

# Customer Engagement, Customer Satisfaction, Customer Commitment And Customer Loyalty

*Determinant of  
Online Shopping  
Customer Loyalty*

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## ABSTRACT

*This research is quantitative research with a causal relationship to determine the direct influence customer engagement, customer satisfaction, customer commitment to customer loyalty and knowing the indirect effects, customer engagement, customer satisfaction, customer commitment to customer loyalty on the Tokopedia application. Data collection was carried out using the information gathering method through a survey with a questionnaire. The population in this study is someone who has used Tokopedia, regularly uses Tokopedia, lives in Jabodetabek and is at least 17 years old. The questionnaire collected 120 respondents using the Hair et al. (2019) Questionnaires collected from 120 respondents. The sampling method used is non-probability sampling with techniques purpose sampling. Based on the research results, 7 hypotheses can be accepted, namely customer engagement influential customer commitment, customer satisfaction influential customer commitment, customer engagement influential customer loyalty, customer satisfaction influential customer loyalty, customer commitment influential customer loyalty, customer engagement influential customer loyalty in mediation customer commitment, customer satisfaction influential customer loyalty mediated customer commitment. Therefore, it is important for the Tokopedia platform to improve customer engagement which can improve customer loyalty. The aim of this research is to determine the direct effect customer engagement, customer satisfaction, customer commitment to customer loyalty and also to determine the indirect influence of customer engagement, customer satisfaction, as well as customer commitment to customer loyalty shown to consumers using the Tokopedia application.*

**Keywords:** *customer engagement, customer satisfaction, customer commitment, customer loyalty.*

## INTRODUCTION

*E-commerce* one of progress digital marketing which is experienced by almost all people today (Irawati dan Prasetyo, 2020). *E-commerce* originates from developing buying and selling transactions that make it easier for writers to do business online with electronic devices such as cellphones, iPads, computers and others that have internet access (Chandra et al., 2019; Ramli, 2019a; Steven et al., 2023). The COVID-19 pandemic has forced people to stay at home and avoid gatherings, encouraging e-commerce to gain a lot of interest in recent years (Dewi & Ramli, 2023; Diatmono et al., 2020; Mariam & Ramli, 2019; Priarso et al., 2018; Ramli, 2020b; Yusuf, 2021). Traders can carry out the buying and selling process directly *online* in the process of buying and selling goods and services but also about how to serve customers (Fatihanisya dan Purnamasari, 2021). Service that satisfies consumers will build a bond which is also known as *Customer Engagement*. This is a new perspective in implementation *customer relationship management* which aims to build brand loyalty (Rahmawati dan Aji, 2015).

*Customer satisfaction* If customer needs and desires can be met by high quality goods or services, customer satisfaction will arise (Febriani et al., 2023; Ghazmahadi et al., 2020; Mariam & Ramli, 2022; R. Utama et al., 2020). Whether a customer is satisfied or not with the goods or services is determined by the behavior seen after using the goods or services (H. Susanto, 2013; Khasanah et al., 2021; Mariam et al., 2021; Mariam & Ramli, 2019). Level *customer satisfaction* measured based on customer assessments of the product or service features themselves and determines the level of customer satisfaction with their consumption

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(Novarian & Ramli, 2020; Ramli, 2013; Sudjianto & Japariato, 2017; Sukarno et al., 2020). *Customer satisfaction* perceived by customers will have an impact on *customer loyalty* towards the product, so this becomes a necessity for a company to achieve customer loyalty towards the products it produces and is called *customer loyalty* (Mariam et al., 2022; Mariam & Ramli, 2020; Supiati et al., 2021). This is important for businesses because good relationships with customers can make a business last long and strong (Bachtiar et al., 2023; Imran, Arvian, et al., 2020; Ramli, 2019b; Rumaidlany et al., 2022).

Because *customer loyalty* It also becomes a customer's commitment and loyalty to a brand in repurchasing or subscribing to a product or service brand for a long period of time (Diatmono et al., 2020; Mulyadi et al., 2020; Ramli et al., 2020; Ramli & Novariani, 2020; Wijaya et al., 2019). *Customer commitment* plays a role in motivation to continue the relationship and the resulting positive attitude towards being part of a long-term relationship (Imran, Mariam, et al., 2020; Mariam et al., 2020; Sanaullah et al., 2022; Sylvyani & Ramli, 2023).

According to research by Anggraeni dan Sabrina (2021) *customer engagement* a process that emerges from a combination of calculated commitment followed by the development of trust, involvement, and ultimately emotional commitment. *Customer engagement* this is very important for companies because it creates a strong relationship between consumers and the company, there by influencing purchasing decisions (Nurdiansyah et al., 2020; Ramli, 2020a; Rizky et al., 2023; Takaya et al., 2020; Utami & Saputri, 2020). The difference between this research and the main journal lies in the addition of variables *customer commitment* and the research object is different from previous research which used the hotel service business, while this research analyze the relationship between variables and research objects using Tokopedia (Ramli, 2020a; Situmorang et al., 2023; Rather, 2019). Based on the above, this research aims to prove that there is a relationship between all the variables shown to consumers in marketplace Tokopedia.

#### **Influence Customer Engagement to Customer Commitment**

According to research from Rather, (2019) suggests that *customer engagement* can play an important role in driving commitment to hospitality therefore, further research can be developed from this perspective. As well as *customer commitment* is also considered a fundamental building block for long-term customer relationship development (Morgan dan Hunt, 1994). According to research from Paramita dan Riorini, (2023) *customer engagement* often summarized in context *customer engagement* psychologically rooted, which is the goal of *customer commitment* considered the only acceptable option in the product category. The higher the affective attachment, the higher it will be *customer engagement* to go to the service provider (Hollebeek et al., 2014). Based on other researchers, this is also suggested *customer engagement* produce a favorable attitude towards a company's product or brand such as *customer commitment* (Vivek et al., 2012). Relationship between *customer engagement* and *customer commitment* mutual influence as an effective strategy in improving *customer engagement* can have a positive impact on *customer commitment*, thereby strengthening long-term relationships with customers (Riorini dan Widayati, 2015). According to research from Sinaga, (2020) states that *customer engagement* have a positive influence on *customer commitment*. Based on research conducted by Sipayung dan Heryjanto, (2021), it is stated that *customer engagement* have a positive influence on *customer commitment*. According to research from Sutrisno, (2023) states that *customer engagement* have a positive influence on *customer commitment*. This is proven by research by Rather, (2019) which states that *customer engagement* have a positive influence on *customer commitment* by showing a higher level *customer engagement* towards a brand will result in higher levels *customer commitment*. This proves that there is an increase *customer engagement* will improve *customer commitment*. Based on the previous research above, this hypothesis was formulated: **H1: Customer Engagement positive influence on Customer Commitment**

#### **Influence Customer Satisfaction to Customer Commitment**

Previous research has also said that once there is *customer satisfaction* then it will appear *customer commitment* (Shin *et al.*, 2013). According to research from Parnataria dan Abror, (2019) *customer satisfaction* Customers feel satisfied when the service provided by the vendor is fulfilled and after that the customer will commit to making repeat purchases. *Customer satisfaction* will strengthen consumers' decisions to retain *customer commitment* (Putra dan Kusumadewi, 2019). *Customer satisfaction* who buy more products from the same provider will remain committed to the company and continue their relationship with it (Supriyanto, 2015). *Customer satisfaction* closely related to *customer satisfaction* (Hildayanti *et al.*, 2018). Relationship between *customer satisfaction* And *customer commitment* is complex and can be influenced by various additional factors such as price, competition, technological changes and others (Griffin, 2013). According to research from Tonder dan Petzer, (2017) stated that *customer satisfaction* have a positive influence on *customer commitment*. According to research from Tonder dan Beer, (2018), their research also stated that *customer satisfaction* have a positive influence on *customer commitment*. Based on research from Rather, (2019), it is stated that *customer satisfaction* have a positive influence on *customer commitment*. This is proven by Aprilianto *et al.*, (2022) which states that *customer satisfaction* positive influence on *customer commitment* which means that consumers who are satisfied with the service will build confidence to use this product periodically. This proves that there is an increase *customer satisfaction* will improve *customer commitment* (Hidayat *et al.*, 2015). This is confirmed by Rather *et al.*, (2019) *customer satisfaction* have a positive influence on *customer commitment*. Based on the previous research above, this hypothesis was formulated: **H2: Customer Satisfaction** positive influence on *Customer Commitment*

#### **Influence Customer Engagement to Customer Loyalty**

According to research from Sukendia *et al.*, (2021) stated that experience is closely related to *customer engagement*. *Customer loyalty* can result in better and stronger relationships with *commerce* which has marketing benefits (Febrian dan Ahluwalia, 2020). It also emphasizes how experience and *customer engagement* is an important determining factor in the exchange of goods or services between companies and *customer loyalty* (Vitram *et al.*, 2023). According to research from Utama dan Kusuma, (2019), they argue that *customer engagement* increase *customer loyalty* because of the level *customer engagement* High levels create customers who feel satisfied with a brand. According to research from Firmansyah, (2018) *customer engagement* sincere can be seen as behavior that originates from rational and emotional emotions that can help build *customer loyalty* to service businesses. Connection *customer engagement* to *customer loyalty* can be positively influenced by other factors such as product or service quality, overall customer experience, competition in the market, and economic factors (Yolanda dan Keni, 2022). According to research from Dhasan dan Aryupong, (2019), their research states that *customer engagement* positive and significant effect on *customer loyalty*. According to research from Paramita dan Riorini, (2023), their research also stated that *customer engagement* positive influence on *customer loyalty*. Based on research by Harimurti dan Suryani, (2019) it is stated that *customer engagement* have a positive influence on *customer loyalty*. This is confirmed by Abror *et al.*, (2020) *customer engagement* positive influence on *customer loyalty*. This shows that the higher the level *customer engagement* the higher the level *customer loyalty* (Rather, 2019). Based on the previous research above, this hypothesis was formulated: **H3: Customer Engagement** positive influence on *Customer Loyalty*

#### **Influence Customer Satisfaction to Customer Loyalty**

According to research from Samuel dan Wibisono, (2019) measurement *customer satisfaction* and customer dissatisfaction with a product or brand are important indicators of *customer loyalty*. According to research from Simanjuntak dan Purba, (2020), companies routinely evaluate products with the aim of improving product quality weaknesses in order to improve *customer satisfaction* so it improves *customer loyalty*. *Customer satisfaction* can maintain *customer loyalty* company feedback analysis can be used to retain customers and strengthen its market price (Nora, 2016). When *customer satisfaction* exceed the critical level of repeat

purchases *customer loyalty* is also increasing rapidly (Harzaviona dan Syah, 2020). According to research from Paramartha dan Syah, (2020) *customer satisfaction* can be achieved with what is expected by *customer loyalty*. According to research conducted by Dam, (2021) states that *customers Satisfaction* positive influence on *customer loyalty*. According to research from Naini *et al.*, (2022) states that *customer satisfaction* have a positive influence on *customer loyalty*. *Customer satisfaction* which has a positive influence will be able to build *customer loyalty* (Harzaviona dan Syah, 2020). Then supported by Gultom *et al.*, (2020) who stated that *customer satisfaction* positive influence on *customer loyalty*. This is confirmed by Slack *et al.*, (2020) *customer satisfaction* positive influence on *customer loyalty*. This shows that the higher the level *customer satisfaction* the higher the level *customer loyalty* (Surya, 2019). Based on the previous research above, this hypothesis was formulated: **H4: Customer Satisfaction** positive influence on *Customer Loyalty*

#### **Influence Customer Commitment to Customer loyalty**

According to research from Haryanti dan Baqi, (2019) companies need to improve *customer commitment* will guarantee that consumers will increasingly want to buy again and are willing to recommend the company to their relatives and acquaintances and generate maximum profits. *Customer commitment* have industry factors, product types, customer relationships with brands, and the overall business environment to improve *customer loyalty* (Anwar, 2022). *Customer commitment* and *customer loyalty* must be adjusted to maximize customer satisfaction (Rumiyati dan Syafarudin, 2021). According to Haryanti dan Hermawan, (2021) companies must focus *customer commitment* and *customer loyalty* for consumer satisfaction with the image of the goods *Customer commitment* important role in the world *e-commerce* to increase *customer loyalty*. This is reinforced by research by Lakhsmidevy, (2018) which states that *customer commitment* positive influence on *customer loyalty*. According to research from *customer commitment* positive influence on *customer loyalty* (Aprilianto *et al.*, 2022). Based on research from Romadhon, (2013) *customer commitment* positive influence on *customer loyalty*. According to research from Rather, (2019) *customer commitment* positive influence on *customer loyalty*. According to research from Berliana, (2022) states that *customer commitment* positive influence on *customer loyalty*. Based on the previous research above, this hypothesis was formulated: **H5: Customer Commitment** positive influence on *customer loyalty*

#### **Influence Customer Engagement to Customer loyalty through Customer Commitment**

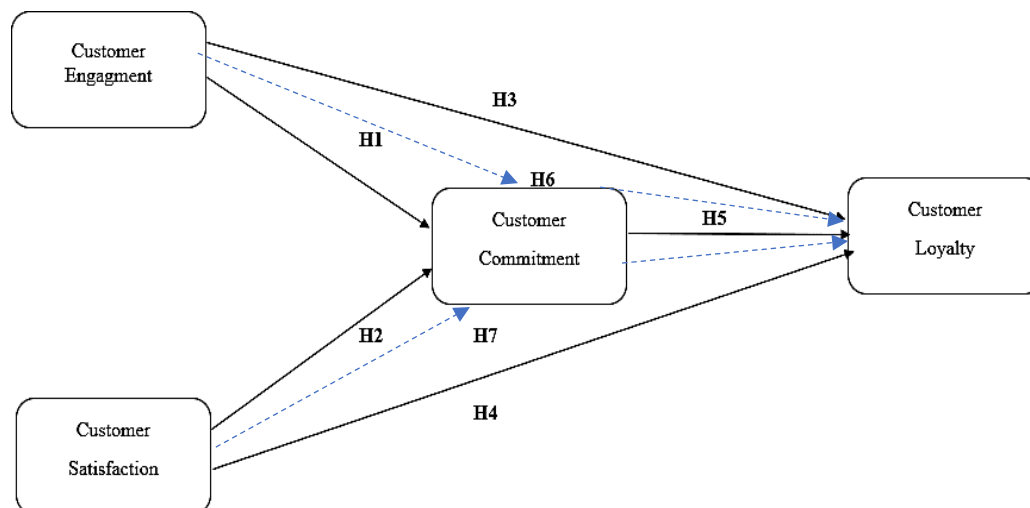
*Customer engagement* high levels can directly influence *customer commitment* towards brands (Riorini dan Widayati, 2015). *Customer commitment* it then functions as a mediator between *customer engagement* and *customer loyalty* (Yolanda dan Keni, 2022). In other words, getting stronger *customer engagement* and *customer commitment* they get higher and higher *customer loyalty* that might form (Tarigan *et al.*, 2019). This is proven by research conducted by Yunika dan Abror, (2022) which states that the mediating variable is *Customer commitment* can perfectly mediate the influence *customer engagement* to *customer loyalty*. According to Rather, (2019), in his research, he stated that based on social exchange theory and relationship marketing theory, this research analyzes from a theoretical and empirical perspective shows that *customer engagement* have a direct influence on *customer loyalty* and have a positive effect on *customer loyalty* through *customer commitment*. Based on the previous research above, this hypothesis was formulated: **H6: Customer Engagement** positive influence on *customer loyalty* through *customer commitment*

#### **Influence Customer Satisfaction to Customer loyalty through Customer commitment.**

Customers who feel committed to a brand or company tend to be more loyal (Fikri *et al.*, 2016). They will be more likely to maintain long-term and repeat business relationships with the company (Agung Wicaksono, 2022). So, when customers are satisfied and feel emotionally attached to the company they will be more likely to become loyal customers (Yanuar *et al.*, 2017). According to research from Minta, (2018) states that the mediating variable is *customer commitment* can mediate *customer satisfaction* to *customer loyalty*. This research is supported by Rather, (2019) in his research on customer use in the hotel industry

which states that *customer satisfaction* positive influence both directly and indirectly on *customer loyalty*. This proves that *customer satisfaction* positive influence on *customer loyalty* through *customer commitment*. Based on the previous research above, this hypothesis was formulated: **H7: Customer Satisfaction** positive influence on *Customer loyalty* through *Customer commitment*

Based on the hypothesis framework above, the research model can be described as Figure 1 below:



Source: Data processed by the Author, 2023

**Figure 1. Research Model**

## RESEARCH METHOD

This study uses a casual (cause-and-effect) design. This research is designed to show that there is a cause-and-effect relationship between one variable and another. This research applies quantitative methodology. In this research there are exogenous variables, namely *Customer Engagement* and *Customer Satisfaction* and mediating variables, namely *Customer Commitment* as well as endogenous variables, namely *Customer Loyalty*. This research uses primary data. This type of data is used in this research. Data was collected through a questionnaire survey method. Distributing questionnaires via social media such as *WhatsApp* and *Instagram* using *Google Form*.

In this study, a questionnaire was used to collect data. The scale used to compile the questionnaire was *scale likert*, where the *scale likert* is a research scale used to measure attitudes and opinions. In this study, five levels of the Likert scale were used, namely Strongly Disagree (STS), Disagree (ST), Undecided (RR), Agree (S), and Strongly Agree (SS). This research uses four variables consisting of *Customer Engagement*, *Customer Satisfaction*, *Customer Commitment* and *Customer Loyalty*. Measurement *Customer Engagement* using the dimensions of Anggraeni dan Sabrina, (2021) which consist of *Interaction*, *Enthusiasm* and *Attention*. To measure *Customer Satisfaction* According to Sitti Ardianti, (2022) in her research stated that *Customer Satisfaction* influenced by three dimensions, namely *Overall Customer Satisfaction*, *Confirmation of expectations*, *Willingness to recommend*. Then to measure the variables *Customer Commitment* according to Griffin, (2013) states that *Customer Commitment* has two dimensions, viz *calculative commitment* and *affective commitment*. Then to measure variables *Customer Loyalty* According to Wikanta dan Samuel, (2018) there are 3 dimensions in measuring *Customer Loyalty* among others are *Repeat Purchase*, *Refuse*, *Recommended*.

This study was conducted on an unspecified number of Tokopedia users. Data collection uses a questionnaire with a Likert scale, each questionnaire is about *Customer Engagement* there are 6 questions, questions about *Customer Satisfaction* there are 3 questions, questions

about Customer Commitment there are 4 questions, questions about preferences Customer Loyalty there are 6 questions. The total number of measurements was 19 questions which had been adjusted to the respondent. To determine the number of samples in this study, Hair *et al.*, (2021) states that the minimum sample size is 5 x the number of indicators and there are 19 statements in this research questionnaire, so that the sample intended to receive the questionnaire is a minimum of 120 people.

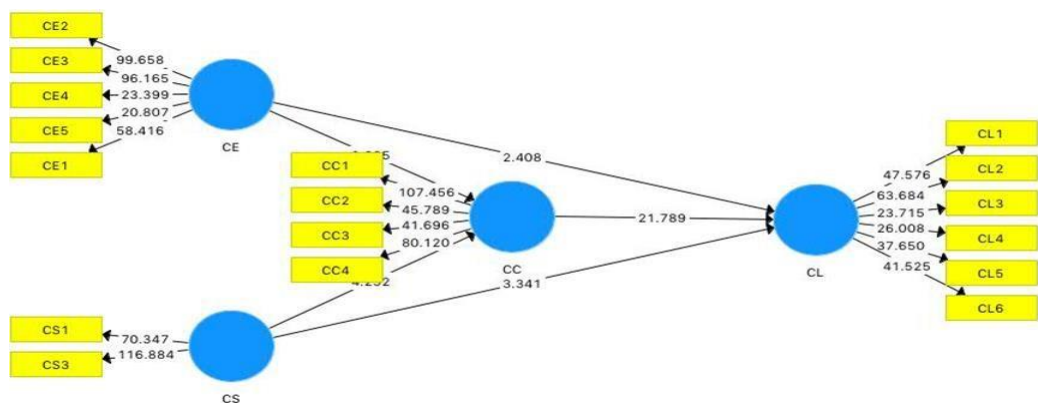
Sampling using techniques *non-probability* that is *purposive sampling*. According to Sugiyono, (2019) *Purposive sampling* is a sampling method whose criteria are determined by the author himself. The sample selection criteria for this research are (1) make purchases through *marketplace* Tokopedia, (2) have regularly used Tokopedia for the last 6 months (3) reside in JABODETABEK and are aged 17 years or over.

This research uses data analysis techniques in this research *Structural Equation Modelling* (SEM). *Structural Equation Modelling* (SEM) is a combination of factor analysis and regression analysis or Sarstedt trajectory *et al.* (2021) using software *SmartPLS*. This research uses *SmartPLS* where in analyzing data there are two stages, namely stage one is *outer model* where a validity test is carried out consisting of (1) *Test Convergent Validity* with standard values *loading factors* > 0.70, *Average Variance Extraded* (AVE) with value *cut-off value* AVE > 0.50. Then continue (2) *Test Discriminant Validity*, with the standard correlation of the construct with the measurement items being greater than the measures of other constructs, it shows that the latent construct predicts the measures in the other blocks. Reliability Test using *cronbrach alpha* And *composite reliability*, with standard reliable value  $\geq 0.70$ . The second stage, namely *inner model* by looking at the value *R-square*, if value *R-square* 0.75, 0.50, 0.25 it can be concluded that the model *inner* the model is strong, *moderate*, and weak. Model fit testing with SRMR standards > 0.1. As well as hypothesis testing looking at the calculations from *path coefficient*, by comparing the statistical T value > T table 1.96 ( $\alpha$  5%) which means that the T value *statistic* every hypothesis is greater than T table then it can be declared accepted or proven.

FINDING AND DISCUSSION

Outer Model

In this research, we will test a validity test which is useful for determining a measurement of a statement on the questionnaire used in this research which aims to measure the indicators and variables studied. Outer loading analysis to determine the magnitude of the correlation between indicators and their latent constructs so that it can be determined whether the indicators are valid or invalid. The indicator can be declared valid if the value is > 0.70.



Source: Data processed by the author, 2023

Figure 2. Outer Model

Based on the outer loading image above, all indicators in the 19 questions have an outer loading value of CE 6 = 0.697 and CS2 = 0.561 which is smaller than 0.7 then it will be removed for further processing (the results are presented in the appendix).

AVE results can show the ability of latent variables to represent the original score. A larger

AVE value indicates that the explanatory power of the indicator measuring the latent variable increases. The AVE threshold value is usually 0.50, with a minimum AVE value of 0.50 to indicate good convergent values. The average extracted (AVE) results are shown below.

**Table 1. Average Variance Extracted**

Construct	Average Variance Extracted (AVE)
<b>Customers Commitment</b>	<b>0.798</b>
<b>Customer Engagement</b>	<b>0.699</b>
<b>Customer Loyalty</b>	<b>0.692</b>
<b>Customer Satisfaction</b>	<b>0.683</b>

Source: data processed by the author, 2023

From the results of the AVE value, it shows that all constructs, namely  $> 0.5$  indicate that it meets the requirements for convergent validity and reliability. *Cross Loading Discriminate Validity* is a model for measuring in which the evaluated reflectance index is derived from the results of cross-load testing when measuring structures. If the correlation of one structural item is higher compared to other structures, then it can be concluded that these results can indicate that the latent structure can predict the size of one block well compared to the size of other blocks. The results show that all variables are declared good and exceed 0.7. (Results can be seen in the attachment).

In research, reliability tests are carried out to find out whether the measuring instrument really has consistency and can be used at the next stage. The reliability test results were evaluated using the Composite Reliability and Cronbach's Alpha measurement provisions.

**Table 2. Reliability Test**

Construct	Cronbach's Alpha	Composite Reliability
<b>Customer Commitment</b>	<b>0.915</b>	<b>0.940</b>
<b>Customer Engagement</b>	<b>0.912</b>	<b>0.932</b>
<b>Customer Loyalty</b>	<b>0.910</b>	<b>0.931</b>
<b>Customer Satisfaction</b>	<b>0.779</b>	<b>0.861</b>

Source: data processed by the author, 2023

Based on the outer loading image above, all indicators in the 19 questions with Outer Loading values  $CE_6 = 0.697$  and  $CS_2 = 0.561$  are smaller than 0.7 and will be removed for further processing (the results are presented in the attachment).

### Inner Model

Measurement *inner model* intended to see the suitability of the model and measure direct and indirect effects. To get analysis results *inner model*, research models need to be carried out *bootstrapping*. Analysis *inner model* use *R-Square (Goodness Fit Model)*, *Path Coefficient*, and *Indirect Effects*.

**Table 3. R-Square results**

Construct	R Square	Adjusted R Square
<b>Customer Commitment</b>	<b>0.604</b>	<b>0.599</b>
<b>Customer Loyalty</b>	<b>0.854</b>	<b>0.851</b>

Source: data processed by the author, 2023

The calculation results in table 3 can be seen that the value *R-Square*. The value above shows that the variable *Customer Commitment* can be explained by 0.599 or 59.9% by variables *Customer Engagement* and *Customer Satisfaction*. The remaining 40.1% was from other research. Meanwhile, value *R-Square* variable *Customer Loyalty* can be explained by 0.851 or 85.1% by variables *Customer Engagement*, *Customer Satisfaction* and *Customer Satisfaction*. The remaining 14.9% came from other variables outside this research.

In hypothesis testing it can be said to be significant when the T-Value value is greater than 1.96, or the P-value is smaller than 0.05, whereas if the T-Value value is less than 1.96 then it is considered not significant (Ghozali, 2016). Based on the hypothesis testing table above, it is known that Hypotheses 1, 2, 3, 4 and 5 are accepted as proven by the T-value  $> 1.96$  and pValue  $< 0.05$ . Based on the hypothesis testing table above, it is known that for indirect relationships,

hypotheses 6 and 7 are also accepted by all.

**Table 4. Research Model Hypothesis Testing**

Hypotesis	Statement Hypothesis	Sample Original	T Statistics	P Values	Decision
H1	Customers Engagement > Customers Commitment	0.344	3,085	0.002	Supported
H2	Customers Satisfaction > Customers Commitment	0.458	4,252	0,000	Supported
H3	Customers Engagement > Customer Loyalty	-0.185	2,408	0.016	No supported
H4	Customers Satisfaction > Customer Loyalty	0.273	3,341	0.001	Supported
H5	Customers Commitment > Customer Loyalty`	0.845	21,789	0,000	Supported
H6	Customers Engagement > Customer Loyalty through customers commitment	0.290	3,042	0.002	Supported
H7	Customers Satisfaction > Customer Loyalty through customers commitment	0.387	4,182	0,000	Supported

### Discussion

This research understands and empirically tests its influence *Customer Engagement*, *Customer Satisfaction* to *Customer Loyalty* through *Customer Commitment*. on the first hypothesis (H1), there is a relationship between *Customer Engagement* which has a positive and significant effect on *Customer Commitment* discussed in more depth through this study. This statement is in line with the study put forward by Rather, (2019) which shows that *Customer Engagement* and *Customer Commitment* has a significant positive influence. It means to improve *customer commitment* So companies must increase customer engagement or consumer ties to products in a way. The higher the affective attachment, the higher it will be *customer engagement* to go to the service provider (Brodie *et al.*, 2011). *Customer engagement* produce a favorable attitude towards a company's product or brand such as *customer commitment* (Vivek *et al.*, 2012). In contrast to the results of the first hypothesis, this study shows hypothetical results (H2) what is proven in this exploration is *Customer Satisfaction*, which has a significant positive effect on *Customer Commitment*. These results are in line with what was proven by Aprilianto *et al.*, (2022), which shows that *customer satisfaction* and *customer commitment* has a significant positive influence. *Customer satisfaction* customers feel satisfied when the service provided by the vendor is fulfilled and after that the customer will commit to making repeat purchases (Parnataria dan Abror, 2019). *Customer satisfaction* will strengthen consumers' decisions to retain *customer commitment* (Putra dan Kusumadewi, 2019). Next H3 *customer engagement* has a negative and significant influence on *customer loyalty*. These results are different from what was proven in Abror *et al.*, (2020), which shows that *customer engagement* And *customer loyalty* has a significant positive influence *Customer loyalty* can result in better and stronger relationships with *e-commerce* which has marketing benefits (Febrian dan Ahluwalia, 2020). This study shows that *Customer engagement* which increases, will cause *customer loyalty* decrease. This is due to level *customer engagement* low on *customer e-commerce* Tokopedia actually makes them happy because they are free to choose the products sold by *e-commerce* other. So consumers' attachment to Tokopedia will not be strong, which will result in increasing their loyalty to Tokopedia after trying *e-commerce* others create customers who feel satisfied with a brand (Utama dan Kusuma, 2019). So consumers are not too

attached to Tokopedia even though they have loyalty and consumers want to choose other shops too.

The next hypothesis results (H4), there is *customer satisfaction* have a positive influence on *customer loyalty*. This statement is in line with Dam, (2021), *customer satisfaction* positive influence on *customer loyalty*. *Customer satisfaction* can maintain *customer loyalty* company feedback analysis can be used to retain customers and strengthen its market price (Nora, 2016). When *customer satisfaction* exceed the critical level of repeat purchases *customer loyalty* is also increasing rapidly (Harzaviona dan Syah, 2020).

Business pays great attention to the relationship between *customers satisfaction* and *customer loyalty* because it shows that improves *Customer satisfaction* can produce strong *customer brand loyalty* (Simanjuntak dan Purba, 2020). Next result (H5), there is *customer commitment* have a positive influence on *customer loyalty*. This is in line with the research results of Berliana, (2022) stated *customer commitment* positive influence on *customer loyalty*. *Customer commitment* have industry factors, product types, customer relationships with brands, and the overall business environment to improve *customer loyalty* (Anwar, 2022). Company for Increase *customer commitment* will guarantee that consumers will want more repurchase and willing to recommend the company to relatives and acquaintances and generate maximum profits (Haryanti dan Baqi, 2019).

In the sixth hypothesis (H6), there is *customer engagement* have a positive influence on *customer loyalty* through *customer commitment*. This is in line with Yunika dan Abror, (2022) that this variable has a positive influence which is mediated by *customer commitment*. *Customer engagement* high levels can directly influence *customer commitment* towards the brand (Riorini & Widayati, 2015). In other words, getting stronger *customer engagement* and *customer commitment* they get higher and higher *customer loyalty* that might form (Tarigan et al., 2019). *Customer engagement* with a brand tends to be more *customer loyalty*, which leads to loyalty-like behavior *customer commitment* and good recommendations through word of mouth (Yolanda dan Keni, 2022). Next on (H7), *customer satisfaction* have a positive influence on *customer loyalty* through *customer commitment*. This is also in line with Minta, (2018) research that this variable has a positive influence which is mediated through *customer commitment*. Customers who feel committed to a brand or company tend to be more loyal (Fikri et al., 2016). They will be more likely to maintain long-term and repeat business relationships with the company (Agung Wicaksono, 2022). So, when customers are satisfied and feel emotionally attached to the company they will be more likely to become loyal customers (Yanuar et al., 2017).

## CONCLUSION

Researchers obtain the information needed to achieve research objectives based on discussions and research carried out. This research hypothesis was successfully proven, that *customer engagement* have a positive influence on *customer commitment*, furthermore *customer satisfaction* have a positive influence on *customer commitment*, Then *customer engagement* have a positive influence on *customer loyalty*, Then *customer satisfaction* have a positive influence on *customer loyalty*, furthermore *customer commitment* have a positive influence on *customer loyalty*, then the mediation hypothesis *customer engagement* have a positive influence on *customer loyalty* through *customer commitment*, Then *customer satisfaction* have a positive influence on *customer loyalty* through *customer commitment*.

These results show that overall, *customer engagement*, *customer satisfaction*, *customer commitment*, and *customer loyalty* closely interrelated in the environment *ecommerce*. Successful use of the application will be supported by good service quality and level *loyalty* high for consumers. In this case, company management and service providers *customer commitment* to build and maintain consistent service quality, as well as implement strong use measures to gain consumer trust and encourage *customer engagement* Which higher. Consumers are more likely to use online applications if they feel comfortable with the

quality of service and have confidence in the security of the platform.

This research proves that there is a direct influence between *customer engagement* And *customer loyalty* to *customer loyalty* through *customer commitment* as a mediating variable. The results of this research also say that *customer engagement* have a big influence in improving *customer loyalty*. This shows that the more respondents feel the benefits of using a smartphone anytime and anywhere, the greater *customer loyalty* them against Tokopedia, especially because of the performance of the Tokopedia application. As a result, when respondents want to use the Tokopedia application, they don't need to hesitate to use it because they are confident in the customer loyalty offered by Tokopedia.

Some limitations in this research are that this research only discusses *Customer engagement*, *Customer satisfaction*, *Customer commitment* And *customer loyalty*, even though there are still many variables that can influence *customer loyalty* as do variables *customer trust*, to explain more about customer trust in Tokopedia, which if explained in more detail, this research would get different or better results. This research was only carried out within the scope of consumers who bought on the Tokopedia marketplace for the JABODETABEK area, where if it was spread more widely, you would get different or better results.

Suggestions for future researchers who will research and discuss research similar to that carried out by researchers by adding variables *customer trust*, it is hoped that we can add several variables outside the variables in this research, including economic factors, functional factors and marketing mix factors. The next suggestion is to use other analysis tools such as SEM Amos and Lisrel. And the final suggestion is that the distribution of the questionnaire should be expanded not only in the JABODETABEK area, in order to get a larger number of respondents and get better results.

Based on research results *customer engagement*, *customer satisfaction*, to *customer loyalty* through *customer commitment* is to create a healthy ecosystem between customers and online stores like Tokopedia Improving *customer engagement* the goal is to increase the level *customer engagement*. By creating more active and sustainable interactions between customers and the Tokopedia platform, it is hoped that it can strengthen emotional connections and positive interactions. *Customer Satisfaction* Increase level *customer satisfaction* is a crucial goal. Every interaction with customers should be designed to provide a positive experience. This goal can be measured through surveys *customer satisfaction*, feedback and continuous monitoring of satisfaction indicators

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