The Influence of Customer Experience on Customer Loyalty Through Repurchase Intention in Shopee Jakarta Users

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Abstract
This research focuses on the Shopee platform to analyse the effect of customer experience on customer loyalty through repurchase intention as a mediating variable. A quantitative research design was employed, using purposive sampling to select respondents. A total of 131 participants took part in this study, comprising male and female residents of Jakarta aged 17 to 30 years who had made at least one purchase on Shopee within the past six months. Data were gathered through an online questionnaire distributed via Google Forms, utilising a four-point Likert scale ranging from strongly disagree to strongly agree. The collected data were analysed using the Partial Least Squares (PLS) technique through the SmartPLS software version 4.1.1.5. The results confirm that customer experience has a positive impact on both repurchase intention and customer loyalty, with repurchase intention also serving as a significant mediating factor between the two variables.
Keywords: Customer Experience, Customer Loyalty, Repurchase intention, E-commerce

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INTRODUCTION

The rapid digital transformation has changed consumer shopping patterns, especially on e-commerce platforms. Indonesia is one of the largest e-commerce markets and with significant growth(Kamila et al., 2025).According to the Ministry of Trade's data and information system center (PDSI Kemendag 2024), the growth in the number of E-commerce users continues to increase every year, driven by the increase in internet penetration, currently reaching 79.5% of the total national population of 278.7 million people (Apjii 2024), the COVID-19 pandemic is an accelerating factor in the change in consumer behavior. Restrictions on social activities and community mobility during the pandemic have prompted a massive shift from conventional transactions to online transactions. As a result, e-commerce is developing into one of the main sectors that underpin modern economic activities, creating new opportunities and challenges for digital industry players(Gu et al., 2021).

Table 1. Top Brand Index Indonesia

Brand Name	2020	2021	2022	2023	2024
Shopee.co.id	20.00	41.80	43.70	45.80	50.50
Lazada.co.id	31.90	15.20	14.70	15.10	13.30
Tokopedia.com	18.80	16.70	14.90	11.30	10.40
Bukalapak.com	12.90	9.50	8.10	4.70	7.60
Blibli.com	8.40	8.10	10.10	10.60	6.60

Source: Top Brand Award

Shopee, launched by Sea Limited in 2015, has established itself as a dominant player in the Indonesian e-commerce industry. Based on data from the Top Brand Award (2020–2024), Shopee's market share increased significantly from 20.00% in 2020 to 50.50% in 2024, outperforming competitors such as Tokopedia, Lazada, and Bukalapak. In this regard, Shopee's success in dominating the market share is not only driven by aggressive marketing strategies such as "free shipping" programs and massive discounts, but also by its success in building a superior customer experience(Kelvin & Novani, 2023).

Customer experience encompasses all interactions between customers and the platform, including application usability, transaction security, delivery reliability, product conformity, and after-sales service. A positive customer experience fosters satisfaction and emotional attachment, thereby encouraging repurchase behaviour and the development of long-term customer loyalty (Zahro & Hadi, 2023). Previous studies have confirmed that customer experience has a significant influence on both repurchase intention and customer loyalty among Shopee users in Pasuruan City (Nusron & Subadar, 2023). The results of this study also reveal that repurchase intention has a significant mediating variable between customer experience and customer loyalty.

Despite Shopee's dominant position, users continue to face several issues, such as shipping errors, delayed deliveries, application malfunctions, and discrepancies between product descriptions and actual products received. These issues may negatively affect customer satisfaction and loyalty(Nofiyanti & Wiwoho, 2020). Furthermore, (Shalihah et al., 2024) reported that Shopee's repeat purchase rate reached only approximately 14.67% for several brands, despite the platform's strong overall performance. This relatively low rate was attributed to negative customer reviews, technical application problems, shipping delays, and the lack of personalised user experience features.

Accordingly, the research problem addressed in this study concerns the relatively low repurchase rates and persistent user complaints on Shopee, which may hinder the development of long-term customer loyalty in an increasingly competitive e-commerce market. Despite Shopee's strong market position, unresolved service- and experience-related issues may increase the risk of customer churn.

Customer loyalty refers to consistent consumer behaviour in making repeat purchases of a company's products or services and in recommending them to others. Moreover, customer loyalty intensifies competition among firms, as it extends beyond product quality to include the effective management of consumer perceptions (Momuat et al., 2021). These conditions are consistent with findings from previous studies that have examined factors influencing customer loyalty on Shopee. (Tanurahardja & Cokki, 2023) found that perceived value and e-service quality positively affect customer satisfaction and loyalty in Jakarta. Similarly, (Nalendra et al., 2022) showed that customer loyalty toward Shopee Segar is shaped by satisfaction derived from pricing and service quality, while (Widjanarko & Saputra, 2023) emphasized the significant role of promotional programs, such as free shipping vouchers, in influencing purchasing decisions and loyalty. Furthermore, (Suhendry, 2023) revealed that e-service quality indirectly affects customer loyalty through satisfaction among Shopee users in Pontianak.

Moreover, prior studies indicate that repurchase intention on Shopee is influenced by interconnected factors, including e-service quality, customer engagement, trust, perceived value, and perceived usefulness. (Putri et al., 2023)demonstrated these relationships among fashion consumers in Pontianak. In addition, (Utami & Hidayat, 2024) found that adjusted expectations, perceived value, and perceived usefulness positively influence repurchase intention among Shopee users in East Jakarta. Similar conclusions were drawn by(Solihin & Ahyani, 2024), who identified perceived risk and consumer attitudes as determinants of online purchase intention, with trust acting as a mediating variable. (Hasibuan & Pratiwi, 2021) also reported that discounts and ease of use indirectly affect repurchase intention through customer satisfaction in Banyumas Regency.

The study identifies research gaps where most previous studies have focused on the general influence of customer experience on repurchase intention, without specifically exploring the mediating role in urban contexts such as Jakarta. Jakarta was chosen as the locus of this study because it represents Indonesia's largest and most dynamic metropolitan area. As the nation's economic and commercial hub, Jakarta is characterised by high consumer density, intense market competition, rapid urbanisation, and increasingly sophisticated shopping behaviours. These conditions make Jakarta an ideal context for examining customer experience, repurchase intention, and customer loyalty in fast-paced metropolitan markets. the findings of this study are expected to provide a deeper understanding of consumer behaviour dynamics in urban environments and to offer valuable insights for Shopee seeking to optimise customer retention strategies in metropolitan areas such as Jakarta.
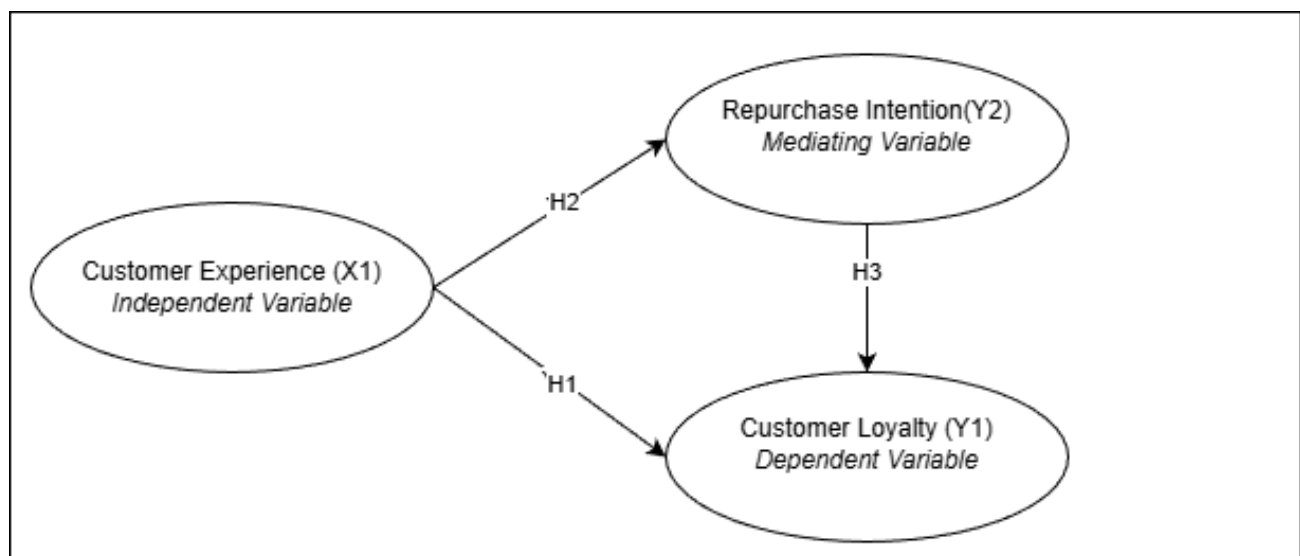

Figure 1. Research Hypothesis

RESEARCH METHOD

This study uses a quantitative method with the main variable consisting of Customer Experience (X1) as an independent variable, Customer Loyalty (Y1) as a dependent variable, and Repurchase Intention (Y2) as a mediating variable. Sampling was carried out through the purposive sampling method; this survey involved a total of 131 respondents who met certain criteria. The Respondent criteria consisted of men and women aged between 17 years and 30 years, who live in the Jakarta area, and are active users of Shopee e-commerce who have made at least one purchase transaction in the last six months to ensure the relevance of their experience with the platform. By using Google Forms to distribute the questionnaire, the data source uses primary data. This research instrument uses a 4-point Likert scale consisting of: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, and 4 = Strongly Agree. The collected data was then analysed using Partial Least Square (PLS). Using the SmartPLS tool version 4.1.1.5, the partial least squares data analysis technique is employed.

Table 2. Research Construct

No	variable	Indicators	Reference
1	Customer Experience	1. Sense 2. Feel 3. Think 4. Act 5. Relate	(Schmitt, 2000)
2	Repurchase intention	1. Repurchasing intention from the same place 2. Repeated usage of the product or service 3. Revisiting in the future 4. Making purchases in the future	(Sullivan & Kim, 2018)
3	Customer Loyalty	1. Making purchases regularly 2. Recommending other products 3. Showing resistance to the appeal of similar products from competitors	(Sangadji, 2013)

RESULTS AND DISCUSSION

This study involved 131 respondents consisting of male and female participants between the ages of under 17 and over 30 years old. The questionnaire was distributed through Google Forms, and all participants were residents of DKI Jakarta. Based on gender, 64 respondents (48.9%) were male, and 67 respondents (51.1%) were female. In terms of age, the majority were between 17 and 25 years old (54 respondents), followed by those aged 26–30 years (30 respondents), under 17 years old (24 respondents), and over 30 years old (23 respondents).

Regarding residence, most respondents lived in East Jakarta (45 respondents), followed by Central Jakarta (33), South Jakarta (27), and West Jakarta (26). In terms of employment status, 56 respondents were students, 44 were government or private employees, and 31 were entrepreneurs. Based on their shopping frequency on Shopee within 6 months, 49 respondents made purchases 1-2 times, 53 respondents made purchases 3-5 times, and 29 respondents made purchases more than 6 times. Overall, the demographic results show that most of the Shopee users in this study are young adults, especially students, who are actively involved in online shopping activities in the Jakarta area.

Table 3. Demographic Respondents

Respondents Criteria	Number of Respondents
According to Gender	
Male	64
Female	67
According to age	

Respondents Criteria	Number of Respondents
Under 17 years	24
17-25 years	54
26-30 years	30
Over 30 years	23
According to the residence	
East Jakarta	45
South Jakarta	27
West Jakarta	26
Central Jakarta	33
According to the type of employment	
Student	56
Employee	44
Entrepreneur	31
According to the frequency of purchase in Shopee	
1-2 times	49
3-5 times	53
More than 6 times	29

Source: Processed data (2025)

Validity Test

To observe the positively correlated measurements of similar constructions using alternative methods, (Arie Yudhistira & Octaviani, 2025) state that convergent validity testing is essential in quantitative research. As a result, to meet the value, the value of outer loading and the extracted mean variance (AVE) is (Simbolon et al., 2024; Yudhistira & Octaviani, 2025). The values derived from the validity test processing results show in Table 4 below, are as follows:

Table 4. Outer Loading

Variable	Indicators	Loading factor
Customer experience	**CE1**	704
	CE2	849
	CE3	805
	CE4	881
	CE5	835
	CE6	870
	CE7	847
	CE7	829
	CE9	804
	CE10	859
	CE11	745
	CE12	808
Customer loyalty	**CL1**	843
	CL2	815
	CL3	840
	CL4	721
Repurchase intention	**RI1**	841
	RI2	859
	RI3	856
	RI4	848
	RI5	862

Source: Processed data (2025)

The outer loading values indicate strong convergence between indicators and their respective latent constructs. Higher loading values suggest that the indicators can explain a substantial proportion of variance in the latent variable. Since all indicators exhibit loading values greater than 0.70, they are considered valid and suitable for further analysis (Christianto & Lahindah, 2025; Helmi et al., 2025).

As a further test of convergent validity, the Average Variance Extracted (AVE) was examined. A construct is considered valid if its AVE value exceeds 0.5 (Gio et al., 2024), indicating that the construct explains more than half of the variance of its indicators. Based on the obtained AVE values, all variables exceeded the threshold of 0.5 and were therefore deemed valid. The highest AVE value was observed for Repurchase Intention (0.728), while the lowest value was found for Customer Loyalty (0.522), which still met the minimum required criterion.

AVE and Reliability Test Result

After testing the research instruments utilising SmartPLS 4.1.0.0 and the PLS-Algorithm process, the reliability testing involves the following steps(Poetry et al., 2025; Simbolon et al., 2024). Table 5 presents the findings of reliability tests performed on each variable using Cronbach's Alpha and Composite Reliability values.

Table 5. Reliability and AVE Tests

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer experience	0.956	0.958	0.961	0.674
Customer loyalty	0.728	0.840	0.822	0.522
Repurchase intention	0.907	0.907	0.930	0.728

Source: Processed data (2025)

Table 5 presents the results of the reliability test for each variable using Cronbach's Alpha and Composite Reliability values, showing that all constructs in this study meet the reliability and validity criteria. Cronbach's Alpha and Composite Reliability values for all variables were above 0.7, indicating that the instruments used in this study were reliable (Gio et al., 2024).

Table 6. Coefficient Determinant

	R-square	R-square adjusted
Customer loyalty	0.656	0.651
Repurchase intention	0.652	0.650

Source: Processed data (2025)

The Determinant Coefficient, or R-Square, is shown in Table 6 and shows the extent to which the independent variable can explain the dependent variable. The R-Square value ranges from 0 to 1, where the closer the number is to 1, the better the model explains the data. As shown in Table 6, the Customer Loyalty dependent variable in Table 6 has an R-Square value of 0.656. Thus, Customer Experience and Repurchase Intention together account for 65.6% of the variance in Customer Loyalty. However, another independent variable not included in the model accounted for the remaining 34.4%. This shows that the model has moderate to strong explanatory power in explaining customer loyalty behaviour among shopee user in Jakarta.

Meanwhile, the Repurchase Intention variable has an R-Square value of 0.652. This means thatCustomer Experience alone accounts for 65.2% of the variance in Repurchase Intention,

while other factors outside the model explain the remaining 34.8%. Therefore, this model can be considered to have a moderate to strong level of accuracy, indicating that Customer Experience plays a major role in shaping Buyback Intent among Shopee users.

Hypothesis Test Result

Results of Hypothesis Test Results using SmartPLS analysis tools are presented in Tables 7and 8. Based on the path coefficient, T-statistic, and p-value, it can be concluded that all hypotheses are accepted, since all T-statistical values exceed 1.96 and p-values below 0.05, following the significance criteria suggested by (Gio et al., 2024).

Table 7. Hypothesis Testing Direct Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Hypothesis Result
Customer experience -> Customer loyalty	0.376	0.380	0.096	3.914	0.000	Supported
Customer experience -> Repurchase intention	0.808	0.807	0.037	22.059	0.000	Supported

Source: Processed data (2025)

Based on Table 7 above, a detailed discussion will be provided for each hypothesis as follows:
1. The path coefficient between Customer Experience and Customer Loyalty is 0.376, with a T-statistic of 3.914 and a p-value of 0.000. These results show that Customer Experience has a positive and significant effect on Customer Loyalty.
2. The path coefficient between Customer Experience and Repurchase Intention is 0.808, with a T-statistic of 22.059 and a p-value of 0.000. These results show that Customer Experience significantly influences Repurchase Intention.

Table 8. Hypothesis Testing Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Hypothesis Result
Customer experience -> Repurchase intention -> Customer loyalty	0.384	0.382	0.087	4.423	0.000	Supported

Source: Processed data (2025)

Based on Table 8 above, a detailed discussion will be provided for each hypothesis as follows the results of the mediation test showed that the indirect relationship between Customer Experience and Customer Loyalty through Repurchase Intention had a path coefficient of 0.384, a T-statistic of 4.423, and a p-value of 0.000.
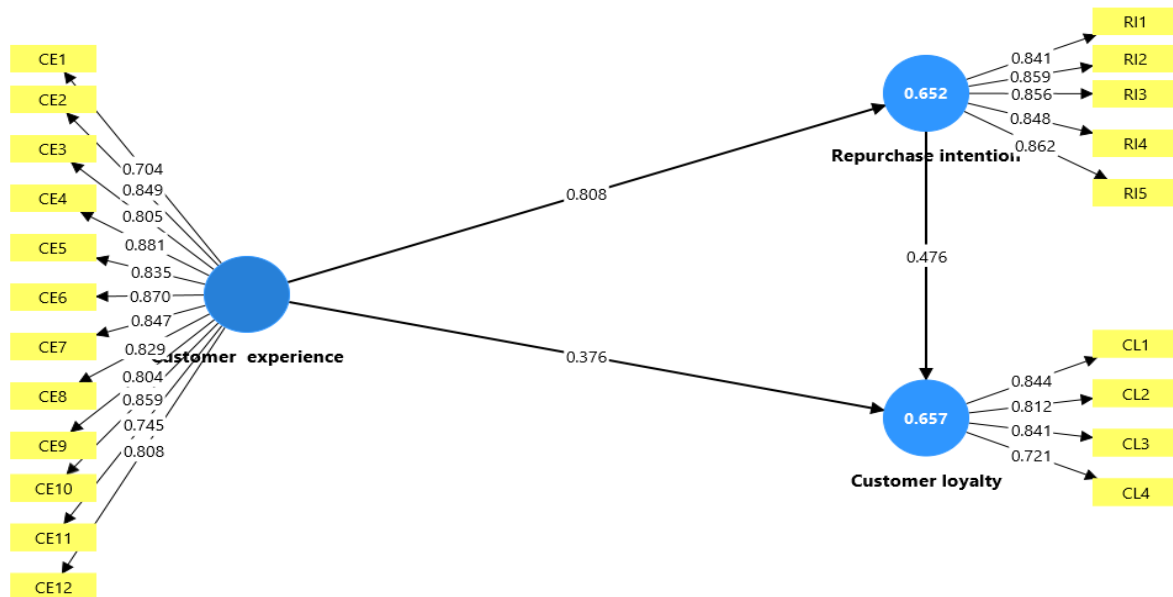
Figure 2. Results of data processing using the SmartPLS analysis tool
Source: Processed data (2025)

Discussion

The first hypothesis shows that Customer Loyalty is positively and significantly influenced by Customer Experience. These findings are in line with previous research by Nusron & Subadar (2023), which emphasised that a positive customer experience creates a strong emotional and functional connection with brands, thereby increasing customer loyalty. A good experience provides satisfaction through ease of use, attractive design, and responsive service. In the context of Shopee, users who enjoy a seamless shopping process, such as fast delivery, a user-friendly interface, and attractive promotions, are more likely to make repeat purchases and recommend the platform to others. Therefore, higher-quality customer experiences lead to increased levels of customer loyalty toward Shopee.

The second hypothesis suggests that repurchase intention is influenced by customer experience. This alignment is consistent with the findings of previous research Yeo et al. (2024) who emphasise that customer experience is related to trust and satisfaction built through digital services. Consumers are more likely to buy again if the previous experience is positive. Shopee must ensure consistency in service quality to strengthen customer commitment. This is related to how customers perceive the long-term value of the platform. For Shopee, investing in features such as free shipping vouchers and a seamless checkout process helps build strong repurchase intention, thereby increasing overall loyalty. As a leading e-commerce platform, Shopee maintains transaction security and ease of access, making customers trust and keep coming back.

The third hypothesis suggests that customer loyalty is influenced by customer experience through the mediating role of repurchase intention. This finding is consistent with the study by Nusron & Subadar (2023), which highlights the mediating effect of repurchase intention in the relationship between customer experience and loyalty. In the digital era, information regarding customer experiences spreads rapidly, shaping consumer perceptions and reinforcing this mediating relationship. Effective mediation builds consumer confidence that the platform consistently meets expectations, reduces uncertainty, and strengthens long-term loyalty. Shopee's emphasis on convenience, security, service quality, and feature optimisation supports this mediation process, enabling the platform to maintain its performance as a trusted e-commerce platform in Indonesia.

CONCLUSION

Based on the results of the research and discussion above, it was obtained that the first hypothesis shows that there is a positive and significant influence between Customer Experience and

Customer Loyalty. The second hypothesis suggests that there is a positive and significant influence between Customer Experience and Repurchase Intention. In addition, the third hypothesis suggests that Repurchase Intention mediates the relationship between Customer Experience and Customer Loyalty. This study provides managerial implications where customer experience should be the main focus for e-commerce platforms like Shopee. With the increasing competition in the online shopping market, improved user-friendly interfaces, reliable services, and personalised promotions can strengthen loyalty and encourage repeat purchases among Jakartans. Shopee's management needs to prioritise features such as seamless navigation, secure transactions, and responsive customer support to retain young adult users, especially students, who make up the majority of active shoppers. This approach can help reduce the risk of users switching to competitors by fostering long-term emotional connections and trust in the platform. As a dominant player in Indonesia's digital economy, Shopee can leverage these insights to promote local engagement and reduce reliance on international alternatives through targeted campaigns that emphasise convenience and value.

This study has limitations in focusing only on Shopee users in Jakarta, with variables limited to customer experience, loyalty, and repurchase intention, using direct testing and mediation. Suggestions for future research include expanding coverage to other regions or platforms and incorporating additional variables such as brand trust, perceived value, or digital safety to provide a more comprehensive understanding of online consumer behaviour.

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