

## CONSUMER LOYALTY EXCEEDING REPEAT PURCHASES: COMPELLING DIGITAL MARKETING IS COMBINED WITH TRUSTWORTHY TRANSACTIONS

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### Abstract

*Advances in digital technology have brought about significant changes in the world, especially in marketing strategies, particularly in the e-commerce sector. Digital marketing has become the main tool for companies to reach a wide range of consumers. Through digital marketing, companies have broader opportunities and a platform to market their products. Meanwhile, customer trust plays an important role in forming a sustainable relationship between sellers and buyers. This research was conducted to analyze consumers in e-commerce. The method used in this research was a quantitative approach, using a questionnaire survey distributed to e-commerce users, especially students. Data analysis was performed using regression techniques to assess the relationships among variables. The results showed that digital marketing had a positive and significant effect on consumer loyalty. Meanwhile, customer trust was also found to be an important factor in strengthening loyalty, though its influence was stronger when mediated by purchasing experience. Previous findings confirm that combining effective digital marketing strategies with efforts to build consumer trust can create more loyal, sustainable consumers who will make repeat purchases.*

**Keywords:** *Customer Loyalty; Customer Trust; Digital Marketing; e-Commerce.*

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### INTRODUCTION

The rapid development of the times, inseparable from increasingly modern technological advances, has become one of the driving factors for changes in shopping consumption via the internet or in digital form, often referred to as e-commerce. This change is certainly felt by the target market for digital marketing, not only in Indonesia but globally as well. The strategy of using digital marketing, which has been widely adopted by economic actors today, provides a new perspective: that through digital marketing, new solutions and opportunities exist to attract more consumers (López García et al., 2019). Digital marketing provides customers with easier access when shopping (Palacios & Jun, 2020; Aswar et al., 2025). The large number of products displayed, along with attractive images, is a digital marketing strategy for promoting their products. Of course, online stores that use digital marketing platforms such as Shopee, Tokopedia, Lazada, and others are more easily found by consumers than brick-and-mortar stores. The transformation of consumer behavior toward digital media, whether for seeking information, interacting, or fulfilling life's needs, encourages economic factors such as MSMEs to adapt through sophisticated, accessible economic activities (Murshed & Uğurlu, 2023; Bahri & Mutadho, 2025).

However, in its implementation, digital marketing certainly has weaknesses that must be addressed. The increasingly stringent implementation of digital marketing, or online marketing, presents unique challenges in the development of digital technology. These challenges are not only about attracting consumers, but also about maintaining consumer loyalty and trust (Li et al., 2020; Yulinda et al., 2025). In digital marketing, consumer loyalty is crucial. With consumer loyalty to a marketing product, it is generally known that the customer's attachment to that product through repeat purchasing behavior can foster consumer trust, not just customer satisfaction (Arslan, 2020; Ayesha & Muchtar, 2025). Consumer loyalty is a small but crucial component that deserves attention, as it must be maintained and can serve as a reference point for the smooth running of digital marketing (Li et al., 2020; Aswar et al., 2025). In this

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study, the implementation of more efficient and effective digital marketing, along with consumer trust, is a determining factor in maintaining consumer loyalty.

Several previous theories suggest that digital marketing can increase consumer loyalty through strategies that foster stronger consumer engagement (Rocheftort & Ndlovu, 2024; Nader et al., 2025). The implementation of digital marketing online, involving intensive consumer interaction, through easier product introduction and access, provides opportunities to build consumer trust in products, leading to loyalty and continued shopping. Previous research conducted by Rizal et al., (2023), in their journal on the same topic, stated that digital marketing strategies have greater potential and offer opportunities, enabling potential customers to obtain all forms of information needed to learn about products and conduct online transactions (Kamkankaew et al., 2022). This theory suggests that, through digital marketing in e-commerce, consumer loyalty can be built through effective, appropriate strategies that provide a more personalized shopping experience and foster long-term relationships between sellers and buyers. This is not entirely effective, and digital marketing has not yet fully increased consumer loyalty (Arslan, 2020; Rocheftort & Ndlovu, 2024).

The widespread adoption of digital marketing in e-commerce has prompted economic actors to analyze whether it can significantly influence customer loyalty when purchasing. A review of previous research suggests that online marketing impacts consumer loyalty. Research (Masito, 2021) indicates that a factor influencing purchasing decisions is public perception of digital marketing, which is related to consumer loyalty. According to Masito (2021), key aspects influencing customer loyalty include digital marketing and customer relationship marketing. However, the study also noted that digital marketing still lacks mastery of consumer loyalty, despite its influence, and that its implementation needs improvement. Furthermore, online marketing is not only about acquiring customers but also about how digital marketing strategies connect with them.

Meanwhile, the concept of customer trust is not much different. Customer trust is often associated with consumer loyalty. In one study, that customer trust and satisfaction can drive consumer loyalty (Yulinda et al., 2022; Goeltom et al., 2023). It is well known that trust plays a crucial role, especially in e-commerce purchasing decisions. The level of trust serves as a reference for someone to make purchasing decisions based on choice and, of course, good service, thus fostering consumer loyalty.

Based on the phenomena described above, this research examined the relationships among online marketing strategies, customer trust, and consumer loyalty, particularly in e-commerce. This research will examine the data and expand on the findings to determine the extent to which digital marketing and customer trust can enhance consumer loyalty. Researchers will also assess whether digital marketing strategies and customer trust can foster and enhance consumer loyalty.

## METHOD

The research design used in this study is quantitative, with an associative approach, which is expected to help researchers examine, process, and compare results obtained in a structured manner and presented numerically as a population generated from a sample (Rahma & Ekowati, 2022). Quantitative research methods are systematic, planned, and structured from the outset through the creation of the research design. This study includes several variables, both dependent and independent, including digital marketing ( $X_1$ ), customer trust ( $X_2$ ), and customer loyalty ( $Y$ ). Meanwhile, the data used in this study are questionnaire responses collected through a quantitative method, with researchers creating and distributing

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various questions online using Google Forms, namely around digital marketing, customer trust, and consumer loyalty. The data are processed using SPSS version 29 for Windows.

Sampling used a non-probability sampling method. According to Sekaran & Bougie (2016), elements do not have the same chance of being selected as subjects in non-probability sampling. The sampling technique in this study used purposive sampling, which, according to Sekaran & Bougie (2016), involves collecting information from population members who meet certain criteria. The target population in this study is millennial consumers, particularly those living in Makassar. The conditions that are the criteria for sampling are: 1) Consumers who are included in the millennial category and actively shop on the Shopee platform, 2) Consumers who engage in shopping activities at least 3 times a month. Because the size of the sample size is not yet known, an approach will be used using the Lemeshow formula (Unaradjan, 2019), namely;  $n = \left(\frac{Z_{\alpha/2} \sigma}{e}\right)^2$ ,  $n = \left(\frac{(1,96).(0,25)}{0,05}\right)^2$ ,  $n = 96,04$ ,  $n = 96,04$  is rounded to 100. Thus, the researcher is confident that, with a 95% confidence level, the sample of 96.04 is rounded to 100. Based on the sample size calculated using this formula, 100 consumers fall into the millennial category and meet the sample criteria.

Data collection was conducted using field research. This study was conducted by directly interviewing millennial consumers, particularly those living in Makassar, and by providing a list of questions in a Likert-scale questionnaire. Furthermore, the researchers also used library research to collect data. Library research is a form of research that uses library facilities to examine theoretical discussions in books, articles, journals, and other scientific works related to writing. In this study, the operationalized variables are all variables included in the formulated hypothesis to provide a clear picture and facilitate research implementation.

## RESULTS AND DISCUSSION

### Result

The descriptive data for this research object provide information related to the research model developed. The characteristics of respondents in this study include gender, age, monthly income, online shopping frequency, and purchase items. This measurement can be done using data obtained through returned questionnaires. Table 1 below presents the characteristics of millennial consumers in Makassar, including gender, age, salary/income, online shopping frequency, and purchase items. Based on Table 1, the majority of respondents were female (73%), aged 28-32 years (46%), earned between 3,0 - 4,499 million rupiah (43%), and shopped online 2-4 times (49%). Most respondents chose fashion products when shopping online at Shopee (52%).

**Table 1.** Respondent Characteristics

No.	Characteristics	Criteria	Frequency	Percentage
1	Gender	Male	27	27%
		Female	73	73%
2	Age	28-32 years	46	46%
		33-37 years	38	38%
		38-42 years	16	16%
3	Income per month (rupiahs)	less than 1,5 million	14	14%
		1,5 – 2,999 million	31	31%
		3,0 – 4,499 million	43	43%

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No.	Characteristics	Criteria	Frequency	Percentage
		more than 4,5 million	12	12%
4	Online shopping frequency	less than 1 times	13	13%
		2-4 times	49	49%
		more than 4 times	38	38%
5	Items purchased	Fashion	52	52%
		Gadget and Electronics	12	12%
		Skincare/Makeup	21	21%
		Food and Beverages	15	15%

Source: Primary data is processed (2026)

This study conducted validity and reliability tests to determine the extent to which the questionnaire was appropriate and consistent in answering the research questions. The validity test criteria were comparing the corrected item-total correlation value compared to the r-table value (97) with a level ( $\alpha$ ) of 0.05, namely 0.1996. The decision criterion was that the corrected item-total correlation was greater than the r-table value; if so, the indicator was feasible (Ghozali, 2017). Meanwhile, another instrument test was a reliability test related to data accuracy. The reliability test used the alpha coefficient, which was compared to the value of 0.60. A construct or variable is said to be reliable if it has an alpha value above 0.60 (Ghozali, 2017).

**Table 2.** Validity Test and Reliability Test

Variabel	Indicator	Corrected Item–Total Correlation	Cronbach $\alpha$
Digital Marketing ( $X_1$ )	DM1 – DM8	0,320 - 0,564	0,837
Customer Trust ( $X_2$ )	CT1 – CT8	0,382 – 0,646	0,919
Customer Loyalty (Y)	CL1 – CL6	0,724 – 0,889	0,934

Source: Primary data is processed by SPSS version 29 (2026)

Table 2 shows that all indicators are valid, as indicated by the corrected item-total correlation value  $>$  r-table (0.1996). This evidence demonstrates that all indicators are suitable for use as construct indicators. The alpha coefficient (cronbach's alpha) is above 0.60, indicating that the research variables, namely quality of work life, burnout, and job satisfaction, are reliable or have a high level of consistency, thus ensuring their accuracy as research variables.

A good regression model must meet the classical assumption test. A model that indicates deviations in the classical assumption test still contains bias, thus not meeting the criteria for the best linear unbiased estimator. Therefore, before conducting regression analysis and hypothesis testing, several classical assumption tests (normality, linearity, heteroscedasticity, and multicollinearity) must be conducted.

**Table 3.** Classical Assumption Test

Classical Assumption	Variable	Sig.	Tolerance	VIF	Information
Normality Test		0,165			Normal
Linearity Test	Digital Marketing ( $X_1$ )	0,023			Linear
	Customer Trust ( $X_2$ )	0,014			
Heteroscedasticity Test	Digital Marketing ( $X_1$ )	0,648			

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Classical Assumption	Variable	Sig.	Tolerance	VIF	Information
	Customer Trust (X <sub>2</sub> )	0,186			There are no indications of heteroscedasticity
Multicollinearity Test	Digital Marketing (X <sub>1</sub> )		0,491	2,779	There are no indications of multicollinearity
	Customer Trust (X <sub>2</sub> )		0,491	2,779	

Source: Primary data is processed by SPSS version 29 (2026)

Based on the tests in Table 3, the normality test showed a p-value of 0.200, which is greater than 0.05. The regression model is suitable for use because it meets the assumption of normality, indicating that the research data are normally distributed. Furthermore, the linearity test showed a significance value greater than 0.05 (sig. > 0.05), indicating that all research variables are linear. Furthermore, the heteroscedasticity test indicated that each variable had a p-value > 0.05, indicating that none exhibited heteroscedasticity and met the requirements for regression analysis. Furthermore, the multicollinearity test showed that all predictors in the regression model had relatively small VIF values (below 10) and tolerance values above 0.10. This means the independent variables used in the study did not exhibit multicollinearity, indicating they can be used as independent variables. Statistical calculations for the multiple linear regression analysis used in this study were performed using SPSS for Windows, version 29. The results of data processing using the SPSS program are summarized as follows:

**Table 4.** Hypothesis Testing

Variable	B (Unstandardized Coefficients)	Beta (Standardized Coefficients)	t	F	Sig.	Info.
Digital Marketing to Customer Loyalty (H <sub>1</sub> )	,277	,391	2,159		0,028	Accepted
Customer Trust to Customer Loyalty (H <sub>1</sub> )	,440	,552	3,933		0,000	Accepted
Digital Marketing and Customer Trust to Customer Loyalty (H <sub>1</sub> )				49,635	0,000	Accepted
<i>Constant</i>	3,960					

Source: Primary data is processed by SPSS version 29 (2026)

The form of the regression equation obtained is as follows:

$$Y = 3,960 + 0,277 X_1 + 0,440 X_2 + \epsilon$$

The regression equation indicates that the constant is 3,960, indicating that if the digital marketing and customer trust variables are held constant, customer loyalty will increase by 3,960. Furthermore, the coefficient of variable X<sub>1</sub> (digital marketing) is 0,277, with a positive sign. This means that every one-unit increase in X<sub>1</sub> (digital marketing) will result in a 0,277 increase in customer loyalty. This indicates that the better the implementation of digital marketing, the higher the customer loyalty. Furthermore, the coefficient of variable X<sub>2</sub> (customer trust) is 0,440, with a positive sign. This means that every one-unit increase in X<sub>2</sub> (customer trust) will result in a 0,440 increase in customer loyalty. This indicates that higher customer trust

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is associated with greater customer loyalty.

The test results in Table 4 indicate that  $H_1$  is accepted because digital marketing has a positive and significant effect with a t-value of 2,159 and a significance value of 0.028 ( $0.028 < 0.05$ ). Then,  $H_2$  is accepted because customer trust has a positive and significant influence with a t-value of 3,933 and a significance value of 0.000 ( $0.000 < 0.05$ ). Finally,  $H_3$  is accepted because digital marketing and customer trust have a positive and significant influence with an F-value of 49,635 and a significance value of 0.000 ( $0.000 < 0.05$ ).

## Discussion

### The Influence of Digital Marketing ( $X_1$ ) on Consumer Loyalty

The results of the processed questionnaire data research indicate that digital marketing has a positive and significant impact on consumer loyalty, particularly among Shopee users. Previous findings on digital marketing indicate that several digital marketing strategies implemented on Shopee e-commerce platforms can foster consumer loyalty (Kamkankaew et al., 2022; Bahri & Mutadho, 2025). Consumer enthusiasm and response to products marketed through digital marketing demonstrate that digital marketing strategies have proven effective in increasing consumer interest and loyalty in purchasing Shopee e-commerce products (Murshed & Uğurlu, 2023; Rismawan & Cahyono, 2025).

Digital marketing strategies provide convenience and benefits for e-commerce users, enabling them to continue shopping easily. Shopee e-commerce uses increasingly sophisticated digital marketing strategies to market and sell its products, including online promotions and substantial discounts across digital and social media. This, in turn, fosters consumer or customer dependence on Shopee e-commerce platforms and increases the likelihood of regular digital purchases.

### The Influence of Customer Trust ( $X_2$ ) on Consumer Loyalty

Similar to digital marketing, consumer trust, or customer trust, is a key factor in building consumer loyalty. Questionnaire data analyzed through several tests demonstrates that customer trust has a positive and significant impact on consumer loyalty. Consumer trust is key to building and maintaining trust with both consumers and customers for a smooth e-commerce business and attracting more customers (Goeltom et al., 2023; Ayesha & Muchtar, 2025).

Customer trust is recognized as a key factor in attracting repeat purchases. Previous findings indicate that customer trust is crucial, demonstrating that purchased and trusted products will positively impact the business's future (Prayogi et al., 2023; Aswar et al., 2025). Similarly, the trust of consumers who frequently shop on the e-commerce platform Shopee is evident. The Shopee digital shopping app is well-known and trusted by many consumers for meeting all their needs, for a compelling reason. Shopee's success in building consumer trust with fast service and response, clear reviews when wanting to make a purchase and being able to provide shopping security even in a digital or online system, thus providing a high level of trust and commitment for every user to be able to use or make repeat purchases (Li et al., 2020; Jalil et al., 2024).

## CONCLUSION

Based on the researcher's research data processing and discussion, this mini-research study shows that digital marketing has a significant positive impact on Shopee consumer loyalty. Selecting the right digital marketing strategy can increase consumer interest in purchasing products. The implementation of digital marketing has been proven to attract consumers to make ongoing purchases by leveraging digital

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features such as positive customer interactions and responsiveness, and by providing a promotional platform on social media that can reach a wide audience. Through digital strategy features, it provides a gradual boost to build consumer loyalty.

Furthermore, customer trust is also a strengthening factor and has a significant positive influence on consumer loyalty. Consumer trust can be built by providing the best facilities for consumers, including friendly service, security, and data protection during shopping, and by delivering products that meet market demand. The high level of consumer trust in businesses, especially e-commerce, indirectly empowers them to advance and innovate in marketing their products. Consumer trust also encourages e-commerce businesses to gain wider recognition and reach.

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