Determinants of Customer Loyalty Through Customer Satisfaction in Purchasing Fashion Products on Shopee

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Abstract

The purpose of this study is to analyze the influence of digital marketing, convenience, and price perception on customer loyalty and its impact on customer satisfaction and to determine which variables are most dominant on customer loyalty, and customer satisfaction of the Shopee e-commerce application. The analysis method in this study uses quantitative primary data, the test stages carried out are: validity test, reliability, factor suitability, normality, hypothesis testing with bootstrapping. The data used in this study used a questionnaire instrument, and valid data that was successfully collected were 400 respondents. The sampling method in this study was non-probability sampling with a purposive sampling technique. The testing tools used were SPSS version 27 and AMOS version 28. The results of the study indicate that digital marketing variables do not directly affect customer satisfaction, and on customer loyalty. The variables of convenience, and price perception directly affect customer satisfaction, and on customer loyalty. The customer satisfaction variable directly affects customer loyalty, and the most dominant variable on customer loyalty is the price perception variable.

INTRODUCTION

The Covid-19 pandemic that hit the world in 2019 until 2023 had an impact on the stability of the global economy in all sectors. According to Zhang, Jinzhu Zhao, Wenqi Cheng Baodong Li, Aixin Wang, Yanzhuo Yang, Ning Tian, Yuan (2022), the pandemic era brought serious shocks by affecting production, disrupting the food chain and automatically having a negative impact on companies as well. The rapid advancement of technology and the internet today has also changed people's shopping patterns, activities that were initially carried out by meeting and meeting face to face or through conventional media such as television, magazines or newspapers, and radio, have now changed by relying on internet technology. According toAfzal and Khan (2015), this shift in societal behavior has resulted in digital marketing and social media having an impact on consumer purchasing decisions.

The emergence of online shopping has greatly improved the consumer shopping experience, because with online purchases consumers are not limited by time, either the consumer's personal time or the seller's time to sell their goods, and are also not limited by location, or travel/transportation, (Kankam, 2022). According to Annur (2024) in the 2024 databoks survey, the top 10 countries that use the internet for online shopping. The first position is occupied by Thailand with a percentage of 66.9%, which means that Thai residents often use the internet for online shopping, then Indonesia and India have the same percentage of 59.3% with the duration of internet users will shop online every week at least once, and the known fact from this survey is that most internet users who shop online are women with the age group of 35-44 years as much as 62.3% and the age of 25-34 years as much as 61.5%.

According to Gurnani (2025), clothing is an item frequently purchased by consumers through e-commerce, and the United States has a proportion of 59% of online clothing purchases by online customers in the country. According to Adeola, Ogechi Moradeyo, Adenike Aderonke Muogboh, Obinna Adisa, Isaiah (2021), usually consumers who enjoy shopping for clothes are fashion-conscious consumers, meaning they have a high interest in fashion

According to Chen Bing, Wang Lei, Rasool Hassan, Wang Jun (2022) China is the world's largest internet market, and in 2016 a new retail model emerged in China: streaming. Peng (2023), live economy or live

streaming is a new marketing tool that combines live broadcasts in e-commerce as a sales channel with e-commerce and is another form of digital marketing. Through live streaming, the consumer experience can be enhanced and allows consumers to have more confidence in the authenticity of goods and in online shopping. Attractive marketing techniques can attract consumers to make impulse purchases, the digital media provided must have user-centric features, according to Rapitasari (2016).

The discounts offered can also encourage people to purchase the products being sold. All of the above possible factors, along with providing fair service to consumers throughout the transaction process, can increase customer satisfaction. Arnas and Wiyadi (2024) satisfied customers tend to recommend the products they purchase to others. In other words, if consumers feel happy and satisfied, and the product meets their expectations, even if they only understand the product from the images and information. The product description on the box, along with the assistance of a trustworthy seller, also makes consumers more likely to take the next step, whether or not to repurchase the same product from the same store.

LITERATURE REVIEW

According to Indrasari (2019), "marketing is a comprehensive, integrated, and planned activity carried out by an organization or institution in conducting business to be able to accommodate market demand by creating products with sales value, determining prices, communicating, delivering, and exchanging valuable offers for consumers, clients, partners, and the general public, and in simple terms, the definition of marketing is more identical to the process of introducing products or services to potential consumers."

According to Wicaksono (2022)The theory of planned behavior (TPB) is a behavioral theory that explains how an individual's intention to carry out a technology-using behavior, the theory of planned behavior (TPB) was first developed by Martin Fishbein and Icek Ajzen in the 1980s as a development of the previous theory, namely the theory of reasoned action (TRA), the theory of planned behavior is influenced by three variables, namely attitude, subjective norm, and perceived behavioral control.

According to Wicaksono (2022), "TAM (Technology Acceptance Model) is a framework used to understand how users accept and adopt technology", the technology acceptance model was developed in 1986 by Fred Davis in his doctoral thesis entitled "A Technology Acceptance Model For Empirically Testing New End-User Information Systems".

According toAnuja Shukla, Anuhbhav Mishra (2025), Expectation Confirmation Theory argues that the decision to repurchase or continue purchasing users depends on user satisfaction, because there are initial expectations with real experiences, so that when customer satisfaction is formed, then that satisfaction then drives customer loyalty. A person will perform repeat behavior if the behavior provides the desired level of satisfaction, satisfaction may be a prerequisite for continued purchasing, but there are many other factors that determine post-purchase intentions.

According to research Fransisca and Wantara (2024), stated that digital marketing does not have a significant effect on customer satisfaction. However, according to research, on the contrary, Pujiastuti (2021), states that digital marketing has an impact on customer satisfaction. According to research Sudirjo Frans, Purwati Titik, Widyastuti, Budiman Yusuf Unggul (2023) stated that digital marketing has a significant influence on customer loyalty, on the other hand, according to research Fransisca et.al (2024), stated that digital marketing does not have a significant effect on customer loyalty. According to Saputri and Sukresna (2022) in his research, he stated that the ease of use of the Shopee application or website has a positive effect on customer satisfaction. And according to the research, Rapitasari (2016), states that customer satisfaction is measured by four things, namely, digital marketing media, user-centric digital marketing features, speed of service, and product quality. If these four things are not met, there is no possibility of customer satisfaction. According to Putri Dwi Astuti, Julius Nursyamsi, Haryono (2022), states that perceived ease of use has a direct, positive and significant influence on customer loyalty. And vice versa, according to research Aziz and Harti (2022), stated that the perception of convenience does not have a direct influence on consumer loyalty. According to the research Bunga Pertiwi et.al (2022), states that price perception has a positive and significant effect on customer satisfaction on Shopee e-commerce, and also that price perception has a positive and significant effect on customer loyalty. However, according to research, the opposite is true. Muhammad Dariel Fadli (2021), stated that there is

no influence of price on customer satisfaction, and there is also no influence of price on consumer loyalty. From the differences in these findings, the following hypothesis was generated:

  H1: Digital marketing influences customer satisfaction in purchasing fashion products on Shopee.
  H2: Convenience influences customer satisfaction when purchasing fashion products at Shopee.
  H3: Price perception influences customer satisfaction in purchasing fashion products on Shopee.
  H4: Digital marketing influences customer loyalty in purchasing fashion products on Shopee.
  H5: Ease of use influences customer loyalty in purchasing fashion products on Shopee.
  H6: Price perception influences customer loyalty in purchasing fashion products on Shopee.
  H7: Customer satisfaction influences customer loyalty in fashion purchases on Shopee.

The data sources used in this study were primary and secondary data. The primary data was collected by distributing questionnaires directly to respondents. The questionnaires were distributed to users of the Shopee e-commerce app using Google Forms. This study also utilized secondary data obtained from literature reviews, documents, articles, and previous research journals relevant to this study.

Population
According to Sugiyono (2021), "A population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn." In this study, the population is the community domiciled in East Jakarta, actively using the Shopee e-commerce application for shopping, and having purchased clothing products on Shopee at least 3 times. It is known that in 2025 the population of the administrative city of East Jakarta according to East Jakarta City Administration Communication, Informatics and Statistics Sub-Department (2024) as many as 3,314,396 million people.

Sample
According to Sugiyono (2021), a sample is a subset of the population and its characteristics. This study used a non-probability sampling method. Sampling was conducted using purposive sampling. The criteria used for the sample were:

  a. Residents of East Jakarta
  b. Active users of the Shopee e-commerce application.
  c. Users have purchased clothing products on Shopee e-commerce >3 times.

Validity Test
According to Sugiyono (2019), "validity test means that there is a similarity in the research results between the collected data and the data that actually occurs in the object being studied, and valid means that the instrument can be used to measure what should be measured." Validity test is carried out by paying attention to the validity test assessment criteria according to Sugiyono (2019) is to pay attention to the calculated r $\geq$ from r table.

Reliability Test
According to Sugiyono (2019), "reliability relates to the degree of consistency and stability of data or findings." Data is considered reliable if two or more researchers on the same object produce the same data, or if a group of data, when split into two, shows consistent data. To test reliability, researchers use the Cronbach's Alpha method with the criterion if the r alpha value is > 0.60.

Structural Model Analysis (SEM)
In Confirmatory Factor Analysis (CFA), which is a technique used in SEM to determine whether the indicator variables actually form the latent variables being studied, confirmatory factor analysis is used to find out whether the indicators created based on the theory can be a strong measure for measuring the latent variables in a research model (Musannip et al., 2021). Meanwhile, in SEM analysis, there is a structural model (Structural Measurement). Where the structural model aims to obtain the most fit or appropriate structural model(Haryono, 2016).

RESULTS AND DISCUSSION

Validity Test

Table 1 Validity Test Results

Indicator	Pear Correlation (R count)	R table	Information
X1.1	0.546	0.109	VALID
X1.2	0.646	0.109	VALID
X1.3	0.865	0.109	VALID
X1.4	0.888	0.109	VALID
X2.1	0.826	0.109	VALID
X2.2	0.740	0.109	VALID
X2.3	0.680	0.109	VALID
X3.1	0.568	0.109	VALID
X3.2	0.801	0.109	VALID
X3.3	0.657	0.109	VALID
X3.4	0.661	0.109	VALID
Y.1	0.699	0.109	VALID
Y.2	0.777	0.109	VALID
Y.3	0.764	0.109	VALID
Z.1	0.631	0.109	VALID
Z.2	0.559	0.109	VALID
Z.3	0.840	0.109	VALID

From the results of Table 1, data was obtained stating that from the indicators given to 324 respondents, the Total Pear Correlation (R count) value was found to be greater than 0.109 (R table), which means that all statements in this study were valid.

Reliability Test

Table 2 Reliability Test

Indicator	Cronbach's Alpha	Standard Value	Information
Digital Marketing (X1)	0.728	0.6	RELIABLE
Convenience (X2)	0.604	0.6	RELIABLE
Price Perception (X3)	0.600	0.6	RELIABLE
Customer Satisfaction (Z)	0.617	0.6	RELIABLE
Customer Loyalty (Y)	0.605	0.6	RELIABLE

From Table 2 it can be seen that the Cronbach alpha value for each variable is ≥ 0.6. Therefore, it can be concluded that all variables in this study are reliable.

SEM Analysis

Further data testing in this study used SEM Amos version 28. The steps taken were as follows:

Creating a Structural Model Chart

The structural model in this study explains the relationship between latent variables (a combination of exogenous and endogenous variables given a path), and also in the structural model or Structural Equation Modeling (SEM) the researcher analyzes dependent and and independent variables simultaneously.
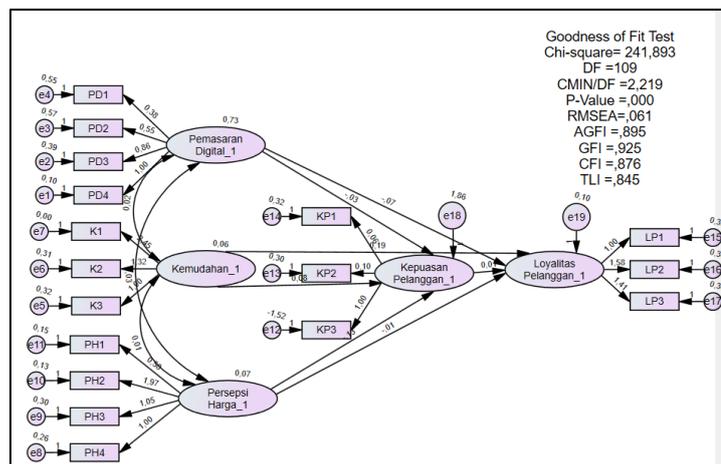
Figure 1 Path Diagram

The path diagram above can be explained as follows; there are 5 latent variables, namely Digital Marketing, Convenience, Price Perception, Customer Satisfaction and Customer Loyalty. The latent variable of Digital Marketing has 4 statement indicators, Ease of Use 3 statement indicators, Price Perception 4 statement indicators, Customer Satisfaction 3 statement indicators and Customer Loyalty 3 statement indicators. There are 19 measurement errors, namely e1 to e19. There are 2 residual errors namely e18 and e19. It is assumed that the variables Digital Marketing, Convenience, Price Perception influence the variables Customer Satisfaction and Customer Loyalty.

Classical Assumption Test
Normality Test

Table 3 Normality Test Results

Assessment of normality (Group number 1)						
Variable	min	max	skew	cr	kurtosis	cr
KP1	3	5	-0.102	-0.749	-0.552	-2.03
KP2	3	5	-0.484	-3,556	-0.75	-2,758
KP3	3	5	-0.622	-4,569	-0.575	-2,113
LP1	2	5	-0.747	-5,488	0.718	2,636
LP2	2	5	-0.851	-6.25	0.651	2,393
LP3	2	5	-1,074	-7,894	0.926	3,401
K1	2	5	-0.682	-5,009	-0.003	-0.012
K2	2	5	-0.786	-5,778	0.539	1,981
K3	2	5	-1,102	-8,096	1,651	6,067
PH1	3	5	1,103	8,107	1,061	3,899
PH2	2	5	-0.781	-5.74	0.228	0.838
PH3	3	5	-0.422	-3,101	-0.667	-2,449
PH4	3	5	-0.151	-1,111	-0.62	-2,277
PD1	2	5	-0.805	-5,918	0.403	1,481
PD2	2	5	-0.796	-5.85	-0.056	-0.206
PD3	2	5	-0.431	-3,169	-0.786	-2,887
PD4	2	5	-0.542	-3.98	-0.433	-1.59
Multivariate					6,496	2.3

Based on Figure 3, the multivariate value is 2.300. This indicates that the cr value is less than 2.58. Therefore, the data used in this study are normally distributed.

Outlier Test
Outliers are identified by observing the Mahalanobis Distance value. Data that are far from the centroid are considered outliers and must be removed or eliminated from the analysis model. The criteria used are the Chi-squares value at 17 degrees of freedom, namely the number of indicators in the study, and a

significance level of p ≤ 0.001. To find the outlier value, it can also be done in Microsoft Excel by typing =CHISQ.INV.RT(0.001;17) in the Microsoft Excel worksheet, the value obtained is 40.79022. Therefore, the numbers that have a Mahalanobis d-squared value greater than 40.790 are included in the multivariate outliers and must be eliminated.

Table 4 Outlier Test Results

Observation number	Mahalanobis d-squared	p1	p2
119	32,187	,014	,990
183	32,012	,015	,956
148	31,792	,016	,891
195	30,867	,021	,905
84	30,602	,022	,850

Based on Table 4, it can be seen that the data represent the top 5 rows of the Mahalanobis distance table in the AMOS output that have values smaller than the outlier limit, which is 40.790. Therefore, there are no multivariate outliers in this study.

Model Fit Test
The model fit test on the structural model is used to see whether the relationship between the constructs studied in the SEM model matches the existing data.
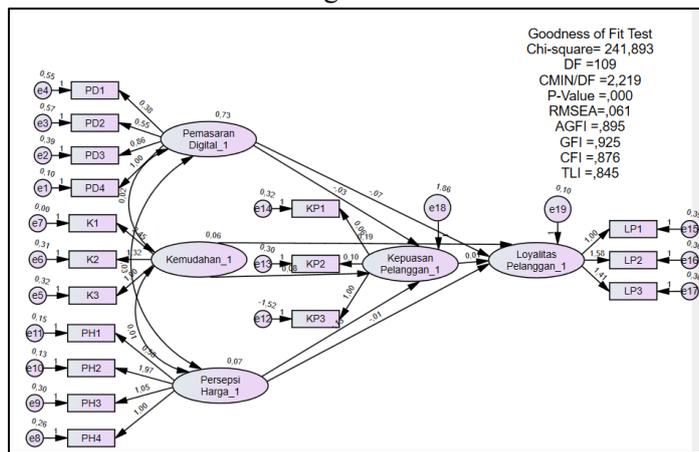

Figure 2 Structural Equation Modeling

Based on Figure 2, the structural model fit test obtained the following results:

Table 5. Structural Model Fit Test Results

Parameters	Reference	Mark	Information
Chi-square	≤ 134,369	241,983	Not fit
Cmin/DF	≤ 2.00	2,219	Not fit
P-value	≥ 0.05	0,000	Not fit
Adjusted Goodness of Fit (AGFI)	≥ 0.90	0.890	Not fit
Goodness of Fit Index (GFI)	≥ 0.90	0.925	Good fit
Comparative Fit Index (CFI)	≥ 0.90	0.876	Good fit
Tucker Lewis Index (TLI)	≥ 0.90	0.845	Not fit
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	0.061	Good fit
Root Mean Square Residual (RMSR) or RMR	≤ 0.05	0.032	Good fit

Source: Primary Data Processing Results, 2025

Based on Table 5, it is known that the fit test results for the structural model showed only three elements achieving a good fit. Therefore, model modifications are necessary.

Model Modification

Model modification is necessary to improve model fit. In this study, modifications were made by creating covariance between indicators with large Modification Indices (MI) values. These modifications resulted in new goodness of fit values, as shown in Figure 3.
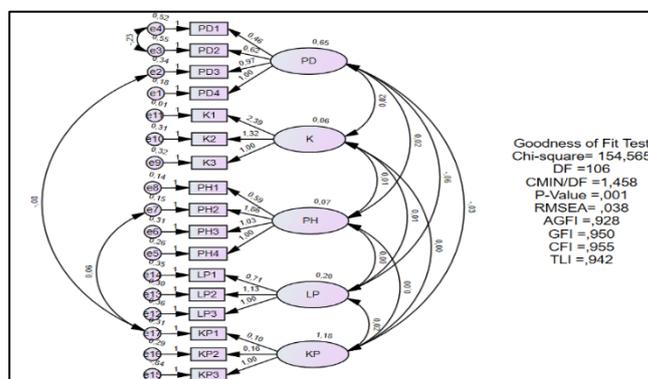

Figure 3 Structural Model Respecification

Based on the output results in Figure 3 above, after modifying the model, the following goodness of fit results were obtained:

Table 6. Structural Fit Test Respecification Results of the Model

Parameters	Reference	Mark	Information
Chi-square	≤ 131,031	154,565	Not fit
Cmin/DF	≤ 2.00	1,485	Good fit
P-value	≥ 0.05	0.001	Not fit
Adjusted Goodness of Fit (AGFI)	≥ 0.90	0.928	Good fit
Gooness of Fit Index (GFI)	≥ 0.90	0.950	Good fit
Comparative Fit Index (CFI)	≥ 0.90	0.955	Good fit
Tucker Lewis Index (TLI)	≥ 0.90	0.942	Good fit
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	0.038	Good fit
Root Mean Square Residual (RMSR) or RMR	≤ 0.05	0.026	Good fit

Source: Primary Data Processing Results, 2025

Based on table 6 above, almost all elements in the GoF obtained good fit results, although the chi-square and p-value values decreased, the results were still not fit. According to Widarjono (2015:236)"As a rule of thumb, if one of the 5 criteria is met then the model is considered feasible.

Hypothesis Testing
Direct Hypothesis
At this stage, the researcher uses the Regression Weight output results in the AMOS application, by looking at the P value.≤0.05 and/or CR value must be≥1.96 for the hypothesis to be accepted. The following is the output result of the Regression Weight

Table 7 Structural Fit Test Respecification Results of the Model

			Estimate	SE	CR	P
Z	<---	X1	,011	,031	,349	,727
Z	<---	X2	,165	,057	2,910	,004
Z	<---	X3	,192	,041	4,645	***
Y	<---	X3	,143	,047	3,078	,002
Y	<---	X2	,083	,063	1,321	,186
Y	<---	Z	,233	,061	3,830	***
Y	<---	X1	,006	,034	,181	,856

Source: Primary Data Processing Results, 2025

Based on table 7, the following interpretations can be made:

Influence of Digital Marketing (X1) on Customer Satisfaction (Z)
Digital marketing has results that do not have a direct effect on customer satisfaction of 0.019 with a p value (0.727)≥0.05) and CR value 0.349≤1.96. Therefore, it can be concluded that there is no significant influence between digital marketing and customer satisfaction. This means that digital marketing strategies do not contribute to an increase or decrease in satisfaction among Shopee users.
H1 Accepted: There is no direct influence between digital marketing and customer satisfaction

The Effect of Convenience (X2) on Customer Satisfaction (Z)
The convenience variable does not have a direct influence on customer satisfaction of 0.160 with a p value of (0.004)≤0.05) and cr value 2.910≥1.96. Therefore, it can be concluded that there is a significant influence between ease of use and customer satisfaction. This means that the ease of use of both the Shopee website and app influences user satisfaction. Conversely, frequent server downtime on the website or errors in the Shopee app, particularly during certain events and when they consume a lot of customer time, will disappoint customers and thus not increase customer satisfaction.
H2 Accepted: There is a direct and significant influence between convenience and customer satisfaction

The Influence of Price Perception (X3) on Customer Satisfaction (Z)
Price perception has a direct influence on customer satisfaction of 0.256 with a p value of (0.000 < 0.05) on the Amos output written ***, and a cr value of 4.645≥1.96. Therefore, it can be concluded that there is a significant influence between price perception and customer satisfaction. This means that Shopee's prices are very affordable and easily accessible to all levels of society, resulting in a significant increase in Shopee's user satisfaction.
H3 Accepted: There is a direct and significant influence of price perception on customer satisfaction.

The Influence of Digital Marketing (X1) on Customer Loyalty (Y)
Digital marketing has no direct influence on customer loyalty of 0.010 with a p value (0.856 ≥ 0.05) and cr value 0.181≤1.96. Therefore, it can be concluded that there is no significant influence between digital marketing and customer loyalty. This means that digital marketing strategies do not contribute to increased or decreased loyalty among Shopee users. Even if a customer is satisfied with Shopee's digital marketing strategies, it doesn't necessarily mean they will become loyal and continue using Shopee.
H4 Accepted: There is no direct influence between digital marketing and customer loyalty.

The Effect of Convenience (X2) on Customer Loyalty (Y)
The convenience variable does not have a direct influence on customer loyalty of 0.073 with a p value (0.186 ≥ 0.05) and cr value 1.321≤1.96. Therefore, it can be concluded that there is no significant effect between ease of use and customer loyalty. This means that the ease of use of both the Shopee website and app only affects user satisfaction. However, it does not significantly influence customer loyalty. Therefore, even though ease of use, whether in transactions, searching for products, or obtaining desired products, is not enough to build customer loyalty.
H5 Accepted: There is no direct and significant influence between convenience and customer loyalty.

The Influence of Price Perception (X3) on Customer Loyalty (Y)
Price perception has a direct influence on customer loyalty of 0.175 with a p-value of (0.002 < 0.05) and a cr value of 3.078. Therefore, it can be concluded that there is a significant influence between price perception and customer loyalty. This means that in addition to the prices set by Shopee being very affordable and easily accessible to all levels of society, Shopee provides promotions, discounts, and various price cuts in the form of vouchers and games that are packaged very attractively.
H6 Accepted: There is a direct and significant influence on price perception on customer loyalty.

The Influence of Customer Satisfaction (Z) on Customer Loyalty (Y)
Customer satisfaction has a direct influence on customer loyalty of 0.213 with a p-value of (0.000 < 0.05) in the Amos output written ***, and a cr value of 3.830. So it can be interpreted that this shows that there is a significant influence between customer satisfaction and customer loyalty. This means that Shopee users who feel satisfied when shopping through Shopee will cause a significant increase for Shopee in user loyalty to the Shopee e-commerce platform.
H7 Accepted: There is a direct and significant influence between customer satisfaction and customer loyalty.

CONCLUSION
Based on the results of this study, the following conclusions can be drawn:
1. Direct digital marketing does not have a significant effect on customer satisfaction in purchasing clothes on Shopee.
2. Convenience has a direct positive and significant effect on customer satisfaction in purchasing clothes on Shopee.
3. Price perception has a direct positive and significant effect on customer satisfaction in purchasing clothing products on Shopee.
4. Partial direct digital marketing does not have a significant effect on customer loyalty in purchasing clothing products on Shopee.
5. Convenience does not directly have a significant effect on customer loyalty in purchasing clothing products on Shopee.
6. Price perception directly has a positive and significant influence on customer loyalty in purchasing clothing products on Shopee.
7. Customer satisfaction directly has a positive and significant effect on customer loyalty in purchasing clothing products on Shopee.
8. The dominant variable that influences customer loyalty in this research is the perception of good prices. Apart from that, price perception also has a direct influence on customer satisfaction and is the dominant variable in the direct influence between digital marketing and convenience

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