

THE EFFECT OF TECHNOLOGY PREFERENCES AND CHANGES IN CONSUMER TASTES ON CUSTOMER LOYALTY ON E-COMMERCE PLATFORMS: THE ROLE OF PURCHASE DECISIONS AS A MEDIATION VARIABLE THE EFFECT OF TECHNOLOGY PREFERENCES AND CHANGES IN CONSUMER TASTE ON CUSTOMER LOYALTY IN E-COMMERCE PLATFORMS: THE MEDIATING ROLE OF PURCHASE DECISION

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Abstract

This study aims to analyze the effect of technology preferences and changes in consumer tastes on customer loyalty in e-commerce platforms, with purchase decision as a mediating variable. The rapid growth of e-commerce requires a comprehensive understanding of factors influencing digital consumer behavior. This research employs a quantitative approach using survey data collected from e-commerce users in Indonesia. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine both direct and indirect relationships among variables. The results indicate that technology preferences and changes in consumer tastes significantly affect purchase decisions. Furthermore, purchase decisions significantly influence customer loyalty. In addition, purchase decisions act as a mediating variable that strengthens the relationship between technology preferences and consumer taste changes on customer loyalty. These findings suggest that customer loyalty in e-commerce is not solely determined by technological quality or social dynamics, but also by consumers' evaluative processes in making purchase decisions. This study contributes theoretically by integrating technological, social, and behavioral perspectives into a comprehensive model, and provides practical implications for developing e-commerce strategies focused on user experience and decision-making reinforcement.

Keywords: *technology preferences; consumer taste changes; purchasing decisions; customer loyalty; e-commerce*

INTRODUCTION

The development of e-commerce in Indonesia is showing increasingly significant dynamics along with increasing internet penetration and the adoption of digital technology in consumer activities. E-commerce is no longer positioned as an alternative transaction, but has become an integral part of modern economic activity. The digitalization of transaction processes has transformed the way consumers search for information, compare products, evaluate alternatives, and even make online purchases. However, this development also presents competitive challenges for e-commerce platforms, particularly regarding their ability to retain consumers amidst increasingly intense competition for features, promotions, and digital innovation. In these conditions, the sustainability of e-commerce platforms is determined not only by the company's technological capacity, but also by how consumers perceive technology and respond to changing preferences in a rapidly changing digital ecosystem.

In the context of digital consumer behavior, technology preferences are a crucial factor influencing purchasing decisions. Consumers not only assess the availability of technology as a means of transaction, but also evaluate the extent to which the platform is able to provide ease of use, functional usability, transaction security, processing speed, and a digital experience that suits their needs. Davis (1989) explains that perceived ease of use and perceived usefulness are key determinants of technology acceptance, as both influence attitudes, intentions, and behavior in using the system. Similarly, Venkatesh et al. (2003) through the Unified Theory of Acceptance and Use of Technology assert that performance expectations and ease of use play a significant role in driving the continued

adoption of digital technology. This phenomenon is also evident in the behavior of e-commerce users in Indonesia. Based on the data used in this thesis, Indonesians conduct online transactions at varying frequencies, with the majority of respondents making online transactions several times a month. The APJII survey cited in this thesis involved 8,700 respondents across 38 provinces and showed that online transactions have become part of widespread consumer behavior (Muhamad, 2025). This finding strengthens the argument that e-commerce has reached a mature level of use, so the key issue is no longer limited to initial adoption, but rather how platforms are able to retain customers through positive technological experiences and purchase decision processes.

In addition to technological factors, changes in consumer preferences in the digital era are also influenced by social dimensions. Today's consumers no longer make decisions entirely individually, but rather within an interconnected information ecosystem. User reviews, product ratings, friend recommendations, testimonials from other consumers, the influence of influencers, and viral content are important references in the alternative evaluation process. This social information functions as social proof that shapes consumer expectations, trust, and perceptions of products and platforms. Cheung and Thadani (2012) stated that electronic word of mouth plays a significant role in influencing consumer attitudes and decisions because information conveyed by other consumers tends to be perceived as more credible, contextual, and relevant than conventional marketing communications.

The pre-survey results in this thesis also indicate that social information plays a significant role in shaping e-commerce consumer behavior. Indicators such as reviews and ratings, credible reviews, recommendations from friends or influencers, and viral content indicate that consumers consider social information before making purchasing decisions. In this context, changes in consumer tastes are not only related to changes in product needs or preferences, but also to how consumers respond to the flow of digital information that shapes their perceptions of the platforms and products offered. Exposure to electronic word of mouth and social recommendations can accelerate information searches, reduce uncertainty, and increase consumer confidence in their purchasing choices (Cheung & Thadani, 2012).

Purchasing decisions are crucial in explaining the relationship between technological preferences, changing consumer tastes, and customer loyalty. Within the customer journey framework, purchasing decisions are understood as the result of integrating various consumer experiences across digital touchpoints, from information search, alternative evaluation, transaction, to post-purchase experiences (Lemon & Verhoef, 2016). This means that purchasing decisions are not only the final act in the consumption process, but also an evaluative mechanism that indicates whether technological experiences and social information successfully shape consumer confidence in a platform. When purchasing decisions result in positive experiences, consumers are more likely to make repeat purchases and recommend the platform to others.

However, customer loyalty in e-commerce does not form automatically. Promotional competition, ease of switching platforms, and the multitude of available alternatives make consumer loyalty more dynamic and susceptible to change. Oliver (1999) explains that loyalty develops gradually from attitudes, intentions, to behaviors, and can be influenced by competitive stimuli. Therefore, customer loyalty on e-commerce platforms needs to be understood as the result of consistent purchasing experiences, not simply the result of technology use or exposure to social information. In this context, purchasing decisions play a strategic role as a mediating variable linking technological preferences and changes in consumer tastes with customer loyalty.

Based on the above description, this study considers technological preferences and changes in consumer tastes to be two important factors in shaping purchasing decisions on e-commerce platforms. Technological preferences reflect consumers' assessments of the ease, usability, security, speed, and quality of digital experiences, while changes in consumer tastes reflect consumers' responses to social information, trends, reviews, and digital recommendations. Both factors have the potential to influence customer loyalty, both directly and through purchasing decisions as a mediating mechanism. Therefore, this study aims to analyze the influence of technological preferences and changes in consumer tastes on customer loyalty on e-commerce platforms, with purchasing decisions as a mediating variable.

By positioning purchase decisions as a mediating variable, this research is expected to provide theoretical contributions to enriching the study of digital consumer behavior, particularly through the integration of technology acceptance, electronic word of mouth, the customer journey, and customer loyalty perspectives. Practically, this research can also provide input for e-commerce platform managers in designing technology- and consumer preference-based strategies to enhance the purchasing experience, strengthen consumer confidence, and maintain customer loyalty amidst increasingly competitive digital landscapes.

REVIEW LIBRARY AND DEVELOPMENT HYPOTHESIS

Technology Preferences in E-Commerce

Technology preference is a consumer's tendency to select and use e-commerce platforms based on their perception of the quality of the technology offered. In the digital context, technology serves not only as a means of transaction but also as a crucial part of the consumer experience in searching for information, comparing products, making decisions, and even making repeat purchases. Consumers tend to have a higher preference for platforms that offer ease of use, transaction security, processing speed, an attractive interface, and features relevant to their needs.

Theoretically, technology preferences can be explained through the Technology Acceptance Model, which places perceived ease of use and perceived usefulness as important determinants in shaping attitudes and behaviors regarding technology use (Davis, 1989). This model is reinforced by the Unified Theory of Acceptance and Use of Technology, which emphasizes that performance expectations and ease of use play a significant role in driving the continued acceptance of digital technology (Venkatesh et al., 2003). In the context of e-commerce, the more convenient and useful a platform is perceived by consumers, the more likely they are to use it in their purchasing process.

Technology preferences are also related to customer experience throughout the customer journey. Lemon and Verhoef (2016) explain that customer experience is shaped through various interaction points, from the pre-purchase stage, through the purchase stage, to the post-purchase stage. On e-commerce platforms, these interaction points include ease of navigation, clarity of product information, transaction speed, payment security, recommendation systems, and digital customer service. If consumers experience technology positively, they tend to have stronger confidence in making purchasing decisions.

Furthermore, e-service quality is also a crucial factor in shaping technology preferences. Sundaram et al. (2017) stated that e-service quality influences customer loyalty, particularly through the dimensions of transaction security, system reliability, and service speed. This suggests that technology preferences are not only related to perceived ease of use, but also to the platform's ability to deliver an efficient, secure, and consistent digital experience. In a competitive e-commerce market, platforms that deliver better technology quality will have a greater opportunity to shape purchasing decisions and customer loyalty.

Changing Consumer Tastes in the Digital Ecosystem

Changing consumer tastes reflect shifts in consumer preferences in choosing products and e-commerce platforms, influenced by social dynamics, digital culture, market trends, and the evolving flow of information in the digital space. In the e-commerce environment, consumers no longer make decisions solely based on product price and functionality, but also consider user reviews, ratings, friend recommendations, testimonials from other consumers, influencers, and viral content spread through social media. Changes in consumer tastes in the digital context are closely related to electronic word of mouth. Cheung and Thadani (2012) explain that e-WOM plays a crucial role in influencing consumer attitudes and decisions because information from other users is often perceived as more credible, contextual, and relevant than conventional marketing messages. Reviews and recommendations from other users can help consumers reduce uncertainty, accelerate the evaluation of alternatives, and shape expectations about products and platforms.

Besides e-WOM, social proof is also an important mechanism in changing consumer preferences. Chen et al. (2022) emphasized that reviews and ratings can help consumers evaluate alternatives and increase the likelihood of a purchase decision. In this context, consumer preferences are shaped not only by personal needs but also by social validation gained through the experiences of other consumers. Products or platforms that are widely recommended, receive positive reviews, or are trending are more likely to influence consumer perceptions. Changing consumer preferences also require e-commerce platforms to continuously adapt to market expectations. Sinaga and Maulana (2024) point out that e-commerce platforms' failure to adapt innovations to consumer expectations can be a factor that undermines the sustainability of digital businesses. Conversely, platforms that are able to adapt to changing consumer preferences through relevant features, services, and shopping experiences will be better able to retain customers in the long term.

Purchase Decision as a Mediating Variable

Purchasing decisions are an evaluative process consumers undertake before choosing a product or platform. In the context of e-commerce, purchasing decisions are influenced not only by the need for the product, but also by the quality of the digital experience, ease of transaction, system security, user reviews, social recommendations,

and whether the product meets consumer expectations. Lemon and Verhoef (2016) explain that the purchasing decision is a crucial part of the customer journey because it serves as a transition point between the pre-purchase and post-purchase experiences. At this stage, consumers integrate various information and experiences gained from platforms before ultimately deciding to purchase. Therefore, purchasing decisions can be understood as the result of the interaction between technological and social aspects in the digital consumption process. In the relationship between technology preferences and customer loyalty, purchasing decisions act as a psychological mechanism that bridges technological experience with loyal behavior. Bhattacharjee (2001) emphasized that positive experiences with digital systems can strengthen consumer confidence and encourage continued use. This means that positive technology preferences do not automatically result in loyalty, but rather first shape consumer confidence in making positive purchasing decisions. Purchasing decisions also serve as a link between changing consumer tastes and customer loyalty. Exposure to reviews, ratings, trends, and social recommendations can shape consumer expectations. However, stable loyalty generally only forms when these expectations are confirmed through a satisfying purchasing experience. Thus, purchasing decisions serve as a mediating variable explaining how the influence of technology and changing tastes can translate into customer loyalty.

Customer Loyalty in E-Commerce Platforms

Customer loyalty is a consumer's commitment to continuously use, repurchase, and recommend a platform to others. In the context of e-commerce, customer loyalty is a crucial issue because consumers have many easily accessible alternative platforms. Therefore, loyalty is not determined solely by a single transaction experience, but by the consistency of positive experiences consumers receive over the long term. Oliver (1999) explains that loyalty develops gradually from cognitive, affective, conative, and action aspects. In the context of e-commerce, consumers can become loyal when they believe the platform provides benefits, are satisfied with the purchasing experience, have repurchase intentions, and ultimately demonstrate repeat purchasing behavior. However, loyalty in digital markets is also susceptible to competitive stimuli such as promotions, discounts, new features, and ease of switching platforms.

Sundaram et al. (2017) demonstrated that e-service quality can increase customer loyalty through secure, fast, and reliable transaction experiences. This suggests that customer loyalty in e-commerce is highly dependent on the platform's ability to maintain digital service quality. Furthermore, a positive purchasing experience can also strengthen loyalty because consumers feel their decision was correct and met their expectations. Thus, customer loyalty in e-commerce is the result of the interaction between technological experience, social influence, and positively confirmed purchasing decisions. Platforms that deliver technology that is easy to use, secure, fast, and responsive to changing consumer preferences will have a greater chance of retaining customers.

Development Hypothesis Study

The Influence of Technology Preferences on Purchasing Decisions

High technology preferences can increase consumer confidence in making purchasing decisions. Consumers who perceive e-commerce platforms as easy to use, fast, secure, and possess relevant features will find it easier to search for information, compare alternatives, and complete transactions. Davis (1989) explains that perceived ease of use and usefulness of technology influence attitudes and behavior regarding system use. Similarly, Venkatesh et al. (2003) assert that performance expectations and ease of use play a role in driving technology adoption. In the context of e-commerce, positive technology preferences make consumers feel more confident that the platform they use can effectively support the purchasing process. A good technology experience also reduces uncertainty and risk in the transaction process. Therefore, the higher a consumer's technology preferences, the more likely they are to make a purchase decision.

H1: Technology preferences have a significant positive effect on purchasing decisions on e-commerce platforms.

The Influence of Changes in Consumer Tastes on Purchasing Decisions

Changes in consumer preferences in the digital ecosystem are influenced by reviews, ratings, recommendations, trends, and social content emerging in digital media. Cheung and Thadani (2012) stated that e-WOM has a significant influence on consumer attitudes and decisions because information from other users is perceived as more credible and relevant. Chen et al. (2022) also explained that social proof through reviews and ratings helps consumers evaluate alternatives and increases the probability of a purchase decision.

When consumers are exposed to positive social information, they develop stronger expectations for products and platforms. This information helps consumers reduce perceptual risk and accelerates the evaluation process before making a purchase. Thus, changes in consumer preferences formed through digital social information can drive purchasing decisions.

H2: Changes in consumer tastes have a significant positive effect on purchasing decisions on e-commerce platforms.

The Influence of Purchasing Decisions on Customer Loyalty

Positive purchasing decisions are a crucial foundation for building customer loyalty. When consumers feel they made the right purchase decision, the product met their expectations, and the transaction process was satisfactory, they are more likely to repurchase and recommend the platform to others. Lemon and Verhoef (2016) explain that purchasing decisions are part of the customer journey, connecting the pre-purchase experience with the post-purchase experience. Oliver (1999) emphasized that loyalty develops through the stages of attitude, intention, and behavior. In the context of e-commerce, repeated and positively confirmed purchase decisions can strengthen consumers' positive attitudes toward the platform, increase repurchase intentions, and foster loyal behavior. Therefore, purchase decisions have a significant impact on customer loyalty.

H3: Purchasing decisions have a significant positive effect on customer loyalty on e-commerce platforms.

The Influence of Technology Preferences on Customer Loyalty

Technology preferences can also directly influence customer loyalty. Consumers who have positive experiences with platform technology, such as ease of use, transaction security, processing speed, and a comfortable digital display, tend to have a stronger attachment to that platform. Sundaram et al. (2017) showed that e-service quality influences customer loyalty through security, reliability, and service speed. Furthermore, a consistent technology experience can increase satisfaction and strengthen consumers' tendency to use the same platform. In a competitive e-commerce market, superior technology can be a key differentiator in customer retention. Therefore, technology preference is assumed to have a positive influence on customer loyalty.

H4: Technology preference has a significant positive direct effect on customer loyalty on e-commerce platforms.

The Influence of Changing Consumer Tastes on Customer Loyalty

Changing consumer preferences influenced by digital social information can foster loyalty if consumers perceive the platform as responsive to their needs, trends, and expectations. Consumers tend to stick with platforms that align with their current preferences, especially when those platforms are able to provide products, features, and experiences that are relevant to market developments. Cheung and Thadani (2012) demonstrated that e-WOM can shape consumer attitudes and decisions. When the social information consumers receive results in a purchasing experience that meets expectations, consumers tend to develop a positive attitude toward the platform. In the long term, this positive attitude can develop into loyalty. Therefore, changes in consumer preferences are assumed to have a positive influence on customer loyalty.

H5: Changes in consumer tastes have a significant positive direct effect on customer loyalty on e-commerce platforms.

The Mediating Role of Purchase Decisions in the Relationship between Technology Preference and Customer Loyalty

The influence of technology preference on customer loyalty isn't always direct, but can occur through purchasing decisions. A strong preference for technology can enhance the quality of digital experiences, strengthen consumer confidence, and reduce risk in the transaction process. This confidence is then internalized into positive purchasing decisions. Bhattacharjee (2001) explains that positive experiences with digital systems can strengthen continued use. Within the customer journey framework, Lemon and Verhoef (2016) also emphasize that the purchase decision is a crucial transition point from the pre-purchase experience to post-purchase satisfaction and loyalty. Thus, the purchase decision acts as a mediating mechanism that bridges the influence of technology preferences on customer loyalty.

H6: Purchase decisions mediate the influence of technology preferences on customer loyalty on e-commerce platforms.

The Role of Purchasing Decision Mediators in the Relationship Between Changes in Consumer Tastes and Customer Loyalty

Changing consumer preferences influenced by reviews, ratings, trends, and social recommendations can shape consumer expectations about products and platforms. However, customer loyalty generally only develops when these expectations are confirmed through positive purchasing decisions. When consumers feel they have made the right and satisfying purchase decision, the likelihood of repeat purchases and recommendations to others increases. Oliver (1999) explains that loyalty develops gradually from attitude to behavior, so a positive purchasing experience is an important foundation in forming loyalty. Thus, purchasing decisions are assumed to mediate the relationship between changes in consumer tastes and customer loyalty.

H7: Purchase decisions mediate the influence of changes in consumer tastes on customer loyalty on e-commerce platforms.

Based on this framework of thought, the hypothesis in this study is formulated as follows:

H1: Technology preferences have a significant positive effect on purchasing decisions.

H2: Changes in consumer tastes have a significant positive effect on purchasing decisions.

H3: Purchase decisions have a significant positive effect on customer loyalty.

H4: Technology preferences have a significant positive effect directly on customer loyalty.

H5: Changes in consumer tastes have a significant positive effect directly on customer loyalty.

H6: Purchase decisions mediate the effect of technology preferences on customer loyalty.

H7: Purchase decisions mediate the effect of changes in consumer tastes on customer loyalty.

METHOD STUDY

This study uses a quantitative approach with an explanatory design. The quantitative approach is used because this study aims to measure the relationship between variables objectively through numerical data obtained from respondents. The explanatory design was chosen because this study not only describes the phenomenon, but also tests the causal relationship between technological preferences, changes in consumer tastes, purchasing decisions, and customer loyalty on e-commerce platforms. Conceptually, this study examines the effect of technological preferences (X1) and changes in consumer tastes (X2) on customer loyalty (Y), with purchasing decisions (Z) as a mediating variable.

This study employed a survey method as the primary data collection technique. The survey was conducted by distributing structured questionnaires to respondents who were active users of e-commerce platforms. The questionnaires were structured based on indicators from each research variable and measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. The Likert scale was chosen because it can quantitatively measure respondents' perceptions, attitudes, and experiences. Primary data was collected online through Google Forms to reach respondents more widely and efficiently. In addition to primary data, this study also utilized secondary data from scientific journals, articles, industry reports, and relevant publications that have been used in the thesis to support the conceptual framework and hypothesis development.

The population in this study was all active e-commerce consumers in Indonesia. Consumers were categorized as active if they had made at least one purchase transaction through an e-commerce platform in the past three months. The sampling technique used purposive sampling, which is a sampling technique based on certain criteria that align with the research objectives. The respondent criteria in this study were those aged at least 17 years to over 50 years, having used an e-commerce platform such as Shopee, Tokopedia, Bukalapak, Lazada, or similar platforms at least once a month, having had experience purchasing goods or services at least once in the past three months, and being willing to complete a complete questionnaire.

The sample size in this study was determined based on the characteristics of Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis. According to Sugiyono (2023), in quantitative research with a large population and an unknown population size, the minimum sample size is 100 respondents. However, because this study used SEM-PLS with a model involving several constructs and mediating relationships, the sample size also refers to Hair et al. (2022) and Hair et al. (2023), which state that the sample size needs to consider the complexity of the research model. Based on these guidelines, this study used 210 respondents as the research sample, in accordance with the number of indicators used in the measurement model.

The variables in this study consist of four main constructs: technology preference as the first independent variable, changes in consumer preferences as the second independent variable, purchasing decisions as the mediating variable, and customer loyalty as the dependent variable. Technology preference measures consumer perceptions of ease of use, transaction security, processing speed, feature innovation, and platform design and

aesthetics. Changes in consumer preferences measure the influence of reviews, ratings, recommendations, digital trends, and social content on consumer preferences. Purchasing decisions measure confidence, product suitability to expectations, the influence of platform features, and the influence of testimonials on the final decision. Customer loyalty measures repurchase intention, recommendations to others, the tendency to choose the same platform, and resilience to competitors' offers. These indicators are compiled based on operational definitions formulated in the thesis.

The data analysis technique used Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. SEM-PLS was chosen because it is suitable for testing causal relationships between latent variables, both direct relationships and indirect relationships through mediating variables. The analysis was carried out through two main stages: evaluation of the measurement model or outer model and evaluation of the structural model or inner model. Evaluation of the outer model was carried out to test the validity and reliability of the construct through the outer loading value, Average Variance Extracted (AVE), composite reliability, Cronbach's alpha, and discriminant validity. An indicator is declared valid if it has a loading factor value above 0.70 and an AVE value above 0.50, while the construct is declared reliable if the composite reliability and Cronbach's alpha values are above 0.70, as referring to the criteria of Hair et al. (2022) and Hair et al. (2023).

An inner model evaluation was conducted to test the strength of the relationship between variables in the research model. This testing included multicollinearity testing using the Variance Inflation Factor (VIF), the coefficient of determination (R-square), predictive relevance (Q-square), and model fit. Furthermore, the hypothesis was tested using a bootstrapping procedure to determine the significance of the direct and indirect influences between variables. The hypothesis was accepted if the t-statistic value was greater than 1.96 and the p-value was less than 0.05. Through this analysis technique, the study can explain whether technological preferences and changes in consumer tastes influence customer loyalty, either directly or through purchasing decisions as a mediating variable.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 210 respondents who were e-commerce platform users in Indonesia. Based on age characteristics, the majority of respondents were in the 17–25 years age range at 46.7% , followed by respondents aged 26–35 years at 34.3% . This condition indicates that respondents are dominated by young and productive age groups who are relatively active in using digital technology, including in transaction activities through e-commerce platforms. In terms of education, the majority of respondents had a Bachelor's degree (S1) at 46.7% , followed by High School/Vocational High School at 31.4% , Diploma at 11.9%, and Master's (S2) at 9%. This indicates that respondents have a good enough educational background to understand the research instruments and provide an assessment of the variables studied.

Based on the most frequently used e-commerce platforms, the majority of respondents used Shopee (68.6%) , followed by TikTok Shop (16.7%) , and Tokopedia (12.4%) . Meanwhile, Bukalapak had a relatively smaller proportion of users compared to other platforms. Shopee's dominance indicates that the platform is the respondents' primary choice for online shopping activities. This information is important because respondents' experience in using e-commerce platforms can influence their assessment of technology preferences, changes in consumer tastes, purchasing decisions, and customer loyalty.

Evaluation of Measurement Model (Outer Model)

Measurement model evaluation was conducted to ensure that the indicators used in the study met validity and reliability criteria. Based on the results of data processing using SmartPLS, all constructs had Average Variance Extracted (AVE) values > 0.50 , Cronbach's Alpha > 0.70 , and Composite Reliability > 0.70 . According to Hair et al. (2022), a construct is declared valid if the AVE value is greater than 0.50 and is declared reliable if the Cronbach's Alpha and Composite Reliability values are greater than 0.70.

| Variables | AVE | Cronbach's Alpha | Composite Reliability | Information |
|--------------------------|-------|------------------|-----------------------|--------------------|
| Buying decision | 0.626 | 0.850 | 0.893 | Valid and Reliable |
| Customer Loyalty | 0.688 | 0.886 | 0.917 | Valid and Reliable |
| Changing Consumer Tastes | 0.562 | 0.806 | 0.865 | Valid and Reliable |
| Technology Preferences | 0.558 | 0.803 | 0.863 | Valid and Reliable |

These results indicate that all variables in this study met the criteria for convergent validity and internal reliability. Therefore, the indicators used adequately represent the constructs of technology preference, changes in consumer tastes, purchasing decisions, and customer loyalty.

Structural Model Evaluation (Inner Model)

The structural model was evaluated using R-square and Q-square values . The R-square value is used to assess the ability of the independent variables to explain the dependent variable. The test results show that the purchasing decision variable has an R-square value of 0.204 , while customer loyalty has an R-square value of 0.461 .

| Endogenous Variables | R-square | Adjusted R-square |
|----------------------|----------|-------------------|
| Buying decision | 0.204 | 0.197 |
| Customer Loyalty | 0.461 | 0.454 |

This value indicates that technological preferences and changes in consumer tastes can explain 20.4% of purchasing decisions . Meanwhile, technological preferences, changes in consumer tastes, and purchasing decisions can explain 46.1% of customer loyalty . According to Hair et al. (2022), the R-square value is used to assess the ability of a structural model to explain variations in the dependent variable. Thus, this research model has sufficient explanatory power in describing the relationships between variables. Furthermore, the Q-square test results show that the purchasing decision variable has a Q² value of 0.181 , while customer loyalty has a Q² value of 0.256 . Since all Q² values are greater than zero, the research model has good predictive relevance. According to Hair et al. (2022), a positive Q² value indicates that the model has predictive ability for the endogenous variables studied.

Hypothesis Testing

Hypothesis testing was conducted using a bootstrapping procedure. According to Hair et al. (2022), a relationship between variables is considered significant if the t-statistics are >1.96 and p-values are <0.05 . The results of the hypothesis testing indicate that all direct and indirect relationships in the research model have a positive and significant influence.

| Hypothesis | Variable Relationship | Coefficient | T-statistics | P-values | Information |
|------------|--|-------------|--------------|----------|-------------|
| H1 | Technology Preferences → Purchase Decisions | 0.226 | 3,649 | 0,000 | Accepted |
| H2 | Changes in Consumer Tastes → Purchasing Decisions | 0.350 | 5,655 | 0,000 | Accepted |
| H3 | Purchasing Decision → Customer Loyalty | 0.491 | 8,730 | 0,000 | Accepted |
| H4 | Technology Preference → Customer Loyalty | 0.284 | 5,493 | 0,000 | Accepted |
| H5 | Changes in Consumer Tastes → Customer Loyalty | 0.201 | 3,830 | 0,000 | Accepted |
| H6 | Technology Preference → Purchase Decision → Customer Loyalty | 0.111 | 3,324 | 0.001 | Accepted |
| H7 | Changes in Consumer Tastes → Purchasing Decisions → Customer Loyalty | 0.172 | 4,586 | 0,000 | Accepted |

These results indicate that all hypotheses in this study are accepted. A positive coefficient value indicates that an increase in the independent variable will increase the dependent variable. Furthermore, purchasing decisions have been shown to act as a mediating variable in the relationship between technology preferences and customer loyalty, as well as in the relationship between changes in consumer tastes and customer loyalty.

Discussion

The Influence of Technology Preferences on Purchasing Decisions

The results of the study indicate that technology preference has a positive and significant effect on purchasing decisions with a coefficient of 0.226 , t-statistics of 3.649 , and p-values of 0.000 . This finding indicates that the higher consumer preference for the technology used by an e-commerce platform, the greater the consumer's tendency to make purchasing decisions. Conceptually, these findings align with Davis (1989), who explained that perceived ease of use and perceived usefulness are important factors in shaping technology acceptance. When consumers perceive an e-commerce platform as easy to use, secure, fast, and useful in supporting the transaction process, they will have stronger confidence in making a purchase. These findings also support Venkatesh et al. (2003), who asserted that performance expectations and ease of use play a role in driving technology adoption. In the context of e-commerce, technology preferences are not only related to the use of applications or websites, but also to the consumer experience throughout the purchasing process. Lemon and Verhoef (2016) explain that customer experience is shaped through various interaction points in the customer journey. Therefore, ease of navigation, transaction security, processing speed, and an attractive platform design can strengthen consumer confidence in making purchasing decisions.

The Influence of Changes in Consumer Tastes on Purchasing Decisions

The results of the study indicate that changes in consumer tastes have a positive and significant effect on purchasing decisions with a coefficient of 0.350 , a t-statistic of 5.655 , and a p-value of 0.000 . This coefficient value is greater than the influence of technological preferences on purchasing decisions, so changes in consumer tastes are a relatively stronger factor in driving purchasing decisions. These findings indicate that e-commerce consumer purchasing decisions are heavily influenced by changes in preferences formed through digital reviews, ratings, recommendations, trends, and social media information. Cheung and Thadani (2012) explain that electronic word of mouth plays a significant role in shaping consumer attitudes and decisions because information from other consumers is perceived as more credible and relevant than conventional marketing messages. Therefore, consumers tend to use social reviews and recommendations as a basis for strengthening their beliefs before purchasing. This finding aligns with Chen et al. (2022), who emphasized that social proof through reviews and ratings helps consumers evaluate alternatives and reduce uncertainty in purchasing decisions. In the context of e-commerce, changes in consumer tastes are influenced not only by personal needs but also by the ever-evolving flow of social information in the digital environment.

The Influence of Purchasing Decisions on Customer Loyalty

The results of the study indicate that purchasing decisions have a positive and significant effect on customer loyalty with a coefficient of 0.491 , a t-statistic of 8.730 , and a p-value of 0.000 . This relationship is the strongest direct influence in the research model. These findings indicate that purchasing decisions are a key factor in shaping customer loyalty. When consumers perceive that their purchasing decision was correct, the product met their expectations, and the transaction process provided a positive experience, they are more likely to make repeat purchases and recommend the platform to others. This aligns with Lemon and Verhoef (2016), who stated that purchasing decisions are a crucial part of the customer journey because they connect the pre-purchase, purchase, and post-purchase experiences. Furthermore, these findings support Oliver (1999), who explained that loyalty develops gradually from cognitive, affective, conative, and action aspects. In the context of e-commerce, positive purchasing decisions form the basis for developing positive attitudes, repurchase intentions, and loyal behavior. Thus, customer loyalty is determined not only by promotions or platform usage habits, but also by the quality of the purchasing decisions consumers experience.

The Influence of Technology Preferences on Customer Loyalty

The results of the study indicate that technology preference has a positive and significant effect on customer loyalty with a coefficient of 0.284 , a t-statistic of 5.493 , and a p-value of 0.000 . These findings indicate that technology that is positively assessed by consumers can directly encourage the formation of loyalty. High technology preference reflects consumers' assessment of e-commerce platforms as easy to use, secure, fast, convenient, and possessing relevant features. Positive technology experiences make consumers more likely to return to the same platform. This finding aligns with Sundaram et al. (2017), who demonstrated that e-service quality, such as transaction security, system reliability, and service speed, plays a significant role in shaping customer loyalty.

Furthermore, Kumar and Reinartz (2016) explain that an efficient and enjoyable shopping experience through the use of technology can increase customer value and repeat purchase intensity. Thus, technological preferences not only influence purchasing decisions but also serve as a crucial foundation for customer retention on e-commerce platforms.

The Influence of Changing Consumer Tastes on Customer Loyalty

The results of the study indicate that changes in consumer tastes have a positive and significant effect on customer loyalty, with a coefficient of 0.201, a t-statistic of 3.830, and a p-value of 0.000. These findings suggest that changes in consumer tastes can drive loyalty if the platform is able to follow consumer needs, trends, and expectations. In the context of e-commerce, changes in consumer preferences are influenced by digital trends, user reviews, ratings, friend recommendations, influencers, and social content. Cheung and Thadani (2012) explain that e-WOM can shape consumer attitudes and decisions because social information is perceived as more relevant and credible. When the social information consumers receive aligns with their actual experiences on the platform, consumers are more likely to develop a positive attitude toward the platform. This finding also relates to Oliver's (1999) concept of loyalty, which states that loyalty develops through the stages of attitude, intention, and behavior. Changing consumer preferences that can be met by a platform will strengthen positive consumer attitudes, increase repeat purchase tendencies, and increase the likelihood of consumers recommending the platform to others.

The Mediating Role of Purchase Decisions in the Relationship between Technology Preference and Customer Loyalty

The results of the study indicate that technology preference has a positive and significant effect on customer loyalty through purchasing decisions with a coefficient of 0.111, t-statistics of 3.324, and p-values of 0.001. These findings prove that purchasing decisions mediate the relationship between technology preference and customer loyalty. These findings indicate that the influence of technology preference on loyalty is not only direct but also extends through the purchase decision process. Consumers who have positive experiences with platform technology are more confident in making purchase decisions. When these decisions result in satisfying experiences, customer loyalty is strengthened. Theoretically, these results align with Lemon and Verhoef (2016), who explain that the customer journey consists of a series of interconnected experiences, from pre-purchase to post-purchase. Technology preferences play a role in the initial interaction and transaction process, while the purchase decision is the key point connecting these experiences to loyalty. These findings also align with Bhattacharjee (2001), who emphasized that positive experiences with digital systems can strengthen continued use.

The Role of Purchasing Decision Mediators in the Relationship Between Changes in Consumer Tastes and Customer Loyalty

The results of the study indicate that changes in consumer tastes have a positive and significant effect on customer loyalty through purchasing decisions with a coefficient of 0.172, t-statistics of 4.586, and p-values of 0.000. These findings prove that purchasing decisions mediate the relationship between changes in consumer tastes and customer loyalty. These findings suggest that changing consumer preferences not only directly influence loyalty but also influence purchasing decisions. Reviews, ratings, trends, recommendations, and digital social media information shape consumer expectations about products and platforms. However, loyalty is stronger when these expectations are confirmed through positive purchasing decisions. These results align with Cheung and Thadani (2012), who explain that e-WOM plays a role in shaping consumer attitudes and decisions. Furthermore, Lemon and Verhoef (2016) emphasize that purchasing decisions are the result of integrating various consumer experiences throughout the customer journey. When the purchasing experience aligns with expectations formed through social information, consumers are more likely to make repeat purchases and maintain their relationship with the platform. Within Oliver's (1999) framework, this process demonstrates that loyalty develops through positively confirmed experiences.

Summary of Discussion

Overall, the research results indicate that technological preferences and changes in consumer tastes play a significant role in shaping purchasing decisions and customer loyalty on e-commerce platforms. Purchasing decisions are the variable with the strongest influence on customer loyalty and are also proven to mediate the relationship between technological preferences and customer loyalty, as well as between changes in consumer tastes and customer loyalty.

These findings strengthen the argument that customer loyalty in e-commerce isn't solely shaped by technology use or direct exposure to social media, but rather through the evaluative process of purchasing decisions. Therefore, e-commerce platforms need to optimize technology quality, maintain transaction security and convenience, and adapt services to changing consumer preferences to foster positive purchasing decisions and strengthen customer loyalty.

CONCLUSION AND IMPLICATIONS

Conclusion

This study aims to analyze the influence of technological preferences and changes in consumer tastes on customer loyalty on e-commerce platforms, with purchasing decisions as a mediating variable. Based on the results of testing using Structural Equation Modeling–Partial Least Squares (SEM-PLS), all hypotheses in this study are declared accepted. These results indicate that technological preferences and changes in consumer tastes play an important role in shaping purchasing decisions and customer loyalty on e-commerce platforms. In addition, purchasing decisions are proven to be a mediating variable that bridges the relationship between technological preferences and changes in consumer tastes on customer loyalty. These findings are in accordance with the conclusion of the thesis that the use of digital technology and understanding the dynamics of consumer preferences are important factors in improving purchasing decisions and building customer loyalty in an increasingly competitive digital commerce environment.

First, technology preferences have been shown to have a positive and significant influence on purchasing decisions. This indicates that e-commerce consumers tend to be more confident in making purchasing decisions when the platform they use offers easy navigation, transaction security, processing speed, an attractive appearance, and features that support purchasing needs. This finding reinforces Davis's (1989) view that perceived ease of use and perceived usefulness are important factors in shaping attitudes and behaviors regarding technology use. Furthermore, these results align with Venkatesh et al. (2003), who emphasized that performance expectations and ease of use drive digital technology acceptance.

Second, changes in consumer tastes have been shown to have a positive and significant impact on purchasing decisions. This means that consumer purchasing decisions are not only shaped by personal needs but also influenced by reviews, ratings, digital trends, recommendations from friends, influencers, and other social information emerging in the digital ecosystem. This finding aligns with Cheung and Thadani (2012), who explained that electronic word of mouth has a significant influence on consumer attitudes and decisions because information originating from other users is often perceived as more credible and relevant than conventional marketing communications.

Third, purchasing decisions have been shown to have a positive and significant impact on customer loyalty. This finding suggests that customer loyalty develops when consumers perceive their purchasing decision to be correct, the product meets their expectations, and the transaction experience is satisfying. Within the customer journey framework, purchasing decisions are a crucial link between the pre-purchase experience, the purchasing process, and the post-purchase experience (Lemon & Verhoef, 2016). Therefore, customer loyalty arises not only from platform usage but also from a consistent and positive purchasing experience.

Fourth, technology preference was also shown to have a direct positive and significant effect on customer loyalty. This suggests that the quality of a platform's technology can be a differentiating factor that encourages consumers to continue using the same platform. Consumers who feel comfortable, safe, and efficient using an e-commerce platform are more likely to have repeat purchase intentions. This finding aligns with Sundaram et al. (2017), who asserted that e-service quality, such as transaction security, system reliability, and service speed, plays a role in shaping customer loyalty.

Fifth, changes in consumer preferences have been shown to have a positive and significant impact on customer loyalty. This suggests that customer loyalty can increase if platforms are able to adapt to the dynamics of consumer needs, trends, and preferences. Consumers are more likely to stick with platforms that provide products, services, and digital experiences tailored to their preferences. In this context, e-WOM, reviews, ratings, and social recommendations not only influence purchasing decisions but can also shape consumer engagement with the platform if the experience meets expectations.

Sixth, purchasing decisions have been shown to mediate the influence of technology preferences on customer loyalty. This means that technology that is easy to use, secure, fast, and relevant not only has a direct impact on loyalty but also works by increasing consumer confidence in making purchasing decisions. When these

purchasing decisions result in positive experiences, customer loyalty is strengthened. This finding aligns with Bhattacharjee (2001), who explained that positive experiences with digital systems can strengthen continued use.

Seventh, purchasing decisions have also been shown to mediate the influence of changing consumer tastes on customer loyalty. Reviews, ratings, trends, and social recommendations shape consumers' initial expectations. However, loyalty only develops more strongly when these expectations are confirmed through satisfying purchasing decisions. This aligns with Oliver (1999), who explains that loyalty develops gradually from cognitive, affective, conative, and behavioral aspects. Thus, purchasing decisions become a crucial mechanism that transforms the influence of technology and changing tastes into customer loyalty.

Overall, this study concludes that customer loyalty on e-commerce platforms is the result of the interaction between technology quality, consumer taste dynamics, and purchasing decision experiences. Loyalty is not formed automatically, but rather through a process of consumer evaluation of technology, social information, and repeated transaction experiences.

Theoretical Implications

Theoretically, this research contributes to the development of digital consumer behavior studies, particularly in explaining how technological preferences and changes in consumer tastes shape purchasing decisions and customer loyalty on e-commerce platforms. The research findings indicate that technological preferences and changes in consumer tastes cannot be understood as stand-alone factors, but rather as two important dimensions that simultaneously influence the consumer evaluation process before forming loyalty. This strengthens the thesis that purchasing decisions are a crucial stage in the process of forming customer loyalty, as they bridge the relationship between consumer preferences and loyalty in the digital commerce environment. This study also strengthens the relevance of the Technology Acceptance Model and the Unified Theory of Acceptance and Use of Technology in the context of e-commerce. Davis (1989) and Venkatesh et al. (2003) explain that ease of use, usefulness, and performance expectations are important factors in technology acceptance. The results of this study extend the application of these theories by showing that technology preferences not only influence platform adoption or use but also influence purchasing decisions and customer loyalty.

Furthermore, this research enriches the study of electronic word of mouth and social proof in digital consumer behavior. Cheung and Thadani (2012) emphasized that e-WOM can influence consumer attitudes and decisions through information deemed credible and relevant. In this study, changes in consumer preferences influenced by reviews, ratings, recommendations, digital trends, and influencers were shown to play a role in shaping purchasing decisions and loyalty. Thus, this study demonstrates that digital social dynamics are an important part in explaining e-commerce consumer behavior. The main theoretical contribution of this study lies in its placement of the purchase decision as a mediating variable. Within the customer journey framework, Lemon and Verhoef (2016) explain that consumer experiences are formed through a series of interaction points before, during, and after a purchase. This study emphasizes that the purchase decision is a crucial transition point connecting technological experience and social influence with customer loyalty. Thus, customer loyalty is explained not only by technological quality or social influence, but also by the evaluative processes that occur during the purchase decision. This research also reinforces Oliver's (1999) concept of customer loyalty, which states that loyalty develops gradually from beliefs, attitudes, intentions, to behavior. In the context of e-commerce, these stages are seen when consumers evaluate platform technology, consider social information, make purchasing decisions, have positive experiences, and ultimately demonstrate a tendency to repurchase or recommend the platform to others.

Practical Implications

Practically, the results of this study provide input for e-commerce platform managers to improve the quality of technology as a basis for forming purchasing decisions and customer loyalty. Platforms need to ensure that the applications or websites they use have easy navigation, a user-friendly interface, fast transaction processing, and a reliable security system. This is important because technological preferences have been shown to play a role in improving purchasing decisions and customer loyalty. The thesis also emphasizes that e-commerce platform managers need to improve the quality of technology, transaction security, access speed, and user convenience to optimize the consumer shopping experience. E-commerce platform managers also need to understand the ongoing changes in consumer preferences. Digital consumers have extensive access to information, allowing their preferences to change rapidly based on trends, reviews, social recommendations, and the experiences of other users. Therefore, platforms need to monitor consumer behavior, product trends, search patterns, and consumer responses to available features or services. Leveraging consumer data can help companies understand

market needs and provide more relevant shopping experiences. Furthermore, companies need to optimize the role of social reviews, ratings, testimonials, and recommendations as part of their digital marketing strategies. Because changing consumer preferences are influenced by social media, e-commerce platforms need to maintain the quality of the information available on their platforms. Credible product reviews, transparent ratings, relevant recommendation systems, and mechanisms to protect against fake reviews are crucial for boosting consumer trust before making a purchase.

The research also shows that purchasing decisions are a crucial factor in shaping customer loyalty. Therefore, companies must not only attract consumers to their platforms but also ensure that the purchasing process is smooth and satisfying. Features such as search filters, product recommendations, live chat, clear product information, shipping estimates, and return services need to be strengthened to ensure consumers feel confident in their purchasing decisions. In the long term, customer loyalty can be built through a consistent purchasing experience. Consumers are more likely to make repeat purchases if the platform can deliver an experience that meets their expectations. Because loyalty in e-commerce is vulnerable to competitor promotions, companies need to build competitive advantage not only through discounts but also through service quality, personalization, security, and product relevance. This approach is crucial so that customers aren't simply attracted by a fleeting promotion but also have a compelling reason to continue using the same platform.

Implications for Further Research

Future research can develop this model by adding other relevant variables in the context of digital consumer behavior, such as customer satisfaction, consumer trust, digital service quality, user experience, or perceived value. The addition of these variables can provide a broader understanding of the factors that shape customer loyalty in the e-commerce ecosystem. This aligns with the thesis' suggestion that future research can develop the model by adding variables such as customer satisfaction, consumer trust, digital service quality, and user experience. Furthermore, future research can use more specific research objects, for example, on specific platforms such as Shopee, Tokopedia, TikTok Shop, or Lazada. This approach allows for a more in-depth analysis of the characteristics of each platform and how differences in features, promotional strategies, and user experience influence customer loyalty. Future research could also use a longitudinal approach to examine how customer loyalty changes over time. This is important because digital consumer preferences are dynamic and heavily influenced by trends, technological innovations, and competitor strategies. A longitudinal approach can provide researchers with a more robust understanding of the long-term process of customer loyalty formation and evolution.

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