modeling (SEM) model is used to test the relationship between the variables in the study and Path coefficients analysis is used to test the relationship between the variables in the model.

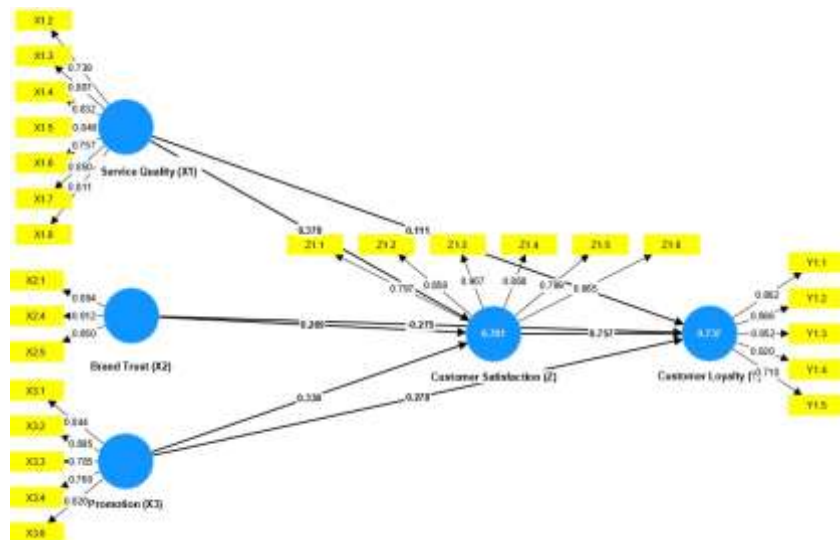


Figure 3.1 Research Model

4. RESULT AND DISCUSSION

4.1 Result

Table 4.1. Outer Loading

	Service Quality (X1)	Brand Trust (X2)	Promotion (X3)	Customer Loyalty (Y)	Customer Satisfaction (Z)
X1.2	0.739				
X1.3	0.807				
X1.4	0.832				
X1.5	0.840				
X1.6	0.757				
X1.7	0.850				
X1.8	0.811				
X2.1		0.894			
X2.4		0.912			
X2.5		0.850			
X3.1			0.844		
X3.2			0.895		
X3.3			0.785		
X3.4			0.760		
X3.6			0.820		
Y1.1				0.862	
Y1.2				0.866	
Y1.3				0.852	
Y1.4				0.920	
Y1.5				0.710	
Z1.1					0.797
Z1.2					0.858
Z1.3					0.907
Z1.4					0.868
Z1.5					0.799
Z1.6					0.865

Source: Processed by researchers (2025)

Based on table 4.1 above, after the calculations using the SmartPLS 4.0 application, it can be seen that in each indicator of Service Quality (X1), Brand Trust (X2), Promotion (X3), Customer Loyalty (Y), and Customer Satisfaction (Z) has a loading factor value > 0.7 , so it can be concluded that all constructs in this study meet the requirements and validity.

Table 4.2. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Service Quality (X1)	0.910	0.914	0.928	0.650
Brand Trust (X2)	0.863	0.872	0.916	0.784
Promotion (X3)	0.879	0.883	0.912	0.676
Customer Loyalty (Y)	0.898	0.907	0.925	0.714
Customer Satisfaction (Z)	0.923	0.928	0.940	0.722

Source: Processed by researchers (2025)

Based on table 4.2, the value of Cronbach's Alpha can be known on the Service Quality variable $0.910 > 0.7$, the Brand Trust variable has a value of $0.863 > 0.7$, Promotion variables have the value is $0.879 > 0.7$, the Customer Loyalty variable has a value of $0.898 > 0.7$, and Customer Satisfaction $0.923 > 0.7$. So it can be concluded that all the constructs in this definition valid. A variable is bound to have high reliability if the composite reliability value is > 0.7 and the AVE value is > 0.5 . The results of the composite reliability test in the table above show that all variations in the value of composite reliability and Cronbach's alpha > 0.7 and AVE value > 0.5 , then it can be said that all these constructs are reliable.

Table 4.3. Discriminant Validity

	Brand Trust	Customer Loyalty	Customer Satisfaction	Promotion	Service Quality
Brand Trust					
Customer Loyalty	0.702				
Customer Satisfaction	0.909	0.904			
Promotion	0.776	0.822	0.833		
Service Quality	0.934	0.731	0.875	0.683	

Source: Processed by researchers (2025)

Table 3 shows the discriminant validity value of all variables in the study research. The requirement for a variable to have a validity value is that the AVE value must be above 0.5 and has a square root of a certain variable that is greater than the correlation. From the data shows that all data has an AVE value above 0.5 which has met one of the variable validity requirements. However, in the data on customer satisfaction and service quality there is a shortage in the validity of these variables because the square root value of the two variables has a smaller value than the correlation.

Table 4.4 R-Square

	R-square	R-square adjusted
Customer Loyalty	0.746	0.735
Customer Satisfaction	0.780	0.773

Source: Processed by researchers (2025)

Based on Table 4, it is known that the R-square value for the customer satisfaction variable is 0.78 which can be interpreted that the magnitude of the influence of the service quality, brand trust, and promotion variable on customer satisfaction is 78% while the remaining 22% is explained by other variables outside of this study. The R-square value for the customer loyalty variable is 0.746, which means that 74.6% of the customer loyalty variable is influenced by the service quality, brand trust, and promotion variable, while the remaining 25.4% is influenced by other variables outside this study.

Table 4.5 Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Service Quality -> Customer Loyalty	0.111	0.110	0.116	0.956	0.335
Service Quality -> Customer Satisfaction	0.378	0.373	0.102	3.690	0.000

Brand Trust -> Customer Loyalty	-0.275	-0.283	0.115	2.394	0.016
Brand Trust -> Customer Satisfaction	0.269	0.278	0.097	2.765	0.006
Promotion -> Customer Loyalty	0.278	0.288	0.086	3.235	0.001

Source: Processed by researchers (2025)

Based on the results of the path coefficient calculation analysis in table 5, the results show that the variable Service Quality on Customer Loyalty has an Original Sample value of 0.111 while for T-Statistics of $0.956 < 1.96$. Then for the P Value has a value of $0.335 > 0.05$. So, it is known that service quality has an negative direct effect on customer loyalty. Variable Service Quality on Customer Satisfaction has an Original Sample value of 0.378 while for T Statistics of $3.690 > 1.96$. Then for the P Value has a value of $0.000 < 0.05$. The results showed that service quality had a positive and significant effect on customer satisfaction.

The results show that the variable Brand Trust on Customer Loyalty has an Original Sample value of -0.275 while for T-Statistics of $2.394 > 1.96$. Then for the P Value has a value of $0.016 < 0.05$. The results showed that brand trust had a positive and significant effect on customer loyalty. It also show that the variable Brand Trust on Customer Satisfaction has an Original Sample value of 0.269 while for T-Statistics of $2.765 > 1.96$. Then for the P Value has a value of $0.006 < 0.05$. The results showed that brand trust had a positive and significant effect on customer satisfaction.

Variable Promotion on Customer Loyalty has an Original Sample value of 0.278 while for T-Statistics of 3.235 > 1.96 . Then for the P Value has a value of $0.001 < 0.05$. The results showed that promotion had a positive and significant effect on customer loyalty. Also variable Promotion on Customer Loyalty has an Original Sample value of 0.338 while for T-Statistics of $4.637 > 1.96$. Then for the P Value has a value of $0.000 < 0.05$. The results showed that promotion had a positive and significant effect on customer satisfaction. The results show that the variable Customer Satisfaction on Customer Loyalty has an Original Sample value of 0.757 while for T-Statistics of $6.222 > 1.96$. Then for the P Value has a value of $0.000 < 0.05$. The results showed that customer satisfaction had a positive and significant effect on customer loyalty.

Table 4.6 Specific Indirect effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Service Quality (X1) -> Customer Satisfaction (Z) -> Customer Loyalty (Y)	0.286	0.289	0.100	2.858	0.004
Promotion (X3) -> Customer Satisfaction (Z) -> Customer Loyalty (Y)	0.255	0.253	0.057	4.483	0.000
Brand Trust (X2) -> Customer Satisfaction (Z) -> Customer Loyalty (Y)	0.204	0.209	0.084	2.420	0.016

Source: Processed by researchers (2025)

Based on the results of the specific indirect effect calculation analysis in table 6, the results show that the variable Service Quality on Customer Loyalty through Customer Satisfaction has an Original Sample value of 0.286 while for T-Statistics of $2.858 > 1.96$. Then for the P Value has a value of $0.004 < 0.05$. The influence of Service Quality (X1) on Customer Loyalty (Y) through Customer Satisfaction (Z) Based on the results of the test, it is said that the Customer Satisfaction variable (Z) mediating the influence of Service Quality (X1) on Customer Loyalty (Y) is expressed acceptance.

Based on the results of the specific indirect effect calculation analysis in table 6, the results show that the variable Brand Trust on Customer Loyalty through Customer Satisfaction has an Original Sample value of 0.204 while for T-Statistics of $2.420 > 1.96$. Then for the P Value has a value of $0.016 < 0.05$. The influence of Brand Trust (X2) on Customer Loyalty (Y) through Customer Satisfaction (Z) Based on the results of the test, it is said that the Customer Satisfaction variable (Z) mediating the influence of Brand Trust (X2) on Customer Loyalty (Y) is expressed acceptance.

The results show that the variable Promotion on Customer Loyalty through Customer Satisfaction has an Original Sample value of 0.255 while for T-Statistics of $4.483 > 1.96$. Then for the P Value has a value of $0.000 < 0.05$. The influence of Promotion (X3) on Customer Loyalty (Y) through Customer Satisfaction (Z) Based on the

results of the test, it is said that the Customer Satisfaction variable (Z) mediating the influence of Promotion (X3) on Customer Loyalty (Y) is expressed acceptance.

4.2 Discussion

Variable Service Quality on Customer Loyalty has an Original Sample value of 0.111 while for T-Statistics of $0.956 < 1.96$. Then for the P Value has a value of $0.335 > 0.05$. So, it is known that service quality has a negative direct effect on customer loyalty. This is in line with the research of (Juwaini et al., 2022), (Surahman et al., 2020), and (Taufik et al., 2022) that service quality has a negative effect on customer loyalty. The results of this study reject previous research by (Putri & Pujani, 2019) that has shown that service quality has a significant impact on customer loyalty.

4.2.1 Effect of Brand Trust on Customer Loyalty

Brand Trust on Customer Loyalty has an Original Sample value of -0.275 while for TStatistics of $2.394 > 1.96$. Then for the P Value has a value of $0.016 < 0.05$. The results showed that brand trust had a positive and significant effect on customer loyalty. This is in line with the research of (Dhiranty et al., 2017) that said when customers trust a brand, they are more likely to develop loyalty and make repeat purchases. Research has shown that brand trust plays a significant role in influencing customer loyalty (Azizan & Yusr, 2019). Also (Susanti & Hasudungan, 2018) find out that this trust leads to increased customer loyalty, as customers are more likely to choose the trusted brand over competitors and continue to make repeat purchases. But this study, reject previous research by (Sinta et al., n.d.) at Kopi Kenangan Sun Plaza in Medan City that findings indicate that brand trust has a significant negative influence on customer satisfaction and customer loyalty.

4.2.2 Effect of Promotion on Customer Loyalty

Variable Promotion on Customer Loyalty has an Original Sample value of 0.278 while for T-Statistics of $3.235 > 1.96$. Then for the P Value has a value of $0.001 < 0.05$. The results showed that promotion had a positive and significant effect on customer loyalty. This is in line with the research of (Delima et al., 2019) that stated effective promotional strategies, such as discounts, special offers, and personalized recommendations, can create a sense of value and appreciation, fostering loyalty. Promotions provide customers with incentives to make purchases and increase their likelihood of becoming loyal to a brand (Fitria Hermiati et al., 2022a). Research has shown that promotions have a positive impact on customer loyalty (Segoro & Aulia, 2021). Result of this study, rejected by (Vidina Natawijaya et al., n.d.) promotions have no effect on customer loyalty.

4.2.3 Effect Customer Satisfaction on Customer Loyalty

The variable Customer Satisfaction on Customer Loyalty has an Original Sample value of 0.757 while for T-Statistics of $6.222 > 1.96$. Then for the P Value has a value of $0.000 < 0.05$. The results showed that customer satisfaction had a positive and significant effect on customer loyalty. This result in line with previous research that has shown customer satisfaction has a positive impact on customer loyalty (Delima et al., 2019). Satisfied and loyal customers are more likely to make repeat purchases, exhibit positive word-of-mouth, and resist switching to competitors (Fitria Hermiati et al., 2022). Also, Customer satisfaction has a positive and significant effect on customer loyalty for Tokopedia Customer in Denpasar (Pradnyadewi & Giantari, 2022). This result reject previous research by (Kotler, 2003) that stated customer satisfaction and customer loyalty has no direct relationship between them. Meaning the relationship is not proportional.

4.2.4 Effect of Service Quality on Customer Loyalty through Customer Satisfaction

Service Quality on Customer Loyalty through Customer Satisfaction has an Original Sample value of 0.286 while for T-Statistics of $2.858 > 1.96$. Then for the P Value has a value of $0.004 < 0.05$. The influence of Service Quality (X1) on Customer Loyalty (Y) through Customer Satisfaction (Z) Based on the results of the test, it is said that the Customer Satisfaction variable (Z) mediating the influence of Service Quality (X1) on Customer Loyalty (Y) is expressed acceptance. This means that Customers who have a good service quality with Shopee and feel satisfied when using until the transaction occurs in Shopee will be able to increase Customer loyalty. Efforts related to service quality and Customer Satisfaction are needed. Therefore, Shopee needs to create new policies to create and realize Customer Satisfaction that ultimately continues to Customer Loyalty.

The results of this study are supported by (Ramadhan et al., n.d.) that stated Service Quality has a significant effect on customer loyalty through Meantea Medan Customer Satisfaction. Also *stated by* (Dimas Aditya et al., 2021) theres a positive and significant indirect relationship between service quality and customer loyalty with customer satisfaction as a mediating variable. And (*Widianti & Astuti, 2023*) also found that there is a positive and significant effect on customer loyalty through Café in Sidoarjo Customer Satisfaction. Antithesis of this result is found by (Pinem

et al., 2019) Quality service through customer satisfaction has negative impact to customer loyalty in Ditlantas Polda NTB.

4.2.5 Effect of Brand Trust on Customer Loyalty through Customer Satisfaction

Brand Trust on Customer Loyalty through Customer Satisfaction has an Original Sample value of 0.204 while for T-Statistics of $2.420 > 1.96$. Then for the P Value has a value of 0.016

< 0.05 . The influence of Brand Trust (X2) on Customer Loyalty (Y) through Customer Satisfaction (Z) Based on the results of the test, it is said that the Customer Satisfaction variable (Z) mediating the influence of Brand Trust (X2) on Customer Loyalty (Y) is expressed acceptance. This means that Customers who have a good brand trust with Shopee and feel satisfied when using until the transaction occurs in Shopee will be able to increase Customer loyalty. Efforts related to brand trust and Customer Satisfaction are needed. Therefore, Shopee needs to create new policies to create and realize Customer Satisfaction that ultimately continues to Customer Loyalty.

This result is in line with research that *stated by* (Dimas Aditya et al., 2021) theres a positive and significant indirect relationship between brand trust and customer loyalty with customer satisfaction as a mediating variable. (Ardhiansyah et al., n.d.) shows Customer Satisfaction mediates the relationship of Brand Trust to Customer Loyalty. (Susilowati, 2010) also found Brand Trust have positive influence to Customer Loyalty through Customer Satisfaction.

4.2.6 Effect of Promotion on Customer Loyalty through Customer Satisfaction

Promotion on Customer Loyalty through Customer Satisfaction has an Original Sample value of 0.255 while for T-Statistics of $4.483 > 1.96$. Then for the P Value has a value of $0.000 < 0.05$. The influence of Promotion (X3) on Customer Loyalty (Y) through Customer Satisfaction (Z) Based on the results of the test, it is said that the Customer Satisfaction variable (Z) mediating the influence of Promotion (X3) on Customer Loyalty (Y) is expressed acceptance. This means that Customers thinks Promotion that Shopee give are good enough and feel satisfied when using until the transaction occurs in Shopee will be able to increase Customer loyalty. So, the higher the assessment of consumer perception of promotions, the stronger the consumer's drive to make transactions at Shopee and impact to Customer Loyalty

This also in line with research that (Aprioman, 2021) stated that promotion have an influence on consumer loyalty through consumer satisfaction of Tomato brand Plastic Bag Products. (Avania & Widodo, 2022) also found that customer satisfaction is accepted to mediate between promotion and customer loyalty. The promotion has a Positive and significant effect on broadband internet Customer Loyalty through Customer Satisfaction. The higher the Customer Satisfaction because of the Promotional activities offered, the more it will increase Customer Loyalty. (Lestari & Ruslany, n.d.) Antithesis of this result was found by (Rizal et al., 2022) that show the mediation test consumer satisfaction variable (Z) was declared rejected or unable to mediate the influence of promotion (X2) on consumer loyalty (Y). This is because of the response of consumers who are less interested in the promotions provided by Shopee.

5. CONCLUSION

Pulling from the research findings, it can be concluded that there is no significant and positive correlation between service quality and customer loyalty. Customer loyalty is positively and significantly impacted to brand trust, promotion, and customer satisfaction. Also, service quality has a positive and significant effect on customer loyalty through customer satisfaction. as well as brand trust and promotions that have a positive and significant effect on customer loyalty with customer satisfaction variables as mediating variables.

5.1. Implication

This study offers a viewpoint from the Shopee application's user base, which may be viewed as an industry and a regulator in Indonesia working to promote the use of e-commerce apps across a range of populations. Based on the analyzed research results, it can be explained that while most research variables have an impact on customer loyalty, there is no positive relationship found between the service quality variable and customer loyalty. This means that in order to build customer loyalty, Shopee needs to improve its service quality, such as handling customer problems quickly and accurately as well as shipping products in line with estimates.

5.2. Recommendation

Besides promotion, brand trust, and service quality, other independent variables that can influence consumer loyalty should be included or used by future researchers. This is due to the fact that other factors still have a 25.4% influence, which is not covered in this study.

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