

Customer Loyalty Formation In E-Commerce: The Role Of Trust, Peer-To-Peer Communication, Purchase Decision, And Customer Satisfaction

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Communication, Purchase
Decision, Customer Satisfaction,
Customer Loyalty, E-Commerce.

Abstract

This study aims to analyze the influence of trust and peer-to-peer communication on customer loyalty through purchase decision and customer satisfaction among Shopee users in DKI Jakarta. This study employed a quantitative approach using an explanatory research method. The sampling technique used purposive sampling with a total of 155 Shopee users in DKI Jakarta as respondents. Data analysis was conducted using Structural Equation Modeling–Partial Least Square (SEM-PLS) with the assistance of SmartPLS software. The results showed that trust had a positive and significant effect on purchase decision and customer satisfaction. Peer-to-peer communication was also proven to have a positive and significant effect on purchase decision and customer satisfaction. Furthermore, purchase decision had a positive and significant effect on customer satisfaction. Customer satisfaction was proven to have a positive and significant effect on customer loyalty among Shopee users in DKI Jakarta. The findings indicate that increasing consumer trust and positive communication among users can improve purchase decisions, customer satisfaction, and customer loyalty on e-commerce platforms. This study provides a theoretical contribution to the development of digital marketing management studies, particularly related to consumer behavior in the e-commerce industry. In addition, this study also provides practical implications for e-commerce companies in improving customer loyalty through strengthening trust and optimizing peer-to-peer communication.

INTRODUCTION

The rapid development of digital technology has significantly transformed consumer behavior in trade and consumption activities. The widespread availability of internet access and the increasing use of smartphones have encouraged society to shift from conventional transactions toward digital-based transactions through e-commerce platforms. Indonesia has emerged as one of the fastest-growing digital economies in Southeast Asia, as reflected by the increasing number of internet users and the high intensity of online transactions across various marketplace platforms. This condition has intensified competition among e-commerce companies, prompting each platform to attract and retain customers through service innovation, digital promotions, and enhanced user experience (Putri & Marlien, 2022).

One of the e-commerce platforms that has established a strong market presence in Indonesia is Shopee. Shopee has successfully maintained its competitiveness through various digital marketing strategies, including free shipping programs, cashback offers, flash sales, live shopping features, and integrated digital payment systems that facilitate online transactions. The high level of Shopee usage indicates the company's ability to create consumer engagement in digital shopping activities. Nevertheless, intense competition with other platforms such as Tokopedia, Lazada, and TikTok Shop has made customer loyalty a major challenge in the e-commerce industry. Today's

digital consumers tend to exhibit high switching behavior due to the ease of comparing prices, service quality, promotional offers, and transaction experiences across platforms in real time (Sari et al., 2023).

The development of e-commerce in Indonesia demonstrates that consumer purchasing decisions are no longer influenced solely by price and promotional factors, but also by consumers' trust in the platform and communication among users. In digital marketplaces, consumers tend to pay close attention to customer reviews, product ratings, user comments, and recommendations from online communities before making purchasing decisions. The growing intensity of electronic word of mouth and peer reviews on e-commerce platforms has made peer-to-peer communication an important factor in shaping consumer perceptions and purchasing decisions. Furthermore, the increasing occurrence of online fraud, product mismatch, delivery delays, and concerns regarding personal data security has encouraged consumers to place greater emphasis on trust before conducting transactions on digital platforms. These conditions indicate that e-commerce companies are not only required to improve consumers' purchase decisions, but also to build customer satisfaction and customer loyalty through strengthening trust and effectively managing communication among users (Pratama & Sudrajat, 2022).

In digital marketing, customer loyalty is considered one of the key indicators of business success because loyal customers tend to engage in repeat purchases, provide positive recommendations to others, and continue using the platform over the long term. Customer loyalty also provides competitive advantages for companies by increasing profitability and reducing customer acquisition costs. Therefore, e-commerce companies need to understand the factors that can sustainably shape customer loyalty in order to maintain competitiveness amid increasingly intense digital industry competition (Kotler & Keller, 2021).

One of the factors considered to influence customer loyalty in e-commerce is trust. Trust refers to consumers' confidence in a company's ability to provide secure, reliable, and dependable services that meet customer expectations. In online transactions, trust becomes highly important because consumers cannot directly inspect products and face risks related to payment security and personal data protection. A high level of consumer trust in e-commerce platforms increases consumers' confidence in making purchasing decisions and establishing long-term relationships with the company. Previous studies have shown that trust positively influences purchase decisions, customer satisfaction, and customer loyalty among digital marketplace users (Aulia & Hidayat, 2021).

In addition to trust, peer-to-peer communication also plays an important role in influencing consumer behavior on e-commerce platforms. Peer-to-peer communication refers to interactions among consumers through customer reviews, product comments, ratings, and recommendations shared through digital media. In the digital era, consumers tend to place greater trust in the experiences of other users than in company promotions because peer-generated information is perceived as more objective and realistic. Information obtained through communication among users can influence consumers' perceptions of service quality, enhance purchasing decisions, and shape customer satisfaction after transactions occur. Therefore, peer-to-peer communication has become an essential element in building relationships between companies and consumers on e-commerce platforms (Schiffman & Wisenblit, 2019).

Another factor influencing customer loyalty is purchase decision. Purchase decision refers to consumers' actual decisions to select and purchase products or services through e-commerce platforms based on considerations such as needs, trust, information from other users, and prior

transaction experiences. In e-commerce settings, purchase decisions reflect consumers' level of confidence in the digital platform being used. Purchase decisions may be influenced by trust, user experience, information quality, and communication among consumers. The stronger consumers' purchasing decisions, the greater the likelihood that they will engage in repeat transactions and maintain relationships with the company (Kotler & Keller, 2021).

Besides purchase decision, customer satisfaction is another important variable in shaping customer loyalty. Customer satisfaction refers to customers' evaluation of their experience in using products or services based on the alignment between expectations and actual performance received. In e-commerce, customer satisfaction arises when the platform is capable of providing transaction experiences that are easy, secure, efficient, and consistent with consumer expectations. Customers who feel satisfied tend to develop stronger emotional attachments to the company, thereby increasing the likelihood of repeat purchases and long-term loyalty. Conversely, dissatisfied customers are more likely to switch to competing platforms that are perceived to offer better value (Tjiptono & Chandra, 2019).

Numerous previous studies have examined the relationships among trust, peer-to-peer communication, purchase decision, customer satisfaction, and customer loyalty in digital marketing contexts. However, prior findings still reveal a research gap regarding the mechanisms underlying customer loyalty formation on e-commerce platforms. Some studies have found that trust directly affects customer loyalty, whereas others indicate that customer loyalty is more strongly influenced by customer satisfaction as a mediating variable. Furthermore, studies integrating trust, peer-to-peer communication, purchase decision, customer satisfaction, and customer loyalty within a single research model remain relatively limited, particularly among Shopee users in DKI Jakarta (Pratama & Sudrajat, 2022).

Based on these phenomena and research gaps, this study is important to conduct in order to analyze the influence of trust and peer-to-peer communication on customer loyalty through purchase decision and customer satisfaction among Shopee users in DKI Jakarta. This study is expected to contribute theoretically to the development of digital marketing management studies, particularly regarding consumer behavior in the e-commerce industry. In addition, the findings are expected to provide strategic insights for e-commerce companies in formulating customer loyalty enhancement strategies through strengthening consumer trust and optimizing communication among users in the digital era.

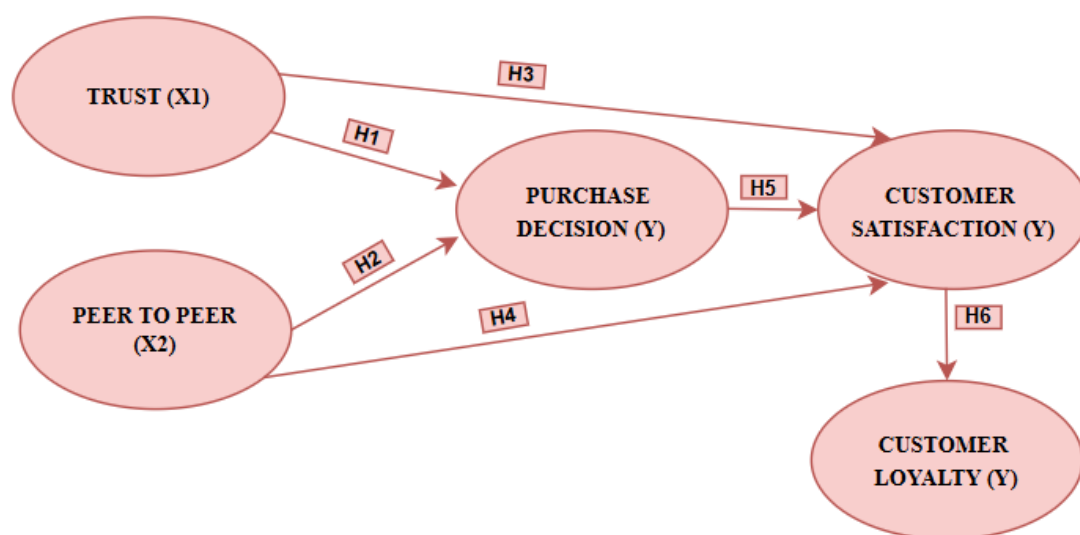
Theoretically, this study is grounded in several major theoretical perspectives. The concept of trust refers to consumer trust theory, which explains that trust is an essential factor in building long-term relationships between companies and customers in digital environments. Peer-to-peer communication is explained through the concept of electronic word of mouth (e-WOM), which emphasizes that communication among consumers can influence perceptions, attitudes, and purchasing behavior on online platforms. Meanwhile, purchase decision is explained through consumer purchasing decision theory, which states that purchasing decisions are the result of consumers' evaluations of various product and service alternatives before engaging in actual transactions (Kotler & Keller, 2021). Customer satisfaction in this study is based on Expectation Confirmation Theory (ECT), which explains that customer satisfaction is formed through the congruence between initial expectations and actual experiences received by customers (Bhattacharjee, 2001). Customer loyalty refers to customers' commitment to consistently repurchase products or services and recommend them to others based on positive experiences obtained (Kotler & Keller, 2021). Through the integration of these theories, this study seeks to

develop an empirical model explaining customer loyalty formation among Shopee users in DKI Jakarta.

METHODS

This study employed a quantitative approach using an explanatory research method. A quantitative approach was utilized because the study aimed to examine the causal relationships among variables, trust, peer-to-peer communication, purchase decision, customer satisfaction, and customer loyalty among Shopee users in DKI Jakarta. The explanatory research method was selected because the study sought to explain the relationships among variables through hypothesis testing developed based on relevant theories and previous studies (Sugiyono, 2022). The population of this study consisted of all residents of DKI Jakarta who had used the Shopee application to conduct online purchasing transactions. Since the exact population size was unknown, the sampling technique employed was non-probability sampling using a purposive sampling approach. Purposive sampling was applied because respondents were selected based on specific criteria relevant to the objectives of the study (Hair et al., 2021).

The sample size in this study was determined based on the guidelines for Structural Equation Modeling–Partial Least Square (SEM-PLS) analysis, which recommend a minimum sample size of 5–10 times the number of research indicators. Since this study consisted of 31 indicators across five variables, the total sample used in this research was 155 respondents in order to produce representative analytical results and fulfill the requirements for SEM-PLS model testing (Hair et al., 2021).



Gambar 1 Framework Research
Source: Processed by the Researcher, 2026

RESULTS AND DISCUSSION

Outer Model Testing

Table 3 Outer Model Testing

Variable	Indicator	<i>Outer Loading</i>	Result
Trust (X1)	X1.1	0,848	Valid
	X1.2	0,800	Valid
	X1.3	0,843	Valid
	X1.4	0,841	Valid
	X1.5	0,836	Valid
	X1.6	0,833	Valid
Peer To Peer (X2)	X2.1	0,765	Valid
	X2.2	0,758	Valid
	X2.3	0,782	Valid
	X2.4	0,832	Valid
	X2.5	0,793	Valid
	X2.6	0,747	Valid
Purchase Decision (Z)	Z.1	0,803	Valid
	Z.2	0,830	Valid
	Z.3	0,756	Valid
	Z.4	0,807	Valid
	Z.5	0,807	Valid
	Z.6	0,786	Valid
Customer Satisfaction (Y1)	Y1.1	0,863	Valid
	Y1.2	0,769	Valid
	Y1.3	0,778	Valid
	Y1.4	0,722	Valid
	Y1.5	0,780	Valid
	Y1.6	0,742	Valid
Customer Loyalty (Y2)	Y2.1	0,783	Valid
	Y2.2	0,825	Valid
	Y2.3	0,760	Valid
	Y2.4	0,774	Valid
	Y2.5	0,798	Valid
	Y2.6	0,873	Valid
	Y2.7	0,802	Valid
	Y2.8	0,785	Valid

Source: Processed by the Researcher, 2026

The outer loading test results indicate that all indicators for each variable have values above 0.70, thereby fulfilling the criteria of convergent validity and being declared valid. This finding demonstrates that all indicators are capable of adequately reflecting their respective latent constructs, including trust, peer-to-peer communication, purchase decision, customer satisfaction, and customer loyalty. Therefore, the measurement model is considered appropriate and reliable for further analysis in the structural model.

Table 4 AVE Testing

Variable	AVE	Result
Trust (X1)	0,695	Valid
Peer To Peer (X2)	0,608	Valid
Purchase Decision (Z)	0,637	Valid
Customer Satisfaction (Y1)	0,604	Valid
Customer Loyalty (Y2)	0,641	Valid

Source: Processed by the Researcher, 2026

The results of the convergent validity test presented in the table above indicate that each construct has fulfilled the required criteria, as evidenced by the Average Variance Extracted (AVE) values exceeding 0.50. This result demonstrates that each construct is capable of explaining more than 50% of the variance of its indicators, indicating that the indicators used in this study possess adequate convergent validity and are able to appropriately represent their respective latent variables.

Table 5 Reability Testing

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Result
Trust (X1)	0,912	0,932	Reliable
Peer To Peer (X2)	0,871	0,903	Reliable
Purchase Decision (Z)	0,886	0,913	Reliable
Customer Satisfaction (Y1)	0,868	0,901	Reliable
Customer Loyalty (Y2)	0,920	0,934	Reliable

Source: Processed by the Researcher, 2026

Based on the table above, the results of the composite reliability test show that all latent variables have composite reliability values greater than or equal to 0.70. In addition, the results of the Cronbach's alpha test also indicate that all latent variables have Cronbach's alpha values greater than or equal to 0.70. Therefore, it can be concluded that all constructs demonstrate good reliability, meaning that the questionnaire used as the research instrument in this study is reliable and consistent for measuring the variables examined.

Inner Model Testing

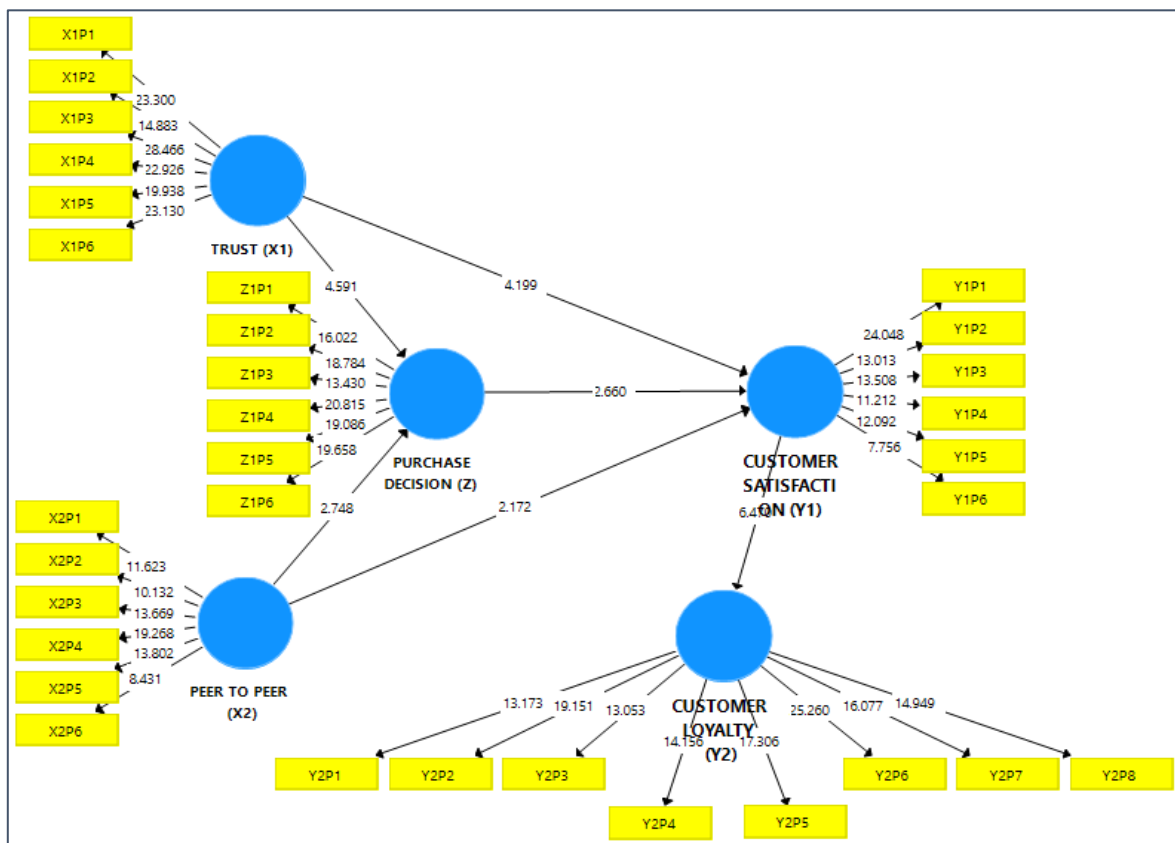
Table 6 R² Testing

	<i>R Square</i>	<i>R Square Adjusted</i>
Purchase Decision (Z)	0,454	0,447
Customer Satisfaction (Y1)	0,653	0,646
Customer Loyalty (Y2)	0,498	0,495

Source: Processed by the Researcher, 2026

The Adjusted R-Square (R^2) value for the Purchase Decision (Z) variable is 0.447, indicating that the endogenous variable Purchase Decision can be explained by the exogenous variables Trust and Peer-to-Peer Communication by 44.7%, while the remaining 55.3% is explained by other variables outside the scope of this research model. Furthermore, the Adjusted R-Square (R^2) value for the Customer Satisfaction ($Y1$) variable is 0.646, which indicates that the endogenous variable Customer Satisfaction can be explained by Trust, Peer-to-Peer Communication, and Purchase Decision by 64.6%, while the remaining 35.4% is influenced by other variables not included in this study. Meanwhile, the Adjusted R-Square (R^2) value for the Customer Loyalty ($Y2$) variable is 0.495, indicating that the endogenous variable Customer Loyalty can be explained by Customer Satisfaction by 49.5%, while the remaining 50.5% is explained by other variables outside this research model. These findings indicate that the research model has a relatively good explanatory power in describing the relationships among Trust, Peer-to-Peer Communication, Purchase Decision, Customer Satisfaction, and Customer Loyalty among Shopee users in DKI Jakarta.

Hypothesis Testing



Gambar 2 Framework Data Processing
Source: Processed by the Researcher, 2026

Table 7 Hypothesis Testing

Hypothesis	Path	Original Sample (O)	t Statistics	P Values	Result
H1	Trust (X1) -> Purchase Decision (Z)	0,478	4,546	0,000	Positive Effect
H2	Peer To Peer (X2) -> Purchase Decision (Z)	0,308	2,797	0,006	Positive Effect
H3	Trust (X1) -> Customer Satisfaction (Y1)	0,490	4,571	0,000	Positive Effect
H4	Peer To Peer (X2) -> Customer Satisfaction (Y1)	0,177	2,100	0,037	Positive Effect
H5	Purchase Decision (Z) -> Customer Satisfaction (Y1)	0,285	2,448	0,015	Positive Effect
H6	Customer Satisfaction (Y1) -> Customer Loyalty (Y2)	0,705	7,931	0,000	Positive Effect

Source: Processed by the Researcher, 2026

The results of the hypothesis testing indicate that all relationships among variables have t-statistics values greater than 1.96 and p-values less than 0.05; therefore, all hypotheses (H1–H6) are accepted. Trust was found to have a positive and significant effect on Purchase Decision, with an original sample value of 0.478, a t-statistics value of 4.546, and a p-value of 0.000. Peer-to-Peer Communication also had a positive and significant effect on Purchase Decision, with an original sample value of 0.308, a t-statistics value of 2.797, and a p-value of 0.006. Furthermore, Trust had a positive and significant effect on Customer Satisfaction, with an original sample value of 0.490, a t-statistics value of 4.571, and a p-value of 0.000. Peer-to-Peer Communication was also proven to have a positive and significant effect on Customer Satisfaction, with an original sample value of 0.177, a t-statistics value of 2.100, and a p-value of 0.037. In addition, Purchase Decision had a positive and significant effect on Customer Satisfaction, with an original sample value of 0.285, a t-statistics value of 2.448, and a p-value of 0.015. Meanwhile, Customer Satisfaction was found to have a positive and significant effect on Customer Loyalty, with an original sample value of 0.705, a t-statistics value of 7.931, and a p-value of 0.000. These findings indicate that increasing consumer trust and positive communication among users can enhance purchase decisions, customer satisfaction, and customer loyalty among Shopee users in DKI Jakarta.

Discussion

The results of this study indicate that trust has a positive and significant effect on purchase decision among Shopee users in DKI Jakarta. These findings demonstrate that the higher the level of consumer trust in Shopee, the greater the likelihood that consumers will make purchasing decisions through the platform. Trust has become a crucial factor in online transactions because consumers are unable to physically inspect products and must face various risks related to transaction security, personal data protection, and product conformity. When consumers perceive that a platform provides secure, transparent, and reliable services, their confidence in making purchases increases. These findings are consistent with the study conducted by Cheng et al. (2024), which stated that trust significantly influences consumer transaction behavior on digital platforms. Similarly, Siddiqui and Ahn (2024) explained that consumer trust enhances purchasing decisions in e-commerce services because trust helps reduce perceived risk in online transactions. Therefore,

Shopee needs to continuously maintain payment system security, improve product information transparency, and strengthen consumer data protection to sustain customer trust.

In addition to trust, the findings also reveal that peer-to-peer communication has a positive and significant effect on purchase decision. This result indicates that communication among users, such as customer reviews, product ratings, user comments, and consumer recommendations, plays an important role in influencing purchasing decisions. Modern consumers tend to trust the experiences of other users more than company advertisements or promotional campaigns because peer-generated information is perceived as more honest and realistic. Positive reviews from other users can increase consumer confidence in the quality of products and services available on Shopee. These findings support the study by Ismagilova et al. (2020), which emphasized that electronic word of mouth (e-WOM) has a significant influence on digital consumer purchasing behavior. Furthermore, Manik et al. (2026) found that digital communication among users enhances consumers' confidence in making purchasing decisions on online marketplaces. These findings suggest that Shopee should maintain the quality of its customer review system and improve the credibility of reviews to ensure that consumers receive accurate information before conducting transactions.

The study further demonstrates that trust has a positive and significant effect on customer satisfaction. This finding indicates that the greater the level of consumer trust in Shopee, the higher the level of customer satisfaction after completing transactions. Consumers who feel secure when making payments, receive products that match their descriptions, and experience consistent service quality are more likely to feel satisfied with their shopping experiences. Customer satisfaction emerges when the transaction experience received by consumers meets or exceeds their expectations. These findings are in line with the research conducted by Cai et al. (2024), which found that trust has a strong relationship with customer satisfaction in digital-based services. Similarly, Godovykh and Tasci (2020) explained that consumer trust in digital platforms is an essential factor in creating positive customer experiences. Consequently, Shopee needs to continuously improve service quality and maintain consistency in user experience to ensure that customers remain satisfied and comfortable using the platform.

This study also found that peer-to-peer communication has a positive and significant effect on customer satisfaction. These results indicate that positive communication among users can create a better shopping experience and consequently increase customer satisfaction. Customer reviews, product comments, and the experiences shared by other users help consumers obtain clearer information regarding the products and services they intend to purchase. When the information received corresponds with the actual quality of the products and services, customers tend to feel satisfied with their transactions. These findings support the study by Cheung and Thadani (2012), which stated that digital communication among users has a substantial influence on consumer evaluations of services. In addition, Manik et al. (2026) demonstrated that positive sentiment in digital interactions can enhance customer satisfaction on e-commerce platforms. Therefore, Shopee should establish a healthy and transparent digital environment by minimizing fake reviews and improving the validity of customer feedback.

The next finding indicates that purchase decision has a positive and significant effect on customer satisfaction. This result suggests that purchasing decisions made based on careful consideration can improve customer satisfaction toward Shopee. Before making purchases, consumers generally compare various products and platforms to identify the most suitable option. When the purchasing decision results in a transaction experience that aligns with consumer expectations, customers tend to feel satisfied with the platform they use. These findings are consistent with the study conducted by Rahman et al. (2026), which stated that positive purchasing experiences significantly improve customer satisfaction among e-commerce users. Moreover, Kotler and Keller (2021) explained that purchasing decisions represent the outcome of consumers' evaluations of various product and service alternatives before conducting actual transactions. Therefore, Shopee should ensure that all stages of the purchasing process, from product searching

and payment to product delivery, provide consumers with convenient, efficient, and satisfying experiences.

Furthermore, the results demonstrate that customer satisfaction has a positive and significant effect on customer loyalty. This finding indicates that customers who are satisfied with Shopee's services are more likely to make repeat purchases, recommend the platform to others, and continue using Shopee over the long term. Customer satisfaction becomes a major determinant in developing loyalty because positive customer experiences create emotional attachment toward the company. These findings are consistent with the study by Javed et al. (2020), which found that customer satisfaction significantly influences customer loyalty in digital services. Godovykh and Tasci (2020) also explained that satisfied customers tend to have stronger intentions to engage in repeat purchases and recommend platforms to other users. Therefore, Shopee should continuously improve customer experience quality through secure, efficient, and user-friendly services that meet consumer expectations in order to sustain customer loyalty.

Overall, the findings of this study demonstrate that trust and peer-to-peer communication play important roles in shaping purchase decision, customer satisfaction, and customer loyalty among Shopee users in DKI Jakarta. Customer loyalty is not solely developed through promotional programs or competitive pricing strategies, but also through consumers' trust in the platform and the quality of communication among users within the digital ecosystem. Consumers increasingly rely on the experiences and opinions of other users before making purchasing decisions. Therefore, e-commerce companies need to establish long-term relationships with customers by strengthening trust, enhancing service transparency, improving digital communication quality, and delivering satisfying transaction experiences. This study contributes to the development of digital marketing management literature while also providing practical implications for e-commerce companies in improving customer loyalty through strengthening trust, optimizing customer review systems, and continuously enhancing digital service quality.

CONCLUSION

Based on the results of this study, it can be concluded that trust and peer-to-peer communication have positive and significant effects on purchase decision among Shopee users in DKI Jakarta. These findings indicate that the higher the level of consumer trust in the security, transparency, and reliability of the Shopee platform, as well as the better the communication among users through reviews, ratings, and customer recommendations, the higher the likelihood that consumers will make purchasing decisions. In addition, trust and peer-to-peer communication were also found to have positive and significant effects on customer satisfaction. This suggests that consumer trust and positive information obtained from other users are capable of creating better shopping experiences, thereby increasing customer satisfaction after transactions are completed. The study also found that purchase decision has a positive and significant effect on customer satisfaction, indicating that purchasing decisions that align with consumer expectations can improve customer satisfaction toward the Shopee platform.

Furthermore, customer satisfaction was proven to have a positive and significant effect on customer loyalty. These findings demonstrate that customers who are satisfied with Shopee's services are more likely to engage in repeat purchases, recommend the platform to others, and continue using Shopee in the long term. Overall, this study emphasizes that the formation of customer loyalty in the e-commerce industry is influenced by a company's ability to build consumer trust, create positive digital communication among users, provide satisfying purchasing experiences, and continuously enhance customer satisfaction.

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