



## The Role of Customer Trust Toward Digital Sales and Website Visitor Satisfaction on Customer Loyalty of Zara Indonesia

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### Abstract

This study examines the variables that affect e-trust and e-satisfaction and how they affect e-loyalty. This study employs a conclusive and descriptive research design, gathering data through survey-based methodologies. Researchers utilize a particular kind of survey called a questionnaire. Only one cross-sectional research design was used in this study. Non-probability sampling combined with a judgmental sampling strategy is the method employed for sampling. LISREL is used in this study to process data utilizing SEM methods. According to the research, e-satisfaction is significantly positively impacted by perceived delivery efficiency. It was discovered, nevertheless, that e-satisfaction was not considerably affected by website design. Aside from that, e-trust is not significantly impacted by website design. However, e-trust is significantly positively affected by online privacy and security perceptions. Furthermore, it was discovered that e-loyalty is significantly positively affected by e-satisfaction. Ultimately, it was found that e-trust significantly improves e-loyalty as well.

**Keywords:** Website, Perceived Security, Satisfaction, Customer Loyalty.

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### 1. Introduction

Technological advancements in this nation have significantly impacted the increase in internet usage in Indonesia. Currently, 150 million individuals in Indonesia, roughly 60% of the nation's population, are internet users. The effects of Indonesians' extensive internet use may also be seen in their behavior and buying patterns, particularly online shopping [1]. The internet has made it easier for Indonesians to transact by buying and selling goods via e-commerce platforms. Approximately 12 million Indonesians have shopped online on e-commerce sites. Indonesian people's interest in online shopping on e-commerce platforms continues to increase, and the number of users increases yearly [2]. This can be seen from the investment value in the Indonesian e-commerce market, which reached more than 7 billion, with the total spending of Indonesian people in the e-commerce market reaching 90 trillion. The reasons why Indonesian people like to shop online via e-commerce sites include the fact that they are considered more practical, economical, and efficient. Apart from that, the many discounts and cashback offered by e-commerce platforms are also why Indonesians shop online [3]. Through online shopping, consumers can also compare the prices of goods more efficiently to find the desired price. From this, it can be concluded that Indonesian people are starting to get used to online transactions and are experiencing changes in their shopping lifestyle from conventional to more modern methods [4].

Transactions in the e-commerce market can be carried out via desktop and mobile applications. However, Indonesian people tend to prefer to shop via desktop rather than via mobile applications. This is because the desktop display provides more convenience when viewing items and comparing prices. From this, it can be concluded that Indonesian people's interest in online shopping via desktop is relatively high. Online shopping in Indonesia is dominated by women, the millennial generation, and Generation Z. Women have an active role in online shopping and tend to have more significant expenses than men. Fashion is the most popular category in the e-commerce market [5]. Clothing, accessories, bags, and shoes are essential for men and women to look good. Fashion is not just a necessity; it has also become an inseparable lifestyle for women to look beautiful. Demand for fashion in Indonesia continues to experience a significant increase. To remain competitive in the market, e-commerce is expected to build good relationships with loyal customers, especially female customers, who are believed to have a vital role in online shopping activities in Indonesia [6].

Customer loyalty is the level of satisfaction that customers feel towards a business because the business can meet their needs and expectations for the services offered [7]. The company is also expected to be able to meet

consumers' needs and have a good relationship with these services [8]. Loyal consumers tend to make more transactions and visit the company frequently to get the best offers, compared to consumers who are not faithful. Therefore, customer loyalty is essential for company sustainability [9]. However, retaining loyal customers, especially female customers, is a big challenge for companies due to intense competition in markets offering similar products and services [10][11]. To compete with other companies, companies must increase their customer loyalty. The company has made various efforts to maintain customer loyalty, such as providing the best offers through product discounts and loyalty programs [12]. However, these efforts are insufficient to maintain customer loyalty [13]. Companies rarely collaborate with celebrities or public figures and seldom create exciting campaigns that involve customers, resulting in less interaction between customers and the company. Apart from that, the company also has fewer Instagram followers compared to its competitors [14]. Lack of campaigns and customer engagement can be the reason for a company experiencing a decline in rankings. Therefore, companies need to increase customer loyalty through campaigns that can create customer engagement [15].

E-satisfaction and e-trust are two factors that affect how loyal customers are or how much they trust a brand. Customers' degree of happiness with their prior e-commerce business shopping experiences is known as e-satisfaction [16][17]. On the other hand, e-trust describes the degree to which buyers feel comfortable doing business with a seller because they perceive them to be dependable. E-trust is positively impacted by e-satisfaction. E-satisfaction is influenced by perceived delivery efficiency and website design [18]. The interval between a customer's order and the goods received is included in their perception of delivery efficiency. According to earlier studies, e-satisfaction and perceived delivery efficiency are positively correlated. The terms "website design" apply to a website's components, features, and information. These components can be used to gauge the quality of a website. Businesses can provide website visitors with a distinctive and fulfilling experience through website design [19]. Earlier studies have also observed a favorable correlation between website design and e-satisfaction [20].

Electronic trust, or e-trust, is essential to e-commerce companies' success. Consumer opinions of an e-commerce platform are significantly shaped by factors that impact e-trust, including perceived online security, privacy, and website design [21]. A well-designed website can boost consumer trust because it offers an excellent and polished user experience [22]. Simple and intuitive interactions can also increase a customer's likelihood of purchasing. Since perceived online security pertains to customer privacy, it is a crucial topic of discussion in e-commerce [23]. Customers are likelier to trust platforms that provide excellent data protection when processing and storing [24]. In addition, one factor in the e-commerce industry that shouldn't be disregarded is perceived online privacy. Customers who use platforms that appropriately protect the confidentiality of their data will feel more at ease when transacting [25]. Prior studies have demonstrated a favorable correlation between the degree of consumer trust, or e-trust, and perceived online privacy and security. To boost customer confidence and solidify their place in the cutthroat e-commerce market, e-commerce businesses must focus on and enhance these elements.

## **2. Research Methods**

This research uses a conclusive research design to test the relationship between variables. Researchers also use descriptive research through survey data collection methods [26]. Researchers use a questionnaire that they distribute to respondents both offline and online. Respondents must answer the questions given by giving a value between 1 and 7 on a Likert scale. This research uses a single cross-sectional type of research where information collection via questionnaires is only carried out once. Since the respondent data in this study met predefined requirements, non-probability sampling was the method of choice for sampling [27]. In addition, judgmental sampling approaches were also used in this study. Estimating a number of dependence relationships between a collection of concepts or constructs represented by many variables assessed and included in an integrated model is known as a structural equation model. Although it cannot be evaluated physically, the SEM research model is a latent idea that can be conceptually characterized. SEM provides a single approach for verifying proposed theoretical relationships and evaluating measurement qualities. The LISREL 8.8 software is used in this study to process data using SEM methods.

## **3. Results and Discussion**

According to the computation results, e-satisfaction is positively influenced by perceived delivery efficiency ( $t$ -value = 3.8). This is in line with other studies' findings, which demonstrate that, in the context of e-commerce, customer happiness is positively impacted by perceived delivery efficiency. Growing e-satisfaction, which measures customer satisfaction with the quick delivery procedure, accurate and current delivery information, and compliance with meeting scheduled delivery timeframes, demonstrates the significance of perceived delivery efficiency. This indicates that the online store has successfully given customers a positive experience with the delivery of their purchases. Perceived delivery efficiency has been shown to affect e-satisfaction in earlier studies positively. Therefore, it can be said that a critical element in raising customer satisfaction with online

transactions is perceived delivery efficiency. This emphasizes how crucial it is for e-commerce businesses to keep enhancing the effectiveness of their product delivery processes to sustain customer pleasure and confidence over time. A t-value of 1.5 in the computation results suggests that e-satisfaction is not significantly influenced positively by website design. This outcome is unexpected since it defies earlier studies that demonstrate the beneficial impact of website design on e-satisfaction. These findings, however, are consistent with earlier research that indicates that e-satisfaction is not always solely dependent on website design. This research found that most customers pay more attention to other factors like financial security, product quality, and personal privacy than website design. This indicates that to increase e-satisfaction, companies must focus on these aspects and ensure that the website's appearance remains attractive, comfortable, easy to access, and informative. Respondents in this study stated that when shopping online, they pay more attention to other aspects, such as clothing models, diversity, product quality, and competitive prices. This shows that although website design is essential, other factors are more dominant in influencing consumer satisfaction in the e-commerce context. Therefore, companies need to carry out the right strategies to ensure they can meet consumer expectations for the things that matter to them.

Respondents also stated that the discounts often provided by e-commerce websites made them more satisfied when shopping. This demonstrates how, in the context of e-commerce, discount tactics can play a big role in raising customer happiness. Previous research has also shown that the most critical factors influencing e-satisfaction on e-commerce websites are security features and high website interactivity. High levels of interactiveness are related to how quickly and effectively the online shop responds to questions or comments from customers, while security elements include measures that protect online transactions from cybercrime. The findings of this study indicate a positive correlation between website design and e-loyalty despite prior studies suggesting no direct beneficial connection between the two variables. This demonstrates that while website design may not directly impact customer pleasure, it can increase brand loyalty. In this regard, e-commerce businesses must be aware of several elements that might boost customer happiness and loyalty, such as promotional tactics, transaction security, degree of online interaction, and website design. By understanding consumer preferences and expectations, companies can develop appropriate strategies to improve the online shopping experience and strengthen relationships with consumers.

A t-value of 2.5 in the computation results suggests that e-trust is not significantly impacted by website design. This is consistent with earlier studies that discovered no relationship between website design and the degree of customer trust in the business. This research found that respondents tended to rely more on shopping testimonials from people around them and other customers as the main factor in building trust in the company. This shows that, although the website's appearance is still important, other factors, such as testimonials and customer reviews, have a more significant role in forming e-trust. Companies need to pay attention to strategies for managing customer testimonials and reviews effectively to increase consumer trust. This includes providing sufficient space for testimonials on social media and online shopping platforms and responding quickly and professionally to customer feedback and complaints. Apart from that, companies also need to ensure that the website's appearance remains attractive, comfortable, and easy to access, even though it is not the main factor in building consumer trust. This way, companies can build stronger consumer relationships and increase brand confidence.

In addition, the public's perception of the company's reputation or image impacts respondents' trust. If a company is considered to have a good reputation and is considered trustworthy by the public, then respondents tend also to have a sense of confidence in that company. This shows that external factors, such as a company's reputation in society, can also influence the level of consumer trust in a company. According to earlier studies, e-trust is not much impacted by website design. This is because, despite the distinctive and appealing designs of each fashion e-commerce website, the content of these websites is typically the same, meaning that their visual appeal has no bearing on the degree of consumer trust. This is consistent with other research findings that indicate e-trust is not significantly impacted by website design. The research suggests that factors such as company reputation and product quality may substantially influence consumer trust levels. However, it should be noted that this study has limitations, especially in terms of the relatively small sample size. Therefore, further research with a larger sample is needed to confirm these findings.

With a t-value of 3.2, the computation results demonstrate that e-trust is significantly positively influenced by perceived online security. This aligns with earlier study results that indicated e-trust is positively impacted by perceived levels of online security. This research shows that consumers trust an e-commerce website more if they believe it has a safe online payment mechanism and a sound security system to protect consumer transactions. Apart from that, consumers also consider the security features of the website and the website's ability to resolve problems related to crime during the purchasing process. These findings reinforce the importance of security factors in building consumer trust in an e-commerce website. Thus, e-commerce companies need to ensure that they have a strong and trustworthy security system to protect consumer transactions. This can help increase consumer confidence levels and ultimately improve overall business

performance. The calculation results show a t-value of 2.8. These results confirm that perceived online privacy has a significant favorable influence on e-trust. This finding aligns with previous research, stating that perceived online privacy contributes positively to e-trust. In this research, the perceived online privacy variable influenced e-trust because consumers believe websites can protect their data. They also think that the website will not use their data for other purposes, that the website has made efforts to protect their personal information from unauthorized access, and that it can protect their financial information. These findings underscore the importance of online privacy in building consumer trust in an e-commerce website. Therefore, companies must ensure clear and effective privacy policies to protect consumers' information. Doing so can increase consumer confidence levels and overall business performance.

A t-value of 3.8 is revealed by the structural model computation, indicating a substantial positive relationship between e-satisfaction and e-trust. This result aligns with studies demonstrating the beneficial relationship between e-satisfaction and e-trust. The present study suggests that the e-satisfaction variable impacts e-trust due to consumers' contentment with the website's online services and purchasing experience. They also think that the information on the website satisfies their needs and has lived up to their expectations. These results emphasize that customer happiness is essential to fostering confidence in e-commerce websites. To raise customer satisfaction levels, businesses must thus keep enhancing their online services and shopping experiences. By doing this, companies can boost customer confidence and improve company performance. A t-value of 3.5 is shown by the structural model calculation, indicating a substantial positive relationship between e-satisfaction and e-loyalty. This result aligns with earlier studies demonstrating that e-satisfaction positively impacts e-loyalty. The e-satisfaction variable in this study has been shown to impact e-loyalty since consumers believe that e-commerce websites are their primary source for fashion products. They also plan to reuse the website to purchase fashion products in the future, rarely consider other websites for shopping for fashion products, and prefer to shop for fashion products on the e-commerce website. These findings show that consumer satisfaction can be crucial in building consumer loyalty toward an e-commerce website, especially in the fashion industry. Therefore, companies need to continue to increase consumer satisfaction by providing a shopping experience that is satisfying and relevant to consumer needs. In doing so, they can strengthen consumer loyalty and improve their business performance in the long term.

A t-value of 3.2 in the structural model calculation findings indicates a substantial positive relationship between e-trust and e-loyalty. This result aligns with earlier studies demonstrating the beneficial relationship between e-trust and e-loyalty. Because customers are prepared to divulge personal information, the e-trust variable is shown in this study to impact e-loyalty. Apart from that, they also believe that the e-commerce website is safe for carrying out transactions. Based on previous shopping experiences, consumers feel the website can be trusted and provides correct product information. These findings indicate that consumer trust in an e-commerce website can be crucial to building customer loyalty. Therefore, companies must continue improving security systems and consumer trust in online transactions. In doing so, they can strengthen consumer loyalty and improve their business performance in the long term.

#### **4. Conclusion**

E-satisfaction is positively impacted by perceived delivery efficiency, according to the research findings. This illustrates how customers' happiness with Internet services can be influenced by their opinions of how efficiently services are delivered. On the other hand, e-satisfaction is not significantly impacted by website design. This demonstrates that elements like a website's design and usability are not the primary determinants of user pleasure. Aside from that, e-trust is not significantly impacted by website design. This demonstrates that security considerations and the dependability of online transactions influence consumer trust in websites and their aesthetic appeal.

Conversely, e-trust is positively impacted by perceptions of online privacy and security. This demonstrates that establishing a website's credibility with customers largely depends on security and privacy during online transactions. In addition, e-loyalty is positively impacted by e-satisfaction. This shows that online service satisfaction can increase customer loyalty to a website. Finally, trust also has a positive influence on loyalty. This indicates that consumer trust in a website can also increase customer loyalty.

The study's findings indicate that several variables, including perceived delivery effectiveness, perceived online security, perceived online privacy, e-trust, and e-satisfaction, can affect users' e-loyalty on websites. Several recommendations can be made to improve consumer loyalty to e-commerce websites in light of these findings. Initially, client satisfaction will be enhanced by expediting the ordering and delivery procedures and offering current delivery status updates. Another layer of protection can be added by enhancing online security and privacy by offering details on the safety of credit card transactions and utilizing two-way authenticators. Third, product ratings and reviews should be shown along with the website security certification badge to boost customer trust. Fourth, make shopping enjoyable for customers by incorporating helpful features, developing product categories that cater to their needs, and including a function where customers can see videos of items

before they buy them. Still, there are a few recommendations that might be taken into account for additional study. First, other factors like product quality, product variation, and pricing value can be included by researchers to gauge e-loyalty from the perspective of the product. This may offer a more thorough comprehension of the variables affecting e-loyalty. Second, further research on mobile applications and customer behavioral intentions toward these applications can be done because the company offers two online buying platforms: a website and a mobile application. Therefore, it is envisaged that additional study would contribute more to creating marketing plans and customer experiences by offering a deeper understanding of the elements that affect e-loyalty on e-commerce websites.

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