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The Effect Of *Customer Ratings, Customer Reviews,* And Trust On Customer Satisfaction And Loyalty On Shopeefood

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Abstract

This study analyzes the influence of customer ratings, customer reviews, and trust on ShopeeFood customer satisfaction and loyalty in Pangkalpinang. This study employed a survey method with a sample size of 300 respondents. Data analysis used Structural Equation Modeling—Partial Least Squares (SEM-PLS) with SmartPLS 4.0. The results show that, directly, customer ratings have a positive and significant relationship with consumer satisfaction and consumer loyalty; customer reviews also have a positive and significant relationship with consumer satisfaction and consumer loyalty; and consumer trust has a positive and significant relationship with consumer satisfaction and consumer loyalty. Additionally, consumer satisfaction has a positive and significant relationship with consumer loyalty. Indirectly, customer ratings are positively and significantly related to customer loyalty through customer satisfaction; customer reviews are also positively and significantly related to customer loyalty through customer satisfaction; and customer trust is positively and significantly related to customer loyalty through customer satisfaction.

Keywords: *Customer Rating, Customer Review*, Consumer Trust, Consumer Satisfaction, Consumer Loyalty

INTRODUCTION

Advances in information and communication technology have changed consumer behavior, including how people order food and beverages. *Online food delivery* (OFD) services have emerged as a rapidly growing form of digital adaptation, as they offer convenience, time efficiency, and a wide variety of menu options available on the platform (Maalouf et al., 2025; Pillai et al., 2022). Consumers no longer need to visit restaurants in person to place orders; instead, they can simply use an app that provides a selection of

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merchants, payment methods, and information on previous customer experiences (Maalouf et al., 2025).

One of the food delivery platforms in Indonesia experiencing rapid growth is ShopeeFood. According to a report by Momentum *Works*, the GMV of Indonesia's *food delivery* industry is projected to reach US$6.4 billion by 2025, with ShopeeFood recording the fastest growth in market share—rising from 8% in 2021 to 23% in 2025 (Databoks, 2025). Along with this growth, consumers are increasingly utilizing *customer rating* and *review* features and considering their trust in the platform as a key factor before making a purchase.

Customer ratings and *reviews* serve as reference points for consumers before they decide to place an order, and star ratings help potential buyers assess a merchant's quality without having to try the product themselves first (Mutiasari et al., 2024). Textual reviews also provide a more detailed picture, ranging from the taste of the food and portion sizes to delivery speed (Riski & Darmawan, 2024). In addition, consumer trust is also an important factor influencing purchasing decisions. This is because consumers tend to cancel or avoid purchases on *platforms* or from *merchants* they consider unreliable, even when *ratings* and reviews are available (Joy & Tjiptodjojo, 2024). While these factors can influence purchasing decisions, they also help build long-term customer satisfaction and loyalty.

According to Elisa et al. (2026), *customer ratings* and *reviews* also have a positive effect on the satisfaction of ShopeeFood users. Furthermore, Setyaningrum & Prasetya (2024), *customer ratings* and *reviews* also have a positive effect on the satisfaction of ShopeeFood users. Furthermore, Amarili & Widjajanti (2026)found that E-Trust has a positive and significant effect on E-Customer Satisfaction and E-Loyalty among ShopeeFood users.

Based on field observations, ShopeeFood has been operating in Pangkalpinang since November 2024. Interviews with consumers revealed that high ratings do not always correspond to service quality, as evidenced by delivery delays and time-consuming refund processes. Consumers rely more on customer reviews, as they are considered more transparent than product photos, taste, or even the purchasing experience. Additionally, consumers tend to return to ShopeeFood because of promotions, vouchers, or lower prices. However, when these benefits are unavailable, or their preferred restaurant isn't listed, consumers don't hesitate to switch to another app. Therefore, while consumers' usage remains situational, they are not yet fully committed to ShopeeFood.

Previous research on ShopeeFood services was conducted in Pangkalpinang by Ria (2026),who examined the influence of customer ratings and customer reviews on trust and purchasing decisions regarding ShopeeFood in Pangkalpinang. Subsequently,Karsiningsih

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et al. (2026) discussed customer ratings, customer reviews, and consumer trust in relation to consumer decisions and consumer satisfaction with ShopeeFood. These studies place greater emphasis on *customer ratings*, *customer reviews*, trust, purchasing decisions, and consumer satisfaction. However, they have not yet examined the impact on consumer loyalty. Therefore, this study is important to conduct, given that ShopeeFood in Pangkalpinang City remains situational and dependent on economic benefits. This study aims to analyze the influence of *customer ratings*, *customer reviews*, and consumer trust on consumer satisfaction and consumer loyalty toward ShopeeFood in Pangkalpinang, both directly and indirectly through purchase decisions as a mediating variable.

This study offers a novel contribution, namely the inclusion of the variable "consumer loyalty," which has not yet been examined in conjunction with customer ratings, customer reviews, and trust a departure from previous studies in Pangkalpinang. Additionally, the study reveals that ShopeeFood consumer behavior remains situational in nature and offers economic benefits.

Literature Review

Customer Rating

Customer ratings are consumer evaluations in the form of star symbols used to describe the quality of products and online sales services (Agustiningsih & Hartati, 2023). On the ShopeeFood app, ratings help consumers evaluate the quality of food, service, and merchant credibility. According to Davis (1989) and Goyette et al. (2010), *customer ratings* are measured across four dimensions: perceived usefulness, perceived ease of use, intensity, and the value of others' opinions. The clarity *of ratings* was developed by researchers based on the characteristics of ratings as a form of assessment using a star-scale system (Farki & Baihaqi, 2016), given that the clarity of rating information influences consumers' ability to use it as a reference for decision-making.

Customer Reviews

Customer *reviews* are online reviews written by consumers based on their experiences, which include evaluations of product quality, service, and the overall transaction experience (Chou et al., 2022). According to Cheung and Thadani (2012), *customer reviews* are a form of *Electronic Word of Mouth* (e-WOM) that can influence consumers' perceptions and purchasing decisions (Latief & Mokhtar, 2026). On the ShopeeFood platform, *customer reviews* are used to evaluate food quality, delivery speed, and the service provided by merchants. According to Lackermair et al. (2013), *customer reviews* are measured across four dimensions: awareness, *frequency*, *comparison*, and *effect*.

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According to Kurniati & Anastuti (2024), in their study of Lackermair et al. (2013) regarding the role of *online customer reviews* in *e-commerce,* it is emphasized that these four aspects *awareness, frequency, comparison,* and *effect* remain relevant. Therefore, this theoretical framework can still be used to measure *customer reviews*. According to Srivastava & Kalro (2019), *the clarity* of *review* information is also a crucial component in measuring *customer reviews,* as the explanations provided in the reviews along with their readability can help consumers select products that meet their expectations.

Consumer Trust

Consumer trust is a belief built through interactions between sellers and buyers based on honesty, fairness, and good faith to strengthen the relationship between the two parties (Rifa'i, 2023). On ShopeeFood, consumer trust can be established through the quality and clarity of the information available on the app (Quintus et al., 2024). There are six indicators of consumer trust: order accuracy, information barriers, transaction security, service reputation, service competence, and customer care (Hernando & Gunawan, 2021; Quintus et al., 2024; Schoorman et al., 2007).

Consumer Satisfaction

The *Expectancy-Disconfirmation* Model compares pre-purchase expectations with a product's performance after purchase. If the product's performance exceeds expectations, positive disconfirmation occurs, leading to satisfaction. However, if the product's performance falls short of expectations, negative disconfirmation occurs, resulting in disappointment or dissatisfaction. In this process, consumers form expectations regarding product quality before making a purchase, then compare them with the quality they actually experience through various product or service attributes. This evaluation process is what gives rise to satisfaction or dissatisfaction (Sumarwan, 2015). According to Tjiptono (2005) as cited in Fahrani et al. (2025), there are five indicators: satisfaction with *customer ratings*, satisfaction with *customer reviews*, satisfaction with trust, satisfaction with the product, and satisfaction with service.

Customer Loyalty

Customer loyalty is a consumer's commitment to consistently repurchase a product or service based on positive experiences and trust in the service used (Tjiptono et al., 2008). For the ShopeeFood service, consumer loyalty is evident in consumers' willingness to continue using the app when they want to buy food or drinks. Consumer loyalty in this study was measured through several indicators, namely making repeat purchases, recommending

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ShopeeFood to others, making ShopeeFood their primary app, and continuing to use ShopeeFood even when faced with options or offers from competing apps.

Research Methodology

This study was conducted in Pangkalpinang, the capital city of Bangka Belitung Islands Province. This location was purposively selected because ShopeeFood has operated in Pangkalpinang only since November 2026. This study used a survey method to collect primary data on consumer behavior related to using the ShopeeFood app.

Primary data were collected through observations, structured interviews, and the distribution of questionnaires to ShopeeFood app users. The questionnaire was distributed to respondents online via *Google Forms* based on the following criteria: having placed at least two orders on ShopeeFood; having purchased food and/or beverages available in Pangkalpinang via ShopeeFood; and having considered *customer ratings* and *reviews* before making a purchase. Secondary data were sourced from scientific journals, books, theses, and other references related to *customer ratings, customer reviews,* consumer trust, purchasing decisions, and consumer satisfaction. The sample size used in this study was 300 respondents. The research measurements used an ordinal scale, with questions based on a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) (Sugiyono, 2013). The table of variables and indicators in this study is presented as follows:

Table 1. Research Variables and Indicators

Variables	Indicators	Description
Customer Rating (X1)	Perceived Usefulness (X1.1)	Consumers perceive the benefits of the *rating* feature on ShopeeFood in helping them assess the quality of food and beverage products before purchasing.
	Perceived Ease of Use (X1.2)	Consumers find the *rating* feature on ShopeeFood easy to understand and use for viewing food and beverage product ratings.
	Intensity (X1.3)	Consumers often pay attention to *the ratings* of food and beverage products on ShopeeFood before deciding to buy.
	Value of Other Users' Opinions (X1.4)	Ratings given by other users on ShopeeFood influence consumers' evaluations of food and beverage products.
	Clarity of *Ratings* (X1.5)	The star-rating system on ShopeeFood is easy for consumers to understand and serves as a guide when choosing food products.

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Variables	Indicators	Description
Customer Reviews (X2)	Awareness (X2.1)	Consumers are aware of the review feature for food and beverage products on ShopeeFood and understand that reviews can serve as a source of information before making a purchase.
	Frequency (X2.2)	Consumers frequently read reviews of food and beverage products on ShopeeFood before deciding to make a purchase.
	Comparison (X2.3)	Consumers read and compare reviews of several food and beverage products that have been reviewed on ShopeeFood to assess product quality.
	Effect (X2.4)	Food and beverage product reviews on ShopeeFood influence consumers' decisions when choosing and purchasing products.
	Clarity of *Review* Information (X2.5)	The content of food and beverage product reviews on ShopeeFood is easy for consumers to understand and serves as a basis for consideration before making a purchase.
Consumer Trust (X3)	Order Accuracy (X3.1)	Consumers believe that the food and beverages they receive through ShopeeFood match their orders.
	Information Challenges (X3.2)	Consumers believe that the information about food and beverage products on ShopeeFood (such as menus, prices, promotions, product descriptions, and estimated delivery times) is reliable and accurate.
	Transaction Security (X3.3)	Consumers feel secure when making payments or purchasing food and beverage products through ShopeeFood.
	Service Competence (X3.4)	Consumers believe that ShopeeFood is capable of providing fast and accurate service in handling customer complaints and issues.
	Customer Care (X3.5)	Consumers believe that ShopeeFood is capable of addressing customer needs and ensuring customer satisfaction.
	Service Reputation (X3.6)	Consumers believe that ShopeeFood is known as a food and beverage delivery platform with a good and trustworthy reputation.
Consumer Satisfaction	Satisfaction with *Customer Ratings* (Y2.1)	Consumers are satisfied because the *rating* information available on ShopeeFood matches the quality of the products they receive.

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Variables	Indicators	Description
(Y2)	Satisfaction with *Customer Reviews* (Y2.2)	Consumers are satisfied because the reviews they read before making a purchase accurately reflect the actual experience they had after receiving their order through ShopeeFood.
	Satisfaction with Trust (Y2.3)	Consumers are satisfied because ShopeeFood is able to meet expectations regarding the safety, competence, and reputation of the promised service.
	Satisfaction with Products (Y2.4)	Consumers are satisfied because ShopeeFood delivers food and beverage products as expected and leaves them with no regrets.
	Satisfaction with Service (Y2.5)	Consumers are satisfied because the service provided by ShopeeFood matches their orders and ensures timely delivery
Customer Loyalty	Repeat Purchases (Y2.1)	Consumers make repeat purchases of food and beverages on the ShopeeFood app
	Recommend to Others (Y2.2)	Consumers are willing to recommend the ShopeeFood app to others
	Retention (Y2.3)	Continue using the ShopeeFood app even though other apps offer lower prices, discounts, and promotions
	App of Choice (Y2.4)	Consumers choose the ShopeeFood app as their top choice compared to other delivery apps

Source: Primary Processed Data, 2026

Data analysis was conducted using *Partial Least Squares-based Structural Equation Modeling* (SEM-PLS) with SmartPLS 4. According to Basbeth et al. (2018),the steps involved evaluating the measurement model (outer loadings), which included *convergent validity*, *discriminant validity*, and *Cronbach's alpha*. For the *convergent validity* test, an indicator is considered valid if its *outer loading* value is ≥ 0.708 and its Average Variance Extracted (AVE) value is ≥ 0.5. Indicators with an outer loading value ≤ 0.708 must be removed and cannot be used in subsequent stages. The *discriminant validity* test includes *the Fornell-Larcker* and Heterotrait-Monotrait Ratio (HTMT) measures via cross-loadings. Good cross-loading values are indicated by indicators with correlations greater than the interconstruct correlations. The *Fornell-Larcker* criteria show that the square root of the AVE for each construct is higher than the correlation with other constructs, while the HTMT value is ≤ 0.90. Reliability was assessed using *Cronbach's Alpha* and *Composite Reliability,* with a minimum value of ≥ 0.7 considered acceptable. The next step was the evaluation of the structural model (internal model), which included R-square, Q-square, and *path coefficients*.

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R-square values of 0.75, 0.50, and 0.25 can be categorized as *substantial*, *moderate*, and *weak*, respectively. A Q-square value of ≥ 0 indicates that the model has *predictive relevance*, while a Q^2value < 0 *indicates that* the model lacks *predictive relevance*. *Path coefficient* values *range from -1 to +1. This means that* the closer the value is to +1, the stronger the relationship; conversely, the closer it is to -1, the more negative the relationship is at the 5% significance level.

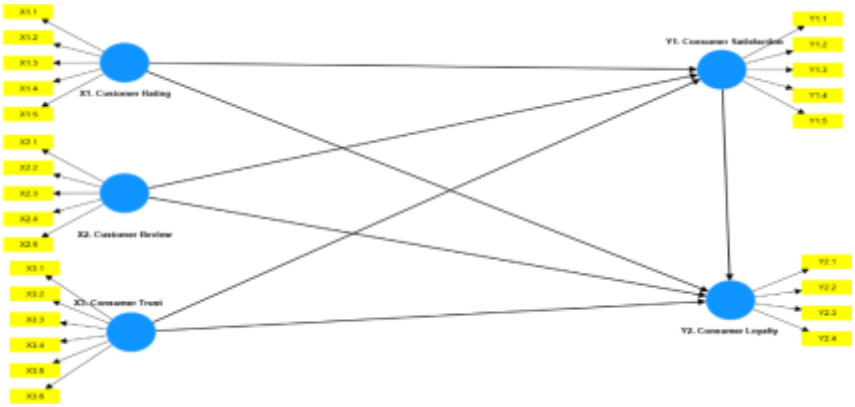


Figure 1: Research Model

Results and Discussion

Respondent Characteristics

The respondents in this study were consumers who had used ShopeeFood to order food or beverages in Pangkalpinang, totaling 300 respondents. The respondents' characteristics included gender, age, occupation, and income.

Table 2. Respondent Characteristics

Respondent Characteristics	Description	Percentage
Gender	Male	72%
	Women	28%
Total		**100%**
Age	13–17	15%
	18–25	68%
	26–35	14%
	36–45	2%
	46–55	1%
Total		**100%**
Work	College Students	40%
	Students	15%

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	State Official	9%
	Private-sector employee	21%
	Homemaker	4%
	Others	10%
Total		**100%**
Revenue	<Rp 1,000,000	25%
	Rp 1,000,000–Rp 3,000,000	42%
	Rp 3,000,000–Rp 5,000,000	20%
	Rp 5,000,000–Rp 10,000,000	11%
	>Rp 10,000,000	2%
Total		**100%**

Source: Primary Processed Data, 2026

In Table 2, most respondents were women (82%), and the largest age group was 18–25 years old (68%), followed by the 13–17 age group (15%). By occupation, 40% of respondents were college students, and 42% had an income of Rp1,000,000–Rp3,000,000. The findings indicate that young consumers, particularly college students, constitute a significant segment of ShopeeFood users in Pangkalpinang. In addition to the respondents' characteristics, Table 3 presents the frequency of ShopeeFood use per month.

Table 3. Frequency of ShopeeFood Use

Monthly Frequency of ShopeeFood Use	Frequency (people)	Percentage
2–4 times	187	62.3%
5–7 times	74	24.7%
8–10 times	26	8.7%
>10 times	13	4.3%
Total	**300**	**100%**

Source: Primary Processed Data, 2026

Based on Table 3, most ShopeeFood users (62.3%) use the service 2–4 times a month, while the smallest group (4.3%) uses it more than 10 times a month. This indicates that ShopeeFood usage tends to be occasional and has not yet become a routine necessity. This aligns with the respondents' characteristics, as they are predominantly college students with limited income or spending money.

Convergent Validity

Convergent validity can be tested using external loadings and Average Variance Extracted (AVE). A good external loading is ≥ 0.708, and a good AVE is ≥ 0.5 (Hair et al., 2021), the results are presented in Table 4.

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Table 4. *Outer loading* and AVE values

Variabel	Indicator	*Outer Loading*	AVE	Description
Customer rating (X1)	X1.1	0.855	0.760	Valid
	X1.2	0.889		Valid
	X1.3	0.848		Valid
	X1.4	0.915		Valid
	X1.5	0.850		Valid
Customer Review (X2)	X2.1	0.899	0.786	Valid
	X2.2	0.876		Valid
	X2.3	0.848		Valid
	X2.4	0.919		Valid
	X2.5	0.888		Valid
Consumer Trust (X3)	X3.1	0.899	0.824	Valid
	X3.2	0.907		Valid
	X3.3	0.900		Valid
	X3.4	0.902		Valid
	X3.5	0.920		Valid
	X3.6	0.918		Valid
Consumer Satisfaction (Y1)	Y1.1	0.913	0.843	Valid
	Y1.2	0.933		Valid
	Y1.3	0.910		Valid
	Y1.4	0.922		Valid
	Y1.5	0.913		Valid
Consumer Loyalty	Y2.1	0.900	0.825	Valid
	Y2.2	0.917		Valid
	Y2.3	0.902		Valid
	Y2.4	0.915		Valid

Source: Primary Processed Data, 2026

Based on Table 4, since all outer loading values are greater than 0.708 and all Average Variance Extracted (AVE) ≥ 0.5, all indicators are deemed valid and accepted. This indicates that the indicators explain the variables strongly and consistently, allowing the analysis to proceed.

Discriminant Validity

Discriminant validity is established to ensure that one construct is distinct from or separate from another construct (Rahadi, 2023). This study used the HTMT with a cutoff of 0.90 for highly similar constructs and 0.85 for more distinct ones. An HTMT value >0.90 indicates that discriminant validity is not met (Hair et al., 2021).

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Table 6. HTMT Values

Variable	Customer Rating	Customer Review	Consumer Trust	Consumer Satisfaction	Consumer Loyalty
Customer Rating					
Customer Review	0.291				
Consumer Trust	0.369	0.216			
Consumer Satisfaction	0.651	0.527	0.522		
Consumer Loyalty	0.492	0.514	0.433	0.668	

Source: Primary Processed Data, 2026

Based on Table 6, all HTMT values between variables are below 0.85 and 0.90. The highest value was between Consumer Satisfaction and Consumer Loyalty (0.668), while the lowest was between Consumer Trust and Customer Reviews (0.216). Therefore, all variables in the study have met the criteria *for discriminant validity* and can proceed to further testing.

Reliability Test

A reliability test measures the extent to which indicators that measure the same construct are interrelated. According to Hair et al. (2021), there are two criteria for reliability testing: *Cronbach's alpha* and *composite reliability* (rho_c). An acceptable *composite reliability* value ranges from *0.6 to 0.7,* while a satisfactory value ranges from 0.7 to 0.9. The requirements for *Cronbach's alpha* values are assumed to have the same threshold as those for *composite reliability* (rho_c).

Table 7. *Cronbach's alpha* and *Composite Reliability* (rho_c) Values

Variable	Cronbach's alpha	Composite Reliability (rho_c)	Description
X1	0.921	0.940	Reliable
X2	0.932	0.948	Reliable
X3	0.957	0.966	Reliable
Y1	0.953	0.964	Reliable
Y2	0.929	0.950	Reliable

Source: Primary Processed Data, 2026

Based on Table 7, the Cronbach's alpha and composite reliability values for each variable were >0.70. The consumer confidence variable showed the highest reliability, with a Cronbach's alpha of 0.957 and a composite reliability of 0.966. The Customer Rating variable had the lowest Cronbach's alpha and composite reliability (0.921 and 0.940). This means that every variable and its indicators have highly satisfactory values. Therefore, this

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model is considered reliable and has passed the measurement model evaluation.

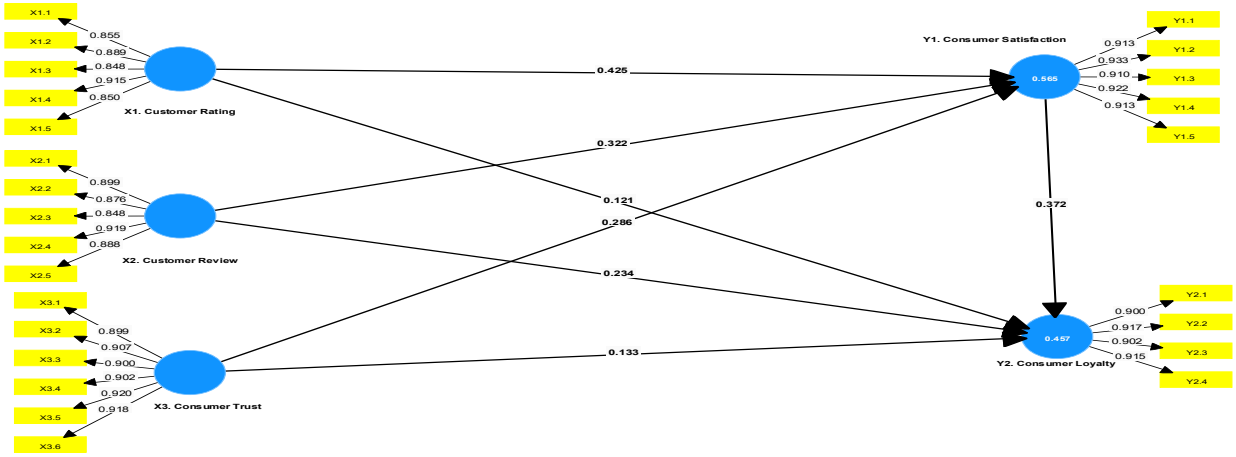


Figure 3. Model Evaluation
Source: SmartPLS 4 Output Data

VIF Test

The VIF test determines whether multicollinearity exists among the constructs in a research model. The VIF value indicates the strength of the relationship between constructs. Therefore, the criterion for ensuring that multicollinearity does not occur is VIF < 5 (Hair et al., 2021).

Table 8. VIF Values

Variable	Customer Rating	Customer Review	Consumer Trust	Consumer Satisfaction	Consumer Loyalty
Customer Rating				1.200	1.616
Customer Reviews				1.099	1.338
Consumer Trust				1.156	1.343
Consumer Satisfaction					2.299
Consumer Loyalty					

Source: Primary Processed Data, 2026

Based on Table 8, the VIF values range from 1,099 to 2,299. All VIF values in this study are below 5, so multicollinearity is not an issue among constructs in the research model.

R Coefficient of Determination

The R-squared value indicates the proportion of variance in the endogenous construct explained by the predictor constructthus, a higher R-squared value indicates the model's

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greater ability to explain variance. According to Hair et al., (2019) R^2 values of 0.75, 0.50, and 0.25 can be categorized as *substantial*, *moderate*, and *weak*, respectively.

Table 9. *R-Square* Values

Variable	R-squared	Adjusted R-squared
Y1. Consumer Satisfaction	0.565	0.561
Y2. Consumer Loyalty	0.457	0.450

Source: Primary Processed Data, 2026

Table 9 shows that consumer satisfaction (Y1) is 0.565 and consumer loyalty (Y2) is 0.457. This indicates that the model explains consumer satisfaction moderately well, while it explains consumer loyalty weakly.

Q-Square Test

The Q2 test was conducted to determine the model's predictive ability for the endogenous variables. The model's *predictive relevance* refers to its ability to predict observed values for the endogenous construct. Thus, a model with *predictive relevance* has a $Q^{(2)}$ value greater than 0, whereas a Q^2 value less than 0 indicates that the model lacks *predictive relevance* (Hair et al., 2014).

Table 10. *Q-square* Values

Variable	Q-Square
Y1. Consumer Satisfaction	0.470
Y2. Consumer Loyalty	0.368

Source: Primary Processed Data, 2026

The *Q-square* values in Table 10 show that consumer satisfaction (Y1) is 0.470 and consumer loyalty (Y2) is 0.368. Since these values are greater than 0, the research model has *predictive relevance*.

Model Fit

Model fit determines the extent to which the research data align with the model used. Model fit testing uses several measures, namely SRMR and NFI. According to Henseler et al. (2016),an SRMR value < 0.08 and an NFI value > 0.90 indicate a good model. The model fit table is presented below.

Table 11. Model Fit

	Saturated model	Estimated model
SRMR	0.047	0.047
d_ULS	0.730	0.730

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d_G	0.558	0.558
Chi-square	980.019	980.019
NFI	0.876	0.876

Source: Primary Processed Data, 2026

In Table 11, the SRMR value of 0.047 indicates good model fit because it is below the 0.08 threshold. Meanwhile, the NFI value is 0.876. Although the NFI value has not yet reached the 0.90 threshold, Henseler et al., (2016)explain that the NFI threshold for composite models in PLS-SEM has not yet been definitively determined. Supported by the SRMR value of 0.047, which meets the criteria, the research model can still progress to the next stage of analysis.

Path coefficients

Path coefficients measure the direction and strength of the relationship between constructs using the bootstrapping method, with values ranging from -1 to +1. A value of 1.96 is used as the critical value for a two-tailed test (5% significance level), with interpretations for direct and indirect effects (Hair et al., 2021).

Table 12. Direct Effects

Variable	Original sample (O)	T-statistics (O/STDEV)	P-values
Customer Rating → Consumer Satisfaction	0.425	11.265	0.000
Customer Rating → Consumer Loyalty	0.121	2.185	0.029
Customer Review → Consumer Satisfaction	0.322	8,859	0.000
Customer Reviews → Consumer Loyalty	0.234	4,787	0.000
Consumer Trust → Consumer Satisfaction	0.286	7.615	0.000
Consumer Trust → Consumer Loyalty	0.133	2.388	0.017
Consumer Satisfaction → Consumer Loyalty	0.372	6.468	0.000

Source: Primary Data Analysis, 2026

Discussion

1. The Effect of *Customer Ratings* on Consumer Satisfaction

The results show a path coefficient of 0.425, a T-statistic of 11.265 (>1.96), and a P-value of 0.000 (<0.05), indicating that customer ratings have a positive and significant relationship with consumer satisfaction among app users in Pangkalpinang. The rating feature, perceived as useful and easy to understand, leads consumers to routinely use it as a reference before making a purchase, especially when they also consider ratings from other users. This ultimately fosters consumer satisfaction, as the available rating information aligns with the quality of the product received. This indicates that ratings can help consumers form an impression and set expectations regarding a product before making a

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purchase. This happens when the food or beverage received meets their initial expectations. This finding aligns with the research by Karsiningsih et al. (2026),in Pangkalpinang City, which found that customer ratings have a positive and significant relationship with consumer satisfaction among ShopeeFood users.

2. The Effect of *Customer Ratings* on Consumer Loyalty

The results show a path coefficient of 0.121, with a T-statistic of 2.185 (>1.96) and a P-value of 0.029 (<0.05), indicating that customer ratings have a positive and significant relationship with consumer loyalty. Good ratings and reliable review information give consumers confidence that the products available on ShopeeFood meet their quality expectations. This confidence encourages consumers to make repeat purchases, recommend ShopeeFood to others, make it their primary app, and continue using it even when faced with attractive offers from competing apps. Thus, the more positive and trustworthy the ratings consumers receive, the more likely they are to continue using ShopeeFood and demonstrate loyalty to the app. These findings align with the research by Setyaningrum & Prasetya (2024),which showed that online customer ratings significantly affect consumer loyalty among ShopeeFood users.

3. The Impact of *Customer Reviews* on Consumer Satisfaction

The results show a path coefficient of 0.322, a T-statistic of 8.859 (>1.96), and a P-value of 0.000 (<0.05). This means customer reviews have a positive and significant relationship with consumer satisfaction among ShopeeFood app users in Pangkalpinang. This indicates that consumers are accustomed to reading and comparing reviews of various products before deciding to make a purchase, as the information presented is considered clear and easy to understand. The available reviews also influence consumers' decisions to order food. Therefore, when consumers' experience with their order matches what is described in the reviews, it fosters a sense of satisfaction. The clearer and more positive the reviews are, Karsiningsih et al. (2026),the more they increase consumers' satisfaction. This finding aligns with studies that found a positive and significant relationship between customer reviews and ShopeeFood users' satisfaction in Pangkalpinang. High satisfaction with reviews stems from real-life experiences that align with the descriptions provided in those reviews.

4. The Impact of *Customer Reviews* on Consumer Loyalty

The results show a path coefficient of 0.234, a T-statistic of 4.787 (>1.96), and a P-value of 0.000 (<0.05). This means that customer reviews have a positive and significant

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relationship with consumer loyalty among ShopeeFood app users in Pangkalpinang. This indicates that consumers who regularly read reviews as a basis for decision-making before placing an order tend to be directly influenced in their choice of desired products. Positive experiences from these reviews strengthen consumers' trust in the platform, encouraging repeat purchases and leading them to recommend ShopeeFood to others. This finding aligns with that of Setyaningrum & Prasetya (2024),who found that customer reviews significantly affect the loyalty of Burger Bangor customers on ShopeeFood in Yogyakarta. This is because positive reviews drive customer satisfaction, leading to repeat orders and frequent purchases.

5. The Effect of Consumer Trust on Consumer Satisfaction

The results show a path coefficient of 0.286, a T-statistic of 7.615 (>1.96), and a P-value of 0.000 (<0.05). This means that consumer trust has a positive and significant relationship with consumer satisfaction among ShopeeFood app users in Pangkalpinang. The higher the consumer trust in the ShopeeFood app, the higher the consumer satisfaction with the service. Consumer trust builds when consumers feel their orders meet expectations, product information is reliable, transactions are secure, and the service provider handles complaints quickly and provides good customer service. In addition, a positive service reputation increases consumer satisfaction. Thus, the higher the consumer trust, the higher the consumer satisfaction when purchasing food and beverages through the ShopeeFood app in Pangkalpinang. These findings are consistent with the research by Amarili & Widjajanti (2026),which showed that consumer trust has a positive and significant effect on consumer satisfaction among ShopeeFood users.

6. The Effect of Consumer Trust on Consumer Loyalty

The results show a path coefficient of 0.133, a T-statistic of 2.388 (>1.96), and a P-value of 0.017 (<0.05). This means that consumer trust has a positive and significant relationship with consumer loyalty. The more consumers trust ShopeeFood, the more likely they are to continue using the service. This suggests that consumers receive orders as expected, get reliable product information, feel secure during transactions, and experience prompt complaint resolution and attentive service from the provider. Additionally, the service enjoys a good reputation among consumers. Consumer trust is demonstrated through consumers' confidence in the ShopeeFood service, making it their top choice over other apps. These findings align with the research by Amarili & Widjajanti (2026),which showed that consumer trust has a positive and significant effect on consumer loyalty among ShopeeFood users.

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7. The Effect of Consumer Satisfaction on Consumer Loyalty

The research results show a path coefficient of 0.372, a T-statistic of 6.468 (>1.96), and a P-value of 0.000 (<0.05). This means that the higher the satisfaction consumers feel after using the ShopeeFood service, the more likely they are to continue using it. Consumer satisfaction with the ShopeeFood service can encourage repeat purchases of food or beverages through the ShopeeFood app. This indicates that consumer satisfaction with *customer ratings* and *reviews*, trust, products, and service can encourage consumers to continue using ShopeeFood. Thus, consumer satisfaction after purchasing food or beverages through the ShopeeFood app further enhances consumer loyalty. These findings align with the research by Amanda et al. (2024),which showed that consumer satisfaction has a positive and significant effect on consumer loyalty.

Indirect effect testing was conducted to determine the influence of the independent variables Customer Rating, Customer Review, and Consumer Trust on the dependent variable, Consumer Satisfaction, through the mediating variable, *Purchase Decision*. An indirect effect indicates a relationship that occurs through a mediating variable, thereby explaining the mechanism of the relationship between the independent and dependent variables.

Table 13. Indirect Effects

Variable	Original sample (O)	T-statistics (O/STDEV)	P-values
Customer Rating → Consumer Satisfaction → Consumer Loyalty	0.158	5.270	0.000
Customer Review → Consumer Satisfaction → Consumer Loyalty	0.120	5.229	0.000
Consumer Trust → Consumer Satisfaction → Consumer Loyalty	0.106	5.499	0.000

Source: Primary Data Analysis, 2026

1. The Effect of *Customer Ratings* on Consumer Loyalty through Consumer Satisfaction

The results of the study indicate that customer ratings have a positive and significant effect on customer loyalty through customer satisfaction. As evidenced by the sample's original value of 0.158, a t-statistic of 5.270 (>1.96), and a p-value of 0.000 < 0.05, the hypothesis is accepted. This means that the higher the rating customers give to a product or app service, the more it will increase customer satisfaction, which in turn boosts customer loyalty leading customers to make repeat purchases, recommend the product or service to others,

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and use the app as their primary choice. Consequently, customers develop a sense of loyalty toward the app's products and services. This finding is consistent with the research by Rabbad & Suyono (2025), which states that customer ratings and reviews influence customer loyalty through customer satisfaction. That study identified customer satisfaction as the mediating variable linking ratings and reviews to customer loyalty. Thus, the results of this study reinforce the notion that the ratings received by customers can contribute to the development of satisfaction, which in turn is related to customer loyalty.

2. The Effect of *Customer Reviews* on Consumer Loyalty through Consumer Satisfaction

The results of the study indicate that customer reviews have a positive and significant effect on customer loyalty through customer satisfaction. As evidenced by the sample original value of 0.120, a t-statistic of 5.229, and a p-value of 0.000 < 0.05, the hypothesis is accepted. This means that the better and more informative the reviews provided by other consumers, the more consumer satisfaction will increase, which in turn will boost consumer loyalty. This finding aligns with the research by Fahrani et al. (2025), which found that *online customer reviews* influence purchasing decisions and consumer satisfaction. This is because reviews from other consumers serve as a source of information to help prospective consumers choose products before making a purchase decision. Additionally, consumer satisfaction has a positive and significant effect on the loyalty of Grab users (Saputra et al., 2024).

3. The Effect of Consumer Trust on Consumer Loyalty through Consumer Satisfaction

The results of the study indicate that consumer trust has a positive and significant effect on consumer loyalty through consumer satisfaction. As evidenced by the sample's original value of 0.106, a t-statistic of 5.499, and a p-value of 0.000 < 0.05, the hypothesis is accepted. This means that the higher consumers' trust in the app's products and services, the greater their satisfaction will be, which in turn will increase consumer loyalty. These findings align with those of Kuska et al. (2024), who examined the relationship between e-trust, e-satisfaction, and e-loyalty among Shopee users. That study identified e-satisfaction as the mediating variable between e-trust and e-loyalty. This indicates that the higher consumers' trust in a platform, the greater the likelihood of satisfaction, which is then linked to consumer loyalty.

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CONCLUSION

1. Customer Rating has a positive and significant relationship with Consumer Satisfaction on ShopeeFood in the city of Pangkalpinang
2. Customer Rating has a positive and significant relationship with Consumer Loyalty on ShopeeFood in Pangkalpinang
3. Customer Reviews have a positive and significant relationship with Consumer Satisfaction on ShopeeFood in Pangkalpinang
4. Customer Reviews have a positive and significant relationship with Consumer Loyalty on ShopeeFood in Pangkalpinang
5. Consumer Trust has a positive and significant relationship with Consumer Satisfaction on ShopeeFood in Pangkalpinang
6. Consumer Trust has a positive and significant relationship with Consumer Loyalty on ShopeeFood in Pangkalpinang
7. Consumer Satisfaction has a positive and significant relationship with Consumer Loyalty on ShopeeFood in Pangkalpinang
8. Customer Ratings have a positive and significant relationship with Consumer Loyalty through Consumer Satisfaction on ShopeeFood in Pangkalpinang
9. Customer Reviews have a positive and significant relationship with Consumer Loyalty through Consumer Satisfaction on ShopeeFood in Pangkalpinang
10. Consumer Trust has a positive and significant relationship with Consumer Loyalty through Consumer Satisfaction on ShopeeFood in Pangkalpinang

RECOMMENDATIONS

Based on the research findings, ShopeeFood is advised to continue improving the quality of its rating and review features so that the information provided to consumers remains clear, easy to understand, and trustworthy. ShopeeFood also needs to pay attention to service quality and the consumer experience, as satisfaction and loyalty are shaped not only by rating information but also by the consumer's experience after making a purchase. For future researchers, it is recommended to expand the study by including variables such as delivery quality, product quality, customer experience, service quality, and discount vouchers to identify other factors that may influence ShopeeFood customers' satisfaction and loyalty. Further research could also be conducted in different regions to obtain a more diverse picture of ShopeeFood customers' behavior.

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