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The Influence Of Electronic Word Of Mouth (E-Wom) And Consumer Trust On Consumer Loyalty To Shopeefood Services In Bandar Lampung City

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Abstract

This study aims to analyze the effect of electronic word of mouth (E-WOM) and trust on user loyalty of ShopeeFood in Bandar Lampung. This research uses a quantitative approach with a survey method through questionnaires distributed to respondents who are ShopeeFood users. The sampling technique applied is purposive sampling with a total of 300 respondents. Data analysis is conducted using the Structural Equation Model (SEM) with PLS software. The results show that electronic word of mouth (E-WOM) has a positive and significant effect on user loyalty. In addition, trust is also found to have a positive and significant effect on loyalty. These findings indicate that the higher the intensity of online reviews and the level of consumer trust in the service, the higher the user loyalty in using ShopeeFood. This study implies that companies need to pay attention to the quality of customer reviews and maintain user trust in order to enhance loyalty. The limitations of this study lie in its limited geographical scope and variables used; therefore, future research is suggested to expand the research object and include additional relevant variables.

Keywords: E-WOM, trust, loyalty, ShopeeFood, SEM

INTRODUCTION

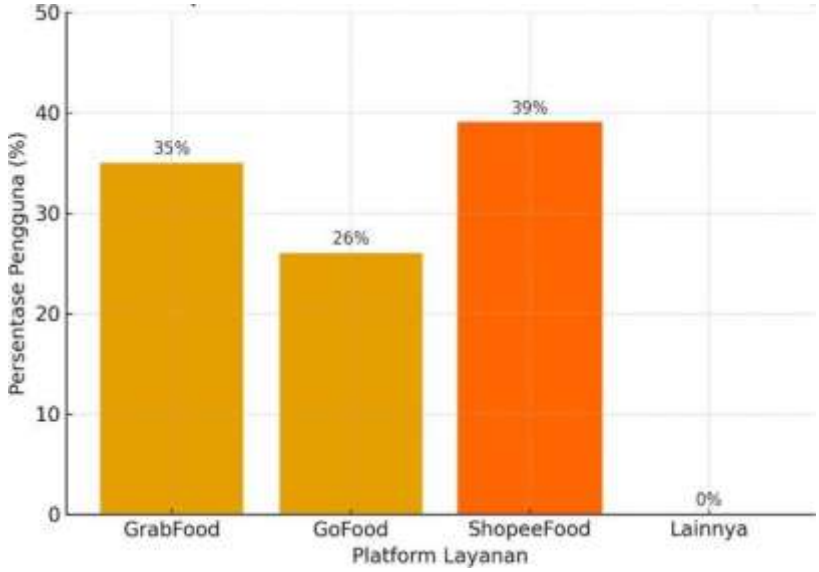
The development of the internet has transformed the way people communicate, conduct transactions and meet their daily needs. The internet not only facilitates access

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to information, but also drives lifestyle changes towards greater practicality, speed and efficiency. The rise in internet usage in Indonesia shows a consistent trend, from 174 million users in 2020 to 213 million in 2024 (We Are Social, 2024). This reflects the growing opportunities for utilising digital platforms in economic activities. This transformation has triggered a shift in consumer behaviour, including within the food sector, from conventional methods to app-based services that emphasise speed and convenience (Tran & Strutton, 2020; Laudon & Traver, 2021). Online food delivery (OFD) services are growing rapidly, with Indonesia being the largest market in ASEAN by transaction value (Momentum Works).

Figure 1. Food Delivery App Preferences Among Gen Z in Indonesia



Source: Leap (2025)

ShopeeFood has successfully attracted Generation Z users, but their loyalty remains unstable as this demographic is sensitive to service quality, reviews and trust. In Bandar Lampung, particularly among students at the University of Lampung—who are digital natives—the decision to use the service again is influenced not only by price and promotions, but also by E-WOM and trust. Theoretically, the role of E-WOM in loyalty remains inconsistent, whilst empirically user loyalty tends to fluctuate, with only around 35% of users using ShopeeFood regularly (Snapcart, 2023). This situation underscores the importance of examining the role of E-WOM and trust in shaping user loyalty.

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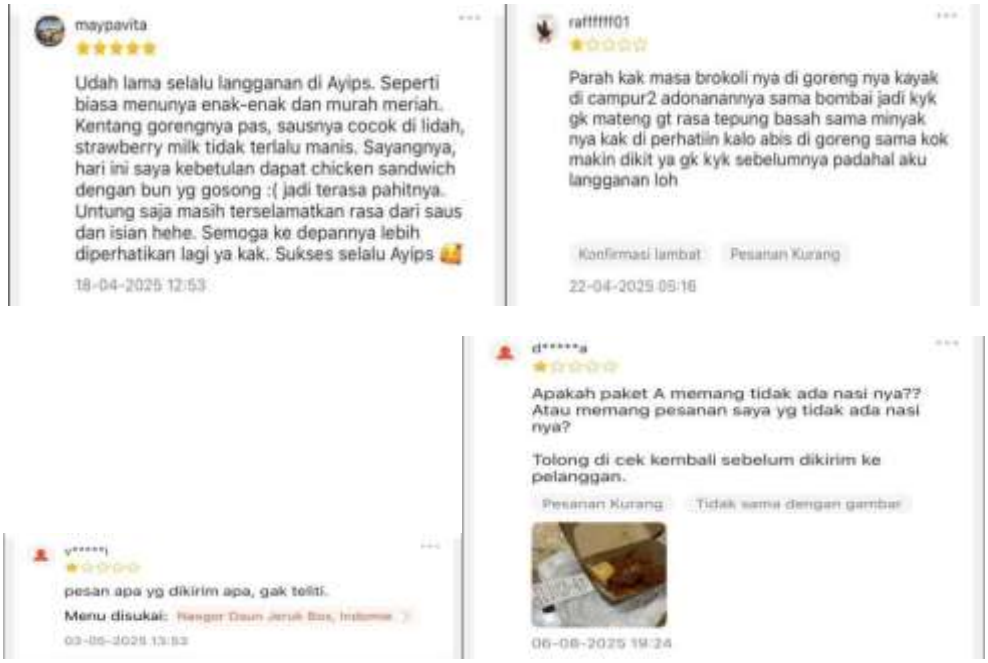


Figure 2. shows both positive and negative reviews, reflecting the inconsistency of consumer experiences

ShopeeFood user reviews reveal a range of consumer experiences, both positive and negative, which directly shape perceptions of service quality. In the context of digital services—which are inherently risky and cannot be evaluated prior to purchase—Electronic Word of Mouth (E-WOM) serves as the primary source of information. However, discrepancies between reviews and actual experiences have the potential to erode trust and hinder the development of loyalty.

On the other hand, consumer trust serves as the foundation for maintaining a sustainable relationship with the platform. A high level of trust can sustain usage despite negative reviews or offers from competitors, meaning that loyalty in this context is rational and experience-based.

Nevertheless, empirical findings regarding the influence of E-WOM on loyalty still show inconsistencies, both directly and through mediating variables such as trust. Furthermore, research integrating E-WOM and trust into a single model, particularly within the context of online food delivery services and the student segment, remains limited.

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Given these circumstances, this study aims to analyse the influence of E-WOM and trust on the loyalty of ShopeeFood users in Bandar Lampung, focusing on students at the University of Lampung as an active user group of digital services.

LITERATURE REVIEW

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is the evolution of traditional word-of-mouth (WOM) communication, which has now become the most important "venue" for consumers to voice their opinions on digital platforms (Yusuf et al., 2023). According to (Goyette 2010), in measuring the influence of Electronic Word of Mouth, the following indicators are used: 1) WOM Intensity (e-WOM Intensity), 2) Positive Valence WOM (Positive Valence e-WOM), 3) Negative Valence WOM (Negative Valence e-WOM), 4) WOM Content (e-WOM Content).

Trust

Trust is a crucial factor in maintaining strong long-term relationships with customers (Alnaim et al., 2022). According to (Mayer et al., 1995), a person's trust in another party is formed thru three main indicators, namely ability, benevolence, and integrity.

Consumer Loyalty

Consumer loyalty is the commitment of customers to a brand that is reflected not only in repeat purchases but also in positive attitudes and the desire to maintain long-term relationships (Philip Kotler & Kevin Lane Keller, 2023). To measure consumer loyalty, Yuen et al (2023) use three main indicators as follows: 1) Repurchase intention, 2) Recommendation intention, 3) Preference loyalty / Commitment.

METHODOLOGY

The population of this study, which employs a quantitative methodology, consists of all current University of Lampung students who have ever used ShopeeFood. Purposive sampling procedures were used to determine the sample, which consisted of 300 respondents. The Partial Least Squares-based Structural Equation Model (SEM-PLS) was used to analyse the data.

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DISCUSSION

Validity Test

Table 1. Results of the Validity Test

Indicator	*Loading Factor*
X11	0,745
X12	0,779
X13	0,700
X14	0,785
X15	0,761
X16	0,743
X17	0,777
X18	0,788
X19	0,821
X110	0,789
X111	0,791
X112	0,827
X21	0,777
X22	0,765
X23	0,733
X24	0,701
X25	0,700
X26	0,727
X27	0,759
X28	0,783
X29	0,804
Y1	0,759
Y2	0,760
Y3	0,760
Y4	0,753
Y5	0,736
Y6	0,749

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Y7	0,744
Y8	0,756
Y9	0,780

Source: Processed data, 2026

The validity test is conducted to evaluate the ability of the indicators to reflect the latent construct. The analysis results show that all indicators have an outer loading value > 0.60, thus meeting the criteria for convergent validity. Additionally, the Average Variance Extracted (AVE) value for each construct is above 0.50, confirming that the latent variables adequately explain the variance of the indicators. Thus, all constructs are declared valid and suitable for use in structural model analysis.

Reliability test

Table 2. Reliability Test Results

Variable	*Cronbach's Alpha*	*Composite Reliability (rho_c)*	Description
Trust	0,906	0,948	Supported
Loyalty	0,903	0,921	Supported
Electronic Word of Mouth	0,940	0,923	Supported

Source: Processed data, 2026

The composite reliability coefficients for all constructs were above 0.70, thereby meeting the reliability criteria. Although values in the range of 0.60–0.70 are still acceptable in exploratory research, the results of this study demonstrate greater consistency. Furthermore, Cronbach's alpha values of ≥ 0.70 indicate that all constructs possess good internal consistency, and the instrument is therefore deemed reliable.

Discriminant Validity Test

Table 3. Discriminant Validity *(Fornell-Lacker criterion)*

	EWOM	Loyalty	Trust
Electronic Word of Mouth	0,776		

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Loyalty	0,589	0,751	
Trust	0,587	0,749	0,755

Source: Processed data, 2026

Based on Table 3. The root-mean-square error of estimation (RMSE) values for each construct—E-WOM (0.776), Loyalty (0.751) and Trust (0.755)—are higher than the correlations between constructs. This indicates that each construct possesses adequate discriminant validity. Thus, the measurement model has met the criteria for discriminant validity based on the Fornell-Larcker approach.

Coefficient Determination (R2)

Table 4. Coefficient of Determination

	R Square	***R Square Adjusted***
Loyalty	0,595	0,593

Source: Processed data, 2026

R-squared value of 0.595 indicates that 59.5% of the variation in loyalty can be explained by the variables in the model, whilst 40.5% is influenced by factors outside the scope of the study. The adjusted R-squared value of 0.593, which is very close to the R-squared value (a difference of 0.002), indicates that the model is robust and does not suffer from overfitting

.

SEM-PLS analysis

Outer Model

Table 5. Reliability and Validity Constructs

	Cronbach's Alpha	**Composite Reliability**	**Average Variance Extracted (AVE)**
Trust	0,906	0,906	0,571
Loyalty	0,903	0,906	0,564
Electronic Word of Mouth	0,940	0,940	0,603

Source: Processed data, 2026

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The Cronbach's Alpha values (Trust = 0.906; Loyalty = 0.903; e-WOM = 0.940) and Composite Reliability (Trust = 0.906; Loyalty = 0.906; e-WOM = 0.940) that surpass the minimum threshold of 0.70 show that all constructs in this study exhibited outstanding reliability. Additionally, convergent validity has been satisfied since the Average Variance Extracted (AVE) values for each construct (Trust = 0.571; Loyalty = 0.564; e-WOM = 0.603) are higher than the 0.50 cutoff. As a result, the measurement model used in this study can be considered to satisfy the requirements for convergent validity and reliability, making it appropriate for use in additional investigation.

Inner Model

Table 6. Bootstrapping Results of the Hypothesis Test

	T Statistics (|O/STDEV|)	P Values	Description
Electronic Word of Mouth -> Loyalty	2,908	0,004	H1: Accepted
Trust -> Loyalty	6,892	0,000	H2: Accepted

Source: Processed data, 2026

The test results indicate that e-WOM has a positive and significant effect on loyalty (T = 2.908; p = 0.004), and so H1 is accepted. Furthermore, trust also has a positive and significant effect on loyalty (T = 6.892; p = 0.000), and so H2 is accepted.

1. **The Impact of Electronic Word of Mouth (E-WOM) on Loyalty**

   E-WOM has a positive and significant effect on ShopeeFood user loyalty in Bandar Lampung; the higher the quality and frequency of reviews, the stronger the repeat usage and recommendations. These findings are consistent with those of Hasan et al. (2020) and Aldulaimi et al. (2025), who identified E-WOM as a determinant of loyalty. In contrast to Siagian et al. (2022), these results indicate a direct effect without mediation, which can be explained by the fast and repetitive nature of food delivery services, meaning that E-WOM has a more immediate influence on decisions and loyalty.

2. **The Impact of Trust on Shopee Food Customer Loyalty**

   Trust has a positive and significant influence on ShopeeFood user loyalty in Bandar Lampung; the higher the trust in the service's competence, reliability and care, the stronger the repeat usage and recommendations. These findings are

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consistent with Rachbini et al. (2019), Yuen et al. (2023b), and Orazgaliyeva et al. (2024b), who confirm that trust is the primary determinant of loyalty, even surpassing satisfaction. Simultaneously, trust and E-WOM were found to enhance loyalty, with trust serving as the foundation for long-term relationships and E-WOM acting as a social influence on consumer perceptions. Compared to the literature, the influence of trust is more consistent, whilst E-WOM tends to be context-dependent. Based on Aaker's (1991) framework, user loyalty is at the 'liking the brand' stage and is beginning to move towards that of a committed buyer, but has not yet reached full loyalty as resistance to alternatives has not yet been tested.

CONCLUSION

This study shows that E-WOM and trust have a positive and significant effect on ShopeeFood user loyalty in Bandar Lampung. E-WOM plays a role in shaping perceptions and driving repeat usage and recommendations, while trust serves as the foundation for maintaining the sustainability of the consumer relationship with the platform. Simultaneously, both factors reinforce loyalty, with E-WOM influencing the initial stages of decision-making and trust ensuring long-term commitment.

Theoretically, these findings confirm that E-WOM functions not only as a source of information but also as a social mechanism that can directly shape loyalty in the context of fast-paced experience-based services. Furthermore, the direct influence of E-WOM indicates that the relationships among variables are contextual and do not always require mediation. Practically, enhancing loyalty requires the integrated management of E-WOM and trust. Companies need to encourage authentic and informative reviews and ensure the transparency of the review system, accompanied by consistent service quality, accurate information, and responsiveness to complaints. This approach is key to building sustainable customer loyalty.

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