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The Role of Satisfaction in Mediating the Influence of Trust and Experience on Loyalty (Study on Hanasui Brand Cosmetics Customers on Shopee)

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ABSTRACT

The growth of digital technology in Indonesia has increased the use of e-commerce, particularly in purchasing cosmetic products online. Shopee is one of the most widely used marketplace s, creating intense competition among brands, including Hanasui. In this context, customer loyalty is influenced by trust and experience, with satisfaction acting as a mediating variable. This study aims to analyze the effect of trust and experience on customer loyalty through satisfaction for Hanasui products on Shopee. The sample consists of 206 respondents analyzed using SEM-PLS with SmartPLS 4. The results show that trust and experience have a positive and significant effect on satisfaction and loyalty, with experience being the most dominant variable. Furthermore, satisfaction significantly affects loyalty and mediates the relationship between trust and experience on customer loyalty.

Keywords: Trust, Experience, Satisfaction, Loyalty, SEM-PLS.

1. INTRODUCTION

The role of the internet is increasingly important in the development of the digital economy. Globally, the number of internet users has exceeded five billion people (Union, 2023), while in Indonesia internet penetration rate reaches around 80% of the total population or more than 220 million users (Social, 2025). This condition shows that internet become part of people's needs in the fields of communication, education, entertainment, and digital transactions. Supported by the high use of smartphones, this development has also encouraged the growth of e-commerce as one of the main drivers of Indonesia's digital economy (Purba et al., 2025).

Changes in information technology also affect the consumption patterns of people who increasingly rely on e-commerce as a shopping medium (Arnold et al., 2022). The value of Indonesia's digital market is projected to reach USD 90.35 billion by 2025, with the increasing use of marketplaces by the Millennial and Gen Z generations, especially the Shopee platform (Intelligence, 2025). This condition shows that shopping activities have shifted towards more practical and accessible digital transactions.

Shopee will be the marketplace with the largest user share in Indonesia by 2025, which is 53.22%, with the majority of users coming from the 13–44 year old age group (GoodStats, 2025). In this study, Shopee is positioned as a transaction context that brings consumers together with the Hanasui brand, not as the main research object. This is in line with the concept of customer experience which explains that customer experience is formed through various touchpoints during interaction with brands, including in the digital environment (B. H. Schmitt, 2003). The findings are also supported by Fauzi (2024) who states that around 85% of e-commerce users in Indonesia make Shopee the main platform for shopping.

One of the product categories that has experienced the fastest growth on Shopee is beauty products, especially skincare and bodycare. The high interest of consumers is influenced by competitive prices, a large selection of products, and the ease of obtaining local and international brands. This condition opens up a great opportunity for the local cosmetics industry to expand the market through digital platforms so that it can increase the demand for online beauty products (GoodStats, 2025). This development is also supported by increasing digital penetration

and online marketing strategies that have been proven to contribute to the growth of sales of local cosmetic products (Purwanto et al., 2022).

The competition in the cosmetics industry on Shopee is increasingly competitive, shown by the large number of local and international brands competing for market share. In the first quarter of 2025, four of the top ten best-selling care and beauty brands were local brands, namely Wardah, Hanasui, MS Glow, and Somethinc (Compas, 2025). This fact shows the increasing consumer trust in domestic products which are considered to be able to present quality, innovation, and the use of Indonesian natural ingredients as added value. In addition, the success of local brands also reflects the effectiveness of the use of digital platforms in expanding market share while building customer loyalty.

In the midst of this competition, Hanasui managed to occupy the fourth position with a market share of 1.52% in the care and beauty category at Shopee Indonesia (Compas, 2025). This position shows that Hanasui is able to compete with various local and international cosmetic brands. This success is further strengthened by increasing consumer confidence in the credibility of product information. When several skincare brands experienced a decline in sales due to alleged overclaims of product content, Hanasui actually recorded sales growth of up to 252%. This condition indicates that consumers tend to choose brands that are considered to have accurate, credible, and trustworthy product information (CNBC, 2024).

Hanasui is one of the local cosmetics brands that provides various product categories, such as face serums, sunscreens, moisturizers, powders, blush, lip products, and face soaps. Among all these categories, lip products such as lip cream, lip tint, and lipstick are the products that consumers are most interested in, both on the marketplace and in Hanasui's best-selling product list (Tribunshopping, 2024). GoodStats data (2024) shows that Hanasui has a local lipstick market share of 18.8%, higher than Implora, Oh My Glam, Wardah, and Make Over. In addition, Hanasui also became the best-selling lip tint brand on Shopee Indonesia in the third quarter of 2025 with a market share of more than 10.8%, and recorded sales of IDR 20.91 billion and was in second place after Maybelline (GoodStats, 2025). This achievement shows that the combination of affordable prices, consistent product quality, and innovations can increase Hanasui's competitiveness in the local cosmetics market.

Hanasui's success on the e-commerce platform reflects the high consumer acceptance of the brand. Through product diversification, ranging from body care, facial serums, to decorative cosmetics, Hanasui seeks to meet the increasingly diverse needs of consumers (Hanasui, 2025). In online transactions, consumers cannot check the product directly, so trust is an important factor before a purchase decision is made. Consumers need confidence that the product information, quality, and services provided are able to meet their expectations.

The importance of trust is explained in the Commitment-Trust Theory of Relationship Marketing which states that trust can reduce uncertainty and strengthen the relationship between consumers and companies (Morgan & Hunt, 1994). Meanwhile, the Expectation Confirmation Theory explains that satisfaction arises when the actual experience matches or exceeds the expectations that the consumer had before the purchase (Shukla et al., 2025). Thus, in the context of e-commerce, trust is the basis for the formation of positive expectations, while satisfaction is the result of evaluation after consumers receive and use the product.

At Hanasui, trust is built through brand reputation, consistent product quality, information transparency, and transaction security. Mayer et al. (1995) explain that trust consists of three main dimensions, namely ability, benevolence, and integrity. Ability describes a company's ability to provide products and services that meet customer needs. Benevolence shows the company's concern for the interests of consumers, while integrity is related to the company's honesty and consistency in fulfilling the promises given. These three dimensions are the basis for the formation of consumer confidence in a brand.

Even though Hanasui has obtained various positive achievements, there are still customer reviews on Shopee that show that there is a discrepancy in product and service quality. This condition indicates a gap between consumer expectations and the actual experience during the purchase process. According to Oliver (2010), customer satisfaction is the result of evaluation after consumers compare initial expectations with the experience obtained. Therefore, the success of a brand in e-commerce is not only determined by the quality of the product, but also by the ability to create a satisfying shopping experience.

This study views customer experience as an online purchase experience, which is an experience obtained during the purchase process through Shopee, not an experience after using the product. These experiences include information search, ease of navigation, transaction process, shopping convenience, and interaction with sellers. According to Homburg et al. (2017), customer experience is formed from various consumer responses during interaction with companies. A positive buying experience has the potential to increase satisfaction, which in turn drives repurchases and recommendations to other consumers.

Customer loyalty is influenced by various factors, including trust, satisfaction, experience, and emotional attachment (Turban et al., 2015). In e-commerce transactions, trust has an increasingly important role because consumers face the risk of product mismatches, information, and potential fraud. Therefore, brand reputation, information transparency, consistent product quality, and transaction security are factors that can strengthen consumer trust (Morgan & Hunt, 1994).

In addition to trust, online purchase experience is also seen as an important factor in building loyalty. Customer experience includes the emotional, cognitive, and sensory aspects that arise during the buying process (Pine & Gilmore, 1999). In the e-commerce cosmetics industry, positive experiences such as ease of navigation, delivery speed, and responsive customer service can increase satisfaction and strengthen loyalty (Verhoef et al., 2009). However, Oliver (1999) emphasizes that positive experiences do not always directly generate loyalty because customers first evaluate through satisfaction levels.

Previous studies have shown inconsistent results. Hakam and Hidayati (2022), Nurcholis and Susanti (2025), Meilani and Saputro (2025), Abigail et al. (2024), and Rachmadanty et al. (2025) found that trust and experience have a positive effect on customer loyalty. On the other hand, Rahmawaty et al. (2021),

Ummi and Widodo (2023), Saputra (2021), and Fauziyah et al. (2024) reported different results so that the relationship between these variables still requires further study.

The difference in the results of previous research is the basis for the use of customer satisfaction as a mediating variable in this study. Satisfaction is seen as an emotional evaluation after consumers compare expectations with actual experiences received (Oliver, 2010). This view is in line with Zikmund (2003) who states that satisfaction is a connecting mechanism between trust and experience with customer loyalty. The role of satisfaction mediation is supported by El Gozmir et al. (2024), Rahmawaty et al. (2021), and Hakam and Hidayati (2022), although different results were found by Yanti (2018) and Ummi and Widodo (2023). Based on these gaps, this study aims to analyze the influence of trust and experience on customer loyalty of Hanasui cosmetics at Shopee, both directly and through the role of customer satisfaction mediator.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Consumer Behavior

Consumer behavior is the process when individuals choose, evaluate, and use a product or service to meet their needs. Through understanding these behaviors, companies can identify consumer preferences while developing more effective marketing strategies to improve purchasing decisions (Turban et al., 2015).

According to Turban et al. (2015), consumer behavior in e-commerce is explained through three main components, namely Uncontrollable Variables, Controllable Variables, and The Attitude-Behavior Decisions Process. Uncontrollable Variables include Consumer Characteristics, Environmental Factors, and Merchant and intermediary Factors that are beyond the company's control, but affect consumer decisions. On the other hand, Controllable Variables include Product/Service Factors and Technology and website variables that can be managed by companies to improve the shopping experience. All of these factors then affect The Attitude-Behavior Decisions Process, which is a psychological process that starts from Awareness, Attitude, Intention, Purchase, to Repurchase/Loyalty (Turban et al., 2015).

According to Turban et al. (2015), purchasing decisions in e-commerce are influenced by factors that cannot be controlled, factors that can be controlled, as well as the consumer's decision-making process.

In the Uncontrollable Variables group, the first component is Consumer Characteristics. These factors include personal characteristics, such as age, gender, education, occupation, income, preferences, and consumer behavior. This information helps companies understand internet usage patterns and e-commerce activities. In addition to demographic characteristics, consumer behavior can also be explained through the Three Elements of Consumer Analysis, namely cognitive, affective, and contive aspects. The cognitive aspect is related to the thought process and consumer belief in the credibility of products and platforms so that it affects the evaluation of purchases. The affective aspect relates to the feelings that arise during the transaction experience, such as comfort and satisfaction that can strengthen the emotional connection with the customer. Meanwhile, the conactive aspect shows the tendency of consumers to make purchases or repurchases based on the experience they have gained (Turban et al., 2015).

The next component is Environmental Factors, which are environmental factors that affect consumer purchasing behavior. These factors consist of Social Variables, Cultural Community Variables, and Other Environmental Variables. Social Variables describe the influence of family, friends, co-workers, and word of mouth recommendations that can shape purchasing decisions. Cultural Community Variables explain that cultural and community values in each region can produce differences in consumer behavior in choosing products. Meanwhile, Other Environmental Variables include economic conditions, information available in the community, government policies, regulations, and certain situations that can affect consumption patterns, including price differences due to tax policies or people's income levels (Turban et al., 2015).

The last factor in the Uncontrollable Variables group is Merchant and intermediary Factors. Consumer decisions are also influenced by the merchant's reputation, level of trust, and the quality of services provided. Consumers tend to choose platforms or sellers that are considered reputable because they are considered more secure and able to provide a satisfactory transaction experience (Turban et al., 2015).

2.2 Customer Loyalty

Customer loyalty is a consumer's commitment to continue to use and repurchase a product or service in a sustainable manner even though there are various alternatives from competitors. Loyalty is formed through positive experiences, satisfaction, and trust in the brand so that customers have the desire to maintain a long-term relationship with the company (Oliver, 1999b). In addition, effective digital marketing also plays a role in strengthening loyalty through positive experiences during customer interaction with the company's products, services, and platforms (Turban et al., 2015). In this study, customer loyalty is defined as consumer commitment to the Hanasui brand which is reflected in the willingness to make repeat purchases, continue to choose Hanasui products, and provide recommendations to others even though there are many choices of other cosmetic brands. Thus, loyalty is the result of satisfaction, trust, and positive experiences that encourage customers to maintain a relationship with the brand in the long term (Turban et al., 2015).

According to Zikmund (2003), customer loyalty can be understood through two perspectives, namely Attitudinal loyalty and Behavioral loyalty. Attitudinal loyalty emphasizes the psychological aspects in the form of satisfaction, emotional bonding, and trust that form a consumer's commitment to a brand. Meanwhile, behavioral loyalty is reflected in real behaviors, such as consistency of repeat purchases, product habits, positive experiences with the company (history with company/product), and a reduced desire to consider other brands (choice reduction). In general, loyalty is influenced by customer satisfaction, emotional bonding, trust in the brand, habits of using products, and positive experiences gained during interaction with the company (Zikmund, 2003).

2.3 Customer Satisfaction

Customer satisfaction is the result of consumer evaluation after comparing expectations before purchase with the performance of the product or service received after use (Zikmund, 2003). Oliver (2010) explained that satisfaction is a response to the fulfillment of consumer needs, both when product performance is appropriate, below, or exceeds expectations. Satisfaction is also an affective response formed from the experience of using products and becomes the basis for creating long-term loyalty (Oliver, 2010). In line with that, Turban et al. (2015) explain through disconfirmation theory that satisfaction arises when consumers evaluate the fit between expectations and actual performance of the product. If performance exceeds expectations, the satisfaction level will be higher, potentially increasing customer loyalty. Thus, customer satisfaction can be understood as a consumer's assessment of the ability of a product or service to meet expectations and provide a satisfactory experience (Zikmund, 2003).

According to Kotler and Keller (2016), customer satisfaction is influenced by several main factors, namely product quality, service quality, price, emotional factors, and cost and convenience. Products that have good quality and are expected will increase customer satisfaction. Responsive service that meets expectations also provides a positive experience for consumers. In addition, a price that is considered commensurate with the benefits of the product will reinforce the perception of value. Emotional factors, such as pride and confidence when using reputable products, also affect satisfaction levels. On the other hand, the ease of obtaining products with relatively low cost, time, and effort also contributes to the creation of customer satisfaction (Kotler & Keller, 2016).

Schiffman and Kanuk (2010) stated that customer satisfaction can be measured through four main dimensions, namely Product Quality, Price Suitability, Customer Experience, and Customer Service. Product Quality is related to the ability of the product to meet the needs and expectations of consumers. Price Fit shows the alignment between the price paid and the benefits received. Customer Experience describes the overall experience during the purchase process, product use, and interaction with the brand. Customer Service reflects the quality of assistance, ease of access, and attention that the company gives to its consumers so that it is able to increase the sense of appreciation and satisfaction (Schiffman & Kanuk, 2010).

Customer satisfaction indicators in various studies have a similar focus, namely the evaluation of the experience of using products and services. Akmal and Thamrin (2025) used the indicators of Satisfaction with Online Seller Service, Feeling Happy in Online Shopping, and Feeling Proud to Tell Others about Marketplace Services. Syahsudarmi (2022) measures satisfaction through Fulfilment of Expectations Given by the Product, There are no Complains about the Result of Product Consumption, Satisfied with Core Product Performance, Satisfied with Product Benefits, and Satisfied with Product Quality. Meanwhile, Wulansari and Octovia (2023) used the indicators of Overall Customer Satisfaction, Repurchase Intent, and Willingness to Recommend. Based on the synthesis of the three studies, this study uses three main indicators, namely Satisfied with The Product, Satisfaction with Purchase Experience, and Good Services, which have been adjusted to the characteristics of the research object (Akmal & Thamrin, 2025).

2.4 Trust

Trust is an individual's willingness to accept risk by believing that the other party will act according to expectations even though it cannot be fully supervised or controlled (Mayer et al., 1995). In marketing, trust is the basis for the formation of a long-term relationship between the company and the consumer because it can increase the confidence that the company can be relied upon to meet customer expectations (Morgan & Hunt, 1994). In the e-commerce environment, trust also serves to reduce uncertainty that arises due to consumers' limitations in evaluating products before purchase so that they can increase satisfaction if the product received is as expected.

Yousafzai (2003, in Ananda, 2018) explains that trust is the main foundation in the economic relationship between sellers and buyers because it encourages consumers to make transactions with the belief that the seller is able to meet their needs. In addition, trust forms positive expectations before a purchase. This is in line with the Expectation Confirmation Theory put forward by Oliver (1980), which states that satisfaction arises when actual performance meets or exceeds the initial expectations of consumers. Thus, trust can be understood as consumer confidence in the company's ability, reliability, and integrity in meeting expectations so as to reduce uncertainty and increase customer satisfaction (Morgan & Hunt, 1994).

According to Minor et al. (2016), consumer trust consists of three forms. First, Object Attribute Beliefs, which are beliefs about the attributes or characteristics of a product or brand. Second, Attribute Benefit Beliefs, which is the belief that product attributes are able to provide benefits according to consumer needs. Third, Object Benefit Beliefs, which is the belief that the product or brand as a whole is able to provide the benefits and value expected by consumers.

Minor et al. (2016) explained that trust is formed by several main dimensions, namely Benevolence, which shows the company's goodwill towards consumers; Reliability, which describes the company's ability to consistently deliver on promises; Competence, namely the company's ability and expertise in providing quality products and services; Integrity, which reflects the conformity between the company's promises and actions; and Communication,.

Various studies developed confidence indicators with different focuses. Leon and Dixon (2023) used the indicators of Trustworthiness of the airline, Honesty, Integrity, and Overall Trust. Hidayatullah et al. (2022) measure trust through Integrity, Benevolence, and Competence. Meanwhile, Dewi et al. (2023) added the Behavior Consistency dimension which assesses the company's consistency in providing services. Desfitriady et al. (2023) also use the indicators of Benevolence, Integrity, Competence, and Predictability.

Based on these various studies, this study adopts indicators that have been adjusted to the research object, namely Integrity, Competence, Benevolence, and Consistency. The four indicators were chosen because they were able to describe the company's honesty, ability to meet customer needs, attention to consumer interests, and consistency in providing trustworthy products and services (Leon & Dixon, 2023).

2.5 Experience

Customer experience is a personal response that arises from consumer interaction with products, services, or companies (Schmitt, 1999). These experiences do not only come from direct interactions, but can also be formed through various indirect contacts such as promotions, advertisements, and company communication (Meyer & Schwager, 2007). Pine and Gilmore (1999) explain that customer experience includes the overall perception during the consumption process involving emotional, cognitive, and sensory aspects.

In the context of e-commerce, customer experience is influenced by various factors, such as the ease of use of the platform, the completeness of product information, ease of navigation, transaction security, delivery speed, and quality of customer service. Positive experiences during the buying process will increase satisfaction and encourage consumer loyalty to a brand (Verhoef et al., 2009). Therefore, customer experience can be understood as an overall subjective response formed from the interaction of consumers with the company during the process of purchasing and using products (Schmitt, 1999).

Schmitt (1999) proposed five dimensions of experience known as Strategic Experiential Modules (SEMs), namely Sense which is related to experience through the five senses, Feel which is related to emotions, Think which encourages thinking processes and creativity, Act which influences behavior or lifestyle, and Relate which builds social relationships and consumer identity in a community.

Previous research has shown that customer experience can be measured through several indicators. Abigail et al. (2024) use Ease of Use, Feature and Service, and Price. Ayuningtyas (2024) measures the experience through ease of navigation, loading speed, interface design, and transaction security. Meanwhile, Yolanda et al. (2023) use the dimensions of Sense, Feel, and Act. Referring to the study, this study uses indicators that have been adjusted to the research object, namely Ease of Use, Feature and Services, as well as affective experience which includes Sense and Feel. These indicators were chosen because they are able to describe the ease of use of the platform, the completeness of features and services, as well as the emotional and sensory experiences felt by consumers during online purchases (Abigail et al., 2024).

3. RESEARCH MEHODOLOGY

This study uses conclusive research. According to Malhotra & Dash (2016), research is differentiated into exploratory research and conclusive research. Exploratory research is used to obtain an initial understanding of problems that have not been clearly defined so that the process is flexible and unstructured. On the other hand, conclusive research aims to test hypotheses and explain the relationships between variables through a systematic, structured, and quantitative analysis procedure that produces objective and generalizable findings. Based on these characteristics, this study is categorized as a conclusive study because it examines the influence of trust and experience on customer loyalty with satisfaction as a mediating variable using quantitative data (Malhotra & Dash, 2016).

Research design is a design that is used as a guideline in the implementation of research to obtain the data needed to answer research problems (Malhotra, 2020). This study applied causal design because it aimed to analyze the cause-and-effect relationship between trust and experience of customer loyalty through satisfaction as a mediating variable. These relationships include direct effects and indirect effects described in the research design.

This research utilizes primary data and secondary data. According to Malhotra & Dash (2016), primary data is data collected directly by researchers to meet certain research objectives. In this study, primary data was obtained through the distribution of questionnaires to consumers of Hanasui products who made purchases through Shopee. The respondents' answers were then processed as the basis for research analysis.

In addition to primary data, the study also used secondary data. Malhotra & Dash (2016) explained that secondary data is data that has previously been collected for other purposes, then reused in research. Secondary data is obtained from a variety of sources, such as books on consumer behavior, research methods, and marketing management, as well as scientific journals, official websites, and articles related to customer trust, experience, satisfaction, and loyalty.

Data collection is carried out online using Google Forms which is distributed through WhatsApp and Instagram. The use of this media aims to expand the reach of respondents without being limited by region as long as they meet the research criteria. The dissemination via WhatsApp was carried out selectively to prospective respondents who were in accordance with the characteristics of the study. Meanwhile, on Instagram, the questionnaire link is shared through Instagram Story and Direct Message (DM) to users who are known to have commented on Hanasui's lip product uploads. The research used Shopee as a research context because the platform is the main channel for marketing Hanasui lip products while providing a relevant online transaction experience to measure the variables of the shopping experience.

Population is a whole of elements that have certain characteristics and are the target of research (Malhotra & Dash, 2016). Meanwhile, Malhotra (2020) stated that the target population is a group that provides information according to the research objectives. The population in this study is all consumers who have bought Hanasui products through Shopee in infinite amounts, so the size of the population is not known for sure.

A sample is a subset of population members selected to represent population characteristics (Malhotra & Dash, 2016). This study uses a nonprobability sampling technique with a purposive sampling method, which is the selection of respondents based on certain criteria (Sugiyono, 2023). Respondents' criteria include Shopee users aged 18–44 years who are actively transacting (Goodstats, 2025), women as consumers of decorative cosmetic products, especially lip products (Statista, 2023), and having purchased Hanasui lip products through the Shopee e-commerce platform at least twice. The determination of the number of samples refers to the guidelines of Malhotra & Dash (2016) which recommends at least 200 respondents for problem-solving research. Therefore, this study used 206 respondents as a research sample.

This study uses a survey method with instruments in the form of a structured questionnaire as a means of data collection.

Questionnaire is a data collection technique that contains a series of questions that must be answered by respondents systematically (Malhotra & Dash, 2016). The respondents in this study were consumers who had bought Hanasui brand cosmetic products. The distribution of the questionnaire was carried out online through Google Forms which were shared using social media such as WhatsApp, Instagram, and TikTok so that it could reach respondents who were in accordance with the characteristics of the study.

The data collection stage begins with the preparation of research instruments based on indicators on each variable. Furthermore, the researcher determined the respondents using purposive sampling techniques according to the research criteria. The questionnaire is then disseminated through various social media, while all respondents' answers are automatically stored in the Google Forms database. The collected data is then processed and analyzed as a basis for answering the problem formulation and achieving the research objectives (Malhotra & Dash, 2016).

Data analysis aims to produce information that is able to explain the relationship between variables in the study (Malhotra & Dash, 2016). This study applied the Partial Least Square-Structural Equation Modelling (PLS-SEM) method because it was able to test the relationships between constructs simultaneously, including complex models with many indicators and did not require normal distributed data (Hair et al., 2019). In PLS-SEM, analysis is carried out through two main components, namely the Measurement Model (Outer Model) and the Structural Model (Inner Model) (Rahadi, 2023).

4. RESULTS AND DISCUSSION

4.1 Research Results

The characteristics of the respondents showed that the majority were in the age group of 25-31 years as many as 95 people (46.1%), followed by 18-24 years old as many as 63 people (30.6%), 32-38 years old as many as 41 people (19.9%), and 39-44 years old as many as 7 people (3.4%). The composition indicates that users of Hanasui lip products on Shopee are dominated by young adult consumers who actively shop online.

Judging from work, the most respondents were private employees (34.5%), followed by self-employed/entrepreneur as many as 58 people (28.2%), students/students as many as 46 people (22.3%), and ASN/PNS as many as 23 people (11.2%). Meanwhile, housewives amounted to 6 people (2.9%), other categories were 2 people (1%), and there were no respondents who had not worked. The dominance of respondents who have worked shows that most of them have income that supports the purchase of cosmetic products through e-commerce.

Based on monthly expenses, the largest group came from respondents with expenses of more than IDR 3,500,000 as many as 43 people (20.9%). Furthermore, the group of IDR 2,500,001 – IDR 3,000,000 is 18.4%, IDR 3,000,001 – IDR 3,500,000 is 18%, IDR 2,000,001 – IDR 2,500,000 is 17.5%, while other categories have a smaller proportion. The distribution showed that most of the respondents had sufficient financial ability to buy cosmetic products online.

Based on the type of product that has been purchased, lip tint is the most chosen product with 103 respondents (50%), followed by lip cream as many as 83 respondents (40.3%), while lipstick is only chosen by 20 respondents (9.7%). These results show that Hanasui lip tint has a higher level of preference than other lip products. In general, the characteristics of respondents illustrate that the majority are young adult consumers with permanent jobs, medium to high spending levels, and actively purchase Hanasui products through Shopee.

Descriptive analysis was carried out by calculating the distribution of frequency, percentage, and Mean values in each research indicator. The interpretation of the average score refers to the class interval method that produces an interval value of 0.8, so the rating categories consist of Strongly Disagree (1.00–1.80), Disagree (1.81–2.60), Neutral (2.61–3.40), Agree (3.41–4.20), and Strongly Agree (4.21–5.00).

The results of the descriptive analysis showed that all trust variable indicators obtained an average score in the category of Agree to Strongly Agree, which indicates that respondents have a good level of trust in Hanasui lip products and their sellers on Shopee. The highest Mean value was obtained by the X1.1.2 indicator of 4,262 with the statement that respondents believed that Hanasui lip products purchased at Shopee were genuine products. These findings show that product authenticity is the main factor that builds consumer trust in making purchases.

On the other hand, the lowest Mean value is found in the X1.4.1 indicator of 4.049, which is about the reliability of the seller of Hanasui lip products on Shopee. Although still in the Agree category, these results indicate that the reliability aspect of sellers still has room to improve, especially in maintaining service quality and consistency to consumers.

Overall, the indicators on the experience variable also obtained an average score in the category of Agree to Strongly Agree, which shows that the experience of shopping for Hanasui lip products through Shopee was rated positively by respondents. The highest Mean value is found in the X2.2.2 indicator of 4.325, which is the ease of the payment process when buying Hanasui lip products at Shopee. These results show that an easy payment system is the aspect of the experience that is most appreciated by consumers because it is able to provide a practical and convenient transaction process.

Meanwhile, the indicator with the lowest Mean value is X2.2.1 of 4.165, which is related to the convenience of using Shopee when shopping for Hanasui lip products. Although it is still in the Agree category, it indicates that the level of user comfort is relatively lower than other experience indicators. Thus, the shopping experience in general has been considered good, but improving the quality of user experience is still needed so that consumer satisfaction is more optimal.

Based on the results of the descriptive analysis, all indicators of satisfaction variables obtained an average score between 4,180–4,296, which shows that respondents generally rated the category of agree to strongly agree. This condition indicates that the majority of consumers are satisfied with the use of Hanasui lip products. The indicator with the highest average value is Z1.3.1 of 4,296, which is the statement "I feel satisfied with using Hanasui lip products because it meets my expectations". These results show that the conformity of products with consumer expectations is the most powerful aspect in shaping satisfaction.

Meanwhile, the lowest average value was found in Z1.2.1 of 4,180 with the statement "I feel that the decision to buy Hanasui lip products was the right decision". Although still in the agree category, these results show that consumer confidence in purchasing decisions still has the opportunity to be improved through improved product quality and shopping experience.

The results of the descriptive analysis showed that all loyalty indicators had an average value ranging from 4,063–4,306, so the majority of respondents gave an assessment of agreeing to strongly agree with each indicator. These findings show that consumers have a relatively high level of loyalty to Hanasui lip products.

Data analysis in this study was carried out using SmartPLS 4 on data from 206 respondents. The PLS-SEM approach is applied through two stages, namely the outer model to evaluate the relationship between indicators and latent constructs and the inner model to test the relationship between latent constructs. This stage aims to ensure that the research model meets the measurement requirements before testing the structural relationship between variables.

An evaluation of the outer model is carried out to ensure that each indicator is able to accurately represent the latent construct through validity and reliability testing. This stage is important so that the construct used is really feasible to analyze on the structural model.

Table 4. 1 Outer Model Measurements

No	Statement	*Outer loading*	AVE	CA	CR
Trust (X1)			0,590	0,931	0,941
1	X1.1.1	0.778			
2	X1.1.2	0.761			
3	X1.2.1	0.783			
4	X1.2.2	0.815			
5	X1.2.3	0.705			
6	X1.2.4	0.754			
7	X1.3.1	0.761			
8	X1.3.2	0.761			
9	X1.3.3	0.780			
10	X1.4.1	0.793			
11	X1.4.2	0.757			
Experience (X2)			0,578	0,909	0,925
12	X2.1.1	0.783			
13	X2.1.2	0.797			
14	X2.1.3	0.746			
15	X2.2.1	0.770			
16	X2.2.2	0.728			
17	X2.2.3	0.735			
18	X2.2.4	0.782			
19	X2.3.1	0.754			
20	X2.3.2	0.743			
Loyalites (Y)			0,590	0,901	0,920
21	Y1.1.1	0.784			
22	Y1.1.2	0.808			
23	Y1.2.1	0.760			
24	Y1.2.2	0.772			
25	Y1.3.1	0.768			
26	Y1.3.2	0.715			
27	Y1.4.1	0.778			
28	Y1.4.2	0.755			
Satisfaction (Z)			0,566	0,847	0,887
29	Z1.1.1	0.796			
30	Z1.1.2	0.754			
31	Z1.2.1	0.747			
32	Z1.2.2	0.771			
33	Z1.3.1	0.731			
34	Z1.3.2	0.711			

Source: SmartPLS 4 (Processed by researcher)

Outer loading testing aims to assess the strength of the relationship between the indicator and the construct it represents. According to Hair et al. (2019), the indicator is declared to meet the convergent validity if it has an outer loading value of at least 0.70, because it is able to explain more than 50% of the construct variance.

The test results in Table show that all indicators in the variables of trust (X1), experience (X2), loyalty (Y), and satisfaction (Z) have an outer loading value above 0.70, so that all indicators are declared valid and suitable for use in the PLS-SEM analysis.

In the confidence variable (X1), the outer loading value is in the range of 0.705–0.815. The X1.2.2 indicator has the highest value

(0.815), making it the most powerful indicator in representing consumer trust, especially related to professional services. Meanwhile, the X1.2.3 indicator obtained the lowest value (0.705), but still met the minimum limit of validity so that it was maintained.

The experience variable (X2) has an outer loading value between 0.728–0.797. The highest score is found in the X2.1.2 indicator (0.797), which shows that the ease of the purchase process is a key aspect in shaping the consumer experience. The X2.2.2 indicator has the lowest value (0.728), but it still meets the requirements for convergent validity.

In the loyalty variable (Y), all indicators also met the criteria with an outer loading value ranging from 0.715–0.808. The Y1.1.2 indicator is the strongest indicator with a value of 0.808, reflecting the tendency of consumers to re-choose Hanasui lip products. In contrast, the Y1.3.2 indicator obtained a value of 0.715, but was still declared valid because it was still above the recommended minimum.

The results of the outer loading test showed that all indicators in the satisfaction variable (Z) had a value above the minimum limit of 0.70 so that it met the indicator validity criteria. The highest outer loading value is found in the Z1.1.1 indicator of 0.794 which describes respondents' satisfaction with the process of purchasing Hanasui lip products through Shopee. On the other hand, the lowest value obtained by the Z1.3.2 indicator was 0.711 regarding Shopee's services during the purchase process, but this value still met the validity requirements. Overall, all indicators in the trust, experience, satisfaction, and loyalty variables have outer loading values ranging from 0.705–0.815. These results show that each indicator is able to represent the measured construct so that it is suitable for use in the next analysis.

The reliability of the construct was evaluated using Composite Reliability (CR) and Cronbach's Alpha (CA) with the value criteria being in the range of 0.70–0.95 (Hair et al., 2022). Based on the test results, all constructs meet reliability standards so that they show good internal consistency. The confidence variable (X1) obtained a CA value of 0.931 and a CR of 0.941, while experience (X2) had a CA of 0.909 and a CR of 0.925. The loyalty variable (Y) yielded a CA of 0.901 and a CR of 0.920, while satisfaction (Z) yielded a CA of 0.847 with a CR of 0.887. All of these values indicate that the indicators in each construct are able to measure research variables consistently. Thus, the measurement model has met the reliability requirements so that it can be used in PLS-SEM analysis, including to test the relationship between variables and the role of satisfaction as a mediating variable.

Convergent validity testing is carried out through the Average Variance Extracted (AVE) value. All constructs have an AVE value above 0.50, which indicates that each construct is able to explain more than 50% of the variation of its indicators. The AVE values of trust (X1) and loyalty (Y) variables were 0.590, experience (X2) was 0.578, and satisfaction (Z) was 0.566, respectively. Even if satisfaction has the lowest AVE value, it still exceeds the required minimum limit. Therefore, all constructs are declared to meet convergent validity and are suitable for use in PLS-SEM analysis.

Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) with a recommended value limit of less than 0.85–0.90.

Table 4. 2 Heterotrait-monotrait ratio (HTMT)

	Heterotrait-monotrait ratio (HTMT)
X2 <-> X1	0,824
Y <->X1	0,719
Y <-> X2	0,772
Z <-> X1	0,735
Z <-> X2	0,821
Z <-> Y	0,849

Source: SmartPLS 4 (Processed by Researcher)

The results of the analysis showed that all HTMT values were below this limit, namely the relationship between experience and trust was 0.824, loyalty with trust was 0.719, loyalty with experience was 0.772, satisfaction with trust was 0.735, satisfaction with experience was 0.821, and satisfaction with loyalty was 0.849. Although the relationship of satisfaction and loyalty has the highest value, it still meets the criteria of discriminatory validity. This indicates that each construct still has different characteristics in measuring the research concept. Satisfaction describes a customer's evaluation after comparing expectations with the purchase experience, while loyalty reflects a customer's commitment to continuously choose and repurchase a product. Overall, all constructs meet the requirements of discriminant validity so that the outer model is declared adequate and feasible to continue in the inner model test.

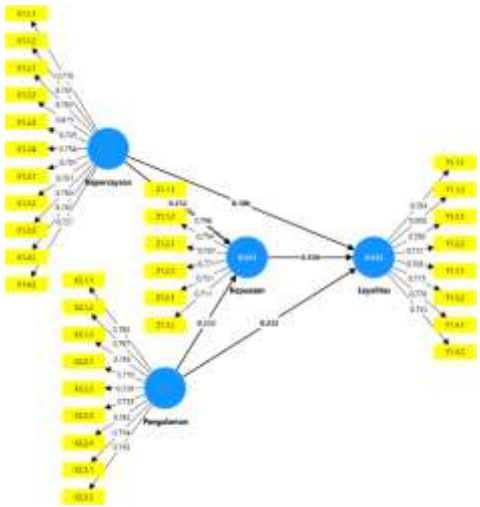


Figure 4. 1 Outer Model
Source: Primary data, processed with SmartPLS 4

The measurement model (outer model) has met all evaluation requirements, so that each construct is declared valid and reliable for use in the next stage of analysis. After the outer model meets the criteria, the analysis is continued on the structural model (inner model) which aims to evaluate the relationship between latent constructs as well as test the research hypothesis. Internal model evaluation was carried out to determine the direction of the relationship and the magnitude of the influence between variables in the research model.

Table 4. 3 VIF Value

X1	LIVE	X2	LIVE	Z1	LIVE	Y1	LIVE
X1.1.1	2,277	X2.1.1	2.184	Z1.1.1	1.977	Y1.2.1	2.115
X1.1.2	2,081	X2.1.2	2.234	Z1.1.2	1.651	Y1.2.2	2.322
X1.2.1	2,328	X2.1.3	1.944	Z1.2.1	1.894	Y1.3.1	1.939
X1.2.2	2,548	X2.2.1	2.181	Z1.2.2	1.890	Y1.3.2	2.095
X1.2.3	1,803	X2.2.2	1.882	Z1.3.1	1.582	Y1.4.1	2.121
X1.2.4	2,092	X2.2.3	1.809	Z1.3.2	1.757	Y1.4.2	1.744
X1.3.1	2,114	X2.2.4	2.151			Y1.2.1	2.218
X1.3.2	2,008	X2.3.1	1.937			Y1.2.2	1.921
X1.3.3	2,263	X2.3.2	1.974				
X1.4.1	2,309						
X1.4.2	2,049						

Source: SmartPLS 4 (Processed by Researcher)

The first stage in the internal model evaluation is to test the collinearity between predictor constructs using the Variance Inflation Factor (VIF) value. Based on the criteria of Hair et al. (2019), the model is declared free from multicollinearity problems if the VIF value does not exceed 5. The results of the analysis show that all indicators have a VIF value below this limit. The trust variable (X1) has a VIF range of 1,803–2,548, experience (X2) is in the range of 1,809–2,234, satisfaction (Z) ranges from 1,582–1,977, while loyalty (Y) has a value of 1,744–2,322. These findings show that there is no excessive correlation between the indicators so that each indicator is able to represent its construct well. Thus, the research model does not experience multicollinearity problems and is suitable for further analysis.

Table 4. 4 R-square

	R-square	*R-square adjusted*
Y	0,632	0,627
Z	0,551	0,546

Source: SmartPLS 4 (Processed by Researcher)

The next evaluation was carried out through a determination coefficient (R-square) to measure the ability of exogenous variables to explain the variation of endogenous variables. Based on the classification of Hair et al. (2019), the R-square value of 0.75 is categorized as strong, 0.50 moderate, and 0.25 weak. The results showed that customer loyalty (Y) obtained an R-square value of 0.632 with an adjusted R-square of 0.627. This means that trust, experience, and satisfaction are able to explain 63.2% of the variation in customer loyalty of Hanasui lip products on Shopee, while the remaining 36.8% is influenced by other factors outside the research model, such as product quality, price, promotion, brand image, and other external factors. This value shows that the model's predictive ability of loyalty is in the moderate category.

Meanwhile, the customer satisfaction variable (Z) has an R-square value of 0.551 and an R-square adjusted value of 0.546. This means that trust and experience can explain 55.1% of variations in customer satisfaction, while the remaining 44.9% are influenced by other variables that were not included in the study. These results show that the model has a moderate explanatory ability to explain customer satisfaction.

Table 4. 5 f-square

Variable Relationships	f-*square*	Influence
X1 -> Y	0,038	Small
X1 -> Z	0,060	Small
X2 -> Y	0,050	Small
X2 -> Z	0,268	Medium
Z -> Y	0,257	Medium

Source: SmartPLS 4 (Processed by Researcher)

The amount of contribution of each variable is then analyzed through effect size (f^2). Based on the guidelines of Hair et al. (2019), the f^2 value of 0.02 indicates a small influence, 0.15 a moderate influence, and 0.35 a large influence. The test results showed that the effect of trust on loyalty (0.038), trust on satisfaction (0.060), and experience on loyalty (0.050) was included in the small category. These findings suggest that the three relationships still contribute to endogenous variables, but the magnitude of the influence is relatively limited compared to other constructs. In contrast, experience for satisfaction obtained an f^2 value of 0.268 and satisfaction for loyalty of 0.257, both of which were in the medium category. These results indicate that the shopping experience through Shopee has a considerable role in increasing customer satisfaction, while satisfaction is a fairly strong factor in shaping customer loyalty of Hanasui lip products. Customers who have a positive and satisfied experience are more likely to make a repeat purchase and make recommendations to other consumers.

Table 4. 6 Model of Fit

	Saturated model	*Estimated model*
SRMR	0,057	0,057
NFI	0,793	0,793

Source: SmartPLS 4 (Processed by researcher)

The final stage is the Goodness of Fit test to assess the suitability of the research model with empirical data. The results of the analysis showed that the value of the Standardized Root Mean Square Residual (SRMR) in the saturated model and estimated model was 0.057. The value has met the recommended criteria because it is below the 0.08 limit, thus indicating that the difference between the empirical data and the data predicted by the model is relatively small. Thus, the research model has a good level of compatibility in explaining the relationship between trust, experience, satisfaction, and customer loyalty of Hanasui lip products on Shopee. Although the Normed Fit Index (NFI) value of 0.793 has not reached the ideal value of 0.90, the SRMR results show that the model as a whole is still feasible for hypothesis testing and construct relationship analysis.

The Normal Fit Index (NFI) value in both saturated and estimated models of 0.793 shows that the model has a fairly good level of suitability in representing the research data. Although the value has not reached the ideal condition close to 1, the model is still considered feasible because it is able to adequately describe the relationships between constructs. Overall, the results of the fit model indicate that the research structure consisting of the variables of trust, experience, satisfaction, and loyalty has been in accordance with empirical data so that it can be used for the analysis of the relationship between variables and hypothesis testing.

Significance testing was carried out using the bootstrapping method. According to Hair et al. (2019), the relationship between constructs is declared significant if it has a p-value of less than 0.05 and the confidence interval does not exceed zero. In addition, the magnitude of the path coefficient (β) shows the strength of the relationship between latent constructs, where the greater the value of the coefficient, the stronger the influence produced.

Table 4. 7 Uji Path Coefficients

Influence Relationships	Path Coefficients	*t-statistics*	*p-value*
X1 -> Y	0,816	2,126	0,034
X1 -> Z	0,252	3,355	0,001
X2 -> Y	0,233	2,226	0,026
X2 -> Z	0,533	7,268	0,000
Z -> Y	0,459	3,160	0,002

Source: SmartPLS 4 (Processed by researcher)

The path coefficient results showed that trust (X1) had a positive and significant effect on customer loyalty (Y) with a coefficient of 0.816, t-statistics of 2.126, and p-value of 0.034. These findings show that increasing customer trust in Hanasui lip

products on Shopee will drive increased loyalty. This trust is formed through belief in the quality and authenticity of the product, the credibility of the seller, and the ability of the brand to meet customer expectations so as to encourage repurchases and recommendations to other consumers.

Trust (X1) was also shown to have a positive and significant influence on customer satisfaction (Z), which was shown by the coefficient value of 0.252, t-statistics 3.355, and p-value of 0.001. These results show that customers' confidence in the quality, safety, and credibility of Hanasui products forms positive expectations before purchase. If the products and services received are in accordance with these expectations, the level of customer satisfaction will increase.

Customer experience (X2) has a positive and significant influence on loyalty (Y) with a coefficient value of 0.233, t-statistics of 2.226, and p-value of 0.026. A good experience during the purchase process, such as the ease of finding products, smooth transactions, the convenience of using Shopee, and the quality of service, can increase the tendency of customers to return to buy and maintain a relationship with the Hanasui brand.

The influence of experience (X2) on customer satisfaction (Z) was the strongest relationship in the research model with a coefficient value of 0.533, t-statistics of 7.268, and p-value of 0.000. These findings show that ease of transactions, completeness of product information, shopping convenience, and service quality are the main factors that shape customer satisfaction. The better the shopping experience that consumers feel, the higher the level of satisfaction obtained.

Customer satisfaction (Z) was further proven to have a positive and significant effect on loyalty (Y) with a coefficient of 0.459, t-statistics of 3.160, and p-value of 0.002. This means that customers who are satisfied with the product and the purchase process will have a greater tendency to make a repeat purchase, still choose Hanasui products, and recommend them to others. In general, all relationships in the model show positive and significant influences, with experience of satisfaction being the strongest relationship. This indicates that the quality of the shopping experience through Shopee is the main factor in increasing satisfaction which ultimately strengthens customer loyalty.

Table 4. 8 Specific Indirect Effect

	Original sample	Sample mean	t statistics	p values	Results
X1-Z-Y	0,116	0,114	2,294	0,022	Signifikan
X2-Z-Y	0,244	0,238	3,140	0,002	Signifikan

Source: SmartPLS 4 (Processed by researcher)

The analysis was then continued using specific indirect effects to determine the mediating role of customer satisfaction. The test results showed that satisfaction was able to mediate the relationship between trust (X1) and loyalty (Y), which was shown by the original sample value of 0.116, t-statistics of 2.294, and p-value of 0.022. These findings show that the higher customer trust in the quality, authenticity of the product, and the credibility of the Hanasui brand, the greater the chance of satisfaction which then increases customer loyalty through repurchase and commitment to the brand.

The results of the specific indirect effect test showed that experience (X2) had a positive and significant effect on customer loyalty (Y) through satisfaction (Z), with an original sample value of 0.244, t-statistics of 3.140, and a p-value of 0.002. The findings indicate that a good shopping experience at Shopee can increase customer satisfaction, which further encourages the formation of loyalty to Hanasui lip products. These positive experiences include the ease of finding products, smooth transactions, convenience of using the platform, speed of service, and suitability of the purchase process with customer expectations. The better the customer experience, the higher the level of satisfaction felt, so the greater the chances of customers staying loyal to the brand.

Overall, the results of specific indirect effects prove that trust and experience have an indirect influence on customer loyalty through satisfaction. This suggests that satisfaction plays a role in explaining how trust and the buying experience can increase customer loyalty. Thus, customer loyalty of Hanasui lip products on Shopee is not only influenced by the direct relationship between variables, but also through the satisfaction evaluation that arises after the customer completes the purchase process.

Based on the summary of the path coefficient results, all research hypotheses were declared accepted because they had a significant influence. Trust has been shown to affect loyalty and satisfaction, experience affects loyalty and satisfaction, and satisfaction affects loyalty. In addition, satisfaction has also been shown to mediate the relationship of trust to loyalty and the relationship of experience to loyalty. These results show that all relationships between constructs in the research model are supported by the data obtained.

Table 4. 9 Summary of Path Coefficient Results

Hipotesis	Influence	Results
H1: Trust affects Loyalty	Signifikan	Accepted
H2: Trust affects Satisfaction	Signifikan	Accepted
H3: Experience affects Loyalty	Signifikan	Accepted
H4: Experience affects Satisfaction	Signifikan	Accepted
H5: Satisfaction	Signifikan	Accepted

affects Loyalty		
H6: Satisfaction mediates Trust in Loyalty	Signifikan	Accepted
H7: Satisfaction mediates Experience versus Loyalty	Signifikan	Accepted

Source: (Processed by researcher)

Mediation testing was conducted to evaluate the role of customer satisfaction (Z) as a mediator on the relationship between trust (X1) and customer experience (X2) on customer loyalty (Y). There is a significant influence of independent variables on dependent variables, independent variables on mediator variables, mediator variables on dependent variables, and changes in direct influence after mediators are included in the research model.

Table 4. 10 Direct Effect Results Without Mediators

	Original Sampel (o)	P Value	Results
Trust → Loyalty	0,300	0,034	Signifikan
Experience → Loyalty	0,481	2,226	Signifikan

Source: Processed by Researcher

Table 4.11 Mediation Test Results

Mediation tested	Conditions				Results
	K1	K2	K3	K4	
The Influence of Trust on Loyalty Mediated by Satisfaction	0,034	0,001	0,002	0,022	Significant Mediation Effect
The Influence of Experience on Loyalty Mediated by Satisfaction	0,026	0,000	0,002	0,002	Significant Mediation Effect

Source: Processed by Researcher

The direct effect results without mediator variables showed that trust had a significant effect on loyalty with a p-value of 0.034, while customer experience also had a significant effect on loyalty with a p-value of 0.026. After the satisfaction is included as a mediator, all the mediation requirements according to Baron and Kenny (1986) are still met. In the relationship between trust and loyalty, trust had a significant effect on satisfaction (p-value 0.001), satisfaction had a significant effect on loyalty (p-value 0.002), and indirect influence through satisfaction was also significant (p-value 0.022). These results show that satisfaction has a role in explaining the relationship between customer trust and loyalty.

Similar findings were also obtained on the relationship between customer experience and loyalty. Customer experience has been shown to have a significant effect on satisfaction (p-value 0.000), while satisfaction remains significantly affected on loyalty (p-value 0.002). Once satisfaction was incorporated into the model, the indirect influence of experience on loyalty through satisfaction was also significant with a p-value of 0.002. These results show that satisfaction is a mechanism that explains how customer experience can increase loyalty.

Based on the overall results of the analysis, it can be concluded that customer satisfaction (Z) is proven to function as a mediator on the relationship between trust (X1) and customer experience (X2) to customer loyalty (Y). Therefore, the hypothesis regarding the role of satisfaction in mediating the influence of trust and customer experience on loyalty is accepted. These findings are in line with the concept of mediation put forward by Baron and Kenny (1986), who explain that the influence of independent variables on dependent variables can occur through significant intermediate variables.

4.2 Discussion

1. The Influence of Trust on Loyalty

The results of the study showed that trust (X1) had a positive and significant effect on customer loyalty (Y) of Hanasui lip products on Shopee. These findings support the relationship marketing theory that trust is fundamental to building a long-term relationship between consumers and brands (Morgan & Hunt, 1994b). In e-commerce transactions, consumers cannot check products directly so the level of trust in quality, product authenticity, information transparency, and transaction security are the main considerations in creating loyalty. The results of the study indicate that consumers have confidence in Hanasui lip products marketed through Shopee, thus encouraging repurchases.

The findings also strengthen the concept of trust put forward by Mayer et al. (1995), namely ability, benevolence, and integrity. Ability is reflected in Hanasui's ability to provide products that

suit consumer needs, benevolence is seen through responsive seller service at Shopee, while integrity is shown by the consistency of product quality and the suitability of information with the products received by customers. These three dimensions build confidence that Hanasui is a trustworthy brand, thus strengthening customer loyalty.

The results of this study are in line with Hakam and Hidayati (2022) who stated that trust has a significant effect on customer loyalty. On the other hand, the results of the study differ from Rahmawaty et al. (2021) and Ummi and Widodo (2023) who found that trust has no effect on loyalty. These differences are allegedly influenced by differences in the research object and the characteristics of the respondents. This study focuses on cosmetic consumers at Shopee who face the risk of quality and product information mismatches, while previous research examined consumers with a wider range of products.

Based on respondents' assessments, the X1.1.2 indicator obtained the highest average score of 4,262, which shows that respondents strongly trust Hanasui lip product information on Shopee according to the products received. This illustrates the high confidence of consumers in the authenticity of products so that they can strengthen loyalty. In contrast, the X1.4.1 indicator obtained the lowest average score of 4.049, although it is still in the agree category. These results show that the aspect of product quality consistency still needs to be improved so that customer trust and loyalty are stronger.

The findings of the study are also supported by the characteristics of respondents who are dominated by the productive age of 25-31 years old with jobs as private employees and self-employed, and most of them have made purchases more than once. Previous user experience makes it easier for consumers to assess the quality and credibility of the product. This condition is in line with the increasingly fierce competition in the cosmetics industry in Indonesia, especially on e-commerce platforms, where consumers are increasingly selective due to the rise of counterfeit products, overclaims, and product mismatches with descriptions. Therefore, maintaining product quality and maintaining consumer trust is an important strategy to build customer loyalty in the long run. The results of this study confirm that customer loyalty is not only influenced by prices and promotions, but also by consumers' sense of security and confidence in the quality of the products used.

2. The Influence of Experience on Loyalty

The results of the study showed that the experience (X2) had a positive and significant effect on customer loyalty (Y) of Hanasui lip products on Shopee. These findings show that consumers' perceived shopping experience plays an important role in shaping loyalty. In the context of e-commerce, customer experience is not only related to product use, but also includes the entire process of interaction with the platform, such as ease of application navigation, payment process, transaction speed, customer service, and convenience during shopping. A positive experience will form a good impression so that it encourages consumers to make a repeat purchase.

The results of this study reinforce the concept of customer experience put forward by Pine and Gilmore (1999), who explain that customer experience involves emotional, cognitive, and sensory aspects while interacting with products and services. In this study, customer experience includes the use of Hanasui lip products as well as the experience of shopping through Shopee, such as the ease of use of the application, the convenience of the platform, the quality of service, and the affective experience during the purchase process. Positive experiences increase consumers' tendency to stick with the product, while negative experiences, such as delayed delivery, unresponsive service, or product mismatches, can decrease customer loyalty.

The findings of this study are in line with Verhoef et al. (2009), Meilani and Saputro (2025), and Abigail et al. (2024) who stated that customer experience has a positive effect on loyalty and repurchase. However, the results of this study are different from those of Fauziyah et al. (2024) who concluded that experience has no effect on customer loyalty. These differences are allegedly influenced by the characteristics of respondents and the object of the research. This study focuses on cosmetics consumers who actively shop through Shopee, while the previous study examined the general experience of Shopee users so that the context of consumer behavior is different.

Based on the results of respondents' assessments, the X2.2.2 indicator obtained the highest average score of 4,325, which shows that the payment process for Hanasui lip products through Shopee is considered easy and practical. This convenience provides a positive shopping experience so that it increases customer satisfaction. In contrast, the X2.2.1 indicator obtained the lowest average score of 4.165, although it is still in the agree category. These results show that some consumers still expect an increase in the convenience of using the application, including ease of navigation, system stability, and speed of service response.

The characteristics of the respondents, who are dominated by the age of 18-31 years, also strengthen the results of the study because this age group is an active user of marketplaces and digital technology. They not only consider the quality of the product, but also the experience during the purchase process, such as ease of payment, product search, and convenience of transactions. This condition is in line with the development of the e-commerce industry in Indonesia which is increasingly competitive, where the marketplace not only functions as a place for transactions, but also as a medium that creates a shopping experience. Therefore, Hanasui's success in maintaining its position as one of the best-selling local cosmetic brands on Shopee shows that customer experience is an important factor in building loyalty. The findings of this study confirm that customer loyalty is not only influenced by product quality, but also by positive experiences during the purchase process so that customer experience needs to be maintained to face the increasingly fierce competition of the digital cosmetics industry.

3. The Influence of Trust on Satisfaction

The results of the study showed that trust (X1) had a positive and significant effect on customer satisfaction (Z), which means that the higher the consumer trust in Hanasui lip products on Shopee, the higher the level of satisfaction felt. This finding is in line with the concept of customer satisfaction put forward by Zikmund (2003), that satisfaction arises when product performance is able to meet or exceed consumer expectations. In this study, satisfaction is formed because the product is considered to have good quality, safe to use, and in accordance with the information displayed on Shopee. This trust is also influenced by brand reputation, consistency of product quality, and seller service that is able to meet customer expectations. The results of this study support the theory of Mayer et al. (1995) which explains that ability, benevolence, and integrity are the main components in building consumer trust, so that when these three aspects are met, customer satisfaction will increase. This finding is also in line with the research of Hakam and Hidayati (2022) who stated that

trust has a positive and significant effect on customer satisfaction. Based on the results of respondents' responses, the indicator of conformity of product information with the received product obtained the highest average score (4,262), while the product quality consistency indicator obtained the lowest average score (4,049), although it was still in the agree category. This shows that consumers are satisfied because the product matches the description, but still expect an increase in consistency of quality and service. In addition, the characteristics of respondents who were dominated by the group with middle to upper spending levels indicated that they had higher expectations for product quality and information accuracy. Therefore, when the products received are in accordance with expectations, customer satisfaction will increase. Overall, the results of the study confirm that customer satisfaction with online cosmetic purchases is not only influenced by the quality of the product, but also by the level of trust in the brand and the seller (Zikmund, 2003).

4. The Influence of Experience on Satisfaction

The results of the study show that experience (X2) has a positive and significant effect on customer satisfaction (Z), even becoming the variable that has the greatest influence compared to other variables. This shows that the experience while shopping for Hanasui lip products on Shopee, ranging from the ease of finding products, the convenience of using the application, the transaction process, the speed of delivery, to seller service, is the main factor in increasing customer satisfaction. These findings support the concept of customer experience from B. H. Schmitt (1999) who explains that experience is formed through the dimensions of sense, feel, think, act, and relation, so that a positive shopping experience can create a good perception of the brand while increasing consumer satisfaction. The results of this study are also in line with the theory of Turban et al. (2015) which states that experiences in e-commerce platforms play an important role in shaping customer satisfaction, and supported by Pine and Gilmore (1999) who explain that pleasant experiences will produce positive emotional responses in the form of satisfaction. In addition, this study is consistent with the findings of Nurcholis and Susanti (2025a) which prove that customer experience has a significant effect on satisfaction. Based on the results of respondents' responses, the comfort indicator of using Shopee obtained the highest average score, while the service speed indicator obtained the lowest average score even though it was still in the agree category. This shows that consumers have gained a good shopping experience, but still expect faster and more responsive service. The characteristics of respondents, who are dominated by the age group of 18–31 years old as active digital consumers, also strengthen the results of this study, because the group tends to pay more attention to the ease of use of the application, transaction efficiency, and convenience during shopping. Thus, a positive digital experience is an important factor in increasing customer satisfaction in purchasing cosmetic products through e-commerce (Turban et al., 2015).

5. The Effect of Satisfaction on Loyalty

The results of the study show that satisfaction (Z) has a positive and significant influence on customer loyalty (Y). These findings indicate that the higher the level of consumer satisfaction with Hanasui lip products on Shopee, the greater their tendency to make repeat purchases and maintain the use of the product in the long term. This is in line with Oliver's (1999b) theory which explains that satisfaction is the main basis in the formation of loyalty because it arises when the performance of a product or service is able to meet or exceed consumer expectations.

In this study, customer satisfaction is influenced by the perception of product quality, affordable prices, and a comfortable shopping experience through Shopee. This condition not only increases the desire to buy again, but also builds an emotional bond with the brand so that consumers are encouraged to recommend products to others and still choose Hanasui over competing brands. Thus, a positive experience that is perceived on a continuous basis is an important factor in strengthening customer loyalty as explained by Oliver (1999b).

The results of the study are also consistent with the findings of Hakam and Hidayati (2022) who stated that customer satisfaction has a positive and significant effect on loyalty. Satisfied consumers are more likely to make a repeat purchase so that a long-term relationship with the brand can be maintained.

Based on the descriptive results, the indicator of satisfaction with product quality obtained the highest mean value and was included in the category of strongly agreed. This shows that most respondents rated the quality and benefits of Hanasui lips to have met their expectations. On the other hand, service indicators obtained the lowest mean value even though they were still in the agree category, so improving service quality was still needed to strengthen customer loyalty.

The characteristics of the respondents also support the results of the study because the majority have the financial ability to buy cosmetic products repeatedly and use lip tint as part of their daily needs. This condition shows that when a product is able to provide the results as expected, consumers tend to maintain their use in the long term. This phenomenon confirms that in the cosmetics industry, customer satisfaction is an important factor in reducing the possibility of moving to other brands and strengthening customer loyalty.

6. The Influence of Trust on Loyalty through Satisfaction

The results of the study showed that satisfaction (Z) was able to mediate the influence of trust (X1) on customer loyalty (Y) significantly. These findings indicate that trust not only has a direct influence on loyalty, but also increases loyalty through the formation of customer satisfaction. When consumers trust the quality, safety, and credibility of Hanasui products on Shopee, their expectations are more easily fulfilled so that satisfaction arises which then encourages repurchases and recommendations to others.

The findings support the opinion of Zikmund (2003) and Oliver (1999b) who explain that satisfaction serves as a link between customer trust and loyalty. In addition, the test results are also in accordance with the concept of mediation proposed by Baron and Kenny (1986). Trust has been shown to have a significant effect on loyalty and satisfaction, while satisfaction also has a significant effect on loyalty. After the satisfaction variable was incorporated into the model, the direct influence of trust on loyalty remained significant but the value of the coefficient decreased. This condition indicates the existence of partial mediation, so that loyalty is not only formed by trust in the brand, but also by the satisfaction obtained after using the product.

The results of this study are in line with the research of Hakam and Hidayati (2022) and Nurcholis and Susanti (2025a) which stated that satisfaction is able to mediate the relationship between customer trust and loyalty. Trust will increase consumer confidence in the benefits of the product, while fulfilling expectations during use will result in satisfaction that strengthens loyalty.

On the contrary, the results of this study are different from the findings of Hakam and Hidayati (2022) who stated that trust can

directly form loyalty without going through satisfaction. These differences are allegedly influenced by the characteristics of cosmetic products related to safety and appearance, so consumers need tangible proof of satisfaction after use before deciding to remain loyal to a brand.

The descriptive results showed that the product authenticity indicator obtained the highest mean value with the category of strongly agree, which illustrates the high trust of respondents in Hanasui products purchased through Shopee. On the other hand, the indicator of seller service consistency obtained the lowest mean value even though it was still in the agree category, so the service aspect still needs to be improved. The majority of respondents also come from the age group of 25–31 years old who actively use e-commerce, so they tend to consider brand reputation as well as real experience after using the product. This condition shows that in the increasingly fierce competition in the cosmetics industry, trust needs to be supported by satisfaction so that customer loyalty can be maintained.

7. The Influence of Experience on Loyalty through Satisfaction

The results show that satisfaction (Z) plays a significant mediator in the relationship between experience (X2) and customer loyalty (Y). Positive experiences during the purchase process and the use of Hanasui lip products on Shopee can increase customer satisfaction, which in turn encourages the formation of loyalty through repurchase and brand preference.

The findings support Oliver's (1999b) theory that satisfaction is an affective response that arises from consumer experience and is the basis for the formation of long-term loyalty. The results of this study also strengthen the opinions of El Gozmir et al. (2024) and Hakam and Hidayati (2022) who stated that satisfaction has an important role as a mediating variable in the relationship between customer experience and loyalty.

Based on the concept of Baron and Kenny (1986), experience has been proven to have a significant effect on customer satisfaction and loyalty. After satisfaction was incorporated into the research model, the direct effect of experience on loyalty remained significant but decreased in coefficients, suggesting partial mediation. Thus, customer experience can increase loyalty both directly and through satisfaction formed in advance.

The results of this study are also in line with the research of Agustiono et al. (2022) which states that a positive customer experience will increase satisfaction, then this satisfaction strengthens loyalty to products and brands. However, this result is different from the research of Nurjanah and Sriminarti (2025) which states that experience can directly affect loyalty without going through satisfaction. The difference is allegedly due to the characteristics of the respondents, the majority of whom are active e-commerce users with high expectations for the digital experience during the transaction process. Therefore, a good experience does not necessarily produce loyalty if it is not able to provide satisfaction as expected.

Descriptively, the Shopee usability indicator obtained the highest mean value and was included in the category of strongly agreed, which showed that respondents felt that the process of purchasing Hanasui products was practical and convenient. On the other hand, the service speed indicator obtained the lowest mean value even though it was still in the agree category, so an increase in service speed and response was still needed. The majority of respondents are 18–31 years old and actively use marketplaces to meet their daily needs, so the digital shopping experience is an important factor that affects satisfaction and loyalty. These findings confirm that in an increasingly competitive e-commerce industry, customer experience must be able to generate satisfaction so that brand loyalty can be maintained.

Conclusion

Trust and experience are factors that play an important role in building customer loyalty and satisfaction. Trust has been proven to have a positive and significant influence on loyalty, so the higher the level of consumer trust in the product or brand, the greater their tendency to remain loyal. In addition, a positive shopping experience also has a positive and significant effect on loyalty, which shows that a good experience is able to encourage customers to make a repeat purchase and maintain a relationship with the brand.

The results of the study also show that trust has a positive and significant influence on customer satisfaction. This indicates that increasing consumer confidence in brands will be followed by an increase in perceived satisfaction. On the other hand, customer experience also has a positive and significant influence on satisfaction, so the quality of the experience is one of the main factors in shaping consumer satisfaction. Furthermore, satisfaction has been shown to have a positive and significant effect on partial loyalty, which means satisfied customers are more likely to maintain a relationship with the brand and make repeat purchases.

The next researcher is advised to combine the distribution of questionnaires online and offline to reduce potential bias and obtain answers that better reflect the actual conditions. In addition, the time of the respondent's last purchase needs to be considered so that the data collected is better able to describe actual consumer behavior. The range of samples should also be expanded by applying more diverse sampling techniques so that the characteristics of respondents become more representative and the results of the study can be generalized more widely.

In addition to these aspects, further research is expected to use a longitudinal approach or be carried out over a longer period of time so that changes in customer behavior and consumer loyalty can be observed more comprehensively. The use of additional data collection methods, such as interviews and observations, is also recommended to obtain more in-depth information about respondents' reasons, opinions, and experiences. In addition, the addition of open-ended questions to the questionnaire can provide an opportunity for respondents to describe their experiences and conditions in more detail, resulting in richer data.

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