

mail.google.com/mail/u/0/#label/jurnal-nasional

Compose

label:jurnal-nasional

Active

UNTAR

Hasil Initial Review IJBE

IJBE MB-IPB

Kepada Yth. Tommy Setiawan Ruslim et al. Terima kasih atas submission artikel Anda kepada IJBE. Melalui email ini, tim editor mengabarkan bahwa artikel Anda

Thu, Jan 30, 11:21 AM

Tommy Setiawan Ruslim

Kepada Yth. Berikut saya lampirkan persyaratan untuk melanjutkan proses artikel Anda ke tahapan selanjutnya mencakup. Alas perhatiannya saya ucapan terima kasih

Fri, Jan 31, 9:25 PM

Tommy Setiawan Ruslim

Perihal Revisi artikel Mohon maaf sebelumnya, saya salah dalam mengirimkan file yang artikel, berikut saya lampirkan kembali Virus-free www.avg.com

Fri, Jan 31, 9:43 PM

IJBE MB-IPB

terima kasih pak, sebelum kami proses lanjut mohon bisa memperbaiki masukan berikut supaya minor hasilnya saat review by reviewer: 1. Layout mohon dibuat 1 kolo

Mon, Feb 3, 7:54 AM

Tommy Setiawan Ruslim

Sebelumnya saya ucapan terima kasih, berikut saya lampirkan artikel saya yang sudah saya revisi Virus-free www.avg.com

Mon, Feb 3, 10:24 PM

IJBE MB-IPB <ijbe.mb.ipb@gmail.com> to me

Translate to English

Terima kasih pak, selanjutnya kami proses ke tahap review by reviewer

Mon, Feb 4, 8:39 AM

mail.google.com/mail/u/0/#label/jurnal-nasional

Compose

label:jurnal-nasional

Active

UNTAR

Review Results

IJBE MB-IPB

To. Tommy Setiawan Ruslim et al. We inform you that your article entitled " THE PATH TO LOYALTY: EXAMINING SHOPEE'S SERVICE ATTRIBUTES AND CUSTOMER SATISFACTION" has been accepted for publication in IJBE.

Mon, Mar 3, 7:57 AM

Tommy Setiawan Ruslim

Dear IJBE MB-IPB editorial team, I have attached the revised version of my article for your review. Thank you for your attention and consideration. Best regards

Sun, Mar 9, 4:00 PM

IJBE MB-IPB

terimakasih pak, sebelum kami proses lanjut mohon figure 1 mohon dibuat text, dan untuk menjaga kualitas bahasa maka editor mewajibkan penulis untuk cek di gram

Mon, Mar 10, 8:54 AM

Tommy Setiawan Ruslim

Selamat siang Pak, berikut saya lampirkan revisinya beserta hasil pengujian grammarlynya Alas perhatiannya saya ucapan terima kasih

Mon, Mar 10, 2:40 PM

IJBE MB-IPB

terimakasih pak, selanjutnya kami akan proses ke tahap proofread by editor salam

Tue, Mar 11, 2:46 PM

tommyr

Sama-sama Pak Baik Pak, terima kasih juga 🙏 Sent from my Galaxy

Tue, Mar 11, 3:52 PM

mail.google.com/mail/u/0/#label/jurnal-nasional

Gmail

Compose

label:jurnal-nasional

Active

UNTAR

18 of 84

Jurnal Nasional

Hasil Initial Review IJBE

External Jurnal Nasional

IJBE MB-IPB <ijbe.mb.ipb@gmail.com> to me

Thu, Jan 30, 11:21 AM

Translate to English

Kepada Yth.
Tommy Setiawan Ruslim et al

Terima kasih atas submission artikel Anda kepada IJBE. Melalui email ini, tim editor mengabarkan bahwa artikel Anda yang berjudul "THE PATH TO LOYALTY: EXAMINING SHOPEE'S SERVICE ATTRIBUTES AND CUSTOMER SATISFACTION IN JAKARTA" dinyatakan lolos initial review tahap 1. Selanjutnya, artikel Anda akan memasuki tahap review oleh reviewer. Kami menginformasikan bahwa persyaratan untuk melanjutkan proses artikel Anda ke tahapan selanjutnya mencakup:

1. Pembayaran biaya review dan publikasi IJBE sebesar Rp 1.500.000 per artikel, sebagai tanda komitmen untuk penerbitan di jurnal kami Ke Bank BSI an Pengelola Jurnal SB-IPB no rek 7254915135
2. Pengisian form pernyataan AUTHORS AGREEMENT DECLARATION bermaterai dengan format terlampir.
3. Pengisian form kontrol naskah dengan format terlampir, disertai perbaikan draft artikel sesuai dengan butir-butir pada form kontrol naskah tersebut.

Harap mengirimkan bukti transfer bersama semua form yang dipersyaratkan di atas dengan melampirkannya pada balasan email ini ke ijbe.mb.ipb@gmail.com dalam waktu **maximal 10 hari kerja** setelah email ini dikirimkan. Surat keterangan hasil initial review secara resmi akan kami serahkan setelah dokumen-dokumen tersebut kami terima.

Kami memastikan bahwa artikel Anda akan diterbitkan di IJBE, apabila Anda berkomitmen melakukan pembayaran dan artikel telah direvisi mengikuti masukan dan perbaikan dari reviewer hingga artikel dinyatakan layak untuk diterbitkan (Accepted). Jika diakhir paper anda harus di reject karena tidak sesuai ketentuan IJBE maka uang dikembalikan 50%.

Terima kasih atas perhatiannya

mail.google.com/mail/u/0/#label/jurnal-nasional

Gmail

Compose

label:jurnal-nasional

Active

UNTAR

18 of 84

Jurnal Nasional

Catatan Mengingat banyaknya kesalahan di IJBE, maka kami tunggu konfirmasi jika tidak ada konfirmasi kami nyatakan di CANCEL BY SYSTEM

Editor team
Business School Bogor Agricultural University (SB-IPB)
<http://journal.ipb.ac.id/index.php/ijbe> | 0856-9838-450 (WA only)

Accredited
by the Ministry of Research, Technology and Higher Education
Number 32a/E/KPT/2017

IJBE Has Been Registered in:
Crossref, DOAJ, SINTA Rank 2, Indonesian Publication Index (IPI), Google Scholar, and other scientific databases.

3 Attachments • Scanned by Gmail

W Author Statement... W Templat penulisa... W 1. Form Kontrol N...

Gmail label:jurnal-nasional

Compose

Inbox

Starred

Snoozed

Sent

Drafts

More

Labels

- [imap]/Trash
- Bimbingan Skripsi
- Buku Teks
- Business Plan
- DIM Untar
- Hal Lainnya
- Hibah Penelitian
- HKI & PINTAR
- Informasi Kampus
- Jurnal PKM

Tommy Setiawan Ruslim <tommyr@fe.untar.ac.id> to IJBE

Kepada Yth:
Editor team
Business School, Bogor Agricultural University (SB-IPB)

Jan 31, 2025, 9:25 PM

Benarku saya lampirkan persyaratan untuk melanjutkan proses artikel Anda ke tahapan selanjutnya mencakup:

1. Pembayaran biaya review dan publikasi IJBE sebesar Rp 1.500.000 per artikel, sebagai tanda komitmen untuk penerbitan di jurnal kami Ke Bank BSI an Pengelola Jurnal SB-IPB no rek 7254915135
2. Pengisian form pernyataan **AUTHORS AGREEMENT DECLARATION** bermaterai dengan format terlampir.
3. Pengisian form kontrol naskah dengan format terlampir, disertai perbaikan draft artikel sesuai dengan butir-butir pada form kontrol naskah tersebut.

Atas perhatiannya saya ucapan terima kasih
Tommy Setiawan Ruslim

5 Attachments • Scanned by Gmail

- Status Transfer Berhasil Rp1.500.000
- FORMULIR PENERBITAN JURNAL SB-IPB
- 1. Formulir Penerbitan Jurnal SB-IPB
- 2. Formulir Penerbitan Jurnal SB-IPB
- 3. Formulir Penerbitan Jurnal SB-IPB
- 4. Formulir Penerbitan Jurnal SB-IPB
- 5. Formulir Penerbitan Jurnal SB-IPB

Gmail label:jurnal-nasional

Compose

Inbox

Starred

Snoozed

Sent

Drafts

More

Labels

- [imap]/Trash
- Bimbingan Skripsi
- Buku Teks
- Business Plan
- DIM Untar
- Hal Lainnya
- Hibah Penelitian
- HKI & PINTAR
- Informasi Kampus
- Jurnal PKM

IJBE MB-IPB <ijbe.mb.ipb@gmail.com> to me

Feb 3, 2025, 7:54 AM

terima kasih pak, sebelum kami proses lanjut mohon bisa memperbaiki masukan berikut supaya minor hasilnya saat review by reviewer:

1. Layout mohon dibuat 1 kolom supaya mudah, minimal halaman 12 dan maks 14 halaman
2. Abstrak cukup bhs inggris, **Design methodology/approach** dan **Originality/value (State of the art)** mohon lebih dijabarkan kembali
3. Bagian pendahuluan minimalis durama ketebalannya 20% dan jumlah halaman, oleh karena itu mohon disesuaikan dan membuat subbab sbb:
 - Background (reason for the study)
 - Current scientific status/point of interest to previous/previous research/novelty
 - How to approach problem solving
 - Research purposes
4. metode mohon dikemas ulang dengan membuat subbab sbb:
 - Types and sources of data
 - Data collection techniques
 - Data analysis techniques
 - Hypothesis (must be given the basis why this hypothesis is taken) (If there are)
 - Framework of thought in the form of pictures and explained in 1 short paragraph
5. Figure 1 mohon dibuat text
6. tabel 2 mohon variabel nya diberi penjelasan atau dikasih note dibawah label

IQ → CL
PRIV → CL
SEC → CL
DEL → CL
IQ → CS

Gmail Active  Mon, Feb 3, 10:24 PM 18 of 84

Compose Mail Chat Meet

Jurnak PKM
Jurnal Internasional
Jurnal Nasional
Jurnal Scopus
Kepeluruhan JJA
Marketing & Operations ...
Materi Perkuliahan
Materi Skripsi
Pajak SPT Tahunan
Penelitian TSR
Penugasan Skripsi
PKM
PLS-SEM
Prudential
Rapat Senat
SCOPUS dan ORCID
Sertifikat Seminar
Slip Gaji

Tommy Setiawan Ruslim <tommyr@fe.untar.ac.id>
to IJBE
Kepada Yth.
Editor team
Business School, Bogor Agricultural University (SB-IPB)

Sebelumnya saya ucapkan terima kasih, berikut saya lampirkan artikel saya yang sudah saya revisi
Atas perhatiannya saya ucapkan terima kasih
Tommy Setiawan Ruslim

 Virus-free www.avg.com

2 Attachments • Scanned by Gmail

 
W Tommy Setiawan ... W 1. Form Kontrol N...

Gmail Active  Mon, Mar 3, 7:57 AM 12 of 84

Compose Mail Chat Meet

Jurnak PKM
Jurnal Internasional
Jurnal Nasional
Jurnal Scopus
Kepeluruhan JJA
Marketing & Operations ...
Materi Perkuliahan
Materi Skripsi
Pajak SPT Tahunan
Penelitian TSR
Penugasan Skripsi
PKM
PLS-SEM
Prudential
Rapat Senat
SCOPUS dan ORCID
Sertifikat Seminar
Slip Gaji

IJBE MB-IPB <ijbe.mb.ipb@gmail.com>
to me

To. Tommy Setiawan Ruslim et al.

We inform you that your article entitled "**THE PATH TO LOYALTY: EXAMINING SHOPEE'S SERVICE ATTRIBUTES AND CUSTOMER SATISFACTION IN JAKARTA**" written by you have been blindly reviewed with the results as attached in this letter. Please make necessary revisions as requested by the reviewers and send us back the revised edition not later than 10 March 2025 for the further process before we decide to accept your article for publication.

Thank you.

Note: Please mark the corrections in red, fill out the script control form and please adjust to the writing guide, **Page Maximum is 14 pages**

Editor team
Business School, Bogor Agricultural University (SB-IPB)
<http://journal.ipb.ac.id/index.php/ijbe> | 0856-9838-450 (WA only)

Accredited
by the Ministry of Research, Technology and Higher Education
Number 32a/E/KPT/2017

IJBE Has Been Registered in:
Crossref, DOAJ, SINTA Rank 2, Indonesian Publication Index (IPI), Google Scholar, and other scientific databases.

mail.google.com/mail/u/0/#label:jurnal-nasional

Compose

label:jurnal-nasional

Active

UNTAR

12 of 84

Compose

Jurnak PKM

Jurnal Internasional

Jurnal Nasional

Jurnal Scopus

Keperluan JJA

Marketing & Operations ...

Materi Perkuliahan

Materi Skripsi

Pajak SPT Tahunan

Penelitian TSR

Penugasan Skripsi

PKM

PLS-SEM

Prudential

Rapat Senat

SCOPUS dan ORCID

Sertifikat Seminar

Slip Gaji

Editor team
Business School, Bogor Agricultural University (SB-IPB)
<http://journal.ipb.ac.id/index.php/ijbe> | 0856-9838-450 (WA only)

Accredited
by the Ministry of Research, Technology and Higher Education
Number 326/E/KPT/2017

IJBE Has Been Registered in:
Crossref, DOAJ, SINTA Rank 2, Indonesian Publication Index (IPI), Google Scholar, and other scientific databases.

4 Attachments • Scanned by Gmail

bahan_1 rev.doc

2. Form reviewer i...

Templet penulisa...

1. Form Kontrol N...

mail.google.com/mail/u/0/#label:jurnal-nasional

Compose

label:jurnal-nasional

Active

UNTAR

12 of 84

Compose

Inbox

Starred

Snoozed

Sent

Drafts

More

Labels

[Imap]/Trash

Bimbingan Skripsi

Buku Teks

Business Plan

DIM Untar

Hal Lainnya

Hibah Penelitian

HKI & PINTAR

Informasi Kampus

Jurnak PKM

Tommy Setiawan Ruslim <tommmy@fe.untar.ac.id>
to IJBE

Sun, Mar 9, 4:00 PM

Dear IJBE MB-IPB editorial team,

I have attached the revised version of my article for your review.

Thank you for your attention and consideration.

Best regards,
Tommy

...

2 Attachments • Scanned by Gmail

[Revised] The Pat...

1. Form Kontrol N...

Mon, Mar 10, 8:54 AM

Gmail

Compose

label:jurnal-nasional

Active

UNTAR

12 of 84

Compose

Inbox

Starred

Snoozed

Sent

Drafts

More

Labels

- [imap]/Trash
- Bimbingan Skripsi
- Buku Teks
- Business Plan
- DIM Untar
- Hal Lainnya
- Hibah Penelitian
- HKI & PINTAR
- Informasi Kampus
- Jurnak PKM

IJBE MB-IPB <ijbe.mb.ipb@gmail.com> to me

Mon, Mar 10, 8:54 AM

terimakasih pak, sebelum kami proses lanjut mohon figure 1 mohon dibuat text, dan untuk menjaga kualitas bahasa maka editor mewajibkan penulis untuk cek di grammarly dengan hasil minimal 95%

salam

Mon, Mar 10, 2:40 PM

Tommy Setiawan Ruslim <tommyr@fe.untar.ac.id> to IJBE

Selamat siang Pak, berikut saya lampirkan revisinya beserta hasil pengujian grammarlynya

Atas perhatiannya saya ucapkan terima kasih

Tommy

2 Attachments • Scanned by Gmail

1. Form Kontrol N...

2. (Revised) The Pat...

Gmail

Compose

label:jurnal-nasional

Active

UNTAR

4 of 84

Compose

Inbox

Starred

Snoozed

Sent

Drafts

More

Labels

- Jurnak PKM
- Jurnal Internasional
- Jurnal Nasional**
- Jurnal Scopus
- Keperluan JJA
- Marketing & Operations ...
- Materi Perkuliahan
- Materi Skripsi
- Pajak SPT Tahunan
- Penelitian TSR
- Penugasan Skripsi
- PKM
- PLS-SEM
- Prudential
- Rapat Senat
- SCOPUS dan ORCID
- Sertifikat Seminar
- Slip Gaji

Publication Information IJBE, May 2025 (FINAL)

External Jurnal Nasional

Wed, Jun 4, 2:42 PM

IJBE MB-IPB to Agnes, Agung, Aisyah, Andika, Asmawiyah, Azarina, Budi, Tri, fadia, Felicity, Fini, Lilian, nur, Raden, Riska, Rosita, subambang, zt, me, wahyu

Dear Author,

We are pleased to inform you that your article has been published in the January 2025 edition of IJBE. You can access it using the following link: <https://journal.ipb.ac.id/index.php/ijbe/issue/view/3734>

Please note that the PDF version is currently in the process of being uploaded.

The online version/DOI is being uploaded and activated by our IT team.

Thank you for your contribution to IJBE.

Best regards,

The IJBE Editorial Team

--

Editor team
Business School, Bogor Agricultural University (SB-IPB)
<http://journal.ipb.ac.id/index.php/ijbe> | 0856-9838-450 (WA only)

Accredited
by the Ministry of Research, Technology and Higher Education
Number 32a/E/KPT/2017

IJBE Has Been Registered in
Crossref, DOAJ, SINTA Rank 2, Indonesian Publication Index (IPI), Google Scholar, and other scientific databases.

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?	<p>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.</p>	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?	<p>Suggestion: make a conclusion that explains what variables directly and indirectly influence satisfaction and its meaning. Use appropriate terms</p>	

		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

by Grammarly Untar

General metrics

52,242	7,130	591	28 min 31 sec	54 min 50 sec
characters	words	sentences	reading time	speaking time

Score



Writing Issues

116
Issues left

21
Critical

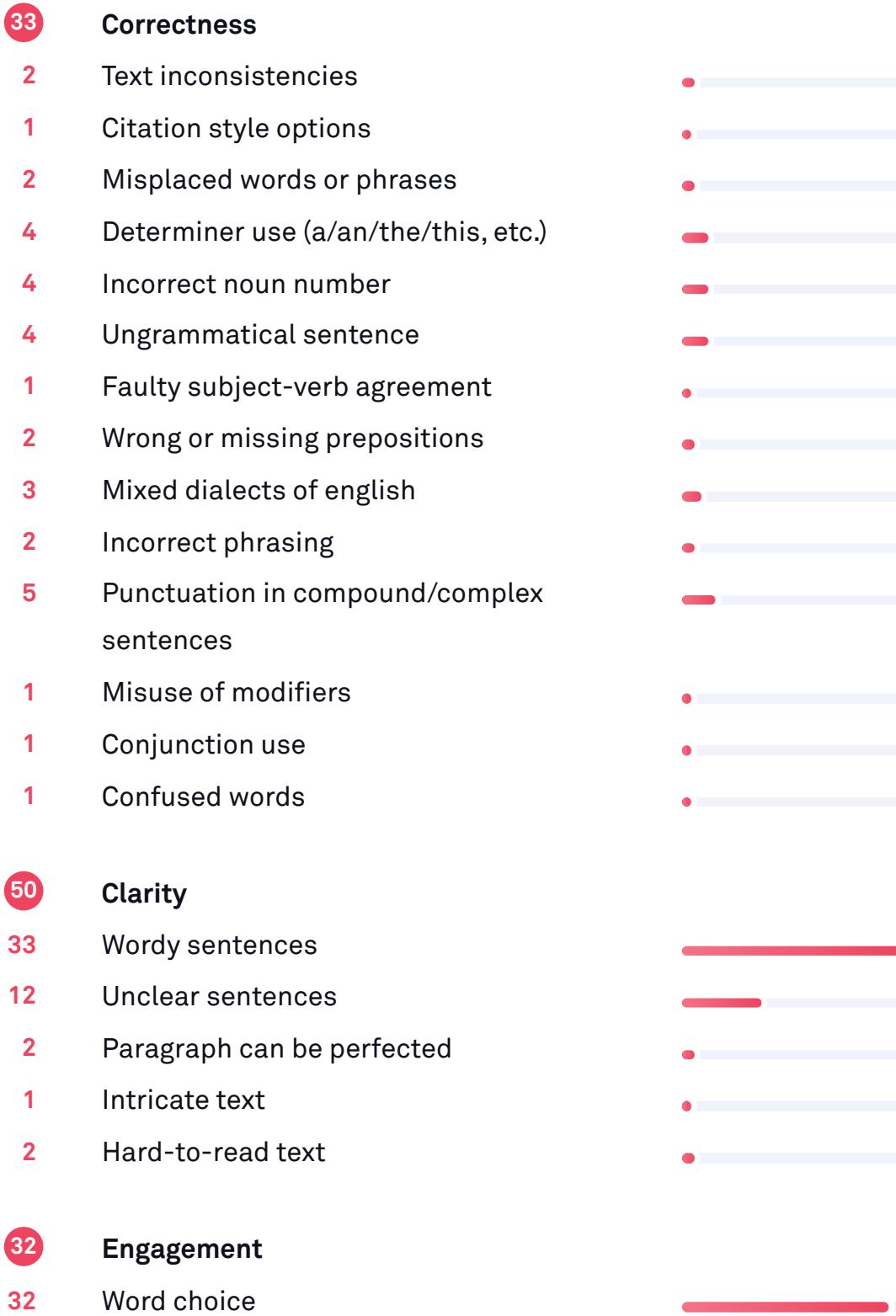
95
Advanced

This text scores better than 96%
of all texts checked by Grammarly

Plagiarism

This text hasn't been checked for plagiarism

Writing Issues



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.

¹ Furthermore, 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. A total of 241 Shopee users in Jakarta were surveyed through a purposive sampling method. Data 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. Information quality, privacy, security, and delivery positively and significantly influence customer satisfaction. Customer 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. This 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. While previous studies have explored these relationships, inconsistencies in findings highlight the need for further empirical validation. By 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

2

INTRODUCTION

Background

In the era of digitalization,² the Internet has become an inseparable part of people's daily lives. 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 This 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. During 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 (DetikNet, 2020).³ Shopee has shown a decreasing number of yearly visitors compared to the pandemic. In 2021, Shopee recorded 340 million users. However, there were only 270 and 295 million Shopee users in 2022 and 2023 (Curry, 2025).³ In February 2024, Shopee recorded 235.9 million visits in a month. However, recent data recorded that Shopee's monthly visitors decreased by 4.01% in 2024 (eDot, 2025).³ Due 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 challenges,⁴ 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. Good information quality can help customers obtain relevant and accurate product information,

supporting purchasing decisions (Mofokeng, 2021). Guaranteed 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. Customer satisfaction is essential as a mediating variable that connects exogenous variables with endogenous variables, namely customer loyalty. High customer satisfaction, which comes from a positive shopping experience, encourages customers to remain loyal to the platform (Supertini et al., 2020). Satisfied customers tend to make repeat transactions and are reluctant to switch to other platforms.

Previous research has identified the determinants of customer satisfaction. Prior studies have studied the determinants of customer satisfaction, such as service quality, perceived quality, and omnichannel implementation (Putra & Sobari, 2024). Cempaka and Hadiprawoto (2025), Mofokeng (2021), Mahendra et al. (2021), and Haykal et al. (2023) concluded that information quality has positive and significant influence on customer satisfaction. Haq and Awan (2020) also found that privacy positively affects customer satisfaction. Research conducted by Tamara et al. (2021) also confirmed security as one of the determinants of customer satisfaction. Furthermore, Kaligis et al. (2024) found that delivery has positive influence on customer satisfaction. In relation to 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. Studies

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)⁹'s study showed a positive but insignificant effect. Meanwhile,¹ the privacy variable also shows mixed results. Basith and Sugiyanto (2023)¹⁰'s study stated that privacy does not have a significant effect^{11,14} on customer satisfaction, while the study¹² conducted by Perdana et al. (2024) showed a significant effect.¹³ Prior studies also concluded that security¹⁵ have been found to positively and significantly influence customer loyalty (Saputri & Karsono, 2023; Hosang & Ariadi, 2023). Research conducted by Olivar and Leon (2023) also confirmed that delivery¹⁶ has positive and significant effect¹⁷ on customer loyalty.

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. 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. Mehrabioun¹ (2024) has also studied the drivers of continuance intention²⁰ by using the Expectation-Confirmation Theory. The¹ Expecation-Confirmation Theory states that customers' intention to repurchase a product from a certain seller²¹ is influenced by their satisfaction.²² This research uses the Expectation-Confirmation Theory due²³ the theory being the most suitable to study how satisfaction influences customer loyalty.

In addition to its theoretical contributions, this research ²⁴ also holds practical significance for e-commerce businesses, particularly Shopee. ¹ The findings can serve as valuable input for companies in formulating service and product strategies to enhance customer satisfaction and loyalty. ¹ Given the increasingly competitive nature of the e-commerce industry, understanding the key factors ²⁵ that influence ²⁶ customer behavior is crucial for businesses striving to maintain a loyal customer base. ¹ Therefore, this study is expected to offer practical ²⁷ insights ²⁸ that 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. ¹ The online questionnaire in the form of Google ²⁸ Form is distributed through multiple social media platforms, including Instagram, WhatsApp, Line, and Telegram. ¹ 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 ^{29,30} the respondents.

Types and sources of data

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

such as information quality, privacy, security, delivery, customer satisfaction, and customer loyalty.¹ Additionally, 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 ³² by using online questionnaires through Google Form ³³ 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). 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 managed to collect ³⁴ 254 responses. 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 to 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 findings,³⁹ 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. Additionally,¹ 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. A higher R^2 value suggests a stronger⁴⁰ explanatory power of the model. Finally, 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.¹ The marketing significance of information quality lies in its strong influence on consumers' willingness to adopt information and make purchasing decisions.¹ The quality and attributes of online information play a crucial role in shaping tourists' decision-making processes. Information quality is something that is relative and oriented towards the needs of users or recipients of information.⁴¹ Information quality must be able to meet user needs and be relevant to user goals.⁴² Good information quality is accurate, free from errors and able to provide current data.¹ Information 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.¹ Mahendra et al. (2021) conducted a study to analyze² the effect of information quality on customer satisfaction. The results of this study show a positive and significant effect⁴³ of the information quality variable on customer satisfaction.¹ Haykal et al. (2023) conducted a study to empirically test the effect⁴⁴ of information quality on customer loyalty with customer satisfaction as a mediating variable. They 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 ⁴⁵ with CS as a mediator.

In their research, Gutierrez et al. (2019) define privacy as an important ⁴⁶ issue in traditional communication and online environments. Therefore, it is important ¹ to consider in ⁴⁸ customer decisions to be loyal to online services. Shankar and Jebarajakirthy (2019) found that privacy positively and significantly affects customer loyalty. Haq ¹ and Awan (2020) found that privacy has a positive and ⁴⁹ significant effect on customer loyalty. Irgui ¹ 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 Schiopu and Costea (2015), security is an important ⁵⁰ 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 for ⁵¹ the lives of people inside the defined risk zone.

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

users' sense of security that their financial and personal data are protected. ⁵⁴
Security is also useful for managing information and privacy from hackers and ensuring that data is not distributed to other parties.

Saputri and Karsono (2023) found that security had a positive and significant effect on customer loyalty. ^{1,55} Previous study conducted by Evert and Ruslim (2024) determined that security has a positive and significant effect on customer satisfaction. ¹ Iqbal 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. ¹ Delivery is an important factor in sending an item to the recipient, including timely delivery, delivery to the destination address, and security. ¹ This 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 on ⁵ JNE customers. ¹ The results of their study indicate that delivery has a positive and significant effect on customer satisfaction. ¹ Apriyadi 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). ¹Kim et al. (2024) state that customer loyalty is a strong and ongoing relationship built through a mutual value exchange between customers and firms. ⁵⁸It emerges when firms effectively meet customers' needs and desires by providing quality products or services, leading to positive customer feedback and engagement. ¹In return, customers develop trust in the firm, which fosters long-term commitment and repeated interactions. ¹Ultimately, 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. ¹Customer loyalty is a form of commitment to a product or service they use consistently. ¹This loyalty occurs when a situation or form of marketing tempts them to switch. ¹Customer loyalty is based on positive beliefs from the company and remains with customers even if there are mistakes or unsatisfactory services from the company. ¹Haykal et al. (2023) aim to test the effect of customer satisfaction on customer loyalty variables. ¹The sampling

method used non-probability sampling⁵⁹ 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 research model can be seen in Figure 1 below. This research suggests that service attributes, namely information quality, privacy, security, and delivery, directly and positively affect customer loyalty. The framework hypothesises² these relationships in H1a, H2a, H3a, and H4a. This 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 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. The dashed lines depict how the variables are related through indirect relationships between the independent, dependent, and mediating variables. The indirect relationships are as ^{63,64} shown in H1c, H2c, H3c, and H4c.

RESULT

The respondents in this study ⁶⁵ consisted of 34% men and 66% women, the majority aged 18-24 years (66%), with the majority domiciled in West Jakarta (47.70%). ¹ Most respondents were students (50.60%) with monthly expenses of less than IDR 3,000,000 (53.10%). ¹ Most respondents had used Shopee for 1-5 years (60.60%) ⁶⁶ and the most frequently purchased product category was clothing (44.80%).

According to the ⁶⁷ ⁶⁸ assessment as seen in Table 1, the loading factor value of each indicator is valid because it has a value above 0.70 (³ Hair et al., 2022). ¹ Similarly, Table 1 shows the results of the Average Variance Extracted (AVE) value, proving that each variable in this study is valid. ¹ Table 1 shows reliable results because all variables have a Cronbach's alpha value higher than 0.70 ⁶⁹ ⁷⁰ as well as a composite reliability value higher than 0.70. ¹ The instruments in this study have strong internal consistency ⁷¹ and ³ each variable can be used to measure the construct (³ Hair et al., 2022).

Based on the ⁷² cross-loadings analysis results and Fornell-Larcker criteria, all the variables are also considered valid (³ Hair et al., 2022). ¹ The R-squared value of the customer loyalty variable is 0.590. ^{1,73} This 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, ⁷⁴ while the remaining 41% can be explained by ⁷⁵ variations in other variables (³ Hair et al., 2022).

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 ⁷⁶ 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. 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. Hypothesis Testing Result¹

Hypothesis Code

Hypothesis

Original Sample (O)

p-values

Result

Direct Effect

H1a

$IQ \rightarrow CL$

0.297

0.000

Accepted

H2a

$PRIV \rightarrow CL$

0.034

0.309

Rejected

H3a

$SEC \rightarrow CL$

0.169

0.022

Accepted

H4a

$DEL \rightarrow CL$

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. The ¹ resulting p-value is 0.000, so H1a is supported. Information ¹ quality positively and significantly affects Shopee customer loyalty in Jakarta. The ¹ 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. Companies must build information quality that is accurate, clear, relevant, and consistent. Information ¹ 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. The ¹ resulting p-value is 0.426, so H2a is not supported. Privacy does not have a ⁷⁷ ⁷⁸ significant effect on Shopee customer loyalty in Jakarta. This ¹ 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-commerce ¹ 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. ¹The resulting p-value is 0.022, so H3a is supported. Security has a positive and significant ⁷⁹ effect on Shopee customer loyalty in Jakarta. ¹The 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. ¹Companies 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. ¹The resulting p-value is 0.309, so H4a is not supported. Delivery does not have a significant ⁸¹ ⁸² effect on Shopee customer loyalty in Jakarta. ¹This study's results align with research conducted by Adianti and Trimarjono (2024), which revealed that the delivery factor does not significantly affect customer loyalty. ¹Customers are suspected to consider the delivery factor, not the main factor that can shape their loyalty. ¹In 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. ¹The resulting p-value is 0.000, so H1b is supported. ¹Information quality positively and significantly affects customer satisfaction at Shopee in Jakarta. ¹The 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. ¹ The resulting p-value is 0.043, so H2b is supported. Privacy has a positive and significant ⁸³ effect on Shopee customer satisfaction in Jakarta. ¹ The study's results are ⁸⁴ 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. ¹ The resulting p-value is 0.017, so H3b is supported. Security has a positive and significant ⁸⁵ effect on Shopee customer satisfaction in Jakarta. ¹ The 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. ¹ The resulting p-value is 0.015, so H4b is supported. Delivery has a positive and significant ⁸⁶ effect on Shopee customer satisfaction in Jakarta. ¹ The results of H4b in this study are in line with the results of previous studies conducted by Kaligis et al. (2024) and Dündar 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. ¹ The resulting p-value is 0.000, so H5 is supported.

¹Customer satisfaction positively and ⁸⁷significantly affects customer loyalty at Shopee in Jakarta. ¹The 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 ⁸⁹stated that customer satisfaction has a positive and ⁸⁹significant effect on customer loyalty. Customer satisfaction ¹has an effect on customer loyalty. ⁹⁰ ⁹¹

The results of hypothesis testing in this study reveal several factors that significantly influence customer loyalty. H1c indicates that information quality positively and ⁹²significantly impacts customer loyalty with customer satisfaction as a mediator, as evidenced by a p-value of 0.003. ¹This 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. ¹Customers who perceive the information provided as transparent and reliable ⁹³are more likely to 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. ¹This 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. ¹A 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. ¹ This finding corroborates previous studies by Haq and Awan (2020), Santoso and Ruslim (2024), and Iqbal et al. (2021), which emphasize the critical role of security in enhancing customer satisfaction and loyalty. ² Customers 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. ¹ This 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. ¹ Timely and accurate delivery, along with proper handling of goods, enhances customer satisfaction, which ⁹⁴ in 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. ¹ The findings indicate that accurate, ⁹⁵ clear, relevant, and consistent information ⁹⁶ significantly influences both customer satisfaction and loyalty, emphasizing ²

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, while personalized² recommendations based on user behaviour and intelligent search functions will enhance relevance. Additionally,¹ 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. Given¹ that⁹⁹ 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. Customer satisfaction has also been proven to have a direct positive influence on customer loyalty. Information quality and security also show a direct and significant positive influence on customer loyalty, while delivery and privacy have a positive but insignificant influence on customer loyalty. This 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. Overall, these results confirm the importance of the role 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), corporate social responsibility (Khan et al., 2021), trust (Cardoso et al., 2022) and customer engagement (Kini et al., 2024). For future research, it is also recommended that the sample size be increased to better represent the actual population. A larger sample will

help minimize² bias and ensure that the study findings more 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. This 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 of feature and service information.¹⁰⁶

Establishing¹ a more structured information centre would help users easily¹⁰⁷ access solutions to their concerns. Additionally¹, Shopee should ensure greater accuracy¹⁰⁹ in 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 making¹¹⁰ purchases. To build long-term customer loyalty, Shopee needs to improve¹¹¹ 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. Security 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.¹ By focusing on these aspects, Shopee can strengthen customer trust, satisfaction, and long-term loyalty.

FUNDING STATEMENT

This research did not receive a specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

REFERENCES

Adianti S.S., & Trimarjono, A. (2024). Pengaruh Kualitas Pelayanan Dan Ketepatan Waktu Pengiriman Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Mediasi Pada J&T Express PTC Surabaya. (Bachelor's Thesis). Surabaya: Universitas Wijaya Kusuma Surabaya.

Agritika, D. F., Hartoyo, & Suharjo, B. (2024). The Effect of E-Service Quality Through Customer Satisfaction and Customer Trust on Customer Loyalty of Klikindomaret Users. *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 10(1), 203. <https://doi.org/10.17358/ijbe.10.1.203>¹

Ahdiat, A. (2023). Awal 2023, Pengunjung E-Commerce Indonesia Menurun. Retrieved June 15, 2024, from <https://databoks.katadata.co.id/datapublish/2023/03/15/awal-2023-pengunjung-e-commerce-indonesia-menurun>

Apriyadi, D., Tasran, C., Arifin, R., & Rasendriya, M.F. (2020). The Influence of Timeliness of Delivery, Price, Quality of Service on Customer Loyalty Mediated by Customer Satisfaction At PT. Tunas Antarnusa Muda Kargo. *Advances in Transportation and Logistic Research*, 855–871.

<https://doi.org/10.25292/atlr.v6i0.625>¹

Aqmala, D., Putra, F.I.F.S., Wijayani, R. (2021). Faktor-Faktor Yang Mempengaruhi Peningkatan Loyalitas Pelanggan Blibli.Com. *Holistic Journal of Management Research*, 3(1), 10–25. <http://dx.doi.org/10.33019/hjmr.v5i1.2095>¹

Ashiq, R., & Hussain, A. (2024). Exploring the effects of e-service quality and e-trust on consumers' e-satisfaction and e-loyalty: insights from online shoppers in Pakistan. *Journal of Electronic Business & Digital Economics*, 3(2), 117–141.

<https://doi.org/10.1108/JEBDE-09-2023-0019>¹

Aslam, W., Hussain, A., Farhat, K., & Arif, I. (2019). Underlying Factors Influencing Consumers' Trust and Loyalty in E-commerce. *Business*

Perspectives and Research, 8(2). <http://dx.doi.org/10.1177/2278533719887451>¹

Basith, A.I., & Sugiyanto. (2023). Pengaruh Atribut Belanja Online pada Kepuasan dan Loyalitas Pelanggan dari Pengalaman Marketpleace Tokopedia. *Advances In Social Humanities Research*, 1(9), 2012–2025.

<https://doi.org/10.46799/adv.v1i9.198>¹

Cardoso, A., Gabriel, M., Figueiredo, J., Oliveira, I., Rêgo, R., Silva, R., Oliveira, M., & Meirinhos, G. (2022). Trust and Loyalty in Building the Brand Relationship with the Customer: Empirical Analysis in a Retail Chain in Northern Brazil. *Journal of Open Innovation: Technology, Market, and Complexity*, 8, 109.

<https://doi.org/10.3390/joitmc8030109>¹

Cempaka A. G., & Hadiprawoto T. R. (2025). The Influence of Chatbot Information Systems on Customer Experience and Social Media Engagement in

Marketplaces. *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 11(1), 16. <https://doi.org/10.17358/ijbe.11.1.16>

Chotisarn, N., & Phuthong, T. (2025). Impact of artificial intelligence-enabled service attributes on customer satisfaction and loyalty in chain hotels: Evidence from coastal tourism destinations in western Thailand. *Social Sciences & Humanities*, 11, 101306, <https://doi.org/10.1016/j.ssaho.2025.101306>

Curry, D. (2025). *Shopee Revenue and Usage Statistics (2025)*. Retrieved March 7, 2025, from <https://www.businessofapps.com/data/shopee-statistics/>

Dündar, A.O., & Öztürk, R. (2020). The Effect of on-Time Delivery on Customer Satisfaction and Loyalty in Channel Integration. *Business & Management Studies: An International Journal*, 8(3), 2675–2693. <http://dx.doi.org/10.15295/bmij.v8i3.1520>

eDot. (2025). 5 Platform E-Commerce Terpopuler di Indonesia 2024: Siapa yang Mendominasi? Retrieved March 7, 2025, from <https://edot.id/articles/5-e-commerce-dengan-pengunjung-terbanyak-di-indonesia-pada-awal-2024-siapa-juaranya>

Evert, F.D., & Ruslim, T.S. (2024). Determinants of Repurchase Intentions for Lazada Customers in Jakarta : Mediating Effects of E-Satisfaction. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 8(2), 393–407. <https://doi.org/10.24912/jmieb.v8i2.31679>

Gutierrez, A., O'Leary, S., Rana, N.P., Dwivedi, Y.K., & Calle, T. (2019). Using privacy calculus theory to explore entrepreneurial directions in mobile location-based advertising: Identifying intrusiveness as the critical risk factor. *Computers in Human Behavior*, 95, 295-306. <https://doi.org/10.1016/j.chb.2018.09.015>

Hair, J.F., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). ¹ Ed. ke-3. Thousand Oaks: SAGE Publications.

Haq, I.U., & Awan, T.M. (2020). Impact of e-banking service quality on e-loyalty in pandemic times through interplay of e-satisfaction. ¹ Vilakshan - XIMB Journal of Management, 17(1/2), 39–55. <https://doi.org/10.1108/XJM-07-2020-0039> ¹

Haykal, A.P., Febrilia, I., & Monoarfa, T.A. (2023). Pengaruh Kualitas Sistem, Kualitas Informasi, dan Kualitas Layanan terhadap Loyalitas Konsumen yang dimediasi oleh Kepuasan Konsumen dalam Berbelanja Online. *Jurnal Bisnis, Manajemen Dan Keuangan*, 4(1), 17–35. <https://doi.org/10.21009/jbmk.0401.02>

Hosang, A.V., & Ariadi, G. (2023). The Impact of Perceived Security and Customer Literacy on E-Loyalty with Platform Functionality as Mediating Variable: A Case Study on Shopee Customers. ¹ (pp. 39–53). ¹ Proceedings of International Management Conference and Progressive Paper, Surabaya, November 15, 2023. Surabaya: Universitas Negeri Surabaya.

Imandiar, Y. (2020). Masa Pandemi, Transaksi Shopee di Q2-2020 Naik hingga 130%. DetikInet. Retrieved June 16, 2024, from <https://inet.detik.com/cyberlife/d-5155740/masa-pandemi-transaksi-shopee-di-q2-2020-naik-hingga-130>

Indrayani, R. (2021). Identify consumer behavior in choosing delivery services in shopping in the digital era. ¹ *Journal of Research in Business, Economics, and Education*, 3(6), 199. ¹ E-ISSN 2686-6056.

Iqbal, D.S., Khalid, K., & Hali, D.S.M. (2021). Examining the Effects of E-security and E-service Quality on Customer Loyalty of Online Shoppers in Pakistan: The Mediating Role of Customer Satisfaction. ¹ *International Journal of Social Sciences*, 9(3), 82–96. ¹ ISSN 2309-0081

Irgui, A., & Qmichchou, M. (2023). Contextual¹ marketing and information privacy concerns in m-commerce and their impact on consumer loyalty. Arab Gulf Journal of Scientific Research, 42(3), 1150-1170.
<https://doi.org/10.1108/AGJSR-09-2022-0198>

Islami, Q. N., & Putra, H. T. (2024). Pengaruh Information Quality Dan Ease Of Use Terhadap Customer Loyalty Yang Dimediasi Oleh E-satisfaction Pada Aplikasi Grab Di Kota Bandung. Management Studies and Entrepreneurship Journal (MSEJ), 5(2), 6605–6612. <https://doi.org/10.37385/msej.v5i2.5312>

Kaligis, J.N., Satmoko, N.D., Tahapary, G.H., Tawil, M.R., & Kusnadi, I.H. (2024). The Effect of Timely Delivery on Customer Satisfaction with Service Quality as a Moderating Variable. Innovative: Journal Of Social Science Research, 4(2), 4484–4493. <https://doi.org/10.31004/innovative.v4i2.9917>

Katili, F. A., Robby, F. A., & Handayani, P. W. (2024). The influence of the ride-hailing apps loyalty program on customer loyalty: A case study in Indonesia. Transportation Research Interdisciplinary Perspectives, 26, 101141.
<https://doi.org/10.1016/j.trip.2024.101141>

Khan, M. A., Yasir, M., & Khan, M. A. (2021). Factors Affecting Customer Loyalty in the Services Sector. Journal of Tourism and Services, 12(22), 184–197.
<https://doi.org/10.29036/jots.v12i22.257>

Kim, L., Jindabot, T., & Yeo, S.F. (2024). Understanding¹ customer loyalty in ¹¹⁴ banking industry: A systematic review and meta¹¹⁴ analysis. Heliyon, 10 (17).
<https://doi.org/10.1016/j.heliyon.2024.e36619>

Kini, A.N., Savitha, B., & Hawaldar, I.T. (2024). Brand loyalty in FinTech services: The role of self-concept, customer engagement behavior and self-brand connection. Journal of Open Innovation: Technology, Market, and Complexity, 10, 100240. <https://doi.org/10.1016/j.joitmc.2024.100240>

Le, B. N., Le, T. M., & Luu, T. M. N. (2025). Exploring the Drivers of Customer Loyalty for Energy-Efficient Home Appliances. *Procedia Computer Science*, 253, 541–550. <https://doi.org/10.1016/j.procs.2025.01.116>

Mahendra, M. A., Winarno, W.A., & Kustono, A.S. (2021). The Effect of System Quality, Information Quality and Service Quality Towards Customer Loyalty Using Mobile Banking Application. *Asian Journal of Economics, Business and Accounting*, 21(16), 62–70. <https://doi.org/10.9734/ajeba/2021/v21i1630485>

Mehrabioun, M. (2024). A multi-theoretical view on social media continuance intention: Combining ¹¹⁶ theory of planned ¹¹⁶ behavior, expectation-confirmation model and consumption values. *Digital Business*, 4. 100070.

Mofokeng, T.E. (2021). The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of e-commerce experience. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1968206>

Muis, M.R., Fahmi, M., Prayogi, M.A., & Jufrizen. (2021). Model Peningkatan Loyalitas Nasabah Internet Banking Berbasis Persepsi Resiko, Persepsi Privasi dimediasi Kepercayaan dan Kepuasan Nasabah. *Jurnal Bisnis Dan Manajemen*, 8(1), 22–37. <https://doi.org/10.26905/jbm.v8i1.5042>

Olivar, K. G., & Leon, A. W. D. L. (2023). Moderating Effect of Quality Delivery on Customer Satisfaction and Loyalty Relationship of Multiple-Use Hotels. *Archives of Business Research*, 11(1), 120–134. <https://doi.org/10.14738/abr.111.13387>

Perdana, W. G., Welsa, H., & Ningrum, N. K. (2024). Pengaruh Trust, Privacy, dan Quality of Service Terhadap Keberhasilan E-CRM melalui Customer Satisfaction pada Penggunaan E-Wallet. *Jurnal Ilmiah Ekonomi Dan Bisnis*, 21(1), 11–20. <https://doi.org/10.31849/jieb.v21i1.18007>

Putra, Y. Q., & Sobari, N. (2024). Effect of Omnichannel Implementation on Service Quality, Customer Satisfaction, and Perceived Value in Indonesian Restaurant. *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 10(1), 108. <https://doi.org/10.17358/ijbe.10.1.108>

Rosalinda, & Sinambela, F.A. (2023). Pengaruh Dimensi Online Service Quality Terhadap Online Loyalty Melalui Mediasi Online Satisfaction Pada Pengguna E-Commerce C2C di Kota Batam. *At-Tadbir: Jurnal Ilmiah Manajemen*, 7(1), 1–22. <http://dx.doi.org/10.31602/atd.v7i1.9143>

Sanjaya, F.P., & Hapsari, R.D.V. (2021). Pengaruh User Interface Quality Dan Information Quality Terhadap E-Customer Loyalty Dimediasi Oleh E- Customer Engagement (Study Pada Pengguna Aplikasi Tokopedia Kota Malang) (Bachelor's Thesis). Malang: Universitas Brawijaya

Santoso, G., & Ruslim, T.S. (2024). Influencing Factors On BCA Mobile Customer Loyalty: Mediating Role Of Customer Satisfaction. *Jurnal Ekonomi*, 29(1), 1–20. <https://doi.org/10.24912/je.v29i1.1902>

Saputri, S.E., & Karsono, L.D.P. (2023). Customer Loyalty: Security, Sales Promotion, And E-Service Quality. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 12(2), 149–162. <http://dx.doi.org/10.46367/iqtishaduna.v12i2.1453>

Sarifah, Z., Lestariningsih, M., & Satrio, B. (2023). The Effect of Service Quality and Delivery Accuracy on Customer Loyalty Through Customer Satisfaction (Case Study CV. Sarana Utama Cargo). *International Journal of Business, Law and Education*, 4(2), 853–867.

Şchiopu, P., & Costea, A. (2015). Design of anti-burglar alarm systems. *Advanced Topics in Optoelectronics, Microelectronics, and Nanotechnologies* VII, 9258(925817), 1. <https://doi.org/10.11117/12.2072319>

Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill-Building Approach*. United Kingdom: John Wiley & Sons Ltd.

Shankar, A., & Jebarajakirthy, C. (2019). The influence of e-banking service quality on customer loyalty: A moderated mediation approach. *International Journal of Bank Marketing*, 37(5), 1119–1142. <https://doi.org/10.1108/IJBM-03-2018-0063>¹

Sitompul, S.C., Sulaksono, H., & Sauqi, A. (2022). Pengaruh Kualitas Produk, Harga, Ketepatan Waktu Pengiriman Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan J&T Express Jember. *Jurnal Manajemen Bisnis Dan Manajemen Keuangan*, 3(2), 15–26. <https://doi.org/10.31967/prodimanajemen.v3i2.682>

Supertini, N.P.S., Telagawati N.L.W.S., & Yulianthini, N.N. (2020). Pengaruh kepercayaan dan kepuasan pelanggan terhadap loyalitas pelanggan pada Pusaka Kebaya di Singaraja. *Prospek: Jurnal Manajemen Dan Bisnis*, 2(1), 61–73. <https://doi.org/10.23887/pjmb.v2i1.26201>

Syahsudarmi, S. (2022). The Influence of Service Quality on Customer Satisfaction: A Case Study. *International Journal of Indonesian Business Review*, 1(1), 29–37. <https://doi.org/10.54099/ijibr.v1i1.253>¹

Tamaro, Sugiono, A., Adisty, D., & Wulandari, J. (2021). Pengaruh User Interface, Perceived Security dan Perceived Privacy terhadap E-satisfaction Menggunakan Aplikasi Traveloka. *Journal of Technopreneurship on Economics and Business Review*, 2(2), 60–74. <https://doi.org/10.37195/jtebr.v2i2.50>¹

Tanlim, V., & Ruslim, T. S. (2024). Measuring Customers Loyalty Through Satisfaction In E-Commerce: An Empirical Study On Tokopedia. *Jurnal Manajemen*, 28(03), 567–587. <https://doi.org/10.24912/jm.v28i3.1967>

Wang, H., & Yan, J. (2022). Effects of social media tourism information quality on destination travel intention: Mediation effect of self-congruity and trust. *Frontiers in Psychology*, 13, <https://doi.org/10.3389/fpsyg.2022.1049149>¹

Wearesocial & Meltwater.¹ (2024). Digital Report Indonesia 2024. Retrieved June 18, 2024, from <https://wearesocial.com/id/blog/2024/01/digital-2024/>¹

1.	<i>. 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...</i>	Text inconsistencies	Correctness
2.	<i>digitalization; revolutionising; analyzed; summarize; analyze; hypotheses; emphasize; emphasizing; minimize; Standardizing; personalized; optimizing; standardize; optimize</i>	Text inconsistencies	Correctness
3.	<i>(Wearesocial & Meltwater, 2024); (DetikNet, 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...</i>	Citation style options	Correctness
4.	<i>To overcome these challenges</i>	Misplaced words or phrases	Correctness
5.	<i>a positive</i>	Determiner use (a/an/the/this, etc.)	Correctness
6.	<i>a positive</i>	Determiner use (a/an/the/this, etc.)	Correctness
7.	<i>positively influences</i>	Wordy sentences	Clarity
8.	<i>In relation to → About, To, With, Concerning</i>	Wordy sentences	Clarity
9.	<i>Le</i>	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.	applianees → 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.	thatinfluencee → influencing	Wordy sentences	Clarity
26.	behavior → behaviour	Mixed dialects of English	Correctness
27.	thatcan → 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.	erose loadings → cross-loading	Confused words	Correctness
73.	This	Intricate text	Clarity
74.	, while → . In comparison,	Hard-to-read text	Clarity
75.	variations in	Wordy sentences	Clarity
76.	influencee → 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.	<i>in</i> → <i>when</i>	Incorrect phrasing	Correctness
114.	<i>Understanding customer loyalty in banking industry: A systematic review and meta analysis.</i>	Ungrammatical sentence	Correctness
115.	<i>behavior</i> → <i>behaviour</i>	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