



The Influence of Social Media Marketing Activities through Commitment, Trust, and Satisfaction on Customer Loyalty

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Abstract

In the rapidly evolving landscape of digital commerce, businesses are increasingly leveraging online platforms to connect with consumers in more personalized and interactive ways. In today's digital era, social media has become a powerful platform for businesses to engage with their customers and build long-term relationships. Understanding how social media marketing activities influence user behavior is crucial for e-commerce platforms to maintain customer loyalty. The purpose of this study is to examine the influence of social media marketing activities on Tokopedia user loyalty through commitment, trust, and satisfaction, using both primary and secondary data collected through questionnaires. The sampling method employed is non-probability sampling with a purposive sampling technique, with a total of 257 respondents. The results of the study indicate that: (1) Social media marketing activities have a significant effect on commitment, trust, satisfaction, and customer loyalty; (2) Social media marketing activities have a significant effect on customer loyalty; and (3) Social media marketing activities have a significant effect on customer loyalty through commitment, trust, and satisfaction.

Keywords: Commitment, Trust, Satisfaction, Loyalty, Social Media Marketing Activities

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INTRODUCTION

The technology and internet sectors have experienced an unprecedented rate of growth, surpassing almost every other industry worldwide. This rapid expansion is driven by the increasing demand for accessibility, efficiency, and connectivity, which accelerates technological progress. Technology and the internet have become essential parts of everyday life, whether for personal use, educational purposes, or business operations. The internet is utilized in many ways, such as for gathering information, watching videos, playing games, reading, and shopping. As the internet becomes more indispensable, the number of users in Indonesia has increased steadily, from 171 million in 2018 to nearly 221 million by 2024. Internet penetration across Indonesia has now reached 79.5% of the population, reflecting this expansion. As technology advances, the internet has become a vital part of modern life. Companies recognize this shift as a valuable opportunity to deliver services through online platforms, particularly mobile apps.

The internet's growth has led to the development of various applications, including entertainment, fintech, photography, music, and social media. Social media has become particularly integrated into daily routines, with over 50% of Indonesia's population actively using platforms like WhatsApp, Instagram, TikTok, and Facebook. A key factor driving this widespread usage is the role social media plays in communication, allowing people to connect, interact, and form relationships over long distances. With the vast number of social media users, its role has expanded beyond communication to become a strategic tool for businesses in operations such as marketing, advertising, customer service, and e-commerce. Social media has proven to be an effective way for businesses to engage with consumers through social media marketing activities (Alalwan et al., 2017).

E-commerce has also grown significantly, largely due to shifts in consumer preferences and purchasing habits. Nearly half of Indonesia's population now uses e-commerce apps, underscoring their importance as essential tools for fulfilling shopping needs. This large user base makes Indonesia a key market for the development of e-commerce platforms. Tokopedia stands out as the leading e-commerce platform in Indonesia, with 117 million users in 2023. This demonstrates its strong position in the market, as Tokopedia continues to innovate with new features and services to maintain a competitive edge. A significant move in Tokopedia's strategy was its merger with Gojek, a service-based company. This collaboration offers mutual advantages, particularly with the integration of GoPay as a payment option on Tokopedia as illustrated in Figure 1.

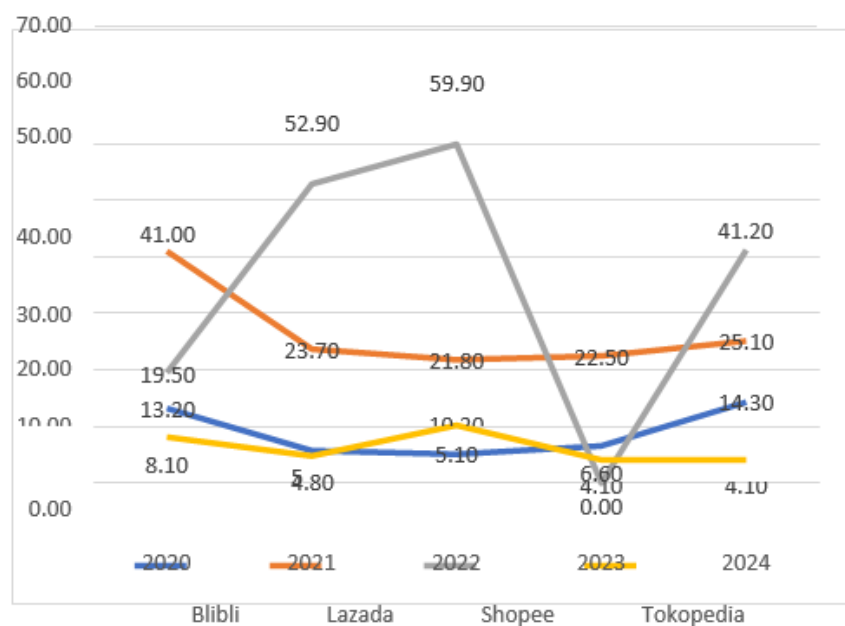


Figure 1. The Platform E-Commerce

The data from the Top Brand Index illustrates a decline in Tokopedia's e-commerce performance. In 2020, Tokopedia had a score of 8.10%, while Shopee scored 19.50%, BliBli 13.20%, and Lazada 41%. By 2021, Tokopedia's score dropped to 4.80%, whereas Shopee surged to 52.90%, BliBli increased to 5.70%, and Lazada declined to 23.70%. In 2022, Tokopedia showed a slight recovery, reaching 10.20%, while Shopee grew to 59.90%, BliBli dropped to 5.10%, and Lazada decreased to 21.80%. However, in 2023 and 2024, Tokopedia saw another decrease, dropping to 4.10%, while its competitors either held steady or continued to improve. This pattern indicates that there are underlying factors affecting Tokopedia's declining market share.

This study specifically focuses on Tokopedia as it is the leading e-commerce platform in Indonesia, with 117 million users in 2023, yet it has experienced a decline in performance according to the Top Brand Index in recent years. This phenomenon indicates potential issues in maintaining customer loyalty, making it relevant to analyze through the lens of Social Media Marketing Activities (SMMA). Tokopedia was also selected due to its active engagement on social media, and all respondents in this study are Tokopedia users who have been exposed to its content on social media, aligning with the research objectives.

Previous studies have extensively discussed the impact of social media marketing on customer loyalty in Indonesia's e-commerce industry, focusing on customer satisfaction and brand trust as mediators. For instance, research by Suharto et al. (2017) and (Alalwan et al., 2017) demonstrates that social media marketing influences customer satisfaction and loyalty. However, few have explored the role of customer commitment as a mediator. Although Tokopedia is a major platform, its declining market share indicates the need for a more comprehensive approach to understanding the factors influencing customer loyalty. Studies by Cahyani and Welsa (2017) and Hidayah (2018) emphasize brand trust, but they have not considered customer commitment as a mediator. This

study aims to fill this gap by exploring the role of commitment, trust, and satisfaction as mediators in the relationship between social media marketing and Tokopedia customer loyalty.

The objective of this study is to analyze SMMA on customer loyalty among Tokopedia users, while examining the mediating roles of customer commitment, customer trust, and customer satisfaction. This research aims to explore the extent to which social media marketing strategies contribute to building emotional connections and trust between consumers and the e-commerce platform, and how these factors ultimately affect overall customer loyalty.

This research is crucial for understanding how social media marketing activities can impact Tokopedia's customer loyalty, given the decline in its market share despite having a large user base. By examining its effects on commitment, trust, and satisfaction, the study aims to uncover more effective strategies to enhance customer engagement. This study provides valuable insights for the e-commerce industry, particularly Tokopedia, in developing more effective social media marketing strategies to strengthen emotional connections with customers and create a more personalized experience. The findings can help companies improve their competitiveness and achieve sustainable growth.

LITERATURE REVIEW

Customer Loyalty

Customer loyalty refers to the tendency of consumers to repeatedly purchase from and show a strong preference for a brand (Wibowo et al., 2017). Loyalty is driven not only by satisfaction but also by emotional engagement and long-term commitment (Fetais et al., 2023). In practice, loyalty manifests through repeated purchases, brand advocacy, and resistance to competitor offerings (Cahaya et al., 2023). Social media plays a key role in fostering customer loyalty by facilitating two-way interactions and providing continuous value (Jamil et al., 2022). Engaging content, personalized experiences, and responsive customer service strengthen the emotional bond between customers and brands, increasing the likelihood of sustained loyalty (Zollo et al., 2020).

Customer Satisfaction

Customer satisfaction is the cognitive and emotional evaluation of a customer's experience, occurring when their expectations are met or exceeded (Dam & Dam, 2017). It serves as a key indicator of the success of the relationship between a business and its customers. High satisfaction levels are strongly associated with increased customer retention (Vasic et al., 2019). In the context of digital and social media, satisfaction is influenced by factors such as response time, service quality, and the relevance of content shared online (Ghorbanzadeh & Rahehagh, 2021). Satisfied customers are more likely to share their positive experiences, creating a word-of-mouth effect that enhances the brand's image (Chen & Lin, 2019).

Customer Trust

Customer trust is the belief that a company will deliver on its promises and act consistently, honestly, and reliably (Atulkar, 2020). It is built through perceptions of a company's competence, integrity, and goodwill. In digital marketing, transparency and responsiveness on social media are critical in building trust (Puspaningrum, 2020). Consumers with high levels of trust are more likely to remain loyal and be more forgiving of minor mistakes by the company (Haudi et al., 2022). Trust also plays a vital role in mediating the effects of marketing activities on consumer behavior, including commitment and satisfaction (Banerji & Singh, 2024).

Customer Commitment

Customer commitment refers to the emotional and psychological attachment a consumer develops toward a brand or company (Pandit & Vilches-Montero, 2016). This commitment emerges when trust and perceived value are established in the relationship (Erobathriek et al., 2023), motivating customers to maintain long-term connections and decreasing the likelihood of switching to competitors (Kumar, 2020). There are three types of customer commitment: affective (emotion-driven), continuance (due to high switching costs), and normative (based on moral obligation) (Banerji & Singh., 2024). In the digital age, social media and online interactions play a crucial role in building emotional commitment by fostering closer and deeper engagement between brands and consumers (Hollebeek et al., 2020).

Marketing Activities via Social Media

SMMA encompass various strategies and tactics used on social media platforms, such as providing informative content, engaging with customers, running promotions, and executing paid advertising campaigns (Khodabandeh & Lindh, 2021). These activities are characterized by five core dimensions: entertainment, interaction, trendiness, customization, and word of mouth. They add value to the customer experience by fostering interactive and engaging experiences, which, in turn, strengthen the connection between brands and their

customers (Chen & Lin, 2019). With the continuous evolution of digital technology, social media has become a central tool for enhancing brand awareness and engaging customers (Cardoso et al., 2022). Effective and consistent SMMA can improve consumers' perceptions of a brand, promote active participation, and ultimately influence purchasing behavior. As such, SMMA is an essential component of modern marketing strategies (Lacey et al., 2007).

Hypotheses

SMMA have gained recognition as a highly effective marketing communication tool. A well-rounded SMMA model evaluates it across five key dimensions: entertainment, interaction, trendiness, customization, and word of mouth (Ibrahim et al., 2020). Moorman et al. (1992) in Khan et al. (2020) define commitment as a consumer's intention to maintain a valued relationship, exerting maximum effort to sustain it. Customer trust refers to the confidence a consumer has in a brand's reliability based on past experiences or interactions, often marked by expectations being met (Utami, 2015). According to Kotler et al. (2017), customer satisfaction is the contentment customers feel when they compare the performance or outcomes of a product or service with their initial expectations. Loyalty, as Kotler et al. (2022) explain, is "a strong commitment to repurchase or consistently use a preferred product or service in the future, despite influences or marketing efforts that could cause consumers to switch.

Commitment is viewed as a long-term goal, where a consumer's commitment to a brand fosters positive, mutually beneficial relationships (Erobathriek et al., 2023). Social media interactions help brands cultivate a sense of ownership among communities, which boosts consumer commitment (Khodabandeh & Lindh, 2021). Consumers who are committed tend to show loyalty by making repeat purchases and continuing to engage with the brand (Cardoso et al., 2022). Lacey et al. (2007) in Banerji & Singh (2024) argue that SMMA on social platforms enhances customer commitment.

H₁: Social media marketing activities significantly influence commitment among Tokopedia e-commerce user

The rise of social media has revolutionized how people communicate and exchange information. It not only facilitates idea sharing but also allows brands to establish meaningful interactions and create memorable brand experiences (Taecharunroj, 2017). SMMA encourages interactions between brands and consumers, which strengthens customer trust (Ibrahim et al., 2023). Trust can also be influenced by how well a user's personality aligns with the characteristics of a social media platform (Ebrahim, 2020). Additionally, SMMA enhances customer trust and intimacy (Taecharunroj, 2017).

H₂: Social media marketing activities significantly influence trust among Tokopedia e-commerce users

Social media endorsements, advertisements, and brand-related content aim to raise brand visibility (Wang & Kim, 2017). The value of social media lies in its ability to generate interactions and content from brands or individuals (Wibowo et al., 2021). Community satisfaction is a reflection of the members' overall evaluations and generates positive emotional experiences (Chen & Lin, 2019). Strong community ties motivate satisfied consumers to share positive product experiences with others (Jamil et al., 2022). SMMA plays a significant role in shaping social identity and perceived value, which in turn influences satisfaction (Chen & Lin, 2019).

H₃: Social media marketing activities significantly influence satisfaction among Tokopedia e-commerce users

Wibowo et al. (2021) indicate that SMMA and customer experience have a positive effect on relationship quality and consumer behavior. The five dimensions of SMMA entertainment, interaction, trendiness, customization, and e-word of mouth serve as critical performance indicators (Fetais et al., 2023). Strong relationship quality leads to increased customer loyalty (Yadav & Rahman., 2018). Khan (2019) confirms the direct effect of SMMA on brand loyalty.

H₄: Social media marketing activities significantly impact customer loyalty among Tokopedia e-commerce users

Commitment is formed through affective, behavioral, and continuance components (Cahaya et al., 2023). Customers committed to a brand tend to exhibit positive behaviors, such as word of mouth, referrals, and support (Hollebeek et al., 2020). Commitment in e-commerce has been shown to foster brand loyalty (Banerji & Singh, 2024).

H₅: Commitment significantly affects customer loyalty among Tokopedia e-commerce users

Trust arises when a brand fulfills its responsibilities, creating a positive perception in the consumer's mind (Banerji & Singh, 2024). Trust develops from mutual positive expectations (Haudi et al., 2022). It influences purchase intentions and helps build emotional connections with customers (Puspaningrum, 2020).

H₆: Trust significantly influences customer loyalty among Tokopedia e-commerce users

Satisfaction results from comparing actual product performance with consumer expectations (Dam & Dam, 2024). Customers who are satisfied are more likely to make repeat purchases and remain loyal (Vasic et al., 2019). Emotional attachment, fostered by consistent satisfaction, contributes to brand loyalty (Ghorbanzadeh & Rahehagh, 2021).

H₇: Satisfaction significantly impacts customer loyalty among Tokopedia e-commerce users

Commitment, as a multidimensional concept, includes normative, calculative, and affective elements (Pandit & Vilches-Montero, 2016). SMMA enhances brand commitment and a sense of ownership (Erobathriek et al., 2023). Loyalty is built on commitment, trust, and satisfaction (Kumar, 2020).

H₈: Social media marketing activities significantly affect customer loyalty through commitment among Tokopedia e-commerce users.

SMMA transforms consumers into active promoters who advocate for brands through peer influence and interactions (Ibrahim et al, 2021). Online communities offer users opportunities to build trust and confidence in brands (Yazdanian et al., 2019). Trust plays a key role in strengthening the link between SMMA and customer loyalty (Ismail et al., 2018).

H₉: Social media marketing activities significantly impact customer loyalty through trust among Tokopedia e-commerce users.

Satisfaction is critical for businesses, as digital communication can quickly amplify both positive and negative experiences (Kotler et al., 2022). Satisfied customers are more likely to remain loyal and make repeat purchases. Social media communities provide valuable benefits, such as information sharing and customer service, which boost satisfaction (Banerji & Singh, 2024).

H₁₀: Social media marketing activities significantly impact customer loyalty through satisfaction among Tokopedia e-commerce users.

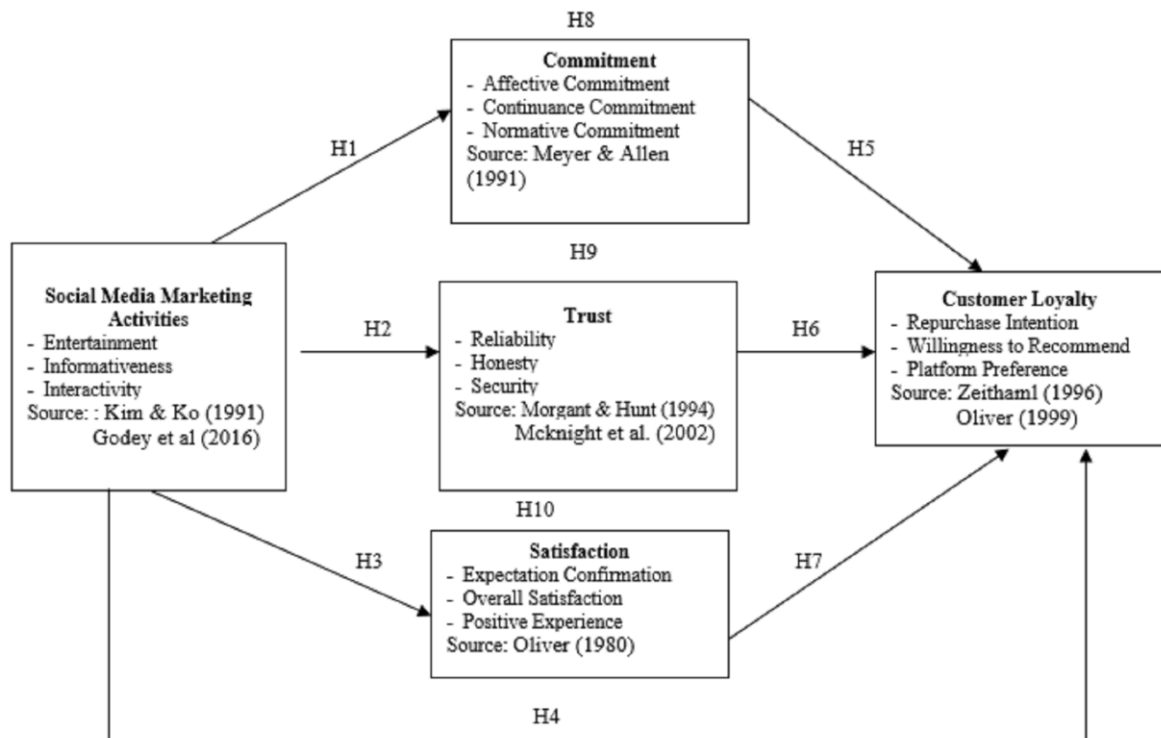


Figure 2. Research Framework

METHOD

Definition of Research Variables

This research identifies several interrelated variables, including independent and dependent variables. The independent variables in this study are Social Media Marketing Activities (SMMA), Customer Commitment, Customer Trust, and Customer Satisfaction. The dependent variable to be measured is Customer Loyalty. Social media marketing activities focus on how Tokopedia interacts with consumers through social media platforms. Customer commitment refers to the level of attachment and the intention of customers to maintain a relationship with Tokopedia. Customer trust includes the belief of customers in the quality and reliability of Tokopedia's

services. Customer satisfaction reflects the positive experiences customers have after interacting with Tokopedia, ultimately influencing their customer loyalty.

Variable Indicators

The indicators for the research variables are formulated based on the key components of each variable. For the Social Media Marketing Activities (SMMA) variable, the indicators include the frequency of interactions on social media, relevant and engaging content, and Tokopedia's involvement in building relationships with users through digital platforms. For the Customer Commitment variable, indicators include the strength of the customer's intention to continue transacting with Tokopedia, as well as the willingness to recommend Tokopedia to others. Customer Trust is measured by beliefs in transparency, transaction security, and Tokopedia's reputation. Customer Satisfaction is measured by the positive experiences' customers gain during their interactions with Tokopedia, including the quality of services and products received. Finally, the indicators for Customer Loyalty include the frequency of repeat purchases and the tendency of customers to continue choosing Tokopedia over competitors.

Based on the conceptual framework, each variable is measured using indicators that are either adopted or adapted from credible sources. Social Media Marketing Activities are measured using entertainment, informativeness, and interactivity indicators from Kim and Ko (2012); Godey et al. (2016). Commitment is measured using affective, continuance, and normative commitment indicators from Meyer & Allen (1991). Trust is assessed through reliability, honesty, and security indicators from Morgant and Hunt (1994); McKnight et al. (2002). Satisfaction is measured using expectation confirmation, overall satisfaction, and positive experience from Oliver (1980). Loyalty is measured by repurchase intention, willingness to recommend, and platform preference indicators from Zeithaml (1996) and Oliver (1980). All indicators are tailored to the context of Tokopedia users and measured using a five-point Likert scale.

Research Population and Sample

The population in this research consists of active Tokopedia users who interact via social media. A total of 257 respondents who met these criteria participated in the study. The sample was chosen to ensure that the data collected is relevant and representative of the research's focus on Tokopedia user behavior on social media. The researcher uses the purposive sampling method by including screening questions in the questionnaire. These questions aim to confirm that the respondents are active Tokopedia users, aged between 17 and 25 years, have interacted with Tokopedia through social media, and are actively following or exposed to Tokopedia content on social media. Only respondents who meet all four criteria are allowed to proceed and complete the questionnaire. With this approach, the researcher can verify that all data used in the analysis comes from respondents who truly match the target population of the study.

Sampling Technique

The sampling technique used in this research is purposive sampling. This method was chosen to ensure that the sample selected fits the specific criteria relevant to the research's focus. In this case, the criteria include Tokopedia users aged between 17 and 25 who have interacted with Tokopedia through social media and are active in engaging with Tokopedia-related content on social media platforms. Purposive sampling allows the researcher to select a sample that is most appropriate for the research objectives, providing more valid and insightful data.

Steps for Analyzing Primary Data

The first step in analyzing the primary data is conducting validity and reliability tests on the collected data. The validity test ensures that the research instrument measures what it is intended to measure, while the reliability test ensures the consistency of results obtained from different respondents. Afterward, descriptive analysis will be conducted to understand the basic characteristics of the respondents and the distribution of the data. Subsequently, the data will be analyzed using Structural Equation Modeling (SEM) through Smart PLS software to evaluate the relationships between the variables in the research model.

The second step is to test direct effects and indirect effects within the model. The direct effect test measures the relationship between independent variables and the dependent variable, while the indirect effect test identifies the impact of independent variables on the dependent variable through mediating variables. Validity testing is conducted using convergent validity and discriminant validity, while reliability testing is done using Cronbach's Alpha and Composite Reliability. All results are then analyzed to determine whether the hypotheses proposed in the study are supported or rejected.

Smart PLS Data Analysis Techniques

In this study, data analysis is conducted using Smart PLS with several relevant tests. The first validity test conducted is convergent validity, which measures the extent to which the indicators in each variable contribute to

measuring that variable. Discriminant validity is used to ensure that the variables measured in this study do not overlap, meaning that each variable measures a distinct concept. Afterward, reliability testing is done using Cronbach's Alpha and Composite Reliability to ensure that the measurement instruments are highly consistent in measuring the intended variables.

Next, direct effects and indirect effects tests are conducted to evaluate the relationships among the variables in the structural model. The direct effect test will measure the impact of social media marketing activities, customer commitment, customer trust, and customer satisfaction on customer loyalty. The indirect effect test will examine how these relationships occur through mediating pathways. The results of these tests will provide a clearer picture of how the independent variables influence customer loyalty on Tokopedia.

RESULT

This section presents the research findings on the influence of Social Media Marketing Activities (SMMA) on customer commitment, trust, satisfaction, and loyalty among Tokopedia users. It begins with respondent characteristics, followed by validity and reliability tests, which confirm that all indicators used in the study meet the required standards. Furthermore, the results include both direct and indirect effects of SMMA on customer loyalty through mediating variables, as detailed in Table 1.

Table 1. Characteristics of Respondents

Character	Frequency	Percentage
Gender		
Male	107	41.6%
Female	150	58.4%
Age		
17-20 years old	40	15.6%
21-25 years old	185	72.0%
26-30 years old	32	12.5%
Occupation		
Student (University)	145	56.4%
Student (High School)	12	4.7%
Employed	95	37.0%
Unemployed	26	10%
Social Media Ownership	257	100%
Seen Tokopedia-related Content	257	100%
Frequency of Viewing Content 1–3 times	64	24.9%
Frequency of Viewing Content 3–5 times	114	44.4%

Table 1 displays the demographic details of the 257 respondents in this study. Regarding gender, the majority of respondents were female (58.4%), which can reflect the higher level of engagement women typically have with online shopping and social media, particularly on platforms like Tokopedia. A significant portion of the respondents (72.0%) were in the 21–25 age group, which is commonly associated with high levels of digital proficiency and active participation in e-commerce and social media. Although the 26–30 age group does not meet the primary criteria, they remain part of the sample analyzed in this study. Their inclusion reflects the reality that respondents from various age groups are still engaged with Tokopedia and can provide valuable additional insights for this research.

In terms of occupation, most respondents were university students (56.4%), indicating that students represent a key demographic for Tokopedia, likely due to the convenience and affordability provided by online platforms. Additionally, all respondents (100%) had social media accounts and had encountered Tokopedia-related content, highlighting the influential role social media plays in consumer exposure and behavior. In terms of how often they encountered Tokopedia content, 44.4% reported seeing it 3–5 times, and 24.9% saw it 1–3 times, suggesting that Tokopedia maintains a strong social media presence with frequent appearances in users' feeds, likely through targeted ads and content engagement tactics.

Table 2. Validity Test

Variable	Code	Loading Factor	AVE
SMMA	Entertainment	0.847	0.706
	Informativeness	0.851	
	Interactivity	0.822	
Commitment	Affective Commitment	0.849	0.688
	Continuance Commitment	0.831	

Variable	Code	Loading Factor	AVE
Trust	Normative Commitment	0.808	0.674
	Reliability	0.825	
	Honesty	0.819	
	Security	0.818	
Satisfaction	Expectation Confirmation	0.814	0.703
	Overall Satisfaction	0.857	
	Positive Experience	0.843	
Customer Loyalty	Repurchase Intention	0.785	0.645
	Willingness to Recommend	0.800	
	Platform Preference	0.824	

Table 2 displays the outer loading values for each indicator within the dimensions of the Social Media Marketing Activities (SMMA) variable. All items in the constructs of interaction, word of mouth, trendiness, entertainment, and customization exceed the recommended loading factor threshold of 0.70, demonstrating a strong association between the items and their respective latent variables. These findings confirm the validity of all measurement items, as they meet the criteria for convergent validity. Each item appropriately loads onto its respective construct, and the AVE values show that more than 50% of the variance is explained by the indicators.

Table 3. Reliability Test

Variable	Cronbach's alpha	Composite Reliability
Social media marketing activities	0.935	0.951
Commitment	0.799	0.882
Trust	0.805	0.872
Satisfaction	0.778	0.857
Customer loyalty	0.837	0.891

Table 3 presents the results of the reliability tests for each construct, with both Cronbach's Alpha and Composite Reliability values indicating strong reliability. SMMA shows a Cronbach's Alpha of 0.935 and a Composite Reliability of 0.951. Customer Commitment (0.799; 0.882), Customer Trust (0.805; 0.872), Customer Satisfaction (0.778; 0.857), and Customer Loyalty (0.837; 0.891) all demonstrate good reliability. Since all values exceed the 0.70 threshold, this confirms the reliability of these constructs.

Table 4. R-Square Values

Endogenous Variable	R-Square	Category
Trust	0.233	Weak
Commitment	0.504	Moderate
Satisfaction	0.348	Moderate
Customer Loyalty	0.612	Strong

Table 4. analysis indicates that the Customer Loyalty variable has an R^2 value of 0.612, which falls into the strong category. This means that 61.2% of the variance in customer loyalty can be explained by the combined influence of SMMA, trust, commitment, and satisfaction. Meanwhile, the variables commitment and satisfaction have R^2 values of 0.504 and 0.348 respectively, both categorized as moderate, indicating that SMMA has a significant influence on shaping customer commitment and satisfaction. The lowest R^2 value is found in the trust variable (0.233), which is categorized as weak, suggesting that the predictor variables in the model only explain a small portion of the variance in customer trust.

Table 5. F-Square Values

Relationship	F-Square	Category
SMMA → Trust	0.305	Moderate
SMMA → Commitment	0.593	Large
SMMA → Satisfaction	0.201	Moderate
SMMA → Customer Loyalty	0.181	Moderate
Commitment → Loyalty	0.034	Small
Trust → Loyalty	0.059	Small
Satisfaction → Loyalty	0.028	Small

Table 5 illustrate the effect size of each exogenous variable on the endogenous variables. The results indicate that SMMA has the strongest effect on commitment with an f^2 value of 0.593, which is considered large, demonstrating that social media marketing activities substantially enhance customer engagement. The effects of SMMA on trust, satisfaction, and customer loyalty are categorized as moderate, suggesting a meaningful contribution of SMMA in shaping those variables. However, the effects of commitment, trust, and satisfaction on customer loyalty are each categorized as small, indicating that although they contribute to loyalty, their direct influence is not as dominant as the direct impact of SMMA.

Table 6. Variance Inflation Factor (VIF)

Relationship	VIF
SMMA → Trust	1.000
SMMA → Commitment	1.000
SMMA → Satisfaction	1.000
SMMA → Loyalty	1.634
Commitment → Loyalty	1.421
Trust → Loyalty	1.537
Satisfaction → Loyalty	1.348

Table 6 analysis is used to detect multicollinearity among the predictor variables. All VIF values in this model are below the critical threshold of 5, ranging from 1.000 to 1.634. This indicates that there is no multicollinearity among the predictor variables, meaning that each independent variable contributes uniquely to explaining the dependent variables. This strengthens the validity of the regression model used, as the results are free from distortion due to high correlations among independent variables.

Table 7. PLS Predict

Target Variable	Q ² _predict	Interpretation
Customer Loyalty	0.412	Good

Table 7. indicates that the predictive model has good predictive power with a moderate level of relevance. This suggests that the PLS model is reasonably effective in predicting customer loyalty based on SMMA, trust, commitment, and satisfaction. Therefore, the model holds practical value, particularly for managerial purposes aimed at enhancing customer loyalty through the optimization of social media marketing activities.

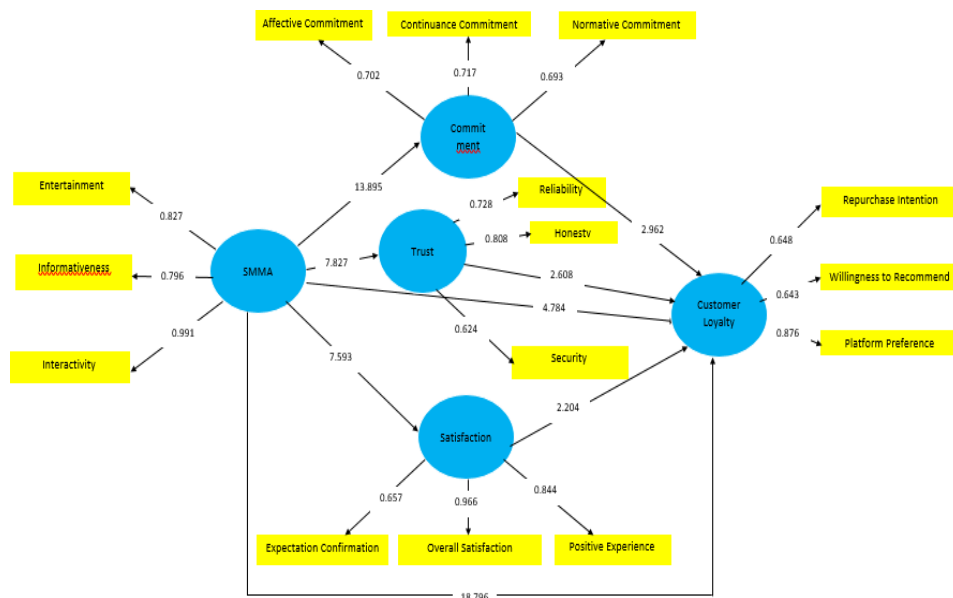


Figure 3. Inner Model

Figure 3 illustrates a structural (inner) model from a SEM-PLS analysis, showing the relationships between Social Media Marketing Activities (SMMA) and Customer Loyalty through the mediating variables of Trust, Commitment, and Satisfaction. SMMA is composed of three main dimensions—Entertainment, Informativeness, and Interactivity—each with high loading values (>0.7), indicating strong contributions to the SMMA construct. SMMA significantly influences Trust ($t = 7.827$), Commitment ($t = 13.895$), and Satisfaction ($t = 7.593$), which

in turn contribute to the increase in Customer Loyalty ($t = 11.796$). Each mediating variable is reflected through specific indicators: Reliability, Honesty, and Security for Trust; Affective, Continuance, and Normative Commitment for Commitment; and Expectation Confirmation, Overall Satisfaction, and Positive Experience for Satisfaction. Customer loyalty is measured through Repurchase Intention, Willingness to Recommend, and Platform Preference. The direct and indirect paths in the model demonstrate that SMMA plays a substantial role in shaping customer loyalty, both directly and through the enhancement of trust, commitment, and satisfaction as illustrated in Table 8.

Table 8. Direct Effect

Variable	Path Coefficient	P-Value	T-Value	Decision
Social media marketing activities → Trust	0.483	0.000	7.827	significant
Social media marketing activities → Commitment	0.710	0.000	13.895	significant
Social media marketing activities → Satisfaction	0.590	0.000	7.593	significant
Social media marketing activities → Customer Loyalty	0.409	0.000	4.784	significant
Commitment → Customer Loyalty	0.143	0.003	2.962	significant
Trust → Customer Loyalty	0.221	0.009	2.608	significant
Satisfaction → Customer Loyalty	0.132	0.028	2.204	significant

The relationship between SMMA and Customer Commitment among Tokopedia users shows a significant positive effect, with a p-value of 0.000 and a t-value of 7.827. This indicates a strong and meaningful influence. The path coefficient is 0.483, suggesting that a 1% increase in SMMA leads to a 48.3% rise in Customer Commitment. These findings are consistent with Banerji and Singh (2024), who also reported a significant positive impact of SMMA on Customer Commitment among e-commerce users.

Regarding the impact of SMMA on Customer Trust among Tokopedia users, the results also indicate a positive and significant relationship, with a p-value of 0.000 and a t-value of 13.895. The path coefficient of 0.710 implies that a 1% increase in SMMA results in a 71.0% increase in Customer Trust. This aligns with the findings of Banerji and Singh (2024), who noted that SMMA positively influences Customer Trust within the e-commerce sector.

For Customer Satisfaction, SMMA exerts a similarly positive and statistically significant effect among Tokopedia users, evidenced by a p-value of 0.000 and a t-value of 7.593. The path coefficient of 0.590 indicates that a 1% increase in SMMA corresponds to a 59.0% improvement in Customer Satisfaction. These results mirror those of Banerji and Singh (2024), who affirmed the positive influence of SMMA on Customer Satisfaction in e-commerce settings.

In terms of Customer Loyalty, the effect of SMMA among Tokopedia users is also positive and significant, with a p-value of 0.000 and a t-value of 4.784. The path coefficient is 0.409, suggesting that a 1% increase in SMMA leads to a 40.9% growth in Customer Loyalty. This finding is in line with Banerji and Singh's (2024) research, which emphasizes SMMA's positive impact on Customer Loyalty among e-commerce consumers. The influence of Customer Commitment on Customer Loyalty is likewise positive and significant, with a p-value of 0.003 and a t-value of 2.962. The path coefficient of 0.143 indicates that each 1% increase in Customer Commitment results in a 14.3% increase in Customer Loyalty. Banerji and Singh (2024) found similar results, reinforcing the positive connection between Customer Commitment and Loyalty in e-commerce contexts.

Similarly, Customer Trust has a positive and significant effect on Customer Loyalty, with a p-value of 0.009 and a t-value of 2.608. The path coefficient of 0.221 suggests that a 1% rise in Customer Trust leads to a 22.1% increase in Customer Loyalty. This supports Banerji and Singh's (2024) findings, which identified a strong positive relationship between Customer Trust and Loyalty in the e-commerce industry. Finally, the relationship between Customer Satisfaction and Customer Loyalty is also positive and significant, with a p-value of 0.029 and a t-value of 2.204. The path coefficient of 0.132 indicates that a 1% increase in Customer Satisfaction results in a 13.2% increase in Customer Loyalty. These findings are consistent with Banerji and Singh (2024), who demonstrated that Customer Satisfaction positively affects Customer Loyalty in e-commerce environments.

Table 9. Indirect Effect

	Path Coefficient	P-Value	T-Value	Decision
Social media marketing activities → Commitment → Customer Loyalty	0.069	0.008	2.585	significant
Social media marketing activities → Trust → Customer Loyalty	0.157	0.012	2.470	significant

	Path Coefficient	P-Value	T-Value	Decision
Social media marketing activities → Customer Satisfaction → Customer Loyalty	0.078	0.046	2.982	significant

Table 9 indicated the relationship between SMMA and Customer Loyalty via Customer Commitment among Tokopedia users shows a statistically significant and positive effect, with a p-value of 0.008 and a t-value of 2.633. The path coefficient is 0.069, indicating that for every 1% increase in SMMA through Customer Commitment, Customer Loyalty rises by 6.9%. This aligns with the findings of Banerji and Singh (2024), who also observed a positive and significant impact of SMMA on Customer Loyalty through Customer Commitment in e-commerce.

The impact of SMMA on Customer Loyalty through Customer Trust among Tokopedia users also demonstrates a positive and significant relationship, with a p-value of 0.012 and a t-value of 2.508. The path coefficient is 0.157, meaning that a 1% increase in SMMA through Customer Trust leads to a 15.7% increase in Customer Loyalty. These results are consistent with Banerji and Singh's study (2024), which highlights that SMMA, mediated by Customer Trust, has a positive effect on Customer Loyalty in e-commerce.

Furthermore, the effect of SMMA on Customer Loyalty through Customer Satisfaction among Tokopedia users shows a significant and positive influence, with a p-value of 0.046 and a t-value of 2.000. The path coefficient is 0.078, indicating that a 1% increase in SMMA through Customer Satisfaction results in a 7.8% boost in Customer Loyalty. This finding is consistent with Banerji and Singh (2024), who found that SMMA, when mediated by Customer Satisfaction, positively affects Customer Loyalty in e-commerce. However, the findings of this study may not be applicable to all e-commerce platforms or their users.

DISCUSSION

The results of this study demonstrate that Social Media Marketing Activities (SMMA) have a significant and positive impact on customer loyalty among Tokopedia users. This aligns with previous research, such as that by Banerji and Singh (2024), who found that effective social media strategies foster strong connections between brands and consumers. In this study, the substantial effects of SMMA on trust, commitment, and satisfaction highlight the critical role these factors play in developing lasting customer loyalty. By enhancing user experience through engaging and interactive content, Tokopedia's marketing efforts effectively encourage greater loyalty, demonstrating the power of targeted digital marketing in today's e-commerce landscape.

The relationship between SMMA and customer commitment is particularly noteworthy, with a path coefficient of 0.710. This high value suggests that social media activities have a profound influence on customers' emotional connection and their perceived value of Tokopedia. According to the Commitment-Trust Theory (Morgan & Hunt, 1994), commitment is a key driver of long-term customer loyalty. In this context, Tokopedia's social media efforts foster a sense of belonging and engagement, encouraging users to continue their relationship with the platform. This theory helps explain why commitment mediates the relationship between SMMA and customer loyalty so effectively.

Moreover, the study emphasizes the importance of customer trust in fostering loyalty. With a path coefficient of 0.483, trust emerges as a vital mediator in the relationship between SMMA and customer loyalty. Trust-building activities on social media, such as transparent communication and positive interactions, are crucial in influencing customers' attitudes towards the platform. The results are in line with the Expectancy Confirmation Theory, which suggests that when customer expectations are met or exceeded, trust and satisfaction are heightened, leading to greater loyalty. This finding underscores the significance of trust in the digital age, where online consumers often make purchasing decisions based on the perceived reliability of e-commerce platforms.

The effect of SMMA on customer satisfaction, with a path coefficient of 0.590, further confirms the importance of a well-crafted social media presence. Satisfaction, which is derived from positive experiences with a platform, plays a central role in driving repeat purchases and long-term loyalty. This result reflects the Service-Dominant Logic (Vargo & Lusch, 2004), which posits that customer satisfaction is co-created through interactive experiences. Tokopedia's consistent engagement through its social media platforms fosters a sense of satisfaction, ensuring that users not only return but also recommend the platform to others, thereby strengthening customer loyalty.

CONCLUSION

The findings from this study suggest that there is a significant impact of Marketing Activities via Social Media (SMMA) on Customer Commitment, Customer Trust, Customer Satisfaction, and Customer Loyalty. Additionally, it highlights the influence of Customer Commitment, Customer Trust, and Customer Satisfaction on Customer Loyalty, as well as the effect of SMMA on Customer Loyalty through these factors. For future research, the following recommendations are provided: (1) It is advisable to explore a broader range of journals, especially those that focus on the same variables, to enhance the accuracy and depth of references; (2) Expanding

research to include other e-commerce platforms beyond Tokopedia could offer new insights into the relationships between the variables; (3) Utilizing a larger sample size would improve the representativeness of respondents and strengthen the reliability of the results.

The findings of this study reinforce the commitment-trust theory Morgan & Hunt (1980) by demonstrating that SMMA significantly influence customer loyalty through enhanced commitment, trust, and satisfaction. These results highlight the critical role of interactive, informative, and entertaining social media content in building emotional connections with consumers. From a managerial standpoint, e-commerce platforms like Tokopedia should focus on developing engaging and meaningful social media strategies, particularly to maintain loyalty among young, digitally active users. This study is limited by its focus on Tokopedia and respondents aged 17–25, which restricts the generalizability of the findings to other platforms or age groups. Additionally, the research relies solely on a quantitative approach without exploring deeper consumer insights through qualitative methods. Future studies are encouraged to include other e-commerce platforms, a broader age demographic, and a mixed-method approach to gain a more comprehensive understanding of customer loyalty in the context of social media marketing.

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