

Clicks to Connection: How Digital Marketing Drives Customer Loyalty in E-Commerce

Daisy Mui Hung Kee¹, A. J. Ali¹, Li Wen Ng^{1*}, Ying Yee Ng¹, Nicholas Zhe Kai Tay¹, Noor Shatirah Binti Ahmad¹, Nor Elyana Nafisya Binti Khairul Anuar¹

¹Universiti Sains Malaysia, Jalan Sg Dua, 11800 Minden, Pulau Pinang, Malaysia

*Corresponding Email: liwen7702@gmail.com

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ABSTRACT

Lazada Group, Southeast Asia's leading e-commerce platform, operates across six countries and has served as Alibaba Group's regional flagship since 2016. This study investigates the factors influencing customer satisfaction and loyalty toward Lazada in Malaysia, focusing on perceived usefulness, ease of use, trust, convenience, and security risks. A quantitative approach was used, collecting data from 185 Lazada users in Malaysia through a structured Google Forms survey. Regression analysis was conducted to test the proposed hypotheses. Findings reveal that perceived trust, convenience, and customer satisfaction have significant positive effects on customer loyalty, supporting H6, H8, H9, and H11. Customer satisfaction emerged as the strongest predictor ($\beta = 0.264$) and key mediator, with the model explaining 81.9% ($R^2 = 0.819$) of the variance in customer loyalty. For customer satisfaction, perceived convenience was the strongest predictor ($\beta = 0.440$), followed by ease of use ($\beta = 0.216$) and trust ($\beta = 0.203$), supporting H2, H3, and H4. Perceived usefulness and security risks showed weak or negative effects, leading to the rejection of H1, H5, H7, and H10. These findings offer actionable insights to enhance digital marketing strategies and improve customer satisfaction and loyalty in Malaysia's competitive e-commerce landscape.

Keywords: Customer Loyalty; Customer Satisfaction; Perceived Convenience; Perceived Ease of Use; Perceived Security Risks; Perceived Trust; Perceived Usefulness

INTRODUCTION

Lazada Group has established itself as Southeast Asia's leading e-commerce platform, serving millions of customers across Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam (Lazada, 2022). Offering a wide range of products from local SMEs to regional and global brands, Lazada has built a reputation for reliable logistics services and seamless customer experiences, making it a cornerstone of e-commerce in the region. In Malaysia, Lazada has become a key player in the booming e-commerce industry (Yo et al., 2021). By 2024, it ranked among the top two e-commerce platforms in the country, achieving 7.6 million monthly visits and 390,700 monthly app downloads (TMO Group, 2024). The introduction of LazMall in 2018, the largest virtual mall in Southeast Asia, further strengthened Lazada's market position. LazMall connects shoppers with over 32,000 leading brands and guarantees product authenticity, fast delivery, and a 15-day return policy (Lazada, 2022). The success of Lazada mirrors the transformative growth of e-commerce in Malaysia, especially after the COVID-19 pandemic, which prompted businesses to pivot to digital platforms due to restrictions on physical movement (Yusoff et al., 2021). As a result, Malaysia's e-commerce revenue increased significantly, reaching RM289.5 billion in the third quarter of 2023, a 5.4% year-on-year growth (Department of Statistics Malaysia, 2023). Lazada alone generated \$34.4 million (approximately RM150 million) in revenue in 2023, highlighting its role in this sector.

Customer satisfaction is a key determinant of success for e-commerce platforms in today's competitive digital market. Studies have explored factors influencing customer satisfaction across various industries. For example, Hui et al. (2024) examined the relationship between key factors and customer satisfaction in online shopping, while Lew et al. (2024) analyzed the impact of the COVID-19 pandemic on customer satisfaction and business performance. Kee et al. (2022) investigated contributing factors to customer satisfaction during the pandemic in Malaysia and Nigeria, and Pérez-Morón et al. (2022) examined the effect of service quality and customer satisfaction on loyalty at Starbucks in Malaysia. Similarly, Yo et al. (2021) explored customer satisfaction determinants in a case study of Shopee in Malaysia. Kee, Al-Anesi et al. (2021) also examined the impact of the COVID-19 pandemic on customer satisfaction and business performance at Foodpanda. Kee, Gan et al. (2021) further explored the pandemic's dual impact in their study on GrabFood, showing how the crisis presented both challenges and opportunities for optimizing performance.

Specific to Lazada, two recent studies have shed light on the platform. Yong et al. (2019) provided a broad analysis without focusing on customer loyalty, and Edeh et al. (2021) examined purchase intention. Other studies have addressed customer loyalty in different contexts. For example, Pérez-Morón et al. (2022) link service quality to loyalty, Kee, Zakiah et al. (2021) analyze satisfaction and brand loyalty, Lim et al. (2020) emphasize organizational culture, and Ruiz et al. (2020) investigate Samsung's loyalty strategies. There remains a gap in understanding how these factors play out within Lazada's e-commerce environment. Building on these foundations, our study provides a unique contribution by examining how Lazada leverages digital marketing tools and innovative strategies to promote meaningful customer connections. By integrating the dimensions of perceived usefulness, ease of use, trust, convenience, and security risks, our study assesses their influence on customer satisfaction and loyalty. Positioned within Malaysia's e-commerce sector, our research contextualizes these factors, bridging existing gaps in the literature while emphasizing the critical link between digital strategies and customer behavior.

LITERATURE REVIEW

Introduction to Digital Marketing and E-commerce

An Overview of Digital Marketing

Digital marketing in Malaysia is experiencing rapid growth, fueled by increasing internet penetration, widespread smartphone usage, and the pervasive influence of social media (Anwar et al., 2022; Lok et al., 2024; Nair et al., 2022). Platforms such as Facebook, Instagram, TikTok, and YouTube are at the forefront of Malaysia's digital marketing, serving as critical tools for businesses to connect with their audiences. As of January 2024, Malaysia reported 28.68 million active social media user accounts, representing 85.4% of the country's total internet user base (Kemp, 2024). To capitalize on this digital shift, businesses are prioritizing mobile-optimized content and advertisements to engage mobile users. Video marketing, particularly on TikTok and YouTube, is increasingly popular as brands use short-form videos to capture the attention of younger, tech-savvy consumers. Furthermore, the rise of social commerce, where products are sold directly on social media platforms, has revolutionized the online shopping experience. By allowing consumers to complete purchases without leaving the app, social commerce has increased the likelihood of impulse buying and streamlined the customer journey. In 2024, brands must adapt to these trends to maintain a competitive edge in Malaysia's digital advertising ecosystem. As digital marketing continues to reshape consumer behaviors, businesses that embrace innovative approaches, such as video marketing and social commerce, will be better positioned.

An Overview of E-Commerce

E-commerce has become a key component of Malaysian society, establishing the country as one of Southeast Asia's largest e-commerce markets. This surge is transforming the way Malaysians shop and conduct business. According to Statista (2024), Malaysia ranked third in e-commerce sales in 2023, revealing its prominence in the region. Social media platforms such as Facebook, Instagram, and TikTok play a role in driving e-commerce growth, facilitating businesses in reaching their target audiences, and making social commerce a dominant trend. The influence of social media marketing and influencers has further propelled online shopping, with fashion items emerging as the most commonly purchased products. Internet accessibility also contributes significantly to this growth, with 97.4% of Malaysians projected to have Internet access by 2024 (Kemp, 2024). As of January 2024, Malaysia recorded 28.68 million social media users, accounting for 83.1% of the total population (Kemp, 2024). The Department of Statistics Malaysia (2023) reported a 5.4% year-on-year increase in e-commerce revenue during the third quarter of 2023. Prominent e-commerce platforms in Malaysia include Shopee, Lazada, Mudah, Carousell, and Zalora, each contributing to the e-commerce ecosystem.

Factors Influencing Customer Satisfaction and Customer Loyalty in E-Commerce

Perceived Usefulness

Davis (1989) defines perceived usefulness as the extent to which an individual believes that the use of a particular technology will improve their performance. In the context of e-commerce, perceived usefulness plays a role in shaping consumers' online purchasing behavior by determining how effectively platforms meet their needs. Kee, Gan et al. (2021) emphasized that perceived usefulness significantly influences individual usage behavior through behavioral intention. However, Yo et al. (2021) reported that perceived usefulness and trust did not significantly impact customer satisfaction with Shopee in Malaysia, highlighting that such effects can vary depending on the platform's characteristics. Marso (2022) found a positive relationship between perceived usefulness and customer loyalty in e-commerce, noting that satisfied customers are

more likely to continue using services due to their beneficial experiences. Similarly, [Yulisetiari et al. \(2024\)](#) demonstrated that perceived usefulness not only enhances customer satisfaction but also strengthens loyalty in online trading applications. [Kurnia and Tandijaya \(2023\)](#) corroborated this finding, revealing that perceived usefulness enhances customer satisfaction and trust, which are essential drivers of loyalty. Drawing on these findings, our study posits the following hypotheses:

H1: Perceived usefulness is positively related to customer satisfaction.

H6: Perceived usefulness is positively related to customer loyalty.

Perceived Ease of Use

Perceived ease of use is defined as the degree to which a consumer believes that interacting with an e-commerce platform will be effortless ([Cheema et al., 2013](#)). It significantly impacts customer satisfaction by enhancing user experience and minimizing the effort required to engage with a product or service. [Yo et al. \(2021\)](#) found a strong connection between perceived ease of use and customer satisfaction, reporting that ease of use and convenience significantly influenced customer satisfaction with Shopee in Malaysia. Similarly, [Kee, Gan et al. \(2021\)](#) emphasized the importance of perceived ease of use as a critical factor in online purchasing behavior. Research highlights that customers often turn to online shopping to avoid the physical and mental stress associated with face-to-face shopping ([Zaidi et al., 2014](#)). [Amin et al. \(2014\)](#) demonstrated that perceived ease of use links with mobile user satisfaction, working synergistically with perceived usefulness and trust to improve the overall experience. [Mustakim et al. \(2022\)](#) affirmed that perceived ease of use is a key determinant of satisfaction in online shopping.

Perceived ease of use plays a role in increasing customer loyalty in an e-commerce environment. When customers find online shopping platforms easy to navigate, their overall satisfaction increases, leading to a greater sense of trust and commitment to the brand. Recent studies confirm that perceived ease of use directly influences customer loyalty by facilitating a smoother shopping experience, which encourages repeat purchases. For example, research indicates that perceived ease of use significantly affects trust and perceived usefulness, both of which are essential for cultivating customer loyalty in online retail settings ([Mustakim et al., 2022](#)). Thus, e-commerce businesses should prioritize user-friendly designs to strengthen customer loyalty. Therefore, we hypothesize that:

H2: Perceived ease of use is positively related to customer satisfaction.

H7: Perceived ease of use is positively related to customer loyalty.

Perceived Trust

Trust is essential in online shopping, as it directly affects customer satisfaction and overall experience. However, [Yo et al. \(2021\)](#) found that perceived usefulness and trust did not significantly affect customer satisfaction with Shopee in Malaysia, suggesting that platform-specific dynamics may vary. [Sarkar et al. \(2020\)](#) found that trust is shaped by a platform's effectiveness and ease of use, which are cultivated through a smooth shopping journey and the consistent delivery of valuable information. [Rahayu et al. \(2020\)](#) reveal the importance of user-friendly design and responsive customer support in promoting both satisfaction and trust. Trust levels also vary with experience, as seasoned shoppers often have different expectations and trust criteria compared to newcomers ([Foroutan et al., 2022](#)). As cyber threats increase, safeguarding consumer data becomes essential for maintaining trust ([Aslam et al., 2019](#)).

In the context of Lazada, research indicates that customer satisfaction significantly influences the establishment of trust among its users. Trust is important in the connection between perceived service quality, website reputation, and the desire to shop online (Qalati et al., 2021). A website's interface quality and the information it provides are key indicators of e-customer trust and loyalty (Sarkar et al., 2020). Trust directly impacts customer loyalty and repurchase intentions. Also, satisfied customers who trust a platform are more likely to return and recommend it (Miao et al., 2022). As e-commerce evolves, maintaining high trust and loyalty requires ongoing improvements in service quality, privacy protections, and user experience (Lova & Haryono, 2023). It is hypothesized:

H3: Perceived trust is positively related to customer satisfaction.

H8: Perceived trust is positively related to customer loyalty.

Perceived Convenience

Yo et al. (2021) highlighted a direct link between convenience and satisfaction, emphasizing its importance as a key determinant. Saha et al. (2023) found that aspects of convenience in online shopping, such as easy navigation and smooth transaction processes, not only enhance customer satisfaction but also positively influence future purchase intentions. However, certain forms of convenience, such as transactional ease, may occasionally have a less favorable impact on these intentions. Platforms such as Lazada exemplify how an intuitive interface and tailored product recommendations can significantly improve user experience and satisfaction. Shamsi et al. (2023) further identified that elements like access, search, and ordering convenience are crucial contributors to customer satisfaction.

Perceived convenience has been shown to significantly influence customer loyalty in the context of online and mobile commerce. Eryigit and Fan (2021) argue that convenience in online shopping enhances e-loyalty by improving e-service quality. Similarly, Molinillo et al. (2022) highlight that demographic factors influence how convenience features affect satisfaction and loyalty in mobile e-commerce. Trust also plays a role in driving loyalty. Sarkar et al. (2020) emphasize that trust encourages repeat purchases and positive recommendations, further strengthening loyalty. Despite these insights, challenges persist in consistently delivering convenience across diverse customer segments and channels. Based on this, we hypothesize:

H4: Perceived convenience is positively related to customer satisfaction.

H9: Perceived convenience is positively related to customer loyalty.

Perceived Security Risks

Perceived security risks refer to customers' subjective perceptions of potential risks in the transaction process, such as personal information leakage and payment security. Risks in e-commerce include a variety of consumer concerns, such as financial loss, privacy breaches, and non-delivery of goods and services (Handoyo, 2024). Security and privacy play an important role in improving customer satisfaction. Consumers will evaluate their security and privacy to ensure high quality (Kee et al., 2023). In addition, some customers may have high expectations or specific needs for e-commerce security performance, so they are more sensitive to security measures. When they perceive security risks and see the measures taken by the platform, they become more aware of the reliability of the platform and the quality of its services, thus increasing their satisfaction with the platform (Ma & Wang, 2024). This shows that although the security risk is negative, the platform's proactive response helps improve customers' overall perception of the platform.

Perceived risks prompt platforms to strengthen security measures and win customer trust. When customers realize that there may be security risks in e-commerce, they tend to pay more attention to the security measures of the platform. This concern will prompt platforms to respond proactively and adopt stricter security measures, such as strengthening privacy protection, implementing payment encryption, and providing transparent return and refund policies. Research shows that consumers are willing to try new products or services offered by brands they trust, even if they lack prior knowledge of the new products (Reast, 2005). When customers see the platform proactively identifying and addressing these risks, they may develop a higher level of trust, which in turn strengthens their loyalty to the platform. In a competitive e-commerce environment, platforms that offer a superior security experience are likely to be more attractive (Ebrahimabad et al., 2024). Repeated purchases and continued engagement with the same e-commerce site lead to stronger repurchase intentions, as repurchase intentions are a more reliable indicator of future purchases than initial buying intentions (Savila et al., 2019). This creates a deeper relationship between the platform and its customers, which increases the long-term engagement.

H5: Perceived security risks have a positive effect on customer satisfaction.

H10: Perceived security risks have a positive effect on customer loyalty.

The Impact of Customer Satisfaction on Customer Loyalty

In the field of e-commerce, there is a close relationship between customer satisfaction and customer loyalty. Customer satisfaction refers to the customer's satisfaction with the platform's overall shopping experience, product quality, and service response, while customer loyalty reflects their willingness to consistently choose the platform for future purchases (Tahir et al., 2024). High satisfaction usually promotes the improvement of customer loyalty. Specifically, its positive influence can be explored in depth through the following aspects.

Positive experiences drive repeat purchases. When customers are satisfied with their shopping experience on an e-commerce platform, they are more likely to choose to return to that platform in the future. Customers with high satisfaction tend to trust the platform and are more familiar with the platform's products, services, and processes (Liao et al., 2017). This trust can reduce their choice costs when shopping in the future because they know that this platform can meet their needs, thereby increasing their repeat purchase rate. Besides that, brand loyalty involves customers' deep affection, unwavering dedication, and strong commitment to a particular brand, causing them to consistently choose that brand's products or services (Kuek et al., 2023). Satisfied customers establish an emotional connection with the platform, making them more inclined to be loyal and not willing to switch to other platforms because they view the platform as a "trusted choice".

Satisfaction drives word-of-mouth communication, which reinforces the cycle of loyalty (Nadroo et al., 2024). Satisfied customers are more inclined to recommend the platform to others, and this will attract more new users and enhance the sense of belonging and pride in the platform. This positive word-of-mouth communication from old customers further enhances their loyalty and contributes to the development of the platform. Furthermore, loyalty and satisfaction are defined as the amount of money customers spend on a brand and the frequency of purchases (Oh et al., 2023). Highly satisfied customers are less sensitive to price and more loyal to the platform, even when faced with competitor promotions. They are also more likely to provide constructive feedback and point out the shortcomings of the platform, which helps the platform improve and

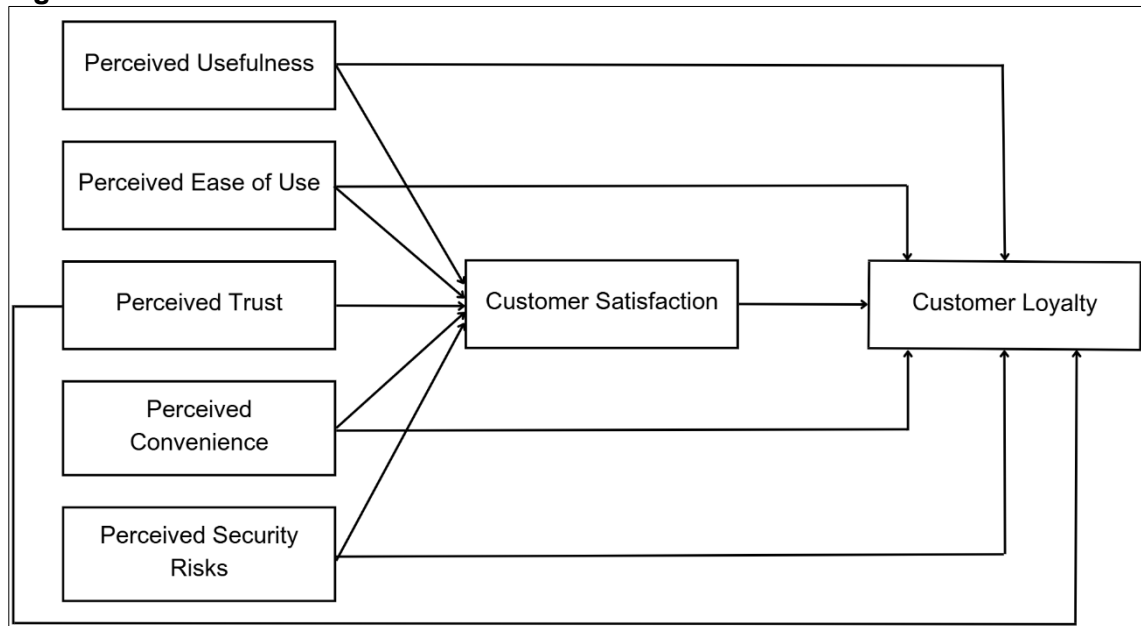
further boost satisfaction (Le et al., 2024). By adopting these suggestions, the platform can further optimize the user experience and give customers a better shopping experience. This action will lead to increased customer satisfaction and eventually foster customer loyalty.

H11: Customer satisfaction has a positive effect on customer loyalty.

Conceptual Framework

The study framework model is depicted in Figure 1.

Figure 1. Research Framework



RESEARCH METHOD

The targeted respondents of this research included all people who had experience using Lazada in Malaysia. The data were collected using a quantitative survey, which is a Google Forms questionnaire. The sample size of this survey was 185 Lazada users in Malaysia.

Measures

Our research assessed all items in perceived usefulness, ease of use, trust, convenience, security risks, customer satisfaction towards Lazada, and customer loyalty towards Lazada using a five-point Likert scale where “1” indicates strongly disagree to “5” means strongly agree. All items for each key variable are available in Appendix 1.

Perceived Usefulness

A 4-item scale was adapted to assess perceived usefulness from Lazada users. Cronbach’s alpha was reported at 0.940. Sample items include, “Using Lazada makes it easier for me to find and purchase products,” and “Lazada provides me with sufficient and helpful product information in making an online purchase decision. “

Perceived Ease of Use

A 4-item scale was adapted to assess perceived ease of use from Lazada users. Cronbach’s alpha was reported at 0.945. Sample items include, “I find that Lazada is

easy to use for conducting a transaction,” and “I have no problem interacting with Lazada when I purchase online.

Perceived Trust

A 4-item scale was adapted to assess perceived trust from Lazada users. Cronbach’s alpha was reported at 0.928. Sample items include, “I feel comfortable and safe when using Lazada for online purchases,” and “I have purchased many products on Lazada.”

Perceived Convenience

A 3-item scale was adapted to assess perceived convenience from Lazada users. Cronbach’s alpha was reported at 0.911. Sample items include, “Purchased products via Lazada are delivered during the stipulated delivery time,” and “The ordering process via Lazada is efficient with fast check-out and order confirmation by email.”

Perceived Security Risks

A 4-item scale was adapted to assess perceived security risks from Lazada users. Cronbach’s alpha was reported at 0.482. Sample items include, “I feel that my personal information is secure when I use Lazada,” and “I am confident in the security of my transactions on Lazada.”

Customer Satisfaction Towards Lazada

A 3-item scale was adapted to assess customer satisfaction with Lazada among Lazada users. Cronbach’s alpha was reported at 0.934. Sample items include “I am satisfied with the online payment system security on Lazada,” and “I am satisfied with the online shopping experience on Lazada.”

Customer Loyalty Towards Lazada

A 4-item scale was adapted to assess customer loyalty towards Lazada from Lazada users. Cronbach’s alpha was reported at 0.940. Sample items include, “I intend to continue using Lazada for future online purchases,” and “I would recommend Lazada to others for online shopping.”

RESULTS

Table 1. Summary of Respondents’ Demography (N=185)

	Frequency	Percentage (%)
Gender		
Female	110	59.5
Male	75	40.5
Age		
16-20 years old	35	18.9
21-30 years old	137	74.1
31-40 years old	6	3.2
41-50 years old	6	3.2
51-60 years old	1	0.5
Ethnicity		
Malay	63	34.1
Chinese	79	42.7
Indian	42	22.7
Iban	1	0.5
Highest Education Level		
Primary School	3	1.6
Secondary School	15	8.1

Diploma	9	4.9
Bachelor's Degree	156	84.3
Master's Degree	2	1.1
Occupation		
Student	166	89.7
Private Sector	14	7.6
Government Sector	3	1.6
Self-employed	1	0.5
Unemployed	1	0.5
Monthly Income		
B40 (RM4,849 or below)	159	85.9
M40 (RM4,850 to RM10,959)	21	11.4
T40 (RM10,960 or above)	5	2.7

Table 1 presents the demographic profile of the respondents. More than half of the respondents were female (59.5%). The respondents were categorized into five age groups, with the largest proportion (74.1%) falling within the 21-30 age range. The majority of respondents were Chinese (42.7%), followed by Malay (34.1%) and Indian (22.7%). In terms of education, most respondents were bachelor's degree students (84.3%). The majority of respondents came from households with a monthly income in the B40 category (85.9%).

Table 2. Summary of Customer Experience with Lazada (N=185)

	Frequency	Percentage (%)
How often do you use Lazada for online shopping?		
Daily	2	1.1
Weekly	43	23.2
Monthly	96	51.9
Rarely	42	22.7
Never	2	1.1
How many years have you been using Lazada?		
Less than 1 year	12	6.5
1-2 years	33	17.8
3-5 years	81	43.8
More than 5 years	59	31.9
Types of products purchased on Lazada		
Electronics (e.g., mobile phones, gadgets)	78	41.5
Fashion (e.g., clothes, shoes, accessories)	118	62.8
Home & Living (e.g., furniture, decor)	98	52.1
Beauty & Personal Care	101	53.7
Groceries & Essentials	27	14.4
Other: Toys	1	0.5
Amount spent on Lazada per transaction		
Less than RM50	24	13
RM50-RM100	100	54.1
RM100-RM500	59	31.9
More than RM500	2	1.1
Mode of payment on Lazada		
Cash on delivery	8	4.3
Online Banking	76	41.1
Credit card or Debit card	59	31.9
Lazada wallet	13	7

Touch n go	29	15.7
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As Table 2 shows, there is a clear summary of customer experience with Lazada. Based on the findings, 51.9% of the respondents were using Lazada for online shopping every month, and 23.2% of the respondents were using Lazada for online shopping every week. Most of the respondents have been using Lazada for 3 to 5 years (43.8%). Next, the types of products purchased on Lazada most chosen by respondents were products fashion (e.g., clothes, shoes, accessories) with 118 respondents (62.8%), products beauty & personal care with 101 respondents (53.7), products Home & Living (e.g., furniture, decor) with 98 respondents (52.1%), products Electronics (e.g., mobile phones, gadgets) with 78 respondents (41.5%) and products Groceries & Essentials with 27 respondents (14.4%). The highest amount spent by respondents on Lazada per transaction was RM50-RM100, with 100 respondents (54.1%). Lastly, most respondents' mode of payment on Lazada was online banking with 41.1% and credit card or debit card with 31.9%.

Table 3. Descriptive Statistics, Cronbach's Coefficient Alpha, and Zero-order Correlations for All Study Variables

Variables	1	2	3	4	5	6	7
Perceived Usefulness	0.940						
Perceived Ease of Use	0.850**	0.945					
Perceived Trust	0.825**	0.856**	0.928				
Perceived Convenience	0.864**	0.828**	0.785**	0.911			
Perceived Security Risks	0.670**	0.673**	0.688**	0.659**	0.482		
Customer Satisfaction	0.842**	0.850**	0.827**	0.875**	0.658**	0.934	
Customer Loyalty	0.846**	0.830**	0.829**	0.851**	0.634**	0.861**	0.940
M	4.3081	4.2743	4.1419	4.2811	3.7743	4.2649	4.2932
SD	0.9072	0.9307	0.9814	0.8550	0.6906	0.9480	0.9373

Note: N = 185; *p < .05, **p < .01, ***p < .001. The diagonal entries represent Cronbach's Coefficient Alpha.

Table 3 presents the descriptive statistics, Cronbach's alpha coefficients, zero-order correlations, mean, and standard deviation between the study variables. It can be seen that all the variables show excellent reliability with Cronbach's alpha ranging from 0.91 to 0.945, which exceeds the threshold of 0.7 proposed by Hair et al. (2010). This value indicates that all variables present an internal consistency reliability.

Table 4. Regression Analysis

Variables	Customer Loyalty	Customer Satisfaction
Perceived Usefulness	0.190*	0.102
Perceived Ease of Use	0.082	0.216**
Perceived Trust	0.218**	0.203**
Perceived Convenience	0.233**	0.440***
Perceived Security Risks	-0.026	0.014
Customer Satisfaction	0.264***	

R ²	0.819	0.832
F value	134.081	176.840
Durbin-Watson Statistic	1.525	2.172

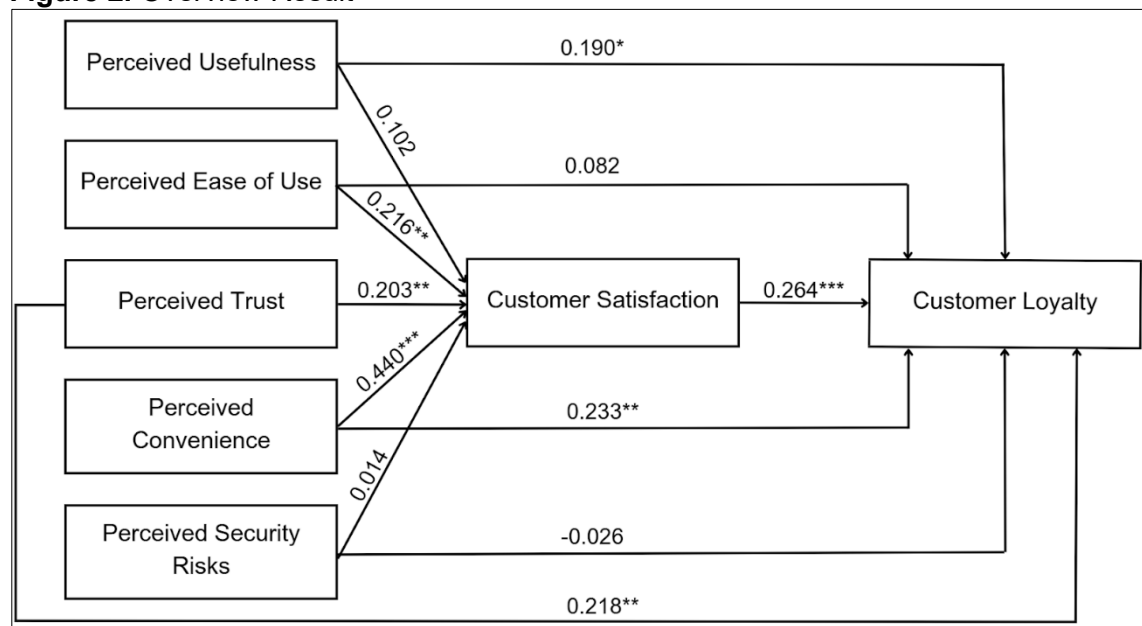
Note: N = 185; *p < .05, **p < .01, ***p < .001.

The hypotheses were also tested using the regression analysis. As presented in Table 4, the relationship between customer loyalty towards Lazada and several independent variables, such as perceived usefulness, ease of use, trust, convenience, security risks, and the mediator, which is customer satisfaction towards Lazada, is examined. The findings support H6, H8, H9, and H11, which indicate a positive effect on customer loyalty towards Lazada and perceived usefulness, perceived trust, perceived convenience, and customer satisfaction towards Lazada. The value of R² is 0.819, which suggests that 81.9% of the variance in customer loyalty towards Lazada can be explained by perceived usefulness, perceived trust, perceived convenience, and customer satisfaction towards Lazada.

The results in Table 4 reveal that customer satisfaction is the strongest predictor of customer loyalty, with a beta value of 0.264. This suggests that customer satisfaction plays a critical mediating role in linking other factors to customer loyalty. Significant contributors to customer satisfaction include perceived convenience (beta = 0.233) and perceived trust (beta = 0.218). On the other hand, perceived ease of use does not show a significant effect on customer loyalty, and perceived security risks exhibit a negative beta value of -0.026, leading to the rejection of H7 and H10.

For customer satisfaction, perceived convenience is identified as the strongest predictor, with a beta value of 0.440. This indicates that the more convenient customers perceive Lazada's platform to be, the higher their satisfaction with the overall experience. Other notable predictors of customer satisfaction include perceived ease of use (beta = 0.216) and perceived trust (beta = 0.203), supporting H4, H2, and H3. However, perceived usefulness (beta = 0.102) and perceived security risks (beta = 0.014) exhibit weaker effects on customer satisfaction, resulting in the rejection of H1 and H5. The summarized output of the hypothesized model is presented in Figure 2.

Figure 2. Overview Result



DISCUSSION

This study examined various factors that can affect customer loyalty to Lazada. The research findings indicate that perceived trust and perceived convenience play a significant role in influencing customer loyalty to Lazada. Besides that, perceived convenience was identified as a strong key factor influencing customer satisfaction, whereas perceived ease of use and perceived trust have also become key factors in influencing customer satisfaction towards Lazada. Customer satisfaction acts as a mediating variable and also shows a strong and significant role in influencing customer loyalty towards Lazada.

The findings in this study indicate that perceived usefulness has a significant positive impact on customer loyalty. According to [Oliver \(2010\)](#), customer loyalty is the commitment of a customer to repurchase or strongly recommend a product or service for years to come, despite environmental factors and marketing efforts that may lead to switching behavior. [Gassenheimer et al. \(1998\)](#) also indicate that customers are likely to be more loyal to trusted service providers. It means that customers increasingly see the platform's worth, and they are more inclined to come back for future transactions. However, it does not significantly influence customer satisfaction. Customers are inclined to evaluate whether the performance of a product or service exceeds their expectations ([Mansouri et al., 2022](#)). Lazada's consumers might think that Lazada does not have a simple system to use. For example, Lazada could not provide the information that they wanted, which led them to not reach their expectations. This shows that while perceived usefulness encourages loyalty, it does not directly enhance the satisfaction of the consumers.

This study also discovered that perceived ease of use does not significantly affect customer loyalty, but it has a significant positive impact on customer satisfaction. Perceived ease of use reflects the user's belief or perception about how easy it is to learn, understand, and navigate the online shopping platform ([Mofokeng, 2023](#)). It will influence users' psychological comfort, which in turn impacts their satisfaction and likelihood of repurchasing the products ([Thi et al., 2022](#)). Characteristics such as convenient payment methods, diverse product selection, and a straightforward buying process help minimize the effort and enhance the convenience of online shopping for users ([Miao et al., 2022](#)). Furthermore, according to [Kalia et al. \(2021\)](#), customer loyalty can be interpreted as the customer's desire or intention to continue to use the product or service offered by the company, which is the result of a positive experience with the company. In this case, the consumers of Lazada probably have their own favorite e-commerce platform other than Lazada. This indicates that ease of use plays a role in improving satisfaction but does not strongly drive loyalty.

Furthermore, this research shows that the most dominant factor that is significantly associated with both customer satisfaction and customer loyalty is perceived trust. Trust is an important factor in a customer's decision to buy a product from an online shop ([Rita et al., 2019](#)). Customer trust can affect credibility and consumer commitment, which in turn affects the relationship with repeat purchase intention ([Kalia et al., 2021](#)). If a company can strengthen trust within the virtual and non-virtual community, then it can ensure the long-term success and sustainability of the community ([Mansouri et al., 2022](#)). This reveals that trust is a crucial factor in fostering both satisfaction and loyalty among customers. Lazada needs to focus on trust in order to succeed in the e-commerce platform in Malaysia. Lack of security in an e-commerce platform can lead to a decrease in trust in that platform. Therefore, Lazada, as an e-commerce platform, should process

all transactions in a secure environment with strong authentication, authorization, and accountability features (Al-Debei et al., 2015).

In this study, perceived convenience was identified as the most influential factor in influencing customer satisfaction as well as customer loyalty. In the era of globalization, most consumers tend to spend less time shopping and more time on other things, which increases their demand for convenience. Therefore, their attention has turned to online shopping to meet their needs (Kumar & Kashyap, 2018). This highlights the importance of e-commerce platforms offering easy navigation, fast and straightforward checkout processes, and trustworthy delivery choices. These qualities enhance the complete shopping experience and make life easier for consumers. These findings are consistent with previous research indicating that convenience significantly contributes to customer satisfaction and fosters loyalty (Saha et al., 2023). Lazada's capability to simplify the shopping experience has clearly resonated with its customers, especially in Malaysia's fiercely competitive e-commerce market.

Perceived security risks do not influence customers' satisfaction with online shopping on Lazada, but this perception was found to negatively affect customer loyalty. According to Eid (2011), the weak relationships between perceived security risks and customer satisfaction may result from online customers considering this factor as an indirect determinant for their satisfaction with e-commerce websites. Although this contradicts expectations, it could suggest that Lazada has effectively addressed user worries about security, making this aspect less significant. This result highlights the decreasing importance of security issues as platforms evolve and users grow familiar with e-commerce habits. Pavlou (2003) highlights that concerns about privacy and security can deter customers from engaging with e-commerce platforms. Our results align with these studies, as the customers' concerns about security risks significantly reduced their loyalty to Lazada. Therefore, Lazada should continuously monitor and upgrade security systems in order to prevent potential issues that can lower customer loyalty.

The mediating role of customer satisfaction was evident, with the highest beta value linking it to customer loyalty. According to Szymanski and Hise (2000), perceived satisfaction is the degree to which customers feel satisfied and better about their online shopping experience over a given period of time. Customer satisfaction is one of the most important factors that positively influence loyalty (Fornell, 1992). Eid (2011) and Mitchev and Nuangjamnong's (2021) findings found that e-commerce customer satisfaction has a significant impact on customer loyalty, as well as plays a mediator role between each independent variable and dependent variable, which is customer loyalty. The probability of a satisfied customer making repeat purchases, recommending the platform, and forming emotional connections is much stronger. This finding emphasizes that improving overall satisfaction is crucial for maintaining customer loyalty.

CONCLUSION

In conclusion, this study highlights the significant role of perceived convenience, trust, and customer satisfaction in fostering customer loyalty toward Lazada. The data show that the majority of respondents have been faithful Lazada users for three to five years, frequently purchasing fashion and cosmetic products. Online banking and credit/debit cards appeared as the most preferred payment methods, indicating a preference for convenience and security in purchases. Our study provides valuable insights into the key factors that drive customer loyalty in the context of e-commerce platforms.

Customer satisfaction was found to be a major mediator between numerous factors and the loyalty of customers. Among the influencing factors, perceived convenience had the greatest impact on satisfaction, stressing the importance of easy navigation, quick checkout, and dependable delivery services. This also reflects the increasing prioritization of seamless and efficient shopping experiences by consumers in the digital era. Trust also had an important impact on consumer retention and engagement. Even though perceived security risks and ease of use had little impact on promoting customer loyalty, Lazada should also efficiently address these popular concerns of consumers in these areas.

Based on the findings, it is recommended that Lazada should focus on improving trust-building mechanisms, such as secure payment systems and transparent policies, while also enhancing the overall convenience of the platform through streamlined navigation, faster checkout, and efficient delivery services because it will help maintain and foster customer satisfaction as well as customer loyalty. Besides that, Lazada should also prioritize reducing security concerns, because these issues have been shown to negatively impact customer loyalty. However, as consumer preferences continue to evolve, Lazada must remain flexible and invest in innovative solutions to sustain its competitive advantage in an increasingly saturated market.

In conclusion, the findings of this study are useful for e-commerce platform management. They emphasize the importance of enhancing the consumer's convenience through simplified platform design, innovative trust-building strategies, and constant adaptation to the changing needs of consumers. However, maintaining their competitive advantage also requires continuous efforts to innovate and meet the changing customer expectations. By prioritizing convenience, trust, and customer satisfaction, Lazada can further strengthen its position as a preferred e-commerce platform, ensuring long-term customer loyalty and business growth.

LIMITATION

The current study has significant limitations. The limited sample size of mostly young respondents from similar backgrounds restricts the generalizability of the results. The scope of this study is limited because it relies on responses from 185 participants in Malaysia, which may limit the applicability of the findings to wider contexts. Future research should involve a more extensive and diverse sample population to increase generalizability. Moreover, further investigations could examine additional factors, such as customer engagement or brand perception, to deepen the understanding of what drives customer satisfaction and loyalty in e-commerce. This study helps identify important factors and provides opportunities for future research to develop better strategies for improving customer loyalty. Exploring new mediators and moderators, such as technological advancements or competitive differentiation, could provide a more comprehensive perspective on enhancing user satisfaction. These insights will be instrumental in shaping the future direction of platforms like Lazada in an evolving digital landscape.

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DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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ABOUT THE AUTHOR(S)

1st Author

Daisy Mui Hung Kee is an Associate Professor at the School of Management, Universiti Sains Malaysia. Her areas of interest are in Human Resource Management, Organizational Behavior, Work Values, Leadership, Entrepreneurship, and Psychosocial safety climate. Her current program of research focuses on Leadership and Psychosocial safety climate. She holds a PhD in Business and Management from the International Graduate School of Business, University of South Australia. She was the secretary of the Management Case Study Journal, Australia (2004-2006). She was the recipient of the Merdeka Award 2006 from the Australia Malaysia Business Council of South

Australia (AMBCSA) by former South Australia Governor Sir Eric Neal (2006). The award recognizes the Most Outstanding Malaysian University students in South Australia. She earned her MBA from the School of Management, Universiti Sains Malaysia. She was awarded to the Dean's List for being one of the top MBA students (2003). Presently, she is an active academic and researcher supervising a number of MBA, MA, and PhD candidates with working experience across diverse industries. She has published a good number of journal papers during the course of her career. She has conducted a series of training related to motivation and research in USM under the Professional and Personal Development (PPD) workshop.

Email: daisy@usm.my.

ORCID ID: <https://orcid.org/0000-0002-7748-8230>

2nd Author

A. J. Ali is a senior lecturer at the School of Management, Universiti Sains Malaysia since 2003. He received his PhD from the University of Groningen, the Netherlands, with a thesis entitled "The intercultural adaptation of expatriate spouses and children". He is now attached to the Department of International Business and has been teaching courses and conducting research in International Human Resource Management, International Management, International Business, Business Communication, and Organizational Behavior.

Email: aneesali15@yahoo.com

3rd Author

Li Wen Ng is currently an undergraduate student at Universiti Sains Malaysia.

ORCID ID: <https://orcid.org/0009-0007-3195-7453>

4th Author

Ying Yee Ng is currently an undergraduate student at Universiti Sains Malaysia.

5th Author

Nicholas Zhe Kai Tay is currently an undergraduate student at Universiti Sains Malaysia.

6th Author

Noor Shatirah Binti Ahmad is currently an undergraduate student at Universiti Sains Malaysia.

7th Author

Nor Elyana Nafisya Binti Khairul Anuar is currently an undergraduate student at Universiti Sains Malaysia.