



Research Article

Effect Service Quality, Discount, Social Media Marketing Interactivity on Shoppers'loyalty with Online Trust as Intervening Variable User Reny Swalayan-Ku Surabaya

Soniya Auliya Sabilah Hakiki^{1*}, Nurul Azizah²

¹⁻² Administrasi Bisnis, Fakultas Ilmu Sosial, Budaya, Dan Politik, Universitas Pembangunan Nasional Veteran Jawa Timur, Jl. Rungkut Madya, Gn. Anyar, kec. Gn. Anyar, Surabaya, East Java, Indonesia 60294

* Corresponding Author : soniyaauliyasabilahhakiki@gmail.com ^{1*}

Abstract: The company distinguishes itself from other retail stores through its unique approach, particularly in managing minimarkets by adhering to sharia principles in employee management. Ecommerce Reny Swalayan-ku merges traditional self-service elements with modern technology, positioning itself as a platform that facilitates the online purchase of daily necessities. The platform features user-friendly mobile applications and websites designed to streamline transactions, offering a variety of flexible payment options to enhance the shopping experience. Furthermore, goods are delivered using Reny Swalayan-ku own expedition service, with shipping costs calculated based on the distance from the customer's home to the minimarket. This research seeks to examine the impact of Service Quality, Discounts, and the Interactivity of Social Media Marketing on Shoppers'loyalty, with Online Trust serving as an intervening variable among users of Reny Swalayanku in Surabaya. An associative quantitative research methodology was employed, utilizing data gathered via questionnaires distributed to 94 respondents who are users of Reny Swalayan-ku Surabaya. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) through the SmartPLS software. The findings of the research suggest that Service Quality, Discounts, and the Interactivity of Social Media Marketing have a significant and positive impact on Online Trust. Additionally, Online Trust was determined to exert a positive and significant effect on Shoppers'loyalty. Moreover, both Discount and Social Media Marketing Interactivity directly and positively influence Shoppers'loyalty. In contrast, Service Quality does not demonstrate a significant direct impact on Shoppers'loyalty, indicating that its function may primarily serve as a foundation for establishing trust, which subsequently affects loyalty. These results highlight the critical role of fostering consumer trust through high-quality service, appealing discount promotions, and engaging social media interactions to enhance Shoppers'loyalty within the realm of retail e-commerce.

Keywords: Discount; Online Trust; Service Quality; Shoppers'loyalty; Social Media.

1. Introduction

Global e-commerce, which includes online products and services that cross national boundaries, facilitates businesses in connecting with customers in diverse countries, thereby enhancing market opportunities and revenue potential. Essential elements involve comprehending local markets, payment systems, and regulations, in addition to leveraging platforms and collaborations for international transaction capabilities (Kraemer et al., 2006). There are four primary e-commerce business models: the business-to-business (B2B) model, which pertains to transactions between two or more entities, such as distributors or wholesalers. In contrast, the business-to-consumer (B2C) model encompasses products or services sold directly to consumers, including retail outlets, dining establishments, and e-

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commerce websites. Next, the customer-to-customer (C2C) model involves exchanges between individuals who can buy and sell various products, exemplified by platforms like Shopee. Lastly, the consumer-to-business (C2B) model features customers supplying goods or services to businesses, often facilitated by influencers. Consequently, the global expansion of e-commerce can be attributed to multiple factors, including shifts in consumer behavior, technological innovations, and the proliferation of internet accessibility (Laudon & Traver, 2021)..

The digital revolution has profoundly transformed the way products and services are marketed via the internet, resulting in a new lifestyle paradigm. As noted by Mustajibah & Trilaksana (2021), the evolution of Indonesian e-commerce commenced in 1999, coinciding with a notable rise in internet users. This year also saw the founding of Kaskus by Andrew Darwis, which emerged as one of the first platforms for buying and selling in Indonesia, followed by Bhinneka.com, which also served as an e-commerce site. In 2007, Tokobagus was launched, and subsequently, Tokopedia and Bukalapak were established in 2010. Initially, the rise of e-commerce faced public skepticism, as many consumers favored traditional shopping methods. This skepticism was further intensified by prevalent fraud, resulting in a significant distrust between customers and service providers. Nevertheless, the government's engagement in e-commerce became apparent with the introduction of the ITE Law and various regulations designed to enhance the security and convenience of online transactions for consumers Mustajibah & Trilaksana (2021).

E-commerce in Indonesia has experienced substantial growth, contributing US\$53 billion to the nation's digital economy in 2021. As reported by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, this amount is projected to rise to US\$104 billion by 2025, fueled by an expected growth rate of 18%. This trend suggests that e-commerce sales are likely to increase by 20% to 25% annually, underscoring the growing acceptance and consumer trust in online shopping (Suhartadi, 2024).

As noted by Chong and Man (2017) in the work of (Azizah et al., 2021), E-service quality encompasses a range of activities aimed at enhancing the quality of digital services, thereby providing additional value to consumers while upholding the company's reputation. In contrast, Sudirman et al. (2020), also referenced in (Azizah et al., 2021), assert that customer loyalty is crucial in shaping a company's marketing image, as the synergy of effective marketing strategies and devoted customers fosters positive relationships with them. The research methodology employed was quantitative descriptive, utilizing SmartPLS software for analysis. The results of this investigation reveal a positive correlation between the independent and dependent variables, signifying a substantial effect. Furthermore, the results indicate that three out of the four independent variables: coin rewards, delivery services, and monthly events exert a significant influence on the dependent variable, which is Shopee user loyalty. In contrast, the ShopeePay variable does not significantly affect Shopee user loyalty (Azizah et al., 2021).

As noted by Indriani, Sudarwati & Maryam (2020) in (Prabowo et al., 2024) marketers and business professionals implement a variety of strategies, including price reductions, to draw in consumers. By presenting prices that are lower than the original, the goal is to boost sales, stimulate interest in purchases, and ultimately affect buying decisions. Furthermore, as highlighted by Zuhdi (2023) in (Prabowo et al., 2024), trust is a crucial component of every online transaction. On the other hand, trust is defined by elements of uncertainty, vulnerability, and reliance. The research methodology employed was quantitative, utilizing non-probability sampling methods for data collection with a sample of 193 respondents. The results reveal that price discounts influence trust in Thrift as demonstrated during Instagram live sessions. This indicates that price reductions can have a significant effect on trust in Thrift as showcased on Instagram live broadcasts.

Social media marketing is characterized by Alhadeed (2017) in (Cahyani et al., 2022) as marketing strategies that utilize social media platforms, which are becoming increasingly prevalent. These platforms are capable of showcasing product and service information that captures the audience's interest and motivates them to share it, thus aiding companies in broadening their reach. Consequently, this research aims to investigate the impact of social media marketing and quality perception on brand loyalty, with brand trust serving as a mediating variable. The research employed a quantitative approach and included 145 participants. The participants in this study were consumers who had utilized the Tokopedia application in the Yogyakarta region. The results indicated a significant effect of social media marketing on brand trust. Furthermore, brand trust had a positive and significant effect on

brand loyalty. The effect of social media marketing on brand loyalty through brand trust as an intervening variable was successfully confirmed.

Reny Swalayan-ku is a retail business that provides a wide range of products, including groceries, fashion items, and everyday essentials at competitive prices. Reny Swalayan-ku frequently runs promotions and discounts that not only draw in new customers but also boost overall satisfaction among existing ones. The marketing approach, centered around these promotions and discounts, is encapsulated in the slogan "Stay Cheap Every Day." Reny Swalayan-ku has effectively attracted consumers through these offers. Additionally, social media platforms are utilized to enhance user interaction and to effectively showcase products. Reny Swalayan-Ku's e-commerce initiative merges traditional supermarket features with modern technology. The company is committed to providing a convenient platform for users to buy daily necessities online. This platform includes a user-friendly mobile app and website designed to facilitate easy transactions, along with various flexible payment options to improve the shopping experience for customers. Meanwhile, products are delivered using Reny Swalayan-Ku's own delivery service, with shipping fees determined by the distance from the customer's residence to the nearest Reny Swalayan-Ku minimarket.

The anticipated user base for Reny Swalayan-Ku e-commerce is expected to grow by approximately 40% annually. Sales growth is projected to reach around 50% each year, reflecting a rise in consumer confidence. It is estimated that users who prefer shopping via the application will represent about 60% of all transactions. The leading product categories purchased include food items, household goods, and everyday essentials (Interview with Customer Service, 2025).

The author has chosen this research topic due to the observed decline in the growth of Reny Swalayan-ku e-commerce, prompting an exploration of the factors that contribute to customer loyalty. The primary emphasis on service quality is viewed as a crucial factor influencing customer loyalty towards Reny Swalayan-ku e-commerce. Additionally, discounts as a marketing tactic are believed to impact shoppers' loyalty particularly in the face of fierce competition within the e-commerce sector. Moreover, the interactive nature of social media marketing, especially via WhatsApp and the Reny Swalayan-ku platform, can be examined for its ability to cultivate relationships between brands and consumers, thus affecting shoppers' loyalty. At the same time, the research takes into account the significance of online trust as a mediating variable that may either enhance or diminish the connection between these factors. Consequently, users of Reny Swalayanku in Surabaya provide a localized viewpoint that can shed light on the behaviors of Indonesian market consumers, reflecting the diverse preferences and requirements of customers in that area. The anticipated results aim to deliver substantial benefits to stakeholders of Reny Swalayan-ku e-commerce, assisting them in formulating more effective marketing strategies and achieving a thorough understanding of the components that influence shoppers' loyalty.

2. Literature Review

Marketing

As stated by Kotler et al. (2022) in their work *Marketing Management Global* 16th Edition, marketing is defined as a social and operational endeavor that enables the exchange of value by creating and providing products, highlighting the significance of relationships and value within this process.

Marketing Mix

The 7P Marketing Mix serves as the foundation for crafting a more intricate marketing strategy, enabling the identification and formulation of an optimal marketing approach for the owned product (Indrajaya, 2024):

a) Products

The components of a product encompass both goods and services offered to customers, characterized by features, quality, design, branding, and variations. It is essential to ensure that the offerings align with customer expectations to effectively understand their needs and preferences.

b) Price

The business determines an appropriate price for its goods or services, which includes pricing strategies, discounts, and payment terms. Pricing must accurately convey value to buyers while remaining competitive with similar offerings in the market.

c) Place (Distribution)

The distribution channels utilized to reach customers comprise physical locations, online platforms, and the methods by which products are delivered to customers. A successful distribution strategy guarantees that products are available to customers at designated locations and times.

d) Promotion

Promotion encompasses all actions taken to communicate products to customers, including advertising, sales promotions, publicity, and online marketing. The primary goal of these promotional efforts is to enhance brand recognition and drive sales.

e) People

Any individual involved in the delivery of a product or service, such as employees, management, and customers, can influence the overall customer experience.

f) Process

This system includes all policies, schemes, and workflows related to the delivery of goods and services. Efficient and effective processes significantly enhance customer satisfaction and greatly improve the overall experience.

g) Physical Evidence

All tangible elements visible to customers provide proof of the quality of the product or service. This includes packaging, store design, marketing materials, and the environment in which services are delivered. Physical evidence fosters trust and boosts customer satisfaction.

Service Quality

Kotler & Keller (2016:440), as cited in (Hamid et al., 2023), characterize service quality as a framework of consumer expectations regarding service, which is influenced by their previous experiences, suggestions from peers, and promotional materials. Consequently, this evaluation involves a juxtaposition of the anticipated service against the actual service encountered by customers.

According to Tjoanoto (2013) as cited in (Samirudin, 2023), the indicators of service quality are outlined as follows:

(1) Reliability refers to the ability to deliver promised services to customers accurately, encompassing aspects such as provision, problem resolution, and pricing. (2) Responsiveness denotes the attention given to customers, ensuring appropriate service delivery, accommodating customer requests, facilitating effective payment processes, and efficiently addressing customer complaints. (3) Assurance involves the knowledge of products and the competence of employees in delivering services, which includes aspects such as friendliness, attentiveness, and courtesy. It also encompasses guarantees aimed at safeguarding customer safety during service usage, maintaining the credibility of the company, and fostering customer confidence and trust. (4) Empathy signifies the personalized attention that the company extends to its customers, which includes providing adequate communication channels, the capability of employees to interact effectively with users, and a commitment to understanding and addressing customer preferences and requests. (5) Physical evidence pertains to the tangible elements of the service environment, including the condition of facilities, the availability of parking, cleanliness, layout, and the overall conducive atmosphere.

Discount

McCarthy (2009:362) as cited in (Akbar & Irawati, 2023) characterizes a discount as a price reduction provided by the seller to the buyer. Similarly, Kotler (2003) in Akbar & Irawati (2023) describes a discount as a temporary reduction in the price of a product available to consumers.

Research conducted by Apriliyani (2020) and Melina & Kadafi (2017) as referenced in (Maharani et al., 2024) identifies three indicators for measuring price discounts, which are as follows:

(1) A quantity discount refers to a price reduction contingent upon the number of items purchased. (2) A seasonal discount is defined as a discount applicable during a specific time frame. (3) Discounts that are applied to particular items.

Interactivity Social Media Marketing

Keller & Swaminathan (2020) assert that interactivity serves as a means for users to connect with brands across various mass media platforms, including social media. This engagement prompts customers to provide feedback, allowing for the reflection of customer perceptions and behaviors towards the brand, thereby promoting two-way interaction that strengthens brand relationships.

Interactivity can be realized in several ways (Arismayanti et al., 2022). within digital media, as outlined below:

(1) Individual to human interaction refers to the communication between two individuals who are separated by time and distance, allowing for verbal, non-verbal, written, or visual exchanges. (2) Individual to mass media interaction involves communication initiated by an individual that relies on the capabilities of communication technology, facilitating the process without being hindered by temporal or spatial constraints. (3) Individual to technology or content interaction describes the communication by an individual who can adjust the content of communication technology to suit their needs, desires, expectations, and interests.

Online Trust

According to Muchlis (2021) as cited in (Febrianty et al., 2023), trust plays a crucial role for consumers due to the heightened perception of risk associated with online transactions compared to traditional ones, particularly concerning aspects such as delivery, payment, and personal information. Furthermore, Dewi (2020), also referenced in (Febrianty et al., 2023), posits that trust constitutes the primary attitude of customers, reflecting their evaluations, emotions, and preferences regarding a product.

As noted by Wiedenfels (2009) in (Sawhani, 2021a), several components of trust serve as indicators:

(1) Integrity refers to the seller's honest demeanor, which assures customers of their reliability in fulfilling commitments. This encompasses the manner in which sellers conduct their business and the factual information they provide to customers. (2) Kindness signifies the seller's genuine concern and commitment to acting in the best interests of customers, demonstrating an intention to deliver satisfaction that benefits both parties. (3) Competency pertains to the seller's knowledge of how to meet customer needs, enabling them to provide, serve, and safeguard transactions against external disruptions. (4) Certainty is rooted in the precision of the seller's actions, which includes their ability to offer guarantees regarding the products sold, allowing customers to anticipate and trust the seller's performance.

Shoppers'loyalty

Griffin (2019) as cited in (Nurmartiani, 2024) asserts that customer loyalty represents a robust commitment from consumers to consistently purchase and prioritize specific goods or services. Consequently, repeat purchases of the same brand occur despite the influence of situational or marketing factors on consumers.

In accordance with Satryawati (2018) as referenced in (Yucha et al., 2024a), customer loyalty can be measured through three indicators:

(1) Loyal customers engage in repeat purchases, regularly buying products or making periodic transactions. Such repeat purchases indicate their level of engagement and serve as a measure of satisfaction with the company's offerings. (2) Retention reflects the resilience of customer loyalty even in adverse situations for the company. This form of loyalty remains intact despite the presence of competing products that may be less expensive or offer additional features. (3) Referrals involve consumers who are capable of recommending the company's products to others within their immediate social circles.

3. Proposed Method

This research employs an associative quantitative methodology to examine the influence of service quality, discounts, and the interactivity of social media marketing on shoppers'loyalty,, with online trust serving as an intervening variable among users of Reny Swalayan-ku Surabaya. Primary data were gathered through questionnaires distributed to 94 respondents, who were selected using purposive sampling based on specific criteria such as age, residency in Surabaya, and having made at least one repeat purchase (Sugiyono, 2018).

The variables under investigation included independent variables (service quality, discounts, social media marketing interactivity), an intervening variable (online trust), and a dependent variable (shopper loyalty) Each variable was assessed using indicators and a 5-point Likert scale. The data analysis techniques employed Partial Least Squares Structural Equation Modeling (PLS-SEM) utilizing SmartPLS software to evaluate the relationships between variables, which encompassed validity, reliability, measurement model (outer model), and structural model (inner model) assessments, including R-square, goodness of fit, and path coefficient tests. The research was conducted in Surabaya, with the study period extending from September 2024 to September2025.

4. Results and Discussion

This research assesses the impact of Service Quality, Discounts, and the Interactivity of Social Media Marketing on Shoppers'loyalty, with Online Trust serving as an intervening variable for users of Reny Swalayan-ku Surabaya.

a) Respondent Characteristics

The information data suggests that there were 47 male participants, accounting for 47% of the overall total. In contrast, there were 53 female participants, representing 53% of the total. This data suggests that female participants were the majority in this study. Consequently, it can be inferred that the primary users of the Reny Swalayan-ku platform in Surabaya are women.

The data further reveals that there were 23 participants aged between 18 and 22 years, constituting 23% of the total. Following this, there were 26 participants aged between 23 and 27 years, making up 26% of the total, and 27 participants aged between 28 and 32 years, representing 27% of the total. Additionally, there were 24 customers over the age of 32, which corresponds to 24% of the total. Therefore, it can be concluded that the predominant age group among customers in this study is 28 to 32 years, with a total of 27 customers.

According to the data, 44 respondents reported using the Reny Swalayan-ku platform once, which represents 44% of the total. Meanwhile, 26 respondents indicated they had used the platform twice, accounting for 26% of the total, and 30 respondents reported using the platform more than twice, representing 30% of the total. Thus, it can be concluded that the majority of users of the Reny Swalayan-ku platform have utilized it once, totaling 44 individuals, which corresponds to 44%.

b) Outer Model Results

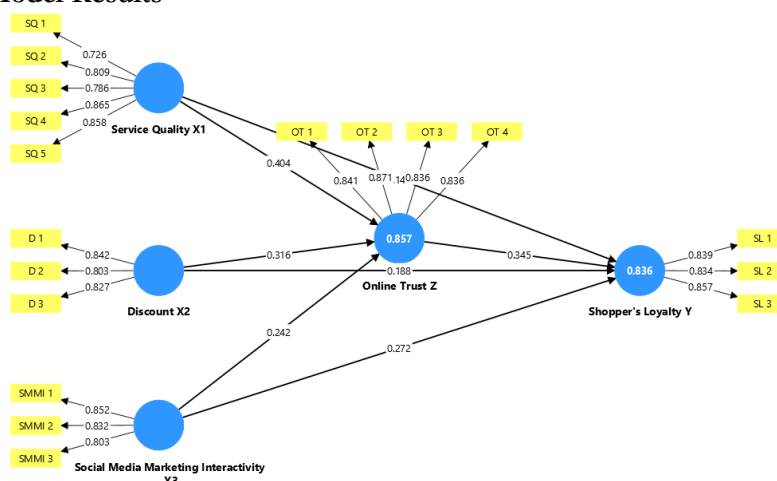


Figure 1. Outer Loading

Source: primary data processed (2025)

The results presented in the graphic of the test presuppose that every item within this research instrument possesses an Outer Loading greater than 0.7, with no indicator falling below this threshold. These results suggest that all convergent valid indicators are applicable to this study and are thus suitable for utilization.

Table 1. Average Variant Extracted (AVE) Test Result

Variabel	Average variance extracted (AVE)
Kualitas Layanan (X1)	0,657
Diskon (X2)	0,679
Interaktivitas Pemasaran Media Sosial (X3)	0,688
Online Trust (Z)	0,716
Shoppers'loyalty (Y)	0,711

Source: primary data processed (2025)

The information displayed in the table indicates that the Average Variant Extracted (AVE) value for every variable surpasses 0.5. This suggests that all indicators employed in this research are valid in reflecting latent variables, thereby facilitating additional analysis.

Table 2. Cross Loading Test Result

Indikator	Kualitas Layanan (X1)	Diskon (X2)	Interaktivitas Pemasaran Media Sosial (X3)	Online Trust (Z)	Shopper's Loyalty (Y)
KL 1	0,726	0,605	0,605	0,682	0,585
KL 2	0,809	0,753	0,743	0,780	0,721
KL 3	0,786	0,719	0,709	0,676	0,656
KL 4	0,865	0,745	0,749	0,729	0,738
KL 5	0,858	0,750	0,760	0,763	0,789
D 1	0,702	0,842	0,682	0,716	0,717
D 2	0,699	0,803	0,697	0,681	0,675
D 3	0,780	0,827	0,806	0,793	0,749
IPMS 1	0,713	0,740	0,852	0,776	0,747
IPMS 2	0,725	0,730	0,832	0,709	0,719
IPMS 3	0,763	0,736	0,803	0,700	0,708
OT 1	0,726	0,715	0,696	0,841	0,710
OT 2	0,772	0,781	0,753	0,871	0,751
OT 3	0,738	0,720	0,730	0,836	0,732
OT 4	0,797	0,784	0,790	0,836	0,798
SL 1	0,774	0,789	0,770	0,738	0,839
SL 2	0,693	0,656	0,714	0,735	0,834
SL 3	0,721	0,745	0,725	0,767	0,857

Source: primary data processed (2025)

The information displayed in the table indicates that every variable indicator possesses a cross-loading value that surpasses the cross-loading values of indicators associated with other variables, thereby demonstrating that all indicators in this research exhibit robust discriminant validity in delineating each variable.

Table 3. Reliability Test Result

Variabel	Cronbach Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Kualitas Layanan (X1)	0.868	0.873	0.905
Diskon (X2)	0.764	0.767	0.864
Interaktivitas Pemasaran Media Sosial (X3)	0.773	0.775	0.869
Online Trust (Z)	0.868	0.869	0.910
Shopper's Loyalty (Y)	0.797	0.798	0.881

Source: primary data processed (2025)

The information presented in the table for all variables satisfies the composite reliability standards, as each variable exhibits a composite reliability value exceeding 0.7. This suggests that all variables possess a high reliability value, indicating compliance with Cronbach's alpha criteria and showcasing a strong reliability value.

c) Inner Model Results

Table 4. R-Square Test Result

Variabel	R-Square
Online Trust (Z)	0,857
Shopper's Loyalty (Y)	0,836

Source: primary data processed (2025)

The data illustrated in the table indicates that variable (Z) possesses an R-Square value of 0.857, which signifies that 85.7% of the variation in the Online Trust variable (Z) can be accounted for by the factors Service Quality (X1), Discount (X2), and Social Media Marketing Interactivity (X3). Conversely, 14.3% is affected by internal variables that are not addressed in this research, suggesting that the model demonstrates a strong capacity to elucidate the

elements that affect online trust. In contrast, the Shopper's Loyalty (Y) variable exhibits an R-Square value of 0.836, which implies that 83.6% of the variation in Shopper's Loyalty (Y) can be analyzed through the variables of Service Quality (X1), Discount (X2), and Social Media Marketing Interactivity (X3). Additionally, 16.4% is influenced by external variables that are not included in this study.

Table 5. Model Fit Test Result

Model Fit	Saturated Model	Estimated Model
SRMR	0,067	0,067

Source: primary data processed (2025)

The objective of evaluating goodness of fit is to ascertain the degree of variability in the relationship between two constructs. The findings from the model fit indicate that a low SRMR value (under 0.10) signifies that the estimated model aligns well with the data.

Path analysis was performed utilizing bootstrapping, yielding path coefficient values, t-statistics, and p-values. Significance values were assessed one-tailed at a significance level of 5%, with t-statistics exceeding 1.96%. The objective of path analysis is to elucidate significant outcomes regarding the relationships between exogenous and endogenous variables, both directly and indirectly. The results of the path coefficient measurements can be examined in the subsequent table:

Table 6. Path Analysis Test Result

Indicator	Path Coefficient	T statistics (O/STDEV)	P values	Keterangan
KL (X1) => OT (Z)	0,404	4,200	0,000	Berpengaruh Signifikan
D (X2) => OT (Z)	0,316	3,356	0,001	Berpengaruh Signifikan
IPMS (X3) => OT (Z)	0,242	2,386	0,017	Berpengaruh Signifikan
OT (Z) => SL (Y)	0,345	2,821	0,005	Berpengaruh Signifikan
KL (X1) => SL (Y)	0,149	1,165	0,244	Tidak Berpengaruh Signifikan
D (X2) => SL (Y)	0,188	2,032	0,042	Berpengaruh Signifikan
IPMS (X3) => SL (Y)	0,272	2,502	0,012	Berpengaruh Signifikan

Source: primary data processed (2025)

The findings presented in the table above elucidate that:

- The Service Quality variable (X1) significantly influences Online Trust (Z) with a path coefficient of 0.404 (>0.1), T statistics of 4.200 (>1.96), and a p-value of 0.000 (<0.05). This indicates a robust and reliable relationship, thus confirming that Service Quality (X1) positively impacts Online Trust (Z), allowing for the acceptance of the first hypothesis.
- The Discount variable (X2) also affects Online Trust (Z), evidenced by a path coefficient of 0.316 (>0.1), T statistics of 3.356 (>1.96), and a p-value of 0.001 (<0.05). This suggests that discounts play a crucial role in fostering consumer trust, leading to the acceptance of the second hypothesis.
- The Social Media Marketing Interactivity variable (X3) demonstrates a path coefficient of 0.242 (>0.1), T statistics of 2.386 (>1.96), and a p-value of 0.017 (<0.05) in relation to Online Trust (Z). This indicates that effective interaction on social media can enhance consumer trust, thus validating the third hypothesis.
- Furthermore, the Online Trust (Z) variable has a path coefficient of 0.345 (>0.1), T statistics of 2.821 (>1.96), and a p-value of 0.005 (<0.05) concerning Shoppers' loyalty (Y).

This underscores the significance of consumer trust in cultivating loyalty, thereby supporting the acceptance of the fourth hypothesis.

e) Conversely, the Service Quality (X1) variable's effect on Shoppers'loyalty (Y) is represented by a path coefficient of 0.149 (>0.1), T statistics of 1.165 (>1.96), and a p-value of 0.244 (<0.05). This suggests that service quality alone does not sufficiently influence loyalty, leading to the rejection of the fifth hypothesis.

f) The Discount variable (X2) related to Shoppers'loyalty (Y) exhibits a path coefficient of 0.188 (>0.1), T statistics of 2.032 (>1.96), and a p-value of 0.042 (<0.05), suggesting that discount promotions can enhance consumer loyalty. Consequently, Discount (X2) demonstrates a significant positive influence on shoppers'loyalty (Y), allowing for the acceptance of the sixth hypothesis.

g) The Social Media Marketing Interactivity variable (X3) concerning Shopper's Loyalty (Y) shows a path coefficient of 0.272 (>0.1), T statistics of 2.502 (>1.96), and a p-value of 0.012 (<0.05), indicating that effective engagement on social media can bolster consumer loyalty. Thus, Social Media Marketing Interactivity (X3) has a significant positive impact on shoppers'loyalty (Y), leading to the acceptance of the seventh hypothesis.

Discussion

The influence of service quality on online trust

The results from the first hypothesis a p-value of 0.000 (<0.05), indicating that the influence of Service Quality (X1) on Online Trust (Z) is both strong and statistically significant. This suggests that service quality serves as a highly dependable predictor of online trust. Prior research has demonstrated that service quality directly affects online trust, as highlighted by Safitri & Azizah (2021), who asserted that Electronic Service Quality (E-Service Quality) has a significant impact on trust. This supports the notion that the service quality dimension, in both digital wallet contexts and retail e-commerce, is a crucial foundation for establishing consumer trust. Theoretically, these results suggest that the e-service quality framework proposed by Chong and Man (2017) in (Azizah et al., 2021) underscores the necessity of enhancing digital service quality to deliver additional value and uphold the company's reputation. Moreover, these findings reinforce the significance of service quality indicators as outlined by Tjoanoto (2013) in (Samirudin, 2023), specifically reliability, responsiveness, empathy, and physical evidence, which are pivotal in shaping consumer trust within the environment. In practical terms for Reny Swalayan-ku Surabaya, these findings affirm that prioritizing the enhancement of service quality is essential. Focusing on elements such as response time, accuracy of product information, transaction security, and personalized service will directly bolster consumer trust, which is a vital asset in business.

The Impact of Discounts on Online Trust

Based on the findings from the second hypothesis, which yielded a p-value of 0.001 (<0.05), it can be inferred that discounts (X2) significantly influence online trust (Z) at a moderate level. These findings suggest that discounts not only draw in buyers but also play a crucial role in fostering consumer trust. This notable effect implies that when Reny Swalayanku provides discounts (whether based on quantity, seasonality, or specific products) in a transparent and advantageous manner, consumers are likely to view the company as honest and considerate of their interests. This fosters a perception of value and fairness that enhances trust. Research conducted by (Prabowo et al., 2024) indicates that price discounts significantly affect product trust. This consistency demonstrates that well-managed discounts can serve as a positive signal to consumers regarding the seller's integrity and goodwill. When sellers present appealing discounts, customers perceive greater value in their purchases, which can bolster their trust in both the seller and the product. Theoretically, these results deepen our comprehension of how price incentives (discounts) can affect non-price factors such as trust. Kotler (2003) in (Akbar & Irawati, 2023) illustrates that discounts not only stimulate impulsive buying but can also aid in the development of long-term trust by fostering perceptions of value and fairness in transactions, aligning with the integrity and goodwill indicators of Online Trust. Practically, Reny Swalayan-ku can leverage discount strategies as a dual mechanism: for sales promotion and trust enhancement. It is essential to ensure that the information regarding offers is clear, comprehensible, and genuinely beneficial to consumers, thereby reinforcing the perception of the company's integrity and goodwill.

The Impact of Interactivity in Social Media Marketing on Online Trust

Based on the outcomes of the third hypothesis, which yielded a p-value of 0.017 (<0.05), it indicates a moderate influence of the Social Media Marketing Interactivity variable (X3) on Online Trust (Z) with a significant direction. This result highlights the importance of two-way

communication and active engagement on social media as crucial elements in fostering consumer trust in the digital era. The notable influence suggests that when Reny Swalayan-ku engages actively with users (by connecting and responding promptly), encourages interaction (through likes and comments), and utilizes the platform as an effective communication tool, consumers feel more connected, acknowledged, and ultimately more trusting. This study conducted by Cahyani et al. (2022) also identified a positive effect of social media marketing interactivity on brand trust. This reinforces the notion that social media serves not only as a promotional avenue but also as a medium for relationship building and establishing credibility. Theoretically, these findings align with the definitions of interactivity proposed by Solomon & Tuten (2017) and Keller & Swaminathan (2020), which stress the ability of users to engage in communication and influence the outcomes of exchanges. Meaningful interactions on social media theoretically foster transparency and responsiveness, which are essential components of integrity and predictability in online trust. On a practical level, this implies that Reny Swalayan-ku should maintain an active and responsive presence on social media platforms (such as Instagram and WhatsApp). Strategies that promote dialogue, provide prompt responses to inquiries, and generate content that encourages participation will significantly enhance consumer trust in the platform.

The Influence of Online Trust on Shoppers'loyalty

Based on the outcomes of the fourth hypothesis, which yielded a p-value of 0.005 (< 0.05), it can be inferred that the impact of Online Trust (Z) on Shopper Loyalty (Y) is significantly robust. This finding is pivotal as it indicates that trust serves as the foundational element of loyalty. The pronounced and significant effect suggests that when consumers possess a profound confidence in the integrity, benevolence, competence, and predictability of Reny Swalayan-ku, they are more inclined to demonstrate loyal behaviors. Such behaviors encompass repeat purchases, resistance to the allure of competitors (even when they present lower prices), and a readiness to endorse the platform to others. Numerous prior studies, including those by Cahyani et al. (2022) and research on customer loyalty in Lampung, consistently illustrate that trust is a critical determinant of loyalty. Theoretically, these results bolster the trust-based consumer loyalty model, indicating that trust (comprising integrity, benevolence, competence, and predictability) is an essential prerequisite for loyalty behaviors such as repeat purchases, resistance to competitors, and recommendations. This aligns with Griffin's (2019) and Amanda's (2019) characterization of customer loyalty in (Nurmartiani, 2024) as a profound commitment, and affirms that trust (as indicated by integrity, benevolence, competence, and predictability from Wiedenfels (2009) in (Sawhani, 2021) is a fundamental prerequisite for loyalty behaviors including repeat purchases, retention, and recommendations (Yucha et al., 2024a). In practical terms, for Reny Swalayan-ku, the primary emphasis on cultivating loyalty should commence with the establishment and preservation of trust. Every initiative aimed at enhancing integrity in transactions, showcasing benevolence in policies, improving operational competence, and ensuring predictability in commitments will directly correlate with heightened buyer loyalty.

The Impact of Service Quality on Shoppers'loyalty

Based on the findings from the fifth hypothesis, which yielded a p-value of 0.244 (> 0.05), it can be inferred that the influence of Service Quality (X1) on Shoppers'loyalty (Y) is not statistically significant. This is a noteworthy observation, suggesting that service quality might be regarded as a fundamental expectation rather than a direct catalyst for loyalty. This observation indicates that while service quality is crucial, it may be perceived as a basic expectation by consumers of Reny Swalayan-ku, rather than a direct catalyst for loyalty. Although inadequate service quality will undoubtedly diminish loyalty, the presence of good service quality alone is insufficient to foster strong loyalty without the influence of other factors, such as trust. The findings of this research do not align with those of (Azizah et al., 2021), which demonstrate a direct effect of Service Quality on loyalty. This discrepancy may stem from variations in market contexts, competitive levels, or the more significant role of the Online Trust mediating variable in this dynamic. This indicates that the connection between service quality and loyalty may be more intricate than a mere direct relationship. Theoretically, these results contest the conventional perspective that positions service quality as a direct contributor to customer loyalty. Rather, they endorse a framework wherein service quality serves as a foundational element for cultivating trust, which subsequently exerts a direct effect on loyalty. This suggests that service quality may be more significant during the initial phases of developing a customer relationship, whereas trust is crucial for sustaining that relationship. In practical terms, this implies that while service quality is vital for operational success and fostering trust, Reny Swalayan ku cannot depend exclusively on service quality to enhance

loyalty. Organizations must also consider additional elements that directly affect loyalty, such as promotional discounts and engagement through social media, or ensure that service quality effectively fosters trust, which in turn promotes loyalty.

The Impact of Discounts on Shoppers'loyalty

Based on the findings from the sixth hypothesis, which yielded a p-value of 0.042 (< 0.05), it can be inferred that discounts (X2) exert a positive and significant influence on shoppers'loyalty (Y). This outcome aligns with the sixth hypothesis, which posits that Discounts (X2) positively affect Shoppers'loyalty (Y), demonstrating statistical significance. This suggests that discounts serve as an effective catalyst for loyalty. The significant impact implies that when consumers perceive they are receiving financial advantages or added value through discounts, they are more inclined to shop frequently and maintain their loyalty to Reny Swalayan-ku. Discounts generate a compelling motivation for repeat purchases and diminish the chances of switching to rival brands. Research conducted by Alim & Dirbawanto (2024) indicates that discount promotions have a favorable impact on customer loyalty. This further substantiates the notion that financial incentives are vital in customer retention. Discount offerings have a direct influence on consumer loyalty. Consumers who perceive financial advantages through discounts are likely to shop more often and exhibit loyalty towards Reny Swalayan-ku. This indicates that discounts serve as a potent mechanism for customer retention and fostering repeat purchases. Theoretically, these observations align with behavioral and economic reinforcement theory, which posits that financial incentives (such as discounts) can significantly affect repeat purchasing behavior and customer loyalty. This is consistent with the "Price" and "Promotion" components of the 7P marketing mix (Indrajaya, 2024), which are designed to stimulate purchasing interest and enhance sales. On a practical level, Reny Swalayan-ku effectively implements discounts as a strategy to boost and sustain customer loyalty. It is crucial to develop discount programs that are appealing, pertinent to consumer needs, and communicated clearly to optimize their effectiveness on loyalty.

The Influence of Interactivity in Social Media Marketing on Shoppers'loyalty

Based on the findings from hypothesis testing seven the seventh hypothesis, which yielded a p-value of 0.012 (< 0.05), it can be inferred that the influence of Social Media Marketing Interactivity (X3) on Shoppers'loyalty (Y) is both positive and sufficiently robust to establish statistical significance. This suggests that engagement through social media serves as a crucial factor in fostering loyalty. The significant impact indicates that when consumers perceive themselves as heard, appreciated, and integrated within the Reny Swalayan-ku online community, they are likely to cultivate stronger emotional connections with the brand. This, in turn, motivates them to maintain their loyalty and engage in repeat purchases. Research conducted by Febri et al. (2023) demonstrates that social media interactivity positively influences brand loyalty and even stimulates favorable word-of-mouth communication. This underscores the necessity of digital marketing strategies that emphasize engagement and reciprocal communication. Customers who enjoy positive interactions on social media are more inclined to share these experiences with their friends and family, potentially drawing in new visitors. Positive engagements and proactive participation on social media not only foster trust but also significantly enhance loyalty. Theoretically, this supports the notion of community-oriented loyalty and relationships within the digital landscape. It illustrates that significant interactions and a sense of belonging within online communities, cultivated through social media, can directly lead to brand loyalty and consistent purchasing behavior, aligning with the marketing objective of establishing enduring relationships with customers (Lamb et al., 2011). The practical implication is that Reny Swalayan-ku should prioritize social media marketing strategies that are interactive and focused on engagement. Promoting discussions, organizing contests, and generating content that encourages participation will not only build trust but also directly boost customer loyalty. This emphasizes the necessity of a vibrant and customer-focused digital presence.

6. Conclusions

This research investigates the influence of Service Quality, Discounts, and Social Media Marketing Interactivity on Shoppers'loyalty, with Online Trust serving as an intervening variable users Reny Swalayan-ku Surabaya. The findings from the SEM-PLS analysis indicate that:

Service Quality exerts a very strong positive and significant impact on Online Trust. High-quality service, characterized by reliability, prompt responses, certainty, empathy, and sufficient facilities, plays a crucial role in fostering consumer trust. Discounts also positively

and significantly influence Online Trust. Clear and appealing discounts foster perceptions of added value and fairness, thereby enhancing consumer trust in the platform. Social Media Marketing Interactivity has a moderate positive and significant effect on Online Trust. Engaging actively and facilitating two-way communication on social media strengthens consumers' feelings of connection and trust. Furthermore, Online Trust significantly and positively affects Shopper Loyalty, establishing trust as a fundamental component of customer loyalty through repeat purchases, resistance to competitors, and recommendations.

Service quality does not directly influence shopper loyalty significantly, suggesting that it serves primarily as a foundational expectation, functioning more as a trust-building mechanism prior to fostering loyalty.

Discounts positively and significantly affect Shopper Loyalty, indicating that price incentives are effective in promoting loyalty through increased repeat purchases. Additionally, Social Media Marketing Interactivity positively and significantly impacts Shopper Loyalty, highlighting the significance of interactive experiences and a sense of belonging within online communities in enhancing loyalty.

Based on the conclusions drawn above, the following suggestions can be made:

- a) While the quality of service does not have a direct impact on loyalty, it plays a vital role in establishing online trust. Therefore, Reny Swarayan-ku should persist in enhancing service quality, particularly in areas such as reliability (providing accurate information and consistent service), responsiveness (promptly addressing customer needs), certainty (minimizing transaction uncertainty), empathy (offering personalized attention), and tangible elements (ensuring security and adequate facilities).
- b) It is essential to continuously innovate and implement appealing discount strategies, including quantity discounts, seasonal promotions, and discounts on specific items. This approach can enhance perceived value and stimulate repeat purchases.
- c) Ongoing development and implementation of innovative and attractive discount strategies, such as quantity discounts, seasonal offers, and item-specific discounts, should be prioritized. Discounts have proven effective not only in attracting customers but also in fostering trust and loyalty. Ensure that discounts are communicated transparently and provide genuine value to customers.
- d) Prioritizing the establishment and maintenance of online trust is crucial. This involves ensuring integrity in every transaction, demonstrating kindness in policy and problem resolution, maintaining operational efficiency, and fulfilling promises while addressing issues promptly. Trust serves as the fundamental basis for long-term loyalty.
- e) It is advisable to conduct further research by incorporating additional variables that may influence buyer loyalty and broadening the respondent base to obtain a more comprehensive understanding.

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