

**THE EFFECT OF PRODUCT QUALITY AND PERCEIVED DIGITAL PROMOTION
ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION OF GATSBY
PRODUCTS ON E-COMMERCE SHOPEE**

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ABSTRACT

This study examines digital consumer behavior toward traditional grooming product brands, a topic often neglected compared to digital-native brands. It integrates consumer behavior and digital marketing perspectives within the e-commerce context of Shopee, focusing on the established brand, Gatsby, during its digital transformation. The proposed structural model includes two independent variables (product quality and digital promotion), one mediating variable (customer satisfaction), and one dependent variable (customer loyalty). The research surveyed 200 Gatsby customers who purchased through Shopee in Banda Aceh, Indonesia. The findings indicate that customer satisfaction is vital for cultivating customer loyalty. Furthermore, both product quality and perceived digital promotions significantly influence customer satisfaction. This underscores that an effective strategy for enhancing customer loyalty hinges on delivering high-quality products and providing informative, trustworthy digital promotions, both of which are shown to enhance customer satisfaction. Additionally, product quality and perceived digital promotions have a significant effect on customer loyalty, indicating that customer satisfaction plays a partial mediating role within the framework of this study.

Keywords: Product Quality, Perceived Digital Promotion, Customer Loyalty, Customer Satisfaction.

1. INTRODUCTION

Digital transformation has profoundly altered the way consumers engage with brands. In Indonesia, the swift expansion of e-commerce has not only opened up new market opportunities but also necessitated businesses to adapt their marketing strategies to stay relevant to digital consumers. One prominent player in the Indonesian e-commerce landscape is Shopee, renowned for its aggressive digital promotions, including flash sales, free shipping, twin-date campaigns, and interactive live-streaming features that foster closer connections between brands and customers (Khairan et al., 2024). Amidst the onslaught of new brands and rapidly changing consumer preferences, customer loyalty has become a very valuable asset. Loyalty reflects a customer's long-term commitment to a brand, and is a critical factor in ensuring business continuity in a competitive market (Molinillo et al., 2022). This is where the role of digital marketing strategies, especially perceived digital promotion and product quality becomes important. Both play a major role in creating a positive customer experience, building satisfaction, and ultimately fostering loyalty (Chatterjee et al., 2021); (Lou & Xie, 2020).

One of the brands that is of concern in this context is Gatsby, a men's grooming product brand that has long existed in Indonesia and has various variants such as hair styling, facial wash,

deodorant, and shaving cream. Although Gatsby already has a strong customer base, data from Top Brand (2024) shows that Gatsby's market share has decreased, especially in online sales. In 2021, Gatsby's market share was recorded at 5.70%, decreasing to 5.60% in 2022 and further decreasing to 3.50% in 2023. This decline occurred even though Shopee as a distribution channel offers many promotional features and a high potential for interaction with consumers. This phenomenon raises the question: is the digital strategy carried out by Gatsby through Shopee not effective enough in building customer value perception and satisfaction? Or are there other factors, such as product quality that have not been able to maintain customer loyalty amidst the many choices in the digital market? Previous studies have shown that product quality has a significant influence on customer satisfaction and loyalty (Abigail et al., 2024); (Samir et al., 2021). Consistent product quality that meets customer expectations creates long-term trust and preference. On the other hand, strategically designed digital promotions not only drive transactions but also influence customer perceptions of the value and exclusivity of a brand (Lou & Xie, 2020); (Ivanova et al., 2021). However, there is still little research that specifically examines the interaction between product quality and digital promotion perceptions in influencing customer loyalty on e-commerce platforms, especially for established brands such as Gatsby.

Furthermore, previous studies such as (Katili et al., 2024) show that although product quality and promotion play an important role, customer satisfaction does not always lead to loyalty. This indicates the existence of mediating factors or additional conditions that need to be analyzed more deeply so that the relationship between these variables can be explained more comprehensively. Thus, research is needed to bridge the relationship between perceived product quality, perceived digital promotion, customer satisfaction, and loyalty in the context of a dynamic marketplace. From a research gap perspective, this study attempts to address the gap in the literature on customer loyalty in the context of traditional brands facing challenges in modern digital channels. Most previous studies have focused more on new digital-based brands or on the fashion and fast-food industries. Meanwhile, the context of men's grooming products such as Gatsby has not received much attention, even though this market has shown consistent growth every year, along with the increasing awareness of men towards self-care. The novelty of this study lies in the integration of consumer behavior and digital marketing approaches in a specific e-commerce context, namely Shopee, and the focus on old brands that are experiencing challenges of declining loyalty. This study also utilizes a structural model that combines two independent variables (product quality and perception of digital promotion), one mediating variable (customer satisfaction), and one dependent variable (customer loyalty), which are rarely studied comprehensively in one study framework. This study addresses a gap in the literature on digital consumer behavior for traditional brands in grooming products—a field often overlooked compared to digital-native brands or industries like fashion and F&B (food and beverage).

2. LITERATURE

2.1 Product Quality on Customer Satisfaction

The relationship between product quality and customer satisfaction is critical and interdependent. Product quality refers to how well a product meets customer expectations and needs, and this directly affects customer satisfaction. Good product quality contributes directly to customer satisfaction by meeting or exceeding customer expectations, providing value for money, and enhancing the overall experience. High customer satisfaction, in turn, supports customer loyalty,

brand reputation, and the potential for positive reviews and word-of-mouth recommendations (Abigail et al., 2024); (Tzavlopoulos et al., 2019). A product that functions well according to its purpose and function provides a positive experience. For example, if an electronic product works smoothly without any interruptions, customers are satisfied because the product fulfills its function effectively. When the product matches the description and claims made by the company, customers are satisfied because they get what they expect. For example, if a purchased mobile phone meets the promised technical specifications, customer satisfaction will increase. (Abigail et al., 2024) stated that product quality has a positive effect on customer loyalty.

H1: Significantly, product quality influences customer satisfaction

2.2 Perceived Digital Promotion on Customer Satisfaction

The relationship between Perceived Digital Promotion and customer satisfaction is an important aspect of e-commerce, which affects the extent to which customers are satisfied with their shopping experience based on the quality of the digital promotion received. Informative, credible, transparent, and non-exaggerated digital promotions can increase customer trust in the products offered. When customers feel that Gatsby's digital promotions on Shopee provide accurate and non-misleading information, they will have expectations that are in line with reality after receiving the product. This reduces the possibility of dissatisfaction due to the difference between expectations and the reality of the product received (Lou & Xie, 2020); (Samir et al., 2021). In addition, positive perceptions of digital promotions can also increase customers' emotional attachment to the brand. Promotions that are fun, non-intrusive, and provide added value will create a better shopping experience, so that customers feel more satisfied. In the context of e-commerce like Shopee, where customers cannot see or try the product directly before buying, the credibility of digital promotions is a key factor in shaping customer satisfaction. When customers are satisfied with the information they receive from Gatsby's digital promotions, they tend to feel more confident in purchasing the product and are more likely to make repeat purchases in the future (Lou & Xie, 2020); (Samir et al., 2021).

H2: Significantly, perceived digital promotion influences customer satisfaction

2.3 Product Quality on Customer Loyalty

In a competitive business world, product quality is often the main factor that determines customer loyalty. When customers buy a product, they expect the product to meet or even exceed customer expectations. High product quality not only ensures customer satisfaction but also plays a vital role in building strong loyalty (Katili et al., 2024). Fair warranty and return policies for high-quality products provide a sense of security to customers. This contributes to loyalty because customers feel protected in case of problems. High product quality plays a vital role in building customer loyalty. When a product meets or exceeds customer expectations and offers good value, customers feel satisfied and trust the brand. This satisfaction encourages them to continue shopping and recommend the brand to others, strengthening long-term relationships and supporting business success. Previous research results from (Chatterjee et al., 2022) stated that product quality has a positive effect on customer satisfaction.

H3: Significantly, product quality influences customer loyalty

2.4 Perceived Digital Promotion on Customer Loyalty

The relationship between Perceived Digital Promotion and customer loyalty is a crucial element in the world of e-commerce, because effective digital promotions not only attract new customers but also retain existing customers. When customers feel that digital promotions presented by a brand, such as Gatsby on Shopee, are credible, informative, and not misleading, they are more likely to build a long-term relationship with the brand. Good promotions can increase customer trust in the product, which ultimately creates satisfaction and strengthens emotional attachment to the brand. This satisfaction then contributes to the customer's intention to continue purchasing the same product and recommend it to others (Merisavo, 2006); (Primandaru et al., 2024). In addition, effective digital promotions can also form brand engagement, where customers actively interact with promotional content, such as reading reviews, watching promotional videos, or participating in digital campaigns. This interaction creates a positive experience that strengthens customer loyalty to the brand (Merisavo, 2006). In the context of Gatsby on Shopee, if customers feel that the promotions they see provide transparent and interesting information without being excessive, they are more likely to remain loyal to Gatsby products than switch to other brands. Thus, well-designed digital promotions can be one of the main strategies for building customer loyalty on e-commerce platforms (Merisavo, 2006); (Primandaru et al., 2024).

H4: Significantly, perceived digital promotion influences customer loyalty

2.5 Customer Satisfaction on Customer Loyalty

The relationship between customer satisfaction and customer loyalty is one of the main pillars of a successful business strategy. Customer satisfaction, which reflects the extent to which a product or service meets or exceeds customer expectations, has a direct impact on customer loyalty, which is the tendency for customers to continue shopping and recommend the brand to others. When customers are satisfied with the product or service they receive, they are more likely to remain loyal to the brand and make repeat purchases (Molinillo et al., 2022). Customer satisfaction occurs when a product or service meets or exceeds customer expectations. When customers feel that what they received was what was promised, they are more satisfied and more likely to remain loyal to the brand. Customer satisfaction is the foundation of customer loyalty. When customers are satisfied with their experience, they are more likely to remain loyal, make repeat purchases, and recommend the brand to others. Continued satisfaction contributes to strong customer loyalty, which in turn supports the long-term growth and success of the company. The results of previous studies by (Molinillo et al., 2022). stated that customer satisfaction has a positive effect on customer loyalty.

H5: Significantly, Customer Satisfaction affects Customer Loyalty

2.6 Customer Satisfaction Mediation on Product Quality Effect on Customer Loyalty

Products that are durable, function well, and meet customer needs create deep satisfaction, which is essential for building strong relationships between customers and brands (Diputra & Yasa, 2021). High product quality is the main key to increasing customer satisfaction. This high satisfaction, in turn, strengthens customer loyalty by building trust, encouraging repeat purchases, and creating emotional connections. By ensuring that the products offered meet or exceed customer expectations, companies not only increase satisfaction but also build long-term loyalty that supports business success and growth. Previous research results stated (Abigail et al., 2024) that product quality has a positive effect on customer loyalty through customer satisfaction as a

mediator.

H6: Significantly, customer satisfaction mediates the product quality effect on customer loyalty

2.7 Customer Satisfaction Mediation on Perceived Digital Promotion Effect on Customer Loyalty

Effective digital promotions not only affect customer satisfaction but also play a role in creating long-term loyalty to a brand. (Molinillo et al., 2022). Customer satisfaction acts as a mediator between Perceived Digital Promotion and Customer Loyalty. If digital promotions are not credible or tend to exaggerate product claims, customers may feel disappointed after receiving a product that does not meet their expectations, which can hinder loyalty. Conversely, when customers are satisfied with their shopping experience due to informative and honest promotions, they are more likely to recommend the product to others and make repeat purchases. In the context of Gatsby on Shopee, if customers perceive that its digital promotions provide accurate and non-misleading information, they will feel satisfied with the product after purchase, which ultimately increases their brand engagement and loyalty.

H7: Significantly, customer satisfaction mediates the perceived digital promotion effect on customer loyalty

2.6. Research Paradigm

From the description of the previous theory above, a model can be presented in this study to be tested, according to the hypothesis, as follows.

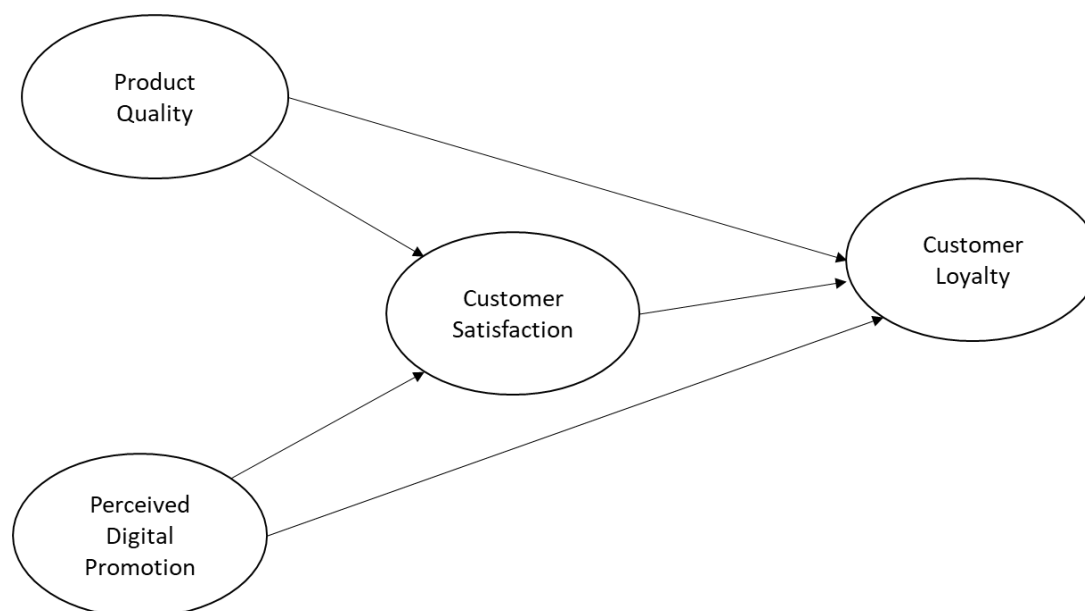


Figure 1. Research Paradigm

3. METHOD

3.1 Research Instrument

In this study, all measurement items were adapted from previous studies to ensure their validity. However, some statements were slightly modified to better suit the context of the analysis conducted. Product Quality measurement uses five items adapted from (Wantara & Tambrin, 2019). Meanwhile, Perceived Digital Promotion is measured with five items that also refer to (Molinillo et al., 2022). For the Customer Satisfaction variable, the measurement is carried out using five items adapted from (Pei et al., 2020). Meanwhile, Customer Loyalty is measured with five items based on research by (Katili et al., 2024). A questionnaire utilizing a 5-point Likert scale was employed to collect data. Additionally, this study incorporated in-depth interviews with multiple informants. This approach was taken to gather comprehensive information related to the research variables and to reinforce the findings from the quantitative analysis.

3.2 Sample

The population in this study was Gatsby customers who shopped at E-Commerce Shopee in Banda Aceh City. The sampling technique used was purposive sampling. This purposive sampling method is limited to certain types of people who can provide the desired information, either because the customer is the only person who has it, or the customer meets several criteria set by the researcher (Sekaran & Bougie, 2019). Purposive sampling is a sampling technique that uses criteria. The researcher determines the criteria. Because what is being studied is loyalty, the criteria are as follows:

- Have you ever shopped for Gatsby via E-Commerce Shopee at least 2 times?
- Domiciled in Banda Aceh City
- Minimum age 17 years

In this study, there are 20 question items, so the minimum sample size required is $20 \times 10 = 200$ samples.

3.3 Data analysis

The data analysis techniques employed in this study include measurement and structural analysis. Measurement analysis is carried out to evaluate the loading factors, while structural analysis to confirm the relationships between variables. The analysis was performed using Partial Least Square (PLS)-Structural Equation Modeling (SEM) technique using smartPLS software, both to test the direct effect and indirect effect hypotheses.

4. RESULT AND DISCUSSION

4.1 Respondents Characteristics

This study involved 200 respondents with diverse characteristics, consisting of 164 men (82%) and 36 women (18%). The ages of the respondents varied, with 24 people (12%) under 19 years old, 68 people (34%) aged 25–31 years old, 54 people (27%) aged 31–40 years old, 31 people (15.5%) aged 41–50 years old, and 23 people (11.5%) over 50 years old. The level of education also showed diversity: 23 people (11.5%) had junior high school education, 90 people (45%) had high school education, 27 people (13.5%) had Diploma III, 54 people (27%) had Bachelor's (S1), and 6 people (3%) had Postgraduate (S2). In terms of income, 39 respondents (19.5%) earned below Rp1,000,000, 87 respondents (43.5%) Rp1,100,000–Rp3,000,000, 56 respondents (28%)

Rp3,100,000–Rp5,000,000, 16 respondents (8%) Rp5,100,000–Rp7,000,000, and 2 respondents (1%) earned above Rp7,100,000. The diversity of these characteristics provides a comprehensive basis for exploring the issues studied.

4.2 Research Instrument Testing

a. Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) value for all variables in this study has met the convergent validity requirements with a value above 0.5, where Customer Satisfaction is 0.592, Product Quality is 0.519, Customer Loyalty is 0.778, and Perceived Digital Promotion is 0.839. However, the lowest AVE value for Product Quality indicates the possibility of a less-than-optimal indicator in representing the variable, so it needs to be reviewed further. In general, the indicators of each variable have been able to explain the construct quite well and strongly, especially in customer loyalty and perceived digital promotion. To strengthen the analysis, further examination of the composite reliability and loading factors is recommended.

b. Reliability Testing Using Cronbach's Alpha (CA)

The Cronbach's alpha values for all variables indicate a good level of reliability, with all values above 0.8. Customer Satisfaction has a value of 0.828 and Product Quality 0.812, indicating that these two variables have quite strong internal consistency in measuring their constructs. Customer Loyalty has a Cronbach's alpha value of 0.905, indicating high reliability and an indication that the indicators in this variable are very consistent in their measurements. Perceived Digital Promotion has the highest value, namely 0.936, which reflects a very good level of reliability, indicating that the indicators in this variable are very stable and consistent. Overall, all variables meet the reliability standards, meaning that the research instrument can be trusted to measure the established constructs.

c. Confirmatory Factor Analysis (Measurement Test)

Confirmatory Factor Analysis (CFA) or outer model analysis in PLS is an important stage to test the unidimensionality of the dimensions that form the latent variables, both exogenous, mediating, and dependent in this research model. The main objective is to ensure that the indicators used accurately reflect one dimension of each latent variable, as well as to validate the suitability of the conceptual model with empirical data. The results of this analysis will show the extent to which the indicators measure the intended construct and provide an overview of the suitability between the theoretical model and empirical reality. All data processing results will be displayed in a table to assess the contribution of each indicator to its variables, while supporting the validity testing of the model.

Convergent validity seeks to establish the validity of each relationship between the marker and the construct or latent variable. In this study, a loading factor threshold of 0.50 will be used. The measurement calculations indicate that one indicator does not meet this requirement, as its loading factor falls below the acceptable limit of 0.5. Therefore, this indicator will need to be removed. Following its removal, the loading factors are clearly outlined in Table 1 below.

Table 1. Loading Factor

Indicator	Outer loading
a1 <- Product Quality	0.587
a10 <- Perceived Digital Promotion	0.939
a11 <- Satisfaction	0.787
a12 <- Satisfaction	0.786
a13 <- Satisfaction	0.771
a14 <- Satisfaction	0.773
a15 <- Satisfaction	0.728
a16 <- Loyalty	0.854
a17 <- Loyalty	0.902
a18 <- Loyalty	0.885
a19 <- Loyalty	0.887
a2 <- Product Quality	0.662
a20 <- Product Quality	0.741
a3 <- Product Quality	0.622
a4 <- Product Quality	0.676
a5 <- Product Quality	0.665
a7 <- Perceived Digital Promotion	0.869
a8 <- Perceived Digital Promotion	0.924
a9 <- Perceived Digital Promotion	0.932

Table 1 presents data on the outer loading of indicators associated with the latent variables assessed in the research model. Outer loading indicates the degree to which these indicators can effectively predict their corresponding latent variables. Our primary emphasis is on the Original Sample (O) column, where a value exceeding 0.50 signifies that the indicator is deemed valid for measuring the relevant latent variable. These results conclude that, except for indicator a6 on Burnout, which is not valid (value <0.50), all other indicators are considered valid to measure the related latent variables in this research model. This shows that these indicators are reliable and relevant in helping to measure these constructs in the context of this study.

4.3 Hypothesis Verification (Structural Test)

This section presents direct effect and indirect effect hypothesis test results. The figure of the structural test is as follows.

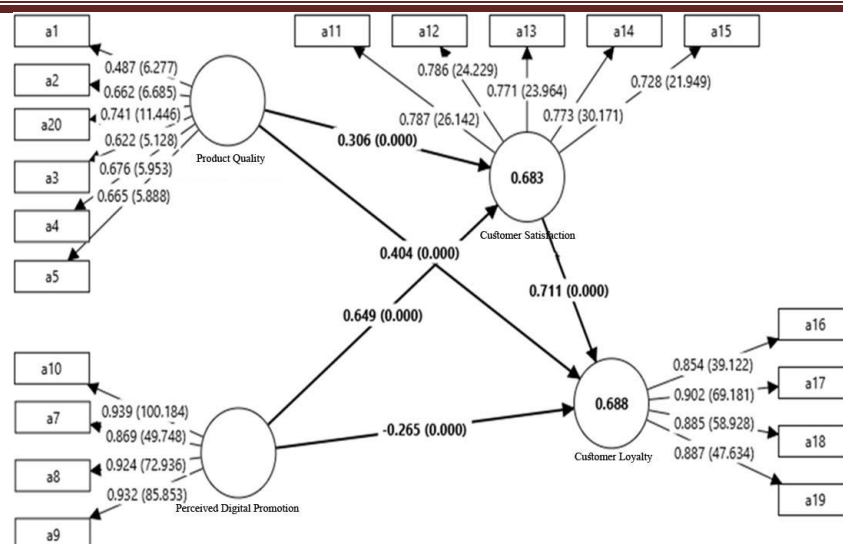


Figure 2. Structural Test

For more detailed test results, they are presented in Table 2 below, followed by an explanation of the results.

Table 2. Hypothesis Test Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Product Quality -> Satisfaction (H1)	0.306	0.315	0.048	6.423	0.000
Perceived Digital Promotion -> Satisfaction (H2)	0.649	0.644	0.040	16.151	0.000
Product Quality -> Loyalty (H3)	0.404	0.412	0.061	6,590	0.000
Perceived Digital Promotion -> Loyalty (H4)	0.265	0.262	0.057	4.616	0.000
Satisfaction -> Loyalty (H5)	0.711	0.701	0.081	8,767	0.000
Product Quality -> Satisfaction -> Loyalty (H6)	0.218	0.22	0.035	6.156	0.000
Perceived Digital Promotion -> Satisfaction -> Loyalty (H7)	0.462	0.453	0.068	6.756	0.000

The test results of five direct effect hypotheses show a significant relationship between variables. Hypothesis 1 shows that product quality has a positive impact on customer satisfaction (coefficient 0.306, T-statistic 6.423, p-value 0.000), indicating that the better the product quality, the higher the satisfaction felt. Hypothesis 2 shows that positive perceptions of digital promotions contribute greatly to customer satisfaction (coefficient 0.649, T-statistic 16.151, p-value 0.000), reflecting the importance of informative and credible digital promotions. Hypothesis 3 confirms that product quality also has a direct effect on loyalty with a coefficient of 0.404 (T-statistic 6.590, p-value 0.000), meaning that good quality encourages customers to continue using the product. Hypothesis 4 shows that digital promotions also significantly affect loyalty (coefficient 0.265, T-statistic 4.616, p-value 0.000). Hypothesis 5 reveals that satisfaction has a strong effect on loyalty with a coefficient of 0.711, T-statistic 8.767, and p-value 0.000, indicating that the more satisfied customers are with Gatsby products on Shopee, the greater their tendency to remain loyal.

Furthermore, for the indirect effect hypothesis test results, Hypothesis 6 shows that customer satisfaction acts as a mediating variable in the relationship between product quality and customer loyalty with a coefficient of 0.218. The T-statistic value of 6.156 and p-value of 0.000 confirm that this indirect path is significant. This means that good product quality increases customer satisfaction, which in turn strengthens their loyalty to Gatsby. Although product quality also has a direct effect on customer loyalty, the path through customer satisfaction still has a significant contribution, indicating that customer satisfaction is a crucial factor in building long-term loyalty. Because the direct effect of Product Quality on Customer Loyalty is significant, the indirect effect path Product Quality → Customer Satisfaction → Customer Loyalty is Partial Mediation. Finally, Hypothesis 7 reveals that perceived digital promotion also has an indirect effect on customer loyalty through customer satisfaction with a coefficient of 0.462. The T-statistic value of 6.756 and p-value of 0.000 indicate that this mediation effect is very significant. This indicates that the better customers assess Gatsby's digital promotion—for example, they feel the information provided is honest and not misleading—the higher their level of satisfaction, which then has a positive impact on their loyalty. This indirect effect is even greater than the indirect path of product quality to loyalty, indicating that an effective digital promotion strategy plays an important role in building customer loyalty by increasing their satisfaction. Since the direct effect of Perceived Digital Promotion on Customer Loyalty is significant, the indirect effect path of Perceived Digital Promotion → Customer Satisfaction → Customer Loyalty is Partial Mediation.

4.4 . Managerial Implications

The findings of this study indicate that customer satisfaction is the most crucial factor in forming loyalty to Shopee Gatsby products, with the highest influence coefficient. Therefore, increasing customer satisfaction should be a top priority for management, which can be done by aligning product quality with customer expectations and ensuring that information in promotions is in accordance with product reality. Digital promotions have been shown to play a major role in building satisfaction, so digital marketing strategies need to be directed at delivering educational, honest, and transparent information in order to create a positive and convincing customer experience. In addition, product quality has a significant influence both directly on loyalty and indirectly through customer satisfaction, which emphasizes the importance of maintaining consistent quality standards, from formulation to packaging design. Meanwhile, digital promotion

also contributes directly to loyalty, although the impact is more optimal if satisfaction is formed first. Thus, companies need to ensure that digital marketing strategies not only attract attention but also build trust through the suitability of promotional promises with the quality of the product received. Overall, customer loyalty to Gatsby on Shopee will increase sustainably if satisfaction is the main foundation supported by product quality and credible digital promotion.

5. CONCLUSION

The findings suggest that for the Shopee Gatsby products, customer satisfaction is crucial for fostering customer loyalty. Furthermore, customer satisfaction is significantly influenced by both product quality and perceived digital promotions. This highlights that an effective model for enhancing customer loyalty relies on delivering high-quality products and offering informative, reliable digital promotions, both of which have been shown to elevate customer satisfaction. Additionally, product quality and perceived digital promotions have a substantial impact on customer loyalty, indicating that customer satisfaction serves as a partial mediating variable within this study's framework. Academically, these results provide a foundation for future research involving the variables under consideration. Notably, the study acknowledges limitations related to the scope of the variables and the research subjects. From a practical perspective, the survey results recommend that strategies for improving customer loyalty should concentrate on providing superior product quality and managing digital promotions that are transparent and relevant to consumer needs, thereby enhancing customer satisfaction.

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