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Analysis of The Impact of Information Quality and Social Media Services on The Loyalty Commitment of Generation Z E-Commerce Users in Medan

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ABSTRACT

This study aims to analyze the influence of information quality and social networking services on the commitment loyalty of Generation Z users of e-commerce platforms in Medan. Using a quantitative approach with a sample of 100 Generation Z respondents who shop online, data was collected through a Likert scale-based questionnaire and analyzed using multiple linear regression. The results of the study indicate that: (1) information quality has a positive and significant effect on commitment loyalty ($t=3.969$, $sig=0.000$); (2) social networking services have a positive and significant effect on commitment loyalty ($t=3.601$, $sig=0.001$); and (3) both variables together have a significant influence on loyalty commitment ($F=49.101$, $sig=0.000$). The coefficient of determination (R^2) of 0.493 indicates that 49.3% of the variation in loyalty commitment can be explained by information quality and social media services. This study underscores the importance of accurate, comprehensive information and authentic social interaction in enhancing e-commerce user loyalty. The practical implication is that e-commerce platforms need to optimize information quality and leverage social media to build emotional connections with Generation Z consumers

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Introduction

The development of digital technology in the era of the Fourth Industrial Revolution has significantly changed the business landscape, particularly in the e-commerce sector. This transformation is marked by the adoption of mobile technology, widespread internet access, and the use of cloud technology, which enable operational efficiency and market expansion (Van Ark et al., 2016). In Indonesia, the e-commerce industry has shown rapid growth, with transaction values reaching Rp337 trillion in 2021, making Indonesia the largest e-commerce market in Southeast Asia (Ministry of Communication and Information Technology, 2021). This growth is driven by the increasing number of internet users, which reached 171.17 million in 2019, with more than half of them active in online transactions (APJII, 2020). This phenomenon reflects a shift in consumer behavior from conventional shopping to digital platforms,

which offer convenience, flexibility, and accessibility.

Generation Z, born between 1995 and 2012, has become the dominant consumer segment in the e-commerce ecosystem. Growing up in the digital age, this generation has unique characteristics, such as dependence on technology, a preference for online interaction, and sensitivity to user experience (Priporas et al., 2017). In Medan, one of Indonesia's metropolitan cities, Generation Z is actively participating in online shopping activities through platforms such as Tokopedia, Shopee, and Lazada. However, despite significant e-commerce growth, challenges such as low customer loyalty and complaints related to information quality and user experience remain critical issues (BPKN, 2023). This highlights the need for effective strategies to build loyalty commitment among e-commerce users, particularly Generation Z.

Information quality is one of the key factors in shaping user

experience on e-commerce platforms. Accurate, timely, complete, and easy-to-understand information can increase consumer trust and satisfaction, which ultimately influences repurchase intention (DeLone & McLean, 1992). Research by Chen and Dibb (2010) confirms that high information quality, including clear text and visuals, significantly improves users' perception of trust in the platform. However, an initial survey conducted in Medan City shows that some Generation Z users feel that the information on e-commerce platforms does not fully meet their expectations, both in terms of accuracy and ease of understanding. This raises questions about how information quality can be optimized to strengthen consumer loyalty.

In addition to information quality, social networking services play an important role in digital marketing strategies. Social media not only serves as a communication channel, but also as a platform for building emotional relationships with consumers through interaction, reviews, and engaging content (Kotler & Keller, 2016). According to Yadav et al. (2017), social media marketing can create strong relationship equity, which in turn enhances loyalty commitment. In the context of e-commerce, features such as copywriting, call-to-action buttons, and integration with social platforms like Instagram or WhatsApp can influence purchasing decisions. However, initial surveys in Medan indicate that social media features on e-commerce platforms have not been fully utilized, limiting their potential to drive loyalty.

Commitment loyalty is a central variable in this study, as it reflects consumers' willingness to continue using a particular platform consistently despite the availability of alternatives (Hur et al., 2013). This loyalty is not only determined by satisfaction, but also by emotional involvement and resistance to brand switching (Roy et al., 2014). In the context of e-commerce, commitment loyalty can be manifested through repeat purchases, recommendations to others, and resistance to competitors' offers. However, pre-survey data in Medan City shows low levels of loyalty among Generation Z, with only 35% of respondents regularly committing to shopping on a particular e-commerce platform.

This indicates a gap in platform strategies for retaining customers. Another challenge faced by e-commerce platforms is consumer complaints, such as items not matching orders, delivery delays, and unilateral cancellations, which have increased throughout 2023 (BPKN, 2023). These complaints not only affect satisfaction but also weaken consumer trust and loyalty. Therefore, it is important to understand how the quality of information and social media services can serve as solutions to address these issues and strengthen loyalty commitment. This research is relevant in the context of digital marketing management, as it provides insights into the factors influencing consumer behavior in the digital age, particularly among Generation Z, who constitute a strategic market for e-commerce.

The relevance of this study also lies in its contribution to the development of theory and practice in the field of e-commerce. Theoretically, this study expands the application of Mehrabian and Russell's (1974) Stimulus-Organism-Response (S-O-R) framework by exploring the relationship between stimulus (information quality and social networks), organism (loyalty commitment), and response (repeat purchase intention). Practically, the results of this study are expected to provide guidance for e-commerce platforms in designing more effective strategies to improve user experience and retain customers. The focus on Generation Z in Medan City also adds local value to the study, given the unique demographic and cultural characteristics of this region.

This study draws on previous research highlighting the relationship between relevant variables. For example, Molinillo et al. (2021) found that website design quality and social interaction influence loyalty through perceived value. Meanwhile, Naeem (2019) emphasized the role of social networks in improving service quality and purchase intent. However, this study is unique in integrating information quality and social networks as the primary stimuli influencing loyalty commitment, while focusing on the local context of Medan City. This approach is expected to fill a gap in the literature on Generation Z consumer behavior in the Indonesian e-commerce market.

This study is also relevant in the context of consumer protection policies. With the increase in complaints related to e-commerce, platforms need to ensure that the information provided is transparent and trustworthy to build consumer trust. In addition, effective social networking integration can enhance two-way interaction between platforms and users, thereby strengthening long-term relationships. In this case, this study contributes not only to business strategies but also to efforts to improve service standards in the e-commerce industry.

Based on this background, this study aims to analyze the influence of information quality and social networking services on the commitment loyalty of Generation Z users of e-commerce platforms in Medan City. This study also aims to explore the combined influence of these two independent variables on loyalty. Thus, the research questions are as follows:

1. Does information quality have a direct effect on the commitment loyalty of Generation Z e-commerce platform users in Medan City?
2. Does social networking services have a direct effect on the commitment loyalty of Generation Z e-commerce platform users in Medan City?
3. Does information quality and social networking services together influence the commitment loyalty of Generation Z users of e-commerce platforms in Medan City?

The research hypothesis tested is:

1. H1: Information quality has a positive and significant effect on the

commitment loyalty of Generation Z users of e-commerce platforms in Medan City.

2. H2: Social networking services have a positive and significant effect on the commitment loyalty of Generation Z users of e-commerce platforms in Medan City.
3. H3: Information quality and social networking services jointly have a positive and significant effect on the commitment loyalty of Generation Z users of e-commerce platforms in Medan City.

This study is expected to contribute significantly to the development of digital marketing strategies focused on increasing consumer loyalty in the e-commerce era.

Literature Review

Commitment Loyalty

Loyalty commitment refers to the emotional and psychological attachment of consumers to a brand or platform, which is reflected in their intention to continue using the service, recommend it to others, and show resistance to alternatives (Hur et al., 2013). In the context of e-commerce, loyalty commitment is an important indicator of a platform's success in retaining customers amid intense competition. According to Molinillo et al. (2021), loyalty is not only driven by functional satisfaction but also by emotional connections built through positive user experiences. Research by Roy et al. (2014) confirms that loyalty commitment encompasses two main dimensions: affective loyalty, which focuses on emotional bonds, and calculative loyalty, which is based on cost-benefit considerations. In e-commerce platforms, this loyalty can be measured through repeat purchase frequency, positive reviews, and resistance to competitor promotions (Prentice & Loureiro, 2018). A recent study by Zhang et al. (2023) shows that Generation Z tends to exhibit lower loyalty compared to other generations due to their preference for variety and innovation, thereby requiring more dynamic strategies to maintain their commitment.

Information Quality

Information quality is defined as the degree of accuracy, completeness, relevance, and ease of understanding of information provided by a platform (DeLone & McLean, 2016). In e-commerce, information quality plays a central role in shaping consumer trust and satisfaction, which ultimately influences loyalty. Chen and Dibb (2010) state that clear, timely, and visually supportive information can enhance perceptions of platform reliability. Research by Gao et al. (2020) found that high information quality, such as accurate product descriptions and trustworthy customer reviews, significantly increases repurchase intentions. Furthermore, Kim et al. (2022) highlight that Generation Z highly values concise and easily accessible information, especially through responsive mobile interfaces. However, challenges such as inconsistent or excessive information can reduce user trust, as found in

a study by Li and Wang (2023). Therefore, e-commerce platforms need to optimize information quality to support positive user experiences and strengthen loyalty commitment.

Social Networking Services

Social networking services in e-commerce refer to features and strategies that utilize social media platforms to increase interaction, engagement, and relationships with consumers (Yadav et al., 2017). Features such as share buttons, user reviews, and integration with platforms such as Instagram or WhatsApp enable e-commerce platforms to build active online communities. According to Kotler and Keller (2016), social media does not only function as a marketing tool but also as a means to create relationship equity that supports long-term loyalty. Research by Naeem (2019) shows that authentic social interactions, such as quick responses to customer questions and engaging content, can enhance perceived value and commitment toward the platform. A recent study by Wang et al. (2024) highlights that Generation Z is highly responsive to social media-based marketing strategies, especially when involving influencers or personalized content. However, the success of social media services depends on the platform's ability to maintain consistency and relevance in content, as inconsistencies can weaken user trust (Molinillo et al., 2021).

The Relationship Between Information Quality and Loyalty Commitment

Information quality has a direct influence on loyalty commitment because high-quality information increases consumer trust and satisfaction. Based on Mehrabian and Russell's (1974) Stimulus-Organism-Response (S-O-R) framework, information quality acts as a stimulus that influences user perception (organism) and generates a response in the form of loyalty. Research by Gao et al. (2020) confirmed that accurate and complete information increases trust in the platform, which then translates into repeat purchases. In the context of Generation Z, Kim et al. (2022) found that their preference for easily accessible and visually appealing information strengthens this relationship. However, Li and Wang (2023) caution that inconsistent information can trigger dissatisfaction, so platforms must ensure that all content is well curated to support loyalty.

The Relationship Between Social Network Services and Loyalty Commitment

Social networking services contribute to loyalty commitment through their ability to build emotional and social engagement. According to Yadav et al. (2017), well-programmed social interactions can create a sense of community, which enhances perceived value and loyalty. Research by Wang (2021) shows that social networking features such as user reviews and community-based recommendations increase trust and the intention to continue using the platform. For Generation Z, who are highly active on social media, social media-based strategies

such as influencer marketing and interactive content have proven effective in strengthening loyalty (Wang et al., 2024). However, Naeem (2019) emphasizes that the success of these strategies depends on the authenticity and responsiveness of the platform in handling user interaction.

The Combined Relationship of Information Quality and Social Network Services on Loyalty Commitment

The quality of information and social networking services can together create a synergistic effect in building loyalty commitment. Molinillo et al. (2021) found that the combination of high-quality information with active social interaction enhances the overall user experience, which in turn strengthens loyalty. In the context of e-commerce, platforms that provide clear product information while facilitating social interaction through features such as reviews or share buttons tend to have higher customer retention rates (Zhang et al., 2023). The S-O-R framework supports this argument, with information quality and social networks as complementary stimuli that generate loyalty responses. However, challenges such as information overload or inauthentic social interactions can weaken these effects, necessitating integrated and coordinated strategies (Li & Wang, 2023).

Conceptual Framework

Based on the explanation above, the conceptual framework of independent and dependent variables in observing the influence between variables, both simultaneously and partially, can be seen in the paradigm diagram below :

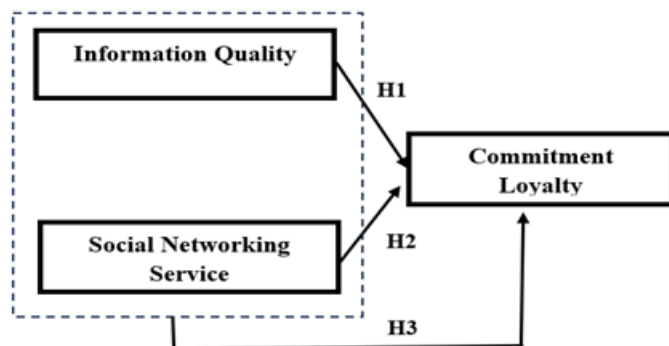


Figure 1 Conceptual Framework

Methodology

Type of research

The type of research used in this study is quantitative research. Quantitative research is a method used to test certain theories by analyzing the relationship between variables. In this study, the research

used is quantitative, which consists of data comprising the number of respondents' answers or data that can be counted and will be included in calculations or used in quantitative analysis, such as the variables to be studied for their influence on customer satisfaction. (Sugiyono, 2021).

Research Location and Time

This study was conducted in Medan with a sample of Generation Z e-commerce platform users in Medan from various age groups, genders, educational backgrounds, and professions.

Population and Sample

The population in this study consisted of 100 Gen Z residents in Medan who had ever shopped online through an e-commerce platform. The sampling technique used in this study was accidental sampling based on convenience, where samples were selected because they were available at the right time, situation, and place (Prasetyo & Lina, 2005). Data was collected by distributing questionnaires to Generation Z residents in Medan who had previously made online purchases on e-commerce platforms.

Data Collection Techniques

The population in this study consisted of 100 Gen Z residents in Medan who had ever shopped online through an e-commerce platform. The sampling technique used in this study was accidental sampling based on convenience, where samples were selected because they were available at the right time, situation, and place (Prasetyo & Lina, 2005). Data was collected by distributing questionnaires to Generation Z residents in Medan who had previously made online purchases on e-commerce platforms.

Data Analysis Techniques

Regression analysis is used to predict how much the value of the dependent variable will change when the value of the independent variable is manipulated or changed. Multiple Linear Regression Analysis $Y = a + b_1X_1 + b_2X_2 + \epsilon$. Where: Y = Decision to use Grab online services, X_1 = Shopping Orientation, X_2 = Online Trust, X_3 = Purchase Experience, ϵ = Addition of independent variables. How to compare the significance level of t from the test results with the significance value used in this study. The F-test is used to test the significance of the influence of variable X on Y collectively. $F = F^2 / (k(1 - F^2) / (n - k - 1))$.

Results and Discussion

Respondent Characteristics

Table 1 Characteristics of Respondents Based on Gender

		Gender		
		Frequency	Percent	Cumulative Percent
Valid	Laki-Laki	64	64.0	64.0
	Perempuan	36	36.0	100.0
	Total	100	100.0	

Source: Primary data processed (2025)

Table 2 Characteristics of Respondents Based on Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-21 tahun	16	16.0	16.0	16.0
22-26 tahun	19	19.0	19.0	35.0
27-30 tahun	65	65.0	65.0	100.0
Total	100	100.0	100.0	

Source: Primary data processed (2025)

Table 3 Characteristics of Respondents Based on Last Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMA/SMK	94	94.0	94.0	94.0
Sarjana	1	1.0	1.0	95.0
Pascasarjana	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Source: Primary data processed (2025)

Validity and Reliability Test Results

The validity of the research instrument was tested using the Product Moment (Pearson) technique between each item measuring a scale and the total score of that scale. The criterion used was that if the item-total correlation coefficient was greater than the r table value, the item in question could be declared valid (Sunyoto, 2007: 79). For 150 respondents, the degrees of freedom (df) obtained is $n - 2$ ($100 - 2 = 98$). For $df = 98$ and an alpha value of 5% (two-tailed), the item-total correlation coefficient must be greater than 0.3 to be considered valid. From the table above, it can be concluded that all items in the research instrument are valid because all items have an item-total value greater than r table. Thus, the questionnaire is declared valid.

Table 4 Validity Test Results

Item Pernyataan	r-hitung	r-table	Kesimpulan
X1.1	0,642	0,361	Valid
X1.2	0,739	0,361	Valid
X1.3	0,726	0,361	Valid
X1.4	0,926	0,361	Valid
X1.5	0,851	0,361	Valid
X1.6	0,736	0,361	Valid
X1.7	0,865	0,361	Valid
X1.8	0,828	0,361	Valid
X1.9	0,865	0,361	Valid
X1.10	0,828	0,361	Valid
X2.1	0,870	0,361	Valid
X2.2	0,787	0,361	Valid
X2.3	0,839	0,361	Valid
X2.4	0,836	0,361	Valid
X2.5	0,870	0,361	Valid
X2.6	0,787	0,361	Valid
X2.7	0,839	0,361	Valid
X2.8	0,836	0,361	Valid

Item Pernyataan	r-hitung	r-table	Kesimpulan
Y1	0,811	0,361	Valid
Y2	0,612	0,361	Valid
Y3	0,751	0,361	Valid
Y4	0,743	0,361	Valid
Y5	0,909	0,361	Valid
Y6	0,811	0,361	Valid
Y7	0,612	0,361	Valid
Y8	0,751	0,361	Valid
Y9	0,743	0,361	Valid
Y10	0,909	0,361	Valid
Y11	0,811	0,361	Valid
Y12	0,612	0,361	Valid
Y13	0,751	0,361	Valid
Y14	0,743	0,361	Valid
Y15	0,909	0,361	Valid
Y16	0,909	0,361	Valid

Source: Processed by researchers (2025)

Instrument reliability testing was conducted using Cronbach's Alpha technique. Significance testing was conducted at a significance level of 0.05, which means that if the Alpha value is greater than the critical product moment r value, the instrument is considered reliable. After the validity test, invalid items were removed and valid items were included in the reliability test. Therefore, the items to be calculated are the questions, because all items are valid and can be used. The results of the instrument reliability analysis using Smart PLS based on the Cronbach's Alpha criteria are presented in Table 4.5 below :

Table 5 Reliability Test Results

No	Variable	Cronbach Alpha	Results
1	Information Quality (X1)	0,782	Reliable
2	Social Networking Services (X2)	0,793	
3	Commitment Loyalty (Y)	0,769	

Source: Processed by researchers (2025)

Classical Assumption Test

According to Sunyoto (2017), a good regression equation is one that meets the following assumptions: no multicollinearity, no heteroscedasticity, normally distributed data, and no autocorrelation. This study will examine the extent to which the regression equation meets or does not meet these assumptions.

Table 6 Multikolineritas Test

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	10.875	3.698		2.941	.004		
Information Quality	.594	.150	.402	3.969	.000	.499	2.006
Social Networking Services	.538	.150	.365	3.601	.001	.499	2.006

a. Dependent Variable: Commitment Loyalty

Source: Primary data processed (2025)

From the VIF output (VIF Information Quality = 2.006, VIF Social Networking Services = 2.006), all are less than 10, so it can be concluded that there is no multicollinearity between the independent variables.

Table 7 Gletjser Test

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	4.691	2.224		2.109	.037
Information Quality	-.056	.090	-.090	-.626	.533
Social Networking Services	.016	.090	.025	.173	.863

a. Dependent Variable: Abs_res

Source: Primary data processed (2025)

Both variables show significance values above 0.05. The Information Quality variable (X1) is 0.533, and the Social Networking Services variable is 0.863. This means that there is no heteroscedasticity between the two variables.

Table 8 Normalitas Test One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.27838029
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.040
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Primary data processed (2025)

The results of classical assumption testing regarding normality show that the data has a significance level of 0.200. This indicates that the significance level is greater than 0.05. Thus, the data analyzed in this study is normally distributed.

Hypothesis Test

T-test Results (Partial Test)

Table 9 Parsial Test (t-Test)

	B	Std. Error	Beta	t	Sig.
1 (Constant)	10.875	3.698		2.941	.004
Information Quality	.594	.150	.402	3.969	.000
Social Networking Services	.538	.150	.365	3.601	.001

a. Dependent Variable: Commitment Loyalty

Source: Primary data processed (2025)

From the table above, it can be concluded that:

1. The effect of X1 (Information Quality) on Y (Commitment Loyalty) with a t-value of 3.969 > t-table 1.976 and a significance level of 0.000 < 0.05. Based on the results of the multiple regression analysis in the table above, a t-test was conducted, and it can be concluded that the Information Quality (X1) variable has a positive influence on Commitment Loyalty. Therefore, it can be stated that Hypothesis 1 states that "Information Quality will have a positive and significant influence on Commitment Loyalty of e-commerce users."
2. The effect of X2 (Social Networking Services) on Y (Commitment Loyalty) with a calculated t-value of 3.601 > t-table value of 1.976 and a significance level of 0.001 < 0.05. Based on the results of the multiple regression analysis in the table above and the t-test, it can be concluded that the Social Networking Services (X2) variable partially has a positive and significant effect on Commitment Loyalty.

F-Test Results (Simultaneous Test)

Table 10 F-Test Results (Simultaneous Test)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1834.601	2	917.300	49.101
	Residual	1812.149	97	18.682	
	Total	3646.750	99		

a. Dependent Variable: Commitment Loyalty

b. Predictors: (Constant), Social Networking Services, Information Quality

Source: Primary data processed (2025)

Based on the results of the F-test, the calculated F-value ($F_{\text{calculated}} = 49.101$) is 49.101 with a significance value of 0.00, while the F-table value is 1.976. Since the calculated F-value is greater than the F-table value ($49.101 \geq 1.976$), the null hypothesis (H_0) is rejected. Therefore, it can be concluded that Information Quality and Social Networking Services, when considered together, have a significant influence on users' Commitment Loyalty toward e-commerce platforms.

Determination Test Results

Table 11 Determination Test Results

Model Summary			
Model	R	R Square	Adjusted R Square
1	.709 ^a	.503	.493

a. Predictors: (Constant), Social Networking Services, Information Quality

Source: Primary data processed (2025)

From the SPSS results, it is known that the contribution explaining the results of the Adjusted R Square (R^2) or coefficients is 0.493. This value explains that the decision to purchase/use the Grab online application can be strengthened by customer satisfaction and loyalty (independent variables) with a value of 49.3%. The remaining 50.7% is influenced by other factors, indicating that the higher the value obtained, the more accurate the regression model becomes in estimating the

decision to purchase/use the Grab online application. The 49.3% explanatory power (Adjusted R^2) indicates unexamined factors such as platform usability or payment security that may significantly influence loyalty.

Conclusions

Based on the results of the research and discussion, the following conclusions can be drawn:

1. Information Quality partially has a significant influence on Commitment Loyalty for Generation Z who buy and use e-commerce platforms in Medan.
2. Social Networking Services partially have a significant influence on Commitment Loyalty for Generation Z who buy and use e-commerce platforms in Medan.
3. Information Quality and Social Networking Services together have a significant influence on Commitment Loyalty among Generation Z who purchase and use e-commerce platforms in Medan City.

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

1. Based on the above conclusions for the Information Quality variable, the following suggestions can be made: To increase buyer loyalty on e-commerce platforms, focus on improving information quality by providing accurate and complete product descriptions, high-quality images, and transparent customer reviews, while ensuring transparency in pricing, shipping policies, and returns; optimize personalization through data-driven recommendations, improve ease of navigation with relevant search and filter features, and respond quickly to customer inquiries through chatbots or FAQs, thereby creating a trustworthy and satisfying shopping experience.
2. Based on the above conclusions for the Social Networking Services variable, the following suggestions can be given: To increase buyer loyalty on e-commerce platforms through the Social Networking Services (SNS) variable, utilize social media to build an active community by sharing interesting content such as product reviews, usage tutorials, or authentic customer stories; engage customers through direct interactions such as quizzes, polls, or live streaming sessions to promote products; use relevant influencers or brand ambassadors to strengthen trust; provide product sharing buttons to social platforms to facilitate organic promotion; and analyze data from SNS to understand customer preferences and offer personalized promotions or recommendations, thereby creating strong emotional connections and encouraging buyers to return to shop.
3. Based on the above conclusions for the Commitment Loyalty variable, the following suggestions can be provided: To increase

buyer loyalty and platform users, focus on a personalized and integrated customer experience by utilizing data to offer relevant product recommendations, a points-based loyalty program with attractive incentives such as exclusive discounts or gifts, and regular communication via personalized emails or app notifications. Ensure the platform has an intuitive interface, a fast checkout process, and responsive 24/7 customer service to effectively handle complaints. Additionally, offer seasonal promotions, cashback, or free shipping to increase purchase value, and build a community through product reviews, forums, or social media to foster engagement. Finally, maintain user data security with robust protection systems to build long-term trust.

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