

Research Article

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The Effect of Service Quality, Trust and Customer Satisfaction on Customer Loyalty in Online Shopping Applications

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Abstract: Service quality an important crucial role in marketing strategies that online shopping app companies can implement by providing the best facilities for their users to foster trust and satisfaction, leading to consumer loyalty. This study aimed to determine the greatest influence on customer loyalty. This quantitative study employed a purposive sampling technique, distributed through questionnaires to 170 online shopping app users aged 17–65 years in the Greater Jakarta area. Primary data analysis was conducted using the Structural Equation Modeling (SEM) method. The results of this study indicate that service quality does not impact customer loyalty. Service quality impacts customer satisfaction and trust, while trust impacts customer satisfaction. Customer satisfaction impacts customer loyalty. Trust has the greatest direct influence on customer satisfaction. This study contributes to online shopping app companies in maintaining and improving service quality, which can be seen from several factors formed from each consumer complaint in an optimal and measurable manner. For further research, the researcher suggests expanding the research area and seeking objects in other fields.

Keywords: Service Quality, Trust, Customer Satisfaction, Customer Loyalty.

Introduction

In the world of online shopping, service quality refers to consumers' overall assessment of e-service quality in the virtual marketplace (Zehir et al., 2014). Service quality is also referred to as a customer's overall impression of the relative efficiency of an organization and its services (Su et al., 2016). While service quality has been linked to various positive customer behaviors, this relationship is not always straightforward. While this issue has been a focus of interest for both researchers and practitioners for years, it has received increasing attention in recent decades (Abdullahi & Wan Yusoff, 2019). Meeting all consumer needs requires a tool known as service quality. Afterward, companies strive to earn customer trust and acceptance, leading to the final decision to purchase the products offered by the company (Anche & Fransisca, 2023). Research on service quality in online shopping applications is crucial in Jakarta, Indonesia. This is due to the increasing prevalence of online shopping among the public, which has now become the main choice in meeting various consumer needs.

Using a value chain perspective indicates that both customer satisfaction and customer identification with a company are significantly influenced by the perceived value of quality service provided to customers (Su et al., 2016). Credibility trust reflects customers' confidence in the service company's ability to provide high-quality service. Meanwhile, heart trust relates to customers' confidence in the company's ability to offer competent and reliable service (Kandampully et al., 2016). In contrast to the cognitive nature of perceived value, Lin (2015) argues that the level of customer satisfaction is an emotional and psychological evaluation of the individual consumer's experience. Several outcomes of customer satisfaction have been identified by researchers, such as brand credibility, relationship continuity, brand advocacy, and greater purchase share (Rather & Hollebeek, 2019; Shams et al., 2020).

According to Goh & Okumus (2020), increased customer satisfaction opens up opportunities to increase purchase frequency, generate higher-value transactions, and gain positive word-of-mouth recommendations. Satisfied customers are more likely to spend more money, remain loyal (Chen, 2012), and provide positive recommendations about a business to others (Laroche et al., 2005; Adly, 2019). Loyalty can encompass behavioral or attitudinal dimensions, with repurchase intention as a behavior and brand advocacy as an attitude (Rather, 2018). Customers are considered loyal if they frequently shop at a particular location. This consistency can be described as when a customer makes at least two purchases within a certain period (Paramartha & Syah, 2020).

Several previous studies have shown a positive or significant relationship between service quality and customer loyalty in luxury hotels, with a survey of 313 respondents in Ghana (Anabila et al., 2022). Furthermore, research by Prentice et al. (2020) found that service quality is positively or significantly related to customer satisfaction. Cheunkamon et al. (2022) found that service quality is positively or significantly related to trust. Furthermore, research by Saleem et al. (2017) found that trust is positively or significantly related to customer satisfaction in the airline industry in Pakistan. Meanwhile, research by Satti et al. (2022) found that customer satisfaction is positively or significantly related to customer loyalty.

However, previous research conducted by Agarwal & Dhingra., (2023) at the end of the study suggested conducting research with other variables and in other industries. Therefore, this study attempts to add the trust variable in the e-commerce industry to this study and uses service quality as a vocal variable in online shopping applications. Previous research was conducted in the cloud industry in India in March 2023, while this research will be conducted in the e-commerce industry in the Jakarta area, Indonesia in 2024. Based on the explanation above, this study aims to prove the influence between service quality, trust, customer satisfaction in online shopping, especially in the Shopee, Tokopedia, and Lazada applications on customer loyalty. This research is expected to be a guideline for e-commerce, especially in the Shopee, Tokopedia, and Lazada applications, in providing service quality and trust to customers, with the aim of making customers feel loyal.

Literature Review

Service Quality

Service Quality is an important aspect that companies or organizations offering products or services must have because by assessing the quality of service provided to customers, companies or organizations can measure the level of performance that has been achieved (Fadlilah et al., 2019). Service Quality is defined as a measure of service that meets customer needs and involves comparing customer expectations with their perceptions of actual service performance (Karani et al., 2019). Service Quality, the company's ability to provide services that meet and exceed customer needs and expectations, is known as service quality (Rather & Camilleri, 2019). Service Quality has been interpreted as a relationship for many years, service quality has been widely recognized as a requirement for customer satisfaction (Luo et al., 2020).

Trust

According to Lenggono et al. (2019), trust is defined as the belief that others can be trusted and will result in strong, fair, and profitable cooperation. Buechner (2020) states that trust is a relationship between people that can indicate boundaries and normative expectations for mutual understanding within a context of trust. Trust is an important component in the formation of relationships and social structures, and is at the heart of successful transactions and exchanges in a business-to-business context (Kivijärvi & Virta,

2021). According to Laparojkit & Suttipun (2021), trust can be defined as the level of readiness of a person to work with a reliable company that has a low risk for its customers. Trust according to Cole et al. (2021) is a general understanding of trust that crosses disciplinary boundaries.

Customer Satisfaction

According to research conducted by Han et al. (2018), customer satisfaction can be defined as cumulative satisfaction, consisting of customers' final assessments based on their experiences with a brand or product. Customer satisfaction is the sum of customers' perceptions, evaluations, and psychological reactions to their experiences with a product or service, determining customer satisfaction (Benoit et al., 2020). Customer satisfaction is a method for achieving customer loyalty, while customer satisfaction is the process of building deeper relationships with customers (Ho & Chung, 2020). Meanwhile, customer satisfaction can be defined as feelings such as joy, happiness, curiosity, surprise, and various other expressions, according to (Lai et al., 2021). Customer satisfaction is important because customer satisfaction improves reputation through the satisfaction of potential customers (Syah & Wijoyo, 2021).

Customer Loyalty

Saulina & Syah (2018) define customer loyalty as a customer's commitment to frequently return to a store and purchase goods under various circumstances. This definition is also recognized by Githiri (2018), who states that customer loyalty is associated with repeat purchasing behavior and recommendations of goods or services to others. Research on customer loyalty is when someone purchases goods or services repeatedly and then recommends them to others (Paramartha & Syah, 2020). According to Arghashi et al. (2021), customer loyalty is a customer's commitment to purchase goods or services again in the future. Meanwhile, according to Jusuf (2023), customer loyalty is the result of repeat purchases made by consumers because they consider all the experiences they have when using a product or service from a particular source.

Hypothesis Development

Relationship between Service Quality and Customer Loyalty

The emergence of customer loyalty is greatly influenced by how they assess and expect the service they receive. Service that exceeds customer expectations will increase loyalty (Elizar et al., 2020). Research conducted by Anabila et al. (2022) shows that customer satisfaction has a positive effect on customer loyalty in the hospitality industry in Ghana. Meanwhile, a study by Esmailpour et al. (2022) found that service quality has a positive effect on customer loyalty in the transportation industry in Australia. A similar study was conducted by Nadhifa et al. (2023) who found a positive effect of service quality on customer loyalty in the BCA banking industry in Indonesia. Similarly, Supriyanto et al. (2021) also proved that service quality has a positive effect on customer loyalty in the Indonesian banking sector. Based on this description, the following hypothesis is proposed:

H₁: Service Quality has a positive effect on Customer Loyalty

Relationship between Service Quality and Customer Satisfaction

Customer satisfaction is essentially the result of comparing customer expectations with their actual experiences. When the service provided by a company meets or even exceeds expectations, customer satisfaction levels will increase (Anabila et al., 2022). In this context, service quality is a major factor

influencing satisfaction, as good service can create a sense of comfort, trust, and added value for customers (Zena, 2021). Research by Sun and Pan (2023) also found that service quality has a positive impact on customer satisfaction in the self-service fitness industry in China. Similarly, Anabila et al. (2022) demonstrated a positive effect of service quality on customer satisfaction in the hospitality industry in Ghana. Furthermore, Bashir et al. (2023) revealed that service quality has a positive impact on customer satisfaction in the banking industry in Bangladesh. The same finding was also found by Gonu et al. (2023), who showed that service quality has a positive effect on customer satisfaction in the banking sector. Based on the discussion above, the following hypothesis is proposed:

H₂: Service Quality has a positive effect on Customer Satisfaction

Relationship between Service Quality and Trust

Service quality is a key element influencing trust levels, as good service quality can reduce uncertainty, increase a sense of security, and strengthen customer confidence in a company (Cheng et al., 2019). A significant increase in service quality results in greater trust, which in turn increases customer loyalty (Anche & Fransisca, 2023). According to research conducted by Rasheed and Abadi (2014), service quality positively impacts trust in the service industry in Malaysia. A study by Song et al. (2019) found that service quality positively impacts trust in the Korean airline industry. Nguyen et al. (2021) conducted research in Vietnam, which found that good service quality positively impacts trust in bank chatbots. According to Cheng et al. (2019), service quality also positively impacts trust in Robo-Advisor applications in China. Based on the above discussion, the following hypothesis is proposed:

H₃: Service Quality has a positive effect on Trust

Relationship between Trust and Customer Satisfaction

Customers are more likely to be satisfied with their experiences when they have trust in a company or product, as they believe the product or service will meet their needs (Mahmoud et al., 2018). According to Guo et al. (2023), trust has a positive impact on customer satisfaction in the context of online shopping, based on a survey conducted in China. Research conducted by Nguyen et al. (2021) also found that trust positively impacts customer satisfaction in the healthcare industry, based on a survey in Vietnam. Furthermore, Alnaim et al. (2022) found that trust positively impacts customer satisfaction among hotel customers using online travel agents (OTA). Furthermore, Torrão and Teixeira (2023) also showed that trust positively impacts customer satisfaction in the telecommunications industry, based on a survey in Portugal. Based on the description above, the author assumes the following hypothesis:

H₄: Trust has a positive impact on Customer Satisfaction.

Relationship between Customer Satisfaction and Customer Loyalty

According to Gopalakrishna et al. (2019), when customers are satisfied with a product or service, they tend to have a positive attitude, which ultimately increases the desire to make repeat purchases, known as customer loyalty. A similar finding was found by Iqbal et al. (2021), who showed that customer satisfaction positively influences customer loyalty in the financial sector in Pakistan. Do et al. (2023) also found that consumers shopping through e-commerce platforms in Vietnam showed a positive relationship between customer satisfaction and customer loyalty. A similar finding was demonstrated by Khan et al. (2022), who confirmed that customer satisfaction positively influences customer loyalty in Pakistan. Meanwhile, Praja et al. (2023) through a survey in Indonesia proved that customer satisfaction positively

impacts customer loyalty in the aviation industry. Based on this description, the hypothesis proposed is as follows:

H₅: Customer Satisfaction has a positive influence on Customer Loyalty.

Based on the hypothesis framework above, the research model can be described as follows:

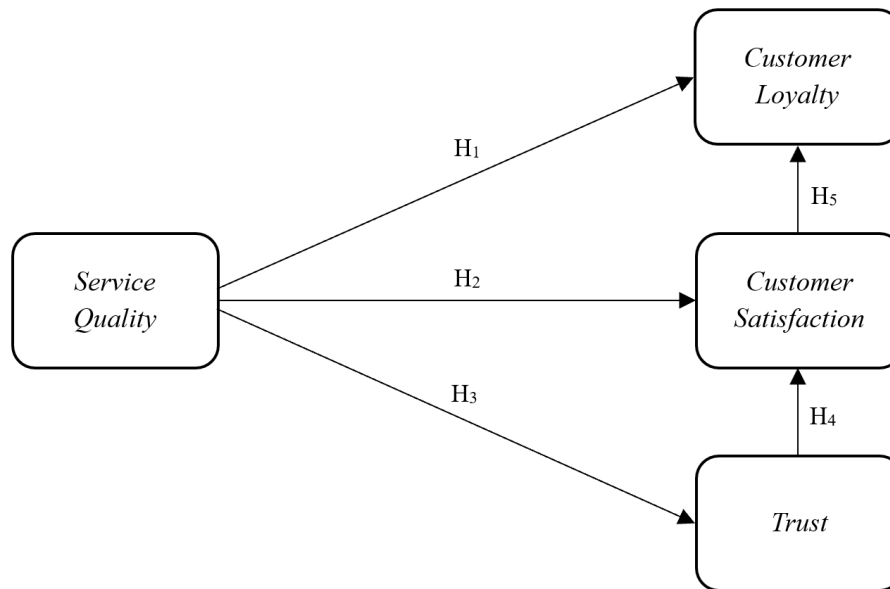


Figure 1. Research Model

Method

This research is a deductive research using a single quantitative method. Purposive sampling technique was used to collect samples through a questionnaire survey distributed online using Google Forms. The questionnaire was measured using a Likert scale with four answer options, from strongly disagree (STS) to strongly agree (SS). The service quality variable was measured using six statements from (Agarwal & Dhingra, 2023). The customer loyalty variable was measured using four statements from (Anabila et al., 2022). Furthermore, the customer satisfaction variable was measured using four statements from Anabila et al. (2022). Finally, the trust variable was measured using Sheikh et al. (2019) and contained three statements. The total questionnaire consisted of 17 statements.

The population and sample in this study are online shopping application users domiciled in the Greater Jakarta area who have used online shopping applications. The sampling technique used purposive sampling, so the sample will be selected with the criteria of men and women aged 17-65 years who use online shopping applications and have made purchases through Shopee, Tokopedia and Lazada in the last 1 month. The study collected samples by conducting a survey by distributing questionnaires. So that the results of the analysis are more complete. Therefore, this study requires a number of research samples five to ten times more than the number of questionnaire statements Hair et al. (2020), so that (17x10) 170 respondents are needed.

To determine the reliability and validity of the statements included in the questionnaire, this study conducted a pretest on 30 respondents, after which it was analyzed using SPSS analysis by looking at the values listed in the Kaiser Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA). Acceptable values are if the KMO and MSA values are more than 0.5 and the Component Matrix value is 1. Next, for

the reliability test, Cronbach's Alpha measurement was used with a value of more than 0.6 (Hair et al., 2019).

This study used Structural Equation Modeling (SEM) data analysis techniques with the help of SmartPLS software. Primary data obtained from 170 respondents were then analyzed through the outer model and inner model testing stages. Outer model testing was conducted to assess the quality of latent variable measurement indicators, which included convergent validity, discriminant validity, construct reliability (composite reliability and Cronbach's alpha), collinearity test (VIF), and the Adjusted R-Square value as a measure of the model's explanatory power. Meanwhile, inner model testing aimed to evaluate the relationship between latent variables in the structural model. This analysis was conducted by considering the p-value, t-statistic, and original sample estimate to determine the significance and direction of the relationship between variables. In addition, an evaluation of predictive relevance (Q^2) was also conducted to assess the model's predictive ability.

Result and Discussion

Based on the pretest results of 30 respondents, 17 statements from four variables in this study met the Kaiser-Meyer-Olkin (KMO) test and the Measures of Sampling Adequacy (MSA) value for each indicator was > 0.5 , so it was concluded that all variables and indicators of this study were valid and could be used for further analysis. Then, the reliability test can be seen from the Cronbach alpha value. Based on the calculation results, all questionnaire question indicators met the reliability test with a value > 0.6 , meaning that the research indicators are said to be reliable.

Respondents in this study were users of online shopping applications in Jabodetabek, based on the results of the distribution of online questionnaires via Google Form, 170 respondents were obtained consisting of 91 females or (53.3%) and 79 males (46.7%). Then the use of Online Shopping applications was dominated by Shopee as many as 83 people or (49.1%), Tokopedia application users as many as 54 people or (31.7%), Lazada users as many as 33 people or (19.2%). The age of respondents was dominated by 17-27 years as many as 112 people or (65.9%), 28-37 years as many as 37 people or (21.6%), 38-47 years as many as 12 people or (7.2%), 48-65 years as many as 9 people or (5.3%). Furthermore, the respondents' occupations were dominated by students/college students as many as 92 people or (53.9%), private employees as many as 25 people or (15%), self-employed as many as 25 people or (15%), civil servants as many as 12 people or (3.8%), and others as many as 16 people or (9.6%).

The convergent validity value can be determined by looking at the loading factor values in the outer loading table and also by looking at the Average Variance Extracted (AVE) value. According to Hair et al. (2021), the fixed values that must be met to measure convergent validity are > 0.7 for the loading factor value and > 0.5 for the AVE value. In this research, the results for 17 indicators showed that the loading factor value was > 0.7 , thus confirming that these 17 indicators were acceptable, and the AVE value was > 0.5 .

Discriminant validity describes the differences between one latent variable and another (Hair et al., 2021). Three methods can explain discriminant validity tests: the Fornell-Larckel criterion, cross-loading, and the heterotrait-monotrait ratio (HTMT). The Fornell-Larckel criterion states that a latent construct must better explain the variance of its own indicators than the variance of other latent constructs (Hair et al., 2021). All variables measured in this study met the criteria.

The Heterotrait-Monotrait Ratio (HTMT) is the ratio of the average correlation between measurement items on different variables compared to the geometric multiplication root of the average correlation

between items in the same variable. According to Henseler et al. (2015), a construct is said to have good discriminant validity if the HTMT value is < 0.90 . Based on the results of this study, all HTMT values between variables show numbers below 0.90, so it can be concluded that each research variable meets the criteria for discriminant validity.

The cross-loading value indicates the correlation between an indicator and its construct and other constructs. The correlation value of an indicator with its latent variable should be greater than its correlation value with other latent variables (Hair et al., 2021). Based on the calculation results, the overall cross-loading value for the measurement items for Service Quality, Customer Loyalty, Customer Satisfaction, and Trust has a stronger correlation with the main variable being measured compared to other variables, indicating that the variables have good discriminant validity.

The internal consistency reliability test in SEM-PLS can be measured by looking at the Composite Reliability (CR) value. According to Hair et al. (2021), the CR value can be said to be reliable if it has a value > 0.7 . Based on calculations, the results showed that all latent variables (constructs) in this study had a Composite Reliability value > 0.70 . Furthermore, collinearity between indicators is seen in the Collinearity Statistics (VIF) value. In the Outer VIF Value table, the VIF value < 5 indicates that the indicators do not have collinearity problems (Hair et al., 2021). Based on calculations, it shows that all indicators have VIF values < 5 , so all indicators do not experience multicollinearity problems.

The coefficient of determination explains the extent to which exogenous variables are able to explain endogenous variables. Based on calculations, it is known that the Service Quality, Trust, and Customer Satisfaction variables are able to explain the Customer Loyalty variable by 55.2%, while the remaining 47.8% is explained by other variables not examined in this study. The Service Quality and Trust variables are able to explain the Customer Satisfaction variable by 71.8%, while the remaining 28.2% is explained by other variables not examined in this study. Then the Service Quality variable is able to explain the Trust variable by 35.4%, while the remaining 64.6% is explained by other variables not examined in this study.

Inner Model Results (Hypothesis Testing)

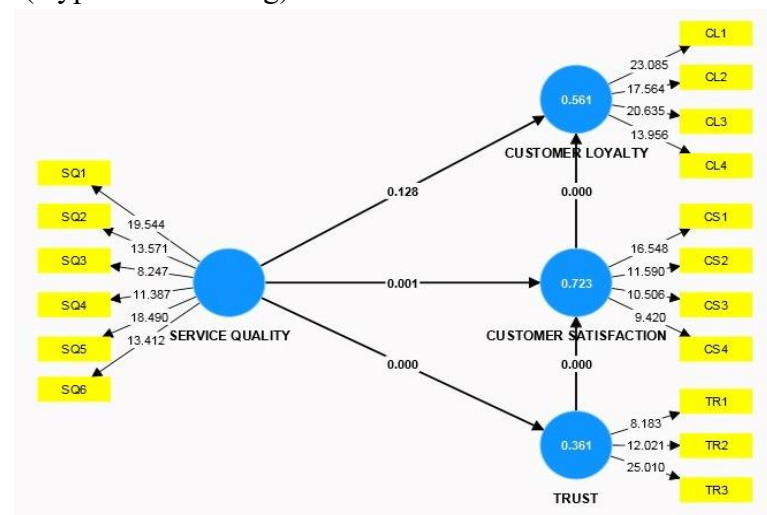


Figure 2. Hypothesis Test Results

The inner model (hypothesis test) of the study was conducted by examining the significance of the path coefficients. According to Hair et al. (2021), if the T-statistic value is greater than the T-table (1.960) at the 5% level, with a p-value < 0.05 , a significant effect can be observed. The direction of the relationship

can be determined by examining the original sample values. Based on the bootstrapping calculation results, the following table shows:

Table 1. Hypothesis Test Results

	Hypothesis	T Statistics (O/STDEV)	P Values	Information
SQ → CL	H ₁	1.136	0.128	Data do not support the hypothesis
SQ → CS	H ₂	3.272	0.001	Data Supports the Hypothesis
SQ → TR	H ₃	7.454	0.000	Data Supports the Hypothesis
TR → CS	H ₄	9.508	0.000	Data Supports the Hypothesis
CS → CL	H ₅	4.429	0.000	Data do not support the hypothesis

Source: Researcher-processed data findings, 2025

Inner model testing (hypothesis testing) by looking at the results of the path coefficient significance. If the T statistic value is greater than the T table (1.960) at the 5% level, with a p-value < 0.05, it can be said that there is a significant influence. Based on the table above, Hypothesis one tests the direct influence of Service Quality (SQ) on Customer Loyalty (CL). The T statistic result is 1.136, which is smaller than the T table (1.960) with a p-value of 0.128 > 0.05. This means that Service Quality can be said to have no influence on Customer Loyalty. Thus, H₁ cannot be accepted, while the direction of the relationship can be determined by looking at the original sample value. Hypothesis two tests the effect of Service Quality (SQ) on Customer Satisfaction (CS). The T statistic result is 3.272, which is greater than the T table (1.960) with a p-value of 0.001 < 0.05. Therefore, it can be said that there is a significant and positive effect between Service Quality and Customer Satisfaction. Thus, H₂ is accepted.

Hypothesis three tests the effect of Service Quality (SQ) on Trust (TR) obtained a T statistic of 7.454 greater than the T table (1.960) with a p-value of 0.000 < 0.05. then it can be said that there is a significant and positive influence between Service Quality on Trust. Thus H₃ is accepted. Hypothesis four tests the effect of Trust (TR) on Customer Satisfaction (CS) obtained a T statistic of 9.508 greater than the T table (1.960) with a p-value of 0.000 < 0.05. then it can be said that there is a significant and positive influence between Trust on Customer Satisfaction. Thus H₄ is accepted. Hypothesis five tests the effect of Customer Satisfaction (CS) on Customer Loyalty (CL) obtained a T statistic of 4.429 greater than the T table (1.960) with a p-value of 0.000 < 0.05. then it can be said that there is a significant and positive influence between Customer Satisfaction on Customer Loyalty. Thus H₅ is accepted.

The first finding in this study proves that service quality has no impact on customer loyalty among online shopping app users. Based on respondents' results, this is because customers cannot be loyal to a company if they have not first experienced satisfaction. Furthermore, because users still worry that the security of their data will be misused by service providers, service quality has no direct impact on customer loyalty. When the service quality received does not match what customers expect, feelings of disappointment will arise after comparing their expected perceptions with a product on the online shopping app, so customers tend to decrease their intention to use the app. If consumers are in need of what they want, they will switch to using another online shopping app. These findings are inconsistent with research

findings (Elizar et al., 2020; Esmailpour et al., 2022), which state that service quality has a significant and positive impact on customer loyalty.

Further research has shown that service quality can increase customer satisfaction among online shopping app users. This study demonstrated that high-quality service provided by online shopping apps contributes to customer satisfaction. The speed of information provided within online shopping apps can also contribute to customer satisfaction. Furthermore, when purchasing issues arise, online shopping app employees can handle customers professionally, which tends to increase customer satisfaction. The better consumers perceive service quality in online shopping apps, the higher their customer satisfaction. Safe and convenient transactions are also crucial in online shopping apps, as they contribute to consumer trust in a company. This study also demonstrates that consumers feel secure during transactions, leading to a sense of satisfaction. These findings align with previous research that suggests service quality impacts customer satisfaction (Bashir et al., 2023; Sun & Pan, 2023).

Furthermore, this study also successfully demonstrated that service quality can increase trust among online shopping app users. The service quality of online shopping apps used by consumers makes them a favorite and reliable platform, making the service provider trusted by its users. Service quality plays a crucial role in building consumer trust. The better the service quality provided by an online shopping app, the higher the trust placed in it by consumers. Consumers will give a positive assessment of the app and will continue to use it when needed. Furthermore, the results of constructive evaluations provided by consumers can be followed up by service providers so that consumers can fully trust the online shopping app. Therefore, this study shares similarities with previous research that states that service quality has an impact on trust (Cheng et al., 2019; Anche & Fransisca, 2023).

The following results show that trust can increase customer satisfaction in online shopping application users. This is seen from several aspects of consumer responses that trust in a product in an online shopping application tends to increase customer satisfaction, and will continue to use the service or product and even recommend it to others. Then the feeling of pleasure using the online shopping application because the features presented are of good quality and the positive impression on consumers creates a sense of satisfaction in the minds of consumers. This trust is made a top priority in an online shopping application strategy to be able to provide customer satisfaction for its users, so that it is in accordance with what consumers expect and always guarantees customer satisfaction. Thus, this finding is in line with previous research which states that trust has an impact on customer satisfaction (Mahmoud et al., 2018; Guo et al., 2023).

The final results of this study explain that customer satisfaction can increase customer loyalty. Judging from consumer responses, online shopping applications that are successful in the e-commerce industry and consistently innovate in every feature provided are the main factors in creating a loyal attitude in consumers towards online shopping applications. Consumers can also motivate someone to make purchases on the same online shopping application due to the positive impression they receive. Consumers can even recommend online shopping applications without being asked, because they feel they receive value that is truly commensurate with what they spend, thus generating a loyal attitude in consumers. If consumers are satisfied with the types of features they have received, they will lead to customer loyalty, because customer satisfaction plays a role in creating customer loyalty. Furthermore, customer loyalty provides encouragement in building strong relationships between companies and customers. Thus, these results align with previous research that states customer satisfaction has an impact on customer loyalty (Khan et al., 2022; Praja et al., 2023).

Closing

Conclusion

This study examines the influence of service quality, trust, and customer satisfaction on customer loyalty in online shopping applications as the object of research. This study explains how factors consisting of service quality and customer satisfaction influence customer loyalty. Based on the findings of this study, it can be concluded that to be able to improve service quality towards customer satisfaction in online shopping applications, service providers must listen to customer complaints and provide appropriate solutions. Furthermore, to be able to increase trust, online shopping application service providers must provide high security when conducting transactions related to the use of the application so that consumers can feel safe when making transactions on the application. Then, to be able to increase customer satisfaction, online shopping application service providers must pay attention to the features provided to create a positive impression for their users. Finally, to be able to increase customer loyalty, online shopping application service providers must be able to pay attention to several factors of service quality, trust, and customer satisfaction in an optimal and measurable manner.

Limitation

There are several limitations that can be improved and developed in this study. First, the respondents studied were online shopping app users, limited to respondents located in the Greater Jakarta area. As a result, these findings cannot represent all online shopping app users in Indonesia. Therefore, for future research, the researchers suggest expanding the respondent demographics for more comprehensive results. Second, the variables in this study still need development so that other variables related to this study can also be used with various factors. Therefore, for future research, the researchers suggest adding other variables.

Managerial Implications

This research has several managerial implications for improving customer loyalty. The research above reveals that service quality does not directly impact customer loyalty. Furthermore, service quality can directly impact customer satisfaction. Furthermore, service quality can directly impact trust. Trust can also directly impact customer satisfaction. Customer satisfaction can also directly impact customer loyalty.

The implications of the above conclusions include the possibility that this research can provide suggestions and input for online shopping app companies in developing marketing strategies. If companies want to increase customer loyalty, they can focus on addressing issues related to service quality, trust, and customer satisfaction. Therefore, companies can consider several aspects, including: First, always prioritizing service quality to consumers so that consumers trust the company's service quality, thus creating customer satisfaction. Second, a lack of discipline can prevent employees from performing optimally. Furthermore, the company's service quality should be tailored to customer needs to improve service quality and demonstrate the company's service excellence.

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