Service Quality, Brand Image, and Electronic Word of Mouth as Key Drivers of Consumer Loyalty in E-Commerce: A Study Of Shopee Users in Indonesia

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ABSTRACT

This study aims to examine the influence of service quality, brand image, and electronic word of mouth (eWOM) on customer loyalty toward Shopee e-commerce in Pekanbaru City, Indonesia. The study population consists of Shopee users in Pekanbaru City, for which the exact population size is unknown. A non-probability sampling approach was employed using an accidental sampling technique. Based on Roscoe's rule of thumb, a total of 150 respondents were selected as the research sample. Data were collected through a structured questionnaire and analyzed using the Statistical Package for Social Sciences (SPSS). The results reveal that service quality, brand image, and electronic word of mouth (eWOM) each have a significant and positive effect on customer loyalty. These findings indicate that improving service performance, strengthening brand perception, and encouraging positive online customer reviews are critical strategies for enhancing customer loyalty in the highly competitive e-commerce sector. This study contributes to the literature on digital marketing and consumer behavior by providing empirical evidence from an emerging market context.

Keywords: Service Quality; Brand Image; Electronic Word of Mouth (eWOM); Customer Loyalty

1. Introduction

The internet no longer functions solely as an unlimited source of information but has evolved into an efficient tool for facilitating communication, business transactions, and social interactions. This transformation has made the internet a crucial element of modern life, as nearly all aspects of society are now closely connected to digital technology. In Indonesia, internet usage continues to grow rapidly each year, driven by increasing public demand for easy access to information and digital-based services (Bashir et al., 2021).

The rapid development of the internet in Indonesia has given rise to a new form of trade known as electronic commerce (e-commerce). E-commerce enables consumers to conduct buying and selling activities online through digital platforms without direct face-to-face interaction with sellers. All transaction processes, from product selection to payment, can be completed online. This phenomenon not only provides convenience for consumers in fulfilling their daily needs but also creates extensive business opportunities across various sectors (Pandey et al., 2020). E-commerce can be defined as a platform that facilitates online transactions by utilizing the internet and offering pick-up and delivery services, while also transforming marketing strategies and reducing company operational costs (Tran & Vu, 2019).

Data on the number of e-commerce users in Indonesia show a consistent upward trend. In 2017, there were 70.8 million e-commerce users, increasing to 87.5 million in 2018. The number continued to rise significantly, reaching 148.9 million users in 2021, 166.1 million in 2022, and 180.6 million in 2023. This growth is projected to continue, with the number of users

expected to reach 189.6 million in 2024 (Tempo). As one of the most populous countries in the world, Indonesia represents a vast potential market for e-commerce. Supported by rapid internet growth and the emergence of major platforms such as Tokopedia, Shopee, Lazada, Bukalapak, and Blibli, e-commerce has become a key phenomenon in the Indonesian economy and plays an essential role in shaping the future of electronic trade in the country (Sasono et al., 2021).

Among these platforms, Shopee has demonstrated the strongest performance. Based on data on the average number of visits to the five largest e-commerce websites in Indonesia from the first to the fourth quarter of 2023, Shopee emerged as the most visited marketplace and the only platform that experienced consistent growth throughout the year. In the fourth quarter of 2023, Shopee recorded an average of 241.6 million monthly visits, representing an increase of 11.5% compared to the third quarter. In contrast, Blibli experienced an increase of 11%, while Tokopedia, Lazada, and Bukalapak recorded declines in visitor numbers. Shopee is currently one of the most widely used e-commerce platforms in Indonesia, offering a wide range of products including electronics, accessories, clothing, and fashion items, making it a preferred choice for consumers seeking convenience and security in online shopping (Cung et al., 2023; Melani & Rahmiati, 2021).

Shopee's success is further supported by its superior features, such as free shipping, easy product returns, and attractive promotional programs. These features play a significant role in fostering strong consumer loyalty, which not only reflects customer satisfaction but also serves as a fundamental driver of Shopee's long-term growth as an e-commerce platform (Jayaputra & Kempa, 2022). Ultimately, these advantages not only attract new users but also strengthen the loyalty of existing customers, creating a continuous and sustainable purchasing cycle (Khan et al., 2022).

Consumer loyalty refers to a long-term commitment from customers to consistently choose and use products or services from a particular brand, company, or platform despite the availability of numerous alternatives. Loyalty represents customers' willingness to remain committed to a company, continuously use its products or services, and recommend them to friends or business partners (Chou et al., 2021; Srivastava & Sharma, 2021).

A preliminary survey was conducted using questionnaires distributed to 30 respondents who had previously made purchases through e-commerce platforms. The results indicate that all respondents used Shopee as their primary platform for online shopping. Most respondents made purchases more than twice a month and expressed satisfaction with their shopping experience on Shopee. In addition, the majority of respondents regularly provided reviews after making purchases and were willing to recommend Shopee to family members and acquaintances. These findings suggest that Shopee enjoys a high level of popularity and consumer loyalty, consistent with previous empirical findings (Putri & Sumaryono, 2021; Linadi, 2025).

One of the key factors influencing consumer loyalty is service quality. Service quality refers to the extent to which a service meets or exceeds consumer expectations, encompassing aspects such as speed, reliability, responsiveness, courtesy, and the ability to provide effective solutions to customer problems. High service quality plays a crucial role in fulfilling consumer expectations and encouraging repeat usage of a platform (Khan et al., 2022; Srivastava & Sharma, 2021). Previous studies have shown that service quality has a significant effect on consumer loyalty (Sasono et al., 2021; Melani & Rahmiati, 2021). However, other studies have reported non-significant effects, indicating inconsistent empirical findings and the need for further investigation (Jayaputra & Kempa, 2022).

Brand image is another important factor considered by consumers prior to making purchase decisions. Brand image refers to the perception or impression formed in consumers' minds when they think of a particular brand (Cuong, 2020; Ismail et al., 2022). A positive brand image encourages consumers to share favorable experiences online through reviews, recommendations, and social media posts. These activities constitute electronic word of mouth (eWOM), which further strengthens brand equity and consumer loyalty (Gvili & Levy, 2021; Nguyen Tran et al., 2025). Several studies have found that brand image has a significant influence on consumer loyalty (Cuong, 2020; Ismail et al., 2022), while other studies report non-significant effects (Pandey et al., 2020).

Electronic word of mouth (eWOM) is a form of online promotion that occurs through digital platforms such as social media, forums, and product review systems. It involves the electronic dissemination of consumer opinions, recommendations, and experiences to a wider audience (Gvili & Levy, 2021). With technological advancements, eWOM has become increasingly influential, enabling rapid and extensive information sharing (Nguyen Tran et al., 2025). Previous research indicates that eWOM significantly affects consumer loyalty (Cung et al., 2023; Al-Ansi et al., 2021). However, other studies have found non-significant effects (Putri & Sumaryono, 2021), suggesting the need for further empirical examination.

Based on the above discussion, this study is important for examining the factors that influence consumer loyalty toward the Shopee e-commerce platform, particularly in Pekanbaru City. Therefore, the objectives of this study are: (1) to analyze the effect of service quality on consumer loyalty toward Shopee e-commerce in Pekanbaru City; (2) to analyze the effect of brand image on consumer loyalty toward Shopee e-commerce in Pekanbaru City; and (3) to analyze the effect of electronic word of mouth (eWOM) on consumer loyalty toward Shopee e-commerce in Pekanbaru City.

2. Literature Review

Electronic Commerce (e-Commerce)

Electronic Commerce (e-Commerce) refers to buying and selling activities of products or services conducted through digital platforms or electronic networks, particularly the internet. E-commerce enables consumers and business actors to interact and complete transactions without direct physical contact, allowing the entire purchasing process—from product selection to payment and delivery—to be carried out electronically (Bashir et al., 2021; Pandey et al., 2020). Along with the rapid development of information technology, online transaction systems have become increasingly efficient and user-friendly, enabling business actors to reach wider markets at lower operational costs (Tran & Vu, 2019). E-commerce also facilitates faster information exchange, flexible transaction times, and integrated logistics systems, which enhance consumer convenience and satisfaction (Sasono et al., 2021). In the Indonesian context, the growth of e-commerce platforms such as Shopee has transformed consumer shopping behavior and intensified competition among digital marketplaces (Cung et al., 2023; Melani & Rahmiati, 2021).

Consumer Loyalty

Consumer loyalty represents a behavioral outcome reflecting consumers' long-term commitment to a product, brand, or service, demonstrated through routine and repeated purchases over an extended period. Chou et al. (2021) describe consumer loyalty as a form of commitment that encourages consumers to continuously repurchase and maintain their preference for a particular company. Loyal consumers tend to consistently choose the same brand despite the availability of alternative options in the market.

According to Srivastava and Sharma (2021), loyal consumers not only engage in repeat purchases but are also less sensitive to negative information and more likely to recommend the company to others. This recommendation behavior strengthens word-of-mouth communication and contributes to a company's sustainable competitive advantage (Pandey et al., 2020). In the context of e-commerce, consumer loyalty is particularly important, as switching costs are relatively low and consumers can easily move to competing platforms (Khan et al., 2022).

Service Quality

Service quality refers to the extent to which services provided by a company are able to meet or exceed consumer expectations. In electronic commerce, service quality encompasses aspects such as system reliability, responsiveness, security, transaction efficiency, and customer support (Khan et al., 2022). High service quality is reflected in the company's ability to deliver services accurately, promptly respond to consumer inquiries, and resolve problems effectively.

Srivastava and Sharma (2021) emphasize that consistent service quality enhances customer satisfaction and trust, which are critical determinants of long-term loyalty. In e-

commerce platforms such as Shopee, service quality also includes features such as delivery speed, ease of payment, return policies, and platform usability (Melani & Rahmiati, 2021). When consumers perceive that service quality is consistently maintained, they are more likely to continue using the platform and recommend it to others (Sasono et al., 2021).

Brand Image

Brand image is the perception or impression held by consumers when evaluating a brand, particularly when they lack complete information or prior experience with a product or service. Cuong (2020) explains that brand image functions as a mental representation that helps consumers assess product quality, reliability, and value. A strong brand image creates positive associations that influence consumer attitudes and purchase decisions.

Ismail et al. (2022) argue that a positive brand image enhances emotional attachment and trust, leading consumers to develop stronger engagement with the brand. In the context of e-commerce, brand image is shaped by platform reputation, perceived security, service reliability, and consumer experiences shared online (Nguyen Tran et al., 2025). A favorable brand image encourages consumers to remain loyal, even when competing platforms offer similar products or prices (Pandey et al., 2020).

Electronic Word of Mouth (eWOM)

Electronic word of mouth (eWOM) is a form of online communication among consumers that occurs through digital platforms such as social media, forums, blogs, and online product review systems. Gvili and Levy (2021) define eWOM as the dissemination of consumers' opinions, experiences, and recommendations about products or services through electronic media. eWOM enables information to spread rapidly and reach a broad audience, significantly influencing consumer perceptions and decision-making processes (Nguyen Tran et al., 2025). Positive eWOM increases consumer trust and reduces perceived risk, while negative eWOM can discourage purchase intentions (Al-Ansi et al., 2021). In e-commerce settings, eWOM is reflected in online reviews, ratings, recommendation frequency, and consumers' confidence after reading feedback from other users (Cung et al., 2023).

Service Quality and Consumer Loyalty

Consistent service quality plays a crucial role in building consumer trust and long-term loyalty. When consumers perceive that the services they receive consistently meet or exceed their expectations, their confidence in the platform strengthens, reducing the likelihood of switching to competitors (Khan et al., 2022).

Empirical studies have demonstrated that service quality has a significant positive effect on consumer loyalty in e-commerce contexts (Sasono et al., 2021; Melani & Rahmiati, 2021; Srivastava & Sharma, 2021). However, other studies have reported non-significant relationships, suggesting that the influence of service quality on loyalty may depend on contextual factors such as consumer characteristics and platform features (Jayaputra & Kempa, 2022). Based on these findings, this study proposes the following hypothesis:

H1: Service quality has a positive effect on consumer loyalty toward Shopee e-commerce in Pekanbaru City.

Brand Image and Consumer Loyalty

A positive brand image encourages consumers to feel confident and comfortable in their interactions with a brand, strengthening emotional attachment and trust. When consumers associate a brand with positive experiences, strong reputation, and reliability, they are more likely to remain loyal despite the presence of alternative options (Cuong, 2020).

Several studies indicate that brand image significantly influences consumer loyalty (Ismail et al., 2022; Nguyen Tran et al., 2025). Nevertheless, some researchers have reported non-significant relationships, suggesting that brand image alone may not be sufficient to guarantee loyalty without being supported by satisfactory service quality and consumer experiences (Pandey et al., 2020). Therefore, this study proposes the following hypothesis:

H2: Brand image has a positive effect on consumer loyalty toward Shopee e-commerce in Pekanbaru City.

Electronic Word of Mouth and Consumer Loyalty

Electronic word of mouth plays an important role in shaping consumer perceptions and loyalty in e-commerce. Gvili and Levy (2021) explain that eWOM transmits information in the form of opinions and attitudes that influence consumers' evaluations of products and services. Consumers who rely on positive eWOM are more likely to trust a platform and engage in repeat purchases.

Empirical studies have demonstrated a significant positive effect of eWOM on consumer loyalty (Cung et al., 2023; Al-Ansi et al., 2021). However, contrasting findings have also been reported, indicating that eWOM may not always directly translate into loyalty if consumers' actual experiences do not meet expectations (Putri & Sumaryono, 2021). Accordingly, this study proposes the following hypothesis:

H3: Electronic word of mouth (eWOM) has a positive effect on consumer loyalty toward Shopee e-commerce in Pekanbaru City.

3. Research Methods

This study was conducted in Pekanbaru City from September 2024 to January 2025 using a quantitative research approach. A quantitative method was selected because it enables data to be measured numerically and analyzed objectively using statistical techniques to examine relationships among variables. The population of this study comprised users of the Shopee e-commerce platform in Pekanbaru City. As the exact population size was unknown, the sample size was determined using a rule-of-thumb approach, resulting in a total of 150 respondents. The sampling technique employed was non-probability sampling with an accidental sampling method, in which respondents were selected based on their availability and willingness to participate during the data collection process.

This study examined three independent variables, namely service quality, brand image, and electronic word of mouth (eWOM), and one dependent variable, consumer loyalty. Service quality was measured using indicators of reliability, responsiveness, assurance, empathy, and tangibility. Brand image was assessed based on product attributes, perceived benefits, brand personality, and brand attitude. Electronic word of mouth (eWOM) was measured using indicators related to online reviews, online recommendations, frequency of reading online reviews, and consumers' confidence after reading positive online reviews. Consumer loyalty was measured using indicators of repeat purchases, resistance to negative company perceptions, and willingness to provide referrals. All variables were measured using an interval scale.

The data used in this study consisted of both primary and secondary data. Primary data were collected through a structured questionnaire distributed to respondents who had experience shopping on the Shopee platform, while secondary data were obtained from relevant literature, previous studies, and supporting documents. Prior to hypothesis testing, the data were subjected to validity and reliability tests to ensure the accuracy and consistency of the measurement instruments. Validity testing was conducted using corrected item–total correlation, while reliability testing was performed using Cronbach's alpha coefficient.

Data analysis was carried out using the Statistical Package for Social Sciences (SPSS). Descriptive statistical analysis was first conducted to describe the characteristics of respondents and the distribution of research variables. To test the research hypotheses, multiple linear regression analysis was employed to examine the effect of service quality, brand image, and electronic word of mouth (eWOM) on consumer loyalty. Before performing the regression analysis, classical assumption tests were conducted, including normality testing to assess data distribution, multicollinearity testing to ensure independence among independent variables, and heteroscedasticity testing to confirm variance homogeneity.

The multiple linear regression model treated consumer loyalty as the dependent variable, while service quality, brand image, and electronic word of mouth (eWOM) were treated as independent variables. Hypothesis testing was conducted using the t-test to examine the partial

effect of each independent variable on consumer loyalty, while the F-test was used to evaluate the simultaneous effect of all independent variables. The coefficient of determination (R^2) was also analyzed to determine the proportion of variance in consumer loyalty explained by the independent variables. All statistical tests were conducted at a significance level of 5 percent.

4. Results and Discussions

Respondent Characteristics

Table 2. Respondent Characteristics Data

Demographic	Category	Frequency	Percentage
Gender	Male	47	31.3%
	Female	103	68.7%
Age	≤ 22 years	45	30.0%
	23–29 years	96	64.0%
	30–36 years	9	6.0%
	37–43 years	0	0%
Marital Status	Single	114	76.0%
	Married	36	24.0%
Occupation	Student	32	21.0%
	Private Employee	62	41.0%
	Civil Servant	7	5.0%
	Housewife	15	10.0%
	Entrepreneur	30	20.0%
	Military/Police	0	0%
	Others	4	3.0%
Income	< IDR 3,500,000	34	22%
	IDR 3,500,000 – IDR 6,000,000	61	41%
	> IDR 6,000,000	55	37%
District	Binawidya	4	2.7%
	Bukit Raya	7	4.7%
	Kulim	5	3.3%
	Limapuluh	17	11.3%
	Marpoyan Damai	11	7.3%
	Payung Sekaki	23	15.3%
	Pekanbaru Kota	14	9.3%
	Rumbai	10	6.7%
	Rumbai Pesisir	7	4.7%
	Sail	9	6.0%
	Senapelan	14	9.3%
	Sukajadi	7	4.7%
	Tampan	9	6.0%
	Tenayan Raya	5	3.3%
	Tuah Madani	8	5.3%

Source: Processed Data, 2024

Based on Table 2, the majority of respondents were female, predominantly aged 23–29 years, and unmarried. In terms of occupation, most respondents were private-sector employees. Regarding income, the majority earned between IDR 3,500,000 and IDR 6,000,000 per month. Furthermore, Payung Sekaki District accounted for the highest number of respondents' residences.

Preliminary Tests
Validity Test
In this study, validity testing was conducted by measuring the correlation coefficient using the Corrected Item–Total Correlation (CITC). An indicator is considered valid if it meets the criterion of CITC > 0.30 (Sugiyono, 2017). The results of the validity test using SPSS (Statistical Package for the Social Sciences) are presented in Table 3.

Table 3. Validity Test Results

Variable	Indicator	CITC	Conclusion
Service Quality	KL1.1	0.790	Valid
	KL1.2	0.759	Valid
	KL2.1	0.745	Valid
	KL2.2	0.731	Valid
	KL3.1	0.776	Valid
	KL3.2	0.736	Valid
	KL4.1	0.765	Valid
	KL4.2	0.749	Valid
	KL5.1	0.767	Valid
	KL5.2	0.756	Valid
Brand Image	CM1.1	0.699	Valid
	CM1.2	0.676	Valid
	CM2.1	0.663	Valid
	CM2.2	0.758	Valid
	CM3.1	0.735	Valid
	CM3.2	0.686	Valid
	CM4.1	0.666	Valid
	CM4.2	0.799	Valid
Electronic Word of Mouth (eWOM)	EWOM1.1	0.778	Valid
	EWOM1.2	0.779	Valid
	EWOM2.1	0.754	Valid
	EWOM2.2	0.758	Valid
	EWOM3.1	0.758	Valid
	EWOM3.2	0.805	Valid
	EWOM4.1	0.801	Valid
	EWOM4.2	0.806	Valid
Consumer Loyalty	LK1.1	0.762	Valid
	LK1.2	0.692	Valid
	LK2.1	0.749	Valid
	LK2.2	0.728	Valid
	LK3.1	0.741	Valid
	LK3.2	0.689	Valid

Source: Processed Data, 2024

All indicators of service quality, brand image, electronic word of mouth (eWOM), and consumer loyalty show CITC values greater than 0.30. Therefore, all indicators used to measure the variables are valid and acceptable for further data analysis.
Source: Processed Data, 2024

Reliability Test
Reliability testing was conducted using Cronbach's Alpha (α). A construct is considered reliable if the Cronbach's Alpha value exceeds 0.60 (Azizah et al., 2023). The reliability test was performed using SPSS, and the results are presented in Table 4.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Conclusion
Service Quality	0.940	> 0.60	Reliable
Brand Image	0.911	> 0.60	Reliable
Electronic Word of Mouth (eWOM)	0.938	> 0.60	Reliable
Consumer Loyalty	0.899	> 0.60	Reliable

Source: Processed Data, 2024

Based on Table 4, all variables have Cronbach's Alpha values greater than 0.60, indicating that all research variables meet the reliability criteria and are suitable for further analysis. Thus, the preliminary tests confirm that there are no reliability issues, and the study can proceed to subsequent testing stages.

Model Testing
F-Test

The F-test was conducted to determine whether the multiple linear regression model is appropriate for analyzing the influence of service quality, brand image, and electronic word of mouth on consumer loyalty. If the calculated F value exceeds the table F value, the null hypothesis is rejected.

Table 8. F-Test Results

Model	F-calculated	F-table	Sig.
X1, X2, X3 → Y	497.153	2.67	0.001

Source: Processed Data, 2024

Since the calculated F value (497.153) is greater than the table F value (2.67) and the significance level is less than 0.05, the regression model is statistically significant and feasible for analysis.

Coefficient of Determination (R^2)

Table 9. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square
1	0.954	0.911	0.909

Source: Processed Data, 2024

The Adjusted R^2 value of 0.909 indicates that 90.9% of the variation in consumer loyalty is explained by service quality, brand image, and electronic word of mouth, while the remaining 9.1% is influenced by other variables outside this research model.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine both simultaneous and partial effects of the independent variables on consumer loyalty. The regression equation obtained from SPSS output is presented in Table 10.

Table 10. Multiple Linear Regression Results

Variable	Unstandardized Coefficient (B)	Relationship
Constant	-0.211	Positive
Service Quality (X1)	0.233	Positive
Brand Image (X2)	0.224	Positive
Electronic Word of Mouth (X3)	0.239	Positive

Source: Processed Data, 2024

The regression equation is formulated as follows: $Y = -0.211 + 0.233X_1 + 0.224X_2 + 0.239X_3$

t-Test

      Hypothesis testing was conducted at a 5% significance level and a 95% confidence level. If the calculated t value exceeds the table t value, the null hypothesis is rejected, indicating a significant effect of the independent variable on the dependent variable.

Table 11. t-Test Results

Hypothesis	t-calculated	t-table	Sig.	Conclusion
H1: X1 → Y	5.114	1.65536	0.001	Significant positive effect
H2: X2 → Y	3.716	1.65536	0.001	Significant positive effect
H3: X3 → Y	4.439	1.65536	0.001	Significant positive effect

Source: Processed Data, 2024

      Based on Table 11, service quality, brand image, and electronic word of mouth (eWOM) all have positive and significant effects on consumer loyalty. This is evidenced by t-calculated values exceeding the t-table value and significance levels below 0.05. These findings indicate that improvements in service quality, brand image, and eWOM significantly enhance consumer loyalty toward the Shopee e-commerce platform.

Discussion

The Effect of Service Quality on Consumer Loyalty

      Service quality plays a crucial role in building consumer loyalty, particularly on e-commerce platforms such as Shopee. The results of this study indicate that service quality has a positive and significant effect on consumer loyalty. This finding reflects that consumers who perceive Shopee's services as reliable, responsive, and trustworthy are more likely to remain loyal to the platform.

      Based on the respondent profile, the majority of respondents were aged 23–29 years (64%), unmarried (76%), worked as private-sector employees (41%) or students (21%), and earned a monthly income ranging from IDR 3,500,000 to IDR 6,000,000 (41%). This demographic group represents economically productive individuals who are highly familiar with digital technology and tend to have high expectations regarding service quality, particularly related to delivery speed, transaction convenience, and responsive customer service.

      Unmarried respondents generally exhibit higher online shopping frequency due to greater financial flexibility and fewer household financial responsibilities. Similarly, private-sector employees and students tend to rely heavily on e-commerce platforms to save time and enhance shopping convenience. The descriptive analysis shows that the perceived service quality of Shopee is categorized as good, with an average score of 4.08, indicating that consumers are generally satisfied with Shopee's service performance.

      These findings are consistent with previous studies that emphasize the importance of service quality in fostering consumer loyalty. Empirical evidence suggests that high service quality significantly enhances customer satisfaction and trust, which subsequently encourages repeat purchases and long-term loyalty (Sasono et al., 2021; Srivastava & Sharma, 2021). Studies conducted in e-commerce and online service contexts also demonstrate that reliable systems, responsive customer support, and efficient service delivery strengthen consumer confidence and loyalty toward digital platforms (Khan et al., 2022; Melani & Rahmiati, 2021).

      However, some studies have reported non-significant effects of service quality on consumer loyalty, suggesting that service quality alone may not be sufficient to guarantee loyalty without being supported by other factors such as brand image and customer experience (Jayaputra & Kempa, 2022). Nevertheless, the findings of this study confirm that service quality remains a critical determinant of consumer loyalty toward Shopee e-commerce in Pekanbaru City.

The Effect of Brand Image on Consumer Loyalty

      Brand image plays a vital role in fostering consumer loyalty, as a positive brand image creates trust, comfort, and emotional attachment that encourage consumers to make repeat purchases. The results of this study indicate that brand image has a positive and significant effect on consumer loyalty toward Shopee.

The demographic characteristics of respondents show that most participants were aged 23–29 years (64%), unmarried (76%), employed as private-sector workers (41%) or students (21%), and earned a monthly income of IDR 3,500,000–IDR 6,000,000 (41%). This productive age group tends to be more selective and critical in evaluating brands, as they are highly exposed to digital information and online reviews. Consumers in this group generally prioritize brand reputation, platform credibility, and perceived reliability when choosing an e-commerce platform.

With sufficient purchasing power and flexible time, consumers are more likely to select brands that offer not only competitive prices but also a strong and trustworthy image. Shopee's brand image as a user-friendly, secure, and widely recognized platform enhances consumers' confidence and willingness to remain loyal. This aligns with the argument that brand image functions as a cognitive shortcut that helps consumers reduce perceived risk when making online purchases (Cuong, 2020).

The findings of this study are in line with previous research demonstrating that a positive brand image significantly influences consumer loyalty. Studies have shown that strong brand image enhances emotional engagement and trust, which ultimately leads to long-term loyalty (Ismail et al., 2022; Nguyen Tran et al., 2025). However, some studies report non-significant relationships, indicating that brand image must be supported by consistent service quality and positive consumer experiences to effectively foster loyalty (Pandey et al., 2020). Overall, the results of this study confirm that brand image is an important determinant of consumer loyalty toward Shopee e-commerce.

The Effect of Electronic Word of Mouth (eWOM) on Consumer Loyalty

Electronic word of mouth (eWOM) has a significant influence on consumer loyalty, particularly in e-commerce environments where consumers rely heavily on online information before making purchasing decisions. The results of this study indicate that eWOM has a positive and significant effect on consumer loyalty toward Shopee.

The majority of respondents were aged 23–29 years (64%), unmarried (76%), employed as private-sector workers (41%) or students (21%), and had a monthly income of IDR 3,500,000–IDR 6,000,000 (41%). This younger, digitally active generation frequently seeks information from online reviews, ratings, and recommendations prior to making purchases. As a result, eWOM becomes a crucial reference that shapes their perceptions, trust, and purchase intentions.

In the context of Shopee, eWOM appears in the form of product ratings, customer reviews, and testimonials that provide valuable insights into product quality and seller reliability. Positive eWOM reduces perceived risk and enhances consumer confidence, which strengthens emotional attachment and loyalty to the platform. Respondents with stable income levels are more likely to become loyal customers when eWOM provides accurate, credible, and supportive information that aligns with their shopping experiences.

These findings are consistent with previous empirical studies showing that eWOM significantly influences consumer loyalty by strengthening trust and satisfaction (Cung et al., 2023; Al-Ansi et al., 2021). Research also indicates that positive eWOM encourages repeat purchases and increases consumers' willingness to recommend a platform to others (Gvili & Levy, 2021; Nguyen Tran et al., 2025). However, contrasting results have been reported in some studies, suggesting that eWOM may not always translate directly into loyalty if consumers' actual experiences do not meet expectations (Putri & Sumaryono, 2021). Despite these mixed findings, the results of this study confirm that eWOM plays a significant role in shaping consumer loyalty toward Shopee e-commerce in Pekanbaru City.

5. Conclusion

This study aims to analyze the effects of service quality, brand image, and electronic word of mouth (eWOM) on consumer loyalty toward Shopee e-commerce in Pekanbaru City. The results indicate that all three variables have a positive and significant effect on consumer loyalty. Improved service quality, particularly in terms of customer responsiveness and transaction convenience, leads to higher levels of consumer loyalty. Similarly, a positive brand image

enhances consumer trust and satisfaction, while effective eWOM through reviews and recommendations strengthens consumers' emotional attachment to the platform.

However, this study has several limitations, including a sample that is limited to Pekanbaru City and the exclusion of other potential influencing variables, such as price and promotional strategies. Based on these findings, Shopee is recommended to continuously improve service quality, strengthen brand image through relevant product curation, and optimize eWOM strategies to maintain and enhance consumer loyalty. For consumers, it is important to utilize eWOM features wisely and select products that best meet their needs in order to achieve an optimal online shopping experience.

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