

# The Mediating Role of Customer Satisfaction in the Relationship between Brand Image and Product Quality and Customer Loyalty (Shopee e-commerce Case Study)

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## ARTICLE INFO



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### Keywords:

Brand Image, Product Quality, Customer Satisfaction, Customer Loyalty).

## ABSTRACT

Business competition has become very tight and marketing is the main key for a business to run well. This causes many business people to do their marketing via the internet and generate sales, hence the emergence of online stores (electronic commerce). Shopee is one of the most used and visited e-commerce sites in Indonesia. In the first quarter of 2023, Shopee e-commerce was ranked first among the first visitors compared to other e-commerce. In this regard, researchers are interested in conducting research with the title *The Mediating Role of Customer Satisfaction in the Relationship between Brand Image and Product Quality and Customer Loyalty (Case Study of Shopee e-commerce)*. The type of research used is research with a conclusive design, namely a type of inferential research which aims to test a certain hypothesis, either through in-depth research into a problem (descriptive) or looking for relationships between variables (correlative) between the independent variable and the dependent variable. The research results show that brand image has a positive and insignificant effect on customer satisfaction. Brand image has a positive and insignificant effect on customer loyalty. Product quality has a positive and significant effect on customer satisfaction. Product quality has a positive and significant effect on customer loyalty. Customer satisfaction has a positive and insignificant effect on customer loyalty. Brand image has a positive and insignificant indirect effect on customer loyalty through customer satisfaction. Product quality has a positive and insignificant indirect effect on customer loyalty through customer satisfaction

## ABSTRAK

Persaingan bisnis menjadi sangat ketat dan pemasaran menjadi kunci utama agar bisnis dapat berjalan dengan baik. Hal ini menyebabkan banyak pelaku bisnis melakukan pemasaran melalui internet dan menghasilkan penjualan, sehingga muncullah toko online (perdagangan elektronik). Shopee merupakan salah satu situs e-commerce yang paling banyak digunakan dan dikunjungi di Indonesia. Pada kuartal pertama tahun 2023, e-commerce Shopee menduduki peringkat pertama pengunjung pertama dibandingkan dengan e-commerce lainnya. Berkaitan dengan hal tersebut, peneliti tertarik untuk melakukan penelitian dengan judul *Peran Mediasi Kepuasan Pelanggan pada Hubungan Citra Merek dan Kualitas Produk terhadap Loyalitas Pelanggan (Studi Kasus pada e-commerce Shopee)*. Jenis penelitian yang digunakan adalah penelitian dengan desain konklusif, yaitu jenis penelitian inferensial yang bertujuan untuk menguji hipotesis tertentu, baik melalui penelitian yang mendalam terhadap suatu masalah (deskriptif) maupun mencari hubungan antar variabel (korelasional) antara variabel independen dengan variabel dependen. Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan tidak signifikan terhadap kepuasan konsumen. Citra merek berpengaruh positif dan tidak signifikan terhadap loyalitas pelanggan. Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan berpengaruh positif dan tidak signifikan terhadap loyalitas pelanggan. Citra merek berpengaruh positif dan tidak signifikan secara

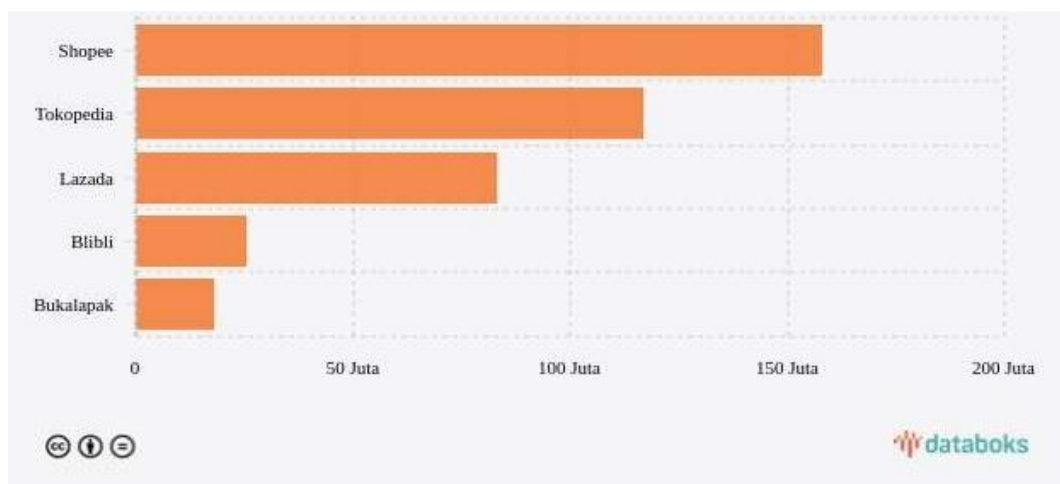
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*tidak langsung terhadap loyalitas pelanggan melalui kepuasan pelanggan. Kualitas produk berpengaruh positif dan tidak signifikan secara tidak langsung terhadap loyalitas pelanggan melalui kepuasan pelanggan*

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## INTRODUCTION

Business competition has become very tight and marketing is the main key for a business to run well. This causes many business people to do their marketing via the internet and generate sales, hence the emergence of electronic commerce (e-commerce). Basically, e-commerce has a concept that is similar to traditional markets in offline trade. If traditional markets are physical markets that require sellers and buyers to meet face to face, then e-commerce is a market where all transactions are carried out online without sellers and buyers having to meet.



**Figure 1. E-commerce Visitor Data (Source: [www.databoks.cow](http://www.databoks.cow))**

The study aims to explore the relationship between brand image, product quality, customer satisfaction, and customer loyalty. Specifically, it investigates several key objectives: the influence of brand image on customer satisfaction and customer loyalty, and the impact of product quality on both customer satisfaction and loyalty. Additionally, the study examines whether customer satisfaction plays a role in influencing customer loyalty. The research also seeks to understand the indirect effects, particularly whether brand image and product quality indirectly influence customer loyalty through customer satisfaction. Based on these goals, the study raises several research questions: whether brand image influences customer satisfaction and loyalty, whether product quality affects customer satisfaction and loyalty, and whether customer satisfaction has an impact on customer loyalty. Furthermore, it questions whether brand image and product quality have indirect effects on customer loyalty through the mediating role of customer satisfaction. These questions guide the investigation into understanding the interconnectedness of brand image, product quality, and customer behavior, contributing to a comprehensive understanding of customer loyalty dynamics.

## LITERATURE REVIEW

### *Brand Image*

Brand image is a part of a brand that can be recognized but cannot be pronounced, such as a symbol, special lettering or color design, or customer perception or a product or service represented by the brand (Ferrinadewi, 2008). Companies in facing tight competition in the business world must be able to build a positive brand image. The factors forming brand image are: (i) manufacturer's image, namely a set of associations perceived by consumers towards the company that makes a product or service, (ii) product image, namely a set of associations perceived by consumers towards a product, (iii) user image, namely a set of associations that consumers perceive towards users who use a good or service and (iv) brand image is one of the factors in the customer's willingness to relate to the company (Sugiharti, 2012). Brand image is able to influence customer satisfaction by creating superior and competitive products, as well as creating products at affordable prices, thus enabling companies to survive in various economic conditions (Putri et al., 2016). Persistent image influences customer satisfaction (Arfianti, 2014). Company image has a direct effect on customer loyalty (Maria et al., 2019). Employees feel satisfied working at their company as long as the company has a strong brand image (Hossain et al., 2020). Brand image influences satisfaction (Kambiz & Naimi, 2016). Brand image has a very strong relationship to satisfaction (Onyancha, 2013). Brand image has a significant effect on customer loyalty through customer satisfaction (Mehta & Tariq, 2020). Bank managers must continue to maintain the quality of service and brand image of their bank to increase customer satisfaction and loyalty (Syahfudin & Ruswanti, 2015).

H1: Brand image influences customer satisfaction

H2: Brand image influences customer loyalty

### *Product quality*

Quality is defined as the overall characteristics and properties of goods and services that affect the ability to meet the stated or implied needs of consumers (Kotler, 2007). The main objective of the company's marketing strategy is to increase the number of customers, both in quantity and quality (Kasmir, 2017)]. There are eight quality dimensions that have been developed and can be used as a framework for strategic planning and analysis, especially for manufactured products. These dimensions are: performance, additional characteristics or features, reliability, conformance to specifications, durability, serviceability, aesthetics. ), and perceived quality (Tjiptono, 2017). The results of his research revealed that product quality influences customer satisfaction (Santoso, 2019). The results of his research stated that there was a significant influence between product quality and customer satisfaction (Afnina & Hastuti, 2018). The results of his research found that product quality has a significant effect on customer satisfaction (Napitupulu, 2019). The results of his research on Karangsari pecel chili customers, Blitar found that product quality had a positive and significant effect on customer loyalty (Rohmah et al., 2023). Product quality influences customer loyalty (Firanazullah et al., 2021). Product quality influences customer loyalty (Palilati et al., 2022).

H3: Product quality influences customer satisfaction

#### H4: Product quality influences customer loyalty

##### *Customer satisfaction*

Satisfaction is a person's emotion of happiness or dissatisfaction resulting from evaluating observed product performance in relation to customer expectations (Kotler, 2007). There are two types of customer satisfaction: psychological satisfaction, which comes from intangible qualities, and functional satisfaction, which comes from the use or functionality of a product. Customer satisfaction is the degree of a person's emotions and the comparison of the performance (or results) they experience compared to their expectations (Tjiptono, 2017)]. Customer expectations usually consist of projections or assumptions about what consumers will get when they buy or use a product (goods or services). The main objective of the Company's marketing strategy is to increase the quantity and quality of its customer base. An increase in quantity indicates a substantial periodic increase in the number of customers. While increasing quality shows that clients are more profitable and able to generate revenue for the business (Kasmir, 2021). Five main factors that influence customer satisfaction. These factors are as follows:

a. Product quality

When customers buy or use high-quality goods, they will be happy. There are six components that make up good product quality: performance, durability, features, reliability, consistency and design.

b. Price

Because customers will receive high value for their money, low prices are a significant source of delight for sensitive consumers.

c. Service Quality

Service Quality depends on three things: systems, technology, and people. Human factors play a 70% role. Not surprisingly, it is difficult to duplicate service excellence. It can also be difficult to shape behavior that is consistent with business goals.

d. Emotional

Emotional component Utilizing products with a strong brand name will result in customer satisfaction (Irawan, 2003).

Customer satisfaction has a positive and significant effect on brand loyalty (Muhamma et al., 2023). Customer satisfaction has a big impact on customer loyalty . Customer satisfaction has a direct effect on customer loyalty (Maria et al., 2019). Customer satisfaction has a significant effect on customer loyalty (Mehta & Tariq, 2020).

#### H5: Customer satisfaction influences customer loyalty

##### *Customer loyalty*

Consumer loyalty is a customer's commitment to a brand, store or supplier based on very positive traits in long-term purchases (Tjiptono, 2014). Customer loyalty is a measure of customer attachment to a brand. This measure is able to provide an idea of whether or not customers may switch to another product brand, if there is a change in the product brand, either

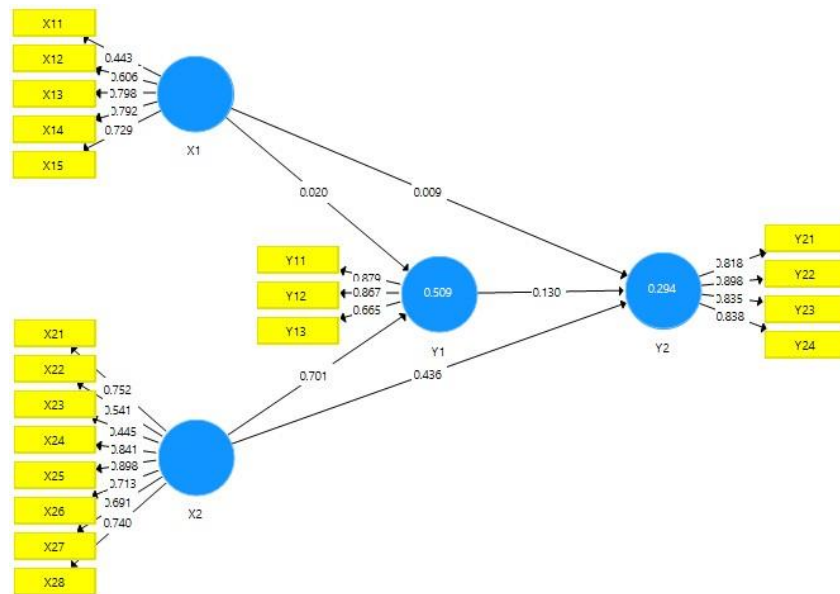
regarding price or other attributes (Durianto, 2010). Customer loyalty indicates repeated purchasing activities for a product and service (Cronin et al., 2000). Loyalty as a customer's progress in continuing to support a company in the long term, buying and using its products and services on the basis of exclusive liking, voluntarily recommending the company's products to friends and colleagues (Lovelock et al., 2010). Customer loyalty is also defined as the likelihood of customers buying again and their willingness to become partners for the company, in this case partners are defined as being willing to buy products or services in greater quantities, and providing positive recommendations and being willing to inform the company if this happens. errors in services and products (Wijaya & Thio, 2008).

## **RESEARCH METHOD**

Quantitative techniques are used to address the research questions. Quantitative analysis tests hypotheses, the research model, and the significance of correlations between variables and their factors (Saunders & Lewis, 2012). Pre-test survey, research model building, confirmatory study, and data analysis are the four processes in this stage (Neuman, 2006). Universitas Mercu Buana and Institut Transportasi dan Logistik Trisakti in Indonesia conducted this investigation. Primary data, as well as secondary data, are required for this investigation. Data are the primary data. Probability sampling is a common tactic used by researchers in the quantitative approach. All students of Universitas Mercu Buana and Institut Transportasi dan Logistik Trisakti comprise this survey's population. A quantitative approach was adopted, involving the distribution of a questionnaire to a sample of responders, including students from both universities. One hundred were given online surveys with open-ended questions at the beginning that were graded on a five-point Likert scale to perform the study. The computer application SmartPLS 3.2.3 for partial least squares structural equation modeling is used to analyze the acquired data, and there are two phases of analysis methodologies and procedures. The measuring model is the first, followed by the structural model (Hair Jr. et al., 2014).

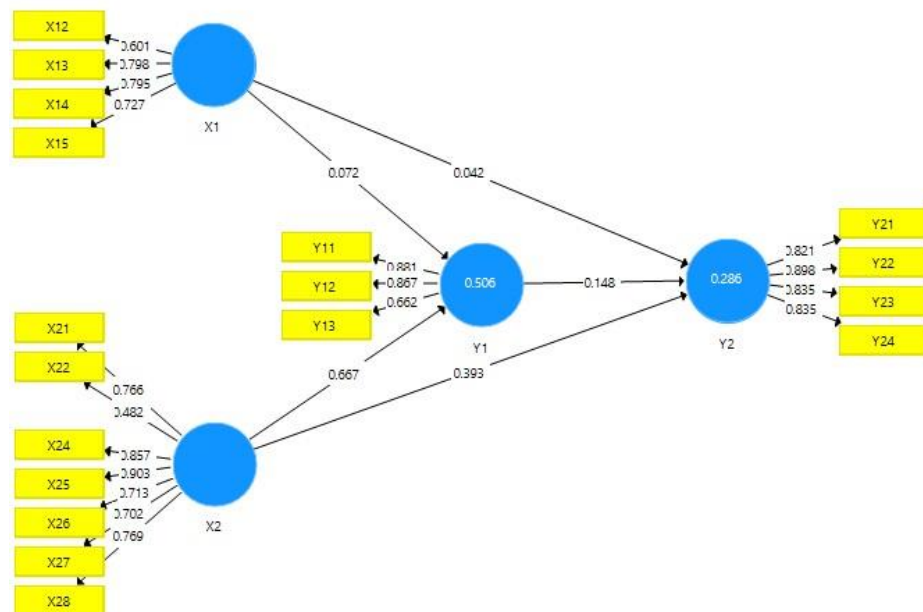
## **RESULTS AND DISCUSSION**

In this study, the indicator validity is examined using a loading factor, the internal consistency is examined using composite reliability, and the convergent and discriminant validity is examined using averaged variance extracted (AVE). When the AVE value is 0.50 or above, the concept frequently explains more than half of the variance of its indicators. On the other hand, an AVE of less than 0.50 indicates that, on average, more error is present in the items than is explained by the construct (Hair Jr. et al., 2014). Figure 3 displays the outcomes of processing using the SmartPLS program. Figure 3 shows that some indicators, such as hands X11 and X23 have loading factor values below 0.5, indicating that they are inappropriate for the variables and should be discarded. Therefore, the constructs for all variables can be utilized. For hypothesis testing for other indicators with a loading factor greater than 0.5 because they have attained convergent validity. When a variable factor's value exceeds 0.5, it is deemed to have a high charge.



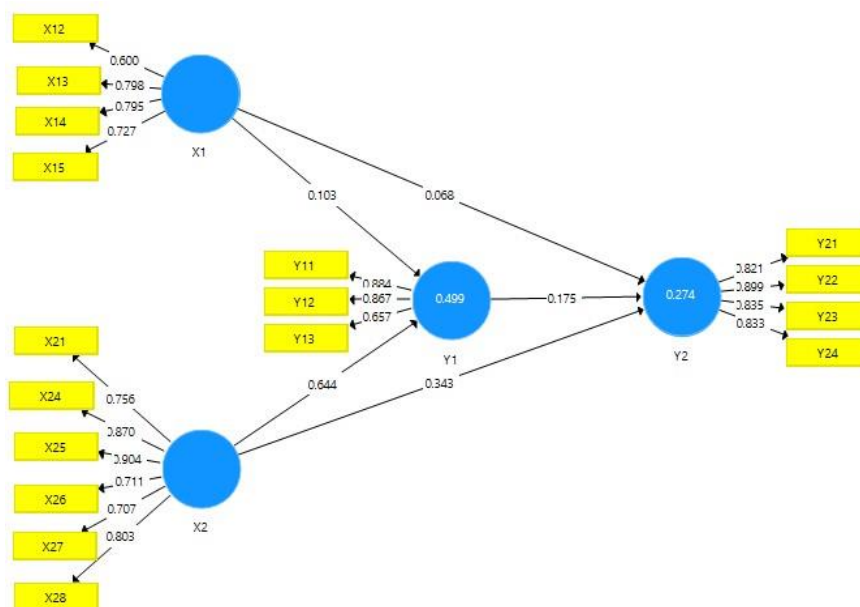
**Figure 2. Evaluation of Factor Loading Value Before Modification**

Figure 4 shows that one indicator X22 has loading factor values below 0.5, indicating that inappropriate for the variable and should be discarded. Therefore, the constructs for all variables can be utilized. For hypothesis testing for other indicators with a loading factor greater than 0.5 because they have attained convergent validity.



**Figure 3. Evaluation of Factor Loading Value After Modification**

It is clear from Figure 4's findings of data processing with SmartPLS that the loading factor values for each indicator are within the required range of 0.50. This demonstrates that the model's usage of the practical variables is appropriate.



**Figure 4. Evaluation of Factor Loading Value After Modification**

### Discriminant validity test

Testing the discriminant validity is another method for determining whether the dimensions of each research variable are legitimate. The test is run by comparing the correlation coefficient of the indicator to the construct to the correlation coefficient to other constructs to determine the cross-loading value. The construct must have a higher value of the dimensional correlation coefficient than the other constructs.

**Table 1. Discriminant Validity Test**

Variable	Brand Image (X1)	Product Quality (X2)	Customer Satisfaction (Y1)	Customer Loyalty (Y2)	Information
X12	0,600	0,222	0,044	0,211	Valid
X13	0,798	0,395	0,317	0,233	Valid
X14	0,795	0,530	0,483	0,313	Valid
X15	0,727	0,369	0,309	0,217	Valid
X21	0,503	0,756	0,545	0,350	Valid
X24	0,527	0,870	0,547	0,506	Valid
X25	0,551	0,904	0,659	0,441	Valid
X26	0,356	0,711	0,480	0,262	Valid
X27	0,370	0,707	0,561	0,404	Valid
X28	0,320	0,803	0,537	0,405	Valid
Y11	0,387	0,712	0,884	0,387	Valid
Y12	0,423	0,549	0,867	0,458	Valid
Y13	0,302	0,390	0,657	0,196	Valid
Y21	0,325	0,449	0,370	0,821	Valid
Y21	0,267	0,416	0,434	0,899	Valid
Y23	0,255	0,414	0,407	0,835	Valid
Y24	0,302	0,429	0,300	0,833	Valid



**Table 2. Average Variance Extracted (AVE) Value**

Research Variable	Average Variance Extracted (AVE)
Brand image (X1)	0,539
Product quality (X2)	0,632
Customer Satisfaction (Y1)	0,655
Customer Loyalty (Y2)	0,718

According to the test results, all constructions have an AVE value > 0.50: brand image was 0.539, product quality was 0.632, customer satisfaction was 0.655, and customer loyalty were 0.718. This demonstrates that all structures have met the requirements for validity, according to Average Variance Extracted (AVE). The composite reliability values and Cronbach's alpha are used to rate the dependability of the measuring model. Cronbach's alpha evaluates the dependability of a construct's lower bound, whereas composite reliability measures the dependability of a construct's actual value. The construct is regarded as reliable when the composite reliability is more significant than 0.70, and Cronbach's alpha values are more significant than 0.70. When the result exceeds 0.7, Cronbach's alpha is considered sufficient.

### ***Reliability Test***

The reliability test evaluates the stability and consistency of measurement by examining how well the measurement tool consistently measures the idea being tested. A reliability test was carried out to evaluate the quality and personality of the items under study. The reliability test consists of Cronbach's alpha and composite reliability.

**Table 3. Composite Reliability and Cronbach's Alpha Value**

Variable	Composite Reliability	Cronbach's Alpha	Information
Brand image (X1)	0,822	0,734	Reliable
Product quality (X2)	0,911	0,881	Reliable
Trust (Y1)	0,848	0,737	Reliable
Buying decision (Y2)	0,911	0,869	Reliable

According to the preceding table, each variable has composite reliability and a Cronbach's Alpha value greater than 0.7. These findings conclude that the study model is dependable since it satisfies the composite reliability and Cronbach's Alpha values.

### **Determination Coefficient Test/ R Square (R<sup>2</sup>)**

The coefficient of determination is used to assess the inner model. The coefficient of determination shows how much the model can account for the variation of endogenous latent variables. Changes in the R-Square value can determine whether certain exogenous latent factors significantly impact endogenous latent variables. R-Square values of 0.75, 0.50, and 0.25 indicate that the model is robust, moderate, and reliable.

**Table 4. Determination Coefficient Test/ R Square (R<sup>2</sup>)**

Variable	R Square
Customer Satisfaction (Y1)	0,499
Customer Loyalty (Y2)	0,274



The trust variable's (Y1) R Square value is 0.499. This demonstrates that brand image (X1) and product quality (X2) can have a moderate impact on 49.9 percent of the variable (Y1). In comparison, other factors beyond the study's scope impact the remaining 50.1 percent. The buying choice variable (Y2) has an R Square value of 0.274. This demonstrates that brand image (X1), product quality (X2), and customer satisfaction (Y1) can all have a weak impact on the buying decision variable (Y2). In contrast, other factors outside the study's scope impact the remaining 372,6%.

### The Goodness of Fit Index (GOF) test

The Goodness of Fit Index (GOF) test is utilized to confirm the combined performance of the measurement model (outer model) and the structural model (inner model). The AVE value is calculated using the four research factors (brand image, product quality, customer satisfaction, and customer loyalty), and the R2 value is calculated using the dependent and mediating variables (customer loyalty and customer satisfaction). A minor GOF value of 0.1, a medium GOF of 0.25, and a high GOF of 0.36 are the specifications for the GOF category (Ghozali, 2015).

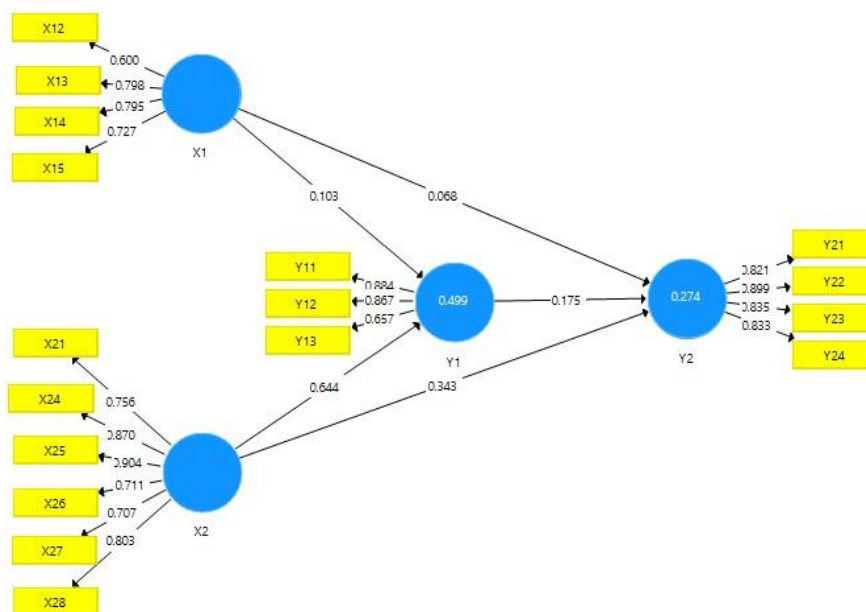
$$\text{GoF} = \sqrt{0,5160 \times 0,3865}$$

$$\text{GoF} = 0,5079$$

According to the calculations, the GOF Index value of 0.5079, included in the Goodness of Fit and large > 0.36, is deemed important. This demonstrates that the overall model is consistent.

### The Structural Model's Result (Structural Equation Modeling)

The outcomes of the structural model are evaluated after establishing the validity and reliability of the construct measures. Here, the structural model is examined to assess the accuracy of the survey results.



**Figure 5. Bootstrapping Value**  
**Table 5. Path Coefficient Value**

Direct			
Relations between construct		Original Sample (O)	T Statistics ( O/STDEV )
Brand image →	Customer satisfaction	0,103	1,170
Brand image →	Customer loyalty	0,068	0,492
Product quality →	Customer satisfaction	0,644	7,877
Product quality →	Customer loyalty	0,343	2,360
Customer loyalty →	Customer loyalty	0,175	1,194
Indirect			
Brand image → Customer satisfaction → Customer loyalty		0,018	0,723
Product quality → Trust → Buying decision		0,113	1,104
Total			
Brand image → Buying decision		0,086	0,679
Product quality → Buying decision		0,456	4,252

Based on table 5, it is known that the t-statistic value of brand image on customer satisfaction is 1.170 which is smaller than the t table value = 1.981 and the P-Values value is 0.242 which is greater than  $\alpha = 0.05$ . This states that Hypothesis 1 was rejected. The path coefficient value is 0.103, which means that the brand image variable has a positive and insignificant effect on customer satisfaction of 10.3%. Thus, Hypothesis 1 in this study which states that brand image has a positive effect on customer satisfaction is rejected because the t statistic < t table or P-Values > 0.05.

As stated in hypothesis 2, brand image influences customer loyalty, it is known that the t-statistic value of brand image on customer loyalty is 0.492 which is smaller than the t table value = 1.981 and the P-Values value is 0.623 which is greater than  $\alpha = 0.05$ . This states that Hypothesis 2 was rejected. The path coefficient value is 0.068, which means that the brand image variable has a positive and insignificant effect on customer loyalty of 6.8%. Thus, Hypothesis 2 in this study which states that brand image has a positive effect on customer loyalty is rejected because the t statistic < t table or P-Values > 0.05. The results of this research are in line with the results of previous research where brand image does not have a significant effect on loyalty (Sari & Saputro, 2023).

Based on table above, it is known that the t-statistic value of product quality on customer satisfaction is 7.877 which is greater than the t table value = 1.981 and the P-Values value is 0.000 which is less than  $\alpha = 0.05$ . This states that Hypothesis 3 is accepted because there is a positive and significant influence of the product quality variable on customer satisfaction. The path coefficient value is 0.644, which means that the product quality variable has a positive and significant effect on customer satisfaction of 64.4%. Thus, Hypothesis 3 in this study which states that product quality has a positive and significant effect on customer satisfaction is accepted because t statistics > t table or P-Values < 0.05.

The results of this research are in line with the results of previous research where product quality influences customer satisfaction (Santoso, 2019). There is a significant influence between product quality and customer satisfaction (Afnina & Hastuti, 2018). Product quality has a significant effect on customer satisfaction (Napitupulu, 2019).

As stated in hypothesis 4, customer product influences customer loyalty, it is known that the t-statistic value of product quality on customer loyalty is 2.360 which is greater than the t

table value = 1.981 and the P-Values value is 0.019 which is less than  $\alpha = 0.05$ . This states that Hypothesis 4 is accepted because there is a positive and significant influence of the product quality variable on customer loyalty. The path coefficient value is 0.343, which means that the product quality variable has a positive and significant effect on customer loyalty by 34.3%. Thus, Hypothesis 4 in this study which states that product quality has a positive and significant effect on customer loyalty is accepted because  $t \text{ statistics} > t \text{ table}$  or  $P\text{-Values} < 0.05$ .

The results of this research are in line with the results of previous research where product quality has a positive and significant effect on customer loyalty (Rohmah et al., 2023). Product quality influences customer loyalty (Firanazullah et al., 2021). Product quality influences customer loyalty (Palilati et al., 2022). Based on table above it is known that the t-statistic value of customer satisfaction on customer loyalty is 1.94 which is smaller than the t table value = 1.981 and the P-Values value is 0.233 which is greater than  $\alpha = 0.05$ . This states that Hypothesis 5 was rejected. The path coefficient value is 0.175, which means that the customer satisfaction variable has a positive and insignificant effect on customer loyalty of 17.5%. Thus, H5 in this research which states that customer satisfaction has a positive effect on customer loyalty is rejected because the  $t \text{ statistic} < t \text{ table}$  or  $P\text{-Values} > 0.05$ . The results of this research are in line with the results of previous research where there is no effect of satisfaction on the loyalty of digital wallet customers.

Based on table above, the t statistic value is 0.723, which is smaller than the t table, namely 1.981, and the P-Values = 0.470 which is greater than 0.05. This states that Hypothesis 6 is rejected because there is an insignificant influence of brand image on customer loyalty through customer satisfaction. The path coefficient value is 0.018, which means that the brand image variable on customer loyalty through customer satisfaction is 1.8%. Thus, Hypothesis 6 in this study which states that brand image affects customer loyalty through customer satisfaction is rejected because the  $t \text{ statistic} < t \text{ table}$  or  $P\text{-Values} > 0.05$ . Based on table above, the t statistic value is 1.104, which is smaller than the t table, namely 1.981, and the P-Values = 0.270 which is greater than 0.05. This states that Hypothesis 7 is rejected because there is an insignificant influence of product quality on customer loyalty through customer satisfaction. The path coefficient value is 0.113, which means that the product quality variable on customer loyalty through customer satisfaction is 11.3%. Thus, Hypothesis 7 in this research which states that product quality affects customer loyalty through customer satisfaction is rejected because the  $t \text{ statistic} < t \text{ table}$  or  $P\text{-Values} > 0.05$ .

## CONCLUSION

Brand image has a positive and insignificant effect on customer satisfaction. Brand image has a positive and insignificant effect on customer loyalty. Product quality has a positive and significant effect on customer satisfaction. Product quality has a positive and significant effect on customer loyalty. Customer satisfaction has a positive and insignificant effect on customer loyalty. Brand image has a positive and insignificant indirect effect on customer loyalty through customer satisfaction. Product quality has a positive and insignificant indirect effect on customer loyalty through customer satisfaction. E-commerce shopee must manage product quality as a crucial factor influencing customer satisfaction and customer loyalty. The practical implication is that e-

commerce shopee must manage product quality as an important factor influencing customer satisfaction and customer loyalty. The indicator that has influence on product quality is the good quality product and price according to quality, thus, the company must be able to meet customer expectations by continuing to maintains the good product quality and price according to quality. This study did not examine other factors, such as customer value, price perception, service quality, and other factors influencing customer loyalty. Since only one private agency was the subject of this study, it cannot be applied to other private agencies in Indonesia. It is advisable for future researchers who intend to carry out similar studies to include other factors that can affect customer loyalty, in addition to brand image, product quality, and customer satisfaction. Future researchers may broaden their focus to include the entire e-commerce shopping.

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