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# The Effect of Customer Satisfaction and Trust on Customer Loyalty in The Shopee Marketplace

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## Abstract

This research aims to test the influence of trust and customer satisfaction on customer loyalty, test the influence of trust on customer loyalty and test the influence of customer satisfaction on customer loyalty. This research uses a quantitative descriptive method by distributing questionnaires via Google Form with purposive sampling, namely Shopee users as an online shopping platform for consumers in Depok. A purposive sampling method of 150 respondents was used for the sampling. SPSS 26 was used to calculate the multiple linear regression variable test to analyze the research data results. The research results show that customer satisfaction and trust are important in forming customer loyalty to Shopee. Factors such as ease of use, wide product selection, responsive customer service, and security of online transactions influence customer satisfaction levels. In addition, customer trust in the security of online transactions and product quality also plays a key role in building long-term relationships between customers and e-commerce platforms. The R square value of 0.725 indicates that most of the variation in customer loyalty levels can be explained by customer satisfaction and trust in Shopee in Depok. At the same time, the rest is influenced by other factors, such as quality. Product and brand preferences.

**Keywords:** customer satisfaction, customer trust, marketplace, customer loyalty

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## 1. Introduction

Current economic development and growth cannot be separated from the digital economy. The digital economy helps in making efficiency and effectiveness in business processes. Economic actors get many benefits and conveniences in marketing, purchasing, product distribution, and payment systems (Alinska, 2020). Product buying and selling transactions can be carried out at the fingertips using electronic networks anytime and anywhere (Utama et al., 2022). Entrepreneurs use internet users to buy and sell goods and services digitally, better known as electronic trading systems or e-commerce (Nasution et al., 2020). E-commerce is a type of electronic business mechanism that focuses on individual-based business transactions using the Internet as a medium for exchanging goods or services, which reduces space and time constraints, which have been a challenge in the business transaction process (Aprianto, 2021).

One thing that makes digital businesses run well is customer loyalty towards e-commerce products in the marketplace. Much of this customer loyalty is built because of customer satisfaction and trust in products and e-commerce in the marketplace (Rafiah, 2019). Customer satisfaction with e-commerce includes a smooth purchasing process and the overall experience of exploring and interacting with the platform. Customer satisfaction with products or services is also a factor that can encourage customer loyalty. Customer satisfaction is the level of consumer feelings after comparing what they receive with their product expectations (Rohaeni & Marwa, 2018). A satisfied customer will certainly bring profits to the producer because it will increase consumer loyalty (Izzah et al., 2022). Customer satisfaction starts with the ease of exploring the e-commerce platform. Besides that, customer satisfaction is also influenced by how the e-commerce platform responds to customer questions or complaints. Responsive customer service will create a positive experience and increase customer satisfaction (Fahrurrozi & SE, 2023).

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Customer trust is usually closely related to the security of online transactions. In general, e-commerce users want to protect their payment information with advanced security technologies, such as data encryption and SSL security certification (Barkatullah, 2019). Customers want to ensure that their personal information is safe and well-protected by e-commerce platforms. Besides that, customer trust in the product also creates a good image for the company. So, the company will have a good image in the eyes of the public (Setiawaty, 2017). Customer trust is important for companies because companies cannot build relationships without trust (Supertini et al., 2020). Developed customer trust, including trusting someone, will increase customer confidence in their abilities and desires (Wijaya & Wismantoro, 2017).

Customer trust is a powerful weapon in building relationships because the high level of customer trust in a company makes the company strong in building its customer relationships (Supertini et al., 2020). The relationship between trust and customer loyalty is that the higher the customer's trust in a product, the higher the customer's loyalty to a brand. Customer commitment to a product is confidence in using a product, which includes recommendations and trust (Apriliani et al., 2020; Supertini et al., 2020).

The company's success is marked by many loyal customers (Nuari & Riyanto, 2023). The longer a customer's loyalty is, the greater the profit the customer can obtain from the company (Griffin, 2005). Customer loyalty will be built when the company has customer trust (Harumi, 2016). According to Setyawardani (2021), loyalty is a customer's willingness to consistently use products or services from a company in the long term. Loyalty is seen in current actions and involves strong preferences, brand loyalty, and the intention to remain loyal in the future. Loyal customers use the product exclusively and tend to recommend the company's products to others.

Pratama (2015) states that customer trust and satisfaction partially have a significant effect on customer loyalty. Research also supports this (Nalendra, 2018), which states that customer trust and satisfaction positively and significantly affect customer loyalty. The results of research conducted Laely (2016) state that customer trust and satisfaction have a positive and significant effect on customer loyalty, so this can be interpreted that the higher the trust a company has in managing its business unit, the more customer loyalty it will increase because with credibility which is high and supported by the company's honesty, will directly influence and increase customer loyalty.

Shopee is one of Indonesia's largest e-commerce marketplaces, providing various daily needs ranging from food, fashion, clothing, shoes, cosmetics, accessories, household equipment and various daily necessities online at varying prices (Hasan, 2021). So, consumers' needs to meet their shopping needs vary greatly according to their needs. Several factors influence customer loyalty in this regard, so customers do not switch to other marketplaces or e-commerce. These factors include customer satisfaction and customer trust (Yani & Sugiyanto, 2022).

A marketplace is a place where sellers and buyers meet in an online network. Some of the marketplaces that are often used are Shopee, Tokopedia, Bukalapak, Lazada and so on. The emergence of various marketplaces has become a consideration for consumers who carry out online transactions such as shopping, paying bills, purchasing accommodation tickets, buying food and drinks, even saving gold and paying zakat (Gunawan, 2022).

The people of Depok City are people whose daily lives are very busy, like the people in Jabodetabek with their work at work. Some of them do not have time or lack the time to shop in person, so some of them are more interested in shopping online to meet their needs with several more effective considerations. , efficient and practical without his work being interrupted. This research aims to find out and analyze whether there is an influence and, if there is, how much influence customer satisfaction and trust have on customer loyalty in the Shopee marketplace in Depok City. It is hoped that the benefits of the research will be useful for stakeholders related to the object of this research so that it can be used as material for companies to consider in making decisions and in using marketing and service strategies to increase customer loyalty.

## 2. Research Method

This research applies a quantitative description method by utilizing a questionnaire to collect data related to 3 research variables, customer satisfaction and customer trust as independent variables and customer loyalty as the dependent variable. Temporary. The approach used in this research is a quantitative descriptive approach. The methods used are observation methods, questionnaires, documentation, and literature. Consumers on the Shopee marketplace are used as the object of this research.

Population is the total number of individuals or groups you want to study in the research area. In this research, the population is all people in Depok who have shopped using the Shopee marketplace. Meanwhile, the sample size was

150 people, and the sampling technique used was a purposive sampling technique, where the only respondents who filled out the questionnaire were respondents who had used Shopee as an online shopping platform. According to Hair et al., (2010), the sample size should be 100 or larger. As a general rule, the minimum sample size is at least five times larger than the number of question items to be analyzed. The sample size will be more acceptable if it has a ratio of 10:1. In this research, there are 15 question items, so the minimum sample size required is  $15 \times 10 = 150$  samples. The collected data was tested using multiple linear regression analysis with SPSS version 26.00.

### 3. Result and Discussion

#### 3.1. Multiple Regression Test

In this research, after the data was declared valid and reliable through validity and reliability tests, multiple linear regression tests were carried out. The analysis was carried out with the help of the SPSS Statistics 26 for Windows program.

**Table 1.** Regression Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	Constanta	34,775	5.195
	Customer Satisfaction_ X1	0.768	0.154
	Customer Trust_X2	0.737	0.121

a. Dependent Variable, Customer Loyalty (Y)

Table 1 shows that the regression coefficient for the customer satisfaction variable is 0.768, meaning that if other independent variables have a fixed value and customer satisfaction increases by 1%, customer loyalty will increase by 0.768. It can be concluded that a relationship exists between customer satisfaction and customer loyalty. The regression coefficient for the Customer Trust variable is 0.737, which can be interpreted as if other independent variables have a fixed value and Customer Trust increases by 1%. Customer Loyalty increased by 0.737, and it can be concluded that there is a positive relationship between customer trust and customer loyalty in the Shopee marketplace in Depok.

#### 3.2. The t Test

The t-test is used to individually determine the influence of the independent variables in customer satisfaction and partial customer trust on the customer loyalty variable on the Shopee marketplace in Depok.

**Table 2.** The t test results

Model		Q	Sig
1	Constant	6.675	0.000
	Customer Satisfaction_ X1	3.167	0.148
	Customer Trust_X2	3.174	0.357

b. Dependent Variable, Customer Loyalty (Y)

Based on the table 2, it can be seen that the calculated t value for the customer satisfaction variable is  $3.167 > t$  table 1.675 with a sig value of  $0.148 > 0.05$ , meaning that customer satisfaction has a positive and significant effect on customer loyalty. So, it is concluded that  $H_0$  is rejected and  $H_1$  is accepted. The calculated t value for the customer trust variable is  $3.174 > t$  table 1.675 with a sig value of  $0.357 > 0.05$ , meaning that customer trust has a partial and significant positive effect on customer loyalty. So, it can be concluded that  $H_0$  is rejected and  $H_2$  is accepted.

#### 3.3. The F Test

The F test is used to simultaneously determine customer satisfaction and trust variables' influence on customer loyalty in the Shopee marketplace in Depok.

Based on the table 3, it is known that the F count is  $3.467 > F$  table value 2.51, and the significance value is  $0.027 < 0.05$ , and it can be interpreted that  $H_0$  is rejected. So, it can be concluded that simultaneously, customer satisfaction and trust positively and significantly affect customer loyalty in the Shopee marketplace in Depok.

**Table 3.** The F test results

Model		Sum of Squares	Df	Mean of Squares	F	Sig
1	Regression	358.140	15	23.876	3.467	0.027 <sup>b</sup>
	Residual	909.630	135	6.738		
	Total	1267.770	150			

### 3.4. Determination Test

The coefficient of determination test is used to determine the ability of the independent variable to explain variations in the dependent variable. The results of the coefficient of determination test can be seen in Table 4.

**Table 4.** Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.378 <sup>a</sup>	0.725	0.98	2.764

a. Predictors: (Constant), Customer Satisfaction\_X1, Customer Trust\_X2

b. Dependent Variable: Customer Loyalty\_Y

Based on Table 4, it can be concluded that customer satisfaction and trust simultaneously influence customer loyalty in the Shopee marketplace in Depok, which is 72.5%. In comparison, other factors influence the remaining 27.5%.

### 3.5. Discussion

This research found that customer satisfaction partially positively and significantly affects Shopee customer loyalty in Depok. This means that when customers are satisfied with their shopping experience on Shopee, they tend to be more loyal to the platform. This shows that aspects of customer satisfaction, such as satisfactory user experience, wide product choices, easy payment processes, and responsive customer service, play an important role in forming high customer loyalty. This research underlines the important role of customer satisfaction in creating and maintaining customer loyalty, especially in the context of companies such as Shopee in Depok. Customer satisfaction is an additional aspect of business strategy and is at the core of companies' efforts to build strong customer relationships.

By providing a satisfying shopping experience and responsive service, Shopee can create an environment where customers feel valued and prioritized; this includes various factors, from intuitive platform layout and ease of payment processing to fast responses to questions or complaints customers. Thus, through these efforts, Shopee can increase overall customer satisfaction. The positive impact of customer satisfaction on customer loyalty is very important for companies to pay attention to. Customer loyalty is valuable capital for business growth and sustainability. Satisfied customers will continue to use Shopee's services and are likely to recommend the platform to others, which in turn can help expand the customer base. Furthermore, improving and strengthening aspects influencing customer satisfaction, such as user experience, customer service and product quality, is an important step for Shopee. By doing this, companies can generate long-term benefits in the form of increased customer loyalty, which will ultimately positively impact the growth and success of their business in the long term.

The research concludes that customer trust is crucial in building strong long-term customer relationships. This trust includes believing that Shopee will provide products or services according to expectations, maintain transaction security properly, and provide a consistently satisfying shopping experience. The security aspect of transactions is one of the main focuses, where customers expect good protection of their personal and payment information when shopping online. Shopee is expected to provide advanced security technology, including data encryption and security certification, to ensure the security of customer transactions from possible security threats. Besides that, customer trust is also closely related to the quality of the products and services Shopee offers. Customers trust that Shopee will provide quality products and responsive customer service, making them more likely to remain loyal to the platform. Aspects of a company's reputation and integrity also play an important role in building customer trust. Shopee needs to ensure it has a good reputation and is considered an honest and reliable company by customers. Positive user experience is also a factor that strengthens customer trust. If customers are satisfied with the platform layout, smooth purchasing process, and ease of navigating the site, they will trust and trust Shopee more as a reliable online shopping

place. By strengthening customer trust through these efforts, Shopee can build solid relationships with their customers in Depok. This will increase customer loyalty and provide a strong foundation for the company's long-term growth and success.

The research results show that customer satisfaction and trust simultaneously significantly positively impact customer loyalty. This indicates that the higher the customer satisfaction and trust in Shopee, the more likely they will continue using the platform consistently in the long term. This is because as the digital economy advances, more and more individuals are turning to online purchases through marketplaces such as Shopee. In a competitive environment like e-commerce, customer satisfaction becomes crucial because customers have many options. Customers who are satisfied with their shopping experience on Shopee are more likely to continue using the platform. Customer satisfaction is not only limited to a smooth purchasing process but also includes the overall experience of exploring and interacting with the platform. Shopee must guarantee an intuitive layout, easy payment process, wide product selection, and responsive customer service to meet customer expectations. A satisfying user experience will increase customer satisfaction and their potential to become loyal customers.

Furthermore, trust in the security of online transactions is an important factor influencing customer satisfaction and loyalty. Shopee must provide adequate transaction security and data protection guarantees to ensure that customers' personal and payment information is protected from the risk of theft or misuse. Apart from that, customer trust is also related to the company's credibility and image. If customers believe that Shopee is a reliable platform and provides quality products, they are likelier to remain loyal. A good company image will strengthen customer trust and impact their loyalty.

#### 4. Conclusion

Based on this research, it can be concluded that customer satisfaction and trust are very important in forming customer loyalty towards e-commerce platforms such as Shopee in Depok. Customer satisfaction is related to a smooth purchasing process and includes the overall experience of exploring and interacting with the platform. Factors such as ease of use, wide product choices, responsive customer service, and security of online transactions greatly influence customer satisfaction. In addition, customer trust in the security of online transactions and product quality is a major factor in building long-term relationships between customers and e-commerce platforms. This trust involves confidence that the platform will provide products or services to expectations and keep customers' personal information secure. By strengthening customer satisfaction and trust through a satisfying user experience, responsive customer service, and advanced transaction security technology, Shopee can increase the loyalty of its customers in Depok. Customer loyalty is a valuable asset for long-term business growth and sustainability because satisfied and trusting customers continue using the platform consistently and even recommend it to others. Therefore, increasing customer satisfaction and trust is key to strengthening Shopee's position in the e-commerce market. Furthermore, the R square value of 0.725 or 72.5% indicates that most of the variation in customer loyalty can be explained by customer satisfaction and trust in Shopee in Depok. The remainder, around 27.5%, is likely influenced by other factors not included in this research, such as product quality, brand preference, and value factors perceived by customers.

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