













Review Form by Reviewer

THE PATH TO LOYALTY: EXAMINING SHOPEE'S SERVICE ATTRIBUTES AND CUSTOMER SATISFACTION AMONG CUSTOMERS IN JAKARTA

No	Question	Reviewer's Suggestions	Score 1-5
1	Is the title of the paper concise and can clearly illustrate the contents of the paper?	Yes	4
2	Does the abstract have summarized briefly and clearly:		4
	Purpose & scope of research	yes	
	The method used	yes	
	Summary of results	yes	
	conclusion	yes	
3	Does the introduction clearly describe:		4
	Problems & scope of research	Suggestion: show the latest data because post-pandemic data is likely to decline because some consumers are returning to making offline purchases. Also, data on the trend of the number of visitors to competitors to see the comparison.	
	Scientific status	yes	
	Hypothesis	yes	

	approach to problem-solving	<p>Suggestion: no need to create sub-chapters, explain the background systematically.</p> <p>Suggestion: add the approaches or theories used to research consumer loyalty, both those that have been acknowledged in previous research and those conducted in this research, and provide reasons for choosing these approaches.</p>	
	Expected results	yes	
4	Has the organization been clearly written so that the research can be repeated?	Suggestion: in this study, not only SEM PLS is used in data analysis. Add other analysis techniques used as when describing the characteristics of respondents.	4
5	Is the data presented in the discussion section processed and written in the form of tables or drawings, and given information that is easy to understand?	<p>Yes</p> <p>Suggestion: in Figure 1, explain what the lines and dashed lines mean.</p> <p>Suggestion: In table 2, add a column that explains the hypothesis number code and information on whether the hypothesis is accepted or rejected.</p>	3
6	Is the discussion part of the relationship between the research results obtained and the basic concepts and or hypotheses?	yes	4
7	Is the conclusion includes conformity or disagreement with the results of other studies?	Suggestion: make a conclusion that explains what variables directly and indirectly influence satisfaction and its meaning. Use appropriate terms	

		to explain the significance.	
8	Does the conclusion contain the implications of both theoretical and implementation results?	yes	4
9	Does the conclusion contain the essence of the research?	yes	4
10	Is the conclusion written by the author logically and honestly based on the facts obtained?	Yes	4
11	Is the bibliography written correctly according to the instructions?	yes	4
12	Does the references indicate:	Suggestion: need to add references from IJBE journals and add journals related to the topic from the last 5 years	4
	Recency reference library?	yes	
	Primary reference library?	Yes	
13	Positive impact of research publications for authors	If the suggestions given are carried out, especially adding theories/concepts/approaches used to analyze loyalty, this article is good enough to be published because the references used are also quite numerous.	4
14	Language quality	good	4

The result of the reviewers' assessment decisions: (give (v) a checklist)

- ☐ Accepted
- ☒ Improvements
- ☐ REJECTED

[Revised] The Path to Loyalty Examining Shopee’s Service Attributes And Customer Satisfaction Among Customers In Jakarta

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Issues left	Critical	Advanced

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Writing Issues

33	Correctness	
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3	Mixed dialects of english	<div><div></div></div>
2	Incorrect phrasing	<div><div></div></div>
5	Punctuation in compound/complex sentences	<div><div></div></div>
1	Misuse of modifiers	<div><div></div></div>
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1	Confused words	<div><div></div></div>
50	Clarity	
33	Wordy sentences	<div><div></div></div>
12	Unclear sentences	<div><div></div></div>
2	Paragraph can be perfected	<div><div></div></div>
1	Intricate text	<div><div></div></div>
2	Hard-to-read text	<div><div></div></div>
32	Engagement	
32	Word choice	<div><div></div></div>

1

Delivery

1

Inappropriate colloquialisms



Unique Words

18%

Measures vocabulary diversity by calculating the percentage of words used only once in your document

unique words

Rare Words

39%

Measures depth of vocabulary by identifying words that are not among the 5,000 most common English words.

rare words

Word Length

5

Measures average word length

characters per word

Sentence Length

12.1

Measures average sentence length

words per sentence

[Revised] The Path to Loyalty Examining Shopee's Service Attributes And Customer Satisfaction Among Customers In Jakarta

14

13

1

THE PATH TO LOYALTY: EXAMINING SHOPEE'S SERVICE ATTRIBUTES AND CUSTOMER SATISFACTION AMONG CUSTOMERS IN JAKARTA

Abstract

Background: The post-pandemic period has presented challenges for e-commerce platforms, including Shopee, as they face declining customer loyalty, which affects user experience. Customer¹ loyalty is a critical factor in sustaining business competitiveness, making it essential to understand the role of service attributes.

Purpose: This study examines the impact of information quality, privacy, security, and delivery on customer loyalty among Shopee users in Jakarta.

Furthermore,¹ it investigates the role of customer satisfaction in mediating the relationship between service attributes and customer loyalty.

Design/methodology/approach: The study employed a quantitative approach using the Partial Least Squares Structural Equation Modeling (PLS-SEM) version 4.1.0.8 for data analysis. A¹ total of 241 Shopee users in Jakarta were surveyed through a purposive sampling method. Data¹ was collected using Google Forms distributed through various social media platforms, ensuring responses from active Shopee users familiar with the platform's service attributes.

Finding/result: Information quality, security, and delivery positively and significantly impact customer loyalty. Information¹ quality, privacy, security, and delivery positively and significantly influence customer satisfaction. Customer¹ satisfaction mediates the effects of information quality, security, and delivery on customer loyalty.

Conclusion: Service attributes, namely information quality, security, and delivery, are essential in influencing customer loyalty through customer satisfaction among online shopping platform users.

Originality/value (State of the art): This is the first study of how service attributes influence customer loyalty among Shopee users in Jakarta through the mediating role of customer satisfaction. This¹ study contributes to the existing literature by addressing an empirical gap and examining the influence of information quality on customer loyalty and privacy on customer satisfaction. While¹ previous studies have explored these relationships, inconsistencies in findings highlight the need for further empirical validation. By¹ reassessing these variables within the context of Shopee users in Jakarta, this research provides deeper insights into their roles in shaping customer satisfaction and loyalty.

Keywords: Service Attributes, customer satisfaction, customer loyalty, Shopee, e-commerce

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INTRODUCTION

Background

In the era of digitalization², the Internet has become an inseparable part of people's daily lives.¹ In Indonesia, internet usage continues to grow rapidly, with 66.5% of the total population, or around 185.3 million people, active users as of January 2024 (Wearesocial & Meltwater, 2024)³. This¹ rapid development creates great opportunities for e-commerce, revolutionising² how consumers shop and driving economic growth in various sectors. E-commerce¹ allows transactions to be carried out online with ease of access, speed, and broader reach.

One of the leading e-commerce platforms in Indonesia is Shopee. During¹ the COVID-19 pandemic, Shopee recorded a significant spike in transactions, with transaction volume in the second quarter of 2020 increasing by 130% compared to the previous period (Detiklnet, 2020)³. Shopee¹ has shown a decreasing number of yearly visitors compared to the pandemic. In¹ 2021, Shopee recorded 340 million users. However¹, there were only 270 and 295 million Shopee users in 2022 and 2023 (Curry, 2025)³. In¹ February 2024, Shopee recorded 235.9 million visits in a month. However¹, recent data recorded that Shopee's monthly visitors decreased by 4.01% in 2024 (eDot, 2025)³. Due¹ to the rising concern of decreasing monthly visitors, Shopee needs to maintain customer loyalty, which fluctuates and is influenced by various factors, including technical challenges that users repeatedly complain about.

To overcome these challenges⁴, it is essential for e-commerce like Shopee to focus on exogenous variables that play a role in increasing customer loyalty, namely information quality, privacy, security, and delivery. Good¹ information quality can help customers obtain relevant and accurate product information,

supporting purchasing decisions (Mofokeng, 2021).³ Guaranteed¹ privacy and security can increase customer trust in the platform, while timely and reliable delivery contributes to a satisfying shopping experience Sitompul et al. (2023).

However, these exogenous variables do not directly affect customer loyalty. Customer¹ satisfaction is essential as a mediating variable that connects exogenous variables with endogenous variables, namely customer loyalty. High¹ customer satisfaction, which comes from a positive shopping experience, encourages customers to remain loyal to the platform (Supertini et al., 2020).³ Satisfied¹ customers tend to make repeat transactions and are reluctant to switch to other platforms.

Previous research has identified the determinants of customer satisfaction. Prior¹ studies have studied the determinants of customer satisfaction, such as service quality, perceived quality, and omnichannel implementation (Putra & Sobari, 2024).³ Cempaka¹ and Hadiprawoto (2025), Mofokeng (2021), Mahendra et al. (2021), and Haykal et al. (2023) concluded that information quality has positive⁵ and significant influence on customer satisfaction. Haq and Awan¹ (2020) also found that privacy positively affects customer satisfaction. Research¹ conducted by Tamaro et al. (2021) also confirmed security as one of the determinants of customer satisfaction. Furthermore¹, Kaligis et al. (2024) found that delivery⁶ has positive⁷ influence on customer satisfaction. In relation¹ to⁸ customer loyalty, Agritika et al. (2024) confirmed that customer satisfaction has a positive and significant effect on customer loyalty.

Although many studies show a positive relationship between exogenous variables and customer loyalty, there are different research results. Studies¹

conducted by Mofokeng (2021) and Islami and Putra (2024) found that information quality has a positive and significant effect on customer loyalty, while Sanjaya and Hapsari (2021)'s⁹ study showed a positive but insignificant effect. Meanwhile,¹ the privacy variable also shows mixed results. Basith and Sugiyanto (2023)'s¹⁰ study stated that privacy does not have a significant effect on customer satisfaction,^{11,14} while the study¹² conducted by Perdana et al. (2024) showed a significant effect.¹³ Prior studies also concluded that security have¹⁵ been found to positively and significantly influence customer loyalty (Saputri & Karsono, 2023; Hosang & Ariadi, 2023).³ Research¹ conducted by Olivar and Leon (2023) also confirmed that delivery has positive and significant effect on¹⁶ customer loyalty.¹⁷

Different approaches have been employed in prior studies to investigate the determinants of customer loyalty.¹⁸ Chotisarn and Phuthong (2025) investigated the determinants of customer loyalty by combining four theories, namely Technology Adoption Model (TAM), SERVQUAL model, Stimulus-Organism-Response (SOR) theory, and Humannes-Value-Loyalty (HVL) model.¹ Le et al. (2025) used the customer perceived value theory to study the drivers of customer loyalty among Vietnamese energy-efficient appliances¹⁹ customers. Furthermore,¹ Katili et al. (2024) have also employed the Theory of Planned Behavior (TPB) and Information Systems Success Model (ISSM) to study the factors influencing the customer loyalty of Gojek, a ride-hailing app, customers in Indonesia. Mehrabioun (2024) has also studied the drivers of continuance intention by²⁰ using the Expectation-Confirmation Theory. The Expectation-Confirmation Theory¹ states that customers' intention to repurchase a product from a certain²¹ seller is influenced by their satisfaction.²² This research uses the Expectation-Confirmation Theory due the²³ theory being the most suitable to study how satisfaction influences customer loyalty.

In addition to its theoretical contributions, this research ²⁴also holds practical significance for e-commerce businesses, particularly Shopee. ¹The findings can serve as valuable input for companies in formulating service and product strategies to enhance customer satisfaction and loyalty. ¹Given the increasingly competitive nature of the e-commerce industry, understanding the key factors that influence ²⁵customer ²⁶behavior is crucial for businesses striving to maintain a loyal customer base. ¹Therefore, this study is expected to offer practical insights ²⁷that can help Shopee and other e-commerce platforms develop more effective strategies to sustain and improve customer loyalty.

METHODS

Research Location and Time

This research is conducted from June to September 2024 in Jakarta. ¹The online questionnaire in the form of Google ²⁸Form is distributed through multiple social media platforms, including Instagram, WhatsApp, Line, and Telegram. ¹Respondents who do not meet the criteria of being domiciled in Jakarta will be eliminated based on the screening questions regarding the area of domicile of the respondents. ^{29,30}

Types and sources of data

This study collects quantitative data ³¹because it gathers numerical data from respondents through structured online questionnaires. ¹The responses are analyzed ²using statistical methods to examine relationships between variables

such as information quality, privacy, security, delivery, customer satisfaction, and customer loyalty. Additionally,¹ the study employs a sample size calculation method (inverse square root method) and follows statistical significance principles, further confirming its quantitative research approach.¹ The type of data instrument used in this research is primary data, as the researcher directly collects data from the source by distributing an online questionnaire via Google Forms.¹ The questionnaire was shared through various social media platforms, including Instagram, WhatsApp, Line, and Telegram.

Data collection techniques

The data are collected ³²by using online questionnaires through Google ³³Form distributed through various social media platforms, including Instagram, WhatsApp, Line, and Telegram, from June to September 2024 in Jakarta.¹ The respondents of this research must meet specific criteria: having made at least two transactions on Shopee, having transacted within the past six months, being over 17 years old, and residing in Jakarta.¹ This study also employs the inverse square root method, which determines the minimum sample size based on statistical significance and power levels.¹ Considering a significance level of 5% and a path coefficient of 0.2, the minimum sample size calculated is 155 respondents (Hair et al., 2022).³ Drawing on previous research, such as the study conducted by Mofokeng (2021) with 287 respondents, this research sets a minimum sample size of 200 respondents.¹ By the end of the collection period, this research ³⁴managed to collect 254 responses.¹ After the selection phase, this research managed to obtain 241 responses.

Data analysis techniques

The data collected in this research is analyzed² and processed using SmartPLS 4.1.0.8, employing the Partial Least Squares Structural Equation Modeling (PLS-SEM) method for statistical analysis. PLS-SEM¹ is particularly suitable for this study as it allows for the examination of³⁵ complex relationships between multiple independent and dependent variables, making it an effective³⁶ approach for assessing customer loyalty and satisfaction in the e-commerce industry. This¹ method is widely used in business and social science research due to its³⁷ ability to³⁷ handle small to medium sample sizes while providing robust results. In¹ addition to PLS-SEM, descriptive statistical analysis is used to examine the characteristics of respondents, including gender, age, domicile, occupation, and shopping behavior³⁸ on Shopee. Frequency distribution and percentage analysis are applied to summarize² respondent demographics, ensuring a comprehensive understanding of the study sample.

To ensure the accuracy and reliability of the findings³⁹, this study conducts a comprehensive validity and reliability assessment before hypothesis testing. Convergent¹ validity is evaluated to determine whether the indicators effectively measure the intended constructs, while discriminant validity confirms that each construct is distinct. Additionally¹, reliability tests, such as Cronbach's alpha and composite reliability, verify the internal consistency of the data. Once validity and reliability are established, the study examines the R-square (R^2) values, which indicate the proportion of variance in the dependent variables explained by the independent variables. A¹ higher R^2 value suggests a stronger⁴⁰ explanatory power of the model. Finally¹, hypothesis testing is conducted using SmartPLS, where path coefficients, t-values, and p-values are analyzed² to determine the statistical significance of relationships between variables. Through¹ this rigorous analytical approach, the study provides meaningful

insights into the factors influencing customer loyalty in the Shopee marketplace.

Hypothesis

According to Wang and Yan (2022), information quality is the ability of how information may benefit the customers. ¹The marketing significance of information quality lies in its strong influence on consumers' willingness to adopt information and make purchasing decisions. ¹The quality and attributes of online information play a crucial role in shaping tourists' decision-making processes. ¹Information quality is ⁴¹something that is relative and oriented towards the needs of users or recipients of information. ¹Information quality must ⁴²be able to meet user needs and be relevant to user goals. ¹Good information quality is accurate, free from errors and able to provide current data. ¹Information quality is determined by how the information is used by the user concerned.

Islami and Putra (2024) found that information quality positively and significantly affected customer loyalty. ¹Mahendra et al. (2021) conducted a study to ²analyze the effect of information quality on customer satisfaction. ¹The results of this study show a positive and significant ⁴³effect of the information quality variable on customer satisfaction. ¹Haykal et al. (2023) conducted a study to empirically test the ⁴⁴effect of information quality on customer loyalty with customer satisfaction as a mediating variable. ¹They found that information

quality positively and significantly affects customer loyalty, with customer satisfaction as a mediator.

H1 a: IQ has a positive and significant impact on CL.

H1 b: IQ has a positive and significant impact on CS.

H1 c: IQ has a positive and significant effect on CL ⁴⁵with CS as a mediator.

In their research, Gutierrez et al. (2019) define privacy as an ⁴⁶important issue in traditional communication and online environments. ⁴⁷Therefore, it is important to consider ⁴⁸in customer decisions to be loyal to online services. ¹Shankar and Jebarajakirthy (2019) found that privacy positively and significantly affects customer loyalty. ¹Haq and Awan (2020) found that privacy ⁴⁹has a positive and significant effect on customer loyalty. ¹Irgui and Qmichchou (2023) discovered that customer satisfaction can mediate positively and significantly from the privacy variable to customer loyalty.

H2a: PRIV has a positive and significant impact on CL.

H2b: PRIV has a positive and significant impact on CS.

H2c: PRIV has a positive and significant effect on CL, with CS as a mediator.

According to Şchiopu and Costea (2015), security is an ⁵⁰important element that defines the quality of a system, represents the capacity of a system to preserve its functional characteristics under pressure of external disruptive agents capable of representing danger for the system, for the environment of the system, and ⁵¹for the lives of people inside the defined risk zone.

Security is ⁵³an ⁵²important ⁵³element in maintaining the system's quality from various external threats to protect its functionality. ¹Security also includes

users' sense of security that their financial and personal data are protected. Security¹ is also useful for⁵⁴ managing information and privacy from hackers and ensuring that data is not distributed to other parties.

Saputri and Karsono (2023) found that security had⁵⁵ a positive and significant effect on customer loyalty. Previous^{1,55} study conducted by Evert and Ruslim (2024) determined that security has a positive and significant effect on customer satisfaction. Iqbal¹ et al. (2021) also concluded that security has a positive and significant effect on customer loyalty with customer satisfaction as a mediator.

H3a: SEC has positive and significant impacts on CL.

H3b: SEC has positive and significant impacts on CS.

H3c: SEC has a positive and significant effect on CL with CS as a mediator.

Indrayani (2021) defines delivery services as the main supporting factor to ensure buying and selling transactions conducted by online shops with consumers can run well. Delivery¹ is an important⁵⁶ factor in sending an item to the recipient, including timely delivery, delivery to the destination address, and security. This¹ delivery factor is the success of transactions between online sellers and buyers if the delivery is of good quality.

Kaligis et al. (2024) examined the effect of delivery on customer satisfaction on⁵ JNE customers. The results of their study⁵⁷ indicate that delivery has a positive and significant effect on customer satisfaction. Apriyadi¹ et al. (2023) found that delivery positively and significantly affects customer loyalty with customer satisfaction as a mediator.

H4a: DEL has positive and significant impacts on CL.

H4b: DEL has positive and significant impacts on CL.

H4c: DEL positively and significantly affects CL with CS as a mediator.

According to Syahsudarmi (2022), customer satisfaction is stated as follows:

Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product being thought of against the expected performance (or result). Kim¹ et al. (2024) state that customer loyalty is a strong and ongoing⁵⁸ relationship built through a mutual value exchange between customers and firms. It¹ emerges when firms effectively meet customers' needs and desires by providing quality products or services, leading to positive customer feedback and engagement. In¹ return, customers develop trust in the firm, which fosters long-term commitment and repeated interactions. Ultimately¹, this loyalty strengthens the overall relationship between customers and firms, creating a cycle of satisfaction and trust.

Customer loyalty is a positive belief in a company's value, leading to increased purchases over time. Customer¹ loyalty is a form of commitment to a product or service they use consistently. This¹ loyalty occurs when a situation or form of marketing tempts them to switch. Customer¹ loyalty is based on positive beliefs from the company and remains with customers even if there are mistakes or unsatisfactory services from the company. Haykal¹ et al. (2023) aim to test the effect of customer satisfaction on customer loyalty variables. The¹ sampling

⁵⁹
method used non-probability sampling found that customer satisfaction significantly positively affects customer loyalty.

H5: CS has positive and significant impacts on CL.

Framework of Thought

The framework of thought depicted in the form of research⁶⁰ model can be seen in Figure 1 below. This¹ research suggests that service attributes, namely information quality, privacy, security, and delivery, directly and positively affect customer loyalty. The framework¹ hypothesises² these relationships in H1a, H2a, H3a, and H4a. This¹ research also posits that information quality, privacy, security, and delivery directly and positively influence customer satisfaction, as depicted in H1b, H2b, H3b, and H4b. Consequently¹, this research suggests that customer satisfaction mediates the relationships between service attributes and customer loyalty, as depicted in H1c, H2c, H3c, and H4c. Furthermore¹, this research also suggests that customer satisfaction is also^{61,62} presumed to have a direct and positive influence on customer loyalty, as depicted in H5.

Information Quality

H1a (+)

H1b (+)

H2a (+)

Privacy

H1c (+)

Customer Loyalty

H2c (+)

Customer Satisfaction

H2b (+)

H5 (+)

H3c (+)

H4c (+)

Security

H3b (+)

H3a (+)

Delivery

H4b (+)

H4a (+)

Figure 1. ¹Research Model

The straight or normal lines indicated direct relationships between the variables. The direct relationships are shown by H1a, H2a, H3a, H4a, H1b, H2b, H3b, H4b, and H5. ¹ The dashed lines depict how the variables are related through indirect relationships between the independent, dependent, and mediating variables. The indirect relationships are ¹ as ^{63,64} shown in H1c, H2c, H3c, and H4c.

RESULT

The respondents in this study consisted of⁶⁵ 34% men and 66% women, the majority aged 18-24 years (66%), with the majority domiciled in West Jakarta (47.70%). Most¹ respondents were students (50.60%) with monthly expenses of less than IDR 3,000,000 (53.10%). Most¹ respondents had used Shopee for 1-5 years (60.60%) and⁶⁶ the most frequently purchased product category was clothing (44.80%).

According to the assessment⁶⁷ as seen⁶⁸ in Table 1, the loading factor value of each indicator is valid because it has a value above 0.70 (Hair et al., 2022).³ Similarly,¹ Table 1 shows the results of the Average Variance Extracted (AVE) value, proving that each variable in this study is valid. Table¹ 1 shows reliable results because all variables have a Cronbach's alpha value higher than 0.70 as well as a⁶⁹⁷⁰ composite reliability value higher than 0.70. The¹ instruments in this study have strong internal consistency and⁷¹ each variable can be used to measure the construct (Hair et al., 2022).³

Based on the cross-loadings⁷² analysis results and Fornell-Larcker criteria, all the variables are also considered valid (Hair et al., 2022).³ The¹ R-squared value of the customer loyalty variable is 0.590. This^{1,73} means that a moderate influence of 59% of the variation in the customer loyalty variable can be explained by information quality, privacy, security, delivery, and customer satisfaction, while⁷⁴ the remaining 41% can be explained by variations in⁷⁵ other variables (Hair et al., 2022).³

Table 2 shows that the delivery, information quality, privacy, and security variables positively influence customer loyalty and satisfaction. The customer satisfaction variable has also been proven to influence customer loyalty positively. The delivery, information quality, privacy and security variables also positively influence customer loyalty, with customer satisfaction as a mediating variable in testing indirect relationships. The customer satisfaction variable contributes most significantly to changes in the increase or decrease of the customer loyalty variable with a path coefficient of 0.392. Meanwhile, the information quality variable contributes most significantly to changes in the increase or decrease of the customer satisfaction variable with a path coefficient of 0.321. The information quality variable contributes most significantly to changes in the increase or decrease of the customer loyalty variable, with customer satisfaction acting as a mediating variable with a path coefficient of 0.126.

Table 1. Measurement Items, Convergent Validity, and Reliability Testing Results

Measurement Items
References
Factor Loadings
AVE
α
CR
IQ = Information Quality

(Mofokeng, 2021; Aslam et al. 2019)

0.626

0.801

0.801

Latest Information

0.827

Clarity of Information

0.785

Relevance of Information

0.789

Ease of Transaction

0.764

PRIV = Privacy
(Mofokeng, 2021)

0.643
0.861
0.869
Transparency Data

0.787

Clarity of Privacy Policy

0.824

Data Minimization

0.725

Consent for Data Sharing

0.831

Compliance with Data Protection Law

0.836

SEC = Security
(Mofokeng, 2021; Aslam et al. 2019)

0.675

0.879

0.880

Payment Information

0.854

Protection

0.800

Detailed Security Information

0.816

Control Over Data Usage

0.839

Financial Risk Prevention

0.797

DEL = Delivery
(Mofokeng, 2021)³

0.622

0.798

0.802

On-Time Delivery

0.759

Order Accuracy

0.834

Good Packaging Quality

0.778

Varied Delivery Methods

0.782

CS = Customer Satisfaction

(Mofokeng, 2021)³; (Ashiq & Hussain, 2023)

0.640

0.859

0.863

On-Time Delivery

0.724

Order Accuracy

0.822

Good Packaging Quality

0.819

Varied Delivery Methods

0.809

On-Time Delivery

0.820

CL = Customer Loyalty

(Mofokeng, 2021; Chotisarn & Phuthong, 2025)

0.662

0.897

0.898

Recommendation Intention

0.731

Continued Usage Intention

0.833

Platform Preference

0.847

Low Switching Intention

0.789

Frequent Engagement

0.851

Primary Choice

0.824

Table 2. Hypothesis¹ Testing Result

Hypothesis Code

Hypothesis

Original Sample (O)

p-values

Result

Direct Effect

H1a

IQ → CL

0.297

0.000

Accepted

H2a

PRIV → CL

0.034

0.309

Rejected

H3a

SEC → CL

0.169

0.022

Accepted

H4a

DEL → CL

0.013

0.426

Rejected

H1b

IQ → CS

0.321

0.000

Accepted

H2b

PRIV → CS

0.166

0.043

Accepted

H3b

SEC → CS

0.200

0.017

Accepted

H4b

DEL → CS

0.179

0.015

Accepted

H5

CS → CL

0.392

0.000

Accepted

Indirect Effect

H1c

IQ → CS → CL

0.126

0.003

Accepted

H2c

PRIV → CS → CL

0.065

0.082

Rejected

H3c

SEC → CS → CL

0.079

0.032

Accepted

H4c

DEL → CS → CL

0.070

0.032

Accepted

Abbreviations: IQ = Information Quality, PRIV = Privacy, SEC = Security, DEL = Delivery, CS = Customer Satisfaction, CL = Customer Loyalty

H1a states that information quality positively and significantly affects customer loyalty. The¹ resulting p-value is 0.000, so H1a is supported. Information¹ quality positively and significantly affects Shopee customer loyalty in Jakarta. The¹ results align with previous studies conducted by Mofokeng (2021) and Islami and Putra (2024), which have found that information quality has a positive and significant effect on customer loyalty. Companies¹ must build information quality that is accurate, clear, relevant, and consistent. Information¹ quality that meets these components makes customers feel comfortable and confident in their transactions.

H2a states that privacy has a positive and significant effect on customer loyalty. The¹ resulting p-value is 0.426, so H2a is not supported. Privacy¹ does not have a⁷⁷ significant⁷⁸ effect on¹ Shopee customer loyalty in Jakarta. This¹ study's results align with research conducted by Muis et al. (2021), which states that the more customer privacy is maintained correctly, the less it affects customer loyalty. E-commerce¹ that cannot provide strong security for users' data cannot form customer loyalty because users must feel satisfied first (Rosalinda & Sinambela, 2023).³

H3a states that security has a positive and significant effect on customer loyalty. The resulting p-value is 0.022, so H3a is supported. Security has a positive and significant effect on Shopee customer loyalty in Jakarta. The results of H3a in this study align with the results of previous studies, namely Saputri and Karsono (2023) and Hosang and Ariadi (2023), where the study stated that security has a positive and significant effect on customer loyalty. Companies need to guarantee customer security by maintaining customer trust, where companies can create a sense of security for customers when making transactions.

H4a states that delivery has a positive and significant effect on customer loyalty. The resulting p-value is 0.309, so H4a is not supported. Delivery does not have a significant effect on Shopee customer loyalty in Jakarta. This study's results align with research conducted by Adianti and Trimarjono (2024), which revealed that the delivery factor does not significantly affect customer loyalty. Customers are suspected to consider the delivery factor, not the main factor that can shape their loyalty. In their research, Ashiq and Hussain (2024) stated that delivery, an element of convenience, is not the main factor in building consumer loyalty.

H1b states that information quality positively and significantly affects customer satisfaction. The resulting p-value is 0.000, so H1b is supported. Information quality positively and significantly affects customer satisfaction at Shopee in Jakarta. The results are in line with previous studies conducted by Mofokeng (2021), Mahendra et al. (2021), and Haykal et al. (2023), whose

research results state that information quality has a positive and significant effect on customer satisfaction.

H2b states that privacy has a positive and significant effect on customer satisfaction. The¹ resulting p-value is 0.043, so H2b is supported. Privacy¹ has a positive and significant⁸³ effect on Shopee customer satisfaction in Jakarta. The¹ study's results⁸⁴ are in line with previous studies conducted by Haq and Awan (2020) and Santoso and Ruslim (2024), which stated that privacy has a positive and significant effect on customer satisfaction.

H3b states that security has a positive and significant effect on customer satisfaction. The¹ resulting p-value is 0.017, so H3b is supported. Security¹ has a positive and significant⁸⁵ effect on Shopee customer satisfaction in Jakarta. The¹ results of the study for H3b are in line with existing research conducted by Evert and Ruslim (2024) and Tamaro et al. (2021), who stated that security has a positive and significant effect on customer satisfaction in their research.

H4b states that delivery has a positive and significant effect on customer satisfaction. The¹ resulting p-value is 0.015, so H4b is supported. Delivery¹ has a positive and significant⁸⁶ effect on Shopee customer satisfaction in Jakarta. The¹ results of H4b in this study are in line with the results of previous studies conducted by Kaligis et al. (2024) and Dünder and Öztürk (2020), who stated in their research that delivery has a positive and significant effect on customer satisfaction.

H5 in this study states that customer satisfaction positively and significantly affects customer loyalty. The¹ resulting p-value is 0.000, so H5 is supported.

Customer¹ satisfaction positively and significantly⁸⁷ affects customer loyalty at Shopee in Jakarta. The¹ results of this study for H5 are in accordance with⁸⁸ previous studies conducted by Haykal et al. (2023) and Aqmala et al. (2021), who⁸⁹ in their studies⁸⁹ stated that customer satisfaction has a positive and significant effect on customer loyalty. Customer¹ satisfaction has an effect on^{90 91} customer loyalty.

The results of hypothesis testing in this study reveal several factors that significantly influence customer loyalty. H1c¹ indicates that information quality positively and significantly⁹² impacts customer loyalty with customer satisfaction as a mediator, as evidenced by a p-value of 0.003. This¹ finding is consistent with previous research by Islami and Putra (2024), Haykal et al. (2023), and Mahendra et al. (2021), which highlight the importance of accurate, relevant, clear, and consistent information in fostering trust and satisfaction, ultimately leading to customer loyalty. Customers¹ who perceive the information provided as transparent and reliable are more likely to⁹³ maintain long-term loyalty to the company.

H2c, which posits that privacy positively and significantly affects customer loyalty with customer satisfaction as a mediator, is not supported in this study, as shown by a p-value of 0.082. This¹ result aligns with the findings of Rosalinda and Sinambela (2023), which suggest that privacy does not significantly impact loyalty in contexts where customer satisfaction is a mediator. A¹ closer examination reveals that this finding may be attributed to the demographic characteristics of the respondents, predominantly aged 18–24 years, representing Generation Z. Generation Z respondents may overlook detailed

privacy policies, especially if the services provided meet their expectations, thus diminishing the role of privacy protection in influencing their loyalty.

In contrast, H3C establishes that security has a positive and significant effect on customer loyalty, mediated by customer satisfaction, with a p-value of 0.032. ¹This finding corroborates previous studies by Haq and Awan (2020), Santoso and Ruslim (2024), and Iqbal et al. (2021), which ²emphasize the critical role of security in enhancing customer satisfaction and loyalty. ¹Customers who feel secure about their data and transactions are less likely to worry about risks such as identity theft or fraud, leading to increased satisfaction and loyalty.

Lastly, H4C demonstrates that delivery has a positive and significant effect on customer loyalty, mediated by customer satisfaction, as reflected by a p-value of 0.032. ¹This result supports the research of Sarifah et al. (2023) and Apriyadi et al. (2023), which highlight the importance of reliable delivery services in meeting customer expectations. ¹Timely and accurate delivery, along with proper handling of goods, enhances customer satisfaction, which ⁹⁴in turn drives loyalty.

MANAGERIAL IMPLICATIONS

The managerial implications of this research suggest that companies, especially e-commerce platforms like Shopee, should focus on enhancing information quality and security to foster customer loyalty and satisfaction. ⁹⁵The findings indicate that accurate, ⁹⁶clear, relevant, and consistent information significantly influences ⁹⁶both customer satisfaction and loyalty, ²emphasizing

the need for well-structured product descriptions, transparent pricing, and comprehensive customer support. Security¹ plays a crucial role in ensuring customer satisfaction. Shopee¹ must continuously invest in satisfaction cybersecurity measures, such as encrypted transactions, fraud detection systems, and secure payment gateways, to protect users from data breaches and financial risks.

To enhance information quality and improve customer satisfaction and loyalty, Shopee should implement real-time AI-driven updates to ensure the latest product details, pricing, and stock availability while enabling automated seller updates to minimize² discrepancies. Standardizing^{1,2} product descriptions with clear guidelines and a quality check mechanism before listings go live will improve clarity, while⁹⁷ personalized² recommendations based on user behaviour and intelligent search functions will enhance relevance. Additionally¹, streamlining the checkout process with fewer steps, one-click purchasing for returning users, and an AI-powered chatbot for real-time transaction assistance will ensure ease of transaction, ultimately fostering a seamless shopping experience and stronger customer loyalty.

Although privacy does not significantly affect loyalty, companies should still⁹⁸ maintain strong data protection policies to ensure customer confidence, particularly as privacy concerns may become more relevant over time. While¹ delivery was not a key determinant of loyalty, it significantly influenced satisfaction, suggesting that improving delivery reliability, accuracy, and speed could enhance the overall customer experience. Given that^{1 99} customer satisfaction drives loyalty, Shopee should adopt a holistic approach by

integrating seamless service quality, security enhancements, and customer-centric strategies to sustain long-term customer relationships.

CONCLUSIONS AND SUGGESTIONS

Conclusions

The results of the analysis show that information quality, security, and delivery have a positive influence on customer satisfaction. Customer¹ satisfaction has also been proven to have a direct positive¹⁰⁰ influence on customer loyalty. Information¹ quality and security also show a direct and significant positive¹⁰¹ influence on customer loyalty, while delivery and privacy have a positive but insignificant influence¹⁰² on customer loyalty. This¹ research further finds that all independent variables, namely information quality, privacy, security, and delivery, have indirect positive and significant influences on customer loyalty through customer satisfaction as the mediating variable. Overall¹, these results confirm the importance of the role¹⁰³ of customer satisfaction as a mediator in strengthening the relationship between the independent variables and customer loyalty.

Suggestions

Future research may consider incorporating other variables, such as e-commerce innovation (Tanlim & Ruslim, 2024)³, corporate social responsibility (Khan et al., 2021)³, trust (Cardoso et al., 2022)³ and customer engagement (Kini et al., 2024)³. For future research, it is also recommended that the sample size be increased to better represent the actual population¹⁰⁴. A larger sample will¹

help minimize² bias and ensure that the study findings more¹⁰⁵ accurately reflect real-world conditions. Additionally¹, extending the data collection period would enhance the accuracy and representativeness of the results, allowing for more reliable insights into customer behaviour. Future¹ studies should also consider expanding the sample beyond DKI Jakarta to include other cities, such as Bandung, Yogyakarta, Semarang, and Surabaya. This¹ broader geographic coverage would provide a more comprehensive understanding of the variables studied and improve the generalizability of the research findings.

This research also encourages Shopee to enhance user convenience in transactions by optimizing² the presentation of¹⁰⁶ feature and service information. Establishing¹ a more structured information centre would help users easily¹⁰⁷ access solutions to their concerns. Additionally¹, Shopee should ensure greater accuracy in¹⁰⁹ product details, promotional discounts, and pricing to provide clear¹ and reliable information. Strengthening¹ transaction security with real-time notifications can also help users feel safer and more confident when making purchases¹¹⁰¹. To build long-term customer loyalty, Shopee needs to¹¹¹ improve overall service quality, including accessibility and response speed. Furthermore, Shopee should enhance information quality by implementing real-time product availability, pricing, and description updates while ensuring clarity through standardized² guidelines and seller compliance checks. Security¹ measures must be reinforced with encrypted transactions, fraud detection systems, and visible security assurances to increase customer trust. Since¹ customer satisfaction significantly impacts loyalty, Shopee should improve its¹¹² customer service responsiveness, optimize² return policies, and introduce personalized² support channels. Additionally¹, while delivery does not directly affect loyalty, its influence through satisfaction suggests the need for more

reliable shipping options, tracking transparency, and improved packaging standards. ¹By focusing on these aspects, Shopee can strengthen customer trust, satisfaction, and long-term loyalty.

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CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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1.	. Customer; . Furthermore; . A; . Data; . Information; . This; . While; . By; . In; . E-commerce; . During; . Shopee; . However; . Due; . Good; . Guaranteed; . High; . Satisfied; . Prior; . Cempaka; . Haq; . Research; . Studies; . Meanwhile; . Basith; . Chotisarn; . Le; . Mehrabioun; . The; . Given...	Text inconsistencies	Correctness
2.	digitalization; revolutionising; analyzed; summarize; analyze; hypothesises; emphasize; emphasizing; minimize; Standardizing; personalized; optimizing; standardized; optimize	Text inconsistencies	Correctness
3.	(Wearesocial & Meltwater, 2024); (Detiklnet, 2020); (Curry, 2025); (eDot, 2025); (Mofokeng, 2021); (Supertini et al., 2020); (Putra & Sobari, 2024); (Saputri & Karsono, 2023; Hosang & Ariadi, 2023); (Hair et al., 2022); (Rosalinda & Sinambela, 2023); (Tanlim & Ruslim, 2024); (Khan et al., 2021); (C...	Citation style options	Correctness
4.	To overcome these challenges	Misplaced words or phrases	Correctness
5.	a positive	Determiner use (a/an/the/this, etc.)	Correctness
6.	a positive	Determiner use (a/an/the/this, etc.)	Correctness
7.	positively influences	Wordy sentences	Clarity
8.	In relation to → About, To, With, Concerning	Wordy sentences	Clarity
9.	's	Incorrect noun number	Correctness

10.	<i>Basith and Sugiyanto (2023)'s study stated that privacy does not have a significant effect on customer satisfaction, while the study conducted by Perdana et al. (2024) showed a significant effect.</i>	Ungrammatical sentence	Correctness
11.	effect on → impact on, impact in	Word choice	Engagement
12.	study → survey	Word choice	Engagement
13.	effect → impact	Word choice	Engagement
14.	<i>Basith and Sugiyanto (2023)'s study stated that privacy does not have a significant effect on customer satisfaction, while the study conducted by Perdana et al. (2024) showed a significant effect.</i>	Unclear sentences	Clarity
15.	have → has	Faulty subject-verb agreement	Correctness
16.	a positive	Determiner use (a/an/the/this, etc.)	Correctness
17.	<i>Research conducted by Olivar and Leon (2023) also confirmed that delivery has positive and significant effect on customer loyalty.</i>	Unclear sentences	Clarity
18.	<i>Different approaches have been employed in prior studies to investigate the determinants of customer loyalty.</i>	Unclear sentences	Clarity
19.	appliances → appliance	Incorrect noun number	Correctness
20.	by	Wordy sentences	Clarity
21.	certain → particular, specific, sure	Word choice	Engagement

22.	<i>The Expecation-Confirmation Theory states that customers' intention to repurchase a product from a certain seller is influenced by their satisfaction.</i>	Unclear sentences	Clarity
23.	to the	Wrong or missing prepositions	Correctness
24.	also	Wordy sentences	Clarity
25.	that influence → influencing	Wordy sentences	Clarity
26.	behavior → behaviour	Mixed dialects of English	Correctness
27.	that can → to	Wordy sentences	Clarity
28.	Form → Forms	Incorrect noun number	Correctness
29.	<i>Respondents who do not meet the criteria of being domiciled in Jakarta will be eliminated based on the screening questions regarding the area of domicile of the respondents.</i>	Incorrect phrasing	Correctness
30.	<i>Respondents who do not meet the criteria of being domiciled in Jakarta will be eliminated based on the screening questions regarding the area of domicile of the respondents.</i>	Unclear sentences	Clarity
31.	because it gathers → by gathering	Wordy sentences	Clarity
32.	by	Wordy sentences	Clarity
33.	Form → Forms	Incorrect noun number	Correctness
34.	managed to collect → collected	Wordy sentences	Clarity
35.	the examination of → examining	Wordy sentences	Clarity

36.	an effective → a practical	Word choice	Engagement
37.	<i>This method is widely used in business and social science research due to its ability to handle small to medium sample sizes while providing robust results.</i>	Unclear sentences	Clarity
38.	behavior → behaviour	Mixed dialects of English	Correctness
39.	<i>To ensure the accuracy and reliability of the findings</i>	Misplaced words or phrases	Correctness
40.	stronger → more substantial	Word choice	Engagement
41.	something that is	Wordy sentences	Clarity
42.	be able to	Wordy sentences	Clarity
43.	effect → impact	Word choice	Engagement
44.	effect → impact	Word choice	Engagement
45.	, with	Punctuation in compound/complex sentences	Correctness
46.	important → essential	Word choice	Engagement
47.	important → essential, crucial	Word choice	Engagement
48.	in	Wrong or missing prepositions	Correctness
49.	<i>Haq and Awan (2020) found that privacy has a positive and significant effect on customer loyalty.</i>	Unclear sentences	Clarity
50.	important → essential	Word choice	Engagement
51.	for	Wordy sentences	Clarity
52.	important → essential	Word choice	Engagement

53.	<i>Security is an important element in maintaining the system's quality from various external threats to protect its functionality.</i>	Unclear sentences	Clarity
54.	useful for → helpful in, helpful for	Word choice	Engagement
55.	<i>Saputri and Karsono (2023) found that security had a positive and significant effect on customer loyalty. Previous study conducted by Evert and Ruslim (2024) determined that security has a positive and significant effect on customer satisfaction. Iqbal et al. (2021) also concluded that security h...</i>	Paragraph can be perfected	Clarity
56.	important → essential	Word choice	Engagement
57.	<i>Kaligis et al. (2024) examined the effect of delivery on customer satisfaction on JNE customers. The results of their study indicate that delivery has a positive and significant effect on customer satisfaction. Apriyadi et al. (2023) found that delivery positively and significantly affects customer...</i>	Paragraph can be perfected	Clarity
58.	<i>Kim et al. (2024) state that customer loyalty is a strong and ongoing relationship built through a mutual value exchange between customers and firms.</i>	Unclear sentences	Clarity
59.	<i>The sampling method used non-probability sampling found that customer satisfaction significantly positively affects customer loyalty.</i>	Unclear sentences	Clarity
60.	a research	Determiner use (a/an/the/this, etc.)	Correctness
61.	also	Misuse of modifiers	Correctness

62.	also	Wordy sentences	Clarity
63.	as	Conjunction use	Correctness
64.	as	Wordy sentences	Clarity
65.	consisted of → comprised	Wordy sentences	Clarity
66.	, and	Punctuation in compound/complex sentences	Correctness
67.	assessment,	Punctuation in compound/complex sentences	Correctness
68.	as seen	Wordy sentences	Clarity
69.	, as	Punctuation in compound/complex sentences	Correctness
70.	as well as → and	Wordy sentences	Clarity
71.	, and	Punctuation in compound/complex sentences	Correctness
72.	cross-loadings → cross-loading	Confused words	Correctness
73.	<i>This</i>	Intricate text	Clarity
74.	, while → . In comparison,	Hard-to-read text	Clarity
75.	variations in	Wordy sentences	Clarity
76.	influence → affect	Word choice	Engagement
77.	significant → substantial, considerable	Word choice	Engagement
78.	effect on → impact on, impact in	Word choice	Engagement
79.	effect → impact	Word choice	Engagement

80.	the results of	Wordy sentences	Clarity
81.	significant → substantial, considerable	Word choice	Engagement
82.	effect on → impact on, impact in	Word choice	Engagement
83.	effect → impact	Word choice	Engagement
84.	are in line → align	Wordy sentences	Clarity
85.	effect → impact	Word choice	Engagement
86.	effect → impact	Word choice	Engagement
87.	significantly → substantially	Word choice	Engagement
88.	in accordance with → by, following, per, under	Wordy sentences	Clarity
89.	<i>The results of this study for H5 are in accordance with previous studies conducted by Haykal et al. (2023) and Aqmala et al. (2021), who in their studies stated that customer satisfaction has a positive and significant effect on customer loyalty.</i>	Ungrammatical sentence	Correctness
90.	effect → impact	Word choice	Engagement
91.	has an effect on → affects	Wordy sentences	Clarity
92.	significantly → substantially	Word choice	Engagement
93.	are more likely to → will likely	Wordy sentences	Clarity
94.	in turn	Wordy sentences	Clarity
95.	clear → precise	Word choice	Engagement
96.	both	Wordy sentences	Clarity

97.	, while → . At the same time,	Hard-to-read text	Clarity
98.	still	Wordy sentences	Clarity
99.	Given that → Since	Wordy sentences	Clarity
100.	influence → impact	Word choice	Engagement
101.	positive → favourable	Word choice	Engagement
102.	influence → impact	Word choice	Engagement
103.	of the role	Wordy sentences	Clarity
104.	to represent the actual population better	Inappropriate colloquialisms	Delivery
105.	more	Wordy sentences	Clarity
106.	<i>This research also encourages Shopee to enhance user convenience in transactions by optimizing the presentation of feature and service information.</i>	Unclear sentences	Clarity
107.	easily → quickly	Word choice	Engagement
108.	clear → precise	Word choice	Engagement
109.	<i>Additionally, Shopee should ensure greater accuracy in product details, promotional discounts, and pricing to provide clear and reliable information.</i>	Unclear sentences	Clarity
110.	making purchases → purchasing	Wordy sentences	Clarity
111.	needs to → must	Wordy sentences	Clarity
112.	its	Wordy sentences	Clarity

113.	in → when	Incorrect phrasing	Correctness
114.	<i>Understanding customer loyalty in banking industry: A systematic review and meta analysis.</i>	Ungrammatical sentence	Correctness
115.	behavior → behaviour	Mixed dialects of English	Correctness
116.	<i>A multi-theoretical view on social media continuance intention: Combining theory of planned behavior, expectation-confirmation model and consumption values.</i>	Ungrammatical sentence	Correctness