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The influence of e-service quality on e-loyalty on SOCO by Sociolla online retail customers in Indonesia

Cheryl Marvella Budiono, Prita Ayu Kusumawardhany

Faculty of Business and Economics, University of Surabaya, Surabaya, Indonesia
Corresponding author: Cheryl Marvella Budiono, cherylbudiono@gmail.com

Abstract. This study aims to determine the influence between e-service quality, e-satisfaction, e-trust, and e-loyalty. The research object used in an online retail application SOCO by Sociolla in Indonesia. The data was processed using software named Smart PLS 3 with 190 primary data obtained through respondents and customers of SOCO by Sociolla in Indonesia. The results of this study indicate a supported relationships of efficiency on e-satisfaction and e-trust, privacy on e-satisfaction and e-trust, reliability on e-satisfaction and e-trust, emotional benefit on e-satisfaction, customer service on e-trust, e-trust on e-satisfaction, e-satisfaction on behavioural loyalty and attitudinal loyalty, e-trust on attitudinal loyalty, and then behavioural loyalty on attitudinal loyalty. In addition, there are non-supported relationships namely emotional benefit to e-trust, customer service to e-satisfaction, and then e-trust to behavioural loyalty.
Keywords: e-service quality, online retail, e-satisfaction, e-trust, e-loyalty

Introduction

In the rapidly evolving digital era, advancements in information technology and internet infrastructure have profoundly reshaped contemporary society, enabling not only seamless communication but also instantaneous information retrieval and sharing. Information technology and the internet have given rise to useful applications that focus on selling products to end consumers through online or websites commonly referred to as online retail (Sagar, 2024). This technological convergence has catalyzed the emergence of online retail—defined as the purchase and sale of goods or services via web platforms with electronic payment and delivery—which now constitutes a significant share of global commerce, rising from 11 % of U.S. retail sales in 2019 to 16 % in 2023, and projected to reach 21% by 2027 (Zerbini et al., 2022). There are several examples of online retail, namely Zalora, Sociolla, Female Daily, Amazon.

Sociolla is an Indonesian online retailer that sells various beauty products such as makeup, skincare, perfume, and other skincare. To improve the user experience, Sociolla presents the SOCO (Social Connection) platform which not only functions as a means of purchasing products but also offers features such as product reviews from other users that help consumers choose suitable products. SOCO by Sociolla is known to have good e-service quality, with friendly, responsive, and informative customer service, as well as guarantees of the authenticity of the products sold. This provides a sense of security and comfort for consumers when shopping. According to data from Similarweb (2023), Indonesia is the country with the highest number of visitors to the Sociolla.com website, followed by Vietnam and Australia, as well as the United States and France. Interestingly, the Sociolla.com site will directly redirect visitors to the SOCO by Sociolla page, which can also be accessed through the app, showing full integration between the website and the app platform.

In recent years, the field of e-service quality is interesting to research because it has a real influence on the financial performance of companies (Kim & Lennon, 2017; Zahedifardet et al. 2014). Mohd Kassim and Ismail (2009) state that the existence of e-service quality will increase users' trust in their service providers. There is a discovery gap in the main reference journal from the research results of Al-

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dweeri et al. (2019) and supporting journals researched by (Raza et al., 2020). The first gap from the main reference journal studied by Al-dweeri et al. (2019) explains that efficiency does not affect satisfaction, while in the supporting journal studied by Raza et al. (2020) states that efficiency affects satisfaction. Explanation of the second gap with reliability and satisfaction variables, in the main reference journal, namely research conducted by Al-dweeri et al. (2019) states that reliability does not affect satisfaction, while in the supporting journal studied by Raza et al. (2020) states that reliability affects satisfaction.

A critical gap in the e-service quality literature is its failure to account for peer-to-peer influence mechanisms that are central to social commerce platforms. On SOCO by Sociolla, community-generated reviews, ratings, and interactive discussions can substantially shape individual users' quality perceptions—yet traditional e-service models focus narrowly on system attributes like efficiency and reliability. Recent empirical work shows that customer review quality and reviewer credibility directly affect social commerce satisfaction, trust, and purchase intentions, and that the presence of rich user-generated content bolsters impulse buying and trust through heightened social influence (Sanapang et al., 2024). Moreover, community-based e-service quality constructs—such as interactive service and security assurance—have been found to drive customer engagement via trust and reduced perceived risk in platform ecosystems (Fan et al., 2022). No study to date, however, has woven these peer-driven dynamics into an integrated e-service quality framework tailored to a beauty-retail context like SOCO. By examining how user-generated social cues moderate the impacts of core e-service dimensions on e-satisfaction, e-trust, and e-loyalty, this research addresses that overlooked intersection.

Based on this, this research was conducted to determine the influence between e-service quality, e-satisfaction, e-trust, behavioral loyalty, and attitudinal loyalty. The selection of SOCO by Sociolla as the object of research is based on its position as an online retail platform in the beauty industry which is currently growing rapidly and is in great demand by the public, and is known to have good electronic service quality and features that support the overall consumer shopping experience. This research uses several variables that will serve as a comparison, namely the variables of efficiency, privacy, reliability, emotional benefits, customer service, e-satisfaction, etrust, and e-loyalty which are divided into two dimensions including behavioral loyalty and attitudinal loyalty. The object of research is people in Indonesia who have shopped at SOCO by Sociolla.

Literature review

E-Service Quality

E-Service Quality is a comprehensive assessment of the excellence and quality of online services available at online retail according to Santos (2003) in (Al-dweeri et al., 2019). E-Service Quality includes the entire process of interaction between the website and the customer by facilitating shopping activities, transaction processes, and delivery of goods (Parasuraman et al., 2005). EService Quality has 5 dimensions, namely efficiency, privacy, reliability, emotional benefits, and customer service.

E-Satisfaction

Gounaris et al. (2010) state that e-satisfaction is the experience felt by consumers after using the product and comparing the expected quality with the perceived quality. If the website cannot fulfill customer desires, then customers will avoid and start choosing other alternatives in order to achieve satisfaction according to Hassan & Herrero (2006) in (Al-dweeri et al. 2019). It can be said that customer satisfaction can be measured from the beginning when starting to enter the website. E-satisfaction in Al-dweeri et al. (2019) can be measured from several indicators: 1) I am overall very happy with this website, 2) I am satisfied with my decision to be purchased on this website, 3) My decision in choosing this site is correct, 4) I am satisfied with the purchased experience at this website.

E-Trust

E-trust is defined as a person's feeling of confidence in expectations in online shopping and willingness to accept potential losses when shopping online (Corritore et al., 2003). Kim et al. (2009) in Giovanis & Athanasopoulou (2014) state that e-trust is the basic foundation for forming and maintaining long-term positive relationships between sellers and customers. Sellers must be ready to commit to always providing the best service and be willing to protect confidential information relating to customers. E-trust in Al-dweeri et al. (2019) can be measured from several indicators: 1) I trust what this website says about its products, 2) This website is reliable, 3) I trust the claims and promises this website makes about a product.

E-Loyalty

Anderson and Srinivasan (2003) in Al-dweeri et al. (2019) state that e-loyalty is a customer attitude that shows satisfaction with an online business and results in repeat purchase actions. E-Loyalty has 2 dimensions, namely behavioral loyalty and attitudinal loyalty.

Behavioural Loyalty

Behavioural loyalty is defined as an action taken by consumers by showing repeated purchasing behavior of a particular brand as a sign of loyalty (Chiou & Droge, 2006). The goal of every website is to optimize consumer loyalty in order to increase future purchases. Repeat visits have the same importance in order to achieve website success so that they have an impact on purchase loyalty (Al-dweeri et al., 2019). Behavioral loyalty in Al-dweeri et al. (2019) can be measured from several indicators: 1) I would consider this website as my first choice to buy services/goods, 2) I would do more business with this website in the next few years, 3) I am willing to put in extra effort to buy from this website.

Attitudinal Loyalty

Attitudinal loyalty is defined as the psychological tendency of customers to make repeat purchases from the same company, and recommend the same company according to Dick and Basu (1994) in (Musa, 2005). This loyalty shows the positive attitude of consumers towards certain brands. Attitudinal loyalty is defined as repeated purchases made by customers from the same online retail provider (Al-dweeri et al., 2019). Attitudinal loyalty in Al-dweeri et al. (2019) can be measured from several indicators: 1) I consider myself to be a loyal patron of this website, 2) I would say positive things about this website to other people, 3) I would recommend this website to someone who seeks my advice.

The hypotheses proposed in this study are as follows:

H1. Efficiency has a positive effect on e-satisfaction
H2. Efficiency has a positive effect on e-trust
H3. Privacy has a positive effect on e-satisfaction
H4. Privacy has a positive effect on e-trust
H5. Reliability has a positive effect on e-satisfaction
H6. Reliability has a positive effect on e-trust
H7. Emotional benefits have a positive effect on e-satisfaction
H8. Emotional benefits have a positive effect on e-trust
H9. Customer service has a positive effect on e-satisfaction
H10. Customer service has a positive effect on e-trust
H11. E-trust has a positive effect on e-satisfaction
H12. E-satisfaction has a positive effect on behavioral loyalty
H13. E-satisfaction has a positive effect on attitudinal loyalty
H14. E-trust has a positive effect on behavioral loyalty

H15. E-trust has a positive effect on attitudinal loyalty
H16. Behavioural loyalty has a positive effect on attitudinal loyalty

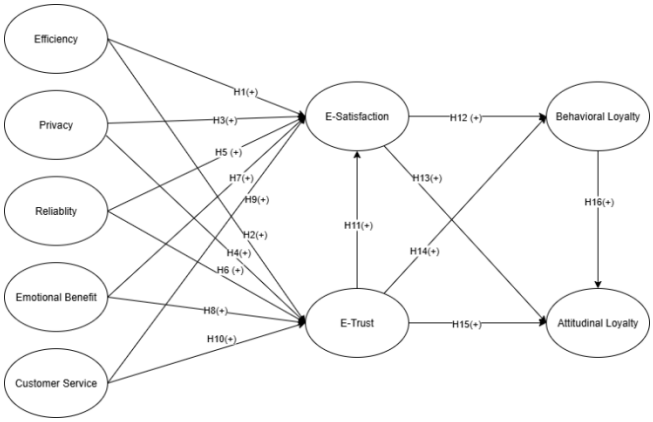

Figure 1. Research Model (Source: Al-dweeri et al., 2019)

Research methodology

This research is basic research and causal research that uses quantitative methods. The type of data used in the following research is primary data. Primary data sources are obtained directly from respondents who are carried out through filling out a questionnaire in the form of a google form. The questionnaire was distributed to respondents with criteria, namely having shopped at online retail SOCO by Sociolla in the last 6 months> 1 time and aged ≥ 17 years. Sampling using nonprobability sampling with purposive sampling technique. The meaning of purposive sampling is a technique used for sampling based on certain considerations (Sugiyono, 2007). The sample size used is based on the number of indicators. This study has 38 indicators, so to determine the sample size, namely by multiplying 5 and 38 by a total of 190. So, the sample size to be used in the study was 190 respondents. This study uses the Partial Least Square (PLS) approach. PLS also includes an equation model from Structural Equation Modeling (SEM) which is used for processing questionnaire data and testing the relationship between exogenous and endogenous variables. Processing is done through Smart PLS 3 software.

Findings

Results

The following is the distribution of 190 respondents in this study.

Table 1. Respondent Demographics

Characteristics		Total	Percentage (%)
Shopping times	2-3 times	91	47,9
	4-5 times	70	36,8
	>5 times	29	15,3
Gender	Male	44	23,2

	Female	146	76,8
City of Domicile	Surabaya	135	71,1
	Malang	9	4,7
	Mojokerto	2	1,1
	Sidoarjo	20	10,5
	More	24	12,6
Age	17-25 years old	114	60,0
	26-34 years old	37	19,5
	>35 years old	39	20,5
Last Education	SMA/SMK	114	60,0
	Diploma	10	5,3
	Bachelor (S1)	65	34,2
	Master (S2)	1	0,5
Jobs	Student	95	50,0
	Private Employee	76	40,0
	Entrepreneurship	14	7,4
	More	5	2,6

Outer Model

The outer model can be called the measurement model. Outer model is the part that analyzes the relationship between indicators and constructs (Hair et al., 2017). The following research was processed using Smart PLS 3 software. Tests in the outer model are carried out through convergent validity, discriminant validity, and composite reliability. Testing in convergent validity is seen through the loading factor or outer loading value. The expected loading factor value is≥ 0.7 so that this value can be said to be valid, while the Average Variance Extracted (AVE) value is≥ 0.5. The results of the loading factor value of each variable in this study are as follows:

Table 2. Loading Factor Value (Outer Loading)

Variables	Indicator	Loading Factor	Results
Efficiency	E1	0,800	Valid
	E2	0,751	Valid
	E3	0,689	Invalid
	E4	0,613	Invalid
	E5	0,710	Valid

Variables	Indicator	Loading Factor	Results
	E6	0,739	Valid
	E7	0,679	Invalid
Privacy	P1	0,779	Valid
	P2	0,802	Valid
	P3	0,801	Valid
	P4	0,689	Invalid
Reliability	R1	0,786	Valid
	R2	0,659	Invalid
	R3	0,617	Invalid
	R4	0,756	Valid
	R5	0,637	Invalid
	R6	0,725	Valid
Emotional Benefit	EB1	0,868	Valid
	EB2	0,881	Valid
	EB3	0,905	Valid
Customer Service	CS1	0,704	Valid
	CS2	0,712	Valid
	CS3	0,712	Valid
	CS4	0,742	Valid
	CS5	0,738	Valid
E-Satisfaction	ES1	0,833	Valid
	ES2	0,763	Valid
	ES3	0,769	Valid
	ES4	0,780	Valid
E-Trust	ET1	0,790	Valid
	ET2	0,822	Valid
	ET3	0,802	Valid
Behavioural Loyalty	BL1	0,825	Valid
	BL2	0,807	Valid

Variables	Indicator	Loading Factor	Results
	BL3	0,816	Valid
Attitudinal Loyalty	AL1	0,828	Valid
	AL2	0,815	Valid
	AL3	0,844	Valid

Table 2 shows the loading factor value of each variable indicator. It is known that there are several indicators whose loading factor value is≤ 0.7 so that they are declared invalid so that indicators can be removed at values that do not meet the criteria (see Table 3). Because all loading factor values in the research variables have met the requirements, the next test can be carried out, namely Average Variance Extracted (AVE). Based on table 3, it can be seen that the AVE value of each research variable has a value of≥ 0.5 so that it can be said to have met the requirements for the AVE value set.

Table 3. New Loading Factor Value

Variables	Indicator	Loading Factor	AVE
Efficiency (E)	E1	0,805	0,627
	E2	0,810	
	E5	0,763	
	E6	0,790	
Privacy (P)	P1	0,805	0,673
	P2	0,836	
	P3	0,820	
Reliability (R)	R1	0,830	0,661
	R4	0,818	
	R6	0,790	
Emotional Benefit (EB)	EB1	0,868	0,783
	EB2	0,882	
	EB3	0,905	
Customer Service (CS)	CS1	0,704	0,521
	CS2	0,712	
	CS3	0,712	
	CS4	0,742	
	CS5	0,738	

Variables	Indicator	Loading Factor	AVE
E-Satisfaction (ES)	ES1	0,832	0,619
	ES2	0,765	
	ES3	0,771	
	ES4	0,778	
E-Trust (ET)	ET1	0,791	0,648
	ET2	0,821	
	ET3	0,802	
Behavioural Loyalty (BL)	BL1	0,825	0,666
	BL2	0,807	
	BL3	0,816	
Attitudinal Loyalty (AL)	AL1	0,828	0,688
	AL2	0,815	
	AL3	0,844	

The discriminant validity test is based on the Fornell-Larcker Criterion value and cross loading. The Fornell-Larcker Criterion value can be seen based on each latent variable whose value is greater when compared to other variable correlations. The Fornell-Larcker Criterion value of the variable indicators in this study is as follows. Based on table 4, it can be concluded that all variables in the Fornell-Larcker Criterion test have values that are in accordance with predetermined requirements.

Table 4. Fornell-Larcker Criterion Test Value

	AL	BL	CS	E	EB	ES	ET	P	R
AL	0,829								
BL	0,686	0,816							
CS	0,529	0,438	0,722						
E	0,557	0,560	0,567	0,792					
EB	0,554	0,565	0,564	0,597	0,885				
ES	0,613	0,577	0,682	0,667	0,637	0,787			
ET	0,538	0,475	0,670	0,633	0,539	0,731	0,805		
P	0,469	0,462	0,597	0,540	0,534	0,637	0,591	0,820	
R	0,593	0,528	0,682	0,612	0,558	0,697	0,647	0,617	0,813

Tests carried out through composite reliability are seen based on the composite reliability value and Cronbach's alpha. The results of this test can be seen in table 5. Table 5 explains that the results are reliable. This is supported by the composite reliability value which has met the requirements, namely ≥ 0.7 while the Cronbach's alpha value is ≥ 0.6.

Table 5. Composite Reliability Value

Variables	Composite Reliability	Cronbach's Alpha
Efficiency	0,871	0,802
Privacy	0,861	0,757
Reliability	0,854	0,744
Emotional Benefit	0,915	0,862
Customer Service	0,844	0,770
E-Satisfaction	0,866	0,795
E-Trust	0,847	0,729
Behavioural Loyalty	0,857	0,749
Attitudinal Loyalty	0,868	0,773

Inner Model

Inner models can be referred to as structural models. The inner model is carried out in order to determine the relationship between latent variables (Hair et al., 2017). The ultimate goal of testing the inner model is to find out the results of supported and unsupported hypotheses. Testing the RSquare value is done in order to see the determination or influence on the dependent variable. The R-Square value of this study can be seen in table 6. There is an R-Square value on the e-satisfaction variable of 0.692, on the e-trust variable of 0.582, the attitudinal loyalty variable of 0.550 so that it can be said to be moderate. While the behavioral loyalty variable is 0.339 so that it includes a weak value.

Table 6. R-Square value

Variables	R-Square
E-Satisfaction	0,692
E-Trust	0,582
Behavioural Loyalty	0,339
Attitudinal Loyalty	0,550

Hypothesis testing is carried out using the bootstrapping method in Smart PLS 3. The hypothesis relationship can be said to be significant if it meets the conditions, namely the t-statistics value ≥ 1.645 and the p-value, which is ≤ 0.1. The influence in the variables can be seen through the table below.

Table 7. Hypothesis Test Results

Relationship between Variables		Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Value	Results
H1	E → ES	0,148	0,140	0,067	2,201	0,028**	Supported
H2	E → ET	0,251	0,249	0,079	3,159	0,002***	Supported
H3	P → ES	0,120	0,116	0,062	1,950	0,052*	Supported
H4	P → ET	0,146	0,149	0,074	1,975	0,049**	Supported
H5	R → ES	0,171	0,173	0,073	2,339	0,020**	Supported
H6	R → ET	0,178	0,183	0,084	2,119	0,035**	Supported
H7	EB → ES	0,166	0,158	0,065	2,538	0,011**	Supported
H8	EB → ET	0,047	0,050	0,068	0,696	0,487	Not Supported
H9	CS → ES	0,128	0,147	0,095	1,348	0,178	Not Supported
H10	CS → ET	0,293	0,287	0,091	3,202	0,001***	Supported
H11	ET → ES	0,280	0,279	0,083	3,396	0,001***	Supported
H12	ES → BL	0,494	0,494	0,104	4,773	0,000***	Supported
H13	ES → AL	0,231	0,225	0,081	2,837	0,005***	Supported
H14	ET → BL	0,113	0,114	0,095	1,196	0,232	Not Supported
H15	ET → AL	0,138	0,137	0,081	1,700	0,090*	Supported
H16	BL → AL	0,487	0,495	0,049	9,912	0,000***	Supported

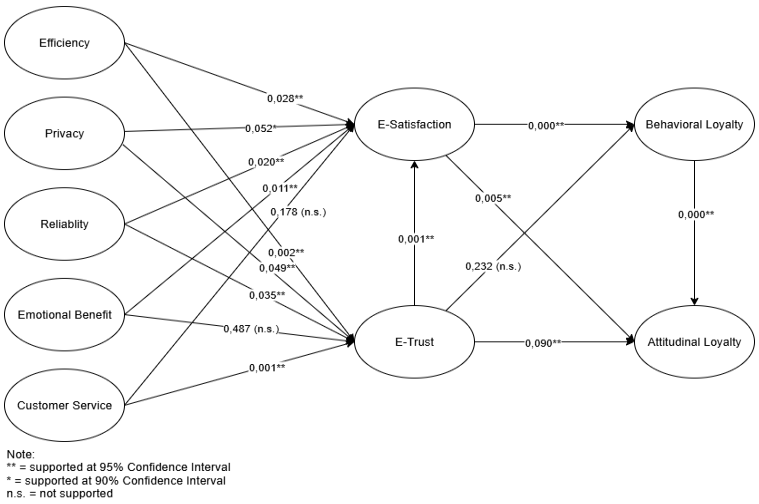

Figure 2. Model Hypothesis Test Results

Discussion

Based on the results of hypothesis testing that has been carried out, several variables show a positive influence on e-satisfaction and e-trust in the SOCO by Sociolla application. Efficiency contributes to increasing customer satisfaction and trust, with easy access to information and features such as barcode scanning that help users get product details quickly and accurately. This is in line with the research of Raza et al. (2020) which states that efficiency is the key to digital service quality. In addition, the privacy aspect also has a positive effect on customer satisfaction and trust, as indicated by SOCO by Sociolla's efforts to maintain data confidentiality and provide a secure payment system through the 3D Secure Payment page. This privacy protection makes customers feel safer and more comfortable when making transactions.

Reliability is another important factor that affects both e-satisfaction and e-trust. Timeliness of delivery, accuracy of product information, and commitment to fulfill orders as expected successfully create satisfaction while increasing customer trust. This result supports the statement of Al-dweeri et al. (2019) that reliability is one of the main foundations in building customer trust in digital platforms. In addition, emotional benefits also have a positive impact on customer satisfaction because a pleasant shopping experience can create feelings of happiness and enthusiasm, thus encourage reviews and repeat purchases. However, emotional benefits do not have a significant effect on e-trust, where even though customers like the product, they are still worried about the risk of damage to goods during the shipping process.

In contrast to emotional benefits, customer service does not show a positive influence on esatisfaction. This is supported by customer reviews on the Google Play Store which state that customer service responses tend to be slow and unhelpful in solving problems. However, customer service has a positive influence on e-trust, especially through the presence of Beauty Assistant that can be accessed via WhatsApp or email. This is in line with the opinion of Al-dweeri et al. (2019) that fast response and personalized service are very important in building customer trust in online services.

Hypothesis 11 shows a positive influence between the e-trust and e-satisfaction variables so that it can be said that the hypothesis is supported. This is in line with research conducted by Al-dweeri et al. (2019) because the results show that there is an influence between e-trust and e-satisfaction. Customer trust is formed if they have trusted the product and service. If the level of trust of SOCO by Sociolla customers is high, they will feel satisfied with the product or service offered. Customers who believe in SOCO by Sociolla will believe that the products and services provided can meet their expectations so that they will have an impact on customer satisfaction.

Based on the results of hypothesis testing, e-satisfaction has a positive influence on both dimensions of loyalty, namely behavioral loyalty and attitudinal loyalty. The satisfaction felt by SOCO by Sociolla customers will increase their involvement in making repeat purchases and encourage customers to recommend the application to others. This shows that the more satisfied a customer is with the shopping experience at SOCO by Sociolla, the more likely they are to remain loyal behaviorally and attitudinally. These results are in line with the research of Al-dweeri et al. (2019), which states that customer satisfaction can increase repurchase intentions and encouragement to promote applications.

In contrast, e-trust only has a positive effect on attitudinal loyalty but has no significant effect on behavioral loyalty. Although the level of customer trust in SOCO by Sociolla is quite good and supports loyal attitudes such as the desire to recommend the app, other factors such as price, product availability, and budget constraints - especially among generation Z - are the main considerations in repeat shopping decisions. This suggests that while customers trust the platform, trust alone is not enough to ensure loyalty in the form of repeated actions. This finding is supported by the research of Yang et al. (2023), which states that the relationship between trust and behavioral loyalty tends to be weak. Thus, to increase

behavioral loyalty, additional strategies are needed that include aspects of competitive pricing, product completeness, and attractive promotions for the young market segment.

Hypothesis 16 shows a positive influence between behavioral loyalty and attitudinal loyalty variables so that it can be said that the hypothesis is supported. This is in line with research conducted by Al-dweeri et al. (2019) because the results show that there is an influence between behavioral loyalty and attitudinal loyalty. Customer loyalty behavior can be known if he makes repeated purchases at SOCO by Sociolla.

Conclusions

Based on the research results, there are several important findings that need to be considered for SOCO by Sociolla to improve the overall customer experience. First, even though customer service has no significant effect on e-satisfaction, the company should still pay attention to the quality of customer service by ensuring that customer service is able to answer questions quickly and help solve customer problems through various channels such as WhatsApp or email, so as to create a positive experience and improve good relations with customers. Second, although e-trust has no effect on behavioral loyalty, SOCO by Sociolla needs to provide maximum and consistent service so that customer trust is not only built through products, but also through other aspects such as stock completeness, competitive prices, and the reliability of the delivery process, so as to encourage loyalty in the form of repeated actions. By improving these two aspects, it is hoped that the level of customer satisfaction, trust and loyalty to SOCO by Sociolla can be optimized.

Future research is recommended to refine the characteristics of respondents by including the criteria of customers who have contacted customer service to submit complaints or problems when shopping at SOCO by Sociolla. In addition, as a research development, the empathy dimension can be used as a substitute for customer service in the e-service quality variable with the aim of increasing the influence on e-satisfaction and e-trust. It is also recommended that the scope of respondents be expanded with a focus on generation Z, and the object of research can be developed to other online retail applications or websites to enrich the research results.

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