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The Impact of E-Service Quality and E-Trust on E-Loyalty: The Mediating Role of E-Satisfaction in the Online Food Delivery Industry

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Abstract

The rapid growth of the online food delivery industry has intensified competition among digital platforms, making customer loyalty a critical strategic objective. This study investigates the effects of e-service quality and e-trust on e-loyalty, with e-satisfaction serving as a mediating variable among ShopeeFood users in the Special Region of Yogyakarta, Indonesia. A quantitative research design with a causal approach was employed using a cross-sectional survey of 170 ShopeeFood users selected through purposive sampling. Data were collected using a structured questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.1. The findings reveal that e-service quality and e-trust have significant positive effects on both e-satisfaction and e-loyalty. Furthermore, e-satisfaction significantly enhances e-loyalty and partially mediates the relationships between e-service quality and e-loyalty, as well as between e-trust and e-loyalty. These results confirm that customer satisfaction represents a key mechanism through which superior digital service quality and customer trust are transformed into sustainable loyalty. The study contributes to the digital marketing and relationship marketing literature by validating an integrated model of customer loyalty in the online food delivery context.

Keywords : E-loyalty, e-satisfaction, e-service quality, e-trust, online food delivery.

1. Introduction

The rapid advancement of information and communication technologies has fundamentally transformed consumer purchasing behavior and accelerated the growth of the online food delivery service (OFDS) industry. In Indonesia, digital platforms such as ShopeeFood have emerged as important intermediaries connecting consumers, restaurants, and delivery partners through integrated online services. Beyond providing convenience, these platforms have expanded market access for culinary businesses while improving operational efficiency and reducing delivery costs (Prasetianto et al., 2021). The increasing adoption of OFDS reflects the broader digitalization of commerce and intensifying competition among platform providers. Indonesia recorded the highest Gross Merchandise Value (GMV) for online food delivery in Southeast Asia in 2021, with transactions dominated by Grab, GoFood, and ShopeeFood (Al Munawar & Rohmah, 2022). More recently, market data indicate that GoFood remains the leading platform, followed closely by ShopeeFood and

GrabFood, demonstrating ShopeeFood's rapid market expansion despite entering the industry later than its competitors. This increasingly competitive environment requires providers to develop effective strategies for attracting and retaining customers through superior digital service experiences.

The expansion of online food delivery services has also intensified customer expectations regarding service quality and platform performance. OFDS users increasingly demand efficient applications, accurate order fulfillment, secure payment systems, timely deliveries, and responsive customer support (Prasetyo et al., 2021). These expectations are particularly relevant in regions with high digital adoption, such as the Special Region of Yogyakarta, where online food delivery users are predominantly students and young professionals. Nevertheless, despite its remarkable growth, ShopeeFood continues to face operational challenges, including delayed deliveries, inaccurate orders, inconsistent service quality across merchant and driver partners, and inefficient complaint handling. Such service failures reduce customer satisfaction and encourage users to switch to competing platforms. Consistent with the e-service quality framework proposed by Parasuraman et al. (2005), these issues involve deficiencies in efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact, all of which collectively shape customers' evaluations of digital service performance (Saoula et al., 2023).

Besides service quality, customer trust represents another critical determinant of long-term customer relationships in digital platforms. In the online environment, e-trust reflects consumers' confidence in a platform's competence, integrity, and benevolence in protecting personal information, ensuring secure transactions, and delivering reliable services (McKnight et al., 2002, as cited in Saoula et al., 2023). Previous studies have demonstrated that higher levels of e-trust positively influence both customer satisfaction and customer loyalty (Suariedewi, 2020; Gefen, 2002). However, maintaining customer trust has become increasingly challenging due to concerns regarding data privacy, transaction transparency, refund processes, and perceived fairness within digital platforms. Inadequate protection of personal information or ineffective handling of transaction problems may substantially reduce customers' confidence and eventually weaken their commitment to continue using the platform. Consistent with this argument, Kim et al. (2021) found that declining trust in digital systems negatively affects customer satisfaction and loyalty.

Customer loyalty has become a strategic objective for online food delivery providers because consumers can easily switch between competing platforms offering similar services and promotional incentives. According to Kotler and Keller (2016), loyalty develops when customers consistently perceive that service performance meets or exceeds their expectations, leading to repeated purchasing behavior. In digital commerce, e-loyalty is reflected through customers' intentions to

repeatedly use the same platform, recommend it to others, and resist competitors' offers (Raza et al., 2020; Anderson & Srinivasan, 2021). However, maintaining e-loyalty remains difficult because customers continuously compare prices, promotions, delivery fees, and overall service experiences across competing applications. Furthermore, negative experiences, including delivery failures or inaccurate orders, can rapidly spread through electronic word-of-mouth (e-WOM), thereby weakening customer retention. Consequently, improving customer satisfaction has become an essential mechanism through which service providers can strengthen long-term loyalty.

Within the expectation-confirmation perspective, e-satisfaction represents customers' post-consumption evaluation resulting from the comparison between expected and perceived service performance (Oliver, 1997). Numerous studies have suggested that e-service quality and e-trust contribute significantly to customer satisfaction, which subsequently enhances customer loyalty (Raza et al., 2020). Nevertheless, empirical findings remain inconclusive regarding the mediating role of e-satisfaction. Several studies reported that e-service quality significantly improves e-loyalty directly and indirectly through e-satisfaction (Qatawneh et al., 2024; Rachmawati & Syafarudin, 2022), whereas other studies found that e-satisfaction does not significantly mediate this relationship (Ashiq & Hussain, 2024; Alnaim et al., 2022; Abdillah, 2024; Pratama et al., 2024). Similar inconsistencies are also evident in the relationship between e-trust and e-loyalty. While most studies reported significant positive effects (Ashiq & Hussain, 2024; Qatawneh et al., 2024; Alnaim et al., 2022; Abdillah, 2024; Rachmawati & Syafarudin, 2022), Pratama et al. (2024) concluded that e-trust does not significantly influence e-loyalty, suggesting that other contextual factors may shape customers' behavioral intentions.

Given these theoretical and empirical inconsistencies, further investigation is needed to clarify the relationships among e-service quality, e-trust, e-satisfaction, and e-loyalty within the rapidly evolving online food delivery industry. This study addresses this research gap by examining the direct effects of e-service quality and e-trust on e-loyalty, while simultaneously investigating the mediating role of e-satisfaction among ShopeeFood users in the Special Region of Yogyakarta. Yogyakarta provides an appropriate research setting due to its large and diverse user base of online food delivery services. By providing empirical evidence from this context, the study is expected to enrich the literature on digital marketing, electronic service management, and consumer behavior while offering practical insights for online food delivery platforms seeking to strengthen customer satisfaction and long-term loyalty in an increasingly competitive digital marketplace.

2. Research Method

This study employed a quantitative research design using a causal survey approach to examine the relationships among e-service quality, e-trust, e-satisfaction, and e-loyalty among ShopeeFood users in the Special Region of Yogyakarta. Data were collected through a cross-sectional survey using a structured online questionnaire distributed via Google Forms to active ShopeeFood users who had used the platform at least twice. The study adopted a non-probability purposive sampling technique, resulting in a minimum sample size of 170 respondents, determined based on the recommendation of Hair et al. (2017), which suggests a minimum sample of five to ten times the number of indicators in the measurement model. All constructs were measured using a five-point Likert scale adapted from established studies. Specifically, e-service quality was measured using the dimensions proposed by Parasuraman et al. (2005) and Nguyen et al. (2023), e-trust was adapted from McKnight et al. (2002) and Saoula et al. (2023), e-loyalty was measured following Anderson and Srinivasan (2021), while e-satisfaction was operationalized based on Kotler and Keller (2016) and Oliver (1997).

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.1, which is appropriate for simultaneously assessing measurement and structural models without requiring multivariate normality assumptions (Hair et al., 2017). The measurement model was evaluated through factor loadings, convergent validity, discriminant validity, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's alpha, following the criteria proposed by Ghozali (2015) and Hair et al. (2017). Subsequently, the structural model was assessed using the coefficient of determination (R^2), predictive relevance (Q^2), and hypothesis testing through the bootstrapping procedure. Statistical significance was determined using a t-value greater than 1.96 and a p-value below 0.05, consistent with the recommendation of Hussein (2015).

3. Results and Discussion

3.1 Demographic Characteristics of Respondents

Table 1. Results of Respondents Characteristics (N = 174)

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	89	51
	Female	85	49
Age (Years)	<20	8	5
	21–30	120	69
	31–40	34	20
	41–50	9	5
	>51	3	2
Education Level	Junior High School or Equivalent	3	2

	Senior High School or Equivalent	38	22
	Bachelor's Degree (S1)	116	67
	Master's Degree (S2)	17	10
Occupation	Student	15	9
	Private Employee	81	47
	Civil Servant	45	26
	Entrepreneur	27	16
	Others	6	3
Monthly Income (IDR)	1,000,000–2,999,999	35	20
	3,000,000–5,999,999	102	59
	6,000,000–10,999,999	33	19
	>11,000,000	4	2

Table 1 shows the demographic profile of the 174 respondents participating in this study. The sample consisted of a relatively balanced gender distribution, with males accounting for 51% (89 respondents) and females 49% (85 respondents). Most respondents were aged between 21 and 30 years (69%), followed by those aged 31–40 years (20%), indicating that the sample was predominantly composed of young adults who are generally active users of digital food delivery services. In terms of educational attainment, the majority held a bachelor's degree (67%), while 22% had completed senior high school and 10% possessed a master's degree, reflecting a relatively well-educated respondent profile. Regarding occupation, private-sector employees represented the largest group (47%), followed by civil servants (26%), entrepreneurs (16%), students (9%), and respondents with other occupations (3%). Furthermore, most respondents reported a monthly income ranging from IDR 3,000,000 to 5,999,999 (59%), followed by those earning IDR 1,000,000–2,999,999 (20%) and IDR 6,000,000–10,999,999 (19%), while only 2% earned more than IDR 11,000,000 per month. Overall, these findings indicate that the respondents were predominantly young, well-educated, middle-income working adults, representing a demographic segment that frequently utilizes online food delivery platforms such as ShopeeFood.

3.2 Outer Model Test Results

3.2.1 Validity and ReliabilityTest Results

Table 2. Outer Loading (Measurement Model Assessment) Results

Construct	Indicator (Outer Loading)	AVE	Composite Reliability	Cronbach's Alpha	Result
E-Service Quality (X1)	ESQ1 = 0.939 ESQ2 = 0.749 ESQ3 = 0.923 ESQ4 = 0.906 ESQ5 = 0.719 ESQ6 = 0.736 ESQ7 = 0.795	0.703	0.963	0.957	Valid and Reliable

	ESQ8 = 0.848 ESQ9 = 0.896 ESQ10 = 0.851 ESQ11 = 0.825				
E-Trust (X2)	ETS1 = 0.908 ETS2 = 0.873 ETS3 = 0.938 ETS4 = 0.818 ETS5 = 0.856 ETS6 = 0.896 ETS7 = 0.920	0.788	0.963	0.955	Valid and Reliable
E-Loyalty (Y)	ELY1 = 0.806 ELY2 = 0.760 ELY3 = 0.784 ELY4 = 0.847 ELY5 = 0.789 ELY6 = 0.772	0.629	0.911	0.882	Valid and Reliable
E-Satisfaction (Z)	ESF1 = 0.861 ESF2 = 0.844 ESF3 = 0.728 ESF4 = 0.831 ESF5 = 0.782 ESF6 = 0.756 ESF7 = 0.786 ESF8 = 0.712 ESF9 = 0.712 ESF10 = 0.720	0.601	0.937	0.925	Valid and Reliable

Table 2 presents the results of the measurement model assessment, including indicator reliability, convergent validity, and internal consistency reliability for all latent constructs. Indicator reliability was evaluated through outer loadings, and all measurement items exceeded the recommended threshold of 0.70, demonstrating that each indicator adequately represents its corresponding construct. Specifically, the outer loading values for E-Service Quality ranged from 0.719 (ESQ5) to 0.939 (ESQ1), indicating that all eleven indicators significantly contributed to measuring the construct. Similarly, the seven indicators of E-Trust exhibited strong loadings ranging from 0.818 (ETS4) to 0.938 (ETS3), while the six indicators of E-Loyalty showed loadings between 0.760 (ELY2) and 0.847 (ELY4). For E-Satisfaction, the ten indicators recorded outer loading values between 0.712 (ESF8 and ESF9) and 0.861 (ESF1). Since every indicator achieved loading values above the recommended minimum criterion of 0.70, all indicators were retained in the measurement model, confirming satisfactory indicator reliability and supporting the adequacy of the measurement instrument.

Convergent validity was subsequently assessed using the Average Variance Extracted (AVE). All constructs achieved AVE values substantially above the

recommended threshold of 0.50, indicating that each construct explains more than half of the variance of its indicators. E-Trust demonstrated the highest convergent validity with an AVE value of 0.788, followed by E-Service Quality (0.703), E-Loyalty (0.629), and E-Satisfaction (0.601). These findings indicate that the indicators of each construct share a high proportion of common variance and effectively capture the intended latent variables. The consistently satisfactory AVE values across all constructs provide strong evidence that the measurement model possesses adequate convergent validity and is suitable for evaluating the structural relationships proposed in the research model.

The internal consistency reliability of the constructs was evaluated using Composite Reliability (CR) and Cronbach's Alpha. All constructs reported Composite Reliability values ranging from 0.911 to 0.963 and Cronbach's Alpha values ranging from 0.882 to 0.957, substantially exceeding the recommended minimum value of 0.70. E-Service Quality and E-Trust exhibited the highest reliability coefficients, with Composite Reliability values of 0.963 and Cronbach's Alpha values of 0.957 and 0.955, respectively, indicating excellent internal consistency among their indicators. Likewise, E-Loyalty and E-Satisfaction also demonstrated high reliability, confirming that their indicators consistently measure the underlying constructs. Collectively, the results of the outer loading analysis, AVE, Composite Reliability, and Cronbach's Alpha confirm that the measurement model satisfies the established criteria for indicator reliability, convergent validity, and internal consistency reliability, thereby providing a robust foundation for proceeding with the structural model evaluation and hypothesis testing.

3.2.1.2 Discrimiant Validity Result

Table 3. Discriminant Validity Resluts

Variabel	ELY (Y)	ESF (Z)	ESQ (X1)	ETS (X2)
ELY1	**0.806**	0.547	0.503	0.294
ELY2	**0.760**	0.464	0.344	0.273
ELY3	**0.784**	0.498	0.433	0.350
ELY4	**0.847**	0.495	0.467	0.396
ELY5	**0.789**	0.438	0.422	0.363
ELY6	**0.772**	0.548	0.437	0.438
ESF1	0.531	**0.861**	0.509	0.395
ESF2	0.501	**0.844**	0.509	0.380
ESF3	0.457	**0.728**	0.399	0.359
ESF4	0.459	**0.831**	0.470	0.387
ESF5	0.489	**0.782**	0.542	0.452
ESF6	0.480	**0.756**	0.437	0.392
ESF7	0.503	**0.786**	0.519	0.379
ESF8	0.522	**0.712**	0.499	0.368
ESF9	0.464	**0.712**	0.294	0.279
ESF10	0.478	**0.720**	0.427	0.289

ESQ1	0.512	0.542	**0.939**	0.376
ESQ2	0.462	0.509	**0.749**	0.447
ESQ3	0.484	0.574	**0.923**	0.384
ESQ4	0.462	0.555	**0.906**	0.343
ESQ5	0.500	0.490	**0.719**	0.409
ESQ6	0.443	0.467	**0.736**	0.420
ESQ7	0.452	0.457	**0.795**	0.314
ESQ8	0.406	0.461	**0.848**	0.370
ESQ9	0.442	0.517	**0.896**	0.381
ESQ10	0.439	0.450	**0.851**	0.322
ESQ11	0.461	0.488	**0.825**	0.348
ETS1	0.469	0.524	0.443	**0.908**
ETS2	0.313	0.321	0.303	**0.873**
ETS3	0.464	0.486	0.496	**0.938**
ETS4	0.291	0.280	0.219	**0.818**
ETS5	0.343	0.395	0.389	**0.856**
ETS6	0.391	0.390	0.393	**0.896**
ETS7	0.435	0.487	0.446	**0.920**

As presented in Table 3, all indicators demonstrated substantially higher loadings on their respective latent constructs than on the remaining constructs, thereby satisfying the recommended criterion for discriminant validity. For instance, the indicators of E-Service Quality exhibited loadings ranging from 0.719 to 0.939 on their designated construct, all of which exceeded their cross-loadings on E-Trust, E-Satisfaction, and E-Loyalty. Similarly, the E-Trust indicators recorded primary loadings between 0.818 and 0.938, considerably higher than their correlations with the other constructs. The same pattern was observed for E-Satisfaction and E-Loyalty, where each indicator consistently loaded most strongly on its intended construct. These findings indicate that each latent variable captures a unique aspect of the conceptual model and is empirically distinguishable from the other constructs. Consequently, the measurement model demonstrates satisfactory discriminant validity, confirming that the indicators accurately measure their respective constructs without substantial overlap, thereby supporting the suitability of the model for subsequent structural analysis and hypothesis testing.

3.3 Coefficient of Determination Result

Table 4. The Results of Coefficient of Determination (R^2)

Variable	Q Square (Q^2)
E-Loyalty (Y)	0.336
E-Satisfaction (Z)	0.397

Based on Table 4 above, the Q-Square value for the E-Loyalty variable is 0.336, which falls within the moderate category. This indicates that the variables E-Service Quality, E-Trust, and E-Satisfaction possess reasonably good predictive relevance

with respect to the E-Loyalty variable; consequently, the constructed model is capable of predicting E-Loyalty effectively.

Furthermore, the Q-Square value for the E-Satisfaction variable is 0.397, which is also categorized as moderate, implying that E-Service Quality and E-Trust are able to predict E-Satisfaction fairly well. These findings demonstrate that the proposed model exhibits sound predictive capability for the respective variables.

3.4 Hypothesis Results

Table 5. Bootstrapping Results for Direct and Indirect Effects

Hypothesis	Path	Original Sample (β)	Sample Mean	Standard Deviation	t-value	p-value	Decision
Direct Effects							
H1	E-Service Quality → E-Loyalty	0.234	0.237	0.083	2.812	0.005	Supported
H2	E-Trust → E-Loyalty	0.139	0.136	0.069	2.018	0.044	Supported
H3	E-Service Quality → E-Satisfaction	0.484	0.486	0.070	6.880	<0.001	Supported
H4	E-Trust → E-Satisfaction	0.262	0.263	0.072	3.667	<0.001	Supported
H5	E-Satisfaction → E-Loyalty	0.424	0.426	0.088	4.821	<0.001	Supported
Indirect Effects (Mediation)							
H6	E-Service Quality → E-Satisfaction → E-Loyalty	0.205	0.207	0.052	3.918	<0.001	Supported
H7	E-Trust → E-Satisfaction → E-Loyalty	0.111	0.113	0.041	2.684	0.007	Supported

Table 5 presents the bootstrapping results of both the direct and indirect effects among the constructs in the proposed structural model. The direct effect analysis demonstrates that all hypothesized relationships are statistically significant, as evidenced by t-values greater than 1.96 and p-values below 0.05. E-Service Quality has a positive and significant effect on E-Loyalty (β = 0.234, t = 2.812, p = 0.005), indicating that improvements in the quality of electronic services directly enhance customers' loyalty toward ShopeeFood. Likewise, E-Trust positively influences E-

Loyalty (β = 0.139, t = 2.018, p = 0.044), suggesting that customers who perceive the platform as trustworthy are more likely to remain loyal. Furthermore, E-Service Quality exerts a strong positive influence on E-Satisfaction (β = 0.484, t = 6.880, p < 0.001), while E-Trust also significantly enhances E-Satisfaction (β = 0.262, t = 3.667, p < 0.001). In addition, E-Satisfaction significantly affects E-Loyalty (β = 0.424, t = 4.821, p < 0.001), indicating that satisfied customers tend to exhibit stronger loyalty toward the online food delivery platform.

Among the direct relationships, the strongest standardized path coefficient was observed between E-Service Quality and E-Satisfaction (β = 0.484), highlighting service quality as the most influential determinant of customer satisfaction. This finding implies that customers place considerable importance on aspects such as service efficiency, responsiveness, reliability, and ease of use when evaluating ShopeeFood's overall performance. Moreover, E-Satisfaction demonstrates a stronger direct influence on E-Loyalty (β = 0.424) than either E-Service Quality (β = 0.234) or E-Trust (β = 0.139), suggesting that customer satisfaction serves as a crucial mechanism through which favorable service experiences are translated into long-term loyalty. These results collectively indicate that although both service quality and trust contribute directly to customer loyalty, enhancing customer satisfaction represents a more effective pathway for strengthening consumers' commitment and continued use of the platform.

The mediation analysis further confirms the significant indirect effects of E-Service Quality and E-Trust on E-Loyalty through E-Satisfaction. Specifically, E-Service Quality indirectly influences E-Loyalty through E-Satisfaction (β = 0.205, t = 3.918, p < 0.001), while E-Trust also exerts a significant indirect effect through the same mediator (β = 0.111, t = 2.684, p = 0.007). Since both the direct and indirect effects remain statistically significant, the findings indicate that E-Satisfaction functions as a **partial mediator** in the relationships between E-Service Quality and E-Loyalty as well as between E-Trust and E-Loyalty. This suggests that improvements in electronic service quality and customer trust not only strengthen loyalty directly but also enhance loyalty indirectly by increasing customer satisfaction. Consequently, the structural model provides robust empirical evidence that customer satisfaction plays a pivotal mediating role in translating superior electronic service quality and stronger customer trust into sustainable customer loyalty among ShopeeFood users in the Special Region of Yogyakarta.

3.5 Discussion

The findings demonstrate that e-service quality has a significant positive effect on e-loyalty, indicating that customers are more likely to remain loyal to ShopeeFood when they perceive the platform to provide efficient, reliable, responsive, and user-friendly electronic services. High-quality digital services enhance customers' online

experiences by facilitating smooth ordering processes, accurate information, secure transactions, and responsive customer support, thereby encouraging repeated usage of the platform. These findings are consistent with previous studies showing that superior electronic service quality strengthens customer loyalty by creating positive service experiences (Ashiq and Hussain, 2024). Likewise, reliable system performance, transaction security, and operational efficiency have been identified as critical determinants of customer retention in digital platforms (Qatawneh et al., 2024). Furthermore, service personalization, application usability, and responsive complaint handling also contribute to stronger customer loyalty by increasing users' perceived value and confidence in the platform (Abdillah, 2024; Rachmawati and Syafarudin, 2022).

The results further reveal that e-trust exerts a significant positive influence on e-loyalty, suggesting that customers who trust ShopeeFood are more willing to continue using the platform despite the availability of competing online food delivery services. Trust is primarily developed through secure payment systems, protection of personal information, transparent pricing, reliable order fulfillment, and responsive customer service. These findings support the argument that trust represents a fundamental prerequisite for establishing sustainable customer relationships in digital commerce (Ashiq and Hussain, 2024). Similarly, transparent service processes and consistent operational performance strengthen customers' confidence in digital platforms, thereby increasing their loyalty intentions (Qatawneh et al., 2024). Previous studies also indicate that satisfaction derived from trustworthy service experiences reinforces customer commitment (Alnaim et al., 2022), while responsive communication and consistently positive service encounters further strengthen long-term loyalty (Abdillah, 2024; Rachmawati and Syafaruddin, 2022).

This study also confirms that e-service quality significantly enhances e-satisfaction, indicating that customers evaluate their overall satisfaction based on the quality of digital services they receive throughout the purchasing process. Efficient application performance, accurate delivery information, reliable payment systems, user-friendly interfaces, and prompt customer support collectively improve customers' service experiences and increase satisfaction levels. These findings corroborate previous research demonstrating that service quality remains one of the strongest antecedents of customer satisfaction in digital environments (Ashiq and Hussain, 2024). Similar conclusions were reported by Qatawneh et al. (2024), who emphasized the importance of system convenience and information accuracy, while Alnaim et al. (2022) highlighted the contribution of reliable transaction systems. Moreover, responsive customer service and intuitive application design further improve customer satisfaction by reducing service uncertainty and enhancing user experience (Abdillah, 2024; Pratama et al., 2024).

In addition to service quality, e-trust significantly influences e-satisfaction, indicating that customers experience higher satisfaction when they perceive ShopeeFood as trustworthy, secure, and transparent. Confidence in payment security, data protection, pricing transparency, and reliable service delivery reduces customers' perceived risks during online transactions and creates more satisfying service experiences. These findings are consistent with previous empirical evidence showing that trust enhances customer satisfaction by strengthening perceptions of platform reliability and fairness (Ashiq and Hussain, 2024). Likewise, transparent pricing, accurate information, dependable transaction systems, and responsive complaint resolution contribute substantially to customer satisfaction in digital commerce (Qatawneh et al., 2024; Alnaim et al., 2022; Abdillah, 2024). Furthermore, an intuitive application interface and seamless user experience also reinforce customers' confidence and satisfaction with the platform (Pratama et al., 2024).

The findings further indicate that e-satisfaction has a direct and significant effect on e-loyalty, confirming that satisfied customers are more likely to continue using ShopeeFood, recommend the platform to others, and resist switching to competing services. Positive service experiences strengthen customers' emotional attachment to the platform and increase their intention to engage in repeated purchases. This result is consistent with previous studies demonstrating that customer satisfaction constitutes one of the strongest predictors of loyalty in digital service contexts (Ashiq and Hussain, 2024; Qatawneh et al., 2024). Likewise, Alnaim et al. (2022) argued that satisfaction functions as an important mechanism linking service quality with loyalty, while Abdillah (2024) and Pratama et al. (2024) emphasized that pleasant user experiences, responsive service, and convenient application features encourage long-term customer commitment.

Regarding the mediating mechanism, the analysis confirms that e-satisfaction significantly mediates the relationship between e-service quality and e-loyalty. This finding indicates that although high-quality electronic services directly encourage customer loyalty, their influence becomes substantially stronger when customers also experience high levels of satisfaction. In other words, customers who consistently receive reliable, efficient, secure, and responsive services develop positive consumption experiences that translate into stronger loyalty toward the platform. These findings support previous studies demonstrating that customer satisfaction serves as a critical mechanism through which electronic service quality influences customer loyalty (Qatawneh et al., 2024). Similar conclusions were reported by Rachmawati and Syafarudin (2022), who found that improvements in electronic service quality enhance customer satisfaction, which subsequently strengthens loyalty intentions.

Finally, the study demonstrates that e-satisfaction also mediates the relationship between e-trust and e-loyalty, suggesting that trust contributes to customer loyalty not only directly but also indirectly through increased satisfaction. Customers who perceive ShopeeFood as secure, transparent, and reliable are more satisfied with their overall service experience, and this satisfaction subsequently reinforces their commitment to continue using the platform. Positive experiences arising from secure transactions, transparent pricing, attractive promotional programs, accurate order fulfillment, and dependable customer service further enhance customers' willingness to repurchase and recommend the platform to others. These findings are consistent with previous evidence indicating that customer satisfaction functions as an essential explanatory mechanism through which trust strengthens customer loyalty in digital service environments (Rachmawati and Syafarudin, 2022). Collectively, the results highlight that improving both electronic service quality and customer trust while simultaneously maintaining high customer satisfaction represents a comprehensive strategy for strengthening sustainable e-loyalty in the highly competitive online food delivery industry.

4. Conclusion

The findings confirm that e-service quality and e-trust significantly enhance both e-satisfaction and e-loyalty, while e-satisfaction directly strengthens customer loyalty and serves as a significant mediator in the relationships between e-service quality and e-loyalty as well as between e-trust and e-loyalty. These results demonstrate that customer satisfaction is a critical mechanism through which superior electronic service quality and customer trust are translated into sustainable loyalty in the online food delivery industry. Theoretically, this study enriches the literature on digital marketing and relationship marketing by validating an integrated model linking e-service quality, e-trust, e-satisfaction, and e-loyalty within the online food delivery context. Practically, the findings suggest that service providers should prioritize improving service reliability, transaction security, application usability, pricing transparency, complaint handling, and customer-oriented loyalty programs to enhance customer satisfaction and strengthen long-term customer retention.

This study has several limitations that should be considered when interpreting the findings. The research was limited to ShopeeFood users in the Special Region of Yogyakarta and employed a cross-sectional design, which restricts the generalizability of the results and does not capture changes in customer behavior over time. Moreover, the proposed model only examined e-service quality, e-trust, e-satisfaction, and e-loyalty, without considering other relevant determinants of customer loyalty. Therefore, future research is encouraged to involve broader geographical coverage, adopt longitudinal research designs, compare multiple online food delivery platforms, and incorporate additional variables, such as perceived

value, brand image, electronic word-of-mouth, customer engagement, switching costs, and perceived risk, to provide a more comprehensive understanding of customer loyalty in digital service environments.

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