

THE INFLUENCE OF PERCEIVED SERVICE QUALITY AND PRODUCT ASSORTMENT ON SHOPEE USERS' ONLINE LOYALTY IN SAMARINDA CITY

Riska Sari ^{a)}, Marsha Anindita ^{a*)}, M. Risal ^{a)}

^{a)} University of Muhammadiyah East Kalimantan, Samarinda, Indonesia

^{*)}Corresponding Author: rsksari033@gmail.com; Ma364@umkt.ac.id

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Abstract. The rapid growth of e-commerce in Indonesia has intensified competition among digital marketplace platforms in maintaining user loyalty. In Samarinda City, the increasing use of internet access and digital transactions indicates that online shopping behavior is developing significantly. However, user loyalty remains a critical challenge, particularly in relation to perceived service quality and product assortment. This study aims to examine the influence of perceived service quality and product assortment on the online loyalty of Shopee users in Samarinda City. A quantitative approach was employed using a survey method involving 100 Shopee users as respondents. The sampling technique used was simple random sampling, while data were analyzed using SPSS version 26 through validity testing, reliability testing, normality testing, multicollinearity testing, heteroscedasticity testing, multiple linear regression, t-test, and coefficient of determination analysis. The results show that perceived service quality has a positive and significant effect on online loyalty, with a regression coefficient of 0.583 and a significance value of 0.000. Product assortment also has a positive and significant effect on online loyalty, with a regression coefficient of 0.335 and a significance value of 0.000. The R Square value of 0.757 indicates that perceived service quality and product assortment explain 75.7% of the variance in online loyalty, while the remaining 24.3% is influenced by other variables outside the research model. These findings imply that Shopee should continuously improve service quality, responsiveness, application stability, transaction security, and product diversity to strengthen long-term user loyalty. This study contributes to the development of digital marketing strategies, particularly in enhancing customer loyalty on e-commerce platforms in a local market context.

Keywords: perceived service quality, product assortment, online loyalty, Shopee, e-commerce.

I. INTRODUCTION

The development of digital trade has changed the consumption patterns of the Indonesian people from conventional transactions to transactions based on digital platforms. The increase in the number of internet users is one of the main factors that strengthens the growth of e-commerce. APJII data shows that the number of Indonesian internet users has reached more than 221 million people with a penetration rate of 79.5%, so that the digital market space is getting wider and more competitive (Haryanto, 2024). In the context of the marketplace, Shopee is one of the platforms that has a strong position in Indonesian e-commerce competition. Market reports show that Shopee controls the gross merchandise value market share of Indonesia at 36%, slightly higher than Tokopedia at 35% and TikTok Shop at 5% before changes in digital commerce regulations (Kumparan Bisnis, 2023). This condition shows that Shopee is not only faced with growth opportunities, but also challenges in maintaining user loyalty amid the many alternative online shopping platforms.

The city of Samarinda as one of the economic centers in East Kalimantan has shown significant developments in the use of digital services. The internet penetration rate in East Kalimantan reached 80.63%, higher than the national average, thus showing the readiness of local communities to adopt digital activities, including e-commerce transactions (Arumanto, 2024).

In this context, the behavior of Shopee users in Samarinda is important to study because digital consumers not only consider price, but also service quality, transaction security, ease of application, response speed, delivery accuracy, and the diversity of products available. The paper on which this article is based places *perceived service quality* and *product assortment* as the two main variables that allegedly affect the *online loyalty* of Shopee users in Samarinda City.

Theoretically, *perceived service quality* is the consumer's perception of the quality of service received while using a digital platform. In the context of e-commerce, service quality includes system reliability, customer service responsiveness, transaction security, ease of navigation, accuracy of information, and suitability of services with user expectations. Ighomereho, Ojo, Omoyele, and Olabode (2022) explained that the quality of electronic services is influenced by the dimensions of reliability, security, service fulfillment, ease of use, and responsiveness. Recent research by Hanaysha, Shriedeh, and Gulseven (2025) also shows that *perceived service quality* has an important influence on the perceived value and *online loyalty* of e-commerce users. These findings are strengthened by Nursalim, Tannia, and Robert (2025), who emphasized that service quality and perceived value can strengthen user satisfaction and trust in e-commerce services. Thus, a well-perceived quality of service

can be a signal of the platform's professionalism and build user attachment in the long run.

In addition to service quality, *product assortment* or product diversity is also an important factor in shaping user loyalty. *Product assortment* refers to the breadth, depth, and relevance of the product options available on a platform. The more diverse the products offered, the greater the chance for consumers to find products that suit their needs and preferences. Shriedeh, Hanaysha, and Gulseven (2024) found that *product assortment*, *perceived service quality*, site quality, and customer reviews affect customer happiness and *word of mouth*. Research by Hanaysha et al. (2025) also confirms that product diversity is one of the important factors that contribute to *online loyalty* through perceived value. From a consumer perspective, a platform with a complete selection of products can reduce search costs, improve convenience, and encourage repurchases.

Online loyalty is an important issue in digital marketing because e-commerce customers have high freedom to move from one platform to another. Dwivedi (2023) explains that loyalty in e-commerce is related to customer retention, repurchase intent, and attachment to the platform. In a competitive digital environment, loyalty is not only formed because of a satisfying transaction experience, but also because of trust, quality of information, quality of service, and perception of value. Wahab, Hamzah, and Rajendran (2023) show that the quality of logistics services, product availability, product conditions, and delivery duration play a role in shaping online customer loyalty. Meanwhile, Dhingra, Gupta, and Bhatt (2022) emphasized that the quality of electronic services on e-commerce sites is a strategic factor in maintaining customer loyalty.

The study of digital consumer behavior also shows that users' decisions to maintain the use of a platform are influenced by social experiences and digital information. Dwidienawati, Tjahjana, Abdinagoro, Gandasari, and Munawaroh (2020) found that customer reviews and support figures have an effect on purchase intent through trust. Qiu and Zhang (2024) through a meta-analysis study also showed that online reviews influence purchase intent in various cultural and situational contexts. This means that e-commerce user loyalty is not formed alone, but through the interaction between service quality, product variety, trust, user experience, and information obtained by consumers while using the platform.

In the context of digital transformation, aspects of technology literacy and user readiness are also relevant to explain digital consumer behavior. Suchyadi and his colleagues emphasized the importance of strengthening technological competence and literacy in responding to digital changes, especially so that individuals are able to adapt to the development of digital-based technology and services (Setyaningsih & Suchyadi, 2021). Safitri, Suchyadi, and Purnamasari (2023) also show that the development of technology-based interactive media can increase user engagement in digital processes. Although the research is in an educational context, its substance is relevant to the study of e-commerce because a good digital experience, interactivity, and ease of use are part of the process of forming a positive perception of users towards a platform.

Although various studies have discussed service quality, product variety, customer satisfaction, trust, and loyalty in e-commerce, there are still research gaps that need to be studied

further. Most previous studies have focused on the context of e-commerce in general, specific countries, or major cities with different characteristics of digital consumers. Studies that specifically analyze the influence of *perceived service quality* and *product assortment* on *online loyalty* of Shopee users in Samarinda City are still relatively limited. In fact, Samarinda has important local characteristics because the growth of internet penetration and digital transactions in the East Kalimantan region continues to increase. Therefore, this study has empirical novelty in explaining how perceived service quality and product diversity affect Shopee user loyalty in the context of the local market.

Based on this description, this study aims to analyze the influence of *perceived service quality* and *product assortment* on *online loyalty* of Shopee users in Samarinda City. This research is expected to make a theoretical contribution to the development of digital marketing studies, especially regarding the formation of e-commerce user loyalty. Practically, the results of this research can be the basis for Shopee and digital business players to improve service quality, strengthen application security and responsiveness, and maintain product diversity so that user loyalty can be built sustainably.

Perceived Service Quality in E-Commerce

Perceived service quality is a user's perception of the quality of service received while interacting with digital platforms. In the context of e-commerce, service quality is not only related to the speed of transactions, but also includes system reliability, ease of use of applications, data security, customer service response speed, delivery accuracy, and the platform's ability to meet consumer expectations. This study places *perceived service quality* as one of the independent variables that affects the *online loyalty* of Shopee users in Samarinda City.

The development of digital services requires e-commerce platforms to maintain consistent service quality because consumers have many alternatives to online shopping platforms. Ighomereho, Ojo, Omoyele, and Olabode (2022) explained that the quality of electronic services can be measured through several dimensions, including site appearance, ease of use, reliability, security, personalization, service fulfillment, and responsiveness. This dimension is important because the consumer experience in the digital space is highly dependent on their perception of the convenience, speed, and security of the services provided. Fan, Shao, and Dong (2022) also assert that *e-service quality* on e-commerce platforms affects customer engagement behavior through trust and risk perception; their research uses the SOR model to explain the relationship between digital service quality, trust, risk, and consumer behavior response.

In the latest e-commerce research, Hanaysha, Shriedeh, and Gulseven (2025) found that *perceived service quality* has a positive effect on *perceived value* and *online loyalty*. The study examined the influence of *customer reviews*, *website quality*, *perceived service quality*, and *product assortment* on *online loyalty*, with *perceived value* as a mediating variable. The results show that the quality of service perceived by users is an important factor in shaping perceived value and online customer loyalty. Thus, the better the quality of services provided by the e-commerce platform, the more likely users are to make a repeat purchase, stay on the platform, and recommend it to others.

Product Assortment in Online Shopping Decisions

Product assortment refers to the breadth and depth of product choices available in an e-commerce platform. In a marketplace like Shopee, product diversity is an important factor because users tend to choose platforms that are able to provide various product categories, brands, prices, and variations of choices according to their needs. A good product diversity can reduce search costs, improve user convenience, and increase the chances of repurchases.

Shriedeh, Hanaysha, and Gulseven (2024) explain that *product assortment*, *perceived service quality*, website quality, and customer reviews affect customer happiness and *word of mouth* in the context of online retail. The findings show that product diversity is not only related to the number of items available, but also to the platform's ability to provide a pleasant and valuable shopping experience for consumers. If users feel that all their shopping needs can be met on one platform, then the tendency to continue using the platform will be stronger.

Hanaysha et al. (2025) also place *product assortment* as one of the important determinants in the formation of *online loyalty*. The diversity of products provides added value for consumers because users can compare different product options more efficiently. In the context of Shopee, this is relevant because the marketplace platform has multi-seller and multi-product characteristics, so the completeness of the product can strengthen the platform's attractiveness compared to competitors. The more complete the products available, the higher the chance for users to make Shopee the main choice in online shopping.

Online Loyalty as a Strategic Goal of Digital Platforms

Online loyalty is a user's commitment to continue using a digital platform, making repeat purchases, and recommending the platform to others. In e-commerce, online loyalty is a strategic issue because consumers can easily move to other platforms if they are dissatisfied with the service, price, product choice, security, or application experience. Therefore, online loyalty is not only formed from momentary satisfaction, but also from the accumulation of consistent positive experiences.

Research by Qiu and Zhang (2024) shows that online reviews have a significant influence on consumer purchase intent. Through a meta-analysis of 156 studies, the study found that various aspects of online reviews, such as valence, volume, quality of arguments, and credibility of sources, affect consumer purchase intention. These findings reinforce the understanding that digital consumer behavior is heavily influenced by the information and experiences available on platforms. In the context of loyalty, a positive experience reinforced by adequate product information, customer reviews, and trust in the platform can encourage consumers to stick with e-commerce services.

In addition, Fan et al. (2022) stated that the quality of electronic services can influence customer engagement behavior through trust and risk perception. This shows that online loyalty is closely related to users' sense of security, comfort, and confidence that the platform is able to provide reliable services. If users feel that the risk of transactions is low and trust in the platform is high, then the tendency to maintain a relationship with the platform also increases.

The Relevance of Digital Literacy and User Experience

The study of digital platform user loyalty can also be linked to technology literacy and user experience. Suchyadi,

Nurlela, and Indriani (2022) show that the use of digital systems in online learning can increase the effectiveness of the learning process, especially when users are able to organize themselves and adapt to the digital environment. Although the study was in an educational context, these findings are relevant to explain that the success of the use of technology is strongly influenced by the ease of the system, user engagement, and the platform's ability to provide an effective digital experience.

In the context of e-commerce, an effective digital experience can be built through easy-to-use applications, clear displays, responsive customer service, secure transaction systems, and complete product information. Users who are comfortable with the digital experience will have a positive perception of the platform. Thus, digital literacy and the quality of user experience are supporting aspects in the formation of online loyalty. This is in line with Hardinata, Suchyadi, and Wulandari (2021), who emphasized the importance of strengthening technological literacy in facing the era of the industrial revolution 4.0.

The Relationship between Perceived Service Quality and Product Assortment to Online Loyalty

Based on various previous studies, *perceived service quality* and *product assortment* have a strong relationship with *online loyalty*. Good service quality provides a safe, convenient, fast, and trustworthy shopping experience. Meanwhile, the diversity of products reinforces the value of the platform as users feel that their needs can be met more completely. These two factors work in a complementary way in shaping user loyalty.

Hanaysha et al. (2025) prove that *perceived service quality* and *product assortment* have a positive effect on *perceived value* and *online loyalty*. This means that users will be more loyal when they experience quality service and find a diverse selection of products in one platform. Research by Shriedeh et al. (2024) also shows that service quality and product diversity can increase customer happiness as well as encourage positive word-of-mouth communication. In this study, the relationship was specifically studied on Shopee users in Samarinda City, thus making an empirical contribution to understanding e-commerce consumer behavior in the local context of Indonesia.

Thus, this literature study strengthens the theoretical basis that Shopee user loyalty is not only determined by the popularity of the platform, but also by the quality of the service experience and the completeness of the products offered. Therefore, *perceived service quality* and *product assortment* deserve to be used as the main variables to explain the *online loyalty* of Shopee users in Samarinda City.

II. RESEARCH METHODS

This study uses a quantitative approach with an associative-causal research design. The quantitative approach was chosen because this study aims to objectively test the influence of variables through numerical data and statistical analysis. The independent variables in this study are *perceived service quality* and *product assortment*, while the dependent variables are *online loyalty* of Shopee users in Samarinda City. The associative-causal design is used because this study not only describes the phenomenon of digital consumer behavior, but also analyzes the extent to which perceived service quality and product diversity affect user loyalty in using the Shopee platform. This approach is

in line with the view of Sugiyono (2023) that quantitative research is used to test the relationship or influence between variables based on statistically analyzed empirical data.

This research was carried out in Samarinda City, East Kalimantan Province. This location was chosen because Samarinda is one of the centers of economic activity and digital transactions in East Kalimantan, so it is relevant to study the behavior of e-commerce users. The subject of the study is a user of the Shopee application who is domiciled in Samarinda City and has made purchases through the platform. The selection of this subject was based on the suitability of the respondents' characteristics with the purpose of the research, which is to analyze the loyalty of Shopee users based on the perception of the quality of service and the diversity of products available on the platform.

The population in this study is all Shopee users who are domiciled in Samarinda City. Because the number of Shopee user population in Samarinda is not known for sure, the sample size is determined using the Lemeshow formula. Based on the calculation results, the minimum number of samples required is 96 respondents. To anticipate the possibility of incomplete data and increase the stability of the analysis results, the number of samples was rounded to 100 respondents. The sampling technique used is *simple random sampling*, which is a sampling technique that provides equal opportunities for each member of the population to become a respondent. The criteria for respondents in this study include: at least 18 years old, have made purchases through the Shopee application, and are domiciled in Samarinda City. These provisions are in accordance with the research design in the manuscript which used 100 Shopee user respondents as a research sample.

The data used in this study consisted of primary data and secondary data. Primary data was obtained directly from respondents through the distribution of online questionnaires to Shopee users in Samarinda City. The questionnaire was compiled based on the variable indicators of *perceived service quality*, *product assortment*, and *online loyalty*. Each indicator was measured using a four-level Likert scale, namely 1 for "Strongly Disagree", 2 for "Disagree", 3 for "Agree", and 4 for "Strongly Agree". The use of the Likert scale aims to transform respondents' perceptions, attitudes, and assessments into quantitative data that can be analyzed statistically. Meanwhile, secondary data is obtained from scientific journals, research methodology books, academic articles, and other relevant sources that support strengthening theories and research discussions.

This study uses three main variables. First, *perceived service quality* is the user's perception of Shopee's service quality which includes service speed, response to complaints, accuracy of delivery, and satisfaction with service. Second, *product assortment* is a user's perception of the diversity of products available on Shopee, including a variety of product types, the suitability of product quality to needs, and the availability of product choices from various brands. Third, *online loyalty* is the tendency of users to keep using Shopee, make repeat purchases, recommend Shopee to others, and make Shopee the main choice in online shopping. These indicators are compiled based on the research instruments contained in the manuscript and are used to measure the relationship between variables empirically.

The collected data was analyzed using the help of the SPSS version 26 program. The stages of data analysis include validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, t test, and determination coefficient test. Validity tests are used to ensure that each questionnaire item is able to measure the construct in question. The reliability test was carried out by looking at Cronbach's Alpha value to determine the consistency of the research instrument. Furthermore, normality tests are used to find out if residual data are normally distributed, while multicollinearity and heteroscedasticity tests are performed to ensure that the regression model meets classical assumptions.

Multiple linear regression analysis was used to test the influence of *perceived service quality* and *product assortment* on *online loyalty*. The regression model used in this study is formulated as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Description: Y = Online loyalty = Constant β_1, β_2 = Regression coefficient X_1 = Perceived service quality X_2 = Product assortment = Error

The t-test is used to determine the influence of each partially independent variable on the dependent variable. The variable is declared to have a significant effect if the significance value is less than 0.05. Meanwhile, the determination coefficient test was used to determine how much perceived *service quality* and *product assortment* were able to explain the variation in *online loyalty*. Hair, Black, Babin, and Anderson (2019) explain that multiple linear regression analysis is relevant in consumer behavior research because it is able to test the contribution of several independent variables to one dependent variable simultaneously or partially. With these analysis techniques, this research is expected to produce findings that are valid, reliable, and academically accountable.

III. RESULTS AND DISCUSSION

The results of this study involved 100 respondents who used Shopee in Samarinda City. Based on the characteristics of the respondents, the majority of respondents were female as many as 68 people, while men were 32 people. In terms of age, most of the respondents were in the age range of 21-26 years as many as 87 people, followed by 12 people aged 17-20 years, and over 30 years old as 1 person. Based on the level of education, the majority of respondents have a high school/vocational/equivalent education background of 62 people, then Bachelor S1 as many as 31 people, and Diploma as many as 7 people. Meanwhile, based on the frequency of purchases, the majority of respondents have made purchases through Shopee more than five times as many as 62 people. This shows that the respondents in this study are users who have had enough experience in using Shopee as an online shopping platform.

Table 1. Respondent Characteristics

Characteristics	Categories	Quantity	Percentage
Gender	Male	32	32%
	Women	68	68%
Age	17–20 years	12	12%
	21–26 years old	87	87%
	>30 years old	1	1%
Education	High School/Vocational School/Equivalent	62	62%
	Diploma	7	7%
	Bachelor S1	31	31%
Frequency of Shopee purchases	1 time	6	6%
	2–5 times	32	32%
	>5 times	62	62%

The results of the descriptive analysis showed that respondents gave a positive assessment of the variables of perceived service quality, product assortment, and online loyalty. In the perceived service quality variable, the indicator of satisfaction with Shopee's services received the highest approval response from 61 respondents. This shows that most users consider Shopee's services to be quite adequate in supporting online shopping activities. In the product assortment variable, the indicator of product type diversity received the highest response of 68 respondents, which indicates that users consider Shopee to have a wide and diverse selection of products. Meanwhile, in the online loyalty variable, the indicator of intention to make a repeat purchase received the highest response of 53 respondents. These findings show that a variety of products and a positive service experience encourage users' tendency to stay on Shopee.

Table 2. Summary of Descriptive Variable Analysis Results

Variable	Dominant Indicators	Highest Answer Category	Number of Respondents
<i>Perceived Service Quality</i>	PSQ4: satisfied with Shopee's service	Agree	61
<i>Product Assortment</i>	PA1: Shopee offers a wide range of products	Strongly agree	68
<i>Online Loyalty</i>	OL3: make a repurchase via Shopee	Strongly agree	53

The validity and reliability test shows that all research instruments are feasible to use. The perceived service quality variable has a Cronbach's Alpha value of 0.859 and KMO of 0.813. The product assortment variable has a Cronbach's Alpha value of 0.899 and KMO of 0.824. Meanwhile, the online loyalty variable has a Cronbach's Alpha value of 0.909 and KMO of 0.847. All

Cronbach's Alpha values are above 0.60 and the KMO value is above 0.50, so all indicators are declared reliable and valid. In quantitative research, valid and reliable instruments are an important requirement so that the analyzed data is able to represent the research construct consistently (Sugiyono, 2023).

Table 3. Validity and Reliability Test Results

Variable	Cronbach's Alpha	SME	Conclusion
<i>Perceived Service Quality</i>	0,859	0,813	Reliable and valid
<i>Product Assortment</i>	0,899	0,824	Reliable and valid
<i>Online Loyalty</i>	0,909	0,847	Reliable and valid

The results of the classical assumption test show that the regression model is eligible for further analysis. The Kolmogorov-Smirnov normality test yields an Asymp value. Sig. is 0.200 or greater than 0.05, so that the data is declared to be normally distributed. The multicollinearity test showed that the perceived service quality and product assortment variables had a tolerance value of 0.373 and VIF of 2.681. Tolerance values greater than 0.10 and VIF smaller than 10 indicate that the model does not experience multicollinearity. Furthermore, the heteroscedasticity test showed that the significance value of perceived service quality was 0.090 and product assortment was 0.679, so both were greater than 0.05. Thus, the regression model does not experience symptoms of heteroscedasticity.

Table 4. Summary of the Classical Assumption Test

Test Type	Results	Criteria	Conclusion
Normality	Sig. = 0.200	> 0.05	Normal
Multicollinearity X1	Tolerance = 0.373; LIFE = 2,681	Tolerance > 0.10; VIVID < 10	Multicollinearity does not occur
Multicollinearity X2	Tolerance = 0.373; LIFE = 2,681	Tolerance > 0.10; VIVID < 10	Multicollinearity does not occur
Heteroscedasticity X1	Sig. = 0.090	> 0.05	Heteroscedasticity does not occur
Heteroskedasticity X2	Sig. = 0.679	> 0.05	Heteroscedasticity does not occur

The results of multiple linear regression analysis showed that perceived service quality and product assortment had a positive effect on online loyalty. The constant value of 1.674 indicates that if the two independent variables are in a constant condition, then the online loyalty value is at 1.674. The perceived service quality regression coefficient of 0.583 shows that any perceived improvement in service quality will increase the online loyalty of Shopee users. Meanwhile, the product assortment regression coefficient of 0.335 shows that the better the diversity of products available, the higher the user loyalty. The regression equations of this study are as follows:

$$Y = 1.674 + 0.583X_1 + 0.335X_2 + e$$

Description: Y = Online Loyalty
 X_1 = Perceived Service Quality
 X_2 = Product Assortment = error

Table 5. Multiple Linear Regression Results and t-Test

Variable	Coefficient B	t count	Sig.	Conclusion
Constant	1,674	2,490	0,014	Significant
Perceived Service Quality	0,583	6,864	0,000	Positive and significant effect
Product Assortment	0,335	4,332	0,000	Positive and significant effect

The results of the t-test showed that the perceived service quality had a t-value of 6.864 with a significance of 0.000. This value shows that perceived service quality has a positive and significant effect on online loyalty. Thus, the first hypothesis is accepted. Furthermore, product assortment has a t-value of 4.332 with a significance of 0.000, so this variable also has a positive and significant effect on online loyalty. Thus, the second hypothesis is accepted. The results of the determination coefficient test showed an R Square value of 0.757. This means that perceived service quality and product assortment were able to explain the variation in online loyalty by 75.7%, while the remaining 24.3% was influenced by other variables outside the research model, such as price, promotion, trust, customer satisfaction, site quality, and customer reviews.

Table 6. Determination Coefficient Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,870	0,757	0,752	1,40997

The results of the study show that perceived service quality has a positive and significant effect on the online loyalty of Shopee users in Samarinda City. These findings indicate that the better the quality of service that users feel, the higher the user's loyalty to Shopee. In the context of e-commerce, service quality includes service speed, responsiveness to complaints, delivery accuracy, transaction security, ease of use of applications, and the platform's ability to provide a comfortable shopping experience. These findings are in line with Hanaysha, Shriedeh, and Gulseven (2025), who found that perceived service quality is an important factor in shaping online loyalty through user-perceived value. The study examined the influence of site quality, product diversity, customer reviews, and service quality on online loyalty in the context of e-commerce.

Good service quality is a signal that the platform has credibility and commitment to user needs. In digital transactions, users cannot interact directly with sellers or platform providers, so the service experience is an important foundation in building trust. Ighomereho, Ojo, Omoyele, and Olabode (2022) explain that the quality of electronic services includes the dimensions of site display, ease of use, reliability, security, personalization, service fulfillment, and responsiveness. These dimensions are relevant to the findings of this study because respondents consider that Shopee's services, especially satisfaction with the platform's service and responsiveness, contribute to their desire to continue using Shopee.

These findings are also in line with Fan, Shao, and Dong (2022), who assert that e-service quality can influence customer engagement behavior through trust and risk perception. In e-commerce, users will be more loyal if they feel that the platform is trustworthy, easy to use, secure, and able to reduce transaction risk. Therefore, a good quality of service not only serves as a technical facility, but also becomes a psychological mechanism that reinforces the user's sense of security and comfort. In the context of Shopee in Samarinda City, good service quality can encourage users to make repeat purchases and make Shopee the main choice in online shopping.

In addition, the results of the study show that product assortment has a positive and significant effect on online loyalty. This means that the more complete and diverse the products available on Shopee, the higher the user's loyalty to the platform. These findings are relevant to the characteristics of digital marketplaces that rely on a wide selection of products as the main attraction. The diversity of products allows users to compare prices, brands, quality, and product categories more efficiently. Thus, users don't need to move to another platform as their shopping needs can be met in a single app.

These findings are reinforced by Shriedeh, Hanaysha, and Gulseven (2024), who found that product assortment, perceived service quality, site quality, and customer reviews have an effect on customer happiness and positive word-of-mouth communication. A wide variety of products can increase the perception of value because users feel they have a lot of options to suit their needs and preferences. When users find relevant products quickly and easily, the shopping experience becomes more efficient and enjoyable. This condition ultimately strengthens user loyalty to e-commerce platforms.

The results of this study also support Hanaysha et al. (2025), who stated that product assortment is one of the important determinants in the formation of online loyalty. Product diversity can increase perceived value because users get functional benefits in the form of ease of search, economic benefits in the form of price choices, and psychological benefits in the form of satisfaction because needs can be met. In the context of Shopee, the diversity of products from various categories and brands strengthens the platform's position as a practical and complete marketplace. Therefore, product assortment is one of the important strategies in retaining users in the midst of competition with other e-commerce platforms.

When compared to the product assortment variable, the perceived service quality variable has a larger regression coefficient, which is 0.583 compared to 0.335. This shows that the perceived quality of service has a more dominant influence on the online loyalty of Shopee users in Samarinda City. While product diversity is important, user loyalty is more strongly influenced by how the platform delivers fast, secure, responsive, and reliable service. These findings show that e-commerce users not only need a large selection of products, but also need a smooth, hassle-free, and reliable transaction experience.

From the perspective of digital consumer behavior, online loyalty is formed through positive repetitive experiences. Dwidienawati, Tjahjana, Abdinagoro, Gandasari, and Munawaroh (2020) explained that trust and digital information can affect consumer purchase intentions. Qiu and Zhang (2024) also show that online reviews have an important influence on

purchase intent because they can reduce uncertainty and strengthen consumer confidence in decision-making. Therefore, the loyalty of Shopee users cannot be separated from the quality of information, transaction experience, perception of services, and belief that the platform is able to meet user needs consistently.

The findings of this study can also be attributed to the importance of digital literacy in shaping the user experience. Suchyadi and his colleagues emphasized that strengthening technological literacy is an important part of facing digital change, especially because users need to be able to adapt to technology-based systems and utilize digital services effectively (Hardinata, Suchyadi, & Wulandari, 2021). In the context of e-commerce, users who have an adequate digital experience will find it easier to assess the quality of services, compare products, read information, and make purchase decisions. Thus, service quality and product diversity will be more meaningful if supported by an easy, secure, and informative digital experience.

Overall, the results of this study show that perceived service quality and product assortment are strategic factors in building online loyalty of Shopee users in Samarinda City. Square's R value of 75.7% indicates that both variables have strong explanatory abilities for user loyalty. Theoretically, these findings reinforce the study that online customer loyalty is shaped by the quality of service experience and the value derived from product availability. Practically, Shopee needs to maintain the quality of customer service, improve application stability, strengthen transaction security, speed up complaint resolution, and maintain a diversity of products that are relevant to the needs of local users. This strategy is important so that user loyalty is not only formed due to the habit of using the platform, but also because of a consistent, valuable, and satisfying shopping experience.

III. CONCLUSION

Based on the results of the research, it can be concluded that perceived service quality and product assortment have a positive and significant effect on the online loyalty of Shopee users in Samarinda City. The perceived quality of service, such as service speed, responsiveness to complaints, accuracy of delivery, ease of use of the application, and a sense of security in transactions, have proven to be important factors in encouraging users to continue using Shopee. In addition, the diversity of products offered also strengthens user loyalty because it provides convenience in finding a variety of product choices according to consumer needs and preferences. These findings show that e-commerce user loyalty is not only determined by the platform's popularity, but also by a consistent service experience and diverse product availability. Therefore, Shopee needs to continue to improve the quality of digital services, maintain application stability, strengthen transaction security systems, and maintain the completeness and relevance of products so that user loyalty can be built sustainably.

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