# Analysis of E-WOM and E-Trust on E-Satisfaction and E-Loyalty of Shopee Users

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| A R T I C L E I N F O | A B S T R A C T |
|---|---|
| <br><br> | This study aims to analyze the influence of e-word of mouth, e-trust, and e-satisfaction on e-loyalty. In this study, variable used is electronic word of mouth (e-WOM), electronic trust (e-trust), electronic satisfaction (e-satisfaction) and electronic loyalty (e-loyalty). This quantitative study uses primary data from 170 active Shopee users through online questionnaires. Data analysis using SmartPLS4 and Research was conducted using quantitative methods. The population in this study were consumers who had made purchases on the Shopee site more than once and had made at least 2 transactions on Shopee during the past month. The sampling technique used hair et al with a sample size of 170 people. The results showed that e-trust and e-satisfaction on Shopee had an effect on e-loyalty. However, e-WOM did not affect e-satisfaction and e-loyalty. strong trust and satisfying experiences form loyalty between consumers and Shopee e-commerce sellers. |

**INTRODUCTION**

Electronic devices and other electronic media can be connected via the Internet, a communication network. Information and technology are developing at an unprecedented rate in the age of globalization, and their growth is unbounded. The growing number of people using smartphones and social media is evidence of this growth. Today, the majority of people worldwide use the Internet on a daily basis. Indonesia is no exception, and it is helpful for everyday tasks including social media use, communication, working, and information gathering. Significant changes in how businesses function and engage with their clientele have been brought about by the advancement of information technology, particularly social media, particularly in the context of digital business. E-commerce and digital business development have advanced quickly in recent years. Based on (Kotler & Armstrong, (2012), E-commerce is an internet channel that anybody with a computer can access. company owners use it to conduct company operations, and consumers use it to get information sources with the help of computers. This mechanism begins with the provision of information services to consumers in decision making (Strauss & Frost, 2016). With the presence of e-commerce and marketplaces, everything becomes more effective and efficient, and what was previously done traditionally can now be done online. This makes e-commerce one of the most promising sectors in the retail industry. Currently, one of the e-commerce that is being widely used by Indonesians is Shopee. Shopee is an e-commerce platform created by Chris Feng in 2015. Shopee, which originated in Singapore, quickly became famous in many Southeast Asian countries, including Indonesia. Food, electronics, fashion, and household needs are some of the types of products available on this e-commerce platform. Shopee offers a fun and practical shopping experience through an easy-to-use smartphone application. In the transaction process on Shopee, sellers and buyers interact directly on its platform. Sellers can create their own online stores and can market their products to users. Consumers can quickly search for the products they need and make secure purchase transactions through the payment system provided by the seller. Shopee focuses on mobile applications to help users find, buy, and sell directly from their smartphones.
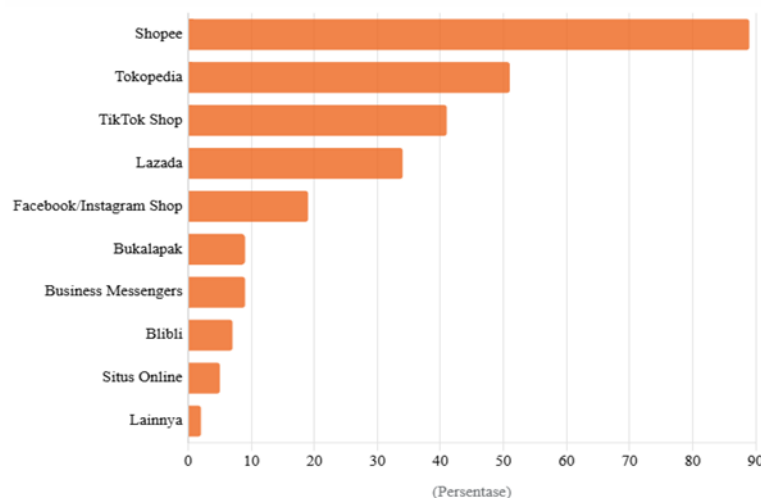


Figure 1. E-commerce application user data 2024
*Source: Goodstats, 2024*

Quoted from Good stats, During Ramadhan 2024, Shopee is the most frequently used e-commerce by Indonesians. According to a survey, 9 out of 10 Indonesian Muslims use Shopee services as the first e-commerce to shop online. Through the data above, it can be said that one of the most popular online marketplaces among Indonesians is Shopee. This is inseparable from the loyalty of consumers who are loyal to Shopee e-commerce. One of the features in the Shopee application is customer reviews, through this feature electronic word of mouth will be created. According to Sun et al., (2021) eWOM is an informal communication activity to consumers via the internet about goods, services, or sellers. Through e-WOM in Shopee, consumers will provide information to other consumers about products that have been used. According to Power Positive eWOM can make customers more satisfied and remain loyal to Shopee as an online shopping platform.

Loyalty is a psychological state that is related to behavior towards a product, where consumers will have the confidence to decide whether they like it or not, and decide whether consumers will buy the product (Dhirtya & Warmika, 2022). In growing customer loyalty, companies must strive to provide satisfaction and trust in every service they offer so that customers increase their loyalty. In the research conducted by Asih & Pratomo, (2018), it was explained indicates the perception of online loyalty increases with the degree of online trust. However, the findings were not in line with the research conducted by Sadeghi et al., (2019), which stated that trust had no effect on e-loyalty. Consumers can feel satisfaction after comparing the goods or services they receive with what is expected (Hakam & Hidayati, 2022). The business takes a number of actions to ensure that its clients are as satisfied as possible. Increasing consumer e-trust or excellent trust is one of them.

With such competitive e-commerce market competition, and many sellers on other platforms offering similar products and services, a strategy is needed to increase and maintain competitive advantage and customer loyalty, therefore researchers are asking certain research questions, such as whether e-WOM and e-trust affect customer e-satisfaction and e-loyalty, this study aims to provide deeper insights into the things that influence customer loyalty, especially for merchants on the Shopee platform, in creating and strengthening customer loyalty to products on the Shopee platform. This research is anticipated to offer a more comprehensive understanding of the important factors in shaping consumer loyalty behavior. As a result, the results of the study will provide valuable guidance for marketers and managers in developing their marketing strategies.

## LITERATURE REVIEW
### E-Word of Mouth, E-Satisfaction and E-Loyalty

With the development of communication technology today, now the concept of WOM or word of mouth has also evolved into e-WOM. E-WOM is informal communication that occurs to consumers via the internet about goods, services, or sellers (Sun et al., 2021). E-WOM, or electronic media dissemination of information, refers to positive or negative consumer reviews of products or services shared online (Pranaya et al., 2023). The dissemination of information

can be spread through various types of social media such as Instagram or TikTok and also on the product review page itself. Compared to traditional promotional methods, electronic promotion spreads information quickly and in large quantities with little effort and time (Kumari & Verma, 2018). Positive online shopping and electronic word of mouth (e-WOM) significantly increase e-trust, which in turn fosters customer loyalty (Tjahjaningsih et al., 2024). In research Hasan et al., (2020) shows where e-WOM has a positive and statistically significant effect on e-satisfaction. In the study, it was empirically proven that e-wom has a direct positive impact not only on e-satisfaction of internet users but also on the loyalty of internet users. Customer loyalty has become a condition that can prove the possibility that consumers will repeat purchases and recommend products, brands, or services to people around them (Tjahjaningsih et al., 2024). Technological advances encourage the formation of electronic loyalty or e-loyalty Taha Abd El Aziz et al., (2024) According to his research, there was a statistically significant direct relationship between and e-WOM and e-loyalty. According to the study, e-WOM plays a significant role in determining consumer behavior; whilst negative e-WOM can decrease e-loyalty, positive e-WOM can boost customer loyalty and retention. In addition, in the study carried out by Wandoko et al., (2020) which shows that e-WOM has a positive and significant impact on e-loyalty.

H1: e-WOM has an influence on e-satisfaction
H2: e-WOM has an influence on e-loyalty

***E-Trust, E-Satisfaction and E-Loyalty***

e-trust in marketing refers to consumer trust in online platforms and transactions, which significantly affects their purchasing decisions and loyalty. e-trust arises from various factors, including previous experience, e-marketing strategies, and cultural influences. In the context of e-commerce transactions, trust has a high level of importance in building e-satisfaction to loyalty, so it is important to identify the factors that influence the formation of consumer trust levels during online transactions. e-trust is one of the important aspects in increasing customer satisfaction, customers who have trusted tend to feel satisfied in making transactions in e-commerce. According to studies that have been done Iqbal et al., (2025) E-trust has a positive influence on consumer satisfaction. Therefore, it is essential to identify what influences the level of trust in deciding consumer purchases during e-commerce transactions (Prabowo et al., 2014). Understanding e-trust is crucial for businesses aiming to thrive in the digital marketplace. e-trust can shape consumer loyalty and marketing efforts, where positive experiences increase levels of trust (Shabbir & Xiaodong, 2023). Based on Anderson & Srinivasan, (2003) e-loyalty is a beneficial action taken by customers to an e-commerce business that triggers repeat purchases. e-loyalty refers to a customer's commitment to consistently purchase from an e-commerce platform, influenced by factors such as trust, recommendation quality, and transparency, which increases customer satisfaction and fosters long-term relationships between consumers and online service providers (Yuliana et al., 2024). In building e-commerce customer loyalty, it is necessary to understand the importance of building trust in customers. If customers already have trust, a

long-term relationship will be created between consumers and companies.(Roby Nur Akbar, 2022).
H3: e-trust has an influence on e-satisfaction
H4: e-trust has an influence on e-loyalty

*E-Satisfaction and E-Loyalty*

e-satisfaction or electronic satisfaction, refers to the level of satisfaction experienced by users when interacting with electronic services or platforms. e-satisfaction is formed when consumers have experienced services from e-commerce which can fulfil consumer desires and expectations. In Cyr, (2008) shows that electronic satisfaction is a condition where the platform meets customer needs and expectations, and the overall quality of the platform is considered satisfactory. This is influenced by various factors, including the quality of service provided, user experience, and the effectiveness of the platform in meeting user needs. With the increasing satisfaction of the service felt by consumers, consumers tend to continue to choose the platform and are reluctant to switch to other platforms so that the level of consumer loyalty will increase (Rachman et al., 2024). Understanding e-satisfaction is critical for businesses aiming to increase customer loyalty and improve service offerings.
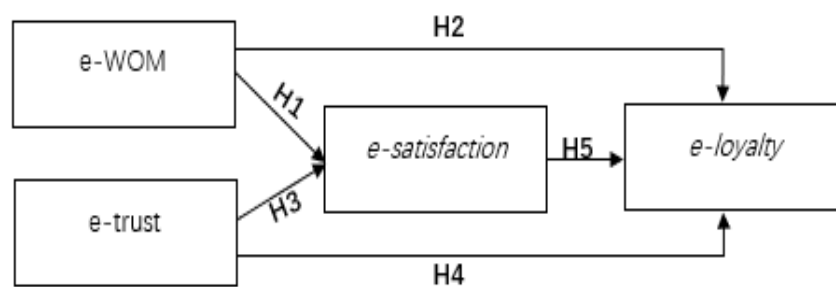H5: e-satisfaction has an influence on e-loyalty.



Figure 1. Conceptual Framework

**METHODOLOGY**

The impact of e-word-of-mouth and e-trust as independent variables on e-satisfaction and e-loyalty on Shopee e-commerce is examined in this quantitative study. The e-word of mouth variable consists of 4 indicators, the e-trust variable consists of 4 indicators, the e-loyalty variable consists of 5 indicators and the e-satisfaction variable consists of 4 indicators.

The subjects of the research conducted were consumers who had made purchases on the Shopee e-commerce. The determination of the sample in this study was taken using the determination of the number of samples according to Hair et al (2015) The number of samples must be at least five times the number of indicators utilized, and it cannot be more than ten times.

Primary data in this study were obtained by distributing questionnaires online, where respondents who met, the criteria were asked to fill out the questionnaire via google form. Respondents will respond to statements in the questionnaire based on a liker's measurement scale with criteria of 1 (strongly disagree) to 5 (strongly agree).

non-probability sample methodology using a purposive sampling method was employed in this study; the sampling was chosen based on specific criteria that were justified. Sugiyono, (2016), the characteristics of respondents for this study are consumers who use the Shopee marketplace, have made purchase transactions through the Shopee marketplace at least 2 times in the last 1 month. In the implementation of the study, data analysis will be carried out using SmartPLS4 software. validity and reliability test to assess the measurement model comes before the first step, which is followed by a hypothesis test. The four indicators for e-word of mouth are adapted from Goyette et al., (2010), then the indicator for e-trust is adapted from Ha, (2004), Next, the e-satisfaction indicators are adapted from Sheng & Liu, (2010), Lastly, the e-loyalty indicator is calculated utilizing four metrics that come from (Giovanis & Athanasopoulou, 2014).

**RESEARCH RESULT**
*Respondent Characteristics*
The majority of the 170 respondents collected were women with a percentage of 65.9% and the majority of respondents had an age range of 22-30 years with a percentage of 45.9%. In addition, the majority of respondents were students with a majority income below Rp 1,000,000 with a percentage of 34.7%. Detailed data is attached in table 1.

Table 1. Respondents' Characteristics

| Respondent Demographic | Total | Percentage |
|---|---|---|
| **Gender** | | |
| Male | 58 | 34,1% |
| Female | 112 | 65,9% |
| **Age** | | |
| >17 years old | 11 | 6,5% |
| 17-21 years old | 59 | 34.7% |
| 22-30 years old | 78 | 45,9% |
| 31-40 years old | 12 | 7,1% |
| >50 years old | 10 | 5,9% |
| **Occupation** | | |
| Pelajar/Mahasiswa | 115 | 67,6% |
| Pegawai negeri sipil | 14 | 8,2% |
| Pegawai swasta | 13 | 7,6% |
| Wiraswasta | 10 | 5,9% |
| Ibu rumah tangga | 5 | 3% |
| Dan lainnya | 13 | 7,6% |
| **Salary** | | |
| Tidak berpenghasilan | 33 | 19,4% |
| <Rp 1.000.000 | 59 | 34,7% |
| Rp1.000.000-3.000.000 | 49 | 28,8% |
| Rp3.000.000-7.000.000 | 27 | 15,9% |
| >Rp 15.000.000 | 2 | |

### Evaluation of Measurement Models

Measurement model analysis is done by checking factor loading > 0.70 and Average Variance Extracted (AVE) minimum 0.50 or more. Table 2 shows where all factor loadings are above 0.70 and the AVE value exceeds 0.50. This indicates satisfactory convergent validity. Table 3 shows the cross-loading value. The cross-loading value of each construction is measured to ensure that the correlation between the construction and the measurement item is higher than that of other constructions. The anticipated cross-loading value must exceed 0.7. (Ghozali & Latan, 2015)

## Table 2. Measurement model analysis

| Construct | Loading Factors | Average of variance extracted (AVE) | Composite Reliability | Cronbarch's a |
|---|---|---|---|---|
| e-Word of mouth (E-WOM) | | 0,687 | 0,865 | 0,849 |
| ewom1 | 0,826 | | | |
| ewom2 | 0,858 | | | |
| ewom3 | 0,786 | | | |
| ewom4 | 0,844 | | | |
| e-Trust (ET) | | 0,628 | 0,803 | 0,801 |
| et1 | 0,798 | | | |
| et2 | 0,834 | | | |
| et3 | 0,741 | | | |
| et4 | 0,793 | | | |
| e-Satisfaction (ES) | | 0,705 | 0,862 | 0,860 |
| es1 | 0,834 | | | |
| es2 | 0,855 | | | |
| es3 | 0,881 | | | |
| es4 | 0,787 | | | |
| e-Loyalty (EL) | | 0,682 | 0,883 | 0,882 |
| el1 | 0,821 | | | |
| el2 | 0,728 | | | |
| el3 | 0,841 | | | |
| el4 | 0,883 | | | |
| el5 | 0,848 | | | |

Table 3. Cross Loading

|  | e-Trust | e-Word of Mouth | e-loyalty | e-satisfaction |
|---|---|---|---|---|
| et1 | **0.798** | 0.240 | 0.509 | 0.456 |
| et2 | **0.834** | 0.370 | 0.498 | 0.538 |
| et3 | **0.741** | 0.485 | 0.455 | 0.521 |
| et4 | **0.793** | 0.494 | 0.525 | 0.531 |
| ewom1 | 0.350 | **0.826** | 0.245 | 0.351 |
| ewom2 | 0.442 | **0.858** | 0.296 | 0.484 |
| ewom3 | 0.354 | **0.786** | 0.231 | 0.344 |
| ewom4 | 0.497 | **0.844** | 0.291 | 0.486 |
| el1 | 0.537 | 0.365 | **0.821** | 0.450 |
| el2 | 0.554 | 0.338 | **0.728** | 0.535 |
| el3 | 0.525 | 0.234 | **0.841** | 0.443 |
| el4 | 0.527 | 0.204 | **0.883** | 0.428 |
| el5 | 0.414 | 0.167 | **0.848** | 0.405 |
| es1 | 0.518 | 0.404 | 0.470 | **0.834** |
| es2 | 0.578 | 0.453 | 0.397 | **0.855** |
| es3 | 0.536 | 0.476 | 0.526 | **0.881** |
| es4 | 0.542 | 0.386 | 0.464 | **0.787** |

Table 4 structural analysis result

| Path | Path coefficient | p value | Hypotesis | Result |
|---|---|---|---|---|
| E-WOM->ES | 0,250 | 0,114 | H1 | Not Supported |
| E-WOM->EL | -0,058 | 0,456 | H2 | Not Supported |
| ET->ES | 0,521 | 0,000 | H3 | Supported |
| ET->EL | 0,480 | 0,000 | H4 | Supported |
| ES->EL | 0,273 | 0,000 | H5 | Supported |

## DISCUSSION
### *E-Word of Mouth, E-Satisfaction and E-Loyalty*

This study reveals that e-word of mouth has no effect on e-loyalty. Table 4 presents the results of the study where H1 is rejected because the results of the analysis show that e-word of mouth has no significant effect on e-satisfaction. The path coefficient value of 0.250 with a p-value of 0.114 indicates that the relationship between e-word of mouth and e-satisfaction is not statistically significant. The results of this study are in line with research conducted by Pangastuti & Endang Tjahjaningsih, (2023)where it is explained that e-WOM is not significant to consumer satisfaction, the number of reviews does not necessarily affect customer satisfaction. Thus, the hypothesis stating that e-word of mouth has a positive effect on e-satisfaction is rejected. Similar to H1, the results of the analysis show that e-WOM also does not have a significant effect on e-loyalty. The path coefficient value of -0.058 with a p value of 0.456 indicates that this relationship is not significant. These results are in line with research conducted by Rachbini (2024)where it is explained that e-WOM has an insignificant effect on customer loyalty in shopee statistically. Therefore, the hypothesis stating that e-WOM has an effect on e-loyalty is also rejected.

### E-Trust, E-Satisfaction and E-Loyalty

The results of the analysis show that e-trust has a positive and significant influence on e-satisfaction. The path coefficient value of 0.521 with a p value of 0.000 indicates that this relationship is very statistically significant. The level of user trust in the electronic platform significantly increases user satisfaction. This shows that trust is an important factor in creating user satisfaction. These results are in accordance with research conducted by Rahmawaty et al., (2021)where based on the research results, electronic-trust has a significant effect on electronic satisfaction. Thus, hypothesis 1 is accepted.

The analysis's findings further demonstrate that e-loyalty is positively and significantly impacted by e-trust. With a p value of 0.000 and a path coefficient value of 0.480, there is substantial statistical significance. Electronic trust also contributes to user loyalty. Users who trust the platform tend to be more loyal. These results are in line with research conducted Qatawneh et al., (2023) revealed that e-trust has a positive and significant effect on e-loyalty. The study explained that public trust in the electronic services offered has a significant impact on loyalty. This hypothesis is accepted.

### E-Satisfaction and E-Loyalty

The analysis's findings demonstrate that e-loyalty is positively and significantly impacted by e-satisfaction. With a p value of 0.000 and a path coefficient value of 0.273, this association is statistically significant. User satisfaction significantly affects their loyalty. Users who are satisfied with the electronic platform tend to become loyal customers. User satisfaction significantly affects their loyalty. Users who are satisfied with electronic products tend to become loyal customers. This study is in line with research that has been conducted by Widodo & Yanthy Joseph, (2023) shows that e-loyalty is positively impacted by e-satisfaction by 18%. Customers will be satisfied and likely to make repeat purchases if they feel at ease during the transaction (e-loyalty). Thus, this hypothesis is accepted.

## CONCLUSION AND RECOMMENDATIONS

This study concludes that e-loyalty and e-satisfaction are significantly impacted by e-trust. This implies that Shopee users' satisfaction and loyalty increase with the degree of consumer trust in the Shopee platform.

On the other hand, electronic word-of-mouth (e-WOM) has no significant effect on electronic satisfaction or electronic loyalty. This shows that reviews or recommendations from other consumers do not significantly affect the level of satisfaction and loyalty of Shopee users.

Thus, we may conclude that trust is a vital aspect in establishing consumer pleasure and loyalty in the context of e-commerce such as Shopee. The Shopee platform needs to focus on building and maintaining consumer trust through various efforts, such as improving transaction security, providing responsive customer service, and maintaining a good reputation.

Shopee sellers do not need to focus too much on efforts to increase positive consumer comments because this factor does not greatly affect consumer satisfaction and loyalty. Shopee consumers tend to be more loyal by considering

their trust and satisfaction experience in service at Shopee. However, Shopee sellers still need to maintain the quality of products and services so that reviews and recommendations from consumers remain positive.

## ADVANCED RESEARCH

In this study there are weaknesses in the form of the limited number of samples, further research can increase the sample so that the number of respondents involved is greater. Furthermore, suggestions for further research are to consider variables related to the dependent variable. Further researchers can also present questions on the questionnaire in more detail, so that respondents can more easily understand the intent of each question in the research questionnaire.

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