

The Influence of Emotional Attachment and Previous Experience on Repurchase Intention Mediated by Customer Trust in Tokopedia

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Abstract

This study aims to examine the influence of emotional attachment and previous experience on repurchase intention, both directly and through customer trust as a mediating variable. The research focused on Tokopedia users domiciled in Aceh, involving a sample of 203 respondents. Structural Equation Modeling (SEM) with the assistance of AMOS software was used as the analytical method. The results demonstrate that emotional attachment and previous experience exert a positive and significant influence on both customer trust and repurchase intention. Moreover, customer trust is found to have a significant impact on repurchase intention. A pivotal finding of this study is that customer trust significantly mediates the relationship between emotional attachment and previous experience with repurchase intention. These findings underscore the essential role of trust-building as a strategic lever for fostering customer loyalty within the context of e-commerce platforms. This research is expected to serve as a valuable reference for stakeholders in the digital industry in formulating customer relationship strategies grounded in experiential and emotional engagement.

Keywords: Emotional Attachment, Previous Experience, Customer Trust, Repurchase Intention, Tokopedia, SEM, E-Commerce

Introduction

The advancement of internet and digital technologies has profoundly transformed consumer behavior, facilitating faster, more flexible, and location-independent shopping experiences. E-commerce has emerged as a pivotal driver of this transformation, enabling businesses to expand their market reach and operate beyond physical constraints. In Indonesia, this shift is particularly evident through the widespread adoption of platforms such as Tokopedia, Shopee, Lazada, and Bukalapak. These platforms not only offer extensive product variety and ease of access but also epitomize the continuous evolution of Indonesia's digital economy.

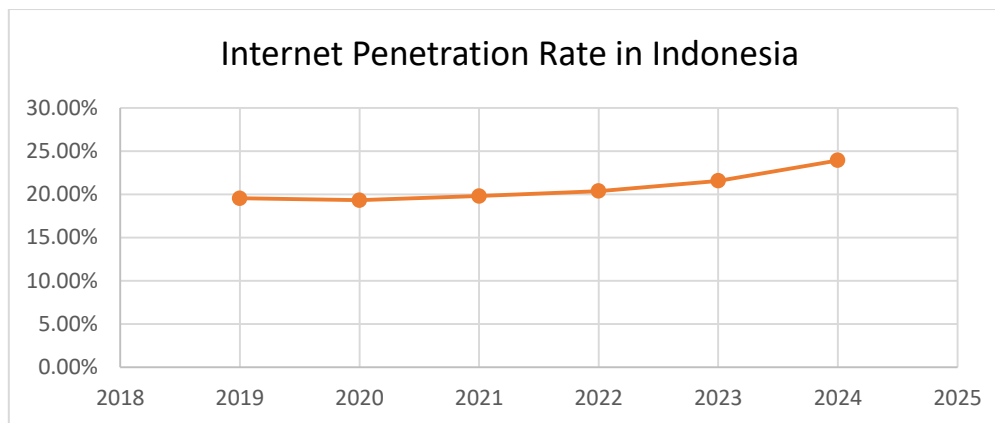


Figure 1. Internet Penetration Rate in Indonesia

Source: (Ministry of Trade of the Republic of Indonesia 2024)

Tokopedia, one of Indonesia's leading e-commerce platforms, has experienced rapid growth in both user base and transaction volume. According to the *E-commerce in Southeast Asia 2023* report by Momentum Works, Tokopedia contributed approximately IDR 270.8 trillion to Indonesia's total Gross Merchandise Value (GMV), representing 35% of the national e-commerce GMV in 2023. This achievement positions Tokopedia as the second-largest online marketplace in the country, following Shopee.

Table 1. Estimated GMV per Marketplace

No.	Marketplace	Gross Merchandise Value (Rp)	Percentage
1	Shopee	278,5 trillion	36
2	Tokopedia	270,8 trillion	35
3	Lazada	77,4 trillion	10
4	Bukalapak	77,4 trillion	10
5	Tiktok Shop	38,9 trillion	5
6	Blibli	30,9 trillion	4

Source: (Momentum Works 2024)

The rapid adoption of e-commerce in Indonesia is further bolstered by the increasing accessibility of internet services. According to a national survey conducted by the Indonesian Internet Service Providers Association (APJII, 2024), internet peUse the "Insert Citation" button to add citations to this document.

netration reached 79.5% of the total population, amounting to over 221.5 million users. This growing connectivity has established a robust foundation for digital platforms to scale across diverse regions, including areas beyond major urban centers.

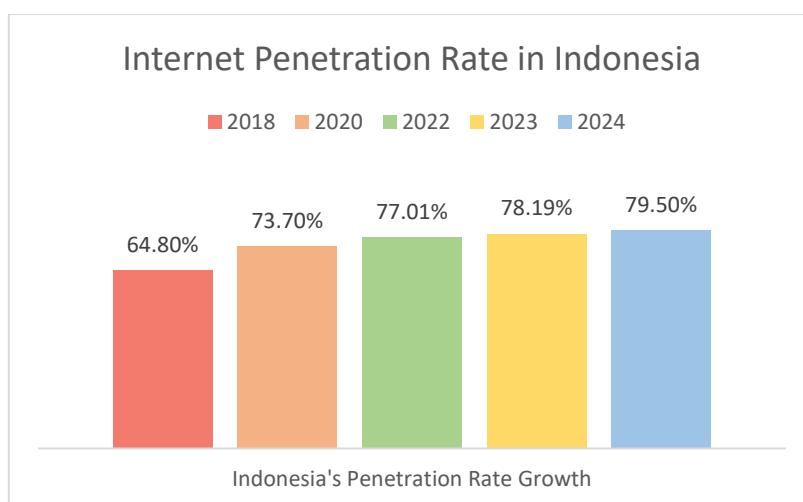


Figure 2. Internet Penetration Rate in Indonesia

Source: (APJII 2024)

Despite the upward trend in national digital commerce statistics, fostering consumer loyalty measured through repurchase intention remains a critical challenge. Many Indonesian consumers, particularly in less urbanized regions such as Banda Aceh, continue to prefer direct, face-to-face transactions due to ingrained cultural practices and a limited level of digital trust. In these areas, consumers heavily rely on interpersonal interactions and tend to exercise greater caution when adopting new e-commerce platforms.

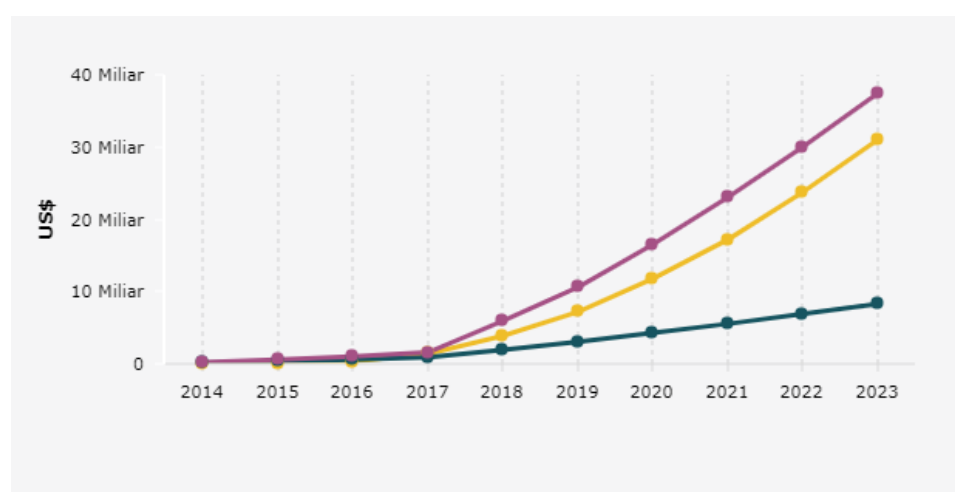


Figure 3. E-Commerce Transaction Volume by Platform

Source: (Databoks 2023)

Understanding the factors that drive customer repurchase behavior is crucial, particularly in markets where digital trust has not yet been fully established. Previous research identifies three key determinants that significantly influence e-commerce loyalty: emotional attachment, previous experience, and customer trust. Emotional attachment refers to the psychological bond a customer develops with a brand or platform, while previous experience encompasses the cumulative assessments formed from past interactions. Customer trust, meanwhile, is defined as the belief in the platform's reliability, integrity, and capability to safeguard personal and transactional data.

In the case of Tokopedia, the platform's high visitor traffic serves as an indicator of strong brand visibility. However, website traffic alone does not necessarily translate into customer loyalty. According to data from iPrice (Databoks, 2023), Tokopedia has consistently ranked among the top in monthly visitor counts, particularly since early 2021, when it surpassed Shopee in average desktop and mobile visits.



Figure 4. Average Monthly Visitors to Tokopedia and Shopee

Source: (Databoks 2023)

Despite these strengths, empirical studies that integrate emotional attachment, previous shopping experience, and customer trust into a unified model of repurchase behavior remain limited, particularly within the local cultural context of Aceh, where direct interpersonal relationships often take precedence. Furthermore, the dynamic interplay among these variables is still underexplored in platform-specific contexts, such as Tokopedia.

This study aims to examine the influence of emotional attachment and previous experience on repurchase intention, with customer trust serving as a mediating variable, utilizing data collected from Tokopedia users in Banda Aceh. The research seeks to understand how emotional and experiential factors shape customers' decisions to continue using the platform, particularly within a regional market where trust in online platforms remains a significant challenge. The findings are expected to contribute to both theoretical and practical domains by providing a nuanced understanding of the drivers of customer loyalty in Indonesia's diverse digital landscape.

Literature Review

Repurchase Intention

Repurchase intention refers to a customer's predisposition to purchase a product or service again from the same provider in the future (Hellier et al., 2003). It is regarded as a critical indicator of customer loyalty and a key reflection of effective customer relationship management. According to Kotler and Keller (2019), repurchase intention is influenced not only by customer satisfaction but also by perceived service quality, brand trust, and the overall experience derived from prior interactions.

In the context of e-commerce, repurchase intention plays a pivotal role in sustaining business performance. Given the highly competitive nature of digital platforms, retaining loyal customers is often more cost-effective and strategically advantageous than acquiring new ones. Gefen, Karahanna, and Straub (2003) emphasize that trust, perceived convenience, and prior satisfaction are critical factors influencing repurchase decisions in online environments. Indicators commonly used to measure repurchase intention include the willingness to continue purchasing from the same platform, a preference for the platform over competitors, and the likelihood of recommending it to others (Cronin & Taylor, 1992; Kotler & Keller, 2019):

1. Transactional Intention: The inclination to repurchase the same product or service from the same provider.
2. Referential Intention: The customer's willingness to recommend the platform to others.

3. Preferential Intention: The extent to which customers prioritize a particular platform over its competitors.
4. Explorative Intention: The desire to seek additional information or explore new features before making a subsequent purchase.

Emotional Attachment

Emotional attachment is defined as a psychological bond formed between consumers and a brand, developed through repeated and meaningful interactions (Levy & Hino, 2016). Abosag, Roper, and Hind (2012) argue that such attachment fosters emotional readiness, influencing how consumers allocate their attention, emotions, and resources toward the brand. In the context of attachment theory, Bowlby (1982) describes emotional attachment as an enduring emotional connection that shapes individual behavior across various life domains, including consumer–brand relationships.

In the context of e-commerce, emotional attachment reinforces consumer–brand relationships by integrating the platform into the customer’s emotional experience. When customers develop an emotional bond with a platform such as Tokopedia, they are more likely to remain loyal and engage in repeat purchases, even when alternative options may offer lower prices or greater convenience.

In addition, several indicators are commonly used to measure emotional attachment (Thao et al., 2024):

- 1 Emotional Connection: The extent to which users feel psychologically and emotionally bonded to the platform.
- 2 Affection: The presence of warm and positive feelings toward the brand, cultivated through enjoyable past experiences.
- 3 Passion: Users’ enthusiasm and excitement in engaging with the brand, such as actively following updates, offers, or promotions.
- 4 Commitment: The intention to sustain a long-term relationship with the brand, regardless of competitor offerings or market dynamics.

Previous Experience

Customer past experience refers to the accumulation of perceptions and feelings derived from previous interactions with a brand or service (Carlof et al., 2024). It encompasses both rational and emotional evaluations, including assessments of product quality, service responsiveness, interface usability, and post-purchase satisfaction. Zeithaml, Bitner, and Gremler (2010) emphasize that these experiences significantly shape customer expectations and future behavioral intentions, particularly in digital environments where physical interactions are limited.

In the context of e-commerce, a positive past experience has a significant impact on repurchase intention. Seamless transaction processes, accurate product descriptions, reliable delivery systems, and user-friendly interfaces contribute to favorable customer impressions, thereby reinforcing loyalty and increasing the likelihood of repeat purchases.

In addition, several indicators are commonly used to measure previous experience (Carlof et al., 2024):

1. Physical: The quality of the user interface and the ease of navigation within the platform.
2. Sensory: Visual and aesthetic elements that contribute to a pleasant and engaging shopping atmosphere.
3. Cognitive: The user’s ability to process information, evaluate products, and make informed purchasing decisions.
4. Social: Interactions with sellers or fellow buyers, including participation in review sections and Q&A features.

5. Emotional: Feelings of satisfaction, security, or delight experienced during the online shopping process.

Customer Trust

Trust is defined as a customer’s belief that a brand or platform is reliable, competent, and committed to fulfilling its promises (Turban et al., 2015). In the context of e-commerce, trust mitigates the perceived risks associated with online transactions such as fraud, misinformation, or delayed deliveries and fosters consumer confidence in digital interactions.

According to Sarwani and Rohmah (2022), trust significantly influences purchasing decisions, particularly among first-time users who are unfamiliar with the platform. However, Wardoyo and Andini (2017) reported contrasting findings, suggesting that trust may not always serve as the primary determinant of online purchasing behavior, especially when other factors, such as price or promotional offers, become more prominent.

The indicators commonly used to measure consumer trust are as follows (Pattikawa & Hasan, 2023):

- 1. Trust in Platform: The belief that the platform consistently provides accurate, dependable services and fulfills product delivery commitments.
- 2. Reliability: The consistency with which the platform meets its delivery timelines and service expectations.
- 3. Security: The effectiveness of safeguards for protecting personal and financial data, including encryption and secure payment systems.
- 4. Transparency: The clarity and honesty in presenting product descriptions, pricing, return policies, and customer support information.

Based on the perspectives of the aforementioned experts, it can be concluded that repurchase intention is significantly influenced by emotional attachment and previous experience, with customer trust serving as a mediating variable. Emotional attachment is expected to positively impact customer trust, which subsequently enhances the intention to repurchase. Similarly, a positive past experience can reinforce customer trust and encourage customers to continue using the platform.

Thus, the conceptual framework of this study illustrates the relationships among emotional attachment, past experience, customer trust, and repurchase intention among Tokopedia users, which can be depicted as follows.

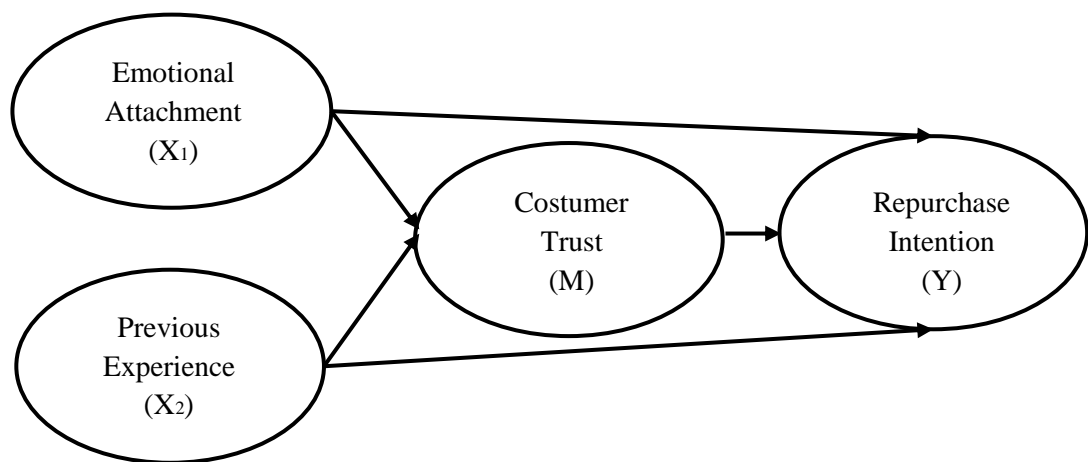


Figure 5. Framework of Thought

Research Methods

This study employs a quantitative research approach utilizing a survey method. The population consists of Tokopedia users residing in Aceh, with a sample of 203 respondents selected through purposive sampling. Data were collected using structured questionnaires, and responses were measured on a five-point Likert scale.

Structural Equation Modeling (SEM) using AMOS software was employed to analyze the data. SEM is appropriate for this study as it enables the simultaneous testing of multiple relationships, including mediating effects. Validity and reliability tests were conducted to ensure the accuracy of construct measurements. Confirmatory Factor Analysis (CFA) was performed to verify the dimensionality of the variables.

Research Results And Discussion

Descriptive Hypothesis

The first hypothesis (H1), which is a descriptive hypothesis, was tested using a one-sample t-test with a cutoff value of 2. The results are presented as follows:

Table 2. Descriptive Hypothesis Testing Results

Emotional Attachment	N	Min	Max	Mean	Std. Deviation
EA1	203	1	5	3.85	0.788
EA2	203	2	5	3.81	0.786
EA3	203	1	5	3.88	0.800
EA4	203	1	5	3.85	0.756
Average				3.85	
Previous Experience	N	Min	Max	Mean	Std. Deviation
PE1	203	1	5	3.80	0.870
PE2	203	1	5	3.75	0.803
PE3	203	1	5	3.80	0.827
PE4	203	1	5	3.78	0.870
PE5	203	1	5	3.77	0.790
Average				3.78	
Customer Trust	N	Min	Max	Mean	Std. Deviation
CT1	203	1	5	3.77	0.796
CT2	203	2	5	3.74	0.793
CT3	203	1	5	3.71	0.770
CT4	203	1	5	3.74	0.792
Average				3.74	
Repurchase Intention	N	Min	Max	Mean	Std. Deviation
RI1	203	1	5	3.66	0.866
RI2	203	2	5	3.64	0.847
RI3	203	1	5	3.59	0.824
RI4	203	1	5	3.68	0.902
Average				3.64	

Based on the results of the descriptive hypothesis testing using the one-sample t-test, all measured variables Emotional Attachment, Previous Experience, Customer Trust, and Repurchase Intention demonstrated average scores exceeding the benchmark value of 3.40, which is categorized as “good.”

Among the four variables, Emotional Attachment recorded the highest mean score at 3.85, followed by Previous Experience with a mean of 3.78, Customer Trust at 3.74, and Repurchase Intention at 3.64. These results indicate that respondents generally hold positive perceptions regarding their emotional connection with Tokopedia, the quality of their past shopping experiences, their trust in the platform, and their intention to repurchase.

The relatively high mean values indicate that these variables are generally perceived positively by users, supporting the assumption that customer evaluations fall within the “good” to “very good” category.

Direct Verification Hypothesis

The Critical Ratio (CR) values of the causal relationships, as derived from the SEM analysis, are presented in Table 3.

Table 3. Direct Verification Hypothesis

	Previous Experience	Emotional Attachment	Customer Trust	Repurchase Intention
Customer Trust	.427	.504	.000	.000
Repurchase Intention	.172	.237	.541	.000

Source : Processed results 2025

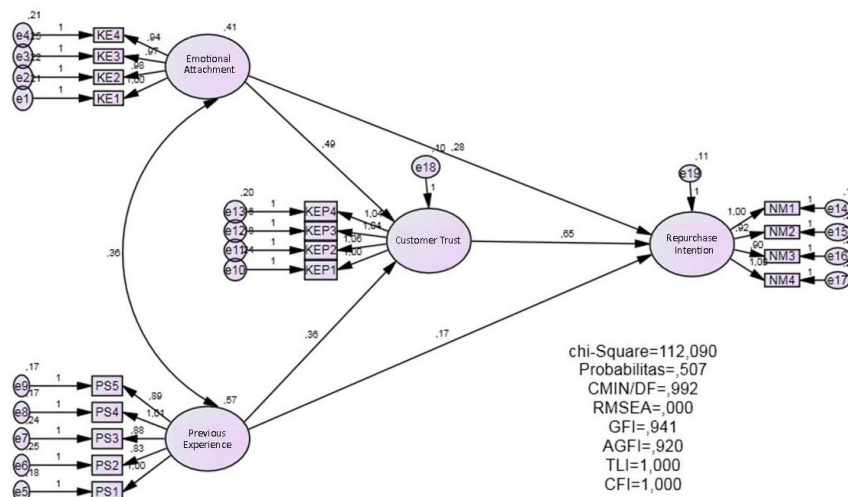


Figure 6. Structural Model for Proof Hypothesis

Furthermore, the results of the direct effect analysis in this study are presented in Table 4.:

Table 4. Regression Weight Structural Equation Model

		Estimate
Customer Trust	<--- Emotional Attachment	.504
Customer Trust	<--- Previous Experience	.427
Repurchase Intention	<--- Emotional Attachment	.237

			Estimate
Repurchase Intention	<---	Previous Experience	.172
Repurchase Intention	<---	Customer Trust	.541
EA1	<---	Emotional Attachment	.813
EA2	<---	Emotional Attachment	.800
EA3	<---	Emotional Attachment	.779
EA4	<---	Emotional Attachment	.797
PE1	<---	Previous Experience	.869
PE2	<---	Previous Experience	.778
PE3	<---	Previous Experience	.804
PE4	<---	Previous Experience	.876
PE5	<---	Previous Experience	.849
CT1	<---	Customer Trust	.791
CT2	<---	Customer Trust	.841
CT3	<---	Customer Trust	.854
CT4	<---	Customer Trust	.824
RI1	<---	Repurchase Intention	.868
RI2	<---	Repurchase Intention	.812
RI3	<---	Repurchase Intention	.820
RI4	<---	Repurchase Intention	.831

Source: Processed Primary Data, (2025)

Indirect Hypothesis

This study examines two mediation hypotheses to test the indirect effects. The mediation analysis was conducted using the bootstrapping method, with the results presented in Table 5.

Table 5. Indirect Hypothesis

	Previous Experience	Emotional Attachment	Customer Trust	Repurchase Intention
Customer Trust	.000	.000	.000	.000
Repurchase Intention	.231	.272	.000	.000

Source: Processed Primary Data, (2025)

Hypothesis Testing Conclusion

The hypothesis testing results for both direct and indirect effects are summarized in Table 6.

Table 6. Hypothesis Results

No.	Hypothesis	Estimate	S.E.	C.R.	P	Result
H1	Emotional Attachment → Customer Trust	0.495	0.087	5.683	0.000	Significant
H2	Previous Experience → Customer Trust	0.356	0.070	5.105	0.000	Significant
H3	Emotional Attachment → Repurchase Intention	0.278	0.116	2.405	0.016	Significant
H4	Previous Experience → Repurchase Intention	0.171	0.086	1.991	0.046	Significant
H5	Customer Trust → Repurchase	0.645	0.139	4.652	0.000	Significant

	Intention				
		Direct	Indirect		
H6	Emotional Attachment → Customer Trust → Repurchase Intention	0.237	0.272	Significant	
H7	Previous Experience → Customer Trust → Repurchase Intention	0.172	0.231	Significant	

Source: Processed Primary Data, (2025)

Discussion

Emotional Attachment Influence on Customer Trust

Emotional attachment has a positive and significant effect on customer trust. The findings of this study are consistent with those of Kusuma and Suwitho (2015) as well as Delgado-Ballester and Munuera-Alemán (2005), who emphasized that emotional closeness between consumers and a brand fosters trust. Emotional attachment reflects a deep affective bond, wherein customers feel psychologically connected and secure with the institution or platform. When this emotional connection is strong, customers are more likely to evaluate the brand positively and trust its credibility and services.

In the context of Tokopedia, this affective relationship encourages customers to place trust in the platform's information, recommendations, and services. Emotional factors such as comfort, familiarity, and brand affinity contribute to reducing perceived uncertainty and enhancing the platform's reliability in digital transactions. Therefore, emotional attachment serves as a key driver in the development of customer trust within the e-commerce environment

Previous Experience Influence on Customer Trust

Previous customer experience also has a positive and significant effect on customer trust. Empirical evidence supports the notion that consistent, pleasant, and satisfying experiences contribute to the formation of a strong perception of platform reliability. As noted by Kim et al. (2009) and Abigail et al. (2024), actual user experiences play a critical role in trust-building within online platforms.

For Tokopedia users, prior positive interactions such as seamless transactions, responsive customer service, and reliable delivery reinforce the belief that the platform is dependable. This accumulation of favorable experiences reduces uncertainty and increases the likelihood that customers will continue to place their trust in the platform in future transactions.

Employees Performance Emotional Attachment Influence on Repurchase Intention

The results indicate that emotional attachment has a significant effect on repurchase intention. This finding aligns with the commitment-trust theory proposed by Morgan and Hunt (1994), which posits that emotional bonds reinforce long-term customer loyalty. When customers feel emotionally connected to a platform, they are more likely to return, even in the absence of promotions or other rational incentives.

Previous studies, such as those by Chaudhuri and Holbrook (2001) and Han and Hyun (2017), further support the notion that emotional affection fosters behavioral loyalty. Customers who develop a sense of closeness with a brand are more inclined to engage in repeat purchase behavior as a manifestation of their psychological commitment.

Previous Experience Influence on Repurchase Intention

The study also reveals that previous experience has a positive and significant impact on repurchase intention. Positive past experiences create favorable memories that reinforce a customer's willingness to

return. Lemon and Verhoef (2016) as well as Rahmadhani, Nofirda, and Sulistyandari (2022) emphasized that customer experience is a central determinant of customer retention, particularly in digital environments.

For Tokopedia users, seamless shopping processes, user-friendly interfaces, and satisfaction across various touchpoints increase the likelihood of repeat purchases. Consequently, delivering consistently positive experiences is essential for fostering customer loyalty.

Customer Trust Influence on Repurchase Intention

Customer trust has a strong and significant influence on repurchase intention. This finding is consistent with the commitment-trust theory, as well as prior studies by Rahmadhani, Nofirda, and Sulistyandari (2022) and Giao, Vuong, and Quan (2020), which demonstrate that trust is a fundamental driver of e-loyalty in digital commerce.

Customers who trust a platform are more likely to remain loyal and continue using its services. In the context of Tokopedia, trust in product authenticity, payment security, and transaction integrity encourages customers to repurchase without hesitation.

Mediating Role of Customer Trust in the Relationship between Emotional Attachment and Repurchase Intention

Customer trust partially mediates the relationship between emotional attachment and repurchase intention. The indirect effect is found to be stronger than the direct effect, indicating that emotional attachment primarily influences repurchase behavior through the establishment of trust. This finding aligns with the model proposed by Morgan and Hunt (1994), which posits that trust serves as a critical link between emotional bonds and behavioral loyalty.

Supporting this result, studies by Chaudhuri and Holbrook (2001), Han and Hyun (2017), and Hasman et al. (2023) demonstrate that emotional drivers translate into customer loyalty when mediated by trust mechanisms.

Mediating Role of Customer Trust in the Relationship between Previous Experience and Repurchase Intention

Similarly, customer trust mediates the relationship between previous experience and repurchase intention. The indirect effect is stronger than the direct effect, emphasizing the pivotal role of trust in converting positive experiences into future purchasing behavior. Empirical studies by Lemon and Verhoef (2016), Khoa (2020), and Yanti, Astuti, and Safitri (2023) highlight the significance of trust as a mediating factor in the digital customer journey.

In Tokopedia's case, consistently delivering satisfying experiences fosters customer trust, which, in turn, enhances their commitment to repurchasing from the platform.

Conclusion And Suggestions

Conclusion

Based on the analysis of both direct and indirect hypotheses, the following conclusions can be drawn:

1. Emotional attachment positively influences customer trust; the stronger the emotional connection, the higher the level of trust.
2. Previous experience significantly affects customer trust; positive past experiences enhance customers' trust in Tokopedia.
3. Emotional attachment directly influences repurchase intention; users who feel emotionally connected to the platform are more likely to return.

4. Previous experience also affects repurchase intention; positive shopping experiences increase customers' intention to repurchase.
5. Customer trust has a significant impact on repurchase intention, indicating that trust is a key driver of continued platform usage.
6. Customer trust mediates the relationship between emotional attachment and repurchase intention; emotional bonds become more effective in encouraging repurchase behavior when reinforced by trust.
7. Customer trust also mediates the effect of previous experience on repurchase intention; positive experiences lead to customer loyalty when accompanied by a high level of trust.

Suggestion

- 1) For E-Commerce Businesses in General
 - a. Focus not only on transactional interactions but also on building emotional connections through personalized approaches, emotionally engaging content, and consistent service delivery.
 - b. Enhance the entire user experience from product search to after-sales service to foster trust and encourage repurchase behavior.
 - c. Strengthen trust by implementing secure systems, maintaining transparent policies, and providing honest and accurate product information.
- 2) For Tokopedia
 - a. Develop features that promote emotional engagement, such as personalized messaging, reward-based loyalty programs, and an intuitive, enjoyable user experience.
 - b. Continuously enhance data and transaction security, recognizing trust as the most influential factor driving repurchase behavior.
 - c. Tailor marketing strategies to address the needs of regional users (e.g., Banda Aceh) by localizing content and gaining insights into regional preferences.
 - d. Invest in digital literacy programs targeted at new users, particularly in areas with low digital adoption, to facilitate platform adoption and trust-building.
- 3) For Government and Local Stakeholders
 - a. Enhance digital literacy initiatives focusing on transaction security and consumer rights in online shopping.
 - b. Provide regulatory support and establish monitoring mechanisms to ensure fair, transparent, and accountable e-commerce practices.
 - c. Foster collaboration with e-commerce platforms to empower local Micro, Small, and Medium Enterprises (MSMEs) and promote a safe, trustworthy, and inclusive digital marketplace.
- 4) For Future Researchers
 - a. Expand the scope of research beyond Banda Aceh to enhance the generalizability of findings and provide comparative insights across different regions.
 - b. Incorporate additional variables such as service quality, application usability, and promotional strategies to gain a more comprehensive understanding of repurchase intention.
 - c. Employ mixed-method approaches, combining quantitative and qualitative methods, to achieve deeper insights into consumer behavior.
 - d. Investigate other e-commerce platforms beyond Tokopedia to enable cross-platform comparisons regarding trust-building and customer engagement strategies.

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