

Customer Loyalty in Indonesian Marketplaces: The Role of Online Customer Experience, Perceived Value, and E-Trust

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ABSTRACT

Purpose – This study examines the effect of online customer experience on customer loyalty through perceived value and e-trust in Indonesian marketplace platforms.

Design/methodology/approach – This study used a quantitative explanatory approach. Data were collected through an online questionnaire from 264 Indonesian marketplace users and analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS 3.2.9.

Findings/Results – The results show that online customer experience does not directly affect customer loyalty. However, online customer experience positively affects perceived value and e-trust, while perceived value and e-trust positively affect customer loyalty. Both perceived value and e-trust fully mediate the relationship between online customer experience and customer loyalty.

Originality/Value – This study shows that customer loyalty in marketplace platforms is not formed directly from online customer experience, but through perceived value and e-trust. The findings support the Stimulus-Organism-Response theory and Relationship Marketing Theory and provide practical insight for marketplace managers to strengthen customer loyalty by creating value and trust.

ARTICLE INFO

Keywords:

Online Customer Experience, Perceived Value, E-Trust, Customer Loyalty, Marketplace

Article Information:

Received: 17/06/2026

Revise: 08/07/2026

Accepted: 17/07/2026

ISSN:

2985-3168 (Online)

2985-3222 (Print)

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1. Introduction

The rapid development of digital technology has changed consumer behavior in Indonesia, particularly in how consumers search for information, compare products, and conduct purchasing activities. The growth of internet penetration has strengthened the role of digital platforms in everyday consumption. In 2024, internet users in Indonesia reached 221.5 million people, or 79.5 percent of the national population. This condition shows that digital connectivity has become an important foundation for the expansion of online shopping activities, including transactions through marketplace platforms.

The marketplace industry in Indonesia has also experienced significant growth. The value of marketplace transactions increased from IDR 206 trillion in 2019 to IDR 487 trillion in 2024, indicating that marketplace platforms have become one of the main channels of digital consumption. However, the increase in transaction value does not necessarily reflect strong customer loyalty toward a particular platform. The marketplace industry is characterized by intense competition, low switching costs, and the availability of various platform alternatives. Consumers can easily compare prices, promotions, delivery costs, product availability, seller reputation, product information, and service quality before deciding which platform to use. As a result, maintaining customer loyalty has become a strategic challenge for marketplace companies.

This issue is increasingly relevant because marketplace platforms are no longer limited to transaction channels. They have developed into digital ecosystems that integrate product search, entertainment content, social interaction, digital payment, and logistics services. The presence of various platforms, such as Shopee, TikTok Shop, Tokopedia, Lazada, Blibli, and Facebook Marketplace, shows that consumers have multiple alternatives in fulfilling their online shopping needs. In this environment, consumers are not necessarily attached to one platform because they can switch to another platform that offers better prices, stronger promotions, easier transactions, more reliable sellers, or stronger post-purchase protection.

Customer loyalty is important for marketplace companies because loyal customers tend to repurchase, continue using the same platform, recommend the platform to others, and support long-term business performance. In the digital marketplace context, loyalty is not only influenced by transaction frequency, but also by the quality of consumers' experience when interacting with the platform. Online customer experience includes visual appearance, intellectual stimulation, social interaction, pragmatic benefits, and emotional responses during the shopping process. A positive online customer experience may encourage consumers to perceive the platform as valuable and trustworthy. Conversely, unclear information, complicated transactions, poor service quality, weak seller reliability, and ineffective problem resolution may encourage consumers to switch to competing platforms.

Previous studies have examined the relationship between online customer experience and customer loyalty, but the findings remain inconsistent. Several studies found that positive online customer experience strengthens consumers' willingness to repurchase, continue using the same platform, and recommend it to others. However, other studies reported that customer experience does not directly affect loyalty. Many previous studies have focused mainly on the direct effect of online customer experience on loyalty, while others have examined mediation mechanisms in general e-commerce contexts or through a single mediator. These studies provide important insights, but they do not fully explain why online customer experience may fail to directly generate loyalty in a competitive marketplace

environment where consumers frequently compare platforms before making purchase decisions.

This study addresses this gap by examining perceived value and e-trust as parallel mediating variables in the relationship between online customer experience and customer loyalty. Perceived value represents consumers' cognitive evaluation of whether the benefits obtained from a marketplace are equal to or greater than the costs, time, effort, and risks incurred. E-trust represents consumers' belief that the platform is reliable, secure, honest, and capable of resolving transaction problems. These two variables are important because marketplace transactions involve uncertainty, limited direct interaction with sellers, reliance on digital payment systems, product information accuracy, delivery reliability, and consumer protection. Therefore, customer loyalty may not be formed directly from online customer experience, but through consumers' evaluation of value and trust after using the platform.

The novelty of this study lies in explaining customer loyalty in the Indonesian marketplace context as comparative, transactional, and multi-platform. Unlike studies that position online customer experience as a direct driver of loyalty, this study argues that online customer experience is necessary but not sufficient to create loyalty. Consumers may enjoy a positive shopping experience but still switch to other platforms when they perceive better economic value, stronger promotions, more trusted sellers, safer transactions, or more reliable services. Thus, this study contributes to the literature by explaining why online customer experience does not automatically lead to loyalty and by showing that loyalty in marketplace platforms is evaluation-driven and trust-dependent.

The purpose of this study is to examine the effect of online customer experience on customer loyalty through perceived value and e-trust in the Indonesian marketplace industry. Specifically, this study seeks to test whether online customer experience directly affects customer loyalty and whether perceived value and e-trust mediate this relationship. This study integrates the Stimulus-Organism-Response theory and Relationship Marketing Theory to explain the formation of customer loyalty. Online customer experience is positioned as the stimulus, perceived value and e-trust as internal consumer evaluations, and customer loyalty as the behavioral response. From a practical perspective, this study provides insights for marketplace companies in developing customer retention strategies by improving digital shopping experience, strengthening perceived value, and building consumer trust.

2. Literature Review & Hypothesis Development

2.1 Theoretical Framework

This study is grounded in the Stimulus-Organism-Response (S-O-R) theory and Relationship Marketing Theory. The S-O-R theory explains that consumer behavior is formed through a sequential process in which external stimuli are received, internally evaluated, and subsequently translated into behavioral responses. In the context of this study, online customer experience is positioned as the stimulus because it represents the external cues experienced by consumers when interacting with marketplace platforms, such as platform appearance, navigation ease, information clarity, social interaction, transaction convenience, and emotional engagement. Perceived value and e-trust are positioned as organism variables because both represent internal consumer evaluations after receiving the marketplace experience. Perceived value reflects a cognitive evaluation of benefits, costs, time, and effort, while e-trust reflects consumers' psychological confidence in platform security, reliability, integrity, and problem-solving capability. Customer loyalty is positioned as the response

because it reflects consumers' willingness to repurchase, continue using the same marketplace, and recommend the platform to others.

Relationship Marketing Theory complements the S-O-R framework by explaining customer loyalty as the outcome of a long-term relationship between consumers and firms. In digital marketplaces, relationships between consumers and platforms are built through repeated, consistent, valuable, and trustworthy interactions. Therefore, loyalty does not emerge only from a single shopping experience, but from the accumulation of positive experiences that create value and trust. This theoretical integration strengthens the argument that online customer experience may influence customer loyalty directly and indirectly through perceived value and e-trust.

To avoid conceptual overlap, this study distinguishes the four constructs based on their theoretical position in the S-O-R framework. Online customer experience refers to the external interaction stimulus that consumers receive when using marketplace platforms, such as visual appearance, information display, social interaction, transaction convenience, and emotional experience. Perceived value refers to consumers' cognitive evaluation of whether the benefits obtained from the platform exceed the costs, time, effort, and risks incurred. E-trust refers to consumers' psychological belief that the platform is reliable, secure, honest, and capable of resolving transaction problems. Customer loyalty refers to the attitudinal and behavioral response reflected in repurchase intention, continued platform use, and willingness to recommend the platform. Therefore, although these constructs are related, they represent different stages in the consumer decision process. This distinction is important because similar marketplace features may generate different theoretical meanings depending on their position in the consumer decision process: as experience stimuli, value evaluation, trust formation, or loyalty response.

2.2 Online Customer Experience and Customer Loyalty

Online customer experience refers to the overall experience perceived by consumers during their interaction with an online shopping platform, from information search and product evaluation to transaction and post-purchase activities. In marketplace platforms, customer experience is especially important because consumers cannot evaluate products directly before purchasing. Thus, platform design, product information, ease of use, service quality, social interaction, and emotional responses become important factors in shaping consumers' evaluation of the platform.

Previous studies show that online customer experience can influence customer loyalty. Zaid and Patwayati (2021), Yin and Xu (2021), and Cachero-Martínez and Vázquez-Casielles (2021) found that positive online shopping experience strengthens customer loyalty. However, other studies, such as Giao et al. (2020) and Pires et al. (2025), found that customer experience does not directly influence loyalty. These inconsistent findings indicate a research gap in the direct relationship between online customer experience and customer loyalty. Therefore, it is necessary to examine not only the direct effect but also the internal mechanisms that explain how online customer experience may lead to loyalty.

In the Indonesian marketplace context, the relationship between online customer experience and customer loyalty needs to be understood within a highly comparative and transactional consumer environment. Marketplace users often evaluate several platforms before making a purchase decision by comparing prices, free shipping offers, discount programs, flash sales, product availability, seller ratings, customer reviews, payment options such as cash on delivery, and return policies. The development of TikTok Shop also shows that marketplace

competition is increasingly shaped by social commerce, where entertainment content, live interaction, and product discovery are integrated into the shopping process. These conditions indicate that a positive online customer experience may attract consumers and make the shopping process more convenient, but it may not be sufficient to create loyalty if other platforms offer stronger economic value, more trusted sellers, easier payment options, or better post-purchase protection. Therefore, marketplace loyalty in Indonesia is likely to be comparative, value-sensitive, and trust-dependent, rather than being determined solely by consumers' experience with platform features.

Based on the S-O-R theory, online customer experience acts as a stimulus that can influence consumers' behavioral response in the form of loyalty. Relationship Marketing Theory also explains that positive and consistent interactions can strengthen long-term consumer relationships with marketplace platforms. Therefore, the following hypothesis is proposed:

H1: Online customer experience has a positive and significant effect on customer loyalty.

2.3 Online Customer Experience and Perceived Value

Perceived value refers to consumers' evaluation of the benefits received compared with the sacrifices made, including money, time, effort, and risk. In marketplace platforms, perceived value may be formed when consumers experience convenience, clear information, attractive offers, efficient transactions, and satisfactory services. A positive online customer experience enables consumers to evaluate that the benefits obtained from the platform are equal to or greater than the sacrifices required.

Prior studies support the relationship between online customer experience and perceived value. Yulianto (2022) found that cognitive and affective online customer experience can increase perceived value, while Rahardja et al. (2021) confirmed that customer experience positively affects perceived value in social commerce. In the S-O-R framework, perceived value represents consumers' cognitive evaluation after receiving the stimulus of online customer experience. Therefore, the following hypothesis is proposed:

H2: Online customer experience has a positive and significant effect on perceived value.

2.4 Perceived Value and Customer Loyalty

Perceived value is an important determinant of customer loyalty because consumers tend to remain loyal when they believe that a platform provides benefits that exceed the sacrifices made. In the marketplace context, consumers with high perceived value are more likely to repurchase, continue using the same platform, and recommend it to others. This is because the platform is perceived as beneficial, efficient, and capable of meeting consumer expectations.

Previous studies have shown that perceived value positively affects customer loyalty. Peña-García et al. (2018), Molinillo et al. (2020), and Alkufahy et al. (2023) demonstrated that consumers with higher perceived value are more likely to develop loyalty toward online shopping platforms. Based on the S-O-R theory, perceived value functions as an organism variable that converts marketplace experience into loyalty-related responses. Relationship Marketing Theory also supports this relationship because long-term customer relationships are more likely to be maintained when consumers continuously perceive value from the platform. Therefore, the following hypothesis is proposed:

H3: Perceived value has a positive and significant effect on customer loyalty.

2.5 Online Customer Experience and E-Trust

E-trust refers to consumers' belief that an online platform is reliable, secure, honest, and capable of fulfilling its promises. In marketplace transactions, trust is crucial because consumers face uncertainty related to product quality, payment security, personal data

protection, delivery, and complaint handling. A positive online customer experience can strengthen e-trust when consumers perceive that the platform provides accurate information, secure transactions, consistent services, and effective problem resolution.

Studies by Khan et al. (2020) and Sahin et al. (2017) show that customer or brand experience positively influences trust. These findings indicate that consumers use their experience as a basis for assessing whether a platform is credible and reliable. In the S-O-R framework, e-trust represents an internal psychological evaluation formed after consumers experience marketplace stimuli. Therefore, the following hypothesis is proposed:

H4: Online customer experience has a positive and significant effect on e-trust.

2.6 E-Trust and Customer Loyalty

E-trust is a key factor in building customer loyalty in online marketplaces. Consumers who trust a platform are more likely to feel secure in conducting repeated transactions and maintaining their relationship with the platform. Trust reduces uncertainty and perceived risk, thereby encouraging consumers to continue using the same marketplace and recommend it to others.

Previous studies support the positive effect of e-trust on loyalty. Brilliant and Achyar (2013), Chalirafi et al. (2021), and Al-Adwan et al. (2020) found that trust significantly influences loyalty in online shopping and marketplace contexts. Relationship Marketing Theory also emphasizes trust as a fundamental element in maintaining long-term relationships between consumers and companies. Therefore, the following hypothesis is proposed:

H5: E-trust has a positive and significant effect on customer loyalty.

2.7 The Mediating Role of Perceived Value

The relationship between online customer experience and customer loyalty may be mediated by perceived value. A positive online customer experience can increase consumers' perception that the platform provides meaningful benefits, such as convenience, efficiency, clear information, emotional satisfaction, and economic value. When consumers perceive high value, they are more likely to continue using the same marketplace and make repeat purchases.

This mediating mechanism is consistent with the S-O-R framework. Online customer experience acts as the stimulus, perceived value acts as the organism or internal cognitive evaluation, and customer loyalty acts as the response. Empirical support is also provided by studies showing that online customer experience influences perceived value and that perceived value influences customer loyalty. Therefore, perceived value is expected to explain how online customer experience contributes to customer loyalty.

H6: Perceived value mediates the effect of online customer experience on customer loyalty.

2.8 The Mediating Role of E-Trust

E-trust may also mediate the relationship between online customer experience and customer loyalty. A positive experience with a marketplace platform can build consumer trust when the platform is perceived as secure, reliable, transparent, and responsive in resolving consumer problems. Once trust is formed, consumers are more likely to repeat purchases and maintain their relationship with the platform.

This mediation is theoretically supported by the S-O-R framework, in which online customer experience serves as the stimulus, e-trust functions as the organism, and customer loyalty represents the response. Relationship Marketing Theory further explains that trust is essential for sustaining long-term relationships. Thus, online customer experience may not only directly influence loyalty, but may also shape loyalty through the development of e-trust.

H7: E-trust mediates the effect of online customer experience on customer loyalty.

2.9 Conceptual Model

Based on the literature review and hypothesis development, this study proposes a parallel mediation model. Online customer experience is positioned as the independent variable, customer loyalty as the dependent variable, while perceived value and e-trust serve as parallel mediating variables. The model is considered appropriate because perceived value and e-trust represent two different internal mechanisms. Perceived value reflects consumers' cognitive evaluation of benefits and sacrifices, whereas e-trust reflects consumers' belief in platform reliability and security. Both mechanisms may simultaneously explain how online customer experience leads to customer loyalty in the Indonesian marketplace industry.

3. Methodology

3.1 Research Design

This study was conducted in the context of marketplace platforms in Indonesia. A marketplace is a digital platform in the form of a website or mobile application that connects sellers and buyers within an online transaction ecosystem. Through marketplace platforms, consumers can search for product information, compare prices, read customer reviews, make payments, and monitor delivery processes. The marketplace context was selected because consumer interactions with platforms occur entirely in a digital environment. Therefore, consumer experience in using marketplace platforms is highly relevant for explaining perceived value, e-trust, and customer loyalty.

Indonesia was chosen as the research location because it has a large and growing digital market. The increasing number of internet users, the broad geographical distribution of consumers, and the rapid development of marketplace transactions indicate that Indonesia provides a relevant setting for examining customer loyalty in digital commerce. Marketplace competition in Indonesia is also highly dynamic because consumers can choose among several platforms, such as Shopee, TikTok Shop, Tokopedia, Lazada, Blibli, and Facebook Marketplace. The availability of multiple alternatives allows consumers to switch platforms easily when their shopping experience, perceived value, or trust does not meet expectations. This study applied a quantitative approach with an explanatory research design. The quantitative approach was used because the variables were measured using structured questionnaire items and analyzed through statistical procedures. The explanatory design was considered appropriate because this study aimed to test and explain the direct and indirect effects of online customer experience on customer loyalty through perceived value and e-trust. Online customer experience was positioned as the independent variable, customer loyalty as the dependent variable, while perceived value and e-trust were positioned as parallel mediating variables.

3.2 Population and Sample

The target population of this study consisted of marketplace users in Indonesia who had purchased through the same marketplace platform at least twice within the last three months. This criterion was used because repeated purchasing behavior within a certain period indicates that respondents had sufficient experience to evaluate online customer experience, perceived value, e-trust, and customer loyalty. The unit of analysis was individual marketplace users who had direct experience in using marketplace platforms for online shopping activities.

This study used a non-probability sampling technique with a purposive sampling approach. Purposive sampling was selected because the study required respondents with specific characteristics that were relevant to the research objectives. Respondents were required to meet three criteria. First, they had purchased through the same marketplace platform at least twice within the last three months. Second, they were at least 18 years old. Third, they were domiciled in Indonesia. These criteria were applied to ensure that respondents had sufficient marketplace experience and were able to provide relevant evaluations of the research variables.

The minimum sample size was determined using the item-based approach proposed by Hair et al. (2017), which recommends multiplying the number of indicators by five to ten when the population size is unknown. This study used 37 measurement items across four constructs. Referring to the item-based sample size approach, the minimum sample size was determined by multiplying the number of measurement items by five. Therefore, the minimum required sample size was 185 respondents. The final sample consisted of 264 valid respondents, exceeding the minimum requirement and considered adequate for PLS-SEM analysis. Although the sample size met the statistical requirement, the respondent profile should be considered when interpreting the findings. The sample was dominated by young consumers aged 18–29 years and respondents from Java. This composition indicates that the findings may represent active digital consumers more strongly than the broader population of marketplace users in Indonesia. Therefore, the results should be interpreted in the context of marketplace users who are relatively familiar with digital shopping activities, while broader generalization to all Indonesian marketplace users should be made carefully.

3.3 Data Collection

This study used primary data collected through an online questionnaire. The questionnaire was distributed using Google Forms through several digital channels, including social media, marketplace-related communities, and direct messages to marketplace users in Indonesia. Online distribution was considered appropriate because the research focused on consumer behavior in digital marketplace platforms. This method enabled the researcher to reach respondents from different regions in Indonesia and to collect data from individuals who had direct experience with online marketplace transactions.

To ensure that respondents met the research criteria, the questionnaire included screening questions at the beginning of the form. Respondents were asked to confirm whether they were at least 18 years old, domiciled in Indonesia, and had purchased through the same marketplace platform at least twice within the last three months. Respondents who did not meet these criteria were not included in the final sample. This screening process was conducted to maintain the relevance and quality of the data because the study required respondents who had sufficient experience in using marketplace platforms.

In completing the questionnaire, respondents were instructed to refer to the marketplace platform they used most frequently. This instruction was important because customer loyalty is platform-specific. Therefore, respondents evaluated their online customer experience, perceived value, e-trust, and customer loyalty based on one main marketplace platform rather than marketplace platforms in general.

The questionnaire was designed as a closed-ended instrument. Respondents were required to select answers from predetermined response options based on their actual experience and perceptions. Before completing the questionnaire, respondents were informed about the purpose of the study and were asked to answer all items honestly based on their experience

in using marketplace platforms. The use of an online questionnaire was also consistent with the digital context of the study, as marketplace users are generally familiar with online platforms and digital communication channels.

Before the main survey was conducted, the questionnaire was reviewed to ensure that the wording of each item was clear, relevant, and understandable for marketplace users. This process focused on the clarity of statements, suitability of wording, and relevance of the measurement items to the Indonesian marketplace context. A pilot test was then carried out with 30 marketplace users who met the research criteria. The pilot test aimed to assess whether the questionnaire items were understandable and appropriate for measuring the research variables. The results of the pilot test were used to refine the questionnaire before it was distributed for the main data collection.

3.4 Measures

All variables in this study were measured using a five-point Likert scale, ranging from 1 for “strongly disagree” to 5 for “strongly agree.” The Likert scale was used because it allows respondents to indicate the degree of their agreement with each statement. Higher scores indicated stronger perceptions of online customer experience, perceived value, e-trust, and customer loyalty. The use of a structured scale was considered appropriate because this study employed a quantitative explanatory approach and tested the relationships among latent variables.

The measurement items were adapted from previous studies to ensure theoretical relevance and construct validity. Online customer experience was adapted from Cachero-Martínez and Vázquez-Casielles (2021), perceived value from Sweeney and Soutar (2001), e-trust from Al-Ma’aitah and Al-Hashem (2019), and customer loyalty from Zaid and Patwayati (2021). The items were adjusted to the context of Indonesian marketplace platforms while maintaining the original conceptual meaning of each construct. This adaptation was necessary because the original items were developed in different research contexts, while this study specifically examined marketplace users in Indonesia.

Online customer experience was measured using five indicators, namely visual experience, intellectual experience, social experience, pragmatic experience, and emotional experience. This construct consisted of 13 items that reflected consumers’ interaction with marketplace platforms, including platform appearance, information processing, social interaction, transaction practicality, and emotional responses during online shopping.

Perceived value was measured using four indicators, namely emotional value, social value, functional value related to price, and functional value related to performance and quality. This construct consisted of 8 items that captured consumers’ evaluation of the benefits received compared with the sacrifices made.

E-trust was measured using four indicators, namely credibility, integrity, benevolence, and orientation to resolve problems. This construct consisted of 10 items that reflected consumers’ belief that the marketplace platform is reliable, honest, secure, concerned with consumer interests, and capable of resolving transaction problems.

Customer loyalty was measured using two indicators, namely attitudinal loyalty and behavioral loyalty. This construct consisted of 6 items that reflected consumers’ willingness to continue using the same marketplace, repurchase through the platform, and recommend it to others.

Table 1. Measurement Items

Construct	Indicator	Code	Item Statement	Source
Online Customer Experience (X)	Visual	OCE1	The marketplace platform I use looks attractive.	Cachero-Martínez & Vázquez-Casielles (2021)
		OCE2	The advertisements on the marketplace platform I use are well organized.	
		OCE3	The language used on the marketplace platform I use is easy to understand.	
	Intellectual	OCE4	The marketplace platform I use makes me interested in continuing to explore it.	
		OCE5	The marketplace platform I use inspires me in choosing products.	
		OCE6	The marketplace platform I use allows me to share reviews with other users.	
	Social	OCE7	The marketplace platform I use allows me to view reviews from other users.	
		OCE8	The marketplace platform I use helps me identify trends through reviews from other users.	
		OCE9	The services on the marketplace platform I use make the purchasing process more practical.	
	Pragmatic	OCE10	The marketplace platform I use offers more attractive discounts than other platforms.	
		OCE11	Promotional information on the marketplace platform I use is clearly presented.	
		OCE12	I feel enthusiastic when exploring the marketplace platform I use.	
	Emotional	OCE13	I feel entertained when exploring the marketplace platform I use.	
Perceived Value (Z1)	Emotional Value	PV1	The marketplace platform I use makes me feel comfortable when shopping.	Sweeney & Soutar (2001)
		PV2	The marketplace platform I use makes me feel happy when shopping.	
	Social Value	PV3	Using the marketplace platform makes me feel aligned with the shopping habits in my social environment.	
		PV4	Using the marketplace platform makes me feel that I am following current shopping trends.	
	Functional Value – Price	PV5	The marketplace platform I use provides price value that is consistent with the shopping benefits I receive.	
		PV6	The marketplace platform I use makes the shopping process more economical than other shopping channels.	
	Functional Value – Performance and Quality	PV7	The marketplace platform I use presents information accurately.	
		PV8	The marketplace platform I use meets my expectations in the purchasing process.	
E-Trust (Z2)	Credibility	ET1	I believe that the marketplace platform I use has adequate capability to serve users.	Al-Ma'aitah & Al-Hashem (2019)
		ET2	I trust that the marketplace platform I use has good capability in managing offers.	
		ET3	The marketplace platform I use provides services efficiently.	

Customer Loyalty (Y)	Integrity	ET4	I trust that the marketplace platform I use provides service information that reflects the actual conditions.	Zaid & Patwayati (2021)
		ET5	I trust that the marketplace platform I use delivers services in accordance with the information provided.	
	Benevolence	ET6	The marketplace platform I use attempts to adjust its services to users' needs.	
		ET7	The marketplace platform I use attempts to improve its services for user convenience.	
	Orientation to Resolve Problems	ET8	I believe that the marketplace platform I use follows up on problems experienced by users.	
		ET9	The marketplace platform I use provides assistance when I experience purchasing problems.	
		ET10	I can easily submit complaints when I experience problems on the marketplace platform I use.	
		CL1	I intend to make another purchase through the marketplace platform I use.	
	Attitudinal Loyalty	CL2	I will continue to choose the marketplace platform I use even though other platforms are available.	
		CL3	I am willing to recommend the marketplace platform I use to others.	
	Behavioral Loyalty	CL4	I have made repeat purchases through the marketplace platform I use.	
		CL5	I consistently choose the same marketplace platform when shopping.	
		CL6	I have shared my shopping experience through the marketplace platform I use with others.	

Source: Data Processing, 2026

To avoid conceptual overlap among the variables, each construct was positioned based on its theoretical role in the Stimulus-Organism-Response framework. Online customer experience was treated as the external stimulus received by consumers when interacting with marketplace platforms. Perceived value was treated as a cognitive evaluation of the benefits and sacrifices associated with using the platform. E-trust was treated as a psychological belief regarding platform reliability, integrity, security, and problem-solving capability. Customer loyalty was treated as the attitudinal and behavioral response that emerges after consumers evaluate their marketplace experience. Therefore, although the constructs are related, they represent different stages in the consumer decision-making process.

4. Result and Discussion

4.1 Respondent Profile

The final sample consisted of 264 marketplace users in Indonesia who had purchased through the same marketplace platform at least twice within the last three months. The questionnaire was distributed online through Google Forms using social media, marketplace-related communities, and direct messages to respondents who met the research criteria. Respondents provided demographic information grouped by gender, age, highest educational attainment, occupation, monthly income, monthly marketplace expenditure, and domicile. The next part summarizes the tabulated respondent characteristics.

Table 2. Respondent Profile

Category	Classification	Frequency	Percentage
Gender	Male	113	42.80%
	Female	151	57.20%
Age	18–29 years old	174	65.90%
	30–45 years old	73	27.70%
	46–61 years old	15	5.70%
	> 61 years old	2	0.80%
Highest Level of Education	Senior High School	87	33.00%
	Diploma	19	7.20%
	Bachelor's Degree	113	42.80%
	Master's Degree	37	14.00%
	Doctorate	8	3.00%
Monthly Income	< IDR 2,000,000	61	23.10%
	> IDR 2,000,000–IDR 5,000,000	137	51.90%
	> IDR 5,000,000–IDR 10,000,000	53	20.10%
	> IDR 10,000,000	13	4.90%
Monthly Marketplace Expenditure	< IDR 250,000	61	23.10%
	> IDR 250,000–IDR 500,000	95	36.00%
	> IDR 500,000–IDR 750,000	37	14.00%
	> IDR 750,000–IDR 1,000,000	32	12.10%
	> IDR 1,000,000	39	14.80%
Domicile	Java	153	58.00%
	Sumatra	48	18.20%
	Kalimantan	21	8.00%
	Bali and Nusa Tenggara	19	7.20%
	Sulawesi	16	6.10%
	Papua and Maluku	7	2.70%

Source: Data Processing, 2026

Female respondents formed the larger share of the sample, with 151 respondents or 57.2%. By age, most respondents were 18–29 years old, totaling 174 respondents or 65.9%, indicating that the sample was dominated by young consumers who are familiar with digital shopping activities. In terms of education, bachelor's degree holders represented the largest group, with 113 respondents or 42.8%. Based on occupation, students formed the largest share, with 111 respondents or 42.0%. For monthly income, most respondents earned between IDR 2,000,000 and IDR 5,000,000, accounting for 137 respondents or 51.9%. Regarding monthly marketplace expenditure, the largest group spent between IDR 250,000 and IDR 500,000, with 95 respondents or 36.0%. By domicile, respondents were dominated by users from Java, totaling 153 respondents or 58.0% of the sample.

Table 3. Shopping Characteristics of Respondents

Category	Classification	Frequency	Percentage
Most Frequently Used Marketplace	Shopee	104	39.40%
	TikTok Shop	79	29.90%
	Tokopedia	63	23.90%
	Lazada	5	1.90%
	Blibli	4	1.50%
	Facebook Marketplace	9	3.40%
Most Frequently Purchased Product Category	Fashion and Accessories	97	36.70%
	Beauty and Personal Care	71	26.90%
	Electronics and Gadgets	14	5.30%
	Food and Beverages	52	19.70%
	Health and Medicine	7	2.70%
	Digital Products and Services	23	8.70%
Monthly Purchase Frequency	< 2 times	68	25.80%
	3–5 times	119	45.10%
	6–10 times	52	19.70%
	> 10 times	25	9.50%

Source: Data Processing, 2026

Based on shopping characteristics, Shopee was the most frequently used marketplace platform, with 104 respondents or 39.4%, followed by TikTok Shop with 79 respondents or 29.9% and Tokopedia with 63 respondents or 23.9%. The most frequently purchased product category was fashion and accessories, with 97 respondents or 36.7%, followed by beauty and personal care products with 71 respondents or 26.9%. In terms of purchase frequency, most respondents made three to five purchases per month through marketplace platforms, totaling 119 respondents or 45.1%. These findings indicate that the respondents had sufficient marketplace shopping experience to evaluate online customer experience, perceived value, e-trust, and customer loyalty.

4.2 Measurement Model

The measurement model was evaluated to ensure that the indicators were valid and reliable in measuring the research constructs. The assessment included convergent validity, discriminant validity, composite reliability, Cronbach's alpha, and Average Variance Extracted. These tests were conducted before evaluating the structural model to ensure that the relationships among constructs were tested using appropriate measurement instruments.

4.3 Convergent Validity

Convergent validity was assessed using the loading factor and Average Variance Extracted values. The loading factor indicates the extent to which each item represents its latent construct. A loading factor above 0.70 is generally preferred, while values between 0.50 and 0.70 can still be accepted in certain research conditions. In this study, all indicators of online customer experience, perceived value, e-trust, and customer loyalty had loading factor values above 0.70. Therefore, all items met the convergent validity requirement and were considered valid indicators of their respective constructs.

Table 4. Loading Factor

Constructs	Item	Loading Factor
Online Customer Experience (X)	OCE1	0.805
	OCE2	0.829
	OCE3	0.811
	OCE4	0.816
	OCE5	0.792
	OCE6	0.800
	OCE7	0.816
	OCE8	0.814
	OCE9	0.790
	OCE10	0.802
	OCE11	0.807
	OCE12	0.832
	OCE13	0.823
Perceived Value (Z1)	PV1	0.766
	PV2	0.751
	PV3	0.751
	PV4	0.800
	PV5	0.799
	PV6	0.788
	PV7	0.760
	PV8	0.765
E-Trust (Z2)	ET1	0.804
	ET2	0.795
	ET3	0.802
	ET4	0.789
	ET5	0.832
	ET6	0.789
	ET7	0.814
	ET8	0.782
	ET9	0.766
	ET10	0.769
Customer Loyalty (Y)	CL1	0.766
	CL2	0.797
	CL3	0.811

CL4	0.765
CL5	0.792
CL6	0.803

Source: Data Processing, 2026

4.4 Discriminant Validity

Discriminant validity was assessed to ensure that each construct was empirically distinct from the other constructs in the model. This test is important because online customer experience, perceived value, e-trust, and customer loyalty are conceptually related but theoretically different. Online customer experience represents consumers' interaction with the marketplace platform, perceived value reflects consumers' cognitive evaluation of benefits and sacrifices, e-trust reflects consumers' psychological belief in platform reliability and integrity, and customer loyalty reflects consumers' attitudinal and behavioral response.

The discriminant validity assessment showed that each indicator had a higher loading value on its own construct than on other constructs. This indicates that the indicators of online customer experience measured online customer experience more strongly than perceived value, e-trust, or customer loyalty. Similarly, the indicators of perceived value, e-trust, and customer loyalty loaded more strongly on their respective constructs than on other constructs. Therefore, the measurement model met the discriminant validity requirement. This result confirms that the constructs used in this study were empirically distinguishable and appropriate for testing the proposed mediation model.

Table 5. Cross Loading

Item	OCE (X)	PV(Z1)	ET (Z2)	CL (Y)
OCE1	0.805	0.527	0.450	0.395
OCE2	0.829	0.557	0.531	0.457
OCE3	0.811	0.491	0.532	0.470
OCE4	0.816	0.521	0.507	0.482
OCE5	0.792	0.492	0.461	0.370
OCE6	0.800	0.520	0.519	0.447
OCE7	0.816	0.564	0.471	0.454
OCE8	0.814	0.543	0.498	0.461
OCE9	0.790	0.552	0.515	0.480
OCE10	0.802	0.574	0.505	0.487
OCE11	0.807	0.555	0.487	0.464
OCE12	0.832	0.519	0.505	0.434
OCE13	0.823	0.577	0.504	0.459
PV1	0.522	0.766	0.395	0.535
PV2	0.535	0.751	0.461	0.473
PV3	0.559	0.751	0.419	0.485
PV4	0.458	0.800	0.339	0.514
PV5	0.536	0.799	0.396	0.539

PV6	0.508	0.788	0.445	0.507
PV7	0.492	0.760	0.356	0.425
PV8	0.489	0.765	0.378	0.457
ET1	0.487	0.384	0.804	0.499
ET2	0.487	0.403	0.795	0.531
ET3	0.541	0.471	0.802	0.543
ET4	0.471	0.371	0.789	0.520
ET5	0.513	0.428	0.832	0.521
ET6	0.491	0.399	0.789	0.520
ET7	0.506	0.418	0.814	0.559
ET8	0.458	0.411	0.782	0.514
ET9	0.507	0.432	0.766	0.522
ET10	0.425	0.384	0.769	0.483
CL1	0.395	0.494	0.572	0.766
CL2	0.404	0.459	0.532	0.797
CL3	0.461	0.503	0.543	0.811
CL4	0.444	0.529	0.490	0.765
CL5	0.498	0.527	0.487	0.792
CL6	0.439	0.509	0.478	0.803

Source: Data Processing, 2026

4.5 Reliability

Reliability was evaluated using Cronbach's alpha and composite reliability. A construct is considered reliable when both values exceed 0.70. The results show that all constructs met the reliability criteria. Online customer experience had a Cronbach's alpha value of 0.956 and a composite reliability value of 0.961. Perceived value had a Cronbach's alpha value of 0.903 and a composite reliability value of 0.922. E-trust had a Cronbach's alpha value of 0.935 and a composite reliability value of 0.945. Customer loyalty had a Cronbach's alpha value of 0.879 and a composite reliability value of 0.908. These results indicate that all constructs had strong internal consistency and were reliable for further analysis.

Table 6. Cronbach's Alpha, Composite Reliability, and Average Variance Extracted

Constructs	CA	CR	AVE
Online Customer Experience (X)	0.956	0.961	0.657
Perceived Value (Z1)	0.903	0.922	0.597
E-Trust (Z2)	0.935	0.945	0.631
Customer Loyalty (Y)	0.879	0.908	0.622

Source: Data Processing, 2026

4.6 Structural Model

Inner model analysis was conducted to examine the relationships among the research constructs by considering the coefficient of determination (R-square/R²), t-statistics, and the

significance values of the structural path coefficients. The structural model was evaluated through the R^2 values of the endogenous constructs, namely perceived value, e-trust, and customer loyalty. The R^2 results are presented in Table 7.

Table 7. R Square

Constructs	R Square
Perceived Value (Z1)	0.442
E-Trust (Z2)	0.380
Customer Loyalty (Y)	0.554

Source: Data Processing, 2026

The R^2 value for perceived value was 0.442, meaning that 44.2% of its variance is explained by online customer experience. This value indicates moderate explanatory power. E-trust obtained an R^2 value of 0.380, meaning that 38.0% of its variance is explained by online customer experience. This result indicates low to moderate explanatory power. Customer loyalty recorded an R^2 value of 0.554, meaning that 55.4% of its variance is explained by online customer experience, perceived value, and e-trust. This value is categorized as moderate. Overall, these results show that the structural model has an adequate ability to explain the endogenous constructs in the study.

Effect size was evaluated using the F-square (f^2) value to determine the contribution of each exogenous construct to the endogenous constructs. The f^2 value shows whether the effect of a predictor construct on an endogenous construct is small, medium, or large. Based on Hair et al. (2017), f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively. The f^2 results are presented in Table 8.

Table 8. F Square

Path	F Square
OCE - CL	0.001
OCE - PV	0.791
PV-CL	0.189
OCE-ET	0.612
ET-CL	0.255

Source: Data Processing, 2026

The F^2 value for the effect of online customer experience on customer loyalty was 0.001, indicating that online customer experience had a very weak or negligible direct effect on customer loyalty. This result supports the previous finding that online customer experience did not directly influence customer loyalty. The f^2 value for the effect of online customer experience on perceived value was 0.791, indicating a large effect. This means that online customer experience made a strong contribution to explaining perceived value. The f^2 value for the effect of perceived value on customer loyalty was 0.189, indicating a medium effect. Furthermore, the f^2 value for the effect of online customer experience on e-trust was 0.612, indicating a large effect. This shows that online customer experience strongly contributed to the formation of e-trust. Meanwhile, the f^2 value for the effect of e-trust on customer loyalty was 0.255, indicating a medium effect. Overall, these results show that online customer experience has a stronger effect on perceived value and e-trust than on customer loyalty.

directly, while perceived value and e-trust provide meaningful contributions to explaining customer loyalty.

Predictive relevance was assessed using the Q-square (Q^2) value to determine whether the model had predictive relevance for the endogenous constructs. Based on Hair et al. (2017), a model is considered to have predictive relevance when the Q^2 value is greater than zero. Conversely, a Q^2 value below zero indicates that the model does not have adequate predictive relevance. The Q^2 value in this study was calculated as follows:

$$Q^2 = 1 - (1 - 0.442) (1 - 0.380) (1 - 0.554)$$

$$Q^2 = 1 - (0.558) (0.620) (0.446)$$

$$Q^2 = 1 - 0.1543$$

$$Q^2 = 0.8457$$

Based on the calculation above, the Q^2 value in this study was 0.8457, which is greater than zero. This result indicates that the model has predictive relevance. In other words, the endogenous constructs in this study can be predicted by the exogenous constructs included in the model. The value of 0.8457 also shows that the model has strong predictive capability in explaining the relationships among online customer experience, perceived value, e-trust, and customer loyalty. Therefore, the structural model can be considered relevant and appropriate for predicting customer loyalty in Indonesian marketplace platforms.

4.7 Hypothesis Testing

Direct Effects

The direct-effect test examined the effect of online customer experience on customer loyalty (H1), perceived value (H2), and e-trust (H4), as well as the effect of perceived value (H3) and e-trust (H5) on customer loyalty. The hypothesis testing was conducted using the bootstrapping procedure in SmartPLS. A hypothesis was supported when the t-statistic was greater than 1.96 and the p-value was lower than 0.05.

Table 9. Direct Effects

Hypothesis	Original Sample	t Statistics	P Values	2.5% CI	97.5% CI	Result
H1 (OCE – CL)	0.026	0.421	0.674	-0.103	0.143	Not Supported
H2 (OCE – PV)	0.665	14.337	0.000	0.552	0.745	Supported
H3 (PV – CL)	0.396	6.915	0.000	0.288	0.513	Supported
H4 (OCE – ET)	0.616	10.603	0.000	0.485	0.716	Supported
H5 (ET – CL)	0.436	8.572	0.000	0.322	0.533	Supported

Source: Data Processing, 2026

The direct effect results show that online customer experience had no significant direct effect on customer loyalty, with a path coefficient of 0.026, a t-statistic of 0.421, and a p-value of 0.674. Therefore, H1 was not supported. This finding indicates that a positive online customer experience does not automatically make consumers loyal to one marketplace platform.

Online customer experience had a positive and significant effect on perceived value, with a path coefficient of 0.665, a t-statistic of 14.337, and a p-value of 0.000. Therefore, H2 was supported. This means that better online customer experience increases consumers' perceived value of marketplace platforms. Perceived value also had a positive and significant effect on

customer loyalty, with a path coefficient of 0.396, a t-statistic of 6.915, and a p-value of 0.000. Therefore, H3 was supported.

Furthermore, online customer experience had a positive and significant effect on e-trust, with a path coefficient of 0.616, a t-statistic of 10.603, and a p-value of 0.000. Therefore, H4 was supported. E-trust also had a positive and significant effect on customer loyalty, with a path coefficient of 0.436, a t-statistic of 8.572, and a p-value of 0.000. Therefore, H5 was supported. Among all direct paths, online customer experience had the strongest effect on perceived value, while e-trust had a stronger direct effect on customer loyalty than perceived value.

Indirect Effects (Mediation)

Mediation testing was conducted to examine whether perceived value and e-trust mediated the relationship between online customer experience and customer loyalty. The mediation effects were assessed using the bootstrapping procedure by examining the indirect path coefficient, t-statistic, and p-value.

Table 10. Indirect Effects

Hypothesis	Original Sample	t Statistics	P Values	2.5% CI	97.5% CI	Result
H6 (OCE– PV– CL)	0.263	6.047	0.000	0.176	0.351	Full Mediation
H7 (OCE– ET– CL)	0.269	5.913	0.000	0.175	0.362	Full Mediation

Source: Data Processing, 2026

The mediation results show that perceived value significantly mediated the relationship between online customer experience and customer loyalty, with an indirect path coefficient of 0.263, a t-statistic of 6.047, and a p-value of 0.000. Therefore, H6 was supported. This result indicates that online customer experience increases customer loyalty through perceived value. In other words, consumers are more likely to become loyal when their experience with a marketplace platform is evaluated as valuable.

E-trust also significantly mediated the relationship between online customer experience and customer loyalty, with an indirect path coefficient of 0.269, a t-statistic of 5.913, and a p-value of 0.000. Therefore, H7 was supported. This result indicates that online customer experience increases customer loyalty through e-trust. Consumers are more likely to remain loyal when their experience with a marketplace platform strengthens their belief that the platform is reliable, secure, honest, and capable of resolving transaction problems.

The mediation effects were categorized as full mediation because the direct effect of online customer experience on customer loyalty was not significant, while the indirect effects through perceived value and e-trust were significant. This means that online customer experience does not directly produce customer loyalty. Instead, customer loyalty is formed when online customer experience is translated into perceived value and e-trust. This result strengthens the argument that loyalty in Indonesian marketplace platforms is not experience-driven alone, but value-driven and trust-dependent. E-trust showed a slightly stronger mediating effect than perceived value, as indicated by its higher indirect path coefficient. This result suggests that trust is a particularly important mechanism in converting online customer experience into customer loyalty. E-trust may have a slightly stronger mediating effect because marketplace transactions involve higher perceived uncertainty, including payment security, product mismatch, delivery delay, seller reliability, and complaint resolution. Therefore, trust becomes a decisive psychological mechanism that converts customer experience into loyalty.

4.8 Discussion

The results indicate that online customer experience has no significant direct influence on customer loyalty. In the Indonesian marketplace context, this finding can be understood through the comparative and transactional nature of consumer behavior. A positive online shopping experience, such as attractive platform design, useful product information, social interaction through reviews, practical services, and enjoyable emotional responses, may make the shopping process easier and more pleasant. However, these elements do not automatically make consumers loyal to one marketplace platform because users have many alternatives and relatively low switching barriers. Before making a purchase, consumers often compare prices, discount programs, shipping subsidies, product availability, seller ratings, customer reviews, payment options, security, and return policies across different platforms. Therefore, marketplace loyalty is not formed merely because consumers like the platform interface or enjoy the shopping process. Loyalty depends on whether the experience is translated into clear perceived value and trustworthy transactions. This explains why online customer experience has no significant direct effect on customer loyalty, while perceived value and e-trust fully mediate the relationship. This interpretation is consistent with Giao et al. (2020) and Pires et al. (2025), who also reported that customer experience does not always directly influence customer loyalty.

The analysis also indicates that online customer experience significantly improves perceived value. This means that a better online shopping experience can strengthen consumers' evaluation of the benefits they receive from using marketplace platforms. Clear visual design, relevant information, helpful customer reviews, practical transaction processes, and positive emotions during platform use can make consumers feel that the marketplace provides benefits that are equal to or greater than the costs, time, effort, and risks incurred. This relationship is especially relevant in marketplace platforms because consumers evaluate not only prices and promotions, but also convenience, efficiency, information quality, and transaction support. This result is aligned with Yulianto (2022) and Rahardja et al. (2021), who found that customer experience contributes to perceived value in digital commerce contexts.

Perceived value is also shown to have a significant positive effect on customer loyalty. Consumers with stronger perceived value are more likely to repurchase, continue using the same marketplace, and recommend their shopping experience to others. In this study, perceived value reflects emotional, social, economic, and functional benefits. When consumers believe that a marketplace offers useful features, reasonable prices, efficient transactions, reliable performance, and benefits that meet their expectations, they have stronger reasons to remain loyal. In a competitive marketplace environment, perceived value becomes an important rational basis for loyalty because consumers tend to stay with platforms that provide higher benefits than sacrifices. This finding corresponds with Peña-García et al. (2018), Molinillo et al. (2020), and Alkufahy et al. (2023), who showed that perceived value strengthens customer loyalty.

The results further demonstrate that online customer experience significantly strengthens e-trust. This implies that consumers' trust in marketplace platforms is built through their direct experience when using the platform. A marketplace that provides clear information, practical services, secure transactions, helpful reviews, and responsive support can increase consumers' confidence in the platform. This is important because online shopping involves uncertainty, such as product mismatch, payment risk, delivery delay, data privacy concerns, and complaint-handling problems. Therefore, positive online customer experience helps

consumers perceive the platform as more credible, reliable, transparent, and capable of supporting safe transactions. This result supports Sahin et al. (2017) and Khan et al. (2020), who explained that customer experience can improve trust in digital and service contexts.

E-trust also has a significant positive effect on customer loyalty. Consumers who trust a marketplace platform are more likely to conduct repeat purchases, maintain platform preference, and recommend the platform to other consumers. In this study, e-trust is reflected through credibility, integrity, benevolence, and orientation to resolve problems. The finding shows that consumers are more loyal when they believe that the platform is secure, honest, reliable, concerned about consumer interests, and able to provide assistance when transaction problems occur. This relationship is important because trust reduces perceived risk in online transactions. When consumers feel safe and confident, they are more willing to continue using the same marketplace. This finding is consistent with Chalirafi et al. (2021), Brilliant and Achyar (2013), and Al-Adwan et al. (2020), who found that trust plays an important role in strengthening customer loyalty.

The mediation test indicates that perceived value fully mediates the relationship between online customer experience and customer loyalty. In other words, online customer experience does not directly increase customer loyalty; instead, it first strengthens perceived value, which subsequently supports loyalty. This pattern can be explained through the Stimulus-Organism-Response theory. Online customer experience acts as the stimulus, perceived value acts as the organism, and customer loyalty acts as the response. A positive marketplace experience must be internally evaluated as valuable before it can generate loyalty. Consumers may enjoy using a marketplace, but they become loyal only when they perceive that the platform provides practical benefits, economic advantages, efficient transactions, and reliable service quality. Thus, perceived value serves as a central pathway connecting online customer experience and customer loyalty.

E-trust also fully mediates the link between online customer experience and customer loyalty. This means that online customer experience contributes to loyalty indirectly by strengthening consumers' trust in the platform. A positive experience with platform appearance, information clarity, reviews, transaction convenience, and service support can build consumer confidence in the marketplace. Once trust is formed, consumers feel more secure in conducting repeated transactions and are more willing to maintain their relationship with the platform. This finding supports the Stimulus-Organism-Response theory and Relationship Marketing Theory. From the S-O-R perspective, e-trust functions as an internal psychological mechanism that transforms experience into loyalty. From the Relationship Marketing perspective, loyalty is formed through continuous relationships built on value, confidence, and trust. Thus, this study confirms that online customer experience contributes to customer loyalty when it is accompanied by strong perceived value and e-trust.

4.9 Practical Implications

The findings provide practical implications for marketplace managers by showing that customer loyalty cannot be built only by improving online customer experience. The insignificant direct effect of online customer experience on customer loyalty indicates that platform appearance, ease of use, social interaction, and emotional experience are important, but they must be converted into perceived value and e-trust before they can generate loyalty. Therefore, marketplace platforms need to design customer experience strategies that produce clear benefits and reduce transaction uncertainty. In practical terms, this can be done through transparent pricing, relevant promotions, shipping-related benefits, accurate product

information, secure payment systems, reliable delivery, responsive complaint handling, seller accountability, and consistent post-purchase support. These strategies are aligned with the finding that customer loyalty is value-driven and trust-dependent rather than merely experience-driven.

The implications should also be understood according to the characteristics of each marketplace platform. For Shopee, which was the most frequently used platform among respondents, loyalty strategies should focus on maintaining perceived value through attractive promotions, shipping benefits, product variety, transparent prices, and efficient transaction processes. However, promotional intensity should also be supported by seller quality control, accurate product information, and reliable complaint handling so that consumers do not only visit the platform for discounts but also trust the platform for repeated transactions. For TikTok Shop, customer loyalty may be strengthened through social commerce mechanisms, such as entertainment content, product discovery, creator-based promotion, and live shopping interaction. Nevertheless, because content-driven shopping may increase impulse purchases, TikTok Shop needs to strengthen seller credibility, product accuracy, payment security, and return procedures to convert social and emotional experience into trust. For Tokopedia, the practical focus should be on seller reliability, transaction security, clear product information, and consistency of service because these aspects can strengthen e-trust and perceived value in a more information-oriented marketplace environment. For Lazada and Blibli, which had smaller respondent representation in this study, loyalty strategies may be directed toward service reliability, product authenticity, delivery consistency, and after-sales support. These platforms can strengthen customer loyalty by positioning themselves as reliable marketplaces that reduce perceived risk and provide clear protection throughout the purchase process. For Facebook Marketplace, the main implication is the need to strengthen trust mechanisms because transactions in this platform may involve more direct interaction between buyers and sellers. Therefore, verification of sellers, transaction safety, transparent communication, complaint channels, and user protection are important to reduce uncertainty and encourage repeat usage. Overall, marketplace managers should not treat customer experience as an isolated interface issue. Customer experience should be managed as part of a broader ecosystem of value and trust, because consumers in Indonesian marketplace platforms can easily compare alternatives and switch to platforms that offer better benefits, safer transactions, and more reliable services.

5. Conclusion and Suggestion

This study concludes that online customer experience does not directly influence customer loyalty in Indonesian marketplace platforms. Although consumers may experience attractive platform design, useful information, social interaction, practical services, and positive emotional responses, these experiences alone are not sufficient to make them consistently loyal to one marketplace platform. In a highly competitive digital marketplace, loyalty requires more than a positive shopping experience. Consumers need to perceive clear value and trust the platform before deciding to repurchase, continue using the same marketplace, and recommend it to others. This finding confirms that online customer experience supports customer loyalty through perceived value and e-trust, not through a direct path.

Theoretically, this study strengthens the Stimulus-Organism-Response theory and Relationship Marketing Theory by showing that customer loyalty is formed through internal consumer evaluation. Online customer experience functions as the stimulus, perceived value

and e-trust function as organism variables, and customer loyalty functions as the response. Empirically, this study provides evidence that perceived value and e-trust fully mediate the relationship between online customer experience and customer loyalty, thereby helping explain why previous studies have reported inconsistent findings regarding the direct effect of customer experience on loyalty. Practically, marketplace managers and sellers should not only improve platform appearance and usability, but also create real value and trust through transparent prices, relevant promotions, practical services, secure payment systems, reliable product information, responsive complaint handling, and effective problem resolution.

6. Limitations and Future Research

Several limitations should be considered when interpreting the findings. First, this study did not compare each marketplace platform in depth, but only described the distribution of platforms used by respondents, such as Shopee, TikTok Shop, Tokopedia, Lazada, Blibli, and Facebook Marketplace. Therefore, the findings may not fully represent platform-specific characteristics, including service features, promotional strategies, payment systems, delivery services, product categories, and user behavior. Second, the model only included online customer experience, perceived value, e-trust, and customer loyalty, while other relevant variables such as electronic word of mouth, online customer review, price, and promotion were beyond the scope of this study. Third, this study used a cross-sectional design and purposive sampling through an online questionnaire, with respondents dominated by users from Java and consumers aged 18 to 29 years. These conditions may limit the ability of the study to explain changes in consumer loyalty over time and may affect the generalizability of the findings to broader marketplace users in Indonesia.

Future studies should compare specific marketplace platforms using proportional samples to identify whether the relationships among online customer experience, perceived value, e-trust, and customer loyalty differ across platforms. Further research may also apply multigroup analysis, add relevant variables as independent, mediating, or moderating variables, and use longitudinal designs to observe how consumer perceptions and loyalty change across different purchasing stages. Future studies are also encouraged to use a more balanced sampling design by considering geographical distribution, age groups, income levels, and marketplace usage intensity. Expanding the research scope, variables, methods, and sample characteristics would strengthen the generalizability, validity, and theoretical contribution of research on customer loyalty in Indonesian marketplace platforms.

Acknowledgement

The author expresses gratitude to everyone who supported the completion of this study. Appreciation is given to the academic supervisors for their guidance, feedback, and support throughout the research process. The author also thanks the marketplace users in Indonesia who participated as respondents in this study. Lastly, sincere thanks are offered to family, colleagues, and others who provided encouragement and assistance during the preparation of this article.

Declaration of AI and AI-assisted technologies in the writing process

During the preparation of this work, the author used Humata AI to assist in reading, summarizing, and analyzing previous studies, particularly in identifying relevant theories,

methods and findings research gaps. After using these tools, the author reviewed and edited the content as needed and takes full responsibility for the content of the publication.

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