

ABSTRACT

This study aims to examine the effect of e-brand experience on e-brand loyalty with perceived convenience and satisfaction as mediating variables among e-commerce consumers of Lazada in Jakarta. The background of this study is grounded in the performance gap phenomenon of Lazada Indonesia relative to its main competitors, where 2024 data reveals that Lazada captured only 7% of GMV market share and recorded 21.53 million monthly visits, lagging considerably behind Shopee and Tokopedia. Furthermore, inconsistencies identified in prior empirical findings regarding the direct relationship between e-brand experience and e-brand loyalty underscore the necessity of re-examining this relationship by incorporating mediating variables. This study is anchored in three theoretical frameworks, namely Satisfaction-Loyalty Theory (SLT), Expectation-Confirmation Theory (ECT), and Technology Acceptance Model (TAM).

Data were collected through a survey method using an online questionnaire distributed to Lazada users residing in Jakarta who had conducted at least two to three transactions within the preceding six months. A total of 140 respondents were obtained through purposive sampling technique. Data analysis was carried out using Partial Least Square Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software to examine both direct and indirect relationships among variables in the model.

The findings indicate that all proposed hypotheses were supported. E-brand experience was found to have a positive and significant effect on e-brand loyalty, both directly and indirectly through the sequential mediation of perceived convenience and satisfaction. The sequential mediation path proved to be more dominant than the direct effect, while simultaneously providing an explanation for the inconsistencies observed in prior studies that did not incorporate mediating variables within their model frameworks.

Keywords: e-brand experience, perceived convenience, Satisfaction, E-Brand Loyalty, E-commerce, Lazada, PLS-SEM