

The Role of Satisfaction Customer To Brand Loyalty on Tokopedia

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ABSTRACT

Study This aim For analyze influence quality products and quality service to loyalty brand with satisfaction customer as variables mediation among users of the Tokopedia e-commerce platform in North Minahasa . The research method used is approach quantitative with technique data collection through online questionnaire to 208 respondents who had transactions on Tokopedia. Testing hypothesis done with using equation model structural based on Partial Least Square (PLS) with help device soft SmartPLS 3.0. Research results show that quality products and quality service influential positive and significant to satisfaction Customers . Quality the product is also proven influential positive and significant in a way direct to loyalty brand , whereas quality service No influential direct to loyalty brand . Satisfaction customer proven influential positive and significant to loyalty brand , as well as play a role as variables mediation , where satisfaction customer mediate in a way partial influence quality product to loyalty brand and mediate in a way full influence quality service to loyalty Tokopedia brand in North Minahasa . Findings This confirm importance increase quality products and services For build satisfaction in the end strengthen loyalty brand .

INTRODUCTION

Behavior shopping consumer has experience significant changes in a number of year final along with rapid adoption digital technology . Nowadays , consumers the more relies on digital content and engagement through social media For support the decision-making process decision shop so that reflect shift from transaction traditional going to pattern priority shopping aspect comfort and safety (Agrawal & Gupta, 2023; Güngör & Çadırcı, 2022). The emergence of e-commerce and development rapidly digital marketing also strengthen preference public For shop online . As for example , research in China show that around 69.3% of consumers more choose using online platforms compared to with offline option because assessed more practical and easy accessible . (Ma & Wang, 2024)Leading e-commerce platforms in Indonesia such as Shopee, Lazada, Tokopedia, and Bukalapak has implementing a strategy in the form of free shipping offer send , cut prices , coupons , and various other promotions as practice standard For interesting at a time maintain customer (Murhadi & Reski, 2022).

According to Dimitrieska (2024), company sued For No only focus on efforts interesting consumer new but also build and maintain loyalty existing customers there is a purpose to guarantee sustainability business in term long . Retention strategy customer become element important in success business Because help company understand behavior , preferences , and intentions purchase next customer can used For formulate engagement strategies more customers appropriate target (Reddy, 2024). A number of study show that quality service and quality product influential significant to satisfaction customers , ultimately impact positive on loyalty brand (Darmawan & Tjahjaningsih, 2024; Desi Caprianti dkk., 2024). Combination between quality good service and image strong brand create experience satisfying shopping so that the more strengthen loyalty customer (Suhad & Iswati, 2024). When the quality service capable fulfil even beyond hope customer , thing This will increase satisfaction which in turn push loyalty brand (Özcan dkk., 2024). With thus ,Oktavianingsih dan Fikriah (2024) state satisfaction customer play a role as connector important between trust electronic (*e-trust*), image brand and loyalty consumer in a way overall .

Due to that , based on factors the writer see existence challenges faced company including e-commerce industry , namely How increase satisfaction customer through quality products and quality services that ultimately can push formation loyalty brand .

In Indonesia, Tokopedia is one of the largest e-commerce platforms capable of compete with various other companies in the industry similar as well as Keep going innovate For fulfil need increasingly consumers dynamic . Therefore that , research This aim For analyzing structural models loyalty brand through satisfaction customer as variables mediation with quality products and quality service as variables independently on the Tokopedia e-commerce platform. The formulation problem in study This namely (1) whether quality products and quality service influential to satisfaction customers ? (2) whether quality product , quality service and satisfaction customer influential to loyalty brand ? and (3) whether quality products and quality service influential to loyalty brand through satisfaction customer ?

THEORITICAL REVIEW

Quality Product

Quality product is one of the factor important things that influence satisfaction customers in various context Industry . Research at Mixue Margonda Branch show existence connection positive between quality products and satisfaction customer (Ferdiansyah dkk., 2024). Findings similar results were also obtained by Abdillah dkk. (2024)those who expressed that quality product together with quality service capable explain up to 70.3% variability satisfaction customers . In addition , studies byDas Guru dan Paulssen (2020) highlight that quality experienced products Customers ' *Experienced Product Quality* (CEPQ) has impact substantial to behavior customer even exceed influence satisfaction customer That alone . In the context of online sales ,Shao dkk. (2023) through analysis more from 30,000 reviews find that mark brand , design appearance , service awareness logistics and performance product in a way significant influence perception service and value brand , which ultimately contribute to satisfaction customer 3C products sold online . Findings This confirm importance management quality product For increase satisfaction and behavior positive customers across multiple platforms.

Quality Service

Quality service is one of the determinant main satisfaction customers in various sectors . Various dimensions quality service like quality operational , source power , information , contact personnel , as well as customization and innovation proven in a way direct influence satisfaction customers to providers service logistics (Gupta dkk., 2023).Netia dan Irjayanti (2024) also found connection positive and significant between quality service and satisfaction customers on the Tokopedia e-commerce platform are proven capable strengthen market position . Other research in the supermarket sector in Fiji shows that quality service influential significant to satisfaction customers , which is next play a role as a partial mediator between quality service and loyalty customer (Slack & Singh, 2020). Tsai dkk. (2025)also emphasized that quality service No only impact straight to satisfaction customers , but also influence intention purchase back and working as a mediator in connection In the context of social media mobile , quality service with dimensions usability , comfort , design , and security / privacy are also proven in a way significant influence satisfaction customer (Yum & Yoo, 2023).

Brand Loyalty

Loyalty brand is complex concept Because covers dimensions cognitive , emotional , and behavioral , as well as reflect commitment customer to something brand (Dapena-Baron dkk., 2020). A number of researchers define loyalty brand as commitment consumer For buy return or Keep going use something brand , which is influenced by various antecedents like satisfaction , trust , and relationships emotional (Desveaud dkk., 2024; Parris & Guzmán, 2023; Robertson dkk., 2022). In context industry hospitality , loyalty brand interpreted as commitment visitor For in a way repetitive choose certain hotel brands compared to with competitors , where the factors like awareness brand , image brand , and perceived quality become determinant main (Górska-Warsewicz & Kulykovets, 2020). Temporary that , in the sector logistics and services courier in Indonesia, loyalty brand proven is results from satisfaction consumer , relationship emotional , as well as level trust customer to brands used (Tijjang dkk., 2023). Findings This show that loyalty brand No only depends on experience functional , but also on attachment emotional and perceptual consumer to value offered brand .

Satisfaction Customer

Satisfaction customer own role important as a mediator in various context services . In the sector telecommunications in Ghana, satisfaction customer proven functioning as a partial mediator between quality service and loyalty customers , even though influence direct satisfaction to loyalty No significant (Nyan dkk., 2020). Other research in the sector hospitality also emphasizes that satisfaction customer in a way significant influence loyalty , where experience social give impact moderate and experienced culture give greater impact low to loyalty . Analysis mediation in studies the show that satisfaction mediate connection between experience social and culture with loyalty customer (Ogunnaike dkk., 2022). In addition , satisfaction customers were also found play a role as factor mediator significant in connection between management connection customer with profitability and loyalty (Gazi dkk., 2024). In a digital context , satisfaction high customer support the success of electronic customer relationship management (e-CRM), with management trust and quality service as aspect important For increase satisfaction the (Al-Bashayreh dkk., 2022).

RESEARCH METHODS

Types of research

Study This is study quantitative research conducted with method collect data in form numbers , then processed and analyzed in a way statistics For test hypothesis that has been determined . The research design used is descriptive quantitative , with objective For describe condition or phenomenon in a way objective based on numerical data . Research process This covers stage data collection , processing , calculation , to interpretation results analysis in a way systematic .

Population and Sample

Population in study This covers all over individuals who have ever do purchase through the Tokopedia platform, especially in the North Minahasa region . In accordance with approach the analysis used is the equation model structural (SEM), determination size sample referring to the guidelines the N5 formula is amount indicator multiplied by five. Research This use *simple random sampling* as method taking sample . This means every member population chosen in a way random ensure that every individual own equal opportunities For become part from sample without influenced by grouping certain criteria election selected samples is respondents who at least has transactions with Tokopedia a minimum of five times. Data collection was carried out during three month with a total of 250 successful respondents fill in questionnaire , but 42 respondents eliminated Because invalid . So the total number of respondents end used is as many as 208 consisting of over 136 respondents is women and 72 respondents male . Distribution age respondents is 17 to 30 years . Distribution domicile respondents variety and proportion the biggest originate from regency North Minahasa .

Method of collecting data

The process of collecting data in study This started with preparation and development instrument study in the form of questionnaire . At this stage early , done search literature in a way deep related every variables studied , in order to formulate grains relevant and appropriate questions with indicator theoretical . All indicator Then formulated with use clear , concise , and easy Indonesian understood respondents . Each indicator measured with use five- point Likert scale , where point 1 indicates level very strong disagreement (very much disagree) agree) and point 5 shows level very strong agreement (strongly agree)).

Next , the questionnaire made in *Google Forms* format and distributed through electronic media to respondents who are users or Once transactions through the online shopping platform Tokopedia. Use questionnaire aims to facilitate the process of data collection and processing . verification conducted by researchers For ensure questionnaire has filled in a way complete . Only questionnaires that meet the requirements completeness and criteria validity those used in stage further data processing .

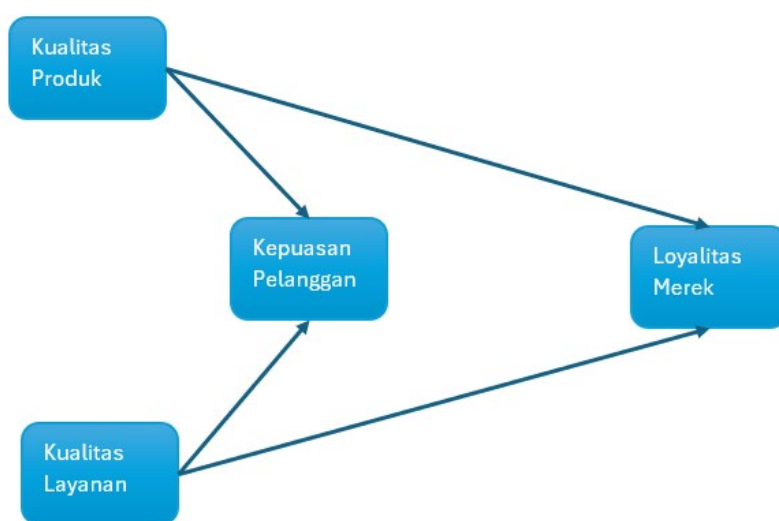
Data Analysis Techniques

Testing hypothesis in study This done with using equation model structural variance- based , which is known as Partial Least Square (PLS). The PLS method was chosen Because own superiority in the form of flexibility in data processing , no requires scale measurement certain , can applied to size relative sample small , and allows researchers For do confirmation theory in a way simultaneous . In research this , the data processing process is carried out with use device soft SmartPLS version 3.0.

PLS Program Design

In the research this , testing hypothesis use technique *Partial Least Square* (PLS) data analysis . Based on various literature and results research , then the structural model from Brand Loyalty (LM) through Satisfaction Customer (K) as variables mediation can developed . Quality Product (KP) is influential to Satisfaction Customer and Brand Loyalty ; Quality Services (KL) are influential to Satisfaction Customer and Brand Loyalty ; and Satisfaction Customer influential to Brand Loyalty . **Figure 1** under This is PLS program model scheme that was tested .

Figure 1 Framework Draft



RESEARCH RESULT

Outer Model Evaluation

Measurement model or outer model has role important in evaluate validity variables as well as model reliability . The following is explanation more deep about concept of validity and reliability testing :

a. Validity Test

Validity is something the size that describes to what extent the instrument capable measure things you want measured . Testing validity divided into two , namely validity convergent and discriminant . In the research this , testing done in a way gradual . Validity convergent checked through mark *Loading Factor* and *Average Variance Extracted (AVE)*. Test results found that all over indicator has a loading factor above 0.70 and an AVE value for each construct exceeds 0.50.

Next , validity discriminant tested with use Fornell-Larcker criteria which require value on each construct must more big compared to correlation between construct . Test results as shown in **Table 1** shows that validity discriminant has fulfilled .

Table 1 Results of the Fornell-Larcker Criterion

Variables	Brand Loyalty	Satisfaction Customer	Quality Product	Quality Service
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Brand Loyalty	0.883			
Satisfaction Customer	0.834	0.893		
Quality Product	0.690	0.497	0.932	
Quality Service	0.912	0.774	0.759	0.897

Stage furthermore is testing *cross loading* For ensure every indicator has the highest loading on the construct origin . The results obtained as shown in the **table 2** Where all over indicator fulfil criteria validity convergent and discriminant so that the measurement model declared valid and can to be continued to stage next .

Table 2 Cross Loading Results

Indicator	Satisfaction Customer	Quality Service	Quality Product	Brand Loyalty
LM1	0.763	0.635	0.712	0.883
LM2	0.847	0.729	0.713	0.945
LM3	0.695	0.608	0.517	0.800
LM4	0.875	0.739	0.724	0.917
LM5	0.845	0.718	0.674	0.917
LM6	0.868	0.723	0.722	0.914
K1	0.891	0.689	0.775	0.883
K2	0.766	0.524	0.871	0.787
K3	0.894	0.845	0.451	0.755
K4	0.901	0.788	0.427	0.783
K5	0.928	0.774	0.645	0.821
K6	0.910	0.798	0.474	0.796
KP1	0.646	0.497	0.924	0.690
KP2	0.582	0.409	0.893	0.658
KP3	0.644	0.444	0.950	0.717
KP4	0.673	0.486	0.952	0.741
KP5	0.665	0.478	0.938	0.726
KL1	0.812	0.956	0.467	0.742
KL2	0.813	0.963	0.463	0.740
KL3	0.729	0.849	0.478	0.695
KL4	0.793	0.916	0.486	0.743
KL5	0.533	0.768	0.297	0.496

b. Reliability Test

Evaluation reliability aim For measure internal consistency of the indicators that form each construct . Reliability construct tested through two indicators main that is *Cronbach's Alpha* and *Composite Reliability* and their results can seen in **Table 3** .

Table 3 Results of Reliability Construct

Variables	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Brand Loyalty	0.943	0.955
Satisfaction Customer	0.935	0.952
Quality Product	0.962	0.970
Quality Service	0.951	0.961

Based on results data processing , Cronbach's Alpha value for all over construct recorded above 0.90 far exceeds the minimum limit of 0.70. This is show that every indicator in construct own excellent internal consistency . In addition , the value *Composite Reliability* on all four constructs also go beyond threshold of 0.70 which confirms reliability composite has adequate . With thus , it can concluded that all over construct in this model has fulfil criteria reliability so that instrument study assessed reliable in measure variables studied .

Structural Model Evaluation

Structural model , or what is known as as *inner model* functioning For test influence between One latent variables with other latent variables . Structural model testing done with test ***Coefficient of Determination*** R-square value , *Effect size* (F-square), *Goodness of Fit* , *Predictive Relevance* and Hypothesis Testing . The following is explanation more carry on :

a. *Coefficient of Determination (R²)*

The results of the analysis are in **Table 4** show that R Square (R²) value for construct Satisfaction Customer is of 0.797 which means 79.7% variation Satisfaction Customer can explained by variables independent that is Quality Products and Quality Services , while the rest 20.3 % is explained by other factors outside the research model this . Meanwhile that , the R Square value for construct Recorded Brand Loyalty of 0.868 which shows that 86.8% of the variability Brand Loyalty can explained by variables Quality Product , Quality Service and Satisfaction Customers , while 13.2% are influenced by other factors that are not including in the research model .

Table 4 Results of *Coefficient of Determination*

Variables	R Square
Satisfaction Customer	0.797
Brand Loyalty	0.868

b. *Effect size (F²)*

In addition to looking at *the Coefficient of Determination* (R²), the evaluation of the structural model also considers *the Effect Size* (F²) to determine the contribution of each independent variable to the dependent variable with the analysis results as explained in **Table 5**.

Table 5 *Effect Size Results*

Variables	Satisfaction Customer	Brand Loyalty
Satisfaction Customer		0.630
Quality Product	1,579	0.026
Quality Service	0.496	0.263
Brand Loyalty		

- Customer Satisfaction has an F² value of 0.630 on Brand Loyalty, which is considered high. This indicates that Customer Satisfaction contributes significantly and strongly to explaining Brand Loyalty.
- Product Quality has an F² value of 1.579 on Customer Satisfaction, which is included in the large category because it exceeds the threshold of 0.35. This indicates that Product Quality contributes a very strong influence in explaining Customer Satisfaction. Meanwhile, the influence of Product Quality on Brand Loyalty has an F² value of 0.026 which is included in the small category (<0.15). This means that the direct influence of Product Quality on Brand Loyalty is relatively low, so Brand Loyalty is explained more through the mediation pathway of Customer Satisfaction.
- Service Quality has an F² value of 0.496 on Customer Satisfaction, which is also categorized as large because it exceeds the threshold value of 0.35. This indicates that Service Quality contributes strongly to shaping Customer Satisfaction. Meanwhile, the influence of Service Quality on Brand Loyalty has an F² value of 0.263 which is in the medium category. This indicates that although its direct influence is moderate, the role of Customer Satisfaction remains important as a mediator.

c. **Goodness of Fit (GoF)**

To measure the overall suitability of the structural model, the Normed Fit Index (NFI) indicator was used. Based on the analysis, the NFI value was 0.791, which is close to the minimum model fit threshold of 0.80. This value indicates that the constructed structural model has a fairly good and acceptable level of goodness of fit, although slightly below the ideal threshold. Therefore, this model is considered suitable for use in explaining the relationships between variables in the study.

d. **Predictive Relevance (Q²)**

Predictive Relevance (Q²) analysis was used to assess how well the research model was able to predict the Dependent variable. Based on the calculation results as shown in **Table 6**, the Q² value for the Customer Satisfaction construct was 0.612 while the Q² value for the Brand Loyalty construct was recorded at 0.689. Both values are above 0, which means the model has adequate predictive relevance. In addition, the Q² value exceeding 0.35 indicates that the model's predictive ability for Customer Satisfaction and Brand Loyalty is relatively strong. Thus, these results confirm that the structural model used in this study has good predictive capacity and is suitable for use in explaining the relationship between the variables studied.

Predictive Relevance Results

Variables	Q ² (=1-SSE/SSO)
Satisfaction Customer	0.612
Quality Service	
Quality Product	
Brand Loyalty	0.689

e. **Hypothesis Testing**

Testing *Path Coefficient* done with method *bootstrapping* For get *p-values* as well as mark original *sample* produced of the process . Research This use mark *t-statistic* of 1.96 as a significant limit at the level 95% confidence ($\alpha = 0.05$). The results testing *Path Coefficient* and *Specific indirect effect* shown in **Table 7** and explanation as following :

Table 7 Hypothesis Testing

Track	Original Sample (O)	P Values
Satisfaction Customer -> Brand Loyalty	0.640	0.000
Quality Service -> Satisfaction Customer	0.653	0.000
Quality Service -> Brand Loyalty	0.109	0.233
Quality Product -> Satisfaction Customer	0.366	0.000
Quality Product -> Brand Loyalty	0.263	0.000
Quality Service -> Satisfaction Customer -> Brand Loyalty	0.418	0.000
Quality Product -> Satisfaction Customer -> Brand Loyalty	0.234	0.000

- Based on the results of hypothesis testing using the *bootstrapping method* , several important findings were obtained. The influence path from Customer Satisfaction to Brand Loyalty showed a coefficient value of 0.640 with a p-value of 0.000, indicating a positive and significant effect at the 5% significance level. This indicates that the higher the level of customer satisfaction, the greater their loyalty to the Tokopedia brand.
- Furthermore, the relationship between Service Quality and Customer Satisfaction was also proven to have a positive and significant effect with a coefficient value of 0.653 and a p-value of 0.000. This finding confirms that good service quality can significantly increase customer satisfaction. Conversely, the direct path of Service Quality to Brand Loyalty has a coefficient value of 0.109

with a p-value of 0.233, meaning it is not significant at the 5% significance level. These results indicate that the effect of service quality on brand loyalty does not occur directly, but rather through customer satisfaction as a mediating variable.

- Meanwhile, Product Quality is proven to have a positive and significant effect on Customer Satisfaction, with a coefficient value of 0.366 and a p-value of 0.000 and also has a direct significant effect on Brand Loyalty, with a coefficient of 0.263 and a p-value of 0.000. This shows that Tokopedia's good product quality not only increases customer satisfaction but also has a direct impact on brand loyalty.
- The results of the mediation path test show that Customer Satisfaction acts as a mediator in the relationship between Service Quality and Brand Loyalty with an indirect effect value of 0.418 and a p-value of 0.000, which means significant. This indicates the presence of full mediation *because* the direct path is not significant, while the indirect path is significant. Similarly, customer satisfaction mediates the relationship between Product Quality and Brand Loyalty, with an indirect effect of 0.234 and a p-value of 0.000, which indicates the presence of partial mediation *because* the direct and indirect effects are both significant.
- Overall, these results confirm the important role of Customer Satisfaction as a link between Product Quality and Service Quality with Brand Loyalty, and emphasize that Tokopedia's service quality must continue to be directed towards increasing customer satisfaction so that loyalty can be built optimally.

DISCUSSION

Research result This confirm that satisfaction customer play a role important as connector between quality products and quality service with loyalty Tokopedia brand in North Minahasa . Findings This in line with various study previously shown that satisfaction customer be one of factor capable key push loyalty consumer in e-commerce industry .

First , research This find that quality service influential positive and significant to satisfaction customers , but No influential in a way direct to loyalty brand . This is means that good service of course can increase satisfaction Tokopedia users , but For build loyalty brand in a way sustainable , satisfaction the need managed optimally . This result support findings Netia dan Irjayanti (2024)which emphasizes importance quality service in build satisfaction customers on e-commerce platforms. In addition , the results this also strengthens opinion Slack dan Singh (2020)which confirms that quality service often not influential directly on loyalty , but rather through satisfaction customer as a full mediator .

Second , quality product proven influential positive and significant Good to satisfaction customer and loyalty brand . This shows that Tokopedia consumers in North Minahasa tend to maintain his loyalty if purchased products fulfil hope they . Findings This in line with results study Das Guru dan Paulssen (2020)that state that quality perceived product customer own influence strong to behavior purchase repeatedly , even sometimes more big than satisfaction customer That itself . In addition , the path mediation in relationships quality product with loyalty brand show existence mediation partial , which means quality product can influence loyalty Good in a way direct and through satisfaction customer .

Third , satisfaction customer influential positive and significant to loyalty brand . Customers who feel satisfied tend to be loyal and have potential recommend Tokopedia to others. Findings This support study (Oktavianingsih & Fikriah, 2024)that state that satisfaction customer own role important as connector between antecedent variables such as trust electronics , image brand and loyalty consumers .

In a way overall , results study This emphasize that For increase loyalty brand , Tokopedia does not Enough only depend on quality good service but also must ensure quality product still maintained . Quality optimal service must be directed For build satisfaction customer as bridge going to loyalty brand . With Thus , the *Customer Relationship Management* (CRM) strategy focuses on fulfilling expectation consumer through quality products and responsive service become crucial thing for sustainability e-commerce business in the digital era.

SIMPULAN

Based on results research and discussion about influence quality products and quality satisfaction - mediated services customer to loyalty brand Tokopedia users in North Minahasa , then can withdrawn conclusion as following :

1. Quality product influential positive and significant to satisfaction Tokopedia customers in North Minahasa .
2. Quality service influential positive and significant to satisfaction Tokopedia customers in North Minahasa .
3. Quality product influential positive and significant to loyalty Tokopedia brand in North Minahasa .
4. Quality service No influential direct in a way significant to loyalty Tokopedia brand in North Minahasa .
5. Satisfaction customer influential positive and significant to loyalty Tokopedia brand in North Minahasa .
6. Satisfaction customer mediate in a way partial influence quality product to loyalty Tokopedia brand in North Minahasa .
7. Satisfaction customer mediate in a way full influence quality service to loyalty Tokopedia brand in North Minahasa .

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