

***FROM DIGITAL SHOPPING EXPERIENCE TO SOCIAL INFLUENCE:  
EXAMINING THE ROLES OF ONLINE SHOPPING EXPERIENCE AND  
INFLUENCER MARKETING IN SHAPING CONSUMER TRUST AND  
LOYALTY IN E-COMMERCE***

**DARI PENGALAMAN BELANJA DIGITAL HINGGA PENGARUH  
SOSIAL: MENKAJI PERAN PENGALAMAN BELANJA ONLINE DAN  
INFLUENCER MARKETING DALAM MEMBENTUK KEPERCAYAAN  
DAN LOYALITAS KONSUMEN PADA E-COMMERCE**

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**ABSTRACT**

*The aim of this research is to analyze the influence of online shopping experiences and influencer marketing on consumer trust and loyalty when shopping via e-commerce platforms (study in the Pekanbaru community). The population in this study is unknown to the people of Pekanbaru. The sampling technique used was the Roscoe method. The sample size for this study was 170 respondents from the Pekanbaru community. The sampling technique was carried out using non-probability sampling with Purposive Sampling Technique. The data analysis technique uses the Structural Equation Model (SEM) approach with Partial Least Squares (PLS). The results of this research show that online shopping experience and influencer marketing have a significant positive effect on consumer trust and loyalty in the Pekanbaru community, being the most dominant variables in influencing consumer loyalty.*

**Keywords:** *Online Shopping Experience, Influencer Marketing, Trust, Consumer Loyalty*

**ABSTRAK**

Tujuan penelitian ini adalah untuk menganalisis pengaruh pengalaman belanja online, dan influencer marketing terhadap kepercayaan dan loyalitas konsumen berbelanja melalui platform e-commerce (studi pada masyarakat pekanbaru). Populasi dalam penelitian ini adalah tidak dapat diketahui oleh masyarakat pekanbaru. Teknik pengambilan sampel yang digunakan adalah metode Roscoe. Besar sampel penelitian ini adalah 170 responden yang merupakan masyarakat pekanbaru. Teknik pengambilan sampel dilakukan dengan nonprobability sampling dengan Teknik Purposive Sampling. Teknik analisis data menggunakan pendekatan Structural Equation Model (SEM) dengan Partial least Square (PLS). Hasil penelitian ini menunjukkan bahwa pengalaman belanja online, dan influencer marketing berpengaruh positif signifikan terhadap terhadap kepercayaan dan loyalitas konsumen pada masyarakat pekanbaru menjadi variabel yang paling dominan dalam mempengaruhi pengambilan loyalitas konsumen.

**Kata Kunci:** *Pengalaman belanja online, influencer marketing, kepercayaan, loyalitas konsumen*

**1. Introduction**

The rapid advancement of digital technology has fundamentally transformed the landscape of marketing and consumer behavior, particularly in the context of electronic commerce (e-commerce). The acceleration of this transformation became even more evident during the COVID-19 pandemic, which significantly limited physical interactions and forced both businesses and consumers to shift toward online environments. As a result, e-commerce platforms have emerged as essential channels for commercial transactions, enabling the exchange of goods, services, and information through internet-based systems (Pavlou, 2003; Gefen et al., 2003).

In Indonesia, the growth of e-commerce has been particularly remarkable, driven by increasing internet penetration and changes in consumer lifestyles. Platforms such as Shopee,

Tokopedia, Lazada, and TikTok Shop have become dominant players in the digital marketplace, offering various features such as live streaming, personalized recommendations, and integrated payment systems. These developments have intensified competition among online retailers, making it increasingly important for businesses to establish strong relationships with consumers through trust and loyalty.

Trust has been widely recognized as a critical determinant of consumer behavior in e-commerce, as it reduces perceived risk and uncertainty in online transactions (Kim et al., 2008; Verhagen et al., 2006). In turn, trust plays a pivotal role in fostering customer loyalty, which is essential for long-term business sustainability (Anderson & Srinivasan, 2003; Cyr, 2008). However, building trust and loyalty in online environments remains challenging due to the lack of physical interaction and the high level of competition among platforms.

One of the key factors influencing trust and loyalty in e-commerce is the online shopping experience, which refers to consumers' subjective responses to their interactions with online platforms. This experience encompasses various elements, including website usability, product information, transaction processes, security, and personalization (Gulfraz et al., 2022). Prior studies have demonstrated that a positive online shopping experience significantly enhances consumer trust and encourages repeat purchasing behavior (Amarullah et al., 2022; Flavián et al., 2006). Nevertheless, the extent to which online shopping experience directly and indirectly affects loyalty—particularly through trust—remains an area that requires further empirical investigation.

In addition to experiential factors, the rise of social media has introduced influencer marketing as a powerful promotional strategy in digital commerce. Influencers, as opinion leaders with substantial social media followings, have the ability to shape consumer perceptions and purchasing decisions through authentic and engaging content (Lou & Yuan, 2019; Chopra et al., 2021). Previous research indicates that influencer credibility and message value can significantly enhance consumer trust and brand engagement (Alcántara-Pilar et al., 2024; Hanaysha, 2022). Furthermore, influencer marketing has been found to contribute to customer loyalty by strengthening emotional connections between consumers and brands (Puspaningrum, 2020; Agustina & Sari, 2021).

Despite the growing body of literature, several gaps remain. First, prior studies have often examined online shopping experience and influencer marketing separately, with limited integration of these variables within a single comprehensive model. Second, the mediating role of trust in linking these factors to customer loyalty has not been consistently explored, particularly in emerging markets. Third, there is still a lack of empirical evidence focusing on specific regional contexts, such as Pekanbaru, where consumer behavior may differ due to cultural and socio-economic factors.

Therefore, this study aims to address these gaps by developing an integrated model that examines the effects of online shopping experience and influencer marketing on consumer trust and loyalty in e-commerce platforms. Specifically, this study investigates both direct and indirect relationships, highlighting the mediating role of trust. By focusing on consumers in Pekanbaru, this research provides contextual insights that contribute to the existing literature on digital marketing and consumer behavior, particularly in developing economies.

The findings of this study are expected to offer both theoretical and practical contributions. Theoretically, this research enriches the literature by integrating experiential and social influence perspectives within a unified framework. Practically, it provides strategic insights for e-commerce businesses in designing effective marketing strategies to enhance consumer trust and loyalty in an increasingly competitive digital environment.

## **2. Literature Review**

### **2.1 E-Commerce and Digital Consumer Behavior**

Electronic commerce refers to the process of buying, selling, and exchanging goods, services, and information through internet-based platforms. The rapid development of digital technology has significantly transformed consumer behavior, particularly in the context of online transactions. E-commerce enables consumers to access products, compare prices, read reviews,

and complete transactions more efficiently than traditional commerce. According to Pavlou, consumer acceptance of e-commerce is influenced by perceived usefulness, perceived risk, and trust in the online system. In digital environments where face-to-face interaction is absent, trust becomes an essential mechanism for reducing uncertainty and facilitating transaction decisions (Pavlou, 2003).

Similarly, Gefen emphasized that trust and perceived ease of use are key determinants of online purchase intention. Consumers tend to engage more actively with platforms that provide reliable systems, secure payment methods, and transparent product information. Therefore, in e-commerce settings, digital consumer behavior is shaped not only by technological features but also by psychological factors such as confidence, satisfaction, and perceived security (Gefen et al., 2003).

## **2.2 Online Shopping Experience**

Online shopping experience refers to consumers' overall perceptions, emotional responses, and evaluations of their interactions with online shopping platforms. This concept encompasses multiple dimensions, including website usability, information quality, ease of navigation, transaction efficiency, delivery reliability, and after-sales service. A positive online shopping experience can significantly enhance customer satisfaction and strengthen their intention to revisit the platform.

According to Gulfraz, online shopping experience directly affects consumers' impulsive buying behavior and their engagement with digital platforms. A seamless and enjoyable shopping journey can reduce perceived risk and increase consumers' comfort in making online purchases (Gulfraz et al., 2022). Furthermore, Flavián found that website usability and customer satisfaction significantly contribute to trust formation and website loyalty (Flavián et al., 2006). This indicates that online shopping experience plays a vital role in establishing long-term consumer relationships.

In addition, the integration of artificial intelligence and personalized recommendations has become increasingly important in improving online shopping experiences. Ifekanandu stated that AI-driven personalization can improve customer convenience, satisfaction, and loyalty by offering tailored product recommendations and more responsive services (Ifekanandu et al., 2023). Similarly, Zimmermann highlighted that augmented reality and explainable AI can enrich consumers' shopping experiences by creating more interactive and personalized digital environments (Zimmermann et al., 2023).

## **2.3 Influencer Marketing**

Influencer marketing is a marketing strategy that utilizes individuals with substantial social media influence to promote products, brands, or services. Influencers are often perceived as credible opinion leaders who can shape consumer perceptions and purchasing behavior through authentic, relatable, and engaging content.

According to Lou and Yuan, influencer credibility and message value significantly affect consumer trust toward branded content. When consumers perceive influencers as trustworthy and knowledgeable, they are more likely to develop favorable attitudes toward promoted brands (Lou & Yuan, 2019). Likewise, Chopra found that influencer characteristics, such as authenticity and attractiveness, influence millennials' purchase behavior (Chopra et al., 2021).

Moreover, Alcántara-Pilar demonstrated that influencer credibility positively affects consumer loyalty by strengthening emotional attachment and brand engagement (Alcántara-Pilar et al., 2024). In the Indonesian context, Agustina and Sarialso found that TikTok influencer marketing significantly enhances brand image and consumer attraction (Agustina & Sari, 2021). Thus, influencer marketing has become an important strategic tool in building trust and customer loyalty in digital commerce.

## **2.4 Consumer Trust**

Consumer trust refers to consumers' willingness to rely on an online seller or platform based on positive expectations regarding reliability, honesty, and security. Trust is essential in e-

commerce because online transactions involve uncertainty, lack of physical interaction, and perceived risks.

Kim explained that trust reduces perceived uncertainty and directly influences consumers' purchase intentions in online environments (Kim et al., 2008). Similarly, Verhagen found that trust significantly mitigates consumers' perceived risk in electronic marketplaces (Verhagen et al., 2006). These findings suggest that trust acts as a key psychological mechanism that supports online transaction decisions.

In addition, trust is strongly influenced by service quality, platform performance, and fairness. Kassim and Abdullah reported that perceived service quality significantly affects customer trust and loyalty in e-commerce settings (Kassim & Abdullah, 2010). Likewise, Kusuma and Sukaatmadja argued that fairness and corporate image positively influence trust and loyalty (Kusuma & Sukaatmadja, 2018).

## 2.5 Customer Loyalty

Customer loyalty refers to consumers' commitment to repurchase products or services consistently over time. Loyalty is reflected in repeat purchases, positive word-of-mouth, resistance to competitors, and long-term relationship commitment.

According to Anderson and Srinivasan, customer satisfaction and trust are important antecedents of e-loyalty in online environments (Anderson & Srinivasan, 2003). Likewise, Cyr found that website design, trust, and satisfaction significantly affect online customer loyalty (Cyr, 2008).

In the Indonesian e-commerce context, Sofiani and colleagues found that online shopping experience significantly affects consumer loyalty through trust as an intervening variable (Sofiani et al., 2022). Similarly, Puspaningrum reported that brand trust mediates the relationship between social media marketing and customer loyalty (Puspaningrum, 2020). Other studies also confirmed that customer trust strengthens the effects of service quality, promotion, and satisfaction on loyalty (Sofya et al., 2022; Tho'in et al., 2021). Therefore, customer loyalty in e-commerce is closely associated with positive shopping experiences, social influence, and trust-based relationships.

## 3. Research Methods

The population of this study consisted of all consumers in Pekanbaru who shop online through e-commerce platforms. Since the exact population size was unknown, this study employed a non-probability sampling technique, specifically purposive sampling, to select respondents who met the research criteria. A total of 170 respondents were included as the sample. Data were collected through online questionnaires distributed via Google Forms and supported by interviews to gain deeper insights into respondents' perceptions and experiences. This sampling approach was considered appropriate because it allowed the researcher to target individuals who had relevant experience with online shopping and influencer marketing exposure.

This study involved four main variables: online shopping experience, influencer marketing, consumer trust, and customer loyalty. Consumer trust was measured using indicators of reliability, honesty, empathy, credibility, and security, adapted from Sharma and Sharma (2019). Customer loyalty was assessed through positive word-of-mouth, recommendation intention, and repeat purchase behavior based on Zeithaml (2009). Online shopping experience was measured through indicators of shopping experience quality, convenience, and ease of use, following Efendi and Rahmiati (2022). Meanwhile, influencer marketing was measured using engagement, reach, and impression indicators as proposed by Girsang (2020). All variables were measured using an interval scale to ensure consistency in the quantitative analysis.

The data analysis was conducted using SmartPLS version 3.0 with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. Preliminary tests included validity and reliability assessments to ensure the quality of the research instrument. Convergent validity was evaluated using outer loading values, with acceptable thresholds above 0.70, while discriminant validity was assessed through cross-loading and Average Variance Extracted (AVE).

Construct reliability was measured using composite reliability values above 0.70. Furthermore, the structural model was evaluated using the coefficient of determination ( $R^2$ ), predictive relevance ( $Q^2$ ), and effect size ( $F^2$ ). Hypothesis testing was performed through the bootstrapping procedure by examining p-values at significance levels of 1%, 5%, and 10%. The structural equations used in this study were: trust ( $Y1$ ) =  $\beta_1X1 + \beta_2X2 + e1$ , and customer loyalty ( $Y2$ ) =  $\beta_3X1 + \beta_4X2 + \beta_5Y1 + e2$ , where online shopping experience ( $X1$ ) and influencer marketing ( $X2$ ) were treated as exogenous variables, while trust and loyalty were endogenous variables.

#### 4. Results and Discussions

##### Respondent Characteristics

**Table 1. Respondent Characteristics**

Characteristics	Category	Frequency	Percentage
<b>Gender</b>	Male	73	42.9%
	Female	97	57.1%
<b>Age</b>	< 20 years	31	18.2%
	21–30 years	133	78.2%
	31–40 years	3	1.8%
	41–50 years	2	1.2%
	> 50 years	1	0.6%
<b>Religion</b>	Islam	127	74.7%
	Protestant Christian	24	14.1%
	Catholic Christian	3	1.8%
	Buddhist	16	9.4%
<b>District</b>	Marpoyan Damai	42	24.7%
	Tenayan Raya	12	7.1%
	Rumbai	13	7.6%
	East Rumbai	1	0.6%
	West Rumbai	4	2.4%
	Tuah Madani	10	5.9%
	Lima Puluh	5	2.9%
	Bukit Raya	10	5.9%
	Payung Sekaki	17	10.0%
	Pekanbaru City	8	4.7%
	Kulim	4	2.4%
	Sail	4	2.4%
	Sukajadi	26	15.3%
	Binawidya	7	4.1%
	Tampan	2	1.2%
Senapelan	5	2.9%	
<b>Education</b>	Elementary School	2	1.2%
	Senior High School / Vocational School	62	36.5%
	Diploma	4	2.4%
	Bachelor's Degree	92	54.1%
	Master's Degree	5	2.9%
	Doctoral Degree	5	2.9%
<b>Marital Status</b>	Unmarried	153	90.0%
	Married	17	10.0%
<b>Occupation</b>	Teacher	14	8.2%
	Student	88	51.8%
	Private Employee	26	15.3%

	Unemployed	12	7.1%
	Civil Servant	1	0.6%
	Trader	2	1.2%
	Private Staff	1	0.6%
	Housewife	1	0.6%
	Freelancer	1	0.6%
	Entrepreneur	12	7.1%
	State-Owned Enterprise Employee	2	1.2%
	School Security	1	0.6%
	Lecturer	5	2.9%
	Employee	4	2.4%
<b>Monthly Income</b>	< IDR 500,000	72	42.4%
	IDR 500,000 – IDR 1,500,000	26	15.3%
	IDR 2,000,000 – IDR 3,000,000	39	22.9%
	> IDR 3,000,000	33	19.4%

**Source:** Processed Data, 2024.

Based on Table 1, the respondents were predominantly female, accounting for 57.1% of the sample, indicating that women were more active in online shopping through e-commerce platforms. In terms of age, the majority of respondents were between 21 and 30 years old (78.2%), suggesting that online shopping is highly favored by young adults who are generally more familiar with digital technology and online transactions. Regarding religion, most respondents were Muslim (74.7%), reflecting the demographic composition of Pekanbaru. In terms of residential location, the largest proportion of respondents came from Marpoyan Damai District (24.7%), followed by Sukajadi (15.3%) and Payung Sekaki (10.0%).

In terms of educational background, most respondents held a bachelor's degree (54.1%), followed by senior high school graduates (36.5%). This indicates that the majority of respondents had relatively high educational attainment, which may influence their ability to evaluate information and make purchasing decisions online. Based on marital status, most respondents were unmarried (90.0%), which aligns with the dominant age group of young adults. This demographic tends to be more adaptive to digital lifestyles and more likely to engage in online shopping activities.

Regarding occupation, the largest proportion of respondents were students, accounting for 51.8%, followed by private employees (15.3%) and teachers (8.2%). This finding suggests that online shopping is especially popular among students and young working adults in Pekanbaru. In terms of monthly income, most respondents earned less than IDR 500,000 per month (42.4%), followed by those earning IDR 2,000,000–3,000,000 (22.9%). This indicates that online shopping through e-commerce platforms appeals not only to middle-income consumers but also to lower-income groups, as affordability, convenience, and promotional offers may influence trust and loyalty in digital purchasing behavior.

### Convergent Validity Test

Convergent validity was assessed based on the correlation between item scores and their respective latent variables. According to Wynne Chin, reflective indicators are considered to have strong validity if the outer loading values exceed 0.70 (Chin, 1998). Therefore, this study used outer loading values to evaluate whether each indicator adequately represented its corresponding construct.

**Table 2. Convergent Validity Test Results**

Variable	Indicator	Outer Loading
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<b>Online Shopping Experience (X1)</b>	X1.1	0.914
	X1.2	0.951
	X1.3	0.916
<b>Influencer Marketing (X2)</b>	X2.1	0.920
	X2.2	0.924
	X2.3	0.950
<b>Consumer Trust (Y1)</b>	Y1.1	0.940
	Y1.2	0.973
	Y1.3	0.967
	Y1.4	0.969
	Y1.5	0.944
<b>Customer Loyalty (Y2)</b>	Y2.1	0.906
	Y2.2	0.905
	Y2.3	0.917

**Source:** Processed SEM-PLS Data (2024)

Based on Table 2, all indicators for each variable have outer loading values above 0.70. This indicates that all measurement items are valid and capable of adequately representing their respective latent constructs. Therefore, all indicators used in this study meet the requirements for convergent validity.

#### Discriminant Validity Test Results

Discriminant validity was evaluated by comparing the square root of the Average Variance Extracted (AVE) with the correlations among latent variables. According to Imam Ghozali, discriminant validity is achieved when the square root of AVE for each construct is greater than its correlations with other constructs (Ghozali, 2014).

**Table 3. Discriminant Validity Test Results**

Variable	Consumer Trust	Customer Loyalty	Online Shopping Experience	Influencer Marketing
<b>Consumer Trust</b>	<b>0.959</b>			
<b>Customer Loyalty</b>	0.842	<b>0.909</b>		
<b>Online Shopping Experience</b>	0.857	0.837	<b>0.927</b>	
<b>Influencer Marketing</b>	0.858	0.828	0.857	<b>0.932</b>

**Source:** Appendix Data

Based on Table 3, the square root of AVE values for all constructs are greater than the correlations between latent variables. This indicates that each construct is distinct from the others and adequately captures its own indicators. Therefore, the discriminant validity requirements have been fulfilled, and all constructs in this study are considered valid.

#### Reliability Test Results

All variables in this study were subjected to reliability testing to ensure the consistency and stability of the measurement instrument. A construct is considered reliable if the Cronbach's Alpha value exceeds 0.70 and the Composite Reliability (CR) value is also greater than 0.70 (Hair et al., 2014).

**Table 4. Reliability Test Results**

Variable	Cronbach's Alpha (> 0.70)	Composite Reliability (> 0.70)	Reliability Status
Customer Loyalty (Y2)	0.895	0.897	Reliable

Consumer Trust (Y1)	0.978	0.978	Reliable
Influencer Marketing (X2)	0.919	0.921	Reliable
Online Shopping Experience (X1)	0.924	0.926	Reliable

**Source:** Processed SEM-PLS Data (2024)

Based on Table 4, all variables have Cronbach's Alpha and Composite Reliability values above the threshold of 0.70. This indicates that all constructs in this study are reliable and have high internal consistency. Therefore, the measurement model is considered dependable and suitable for further analysis.

### Multicollinearity Test Results

The multicollinearity test was conducted to determine whether there was a high correlation among independent variables in the structural model. Multicollinearity is considered absent if the Variance Inflation Factor (VIF) value is less than 10 (Ghozali, 2016).

**Table 5. Multicollinearity Test Results**

Variable	Customer Loyalty (Y2)	Consumer Trust (Y1)
Consumer Trust (Y1)	4.803	–
Online Shopping Experience (X1)	4.765	3.764
Influencer Marketing (X2)	4.812	3.764

**Source:** Processed SEM-PLS Data (2024)

Based on Table 5, all VIF values for the variables in this study are below 10. This indicates that there is no multicollinearity problem among the independent variables. Therefore, the structural model is free from multicollinearity issues and can be used for hypothesis testing.

### Coefficient of Determination (R<sup>2</sup>) Test Results

The coefficient of determination (R<sup>2</sup>) test was conducted to measure the explanatory power of the exogenous variables on the endogenous variables in the structural model.

**Table 6. Coefficient of Determination (R<sup>2</sup>) Results**

Endogenous Variable	R-square	Adjusted R-square
Consumer Trust	0.792	0.789
Customer Loyalty	0.772	0.768

**Source:** Processed SEM-PLS Data (2024)

Based on Table 6, the adjusted R<sup>2</sup> value for consumer trust is 0.789, indicating that online shopping experience and influencer marketing explain 78.9% of the variance in consumer trust, while the remaining 21.1% is influenced by other variables not included in this study. Meanwhile, the adjusted R<sup>2</sup> value for customer loyalty is 0.768, meaning that 76.8% of the variance in customer loyalty is explained by the exogenous variables in this study, while the remaining 23.2% is influenced by other external factors. These results indicate that the structural model has strong explanatory power in explaining consumer trust and loyalty in e-commerce platforms.

### Hypothesis Testing Results

Hypothesis testing in this study was conducted to examine the direct and indirect effects among online shopping experience, influencer marketing, consumer trust, and customer loyalty using the bootstrapping procedure in SmartPLS. The significance of each relationship was assessed based on the p-value criterion, where a hypothesis is accepted if the p-value is less than 0.05. The hypothesis testing results are presented in Table 11.

**Table 7. Hypothesis Testing Results**

Hypothesis	Original Sample (O)	T Statistics	P Values	Result
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H1	Online Shopping Experience → Consumer Trust	0.456	4.104	0.000	Positive and Significant
H2	Online Shopping Experience → Customer Loyalty	0.479	5.264	0.000	Positive and Significant
H3	Influencer Marketing → Consumer Trust	0.467	4.073	0.000	Positive and Significant
H4	Influencer Marketing → Customer Loyalty	0.417	4.463	0.000	Positive and Significant
H5	Consumer Trust → Customer Loyalty	0.351	4.086	0.000	Positive and Significant
H6	Online Shopping Experience → Consumer Trust → Customer Loyalty	0.160	2.626	0.009	Positive and Significant
H7	Influencer Marketing → Consumer Trust → Customer Loyalty	0.164	3.289	0.001	Positive and Significant

**Source:** Processed SEM-PLS Data (2024)

Based on Table 7, all proposed hypotheses in this study were accepted because each relationship has a p-value below 0.05, indicating statistically significant effects. The results show that both online shopping experience and influencer marketing have significant direct effects on consumer trust and customer loyalty. Among the direct relationships, online shopping experience has the strongest effect on customer loyalty ( $\beta = 0.479$ ), followed by influencer marketing on consumer trust ( $\beta = 0.467$ ), online shopping experience on consumer trust ( $\beta = 0.456$ ), influencer marketing on customer loyalty ( $\beta = 0.417$ ), and consumer trust on customer loyalty ( $\beta = 0.351$ ). These findings suggest that online shopping experience and influencer marketing are important determinants of consumer trust and loyalty in e-commerce platforms.

In addition, the indirect effect analysis reveals that consumer trust significantly mediates the relationship between online shopping experience and customer loyalty (H6:  $\beta = 0.160$ ;  $p = 0.009$ ), as well as the relationship between influencer marketing and customer loyalty (H7:  $\beta = 0.164$ ;  $p = 0.001$ ). This indicates that trust plays an important intervening role in strengthening the influence of both experiential and promotional factors on customer loyalty. Therefore, the structural model confirms that customer loyalty in e-commerce is influenced not only by direct digital experiences and social media marketing, but also by the extent to which these factors build consumer trust.

## Discussion

The findings of this study confirm that online shopping experience has a positive and significant effect on consumer trust. This means that consumers who perceive online shopping platforms as convenient, easy to use, secure, and efficient are more likely to trust the platform. This result is in line with Pavlou (2003), who emphasized that trust is a key factor in reducing uncertainty and perceived risk in online transactions. Similarly, Gefen et al. (2003) argued that system usability and perceived ease of use significantly enhance trust in e-commerce settings. A positive online shopping experience provides consumers with confidence in the platform's reliability and service quality. This finding also supports Flavián et al. (2006), who found that website usability and customer satisfaction significantly influence trust and website loyalty. In addition, Gulfranz et al. (2022) stated that online shopping experience affects consumers' attitudes and behavior during online transactions, while Sofiani et al. (2022) confirmed that online shopping experience positively influences trust in e-commerce. Recent studies by Ifekanandu et al. (2023) and Zimmermann et al. (2023) also suggest that personalized digital experiences and technology-enhanced services improve consumer trust and engagement.

The study also found that online shopping experience has a significant positive effect on customer loyalty. This indicates that consumers who enjoy a satisfying and convenient shopping experience are more likely to continue purchasing and remain loyal to the platform. This finding is consistent with Anderson and Srinivasan (2003), who stated that e-satisfaction is a major determinant of e-loyalty. Likewise, Cyr (2008) found that website design, trust, and satisfaction significantly influence online customer loyalty. A positive shopping experience creates emotional attachment and repeat purchase intention, which strengthens long-term consumer relationships.

Furthermore, influencer marketing was found to have a positive and significant effect on consumer trust and customer loyalty. This suggests that social media influencers play an important role in shaping consumer perceptions and encouraging trust toward brands and e-commerce platforms. Consumers tend to rely on influencers who are perceived as credible, authentic, and relatable. This finding supports Lou and Yuan (2019), who found that influencer credibility and message value significantly affect consumer trust in branded content. Chopra et al. (2021) also reported that influencer characteristics strongly affect millennial consumer behavior. In addition, Agustina and Sari (2021) found that TikTok influencer marketing significantly enhances brand image and consumer attraction. This finding is further supported by Alalwan (2018), who stated that social media marketing features significantly influence customer purchase intention, and Hanaysha (2022), who found that social media marketing affects consumer decisions through trust.

The significant direct effect of influencer marketing on customer loyalty is also consistent with Alcántara-Pilar et al. (2024), who found that influencer credibility positively affects loyalty by strengthening emotional attachment and engagement. Similarly, Puspaningrum (2020) confirmed that social media marketing positively influences brand loyalty through trust. In digital commerce, influencers not only attract attention but also help consumers develop confidence and emotional bonds with brands, which ultimately encourage repeat purchases.

Consumer trust was also found to have a significant positive effect on customer loyalty. This means that higher levels of trust lead to stronger loyalty among e-commerce consumers. Consumers who believe that the platform is reliable, honest, and secure are more likely to repurchase and recommend the platform to others. This finding supports Kim et al. (2008), who explained that trust is essential in online consumer decision-making. Verhagen et al. (2006) also emphasized that trust reduces perceived risk in electronic marketplaces. Furthermore, Kassim and Abdullah (2010) found that service quality significantly affects trust and loyalty in e-commerce settings. This result is also supported by Kusuma and Sukaatmadja (2018), Sofya et al. (2022), and Tho'in et al. (2021), who confirmed that trust is an important factor in building long-term customer loyalty.

Finally, the mediation analysis confirms that consumer trust significantly mediates the relationship between online shopping experience and customer loyalty, as well as between influencer marketing and customer loyalty. This indicates that trust strengthens the effect of both online shopping experience and influencer marketing on loyalty. In other words, positive shopping experiences and effective influencer marketing strategies are more likely to produce loyal customers when they successfully build trust. These findings reinforce the integrated e-commerce trust framework proposed by Pavlou (2003), Gefen et al. (2003), and Anderson and Srinivasan (2003), which highlights trust as a central mechanism in digital consumer relationships. Therefore, e-commerce businesses should focus on improving customer experience and leveraging credible influencer marketing strategies to enhance trust and sustain customer loyalty in competitive digital markets.

## 5. Conclusion

This study concludes that online shopping experience and influencer marketing have significant positive effects on consumer trust and customer loyalty in e-commerce platforms among consumers in Pekanbaru. The findings indicate that a better online shopping experience—through convenience, ease of use, transaction security, and service reliability—can significantly enhance consumer trust and encourage repeat purchasing behavior. Likewise, influencer

marketing was found to positively influence both trust and loyalty, suggesting that credible and engaging influencers play an important role in shaping consumer perceptions and strengthening emotional connections with brands. In addition, consumer trust was proven to have a significant direct effect on customer loyalty, confirming its crucial role in sustaining long-term consumer relationships in digital commerce.

The mediation analysis further reveals that consumer trust significantly mediates the relationship between online shopping experience and customer loyalty, as well as between influencer marketing and customer loyalty. This finding demonstrates that trust serves as an important mechanism through which digital shopping experiences and social media promotional strategies can effectively build loyal customers. Theoretically, this study contributes to the existing literature by integrating online shopping experience and influencer marketing into a unified framework with consumer trust as a mediating variable. Practically, the results provide important implications for e-commerce businesses to improve platform usability, enhance service quality, ensure transaction security, and collaborate with trustworthy influencers to strengthen customer trust and loyalty in increasingly competitive digital markets.

For future research, it is recommended to involve larger and more diverse samples from different cities or regions in order to improve the generalizability of the findings. Future studies should also consider including other variables such as e-service quality, customer satisfaction, perceived value, brand image, electronic word-of-mouth (e-WOM), and perceived risk to provide a more comprehensive understanding of customer loyalty in e-commerce. In addition, researchers are encouraged to adopt longitudinal or mixed-method approaches to examine changes in consumer trust and loyalty over time and to gain deeper insights into consumer motivations, experiences, and decision-making processes in digital shopping environments.

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