

The Influence Of Customer Satisfaction On Customer Loyalty Mediated By Brand Trust On Lazada E-Commerce In Mataram City

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ABSTRACT

This research aims to determine the effect of Customer Satisfaction on Customer Loyalty mediated by Brand Trust at Lazada E-commerce in Mataram City. The population in this study were consumers who had made transactions on the Lazada application in Mataram City using a sample of 100 respondents. The research method used in this research is quantitative research. This research is associative type, using SEM-PLS with SmartPLS 0.4. The results of this study indicate that Customer satisfaction has a positive and significant influence on Customer Loyalty which is mediated by Brand Trust.

Keywords: *Customer Satisfaction, Customer Loyalty, Brand Trust*

1. INTRODUCTION

E-commerce or online stores are a concept that is growing rapidly in the internet world. The use of this system can provide benefits to many stakeholders, including consumers, producers, and sellers. The concept of online stores or e-commerce not only speeds up the transaction process but also reduces operational costs because sellers do not need physical stores. Several areas of fashion such as sales, marketing, purchasing, buying and selling transactions have been exposed to information technology media, in this case the internet, and this is the catalyst for the birth of the idea of distance selling or what is commonly called online sales or e-commerce (Santoso et al., 2022).

In line with the development of the internet and e-commerce, more and more e-commerce are emerging that offer various conveniences and choices to consumers. It is not surprising that consumers currently have increasingly strong bargaining power. They have many choices and can easily access information with a wider reach, and are more likely to move from one e-commerce to another, so that maintaining and maintaining consumer loyalty becomes very difficult.

Customer loyalty is very important because consumers can easily compare the same product in different e-commerce stores and can easily switch from one e-commerce store to another. In facing increasingly fierce competition, Lazada needs to realize the importance of taking many steps to deal with an increasingly competitive business environment (Setiawan, 2024).

Among the many e-commerce services in Indonesia, one of the e-commerce that is widely used by the public and is popular is Lazada e-commerce (Budhi, 2016). Lazada is one of the largest e-commerce companies in Southeast Asia headquartered in Singapore and has offices in several countries in the region. This company was founded in 2011 by Rocket Internet (Arjanto, 2023).

Although Lazada has been established since 2012, until now Lazada is still widely used by the Indonesian people and is one of the e-commerce that is included in the top brand awards in the online shopping category. From the data recorded in the Top Brand Index table for the online shopping category in 2020-2024, Lazada e-commerce is ranked 2nd after Shopee and has been the top brand for 4 years in Indonesia from 2020 to the present. However, it can be seen that Lazada's percentage over the past 4 years has experienced a fluctuating or up and down state. According to Ramadhan et al., (2023) a decrease in the Top Brand Index score can reflect a decrease in loyalty or customer loyalty held by consumers on the Lazada application so that this needs to be considered and the cause of it examined.

Customer satisfaction is related to the condition of conformity or inconsistency between what consumers expect from a product and the level of sacrifice made. Customer trust can be fulfilled through customer satisfaction so that customers will continue transactions with the company (Gultom et al., 2020).

Brand trust also plays an important role in building customer loyalty. When consumers have high trust in a brand, they tend to be more loyal even though there are other alternatives that may be more attractive both in terms of price and features (Nikmah, 2022). According to Gultom et al (2020) customer trust that has grown will eventually lead to customer loyalty. Based on this description, this study aims to determine the influence of customers on customer loyalty mediated by brand trust on Lazada e-commerce in Mataram City.

2. RESEARCH METHODS

This research is included in the category of quantitative research using a causal associative approach. The population in this study were consumers who had made transactions on the Lazada application in Mataram City. A sample of 100 respondents was collected using a non-probability sampling technique, namely purposive sampling. The sample criteria are Lazada users aged 17 years and over, domiciled in the Mataram area and have made transactions on Lazada E-commerce at least 2 times. The data collection technique used a google form questionnaire with a Likert scale of 1-5. The data in this study were analyzed using the Partial Least Squares (PLS) method through SmartPLS 4.0 software. The independent variables used in this study consisted of Customer Satisfaction (X), Customer Loyalty (Y) and Brand Trust (Z).

3. RESULTS AND DISCUSSIONS

3.1. Results

3.1.1. Outer Model (Measurement Model)

The outer model is evaluated through validity and reliability testing, which is done by testing Convergent Validity through the Outer Loading or Loading Factor value, and Discriminant Validity through the Cross Loading value. The results of the validity test show that all outer loading and cross loading values are above 0.7, so it can be concluded that the instrument is valid. In addition, the reliability test shows that all variables have values above 0.7, which means that all meet the reliability criteria.

3.1.2. Inner Model (Structural Model)

Evaluation of the internal model in Partial Least Squares (PLS) is conducted after the measurement model testing stage is completed. The structural model, also referred to as the internal model, serves to predict causal relationships between latent constructs. At this stage, the main focus is on metrics such as R-square values, t statistics, and hypothesis testing of dependent constructs to assess the significance and relevance of relationships between constructs in the structural model.

Table 1. R-Square Value Result

Variable	R-Square	R-Square Adjusted
Customer Loyalty (Y)	0.669	0.662
Brand Trust (Z)	0.608	0.604

In this study, the R-squares values used were 0.75,050 and 0.25 so that it can be concluded that there is a strong, moderate and weak model (Ghozali 2015). However, the higher the R-square value, the greater the variable. So in this study, the R-Square (R^2) shown for the Customer Loyalty variable is 0.669. so based on these results it can be interpreted that the influence of Customer Satisfaction on Customer Loyalty has an R-Square value (R^2) of 0.669 with a moderate category.

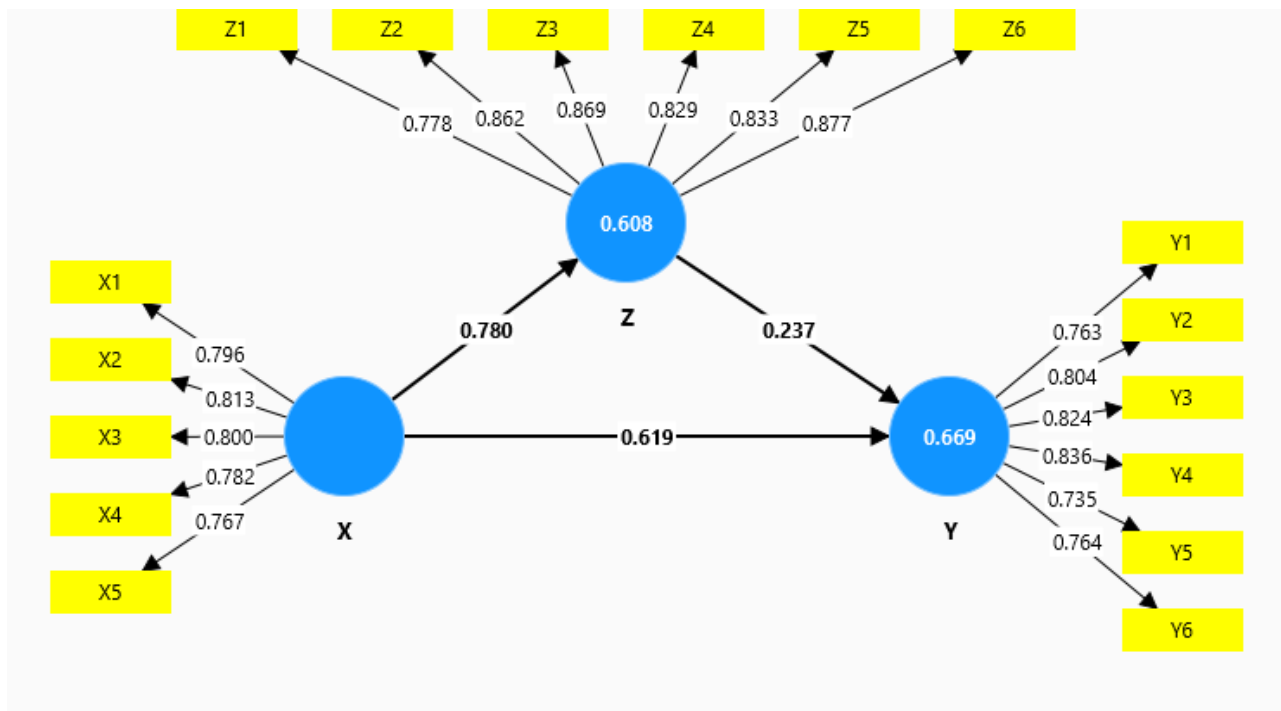


Figure 1 Structural Model

Based on the structural model that has been built, hypothesis testing in this study was carried out using the path coefficient value to identify the level of significance through the bootstrapping method. Assessment of significance was carried out by looking at the t-statistic and p-value. This study applies two-tailed hypothesis testing, where the criteria used are t-statistic > 1.96 and p-value < 0.05. The following table presents the results of hypothesis testing obtained from this analysis.

Table 2. Hypothesis Testing Results

Hypothesis	Variable Influence	Original sample (O)	T Statistics (IO/STDEVI)	P Values	Keterangan
H1	X->Y	0.619	6.603	0.000	Accepted
H2	X->Z	0.780	17.514	0.000	Accepted
H3	Z->Y	0.237	2.470	0.014	Accepted
H4	X->Z->Y	0.185	2.356	0.019	Accepted

Referring to Table 2, the hypothesis is considered acceptable as the t-statistic exceeds (> 1.96) and the p-value is below (< 0.05).

3.2. Discussions

3.2.1. The Influence of Customer Satisfaction on Customer Loyalty

Based on the results of research conducted on the influence of customer satisfaction on customer loyalty, it shows a coefficient value of 0.619 with a t statistic value of 6.603 > 1.96 and a P-value of 0.000 < 0.050. These results indicate that customer satisfaction has a positive and significant effect on customer loyalty. so that the first hypothesis (H1) in this study can be accepted.

The results of this study are supported by research by Afriyani et al., (2023) which states that customer satisfaction has a significant effect on customer loyalty in shopping through e-commerce in Medan City. This is in line with research by Ningrum & Hermana, (2024) in their research which states that customer satisfaction partially has a positive and significant effect on customer loyalty in shopping through e-commerce in Lampung.

3.2.2 The Influence of Customer Satisfaction on Brand Trust

Based on the results of research conducted on the influence of customer satisfaction on brand trust, it shows a path coefficient value of 0.780 with a t statistic value of $17,514 > 1.96$ and a P-value of $0.000 < 0.050$. These results indicate that customer satisfaction has a positive and significant effect on brand trust. so that the second hypothesis (H2) in this study can be accepted.

The results of this study are supported by research by Rosdayanti & Tuti, (2023) which states that customer satisfaction has a direct effect on Marugame Udon brand trust. This is in line with research (Gultom et al., (2020) in their research which states that customer satisfaction has a positive and significant effect on customer trust in Star Hotels in Medan City.

3.2.3 The Effect of Brand Trust on Customer Loyalty

Based on the results of research conducted regarding the effect of brand trust on customer loyalty, it shows a path coefficient value of 0.237 with a t statistic value of $2,470 > 1.96$ and a P-value of $0.014 < 0.050$. These results indicate that brand trust has a positive and significant effect on customer loyalty. so that the third hypothesis (H3) in this study can be accepted.

The results of this study are supported by research by Laila & Fitriyah, (2022) which states that brand trust has a direct, significant and positive effect on consumer loyalty of Ms Glow users. This is in line with research by Mauludi et al., (2024) in their research which states that brand Trust has a partial effect on Customer Loyalty of Teh Poci in Malang City.

3.2.4 The Influence of Customer Satisfaction on Customer Loyalty Mediated by Brand Trust

Based on the results of research conducted on the influence of customer satisfaction on customer loyalty mediated by brand trust, it shows a path coefficient value of 0.185 with a t statistic value of $2.356 > 1.96$ and a P-value of $0.019 < 0.050$. These results indicate that customer satisfaction has a positive and significant effect on customer loyalty mediated by brand trust. so that the fourth hypothesis (H4) in this study can be accepted.

The results of this study are supported by Satyadharma's research, (2014) which states that overall customer satisfaction affects brand trust in Indomie Instant Noodle products in Surabaya. Japariato & Agatha, (2020) stated that brand trust has a significant effect on customer loyalty for Shopee users in Surabaya. In line with this study, brand trust is able to mediate the influence of customer satisfaction on customer loyalty.

4. CONCLUSION

The results of the study indicate that there is a positive and significant influence of customer satisfaction variables on customer loyalty mediated by brand trust on Lazada e-commerce in Mataram City. These findings underline that Lazada needs to continue to innovate and improve features, ease of transactions, customer service, and delivery systems in order to optimize the shopping experience and improve overall satisfaction. Lazada's customer loyalty is still vulnerable to the appeal of competing products. Therefore, Lazada needs to strengthen its promotional strategy and make continuous improvements in order to increase customer loyalty and minimize the potential for switching to other platforms.

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