



The Influence of Endorsement and Content Marketing and Brand Trust on Customer Loyalty on the Shopee platform

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Abstract

Rapid progress in the field of e-commerce in Indonesia has made competition between platforms increasingly fierce, so consumer loyalty is important for business sustainability. Shopee, as a well-known e-commerce platform in Indonesia, has problems in maintaining buyer loyalty when there are so many marketplace choices. This research was created to examine the effects of endorsements, content marketing, and brand trust on consumer loyalty on the Shopee platform. The research method used is quantitative with a survey method. Data was obtained from the distribution of questionnaires to 135 respondents, namely active Shopee users in Cirebon City, who were selected using the purposive sampling technique. Data analysis was carried out using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) technique using the SmartPLS application. The results of the measurement model test show that all constructs have met the requirements for validity and reliability. The results of the structural model analysis indicate that endorsements have a good and important impact on buyer loyalty. Content marketing also shows a good and important impact on buyer loyalty, with the greatest impact compared to other variables. In addition, brand trust has been proven to have a good and important impact on Shopee user loyalty. A determination coefficient (R^2) value of 0.575 indicates that endorsement, content marketing, and brand trust may explain shopper loyalty in the moderate group. The findings of this study show that e-commerce user loyalty is influenced by effective digital marketing communication strategies, supported by relevant content and consumer trust levels in brands.

INTRODUCTION

The development of Indonesia's digital economy has increased rapidly, especially due to the development of the e-commerce sector. Indonesia now has more than 220 million active internet users, and more than 85% of them have made online purchases. Shopee is the most popular platform in Indonesia, with a market share of 37.9%. However, this rapid growth also brings new challenges for industry players, especially in maintaining customer loyalty amid increasingly fierce competition. (Social & Meltwater, 2024)

During the month of July from the 10th to the 26th, Populix conducted a survey of 1,005 people aged 18 to 44. Those who respond are active internet users and e-commerce customers. Based on the survey, the e-commerce that is most remembered by the public is as follows: Tokopedia 44%, Shopee 40%, and Lazada 11% show a high conversion rate in terms of retention or conversion of usage over the past month. This shows that Tokopedia has the most loyal users compared to Shopee and Lazada. Bukalapak, Blibli, and Tokopedia are also choices for consumers regarding loyalty. Nonetheless, when it comes to attracting customers to try the platform, Shopee is the best (Katadata.co.id).

Digitalization has changed consumer shopping patterns, which requires companies to be adaptive in changing and developing their marketing strategies. In Indonesia, one of the companies that has succeeded in strengthening its position in the market by implementing a digital marketing strategy is Shopee, including influencer endorsements and content marketing. According to Kotler and Keller, in more personalized marketing interactions and experiences, there is more focus on marketing to build an emotional connection with consumers. In the implementation of digital marketing, consumer loyalty is not only based on functional satisfaction, but also on emotional attachment and a positive image of the company. Therefore, formulating a marketing strategy that is not only feasible, but also able and effective to build marketing relationships in the long term is a challenge for companies. (Kotler & Keller, 2022).

One of the most prominent strategies is Endorsement, where public figures or influencers are involved to strengthen the image and appeal of the brand. Erdogan (2021) said that the effectiveness of endorsements largely depends on how credible, attractive, and relevant the endorsement is to the product being promoted. In the context of Shopee, the use of international celebrities such as Jackie Chan and BLACKPINK has been shown to increase brand awareness and customer engagement.

Content Marketing is part of Shopee's digital communication strategy, in addition to support. Content Marketing is a technique related to the creation and distribution of content that is useful and relevant for business interests and corporate purposes, to acquire and retain customers, according to Pulizzi (2020). Shopee tries to use various formats, such as educational videos, reviews, and MSME Success Stories, to gain customer emotions and trust. However, from existing literature studies, the influence of content marketing on customer loyalty tends to vary greatly. Found that while engaging content can increase engagement, without brand trust, engaging content doesn't necessarily invite loyalty. (Ardiansyah & Nugroho, 2021)

Brand Trust is an important part of building customer loyalty. According to Fitriani et al. (2023), Brand Trust is the belief that a brand can keep its promises and provide the value that customers expect. In the context of e-commerce, this trust includes how secure the transaction is, how genuine the product is, and how quickly complaints are handled. People are more likely to buy from the platform again and tell others about it if they feel safe and trust it. However, a report from Katadata (2024) states that Shopee still receives many complaints about products that don't match descriptions, late deliveries, and fake stores that steal money. This situation can make customers less trusting and make it difficult to build long-term loyalty. (Fitriani et al., 2023)

Academic studies on customer loyalty in endorsements, content marketing, and brand trust have largely disagreed. In the context of e-commerce in Indonesia, (Hapsari & Yuliani, 2022) found three factors that contribute positively and significantly to customer loyalty. However, research conducted by Syafitri, Wulandari, and Hartono (2023), Endorsement and Content Marketing can only have a significant effect if mediated by Brand Trust. This means that if both methods don't have an element of brand trust, they can't build customer loyalty. The research's explanations contradict and point to many research shortcomings in the fast-growing e-commerce industry such as Shopee. (Syafitri et al., 2023)

In addition, most previous research has focused on purchase intent as a dependent variable, rather than on customer loyalty, which is characterized by long-term commitment (Ali et al., 2022). On the other hand, research focusing on the interaction of the three variables of

support, content marketing, and brand trust in the context of e-commerce in Indonesia is still relatively limited. In fact, customer loyalty is a sign of digital business success that is more strategic than just increasing short-term sales. The integrity and capability of service providers are two important things to build long-term relationships with customers. These findings emphasize the importance of innovation in digital services and strengthening customer trust as a key strategy to maintain loyalty in an increasingly competitive e-commerce environment. This research is very important to overcome the identified gaps (Rizky Ramadhan, 2025).

The novelty of this research lies in its holistic and multidimensional perspective. Unlike previous studies, this research investigates the integrative relationship between endorsement, content marketing, and brand trust, positioning them as three distinct but complementary constructs that jointly influence customer loyalty. It looks at endorsement not just as a promotional tool, but as a complete experience where the visual and informational stimulus of the brand ambassador is inextricably linked with the participatory and responsive quality of the content. This approach advances the application of consumer behavior theory by testing it in the complex, multi-stimulus environment of e-commerce, proposing that both the marketing communication and its interactive elements act as external stimuli.

This study seeks to contribute to the literature on digital consumer behavior theory by examining the relationship between endorsement, content marketing, brand trust, and customer loyalty. From this method, we aim to gain insight into customer loyalty in the internet age. In addition, we are optimistic that this study will help Shopee management and e-commerce practitioners to increase customer trust through proper communication and relevant content. So, this research departs from the existing phenomenon, that e-commerce users in Indonesia are increasing, but there are problems in building trust and maintaining customer loyalty. More studies are still needed to be able to uncover the relationship between support, content marketing, brand trust, and customer loyalty on Shopee. The results of previous studies show that this approach can help build a trust-oriented digital marketing strategy and long-term relationships between brands and consumers (Firmansyah et al., 2023).

METHOD

Research Approach

This research used a descriptive-verifiable quantitative approach. The goal is to examine the relationships and influences between variables. In addition, it can result in a broader generalization of the population because it tests hypotheses that have been made that are based on previous theories and research (Sugiyono, 2019).

Population and Sample

Active Shopee users who live in Cirebon City are the subjects of this study. This study uses the purposive sampling method to select a non-probability sample. This means that researchers do not provide every person or member of the population with the same opportunity to be a sample (Sugiyono, 2023).

According to Hair et al. (2017), the exact sample size is 5–10 times the number of indicators. The required sample number is 135 respondents, or 5 times 27 indicators. (Hair et al., 2017)

Data Collection Techniques

The main data of the study was obtained through the distribution of online questionnaires to respondents who met the set criteria. This questionnaire is sent through social media such as WhatsApp and Instagram. In addition, as a supporting source, this study also uses secondary data from scientific journals, reference books, media news, and other relevant sources. (Indriantoro & Supomo, 2018)

Data Analysis Techniques

The data analysis of this study was carried out using the Partial Least Squares- Structural Equation Modeling (PLS-SEM) approach, which was assisted by SmartPLS software. This method has the ability to analyze both measurement models (inner model) and structural models (outer model). In addition, PLS-SEM is considered appropriate for studies that have a small sample of data and do not follow a normal distribution (Hair et al. 2017: Ghazali & Latan, 20

RESULTS AND DISCUSSION

This study involved 135 people who often use the Shopee e-commerce platform in Cirebon City. This study uses an analysis method known as Partial Least Squares-Structural Equation Modeling (PLS-SEM). This method can analyze the relationships between latent variables without requiring strict normal distribution assumptions. In addition, this method can be used to test and confirm research models with relatively moderate sample counts. Customer Loyalty (Y) was determined as a dependent variable influenced by the three independent variables in this study. On the other hand, Endorsement (X1), Content Marketing (X2), and Brand Trust (X3) function as independent variables.

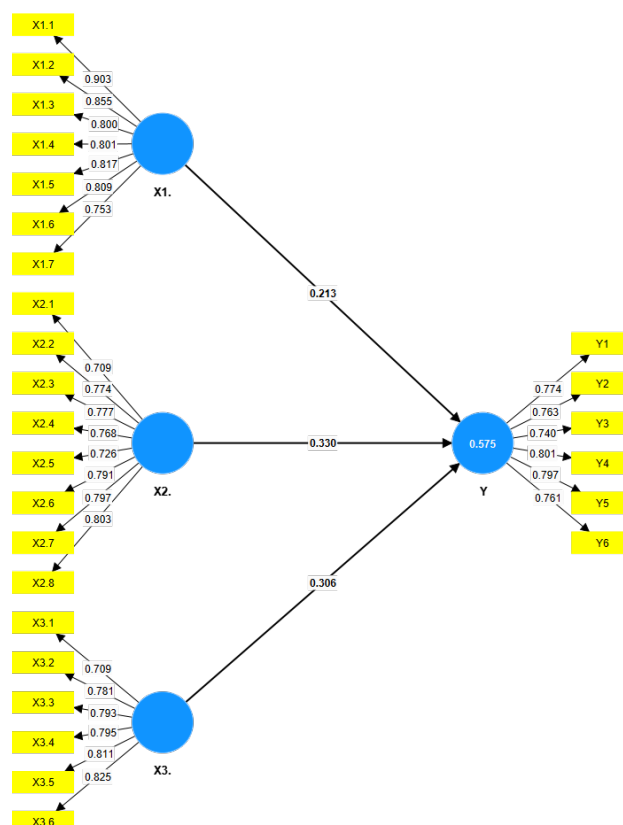


Figure 1. Convergent Validity Result Based on Outer Loading

Convergent Validity and Reliability Tests

A convergent validity test was performed to see how strong the relationship between each indicator and the latent construct to be measured was. One way to see this is to look at the outer loading value which shows how much of a relationship the indicator has with the variable. A loading factor that is above 0.70 makes the indicator valid. In addition, to measure the validity of the convergence, it can be seen from the value of the Average Variance Extracted (AVE). If the AVE value is greater than 0.50, then it can be said that the structure is able to explain more than 50% of the variance of the indicator.

Table 1. Convergent Validity and Reliability Test Results

Variable	Item	Loading Factor	AVE	Notes
ENDORSEMENT	X1.1	0.903		Valid
	X1.2	0.855		Valid
	X1.3	0.800		Valid
	X1.4	0.801	0.674	Valid
	X1.5	0.817		Valid
	X1.6	0.809		Valid
	X1.7	0.753		Valid
CONTENT MARKETING	X2.1	0.709		Valid
	X2.2	0.774		Valid
	X2.3	0.777		Valid
	X2.4	0.768	0.591	Valid
	X2.5	0.726		Valid
	X2.6	0.791		Valid
	X2.7	0.797		Valid
	X2.8	0.803		Valid
BRAND TRUST	X3.1	0.709		Valid
	X3.2	0.781		Valid
	X3.3	0.793		Valid
	X3.4	0.795	0.619	Valid
	X3.5	0.811		Valid
	X3.6	0.825		Valid
CUSTOMER LOYALTY	Y.1	0.774		Valid
	Y.2	0.763		Valid
	Y.3	0.740		Valid
	Y.4	0.801	0.598	Valid
	Y.5	0.797		Valid
	Y.6	0.761		Valid

Discriminant Validity

Table 2. Results of the Discriminant Validity Test

Item	Endorsement	Content Marketing	Brand Trust	Customer Loyalty
X1.1	0.903	0.669	0.520	0.540
X1.2	0.855	0.570	0.455	0.468
X1.3	0.800	0.568	0.460	0.519
X1.4	0.801	0.606	0.479	0.544
X1.5	0.817	0.639	0.448	0.563
X1.6	0.809	0.675	0.530	0.579
X1.7	0.753	0.628	0.613	0.502
X2.1	0.560	0.709	0.513	0.576
X2.2	0.620	0.774	0.533	0.499

Item	Endorsement	Content Marketing	Brand Trust	Customer Loyalty
X2.3	0.583	0.777	0.491	0.569
X2.4	0.594	0.768	0.547	0.548
X2.5	0.493	0.726	0.518	0.446
X2.6	0.571	0.791	0.626	0.567
X2.7	0.597	0.797	0.524	0.556
X2.8	0.651	0.803	0.570	0.559
X3.1	0.500	0.545	0.709	0.437
X3.2	0.540	0.599	0.781	0.567
X3.3	0.476	0.541	0.793	0.511
X3.4	0.443	0.539	0.795	0.610
X3.5	0.457	0.571	0.811	0.489
X3.6	0.472	0.526	0.825	0.505
Y.1	0.458	0.532	0.545	0.774
Y.2	0.442	0.455	0.445	0.763
Y.3	0.502	0.546	0.550	0.740
Y.4	0.521	0.608	0.490	0.801
Y.5	0.534	0.578	0.568	0.797
Y.6	0.549	0.541	0.486	0.761

Source: Data was processed (2026).

As proposed by Hair et al., the validity of the discriminant is tested through cross-loading analysis. (2019) The purpose of this test is to ensure that each indicator shows the highest loading value in the construct it represents compared to other constructs. The results of the analysis show that each indicator has the highest loading value in their initial construct.

The indicator on the impulse variable shows the strongest relationship with the impulse construct. The same applies to indicators on the variables of endorsement, content marketing, brand trust, and customer loyalty, each of which has the greatest influence on its own construct. Therefore, it can be concluded that every construct studied in this study meets the requirements of discriminant validity. In other words, each variable has been shown to have both conceptual and empirical advantages.

Composite Reliability

Reliability is used to find out if a respondent's answer is not random. This is done by testing the reliability of the construct using Alpha Cronbach and Composite Reliability (CR). According to Hair et al. (2021), a construction is declared reliable if it has a composite reliability value of at least 0.70.

Table 3. Construct Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Notes
Endorsement	0.919	0.935	Reliable
Content Marketing	0.901	0.920	Reliable
Brand Trust	0.877	0.907	Reliable
Customer Loyalty	0.865	0.899	Reliable

Source: Data was processed (2026).

The test results show that all components are very reliable. Value

R-Square

Table 4. Hasil R Square dan R Square Adjusted

Variable	R-square	R-square Adjusted
Customer Loyalty	0.575	0.566

Chairani (2024). The results of this study confirm that performance can be influenced by the organizational context and other factors such as competence, work systems, or human resource management. The Influence of Altruism on Employee Performance

Based on the analysis of the determination coefficient, the Customer Loyalty variable obtained an R-Square value of 0.575 and an Adjusted R-Square of 0.566. These findings indicate that 57.5% of changes in Shopee users' Customer Loyalty can be explained by Endorsements, Content Marketing, and Brand Trust, while the remaining 42.5% are influenced by other variables not covered in this study. In accordance with the criteria of Hair et al. (2021), the R-Square value is included in the medium category, which shows that this model is quite good and stable in predicting user loyalty on the Shopee platform.

Uji Hypothesis (Bootstrapping)

Table 5. These new findings support previous findings. One of them is Qalati et al.

Hipotesis	Variabel	Path Coefficient	T statistics	P values	Description
H1	Endorsement (X1) →Customer Loyalty (Y)	0.213	2.338	0.019	Positive and Signifikan
H2	Content Marketing (X2) →Customer Loyalty (Y)	0.330	3.207	0.001	Positive and Signifikan
H3	Brand Trust (X3) →Customer Loyalty (Y)	0.306	3.103	0.002	Positive and Signifikan

The interdependency test between variables was carried out using the bootstrapping method in PLS-SEM. In the context of the significance level of $\alpha = 0.05$, a relationship is considered significant if the T-statistically value is more than 1.65 and the P-value is less than 0.05. The test findings showed that all relationships between variables in this model were statistically significant. Endorsements have a positive and significant impact on Customer Loyalty (T = 2,338; P = 0.019). Content Marketing also provides significant positive impact on Customer Loyalty (T = 3,207; P = 0.001). Brand Trust also showed a positive and significant impact on Customer Loyalty (T = 3,103; P = 0.002). Therefore, all hypotheses in this study are declared accepted.

The Effect of Endorsements on Customer Loyalty

The results of the hypothesis test show that endorsements have a positive and significant impact on customer loyalty of Shopee platform users in Cirebon City. So, the formulation of the H1 problem is accepted. The results of the Endorsement hypothesis test on Customer Loyalty stated that this variable had a major influence on customer loyalty, with a p-value of less than 0.05 (0.019) and a T-statistic of 2.338. This shows that the use of an endorser that is credible, attractive, reputable and in accordance with Shopee's brand image can create a

positive perception and customer attachment to the platform. Good endorsements increase customer brand awareness and improve customer brand attitudes, resulting in repeat purchases and long-term commitments.

The findings of this study are in line with Lim et al. (2023) and Raissa et al. (2025) who found that Endorsements (influencers) have a positive and significant impact on customer loyalty in the marketplace by increasing trust and brand image. Therefore, it can be concluded that endorsements are an effective digital marketing strategy to build customer loyalty for Shopee.

The Influence of Content Marketing on Customer Loyalty

Based on the H2 test it was successful and said Hypothesis two is acceptable. Content Marketing has a positive and significant effect on Customer Loyalty. $P = 0.001 (< 0.05)$. $T = 3.207$. This means that Content Marketing has an effect on Customer Loyalty. This means that content that is relevant, and quality, contains information, is creative, consistent, and interactive and can create long-term engagement and relationships with Shopee. Valuable content doesn't just serve to make it a promotional medium. Content can be an educational medium, and a media that communicates with customers.

This research is in line with the research of Pulizzi (2022), Al Qardhawi & Ridanasti (2024) found that content marketing can have a positive and significant effect on consumer loyalty, this is due to increased engagement and trust from customers. Based on this, Content Marketing can be understood to be one of the important factors that cause customer loyalty on other e-commerce platforms, especially Shopee.

The Influence of Brand Trust on Customer Loyalty

Hypothetical research shows that Brand Trust positively and significantly affects Customer Loyalty of Shopee users in Cirebon City. Thus, H3 is acceptable. This is evidenced by $p\text{-value} = 0.002 (< 0.05)$ and $T\text{-statistic} = 3.103$ which shows that brands have a significant influence on consumer loyalty. Consumer loyalty Showing that Shopee has brand trust consisting of transaction safety, system reliability, honesty of seller, and service consistency is the main driving factor to stay on the function and make repeat purchases. Brand trust also reduces consumers paying online.

This finding is also in line with Hosna and Insiyah (2023) and Nguyen et al. (2022) who stated that in the context of e-commerce, brand trust is the main element for consumer loyalty. This shows that the higher the brand trust that customers have towards Shopee, the higher the loyalty consumers have to Shopee.

CONCLUSION

The results of the study show that endorsements, content marketing, and brand trust partially and significantly affect customer loyalty on the Shopee platform. These findings confirm that credible digital marketing strategies and customer perceptions of trust in brands affect customer loyalty in e-commerce. Endorsements have been proven to contribute significantly to increased customer loyalty. Brand credibility, appeal, and trust are also influenced by Compared to other factors; content marketing has the greatest influence on customer loyalty. This shows that relevant, informative, consistent, and interactive content has a strategic role in increasing customer engagement and building long-term relationships with brands. These results show that content marketing is the main factor that determines customer

loyalty in a competitive and digital-based e-commerce environment. In addition, it is proven that brand trust has a positive and significant impact on customer loyalty. Brand trust helps lower risk perception and increase customer commitment on e-commerce platforms. This is due to customer confidence in transaction security, system reliability, and service consistency. According to the R-square value of 0.575, endorsements, content marketing, and brand trust can explain customer loyalty with a moderate level of predictive ability. This suggests that, while all three factors have a significant influence, there are other factors that can affect customer loyalty. Therefore, to improve the empirical model of e-commerce customer loyalty, further research should include additional variables such as e-service quality, customer satisfaction, or user experience

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