

ABSTRACT

The growth of the ecommerce industry in Indonesia has intensified competition, particularly among major platforms such as Shopee, Tokopedia, and Lazada. As the market leader, Shopee faces the challenge of maintaining customer loyalty amid these dynamics. This study aims to understand the relationship dynamics between customer satisfaction, brand trust, customer loyalty, and electronic word of mouth (eWOM) within the context of the Shopee e-commerce platform. The study focuses on Shopee users in Semarang City to explore the extent to which customer satisfaction influences customer loyalty and eWOM, with brand trust considered as a mediating variable. This research adopts the Stimulus– Organism– Response (S-O-R) theoretical framework, which explains how customer experience as a stimulus shapes perceptions and influences their behavior toward a brand.

A quantitative survey method was used in this study, with questionnaires distributed online to active Shopee users. Data analysis was conducted using Partial Least Square Structural Equation Modeling (PLS-SEM) and Hayes' Macro PROCESS to test the relationships and mediation effects among variables. The study integrates these variables comprehensively to gain in-depth insight into the factors that influence customer loyalty and their tendency to engage in digital reviews.

The results indicate that customer satisfaction has a significant positive effect on brand trust, which in turn plays a critical role in enhancing customer loyalty and encouraging eWOM. These findings provide valuable contributions to digital marketing strategies, emphasizing the importance of improving service quality and maintaining transparent communication in building long-term relationships with consumers. This research offers strategic insights that can be utilized by ecommerce industry players to strengthen their competitive position in a highly dynamic market.

Keywords: *Customer Satisfaction, Brand Trust, Customer Loyalty, Electronic Word of Mouth, Shopee, Digital Marketing Strategy.*