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The Effect of Media Exposure on Customer Loyalty Through Brand Image among Users of Sicepat Ekspres Shipping Services

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Abstract

This study examines the influence of media exposure on customer loyalty and analyzes the role of customer loyalty in shaping brand image in the courier service industry, focusing on users of SiCepat Ekspres in Indonesia. The rapid growth of e-commerce has intensified competition among logistics providers, making digital media exposure and customer experience increasingly important in maintaining customer relationships and brand perception. This research adopts a quantitative survey approach by collecting data from 100 respondents who had used SiCepat Ekspres services and were exposed to related information on digital media platforms. Respondents were selected using purposive sampling based on service usage and media exposure criteria. The data were analyzed using path analysis to examine the relationships among media exposure, customer loyalty, and brand image. The findings show that media exposure has a significant positive effect on customer loyalty, indicating that repeated exposure to brand-related information strengthens customer attachment and intention to reuse the service. However, media exposure does not have a significant direct effect on brand image. Customer loyalty, on the other hand, has a strong and significant influence on brand image, suggesting that brand perception in courier services is primarily shaped by accumulated service experience rather than media communication alone. This study contributes to the literature by repositioning customer loyalty as a key mechanism in the formation of brand image. Practically, the findings suggest that courier service providers should prioritize service reliability and customer experience while using media exposure strategically to reinforce customer loyalty.

Keywords: Media Exposure, Customer Loyalty, Brand Image, SiCepat Ekspres, Route Analysis.

1. Introduction

The development of digital technology has driven significant changes in the consumption behavior of Indonesian society. One of the most noticeable changes is the increasing use of e-commerce as the primary means of conducting online transactions. Rehatalanit (2021) states that e-commerce is the sale of goods and services through the internet, which makes it easier for consumers to search, select, order, and make payments efficiently. While e-commerce initially served only as a medium for promoting products through simple websites, the concept has now evolved into a comprehensive digital trading system featuring product catalogs, digital payment methods, and real-time shipment tracking.

The growth of e-commerce in Indonesia is evident from the increase in transaction value over the past six years. Data from the Kontan Data Center shown in Table 1 indicates that e-commerce transaction value has continued to grow despite experiencing fluctuations.

Table 1. Indonesian E-Commerce Transactions 2019–2024

Year	Transaction (Rp Triliun)
2019	205,50
2020	266,30
2021	401,10
2022	476,30
2023	453,75
2024	487,01

Source: Kontan Data Center (2024)

This increase in transactions shows that e-commerce is becoming an increasingly important part of Indonesian society's lifestyle. In addition to the ease of transactions, this growth is also influenced by the presence of various large marketplaces such as Shopee, Tokopedia, Lazada, and TikTok Shop, which offer various features to support online sales and purchases (Waziana et al., 2022). The ever-growing marketplace ecosystem has also driven the need for fast, secure, and reliable logistics services. This development has directly increased the role of shipping companies as parties that ensure the smooth distribution of goods. The shipping service industry in Indonesia now includes various companies such as J&T Express, JNE, TIKI, Pos Indonesia, and SiCepat Ekspres, which compete to provide the best quality service. However, Populix data shows that Generation Z's preference for shipping companies is still dominated by J&T Express, followed by Shopee Xpress and JNE, while SiCepat ranks fourth with a usage percentage of 23%. This indicates that SiCepat's customer loyalty is still lower than some of its main competitors.

The challenges facing SiCepat are even more apparent when viewed from the perspective of media exposure. Various digital platforms such as Google Reviews, Instagram, and TikTok show a high number of negative comments from users, particularly regarding delivery delays, unsatisfactory service, and damaged or lost packages. This negative exposure has the potential to create a poor perception of the company's brand image, which could ultimately impact customer loyalty. Additionally, based on the 2024 Top Brand Index, SiCepat has not been able to enter the top five shipping companies with the best brand image. Companies such as J&T Express, JNE, TIKI, and Pos Indonesia still dominate consumers' positive perceptions. This shows that SiCepat's brand image has not been optimally established, even though the company has been aggressively promoting itself and collaborating with various marketplaces.

Based on this phenomenon, it appears that SiCepat customer loyalty is influenced not only by the quality of service provided, but also by positive and negative media exposure that is often assumed to shape public perception of brand image, although empirical evidence within logistics services remains inconclusive. Therefore, research on the influence of media exposure on customer loyalty through brand image among SiCepat Ekspres shipping service users is important to provide a more comprehensive understanding of the factors that influence customer perception and loyalty in the shipping industry.

2. Research Methods

This study uses a quantitative approach with a survey method, as all variables such as media exposure, brand image, and customer loyalty are measured numerically using questionnaires. This approach aims to test the relationship and influence between variables empirically based on data collected from respondents. The population in this study is all users of SiCepat Ekspres expedition services in Indonesia, especially customers who use SiCepat services through marketplace platforms such as Shopee, Tokopedia, Lazada, and TikTok Shop. Because the population of SiCepat users is very large and not known with certainty, this study uses non-probability sampling with purposive sampling techniques. Respondents were selected based on the following criteria: (1) having used SiCepat services at least once in the last six months, (2) having seen or read comments/reviews about SiCepat on digital media such as Google Review, Instagram, or TikTok, and (3) being at least 17 years old.

The sample size was determined using the Slovin formula, which is used when the population is known to be very large or its size is not precisely identified. The Slovin formula is formulated as follows:

If the estimated number of active SiCepat customers in Bandung City is $\pm 1,000,000$ users, then:

$$n = \frac{1.000.000}{1+1.000.000(0,1)^2} = \frac{1.000.000}{1+10000} = \frac{1.000.000}{10001} \approx 100$$

Thus, the minimum number of respondents determined for this study is 100 people.

The types of data used consist of primary data in the form of respondent questionnaire answers, as well as secondary data sourced from 2019–2024 e-commerce transaction reports, data on the most popular marketplaces, a list of shipping companies, data on negative comments about SiCepat from Google Reviews, Instagram, and TikTok, and Top Brand Index data. The data collection technique uses a Google Form-based questionnaire with a 1–5 Likert scale, where respondents assess statements related to media exposure, perceptions of the SiCepat brand image, and their loyalty in using the service.

This research was conducted from January to March 2025 through the distribution of online questionnaires on various social media and e-commerce user communities.

3. Results and Discussions

Based on the results of a questionnaire distributed to 100 respondents who had used SiCepat Ekspres courier services and followed SiCepat's social media accounts, the characteristics of the respondents were obtained, covering several aspects, namely: gender, age, occupation, experience using SiCepat services, sources of information about SiCepat, and frequency of using SiCepat Ekspres delivery services:

Table 2. Respondent Profile Results

Gender			
No	Category	Frequency	Percentage
1	Male	32	32%
2	Female	68	68%
Total		100	100%

Age			
No	Category	Frequency	Percentage
1	15-25 Years	28	28%
2	26–36 Years	62	62%
3	37–47 Years	10	10%
4	> 47 Years	0	0%
Total		100	100%

Occupation			
No	Category	Frequency	Percentage
1	Student	15	15%
2	Employee	46	46%
3	Entrepreneur	40	40%
4	Others:.....	0	0%
Total		100	100%

Source of Information about SiCepat Ekspres			
No	Category	Frequency	Percentage
1	Social Media (Instagram, TikTok, X, etc.)	22	22%
2	Marketplace (Shopee, Tokopedia, etc.)	68	68%
3	Friends/Family	10	10%
4	Others:	0	0%
Total		100	100%

Frequency of Using SiCepat Ekspres Courier Services			
No	Category	Frequency	Percentage
1	< 1 time per month	52	52%
2	1–2 times per month	34	34%
3	> 2 times per month	14	14%
Total		100	100%

Source: Researcher data analysis results (2025)

The majority of the 100 respondents in this study were women (68%) with an age range dominated by the 26–36 age group (62%), indicating that SiCepat users are mostly of productive age. In terms of occupation, the largest number of respondents were employees (46%), followed by students (15%). Most respondents learned about SiCepat services through marketplaces such as Shopee and Tokopedia (68%), while the rest learned about them through social media and recommendations from friends or family. The frequency of service use was also dominated by users with an intensity of less than once a month (52%), indicating that the majority of respondents were low to moderate users.

Table 3. Descriptive Analysis Results

	Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation	
Customer Loyalty	100	35	74	57.18	8.690	
Media Exposure	100	19	57	43.57	7.434	
Brand Image	100	40	87	64.01	10.671	
Valid N (listwise)	100					

Source: Researcher data analysis results (2025)

Based on the results of descriptive statistical tests on 100 respondents, the Customer Loyalty variable had an average value of 57.18 with a score range of 35 to 74, indicating a fairly high level of loyalty. The Media Exposure variable has an average of 43.57 with a minimum score of 19 and a maximum of 57, indicating that respondents' exposure to information or comments about SiCepat in digital media is at a fairly high level. Meanwhile, the Brand Image variable showed the highest average of 64.01 with a range of 40 to 87, indicating that the SiCepat brand image was viewed positively by the majority of respondents. Overall, the three variables had relatively moderate standard deviations, so that the respondents' perceptions could be said to be stable and did not show extreme variations.

Table 4. Kolmogorov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.99484445
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.045
Test Statistic		.080
Asymp. Sig. (2-tailed)		.118 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Researcher data analysis results (2025)

The results of the One-Sample Kolmogorov-Smirnov test show that the Asymp. Sig. (2-tailed) significance value is 0.118, which is greater than 0.05. This indicates that the residual data is normally distributed, so the assumption of normality in regression analysis has been met. Thus, the regression model used is suitable for continuing to the next stage of analysis because it meets the basic assumption of normality.

Table 5. Kolmogorov Normality Test Results

Variabel	Tolerance	VIF	Keterangan
Customer Loyalty	0,572	1,748	No multicollinearity
Media Exposure	0,572	1,748	No multicollinearity

Source: Researcher data analysis results (2025)

Based on the multicollinearity test results, it can be concluded that no multicollinearity issue is present in the regression model. Therefore, the independent variables can be reliably used to explain variations in Brand Image.

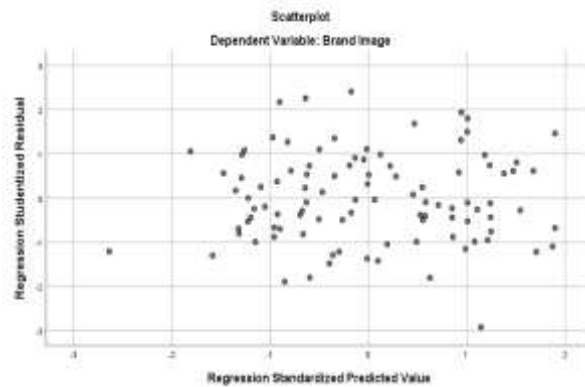


Figure 1. Scatterplot

The scatterplot indicates that no heteroscedasticity problem is present in the regression model. Therefore, it can be concluded that the assumption of homoscedasticity is satisfied, and the regression model is appropriate for further analysis of the effect of the independent variables on Brand Image.

Table 6. Testing the Relationship Between Variables

		Correlations		
		Loyalitas Pelanggan	Media Exposure	Brand Image
Customer Loyalty	Pearson Correlation	1	.654**	.452**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Media Exposure	Pearson Correlation	.654**	1	.229*
	Sig. (2-tailed)	.000		.022
	N	100	100	100
Brand Image	Pearson Correlation	.452**	.229*	1
	Sig. (2-tailed)	.000	.022	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Source: Researcher data analysis results (2025)

The results of the Pearson correlation test show that there is a significant relationship between all research variables. The Media Exposure variable has a strong and positive correlation with Customer Loyalty ($r = 0.654$, $p = 0.000$), which means that the higher the media exposure related to SiCepat, the higher the customer loyalty. The Brand Image variable also has a positive and significant correlation with Customer Loyalty ($r = 0.452$, $p = 0.000$), indicating that a good brand image contributes to increased loyalty. In addition, Media Exposure has a weak but significant positive relationship with Brand Image ($r = 0.229$, $p = 0.022$), indicating that media exposure also influences brand image formation, although not very strongly. Thus, all variables are significantly interrelated in this research model.

Coefficient of Determination

Table 7. Coefficient of Determination Results for Substructure 1
 (The Effect of Media Exposure on Customer Loyalty)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.654 ^a	.428	.422	6.606	1.985

a. Predictors: (Constant), Media Exposure
 b. Dependent Variable: Loyalitas Pelanggan

Source: Researcher data analysis results (2025)

The results of the coefficient of determination test on substructure 1 show that the R Square value is 0.428, which means that the Media Exposure variable is able to explain 42.8% of the variation that occurs in the Customer Loyalty variable, while the remaining 57.2% is influenced by other factors outside the research model. The Adjusted R Square value of 0.422 confirms that the contribution of Media Exposure remains stable even after adjusting for the number of variables in the model. In addition, the Durbin-Watson value of 1.985 is within the safe range (1.5–2.5), so it can be concluded that there is no autocorrelation problem in this regression model. Overall, Media Exposure plays a significant role in influencing Customer Loyalty.

Table 8. Results of the Partial t-Test for Substructure 1

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	23.859	3.947	6.044	0.000
	Media Exposure	0.765	0.089	8.562	0.000

a. Dependent Variable: Loyalitas Pelanggan

Source: Researcher data analysis results (2025)

The partial t-test results show that the Media Exposure variable has a significant effect on Customer Loyalty, with a t-value of 8.562 and a significance value of 0.000 (< 0.05). This means that the hypothesis stating that Media Exposure has a positive effect on Customer Loyalty is accepted. The beta coefficient value of 0.654 indicates that an increase in Media Exposure will be followed by a positive and fairly strong increase in Customer Loyalty. Meanwhile, the constant value of 23.859 indicates that when Media Exposure is zero, Customer Loyalty remains at that base value. Thus, Media Exposure is proven to be a significant variable in influencing the level of customer loyalty at SiCepat Ekspres.

Table 9. Coefficient of Determination Results for Substructure 2
(The Effect of Media Exposure and Customer Loyalty on Brand Image)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.460 ^a	.212	.195	9.572

a. Predictors: (Constant), Loyalitas Pelanggan, Media Exposure

Source: Researcher data analysis results (2025)

The coefficient of determination results in substructure 2 show that the R Square value is 0.212, which means that the Media Exposure and Customer Loyalty variables together can explain 21.2% of the variation in the Brand Image variable, while the remaining 78.8% is influenced by other factors outside the research model. The Adjusted R Square value of 0.195 indicates that after adjusting for the number of predictors, the contribution of the two independent variables remains stable, although not very large. The Std. Error of the Estimate value of 9.572 shows an acceptable level of prediction deviation. Overall, this model explains that the influence of Media Exposure and Customer Loyalty on Brand Image is quite low but still significant.

Table 10. Results of the Partial t-Test for Substructure 2

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized B	Std. Error			
1	(Constant)	34.240	6.701	5.110	.000
	Media Exposure	-.167	.171	-.978	.331
	Loyalitas Pelanggan	.648	.146	4.428	.000

a. Dependent Variable: Brand Image

Source: Researcher data analysis results (2025)

The partial t-test results in substructure 2 show that the Customer Loyalty variable has a significant effect on Brand Image, with a t-value of 4.428 and a significance value of 0.000 (< 0.05). Therefore, it can be concluded that the

higher the customer loyalty, the better the brand image. Conversely, the Media Exposure variable does not have a significant effect on Brand Image because it has a t-value of -0.978 with a significance of $0.331 (> 0.05)$. This shows that media exposure, whether positive or negative, does not have a significant direct impact on SiCepat's brand image. The standardized beta values reinforce this finding, where Customer Loyalty has a much greater influence ($\beta = 0.528$) than Media Exposure ($\beta = -0.117$). Thus, only Customer Loyalty is proven to have a significant effect on Brand Image in this model.

Table 11. Simultaneous Test Results (F Test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2386.382	2	1193.191	13.024	.000 ^b
	Residual	8886.608	97	91.615		
	Total	11272.990	99			

a. Dependent Variable: Brand Image
 b. Predictors: (Constant), Loyalitas Pelanggan, Media Exposure

Source: Researcher data analysis results (2025)

The ANOVA test results show that the regression model involving the variables of Media Exposure and Customer Loyalty as predictors of Brand Image is significant, with a calculated F value of 13.024 and a significance value of 0.000 (< 0.05). This means that both independent variables simultaneously affect Brand Image. Thus, the regression model can be considered suitable for explaining variations in Brand Image, even though the contribution of each variable differs in the partial test. Overall, these results prove that the combination of Media Exposure and Customer Loyalty together has a significant effect on the formation of the SiCepat brand image.

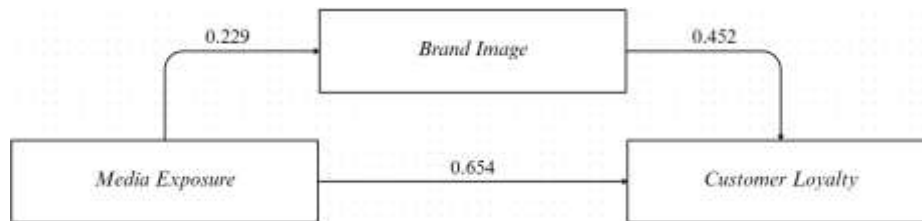


Figure 2. Path Analysis Results

Overall, the results indicate that customer loyalty functions as an indirect mechanism linking media exposure to brand image formation, rather than acting as a formal mediating variable. The indirect effect of Media Exposure on Brand Image through Customer Loyalty is stronger than its direct effect, highlighting the importance of building customer loyalty as a strategic mechanism for enhancing brand image.

These findings support the validity of the proposed path analysis model and confirm that media exposure contributes to brand image indirectly through customer loyalty, while no significant direct effect is observed

Discussion

The Effect of Media Exposure on Customer Loyalty

The results of this study indicate that Media Exposure has a significant effect on Customer Loyalty. This finding suggests that the intensity and quality of media exposure play an important role in strengthening customer attachment and repeated usage of SiCepat's services. Effective media communication helps customers become more familiar with the brand, which in turn encourages loyalty.

These findings are consistent with previous studies conducted by Rahma et al. (2023) and Iqbal et al. (2023), which found that digital media strategies and customer relationship management significantly enhance customer loyalty. Through continuous and engaging media exposure, companies are able to build emotional connections with customers, leading to long-term loyalty.

The Effect of Media Exposure on Brand Image through Customer Loyalty

The results further reveal that Brand Image is significantly influenced by Customer Loyalty, while Media Exposure does not have a direct effect on Brand Image. This indicates that the formation of SiCepat's brand image is driven more by customer experience and satisfaction rather than by media exposure alone. In this context, Customer loyalty serves as an indirect pathway through which media exposure contributes to brand image, emphasizing the role of accumulated customer experience rather than a direct media-driven effect.

These findings align with studies by Fauziah and Mubarak (2022) and Hartina et al. (2022), which concluded that brand image strongly affects consumer behavior and is largely shaped by customers' direct experiences with a service. A positive service experience increases customer trust and loyalty, which subsequently enhances brand perception.

However, this study contradicts the findings of Sakti (2023), who reported a direct effect of media exposure on brand image. Instead, the present findings support research by Haris et al. (2023), which emphasizes that brand image is predominantly formed through customer satisfaction and experiential factors. Similar conclusions were also reported by Cahyani et al. (2022) and Karamang (2021), as well as studies in other service sectors, which indicate that internal factors related to customer experience exert a stronger influence on brand image than external media exposure.

The direction of influence identified in this study, where customer loyalty significantly affects brand image, reflects the experiential nature of courier service industries. Unlike symbolic or product-based brands, brand image in logistics services is largely constructed through post-consumption evaluations derived from repeated service usage. Consistent delivery performance, reliability, and customer satisfaction accumulate over time and shape customers' overall brand perceptions. Therefore, in this context, brand image emerges as an outcome of sustained customer loyalty rather than a purely antecedent factor driven by media communication.

4. Conclusion

The results of the study show that Media Exposure has a significant effect on Customer Loyalty, while Brand Image is significantly influenced by Customer Loyalty but is not directly influenced by Media Exposure. Therefore, it can be concluded that SiCepat's brand image is more strongly formed through direct customer experience than through digital media exposure. These findings confirm that the quality of customer experience is a major factor in shaping brand perception in expedition services. Based on these results, it is recommended that SiCepat improve the quality of basic services such as delivery speed and accuracy, package security, and customer service to strengthen its brand image. In addition, SiCepat needs to optimize media exposure through a more consistent digital communication strategy, presenting positive content, and providing quick and solution-oriented responses to customer complaints on social media in order to increase loyalty and strengthen its brand image in a sustainable manner.

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