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# The Rise of Skywalker: The Critical Vehemence of Customer Loyalty inside the E-Commerce Platform

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## ABSTRACT

The electronic commerce is considered as a new concept, which is described as the process of product and service exchange in world-wide web, as well as, online information web. The use of e-commerce technology through internet helps people to expand the costumer's need on offered product or service that eventually the customer does not have to go directly to the store (offline visiting). The objective of this research is to explore the impact of satisfaction, trust, and commitment on the customer loyalty in e-commerce, particularly Tokopedia online store. Through the approach of quantitative research method, this study collects the data from people who are from Makassar, Indonesia, especially those who are as the undergraduate students. The collection data phase of this study also distributes 150 questionnaires to the said students and there are 87 filled and returned questionnaires that meet the requirement to be analyzed further. For theoretical implication, this study denotes that the customer satisfaction, trust, and commitment simultaneously play important role on customer loyalty with the score is 25.3%, however, this study interestingly finds that there is insignificant effect and negative role of customer trust on customer loyalty through the partial statistical test. The managerial contribution is also described in the particular section of this study.

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*Keywords: customer satisfaction, customer trust, customer commitment, customer loyalty, marketing, e-commerce, tokopedia*

## 1. INTRODUCTION

The development of transformation era has brought the electronic products become one of the primary needs that must be fulfilled by the people recently, and various levels of complexity in any under circumstance always make the life easier for society in order to carry out many daily tasks and other related primary people's needs. An individual, who can master the technology, will become a leader in this recent era that directly connects with the volatility, uncertainty, complexity and ambiguity situation. Fortunately, the internet is the most widely used tool in order to acquire any information, even in terms of entrepreneurship and online business. As such, electronic commerce or e-commerce becomes a new concept, which is described as the process of (a) buying and selling goods or services on the World Wide Web (www); and (b) product, service, and information exchange, through the information networks [1]. The use of e-commerce technology through internet helps people to expand the costumer's need on offered product or service that eventually the customer does not have to go directly to the store or offline visiting [2].

Furthermore, the customer satisfaction is something that is very valuable in every marketing aspects, especially in maintaining the existence of the customers in order to keep a business running [3]. Customers who are satisfied with the products or services, it later tends to drive the customer to repurchase such products or services from the same shop. In addition, trust, according the study of Zhang, Jun [4], is described as an individual's willingness to depend on other involved parties in the exchange. In the context of e-commerce, trust is a customer

35 belief that makes him/her become more vulnerable on the kindness of online sellers. Also,  
36 trust is an evaluation of one's relationship to other people who wants to carry out certain  
37 transactions based on the expectations, which occurs inside the uncertainty circumstance  
38 [5]. In line with such situation, the confident of customer in buying a product or service on  
39 Indonesia's Tokopedia e-commerce platform, accordingly becomes depends on the trust,  
40 given the fact that the trust is strongly needed between online buyer and online seller  
41 because there is a great number of risks may appear within online transaction i.e. fraud,  
42 scam, etc. [6].

43 Moreover, according to the study of Iglesias, Markovic [5], commitment is a mutual trust  
44 between the parties in a relationship, either implicitly or explicitly, that such relationship will  
45 continue and each of parties maintains the mutual trust and/or agreement. Likewise,  
46 commitment is also described as the customer's long-term orientation towards the business  
47 relationship [3, 4]. Additionally, the customer loyalty is also viewed as an individual's loyalty  
48 on a product or service. The customer loyalty is also the manifestation and continuity of  
49 customer satisfaction in applying any facility offered by the seller or company as well as to  
50 become, hopefully, a permanent customer/employee for the seller/company.

51 One of the many buyers' background is undergraduate student, who particularly belongs to  
52 the millennial generation, and he/she has a fairly active role in buying or purchasing a  
53 product and/or service at a particular e-commerce platform, which is Tokopedia. This is due  
54 to the multiple needs of such generation in fulfilling the daily campus activities, for example,  
55 buying a book, a pen, and so on. In addition, recently, the tendency of people to buy  
56 products is not just looking at the price offered but also looking at the quality on  
57 products/services offered, especially for the undergraduate students who are indeed looking  
58 for good quality and cheap products and/or services. Therefore, Tokopedia, which is from  
59 Indonesia, becomes one of many choices for the undergraduate students. Tokopedia  
60 provides many online shops that offer various needs and wants of the people, especially the  
61 needs and wants of the undergraduate students in Makassar, Indonesia.

62 Moreover, as the marketing strategy becomes one of the vital factors for the organization  
63 especially in maintaining and increasing the customer loyalty on product and/or service, this  
64 study suggests that the organization needs to focus on its customer, specifically on the  
65 customer satisfaction, trust, and commitment in order to support the marketing programs and  
66 all activities that later bring a positive impact on organization. Unfortunately, this study finds  
67 that, although, there are great numbers of literatures on customer satisfaction, trust, and  
68 commitment on customer loyalty, however, there are less studies conducted in South East  
69 Asian countries, especially in Indonesia Hence, this study aims to contribute into the body of  
70 knowledge through the observation of the role of customer satisfaction, customer trust, and  
71 customer commitment on customer loyalty in the context of e-commerce platforms, which  
72 particularly emphasizes on the online stores under Tokopedia that is one of e-commerce  
73 platforms from Indonesia. Following this phenomenon, to contribute theoretically as well as  
74 managerially, this study the aims to explore the role of customer satisfaction, customer trust,  
75 and customer commitment on the undergraduate students' loyalty through the usage of  
76 Tokopedia e-commerce platform.

77

## 78 **1.1 Customer Satisfaction**

79 Satisfaction is the level of a personal feelings after comparing the performance or final result  
80 of something, either such result meets the his/her personal expectations. Satisfaction is also  
81 viewed as a personal expectation that is expressed by a felling of pleasure or else a feeling  
82 of disappointment that arises after comparing the final result of a product and/or service

83 utilization. Within the perspective of online marketing, satisfaction also refers as a feedback  
84 of individual after buying and applying a product or service through e-commerce platform.  
85 According to some scholars [3, 7, 8], if the customers are satisfied with a brand of a product  
86 or service, the customers will tend to buy again and consume similar or other  
87 product/service, and the customers also may promote such brand to the others, such as the  
88 satisfying experience with the brand. Thus, such satisfying experience that is able to create  
89 a positive feeling towards customers, will lead to a sense of happiness and/or satisfaction.  
90 The satisfying experience of the customers in certain e-commerce platforms are eventually  
91 expected to increase the customers' desire, which is especially purchasing behavior through  
92 e-commerce platforms [9, 10]. Moreover, Sumarwan and Tjiptono [11] explain that the  
93 indicators of the customer satisfaction consist of: (a) the suitability of expectations, which is  
94 the level of suitability between the product/service performance expected and felt by the  
95 customer, (2) the interest to revisit, which is the willingness of the customer in revisiting or  
96 repurchasing related products/services, and (3) the willingness to recommend, which is the  
97 willingness of customers to recommend products they have experienced to friends or family.

## 98 **1.2 Customer Trust**

99 The importance of a customer trust is more emphasized on the context of online transaction,  
100 which is a critical condition for the success of online purchases. Scholars [8, 12] indicate that  
101 the customer trust is all the knowledge possessed by the customer and all the conclusions  
102 that are made by the customer on particular objects, attributes and/or benefits. Objects can  
103 be in the form of products, people, companies and everything where someone has trust and  
104 attitudes. In the context of online marketing, the customer trust is considered as the  
105 confidence and belief, which is owned by the customer, on any organization that is actively  
106 promote and/or sale its products in the e-commerce platforms. Such confidence and belief  
107 will be in the higher/stronger level over any online shop in e-commerce platform, etc., if the  
108 online shop preserves a good relationship with the customer. In other words, if the online  
109 shop offers the best fair, honest, and responsible service in offering the products and/or  
110 services to the customer during all the repeated transaction, then as suggested by  
111 Kurniawati and Yaakop [6], the level of customer trust is assumed will escalate. This later  
112 brings Iglesias, Markovic [5] to denote that if there is no trust in managing the online  
113 transaction, there will be a difficulty to complete the sale and/or purchase. Additionally, the  
114 lack of customer trust during the online transaction may lead the customer to cancel such  
115 transaction due to the risk of fraud, scam, and so on. Subsequently, according to Kotler  
116 (Kotler, 2015) there are three indicators of customer trust, namely as follows: (a) ability,  
117 which is considered as the latest assessment of what a person can do. In this case, the way  
118 the seller of online shop is able to convince the potential buyers and to provide satisfaction  
119 and secure guarantee during the transaction and after sale period; (b) willingness, which is  
120 the customer's willingness to depend on the online shop seller dealing with the potential  
121 future risks or negative consequences that may occur further; (c) honesty, which is the  
122 customer's belief in what people say, especially the online shop seller's in keeping their  
123 promises before and after sale.

## 124 **1.3 Customer Commitment**

125 Commitment is a valuable relationship that needs to be maintained continuously, where  
126 each party is willing to work together to maintain this relationship. Lai [13], defines  
127 commitment as an impulse that links an individual to an action that is relevant to a target.  
128 Customer commitment can be also interpreted as a customer desire that lasts for a long time  
129 to maintain a valuable or profitable relationship with the related organization. There are three  
130 indicators of commitment, namely: (a) affective commitment, which appears when the  
131 customer feels delight with the seller; (b) continuance commitment, which is the evaluation of  
132 a customer whether leaving or stay purchase any product/service in the online shop; and (c)

133 normative commitment is considered as an obligation sense for the customer to remain  
 134 buying any product/service in the online shop [9, 14, 15].

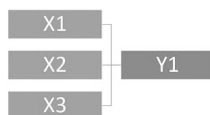
135 **1.4 Customer Loyalty**

136 Customer loyalty is the decision of a customer voluntarily to subscribe into a certain brand of  
 137 product or service for a long time [16]. In addition, Iglesias, Markovic [5] explain that the  
 138 customer loyalty is also defined as a customer's commitment on any particular product or  
 139 service. The loyal customers will buy the products and/or services exclusively and such  
 140 customers are not willing to change their choice to any other product and/or service [3, 4,  
 141 13]. Furthermore, Sumarwan and Tjiptono [11] explain that there are six indicators that can  
 142 be used to assess the consumer loyalty, which are: (a) repeat purchase of the brand; (b)  
 143 behavior in consuming the brand; (c) the belief that the brand is the best; and (d)  
 144 recommend the brand to others.

145 **1.4 Theoretical Framework and Hypothesis**

146 The following Figure 1 and Table 1 describes the theoretical framework as well as the  
 147 variables and indicators of this study.

148 **Fig. 1. Theoretical framework of this study**



151 (Data Generated, 2023)

152 Figure 1 shows that this study aims to explore three dependent variables on one dependent  
 153 variable. As shown in Figure 1 and Table 1, X1, which is the first independent variable, is  
 154 described as customer satisfaction that has three indicators: (1) the suitability of  
 155 expectations, which is the level of suitability between the product/service performance  
 156 expected and felt by the customer, (2) the interest to revisit, which is the willingness of the  
 157 customer in revisiting or repurchasing related products/services, and (3) the willingness to  
 158 recommend, which is the willingness of customers to recommend products they have  
 159 experienced to friends or family.

160 **Table 1. The Variables and Indicators**

No	Variable	Indicator
1.	Customer Satisfaction (X1)	The suitability of expectations
		The interest to revisit
		The willingness to recommend
2.	Customer Trust (X2)	Ability
		Willingness
		Honesty
3.	Customer Commitment (X3)	Affective commitment
		Normative commitment
		Continuance commitment
4.	Customer Loyalty (Y)	Repeat purchase of the brand
		Behavior in consuming the brand
		The belief that the brand is the best
		Recommend the brand to others

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162 For X2, which is the second independent variable, the variable is customer trust that has  
163 three indicators, namely: (a) ability, which is considered as the latest assessment of what a  
164 person can do. In this case, the way the seller of online shop is able to convince the potential  
165 buyers and to provide satisfaction and secure guarantee during the transaction and after  
166 sale period; (b) willingness, which is the customer's willingness to depend on the online shop  
167 seller dealing with the potential future risks or negative consequences that may occur  
168 further; (c) honesty, which is the customer's belief in what people say, especially the online  
169 shop seller's in keeping their promises before and after sale. For X3 as the third independent  
170 variable, the variable is customer commitment, which has three indicators, which are: (a)  
171 affective commitment, which appears when the customer feels delight with the seller; (b)  
172 continuance commitment, which is the evaluation of a customer whether leaving or stay  
173 purchase any product/service in the online shop; and (c) normative commitment is  
174 considered as an obligation sense for the customer to remain buying any product/service in  
175 the online shop. For the dependent variable, which is Y1, customer loyalty that also has  
176 three indicators: (a) repeat purchase of the brand; (b) behavior in consuming the brand; (c)  
177 the belief that the brand is the best; and (d) recommend the brand to others.

178 Moreover, in line with the theoretical framework of this study, this study the proposes four  
179 research hypotheses, namely:

180 *H1: Customer satisfaction, trust, and commitment simultaneously affect significantly*  
181 *customer loyalty in buying a product and/or service at Tokopedia.*

182 *H2: Customer satisfaction affects significantly customer loyalty in buying a product*  
183 *and/or service at Tokopedia.*

184 *H3: Customer trust affects significantly customer loyalty in buying a product and/or*  
185 *service at Tokopedia.*

186 *H4: Customer commitment affects significantly customer loyalty in buying a product*  
187 *and/or service at Tokopedia.*

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## 189 **2. MATERIAL AND METHODS**

### 190 **2.1 Research Design**

191 This study applies a quantitative research method which in its process aims to get the  
192 answers from respondents in the form of numbers or scores through the questionnaire. This  
193 study uses a survey method using a questionnaire in order to help this study to determine  
194 the effect of customer satisfaction, trust, and commitment on customer loyalty at Tokopedia.  
195 The research analysis approach used in this study is a descriptive analysis in order to make  
196 the distribution patterns of all variables' frequencies and indicators [17]. As suggested by  
197 scholars, such as Mustafa, Mustafa [7], this study also applies several statistical  
198 measurement tests, which are multicollinearity, heteroscedasticity, and normality test. The  
199 Likert scale is also used in this study as a scale in the questionnaire [1, 12, 18], with five  
200 choices, namely strongly disagree, which is represented by number 1, disagree (2), neutral  
201 (3), agree (4), and strongly agree (5).

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### 203 **2.1 Research Population and Sample**

204 The research population of this study is the undergraduate students from Makassar,  
205 Indonesia with a total population of 100 people. Through the application of Sekaran and  
206 Bougie [18] sampling method, this study applies simple random sampling technique and  
207 eventually the proportional sample size is 85-90 people. In line with this recommendation,  
208 this study then receives 86 filled and returned questionnaires that meet the requirement for  
209 further analysis.

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## 211 **3. RESULTS AND DISCUSSION**

### 212 **3.1 The Characteristics of Respondents**

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**Table 2. The Characteristics of Respondents**

No.	Characteristics	Total	Percentage (%)
1	<b>Age</b>		
	17 – 19 years old	31	36
	20 – 22 years old	39	45
	23 – 25 years old	16	19
Total		86	100
2	<b>Gender</b>		
	Male	37	43
	Female	49	57
Total		87	100

215

216 Based on Table 2, there are three types of respondents' age characteristics. The first  
217 characteristic is group of 17 to 19 years old, which consists of 31 people or 36% of 86 total  
218 respondents. The second is group of 20 to 22 years old that consists of 39 people or 45% of  
219 86 total respondents. The last is group of 23 to 25 years old that consists of 16 people or  
220 19% of 86 total respondents. For the gender characteristics, there are 37 male  
221 undergraduate students or 43% of 86 total respondents, and 49 female undergraduate  
222 students or 49% of 86 total respondents.

223 **3.2. Validity and Reliability Test**

224 This study conducts validity test using Pearson's correlation with the trust level is 95% or a =  
225 0.05 [19]. Based on the results of validity test, this study finds that each variable in this study  
226 shows the Rcount is a positive and it is greater than Rtable. Based on the results of validity  
227 test, this study indicates that all variables in this study are valid. Hence, the variables meet  
228 the requirement to be further analyzed. The results of validity test are described in the  
229 following Table 3.

230 Moreover, Table 3 also shows that all variables are reliable, given the fact that the findings of  
231 reliability test show that each variable in this study has a greater Cronbach's Alpha score  
232 than 0.60. For example, as shown in Table 3, X1 has 0.883 Cronbach's Alpha score. The  
233 rest variables, which are X2, X3, and X4, have also Cronbach's Alpha score greater than  
234 0.60 or sequentially 0.891, 0.898, and .807. In regard with the results of reliability test, this  
235 study denotes that all variables in this study are reliable and thus, the variables meet the  
236 requirement to be further analyzed.

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**Table 3. The Characteristics of Respondents**

No	Variable	Indicator	Average	Validity	Cronbach's Alpha
1.	X1	The suitability of expectations	3.87	0.00	0.883
		The interest to revisit	3.87	0.00	
		The willingness to recommend	3.98	0.00	
2.	X2	Ability	4.35	0.00	0.891
		Willingness	4.46	0.00	

		Honesty	4.41	0.00	
3.	X3	Affective commitment	3.88	0.00	0.898
		Normative commitment	4.12	0.00	
		Continuance commitment	3.97	0.00	
4.	X4	Repeat purchase of the brand	4.43	0.00	0.807
		Behavior in consuming the brand	4.11	0.00	
		The belief that the brand is the best	4.16	0.00	
		Recommend the brand to others	4.33	0.00	

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240

241 **3.3. Multiple Linear Regression Analysis (F and T-Test)**

242 The analysis of multiple linear regression is applied in this study in order to explore the  
 243 relationship among variables, especially the relationship of dependent variable of this study,  
 244 customer loyalty (Y), with independent variables of this study, which are: customer  
 245 satisfaction (X1), customer trust (X2), and customer commitment (X3). In addition, through  
 246 the application of multiple linear regression analysis, this study then conducts F-test in order  
 247 to disclose the role of independent variables simultaneously affect the dependent variables  
 248 with the rule of thumb is Fcount score is greater than Ftable and the significance score is  
 249 less than 5% or  $\alpha = 0.05$ .

250 Furthermore, as shown in Table 4, the results of F-Test show that Fcount score is 2.910, and  
 251 it indicates that Fcount is greater than Ftable or  $5.910 > 2.716$  and the score of significance  
 252 is 0.000 or lower than 0.05. Based on the results in Table 4, this study then indicates that H1  
 253 is accepted, in other words, customer satisfaction, customer trust, and customer  
 254 commitment significantly affect the customer loyalty in buying a product or service in  
 255 Tokopedia.

Table 4. The Results of F-TestANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	23.977	3	7.992	2,910	0,000 <sup>b</sup>
	225.248	82	2.747		
	287.305	85			
a. Dependent Variable: Customer Loyalty					
b. Predictors: (Constant), Customer Satisfaction, Customer Trust, Customer Commitment					

256

257 Furthermore, as shown in Table 5, the results of T-Test help this study to disclose that: (a)  
 258 the results of partial test between X1 on Y show that Tcount score is 2.831 with the  
 259 significance score is 0.021. This study then denotes that the Tcount value is greater than  
 260 Ttable value, which is 2.831 > 2.353. As such, due to the significance score of X1 on Y is  
 261 lower than 0.05 and Tcount score is greater than Ttable, this study confirms that H2 is  
 262 accepted. In other words, customer satisfaction plays a significant role in affecting the  
 263 customer loyalty positively in buying a product/service at Tokopedia; (b) the results of partial  
 264 test between X2 on Y show that Tcount score is 6.654 with the significance score is 0.000.  
 265 This study then denotes that the Tcount value is greater than Ttable value, which is 6.654 >  
 266 2.353. As such, due to the significance score of X1 on Y is lower than 0.05 and Tcount score  
 267 is greater than Ttable, this study confirms that H3 is accepted. In other words, customer trust  
 268 plays a significant role in affecting the customer loyalty positively in buying a product/service  
 269 at Tokopedia; and (c) the results of partial test between X3 on Y show that Tcount score is -  
 270 0.349 with the significance score is 0.421. This study then denotes that the Tcount value is  
 271 lower than Ttable value, which is -0.349 > 2.353. As such, due to the significance score of  
 272 X1 on Y is higher than 0.05 and Tcount score is lower than Ttable, this study confirms that  
 273 H3 is rejected. In other words, customer trust does not play a significant role in affecting the  
 274 customer loyalty positively in buying a product/service at Tokopedia.

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**Table 5. The Results of T-Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	27.583	5.154		5.351	0.000
C. Satisfaction	0.178	0.063	0.196	2.831	0.021
C. Trust	0.539	0.081	0.711	6.654	0.000
C. Commitment	-0.071	0.203	-0.519	-0.349	0.421
a. Dependent Variable: Customer Loyalty					

278

279 Subsequently, based on the measurement in T-Test, this study constructs a regression  
 280 formula, which is described below:

$$Y = a + b1X1 + b2X2 + b3X3$$

$$Y = 27.583 + 0.178X1 + 0.539X2 - 0.071X3$$

281 Based on the above formula, this study confirms that:

- 282 a) The score of “a” in the formula is 27.583, and it is considered as a constant value  
 283 that represents the simultaneous effect scores of X1, X2, and X3 on Y, in other  
 284 words, without X1, X2, and X3, there will be an automatic change on Y value where  
 285 the constant value is 27.583.  
 286 b) The score of “b1” in the formula is 0.178 and it is considered as the regression  
 287 coefficient value of X1, which means that if the customer satisfaction increases at

- 288 one level, the customer loyalty then also increases for 0.178 points, where X2 and  
 289 X3 scores are constant.
- 290 c) The score of “b2” in the formula is 0.539 and it is considered as the regression  
 291 coefficient value of X2, which means that if the customer trust increases at one level,  
 292 the customer loyalty then also increases for 0.539 points, where X1 and X3 scores  
 293 are constant.
- 294 d) The score of “b3” in the formula is -0.071 and it is considered as the regression  
 295 coefficient value of X3, which means that if the customer commitment increases at  
 296 one level, the customer loyalty however decreases for 0.071 points, where X1 and  
 297 X2 scores are constant.

298

299 **3.4. Coefficient of Determination (R Square Test)**

300 The R Square test is applied in this study in order to help this study to explore more the  
 301 effect of independent variables, which are X1, X2, and X3 on dependent variable, or variable  
 302 Y. The results of R Square test are shown in the following Table 6.

303 **Table 5. The Results of R Square Test**

304

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.517 <sup>a</sup>	.253	.174	2.370

a. Predictors: (Constant), C. Satisfaction, C. Trust, C. Commitment

305 Table 6 shows that the coefficient of determination score is 0.253, and this study therefore  
 306 implies that the customer satisfaction, customer trust, and customer commitment play a  
 307 significant role on the customer loyalty in buying a product and/or service at Tokopedia, with  
 308 the effect score is 25.3%. The rest effect score, which is 74.7%, is explained by other  
 309 variables that are included and explored in this study.

310 **4. CONCLUSION AND RECOMMENDATION**

311 **4.1. Conclusion**

312 The results of this study, especially the customer satisfaction's impact on customer loyalty  
 313 show that customer satisfaction has a significant effect on customer loyalty in buying a  
 314 product and/or service at Tokopedia as the online shops provider and one of e-commerce  
 315 platforms around the world, especially in Indonesia. The results also show that with the  
 316 satisfaction felt by the customers in buying and using a product and/or service (before and  
 317 after sale phase), such variable will make the customer become loyal to the product and/or  
 318 service. The results of this study, as such, explain that the customer loyalty in buying a  
 319 product and/or service at Tokopedia can be influenced by the customer satisfaction and it is  
 320 evidenced by the perceptions of respondents who think that the products and/or services  
 321 they buy at the e-commerce, specifically at Tokopedia meet their expectations, and thus, the  
 322 customers intend to visit again the sellers and they are willing to recommend the sellers to  
 323 the others. The findings of this study above are also supported by some scholars, such as  
 324 El-Adly [20], Leninkumar [3], etc. who state that the customer satisfaction plays an important  
 325 role in affecting the customer loyalty in buying and using a product and/or service,  
 326 especially, as Zhang, Jun [4] suggestion, which is in the context of e-commerce.

327 Subsequently, the results of this study, particularly the effect of customer trust on customer  
 328 loyalty show that customer trust plays a vital role on customer loyalty in buying a good, a  
 329 product and/or service at Tokopedia. The results also show that with the trust experienced  
 330 by the customers in buying and using a good (before and after sale phase), such variable  
 331 will make the customer loyalty increases to the sellers and their products and/or services. In

332 other words, the customers feel more comfortable and secure during and after the online  
333 transaction, given that such transaction has more latent risks, for example scam activities,  
334 fraud, and so on. The findings of this study above are also supported by the study of Zhang,  
335 Jun [4] recently, which recommends that the customer trust plays a partial mediating role in  
336 the responsiveness and personalization impacts on loyalty, as well as, a full mediating effect  
337 of the aesthetics and perceived risk on loyalty.

338 Moreover, the results of this study, particularly the effect of customer commitment on  
339 customer loyalty show that customer commitment does not affect significantly and does have  
340 a negative effect on the customer loyalty in buying a product and/or service at Tokopedia.  
341 These findings then imply that the customer loyalty is not influenced by consumer trust in  
342 buying a product and/or service at Tokopedia, i.e., there is no guarantee the customers will  
343 buy a product and/or service in the similar seller, however, they prefer to choose other  
344 sellers in Tokopedia, or else, find the similar seller in the different e-commerce platforms  
345 than Tokopedia. The above findings of this study are also different with the study of Ali,  
346 Wahyu [15] recently, which indicates that the customer commitment plays an important role  
347 in influencing the customer loyalty in e-commerce platform, Alibaba.

#### 348 **4.2. Recommendation**

349 As for the theoretical contribution, this study suggests that there is a significant effect in  
350 partial and simultaneous statistical test from the customer satisfaction and trust on the  
351 customer loyalty in buying a product and/or service at e-commerce platform, specifically,  
352 Tokopedia of Indonesia. However, in the partial test, this study finds that the customer  
353 commitment does not significantly affect the customer loyalty in buying a product and/or  
354 service at Tokopedia. Also, for the managerial contribution, the findings of this study are  
355 considered become a helpful guideline for the professional, business owners and/or policy  
356 makers to craft, execute, evaluate, monitor, and improve their marketing strategy,  
357 particularly in the context of e-commerce and/or online marketing. Subsequently, this study  
358 is limited by the size of the sample as well as research time limitation. As such, this study  
359 recommends for further research to in-depth investigation and sufficient sample size related  
360 the role of customer satisfaction, trust, commitment on customer loyalty in buying a product  
361 and/or service, generally, and in the e-commerce platform, particularly.

362

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364

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