

## FACTORS INFLUENCING CUSTOMER TRUST MEDIATED BY GUANXI IN E-COMMERCES' FASHION INDUSTRY

Scherly Hansopaheluwakan<sup>1)</sup>, Darren Vinson<sup>2)</sup>, Mario Jeremy Gosal<sup>3)</sup>

<sup>1)</sup>BINUS University, Tangerang

<sup>2)</sup>BINUS University, Tangerang

<sup>3)</sup>BINUS University, Tangerang

e-mail: [nscherly@binus.edu](mailto:nscherly@binus.edu) [daren.vinson@binus.ac.id](mailto:daren.vinson@binus.ac.id) [mario.gosal@binus.ac.id](mailto:mario.gosal@binus.ac.id)

(Corresponding Author indicated by an asterisk \*)

### ABSTRACT

In an all-digital era, driven by the rapid development of technology, changing people's lifestyles and behavior in activities. One of them is the activity of buying and selling transactions. Nowadays, people tend to use a digital media platform called e-commerce to do transactions. However, even though the adaptation of e-commerce usage continues to increase, the effect after the Covid-19 experienced by business actors is continuing, causing a relatively high decline in profits. This study aims to find ways for businesses to increase their profits through a marketing approach that is oriented towards consumer trust. This research uses a quantitative descriptive method that adopts the Partial Least Square Structural Equation Model (PLS-SEM) with SmartPLS 4.0 software. The data in this study were obtained through an online questionnaire of 186 e-commerce users who have purchased clothing products, live in the Jakarta and Bogor areas, and are between 17-30 years old. This research period was conducted from January 2024 to March 2024. The findings of this research are that E-Service Quality and Customer Engagement has a direct and indirect effect on Customer Trust. The mediator variable used in this study is Guanxi which is a novelty in this study.

**Keywords:** *E-Commerce, E-Service Quality, Customer Engagement, Guanxi, and Customer Trust*

### 1. Introduction

Several industries have profited from the digital revolution. The internet can facilitate or increase the efficiency of human and industrial work on a small, medium, and large scale. One example is the supply chain. With the internet, tasks that used to demand a lot of work have become simpler and more succinct. The supply chain is a sequence of collaborations or integrations between multiple firms that deliver a product to customers. The supply chain also facilitates the movement of goods, information, and money (Nofrialdi et al., 2023). E-commerce is one example of supply chain integration that has been accepted and felt by many people using technology. E-commerce combines or exchanges information, goods, and money to reach consumers or end users.

E-commerce is described as a purchasing and selling medium in which sellers and buyers can interact to complete transactions. However, unlike traditional trading principles, e-commerce facilitates transactions between sellers and buyers by eliminating the need for them to meet physically, hence eliminating time and geographic barriers (Givan Bryan et al., 2021). According to (Jain et al., 2021), e-commerce is electronic commerce in which vendors or sellers sell goods or services directly to consumers through a platform. E-commerce encompasses a wide range of businesses and marketplaces, including fashion, electronics, beauty, and baby equipment.

With several advantages that the internet provides, it has resulted in a significant increase in various levels of society in terms of strengthening social and commercial interactions. The internet also allows easy access to a wide range of academic and informal learning options. Aside from that, the internet allows for more access to educational opportunities, employment,

professional life, and social standing (Dominiguez M M and Rivera J M, 2020). Long-term, the internet's creativity and efficiency have the potential to boost a country's economic capability. However, it should be noted that economic growth because of the internet's effect is more prevalent in industrialized countries. This is influenced by the availability of the Internet in the related country. With the decent availability of the internet, the uses can be maximized, and vice versa. (Kusumawardhani N et al. 2023).

According to data from the *Internet World Stats* website, the number of internet users in Asia increased by 2,452% between 2000 and 2023, with a projected population of 4,352,169,960 and an internet user count of 2,916,890,209. This arguably big number demonstrates the rapid growth of internet users due to the primary services it offers. Referring to (Ariansyah K et al, 2021) Users can obtain information via the internet's characteristics and availability since they are no longer confined by spatial and temporal boundaries. Using this technology, people can access information or engage in internet-related activities at any time and from any location. According to the Indonesian Internet Service Providers Association, or APJII, the penetration rate of internet users in Indonesia will increase by 77.02% in 2022, with approximately 210,026,769 people registered or marked as internet users out of a total population of around 272,682,600. Utilizing the available data, it is possible to assume that most of the overall population has used the internet, as opposed to those who have not.

In 2019, Indonesia's digital economy surged fivefold since 2015 and is estimated to continue to grow, with the electronic-based commerce (e-commerce) sector leading the way. E-commerce allows shoppers to save time and money while making transactions. Previously, buyers had to make the effort and devote time to visiting actual businesses and comparing costs. However, with e-commerce, purchasers may now locate the lowest price for a product because they have access to and information about the available items (Ariansyah K et al, 2021). Quoting data from Statista, the number of e-commerce consumers in Indonesia is steadily increasing. It began in 2019 and is expected to continue increasing until 2028. However, based on existing statistics, e-commerce growth from 2019 to 2022 continues to accelerate, with e-commerce users expected to reach 74.6 million in 2022 and rising further in 2023. With continued expansion, this increase is affected by the level of adaptation to e-commerce, which has become a purchasing lifestyle in the digital era.

However, the growth in user numbers does not appear to have had a significant influence on e-commerce firm owners. This is proven by BPS data, which show a 29.36% loss in operational profit versus a 24.26% increase in profit. This reduction can be attributed to the impact of the Covid-19 epidemic, which altered people's purchasing interests and decisions, especially their lifestyle. So, despite a rise in e-commerce consumers, sellers' revenues are declining because of more selective customer shopping behavior (Shengyu Gu et al. 2021).

With an increasing number of existing e-commerce users, it appears that human processes or activities are beginning to evolve in a more modern manner through the implementation of technology. According to data acquired by the Badan Pusat Statistik, or BPS, around 43.02% of e-commerce users offer things like food, drinks, and so on. In second place, 15.04% of users sell fashion-related goods. Finally, sellers or the cosmetics business occupy the fifth position. According to the available data, the fashion industry does not

currently hold the top spot in e-commerce. Thus, study into the fashion sector is interesting to carry out because of the domination in the Indonesian online market.

The fashion sector is rapidly developing. Fashion is also an important tool that is inextricably linked to everyone's life, such as clothing. In fact, with such rapid advances, the fashion industry has piqued the interest of both the local community and the rest of the world in terms of current trends or tendencies. As time passes, dynamic and unexpected changes in the fashion sector influence how every business actor competes. Given the current situation, corporate players must be able to devise an effective strategy, ranging from product quality to marketing approach (Patrizia Gazzola et al. 2020).

In addition, with the vast opportunities offered by the e-commerce market, it provides a great opportunity for many people to compete. A broad example that can be seen is the e-commerce companies themselves which provide a place to sell. Some of those that exist include Shopee, Tokopedia, Lazada, Blibli, and many more. Of the several e-commerce sites or media in Indonesia, Shopee is one of the most popular with the public. The proof is, from data on average e-commerce visits in Indonesia by databoks, Shopee occupies the top position from quarter to quarter, always experiencing an increase. It was recorded that Shopee received around 216 million visits per month during the third quarter of 2023, which was an increase of 30% from the previous quarter. Also from the existing graph, Shopee tends to experience an increase compared to other platforms such as Tokopedia, Lazada, and Blibli. In the next position, followed by the Tokopedia and Lazada platforms, where the average number of visitors tends to decrease. Therefore, apart from looking for ways for businesspeople, this research also wants to find out how many users there are of e-commerce platforms other than Shopee.

## **2. Literature Review**

### **2.1. E-Service Quality**

Quoted from Avania, I. K. & Widodo, A. (2022), E-service quality is a way to assess internet-based customer satisfaction which includes the process of shopping and distributing goods or services. Then, according to Zeithaml dalam Juwaini et al. (2021), E-Service quality or service quality in e-commerce is defined as the extent to which a site can facilitate effective and efficient shopping, purchasing and delivery. To measure the quality of e-service quality, it is based on how consumers receive service and compares it with what consumers expect to receive. Zeithaml in Avania (2022), The dimensions used to measure are, efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact.

### **2.2. Customer Engagement**

Customer engagement is one of the keys to the success of a business which is part of the concept of relationship marketing. Customer engagement is a relationship and communication interaction that arises between producers and consumers through several channels. Moreover, relationships based on customer engagement can create loyalty to continue to choose a company's products or services on a regular basis (Zaid Sudirman. Patrwayati. 2021). Citing (Hidayat, V, R. & Nuzil, N. R. 2023), Customer engagement is a behavior that influences

consumer behavior to make voluntary contributions to brands or companies, where these contributions are more than just purchase transactions. These contributions include feedback, suggestions or ideas, word of mouth, and so on to improve the quality and income of related companies. To measure customer engagement, you can go through 5 dimensions such as identification, enthusiasm, attention, absorption, and interaction. Also, in assessing customer engagement, there are two points of view involved, namely the rational perspective and the emotional perspective (So, King, & Sparks. in Zaid 2021).

### **2.3. Guanxi**

Guanxi is explained as an informal relationship between buyers and sellers that can be formed in a digital-based market environment, consisting of mutual understanding, reciprocity, and harmonious relationships (Nugrogo et al. in Hansopaheluwakan. S, et al., 2022). In a business context, guanxi can be interpreted as a network of business relationships built by a person to gain an advantage in business. Citing (Wu, W, W. 2021), The unique features of guanxi are rooted in traditional Chinese society, which is largely family-based and ruled by Confucianism. These cultural beliefs emphasize the interdependence of social relationships and mutual obligations, rather than strong, codified laws. To identify Guanxi, it can be done by evaluating three identical facets, namely *ganqing*, *renqing*, and *mianzi* (Hwang, K. in Wu, W, K., 2021).

### **2.4. Customer Trust**

Customer trust is described as a customer's confident belief in the seller's dependability and honesty (Morgan and Hunt in Liu Min et al., 2023). Customer trust, a basic idea of relationship marketing (Fu et al., 2022), is critical for businesses to establish and maintain long-term relationships with customers (Hwang et al., 2015). Trust is the foundation of a relationship, where trust will be built when there is a trusting relationship between two or more parties. Proof of trust does not occur directly but must be built from scratch and can be proven. Therefore, trust will arise through the experiences that two or more parties undergo with the commitment that is formed. To measure trust, it can use three elements according to (Mayer at al. in Juwaini, A et al. 2021), as Ability, Kindness, and Integrity.

## **3. Research Method**

### **3.1. Type of Research**

The method used in this research is descriptive and causal research with a quantitative approach. Cite from (Sugiyono in Avania, 2022), Descriptive research is research conducted to determine the existence of independent variables, either only on one or more variables without making comparisons or connecting with other variables. As for causal research, it refers to research related to causal relationships and consists of two variables, namely independent variables and dependent variables. According to (Sugioyono in Avania, 2022), quantitative methods are research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments. The selection of quantitative data analysis aims to test a predetermined hypothesis.

## **3.2. Hypothesis Development**

### **3.2.1. Relationship between E-Service Quality and Guanxi**

Taken from the former research, there is a relationship between E-Service Quality, specifically information quality and interaction quality towards guanxi. Therefore, E-Service Quality can enhance someone's beliefs in products or business in terms of trust (Zhang Min et al., 2021).

H1 : E-Service Quality has a significant effect on Guanxi

### **3.2.2. Relationship between Customer Engagement and Guanxi**

In the development of increasingly advanced technology, including its implementation in business practices, research conducted by (Guo Lingyun et al. 2021) explains the relationship and influence between guanxi mediation on trust and customer engagement.

H2 : Customer Engagement has a significant effect on Guanxi

### **3.2.3. Relationship between Guanxi and Customer Trust**

Cite from research (Li Lan et al. 2019), suggesting that relationships based on Guanxi deserve or worth more trust. This relationship can even refer to a more personalized mutual relationship outside of business or work issues.

H3 : Guanxi has a significant effect on Customer Trust

### **3.2.4. Relationship between E-Service Quality and Customer Trust**

In every business model, there are several things that are similar. From the research of (Shaikh Ateque et al. 2023), on retail bank customers. Found that e-service quality, especially on design efficiency, security/privacy, and system availability can influence someone's trust.

H4 : E-Service Quality has a significant effect on Customer Trust

### **3.2.5. Relationship between Customer Engagement and Customer Trust**

In research conducted by (Guo Lingyun et al. 2021), explaining the relationship and influence between trust mediated by guanxi on customer engagement and consumer trust. In this study, one of the tests to be sought is the relationship and influence provided by customer engagement on consumer trust. Therefore, the following hypothesis.

H5 : Customer Engagement has a significant effect on Customer Trust

### **3.2.6. Relationship between E-Service Quality, Customer Trust, and Guanxi**

The development of business models towards digital encourages activities and approaches that involve more technology. Research conducted by (Qin Fang et al. 2024) in examining service quality on trust mediated by guanxi on the live streaming platform shows a positive relationship and influence in building trust.

H6 : E-Service Quality through Guanxi has a significant effect on Customer Trust.

### 3.2.7. Relationship between Customer Engagement, Customer Trust, and Guanxi

Cite from (Liu Min et al. 2023) research on online restaurant community in covid-19 pandemic about connection and influences of customer trust and guanxi on customer engagement has shown that both customer trust and guanxi can boost customer engagement. Contrary, this research aims to reverse these three variables where we want to see if there is any influence of customer engagement mediated by guanxi on customers' trust.

H7 : E-Service Quality through Guanxi has a significant effect on Customer Trust.

### 3.3. Population

According to (Sugiyono in Avania. 2022), Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that have been determined by researchers to be testing or learning materials to draw conclusions. The population chosen as the object of this research are Indonesians who live in Jakarta and Bogor, aged 17-30 years, and have purchased clothing products on e-commerce platforms.

### 3.4. Sample

According to (Sugiyono in Avania. 2022), the sample is part of the number and characteristics possessed by the population. This is needed if the research has limitations in the aspects of time, funds, and energy to study all subjects in a population, therefore sampling is a small part of a population that can represent a population. For this study, the sampling technique used is non-probability sampling which does not provide equal opportunities or chances for each element or member of the population to become a sample. For the approach, this study adopted a purposive sampling approach where the sample was determined based on certain considerations or criteria.

According to (Hair et al., 2017), the minimum number of samples that should be used is 10 times the number of indicators. In general, a sample size of 100 is better as a sample size. However, sizes smaller than 100 are still acceptable if they are in accordance with the research background. Therefore, to calculate the number of samples for this study, it is calculated as follows:

$$\text{Sample} = \text{Total Indicator} \times (5 \text{ to } 10)$$

Based on the existing formula, this study decided to use 10 times the number of indicators used. Then the resulting number of samples in the study is as follows:

$$\begin{aligned} \text{Sample} &= \text{Total Indicators} \times 10 \\ &= 18 \times 10 \\ &= 180 \end{aligned}$$

From the results of the calculation of the formula for determining the number of samples, the number of samples needed for this study is 180 samples.

### 3.5. Measurement Items

Based on the literature review conducted, this study adopts scales from previous studies to measure the variables namely 1.) customer engagement (CE), 2.) e-service quality (E-SC), 3.) guanxi (G), and 4.) customer trust (CT). The use of variables was modified to match the research context. Each item is evaluated using a 5-point Likert scale with responses from 1 (strongly disagree) to 5 (strongly agree). Below is the structure model used in this research. The hypothesis is denoted by the arrow between constructs.

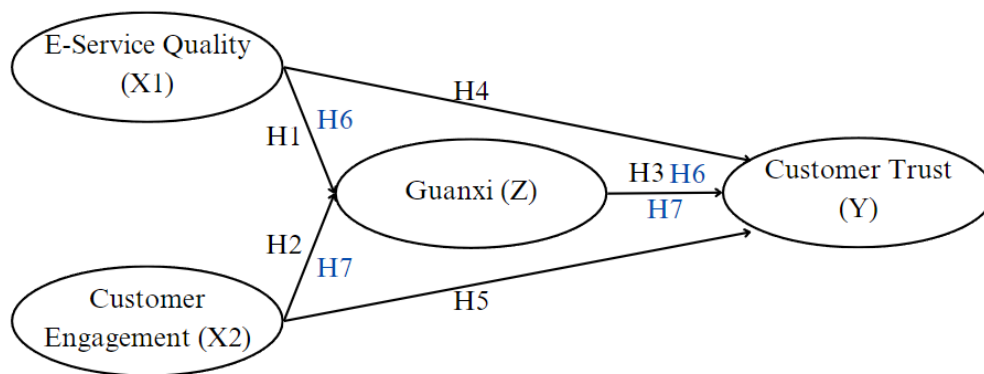


Fig 3.5.1: Structure Model

### 3.6. Data Analysis

The data analysis method used in this study is the Partial Least Square (PLS) method and assisted by the SmartPLS 4.0 software. PLS is a component-based structural equation modeling technique for assessing measurement and structural models. PLS is a technique that does not impose normal distribution assumptions (Chin in Shi Si et al. 2018). PLS tends to be used more often to detect differences between groups when data is not normally distributed. According to (Hair et al., 2021), PLS is an alternative method of Structural Equation Method (SEM) that available to solve problems of relationship of complex variables but does not require large sample size (30-100), and has non-parametric assumptions, meaning that the data does not rely on either specific distribution.

## 4. Result and Discussion

This part will examine and describe the results of the research and data analysis that has been collected through online questionnaires with a total of 210 samples and 24 rejected samples. Therefore, the sample used in this study is 186 with a minimum sample of 180. Taken from the data processing process, the result will show whether the hypothesis will be accepted or rejected.

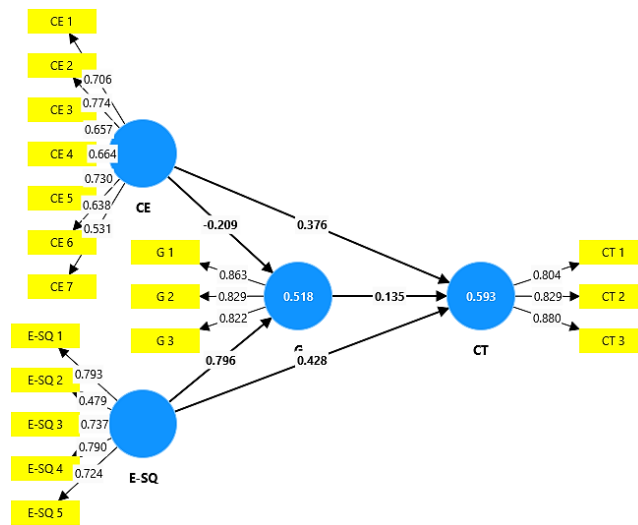


Fig 4.1: Research Result Before Trim

After calculating the data using SmartPLS 4.0 software, the results of the outer loadings are obtained as above, by looking at the existing numbers, the researchers decided to eliminate 4 indicators, namely, 1.) CE 3, 2.) CE 6, 3.) CE 7, and 4.) E-SQ 2 because it produces an outer loadings factor value  $< 0.7$ . However, the CE 4 indicator is retained to try the next test because it is close to the value of 0.7. After eliminating the indicators, the results of the outer loading factors that fulfill the validity test are as follows:

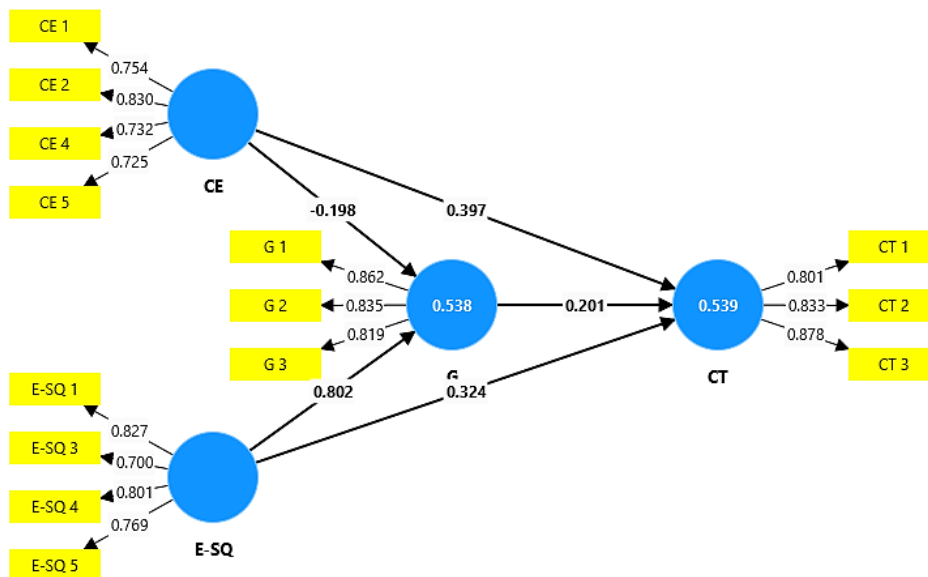


Fig 4.2: Research Result After Trim



#### 4.1. Outer Model Testing

**Table 4.1.1:** Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE	Evaluation of
Customer Engagement	0.758	0.765	0.846	0.580	Valid
Customer trust	0.788	0.792	0.876	0.702	Valid
E-Service Quality	0.779	0.790	0.858	0.602	Valid
Guanxi	0.789	0.790	0.877	0.703	Valid

#### 4.2. Validity Test

Based on the table above, all variables have an AVE > 0.5 which can be concluded to have *convergent validity*.

#### 4.3. Reliability Test

The table above showed that the result of the reliability test in this study obtained reliable results because the value of *Conbranch's alpha* and composite reliability (rho\_c) > 0.7 therefore it can be used as a measure of the variables in this study.

#### 4.4. R-Square Value

Based on the R-square results, the following table are obtained:

**Table 4.4.1:** R-Square

	R-square	R-square adjusted
Customer Trust	0.539	0.532
Guanxi	0.538	0.533

As can be seen from the table above, the result of the R value of the variable Customer Trust is 0.539, meaning that the Customer Engagement, E-Service Quality, and Guanxi variable can affect the Customer Trust Variable by 53,9%, leaving 46,1% result which are influenced by other variables. Even more, the R value of the variable Guanxi is 0.538, meaning that the variable Customer Engagement and E-Service Quality can influence Guanxi as much as 53,8% leaving 46,2% result will be influenced by other variables.

## 4.5. Hypothesis Testing

**Table 4.5.1:** Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Customer Engagement -> Customer Trust	0.397	0.374	0.120	3.312	0.001
Customer Engagement -> Guanxi	-0.198	-0.185	0.064	3.070	0.002
E-Service Quality -> Customer Trust	0.324	0.333	0.088	3.680	0.000
E-Service Quality -> Guanxi	0.802	0.797	0.055	14.532	0.000
Guanxi -> Customer Trust	0.201	0.206	0.078	2.583	0.010
Customer Engagement -> Guanxi -> Customer Trust	-0.040	-0.038	0.020	1.964	0.050
E-Service Quality -> Guanxi -> Customer Trust	0.161	0.164	0.063	2.569	0.010

### 4.5.1. The Effect of E-Service Quality on Guanxi

Based on the table result shown the significant value with the T-value statistic of the variable E-Service Quality on Guanxi 14.532 which are bigger than the t table 1.97 ( $14.532 > 1.97$ ) and the P value of 0.000 is lower than 0.05 ( $0.000 < 0,05$ ). Meaning, the E-Service Quality has a significant effect on Guanxi and the **H1 is accepted**.

### 4.5.2. The Effect of Customer Engagement on Guanxi

Based on the table result shown the significant value with the T-value statistic of the variable Customer Engagement on Guanxi 3.070 which are bigger than the t table 1.97 ( $3.070 > 1.97$ ) and the P value of 0.002 is lower than 0.05 ( $0.002 < 0,05$ ). Meaning, Customer Engagement has a significant effect on Guanxi and the **H2 is accepted**.

### 4.5.3. The Effect of Guanxi on Customer Trust

Based on the table result shown the significant value with the T-value statistic of the variable Guanxi on Customer Trust 2.583 which are bigger than the t table 1.97 ( $2.583 > 1.97$ ) and the P value of 0.010 is lower than 0.05 ( $0.010 < 0,05$ ). Meaning, the Guanxi has a significant effect on Customer Trust and the **H3 is accepted**.

### 4.5.4. The Effect of E-Service Quality on Customer Trust

Based on the table result shown the significant value with the T-value statistic of the variable E-Service Quality on Customer Trust 3.680 which are bigger than the t table 1.97

(3.680 > 1.97) and the P value of 0.000 is lower than 0.05 (0.000 < 0,05). Meaning, the E-Service Quality has a significant effect on Customer Trust and the **H4 is accepted**.

#### **4.5.5. The Effect of Customer Engagement on Customer Trust**

Based on the table result shown the significant value with the T-value statistic of the variable Customer Engagement on Customer Trust 3.312 which are bigger than the t table 1.97 (3.312 > 1.97) and the P value of 0.001 is lower than 0.05 (0.001 < 0,05). Meaning, Customer Engagement has a significant effect on Guanxi and the **H5 is accepted**.

#### **4.5.6. The Effect of E-Service Quality and Guanxi on Customer Trust**

Based on the table result shown the significant value with the T-value statistic of the variable E-Service Quality on Customer Trust mediated by Guanxi 2.569 which are bigger than the t table 1.97 (2.569 > 1.97) and the P value of 0.010 is lower than 0.05 (0.010 < 0,05). Meaning, Customer Engagement has a significant effect on Customer Trust mediated by Guanxi and the **H6 is accepted**.

#### **4.5.7. The Effect of Customer Engagement and Guanxi on Customer Trust**

Based on the table result shown the significant value with the T-value statistic of the variable Customer Engagement on Customer Trust mediated by Guanxi 1.864 which are bigger than the t table 1.97 (1.964 > 1.97) and the P value of 0.050 is equal to 0.05 (0.050 = 0,05). Meaning, Customer Engagement has a significant effect on Guanxi and the **H7 is accepted**.

### **5. Conclusions**

After the calculation and testing on each of the hypotheses, there are some priorities to be considered by business actors in the e-commerce fashion industry, namely E-Service Quality, which can help and significantly influence Customer Trust by Guanxi as a mediator. In other words, service quality such as Efficiency, Fulfillment, Privacy, and Responsiveness, can help to enhance personal belief in their credibility to provide good products and/or services. Furthermore, other variables such as Customer Engagement also have an influence on Customer Trust either with or without the Guanxi as a mediating variable. Guanxi in this research is used as a mediating variable whereas it can bridge buyers and sellers to build interpersonal relationships or deeper reciprocal relationships outside of electronic-based business affairs. This is because Guanxi itself is generally found in conventional business activities that involve direct physical contact. Therefore, this research uses Guanxi to test its function in more modern business models.

This study analyzes the influence given by two independent variables, E-Service Quality and Customer Engagement, both of which can influence the mediation variable by 53.8%. Then the three variables have a percentage value of 53.9% to influence the dependent variable. Where the rest can be influenced by other variables.

For the object of this research, focusing on consumers or e-commerce users who have used the platform to buy clothing products, domiciled in Bogor and Jakarta because they are areas with a relatively high percentage of the population with e-commerce users, and aged 17-30 years because they are considered to have purchasing power and have trust-awareness of the store or business that is chosen to make transactions.

## APPENDIX

No	Statement	Indicator
<b>Variable Independent E-Service Quality</b>		
1	It was easy for me to find the clothing store I was looking for	Efficiency
2	I got the product at the store I visited	Fulfillment
3	I didn't encounter any problems during the search and purchase process	System Availability
4	I feel safe with the information provided to the store	Privacy
5	I get a fast response if there is a problem with the order, along with an effective solution	Responsiveness
6	I receive compensation from the relevant shop if a problem occurs with my order.	Compensation
7	I can find store contacts easily	Contact
<b>Variable Independent Customer Engagement</b>		
8	I feel enthusiastic and interested to see the newest products launched by the store	Enthusiasm
9	I am willing to take the time to see information or variations (size, color and model) of products from a clothing store	Attention
10	I feel happy and enjoy cashing in when I visit clothing stores in e-commerce	Absorption
11	I feel the need to share experiences or reviews about my shopping experiences online or offline	Interaction
12	I feel proud when I use a shop's products so I want to recommend that shop	Identification
<b>Mediating Variable Guanxi</b>		
13	I have a desire to help the clothing stores I love to become better known	Ganqing / Affection
14	I have a desire to promote a shop that I like	Renqing / Empathy
15	I have a desire to keep the reputation of a well-liked clothing store growing	Mianzi / Face
<b>Variable Dependent Customer Trust</b>		
16	I am satisfied with the quality of the products and services I received	Ability
17	I have a sense of empathy for the stores I like to be more successful	Kindness
18	I feel satisfied with the claims (integrity) given by the shop	Integrity

## ACKNOWLEDGEMENTS

First and foremost, we express our deepest appreciation to esteemed mentor and advisor, Mrs. Scherly Hansopaheluwakan, SE., MIB, whose expertise, patience, and valuable insights greatly enriched this study with the guidance in shaping the direction of this research and fostering our intellectual growth. Furthermore, we extend our heartfelt thanks to our family and friends for their support, understanding, and encouragement throughout this endeavor. Their belief in us has been a constant source of motivation and strength. To all that have contributed in ways seen and unseen, we offer our sincerest thanks. The support that has been given is invaluable to us.

## REFERENCES

- Ahdiat, A. (2023). Tren Pengunjung E-Commerce Kuartal III 2023, Shopee Kian Melesat. *Https://Databoks.Katadata.Co.Id/*, 2023, 2023. Retrieved from <https://databoks.katadata.co.id/datapublish/2023/10/11/tren-pengunjung-e-commerce-kuartal-iii-2023-shopee-kian-melesat>
- An Overview of Electronic Commerce (e-Commerce). (2021). *Journal of Contemporary Issues in Business and Government*, 27(3). <https://doi.org/10.47750/cibg.2021.27.03.090>
- Anggraini, W., Permatasari, B., & Devita Putri, A. (2023). PENGARUH ONLINE CUSTOMER REVIEW, ONLINE CUSTOMER RATING, DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN DI TIKTOK SHOP PADA MASYARAKAT KOTA BANDAR LAMPUNG. *Jurnal TECHNOBIZ*, 6(2), 2655–3457.
- Anita Tobagus. (2018). PENGARUH E-SERVICE QUALITY TERHADAP E-SATISFACTION PADA PENGGUNA DI SITUS TOKOPEDIA Anita. *Suparyanto Dan Rosad* (2015), 6(1), 1–10.
- APJII. (2022). APJII di Indonesia Digital Outlook 2022. *Buletin APJII*, (June 2022), 1.
- Ariansyah, K., Sirait, E. R. E., Nugroho, B. A., & Suryanegara, M. (2021). Drivers of and barriers to e-commerce adoption in Indonesia: Individuals’ perspectives and the implications. *Telecommunications Policy*, 45(8). <https://doi.org/10.1016/j.telpol.2021.102219>
- Avania, I. K., & Widodo, A. (2022). Affect of E-Service Quality on E-Customer Loyalty through E-Customers Satisfaction on E-Commerce Shopee. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(1), 535–546. Retrieved from <https://www.bircu-journal.com/index.php/birci/article/view/3641/pdf>
- Badan Pusat Statistik. (2022). Badan Pusat Statistik (BPS) 2022. *Statistik Indonesia 2022*, 1101001, 790. Retrieved from <https://www.bps.go.id/publication/2020/04/29/e9011b3155d45d70823c141f/statistik-indonesia-2020.html>

- Binus University. (2021). Tiga Perhitungan Utama SMART PLS: Algorithm, Bootstrapping, dan Blindfolding. Retrieved from <https://accounting.binus.ac.id/2021/11/16/tiga-perhitungan-utama-smart-pls-algorithm-bootstrapping-dan-blindfolding/>
- Databoks. (2019). 96% Pengguna Internet di Indonesia Pernah Menggunakan E-Commerce. *Databoks*, (September), 2019. Retrieved from <https://databoks.katadata.co.id/datapublish/2019/12/03/96-pengguna-internet-di-indonesia-pernah-gunakan-e-commerce>
- Felix, A., & Rembulan, G. D. (2023). Analysis of Key Factors for Improved Customer Experience, Engagement, and Loyalty in the E-Commerce Industry in Indonesia. *APTISI Transactions on Technopreneurship*, 5(2Sp), 196–208. <https://doi.org/10.34306/att.v5i2sp.350>
- Gazzola, P., Pavione, E., Pezzetti, R., & Grechi, D. (2020). Trends in the fashion industry. The perception of sustainability and circular economy: A gender/generation quantitative approach. *Sustainability (Switzerland)*, 12(7), 1–19. <https://doi.org/10.3390/su12072809>
- Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329–340. <https://doi.org/10.5267/j.ijdns.2022.10.001>
- Givan, B., Wirawan, R., Andriawan, D., Aisyah, N., Asep, A., & Syah Putra, A. (2021). Effect of Ease and Trustworthiness To Use E-Commerce for Purchasing Goods Online. *International Journal of Educational Research & Social Sciences*, 2(2), 277–282. <https://doi.org/10.51601/ijers.v2i2.74>
- Gu, S., Ślusarczyk, B., Hajizada, S., Kovalyova, I., & Sakhibieva, A. (2021). Impact of the covid-19 pandemic on online consumer purchasing behavior. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2263–2281. <https://doi.org/10.3390/jtaer16060125>
- Guo, L., Hu, X., Lu, J., & Ma, L. (2021). Effects of customer trust on engagement in live streaming commerce: mediating role of swift guanxi. *Internet Research*, 31(5), 1718–1744. <https://doi.org/10.1108/INTR-02-2020-0078>
- Hansopaheluwakan, S., Arief Elidjen, M., & Utami Tjhin, V. (2022). The Factors Influencing E-Customer Satisfaction and Its Impact on E-Customer Loyalty Moderated by Guanxi in Pandemic Era. *Journal of System and Management Sciences*, 12(6), 252–263. <https://doi.org/10.33168/JSMS.2022.0616>
- Hidayat, V. R., & Nuzil, N. R. (2023). Pengaruh Customer Experience, E-service Quality dan Customer Engagement terhadap Customer Satisfaction pada Konsumen Mobile Application E-commerce Shopee. *Mufakat: Jurnal Ekonomi, Manajemen, Dan Bisnis*, Vol. 2 No, 131–141. Retrieved from <https://jurnal.anfa.co.id/index.php/mufakat/article/view/1073/1045>

- Internet World Stats. (2023). Internet World Stats. Retrieved from <http://www.internetworldstats.com/>
- Japutra, A., Molinillo, S., Fitri Utami, A., & Adi Ekaputra, I. (2022). Exploring the effect of relative advantage and challenge on customer engagement behavior with mobile commerce applications. *Telematics and Informatics*, 72. <https://doi.org/10.1016/j.tele.2022.101841>
- Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., ... Purwanto, A. (2022). The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty. *International Journal of Data and Network Science*, 6(2), 477–486. <https://doi.org/10.5267/j.ijdns.2021.12.006>
- Kusumawardhani, N., Pramana, R., Saputri, N. S., & Suryadarma, D. (2023). Heterogeneous impact of internet availability on female labor market outcomes in an emerging economy: Evidence from Indonesia. *World Development*, 164. <https://doi.org/10.1016/j.worlddev.2022.106182>
- Li, L., Li, G., Feng, X., Liu, Z., & Tsai, F. S. (2019). Moderating effect of dynamic environment in the relationship between Guanxi, trust, and repurchase intention of agricultural materials. *International Journal of Environmental Research and Public Health*, 16(19). <https://doi.org/10.3390/ijerph16193773>
- Lin, Y. H., & Zhang, H. (2023). Impact of contractual governance and guanxi on contractors' environmental behaviors: The mediating role of trust. *Journal of Cleaner Production*, 382. <https://doi.org/10.1016/j.jclepro.2022.135277>
- Liu, H., Wang, T. Y., Bernardo, A. B. I., & Shen, H. (2023). Cooperating with Different Types of Strangers: The Influence of Guanxi Perception, Trust, and Responsibility. *Behavioral Sciences*, 13(6). <https://doi.org/10.3390/bs13060473>
- Liu, M., Xu, J., Li, S., & Wei, M. (2023). Engaging customers with online restaurant community through mutual disclosure amid the COVID-19 pandemic: The roles of customer trust and swift guanxi. *Journal of Hospitality and Tourism Management*, 56, 124–134. <https://doi.org/10.1016/j.jhtm.2023.06.019>
- Lu, Y., He, Y., & Ke, Y. (2023). The influence of e-commerce live streaming affordance on consumer's gift-giving and purchase intention. *Data Science and Management*, 6(1), 13–20. <https://doi.org/10.1016/j.dsm.2022.10.002>
- Martínez-Domínguez, M., & Mora-Rivera, J. (2020). Internet adoption and usage patterns in rural Mexico. *Technology in Society*, 60. <https://doi.org/10.1016/j.techsoc.2019.101226>
- Nofrialdi, R., Bimas Saputra, E., & Saputra, F. (2023). Pengaruh Internet of Things: Analisis Efektivitas Kerja, Perilaku Individu dan Supply Chain. *Jurnal Manajemen Dan Pemasaran Digital*, 1(1), 1–13. <https://doi.org/10.38035/jmpd.v1i1.17>

- Purwanto, A. (2022). What Is the role of customer behavior for electronic e-commerce and modern market visit intention? *Journal of Information Systems and Management*, 01(06), 46–57.
- Qin, F., Zhang, X., Yang, X., & Guo, X. (2024). Livestreaming commerce service quality measurement and its effect on swift guanxi, trust, and repurchase intention. *Total Quality Management and Business Excellence*.  
<https://doi.org/10.1080/14783363.2024.2331776>
- Rahmawati, O., & Riyanto, K. (2023). Pengaruh Brand Personality, Brand Love dan Brand Image Terhadap Brand Advocacy. *ARBITRASE: Journal of Economics and Accounting*, 4(1), 7–12.
- Shaikh, A., Banerjee, S., & Singh, B. (2023). The Differential Impact of e-Service Quality's Dimensions on Trust and Loyalty of Retail Bank Customers in an Emerging Market. *Services Marketing Quarterly*, 44(2–3), 121–141.  
<https://doi.org/10.1080/15332969.2022.2161811>
- Shi, S., Mu, R., Lin, L., Chen, Y., Kou, G., & Chen, X. J. (2018). The impact of perceived online service quality on swift guanxi: Implications for customer repurchase intention. *Internet Research*, 28(2), 432–455. <https://doi.org/10.1108/IntR-12-2016-0389>
- So, K. K. F., King, C., & Sparks, B. (2014). Customer Engagement with Tourism Brands: Scale Development and Validation. *Journal of Hospitality and Tourism Research*, 38(3), 304–329. <https://doi.org/10.1177/1096348012451456>
- Statista. (2024). Number of users of e-commerce in Indonesia 2019-2028. Retrieved from <https://www.statista.com/forecasts/251635/e-commerce-users-in-indonesia>
- Wu, W. K. (2021). Does traditional guanxi still matter in social commerce: an empirical study in taiwan. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(3), 377–394. <https://doi.org/10.3390/jtaer16030024>
- Yen, D. A., Abosag, I., Huang, Y. A., & Nguyen, B. (2017). Guanxi GRX (ganqing, renqing, xinren) and conflict management in Sino-US business relationships. *Industrial Marketing Management*, 66, 103–114.  
<https://doi.org/10.1016/j.indmarman.2017.07.011>
- ZAID, S., & PATWAYATI, P. (2021). Impact of Customer Experience and Customer Engagement on Satisfaction and Loyalty: A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 983–992.  
<https://doi.org/10.13106/jafeb.2021.vol8.no4.0983>
- Zhang, M., Sun, L., Qin, F., & Wang, G. A. (2020). E-service quality on live streaming platforms: swift guanxi perspective. *Journal of Services Marketing*, 35(3), 312–324.  
<https://doi.org/10.1108/JSM-01-2020-0009>