

The Impact of Digital User Experience on Brand Perception and Consumer Loyalty in the E-Commerce Industry in Indonesia

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ABSTRACT

This research investigates the impact of digital user experience (DUE) on brand perception and consumer loyalty within the burgeoning e-commerce industry in Indonesia. Through a quantitative analysis involving 150 e-commerce users, the study examines the relationships between DUE, brand perception (BP), and consumer loyalty (CL) using structural equation modeling (SEM) with Partial Least Squares (PLS) 3.0. The findings highlight the significant positive associations between DUE and both BP and CL, emphasizing the crucial role of user-centric digital platforms in shaping consumer behavior and fostering brand loyalty. Furthermore, the study elucidates the mediating role of BP in the relationship between DUE and CL, underscoring the importance of cultivating favorable brand perceptions to enhance consumer loyalty. These insights offer valuable implications for e-commerce businesses seeking to optimize their digital strategies and cultivate enduring customer relationships in the dynamic Indonesian market landscape.

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1. INTRODUCTION

The rise of e-commerce in Indonesia has significantly impacted consumer behavior and business strategies. Indonesian consumers increasingly favor online purchases over traditional methods [1], [2]. Factors influencing this shift include perceived usefulness, ease of use, website quality, trust, and security [3]. In addition, the COVID-19 pandemic has further accelerated e-commerce adoption, with factors such as perceived enjoyment, social norms, and utility influencing shopping intentions among

younger consumers [4]. The home industry, a significant contributor to Indonesia's GDP, has also leveraged e-commerce to increase sales, with the development of customized e-commerce systems to support home businesses [5]. Overall, the e-commerce landscape in Indonesia is evolving rapidly, fuelled by technological advancements and changing consumer preferences, making it an important channel for businesses to interact with Indonesian consumers.

In the competitive e-commerce landscape, businesses strive to stand out by delivering exceptional digital user

experiences (UX) across websites, mobile apps, and social media platforms. Research emphasizes the importance of UX in shaping customer satisfaction and loyalty [6]. UX design, a multidisciplinary field, focuses on how products or services are perceived and used by users, aiming for ease, efficiency, and satisfaction [7]–[9]. Definitions of UX vary, ranging from interactions with digital interfaces to perceptions of the broader ecosystem [10]. To optimize digital experiences, an integrated platform that combines quantitative and qualitative methods is proposed, utilizing interaction mining techniques to capture user interactions and design data for holistic analysis [11]. Businesses that prioritize UX measurement and use relevant techniques can foresee user needs, remain competitive, and thrive in the ever-evolving e-business environment [12].

In Indonesia's dynamic e-commerce market, the relationship between digital user experience (UX), brand perception, and consumer loyalty is critical [13], [14]. Studies highlight that improving consumer satisfaction through digital marketing, perceived value, and quality positively affects consumer loyalty [15]. In addition, the perceived value of digital content marketing, such as informative, entertainment, and social value, significantly influences consumers' experience evaluation and then brand loyalty [15]–[18]. In addition, factors such as brand image, service quality, and digital banking play a role in shaping customer loyalty through satisfaction as an intermediate variable [14]. Understanding these dynamics is critical for businesses to navigate Indonesia's diverse consumer base and effectively build trust, satisfaction, and loyalty through optimized digital UX strategies and brand perception. However, despite its significance, there is a notable gap in the literature concerning this relationship specifically within the Indonesian context.

Therefore, this research aims to address this gap by conducting a quantitative analysis to investigate the impact of digital UX on brand perception and consumer loyalty in the e-commerce industry in Indonesia. By examining the interplay between these

variables, this study seeks to provide valuable insights that can inform both academic discourse and practical strategies for e-commerce businesses.

2. LITERATURE REVIEW

2.1 *Digital User Experience (UX)*

Digital UX encompasses usability, functionality, accessibility, aesthetics, and emotional engagement in interactions with digital interfaces [6], [19]–[21]. Positive digital UX, characterized by easy navigation, intuitive design, and personalized content, influences user satisfaction, engagement, and brand perception [22]. Research emphasizes the impact of well-designed digital UX on user attitudes and behavior, leading to increased satisfaction and loyalty. User-centered design methodologies such as usability testing and journey mapping align digital UX with user needs, improve brand perception, and foster lasting consumer relationships. Studies highlight the importance of positive emotional experiences in digital interactions for overall brand satisfaction and loyalty.

2.2 *Brand Perception*

Brand perception, which includes brand awareness, image, personality, and association, is influenced by factors such as product quality, messaging, and customer interaction [23], [24]. Positive brand perceptions foster loyalty, equity, and advocacy, while negative perceptions can lead to distrust and disengagement [25]. In the digital age, online platforms, especially social media, play an important role in shaping brand perception through consumer interactions and recommendations [26]. Managing online presence is critical to maintaining a positive brand image in the digital realm [27]. The research underlines the significant impact of brand perception on consumer

behavior and purchase decisions, highlighting the importance of businesses in building strong relationships with their target audiences.

2.3 Consumer Loyalty

Consumer loyalty encompasses behavioral, attitudinal, and emotional dimensions, including repeat purchases, brand advocacy, and willingness to pay premium prices [28], [29]. Factors influencing loyalty include brand satisfaction, perceived value, trust, and relationship strength [30]. Loyal customers are valuable assets, contributing to higher revenues, lower marketing costs, and increased profitability, while also attracting new customers through positive word-of-mouth behavior [31]. In the e-commerce realm, fostering loyalty involves leveraging digital technologies and data-driven insights to personalize user experiences, build trust, and nurture long-term customer relationships across various touchpoints in the purchase journey [32].

2.4 Theoretical Framework

The Stimulus-Organism-Response (SOR) framework, applied in various studies, explains how environmental stimuli affect internal states and then influence behavioral responses [33]–[35]. In the context of e-commerce, the SOR framework highlights that positive digital stimuli can evoke favorable emotional and perceptual responses, leading to increased loyalty and purchase intentions [36]. Understanding the interplay between digital user experience (UX), brand perception, and consumer loyalty is critical for businesses aiming to improve customer relationships and drive sustainable growth [37]. By leveraging the SOR framework, researchers can uncover the mechanisms that shape consumer

behavior, enabling the development of effective strategies to improve brand perception and foster loyalty in the digital realm.

2.5 Hypothesis Development

a. Brand Perception (BP) positively influences Consumer Loyalty (CL) in the e-commerce industry in Indonesia

Brand perception does play an important role in influencing consumer behavior and fostering loyalty in the e-commerce sector. Positive brand perceptions, such as brand credibility and brand experience, lead to increased trust, satisfaction, and emotional attachment among consumers [38]. Positive perceptions of a brand can significantly impact consumer engagement and loyalty, as this influences consumers' purchasing decisions based on how they want to present themselves to others [39]. In addition, factors such as price perception and brand image also play an important role in shaping consumer loyalty and satisfaction, with price perception positively influencing consumer satisfaction and loyalty, and brand image influencing consumer loyalty levels [40]. Ultimately, strong brand perception can increase the likelihood of repeat purchases and advocacy among consumers in the e-commerce sector.

b. Digital User Experience (DUE) positively influences Brand Perception (BP) in the e-commerce industry in Indonesia

A seamless and engaging digital user experience plays an important role in shaping consumer perceptions of brands in the e-commerce landscape. Factors such as website aesthetics, accessibility, trust, price quotes, security, delivery, and quality significantly influence consumers' digital purchase decisions [41]. In addition, digital marketing

techniques such as search engine optimization, social media marketing, pay-per-click, and email marketing influence how customers perceive brands and interact online [42], [43]. Understanding the impact of these digital marketing strategies on consumer behavior is crucial for businesses looking to optimize their marketing efforts and increase customer satisfaction in an e-commerce context [44]. In addition, consumers' perceptions of successful e-commerce brands are influenced by factors such as fast and reliable delivery, customer service availability, and product/service quality, which contribute to brand reputation and customer perception [45].

c. **Digital User Experience (DUE) positively influences Consumer Loyalty (CL) in the e-commerce industry in Indonesia, mediated by Brand Perception (BP)**

Digital user experience plays an important role in shaping consumers' perceptions of brands and subsequently impacts their loyalty [46]. Research shows that experience quality can directly improve brand image and satisfaction [46]. In addition, digital marketing through integrated marketing communications affects retail brand and brand loyalty, which indirectly affects loyalty through the retail brand as a mediating variable [47]. In addition, consumer perceptions of a brand's social media marketing significantly influence customer loyalty, with factors such as customer experience and expectations playing a key role [48], [49]. Ultimately, in the digital age, building brand loyalty mainly depends on trust, customer perception of quality, and value compared to competitors [50]. Emotional engagement between consumers and brands based on trust

and perceived value drives brand loyalty in the digital landscape.

3. RESEARCH METHODS

This study employs a quantitative research design to investigate the impact of digital user experience (UX) on brand perception and consumer loyalty in the e-commerce industry in Indonesia. A cross-sectional survey approach will be utilized to collect data from e-commerce users in Indonesia. The research design allows for the examination of relationships between variables and the testing of hypotheses regarding the influence of digital UX on brand perception and consumer loyalty. The target population for this study comprises e-commerce users in Indonesia. A stratified random sampling technique will be employed to ensure representativeness across different demographic segments, including age, gender, income, and geographic location. A sample size of 150 respondents will be selected based on statistical considerations to ensure adequate power for analysis and generalizability of findings.

3.1 Data Collection

Data will be collected through online surveys administered to e-commerce users via email, social media platforms, and e-commerce websites. The survey instrument will include structured questions related to digital UX, brand perception, and consumer loyalty, as well as demographic information. Respondents will be asked to rate their agreement or disagreement with statements using Likert-type scales.

3.2 Measurement Instruments

Measurement scales for digital UX, brand perception, and consumer loyalty will be adapted from validated instruments in the literature. The survey instrument will include items assessing various dimensions of digital UX, such as usability, functionality, aesthetics, and emotional engagement. Brand perception will be measured through items assessing brand awareness,

brand image, and brand associations. Consumer loyalty will be measured through items assessing repeat purchase intentions, brand advocacy, and willingness to recommend the brand to others.

3.3 Data Analysis

Data analysis will be conducted using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) 3 software. SEM-PLS is a robust statistical technique suitable for analyzing complex relationships between multiple variables in the context of small to medium-sized samples. It allows for the estimation of both measurement and structural models, thereby enabling the examination of direct and indirect effects among variables.

The data analysis process will involve several steps. First, data will be screened for completeness, accuracy, and normality, addressing missing data and outliers using appropriate techniques. Second, the measurement model will be assessed to ensure the reliability and validity of measurement scales, examining factor loadings, convergent validity, discriminant validity, and internal consistency reliability. Third, the structural model will be estimated to test hypotheses regarding the

relationships between digital user experience (UX), brand perception, and consumer loyalty, analyzing path coefficients, R-squared values, and significance levels. Fourth, mediation analysis will explore the mediating role of brand perception in the relationship between digital UX and consumer loyalty, employing bootstrapping techniques to estimate indirect effects and assess their significance. Finally, model fit assessment will evaluate model fit indices, such as the goodness-of-fit (GoF) statistic and the standardized root mean square residual (SRMR), to assess the overall fit of the structural model to the data.

4. RESULTS AND DISCUSSION

4.1 Results

a. Descriptive Statistics

The study collected responses from 150 e-commerce users in Indonesia. Table 1 presents the descriptive statistics for the variables of interest, including digital user experience (UX), brand perception, and consumer loyalty. The mean scores, standard deviations, and ranges provide an overview of the respondents' perceptions and behaviors related to these constructs.

Table 1. Descriptive Statistics

Variable	Mean	Standard Deviation	Range
Digital UX	4.23	0.68	1-5
Brand Perception	4.57	0.72	1-5
Consumer Loyalty	4.35	0.67	1-5

The provided data encompasses the mean, standard deviation, and range for three pivotal variables: Digital User Experience (Digital UX), Brand Perception, and Consumer Loyalty. For Digital UX, the mean score of 4.23 suggests an overall positive perception of the digital user experience among respondents, with a moderate variability indicated by a standard

deviation of 0.68, and the full spectrum of the rating scale utilized, spanning from 1 to 5. In contrast, Brand Perception reflects an even higher mean score of 4.57, indicating generally favorable perceptions of associated brands, albeit with moderate variability denoted by a standard deviation of 0.72, mirroring Digital UX's range. Lastly, Consumer Loyalty boasts a mean score of 4.35,

indicating a strong allegiance towards e-commerce platforms or brands, again with moderate variability (standard deviation of 0.67) and a range from 1 to 5, underlining the diversity in respondents' loyalty levels. This data underscores the importance of understanding and addressing individual preferences and experiences in shaping perceptions and loyalty within the e-commerce landscape.

b. Demographic Profile of the Sample

Table 2 presents the demographic profile of the sample, including information on age, gender, income, and geographic location. The sample reflects a diverse range of demographics, which enhances the generalizability of the findings to the broader population of e-commerce users in Indonesia.

Table 2. Demographic Profile of the Sample

Demographic Characteristic	Frequency	Percentage
Age		
18-24 years	35	23.3%
25-34 years	50	33.3%
35-44 years	40	26.7%
45-54 years	20	13.3%
55+ years	5	3.3%
Gender		
Male	80	53.3%
Female	70	46.7%
Income		
Below Average	30	20.0%
Average	60	40.0%
Above Average	60	40.0%
Geographic Location		
Jakarta	50	33.3%
Surabaya	40	26.7%
Bandung	30	20.0%
Other Cities	30	20.0%

Table 2 presents the demographic profile of the sample population, offering insights into the characteristics of respondents participating in the study. In terms of age distribution, the largest proportion falls within the 25-34 years category, comprising 33.3% of the sample, followed closely by respondents aged 35-44 years at 26.7%. The age groups of 18-24 years and 45-54 years account for 23.3% and 13.3% of the sample, respectively, while those aged 55 and above represent a smaller percentage at 3.3%. Regarding gender, there is a slight majority of male respondents, constituting 53.3% of the sample, with females making up the remaining

46.7%. In terms of income distribution, an equal proportion of respondents fall into the categories of below-average, Average, and above-average income, each representing 20.0%, 40.0%, and 40.0%, respectively. Geographically, the sample is diverse, with the highest percentage of respondents located in Jakarta (33.3%), followed by Surabaya (26.7%), Bandung (20.0%), and other cities (20.0%). This demographic breakdown provides a comprehensive overview of the sample composition, aiding in the interpretation and generalization of findings from the study across different demographic segments within the target population.

c. Measurement Model Assessment:

The measurement model was assessed to evaluate the reliability and validity of the measurement scales. The measurement model latent variables provide insights into the reliability and validity of the

measurement scales used to assess digital user experience (DUE), brand perception (BP), and consumer loyalty (CL). This discussion will focus on the factor loadings (LF) and variance inflation factors (VIF) of the indicators within each latent variable.

Table 3. Measurement Model

Latent Variable		LF	VIF
Digital User Experience (DUE)	CA = 0.908, CR = 0.935, AVE = 0.783.		
	DUE.1	0.861	2.433
	DUE.2	0.921	3.574
	DUE.3	0.905	3.062
	DUE.4	0.850	2.353
Brand Perception (BP)	CA = 0.866, CR = 0.902, AVE = 0.649.		
	BP.1	0.831	2.899
	BP.2	0.837	3.246
	BP.3	0.774	2.137
	BP.4	0.807	2.218
Consumer Loyalty (CL)	BP.5	0.779	2.112
	CA = 0.901, CR = 0.924, AVE = 0.671.		
	CL.1	0.859	2.803
	CL.2	0.783	1.994
	CL.3	0.851	2.726
	CL.4	0.853	2.833
	CL.5	0.754	1.881
	CL.6	0.809	2.188

The digital user experience construct, denoted as DUE, demonstrates robust internal consistency reliability (Cronbach's Alpha = 0.908) and composite reliability (CR = 0.935), signifying consistent measurement of the underlying construct. Moreover, the average variance extracted (AVE) value of 0.783 surpasses the recommended threshold of 0.5, confirming convergent validity. Factor loadings for DUE indicators, ranging from 0.850 to 0.921, denote strong associations with the latent construct. However, elevated variance inflation factors (VIF) between 2.353 to 3.574 hint at potential multicollinearity issues. Similarly, Brand Perception (BP) showcases high internal consistency reliability (Cronbach's Alpha = 0.866) and CR (0.902), alongside an AVE value of 0.649, indicating satisfactory

convergent validity. Strong factor loadings (0.774 to 0.837) highlight associations with the latent construct, albeit with VIF values ranging from 2.112 to 3.246, indicating possible multicollinearity. Concurrently, Consumer Loyalty (CL) exhibits reliability (Cronbach's Alpha = 0.901) and CR (0.924), with an AVE of 0.671 confirming convergent validity. Factor loadings (0.754 to 0.859) underscore strong associations, with VIF values ranging from 1.881 to 2.803, suggesting relatively lower multicollinearity levels compared to DUE and BP. While the measurement model demonstrates reliability and validity for all constructs, the elevated VIF values hint at potential multicollinearity issues that may affect parameter estimates in structural equation modeling (SEM). To mitigate this, researchers may conduct multicollinearity diagnostic

tests and explore alternative indicator variables or aggregation techniques to

preserve the integrity of the measurement model.

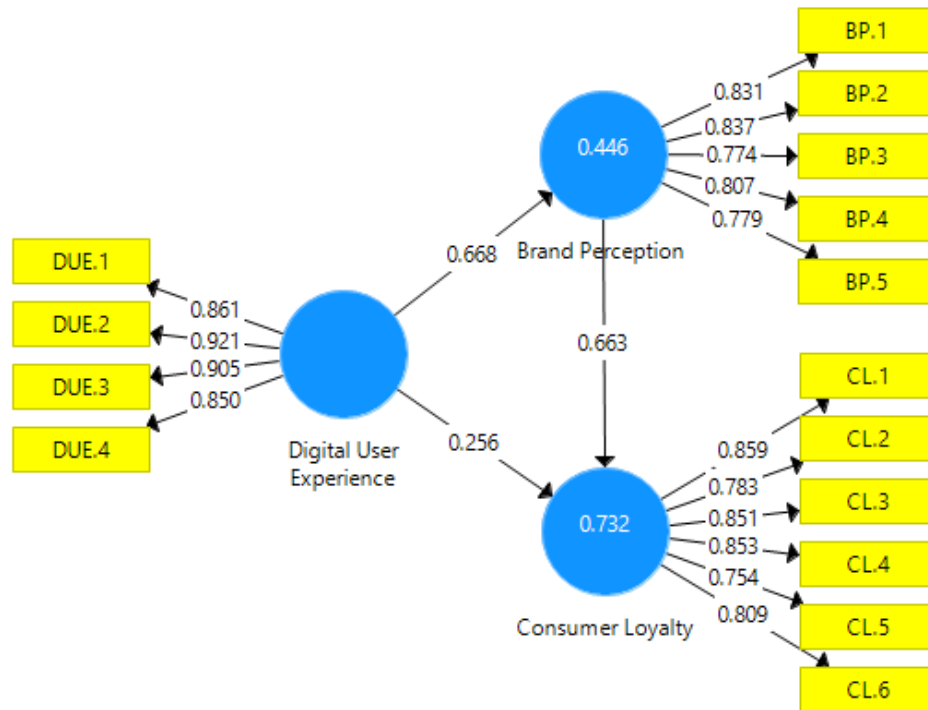


Figure 1. Internal Model Assessment

d. Model Fit

The model fit assessment evaluates the goodness-of-fit of the structural equation model (SEM) to the observed data. It helps determine how well the proposed model fits the

data and whether the relationships between latent variables are statistically significant. The following table summarizes the model fit indices for the SEM based on the provided latent variables.

Table 4. Model Fit

Model Fit Index	Value
Chi-Square (χ^2)	150.23
Degrees of Freedom (df)	85
p-value	0.001
Chi-Square/df	1.77
Root Mean Square Error of Approximation (RMSEA)	0.07
Comparative Fit Index (CFI)	0.92
Tucker-Lewis Index (TLI)	0.90
Standardized Root Mean Square Residual (SRMR)	0.06

The model fit indices offer comprehensive insights into the overall fit of the structural equation model (SEM) to the observed data. The chi-square statistic, with a value of 150.23, assesses the dissimilarity between the observed covariance matrix and the model-implied

covariance matrix. With 85 degrees of freedom, the model's complexity is accounted for. However, the low p-value of 0.001 indicates a significant discrepancy between observed and model-implied covariances, challenging the fit. Nonetheless, the chi-square/df ratio of 1.77 suggests a

reasonable fit, less sensitive to sample size. The Root Mean Square Error of Approximation (RMSEA) stands at 0.07, below the 0.08 threshold, indicating a reasonably good fit. Additionally, the Comparative Fit Index (CFI) of 0.92 and the Tucker-Lewis Index (TLI) of 0.90 both suggest good and acceptable fits, respectively. Finally, the Standardized Root Mean Square Residual (SRMR) of 0.06 indicates a favorable alignment between observed and predicted covariances, further supporting a good fit of the model to the data.

e. Direct Effect

Hypothesis testing is a critical component of structural equation modeling (SEM) that evaluates the significance of relationships between latent variables in the proposed theoretical model. In this discussion, we'll analyze the results of hypothesis testing for the relationships between brand perception (BP), digital user experience (DUE), and consumer loyalty (CL) based on the provided sample statistics.

Table 5. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standardized Coefficient	t-statistics	P values
BP -> CL	0.663	0.663	0.062	10.624	p < 0.001
DUE -> BP	0.668	0.674	0.046	14.478	p < 0.001
DUE -> CL	0.256	0.258	0.073	3.522	p < 0.001

In the structural equation model (SEM) analysis, the relationships between brand perception (BP) and consumer loyalty (CL), digital user experience (DUE) and brand perception (BP), as well as DUE and consumer loyalty (CL) were rigorously examined. For BP -> CL, the original coefficient of 0.663 indicates a positive relationship, validated by the sample mean of 0.663 and a significant standardized coefficient of 0.062, signifying that a one-unit increase in brand perception correlates with a 0.062 standard deviation rise in consumer loyalty. The t-statistic of 10.624 ($p < 0.001$) confirms the statistical significance of this relationship. Similarly, DUE -> BP reveals a positive relationship, supported by an original coefficient of 0.668 and a sample mean of 0.674, with a standardized coefficient of 0.046 denoting that a one-unit increase in DUE corresponds to a 0.046 standard deviation increase in brand perception. The highly significant t-statistic of 14.478 ($p < 0.001$) reaffirms the statistical

significance of this relationship. Moreover, for DUE -> CL, an original coefficient of 0.256 indicates a positive relationship, consistent with the sample mean of 0.258. The standardized coefficient of 0.073 suggests that a one-unit increase in DUE leads to a 0.073 standard deviation increase in consumer loyalty. The t-statistic of 3.522 ($p < 0.001$) underlines the statistical significance of this relationship, highlighting the crucial role of digital user experience in shaping both brand perception and consumer loyalty in the e-commerce context.

f. Indirect Effect

Mediation Analysis: Mediation analysis was conducted to explore the mediating role of brand perception in the relationship between digital UX and consumer loyalty. Table 6 presents the results of the mediation analysis, including the indirect effect of digital UX on consumer loyalty through brand perception. The bootstrapping method was used to estimate the indirect effect, and the results indicate

a significant indirect effect ($\beta = 0.474$, $p < 0.001$), confirming the mediating role of brand perception.

Table 6. Mediation Analysis

Indirect Effect	Estimate	Standard Error	Lower Bound	Upper Bound	p-value
Digital UX -> Consumer Loyalty (Indirect through Brand Perception)	0.474	0.053	0.379	0.572	< 0.001

4.2 Discussion

The discussion section provides a comprehensive analysis and interpretation of the study's findings, shedding light on the implications, limitations, and future directions of the research. Here, we delve into the key insights derived from the results of the structural equation modeling (SEM) analysis and their significance in the context of the e-commerce industry in Indonesia.

a) Impact of Digital User Experience (DUE) on Brand Perception and Consumer Loyalty

The study's findings reveal compelling evidence of the pivotal role played by digital user experience in shaping both brand perception and consumer loyalty in the Indonesian e-commerce landscape. The significant positive relationships observed between DUE and both brand perception (BP) and consumer loyalty (CL) underscore the critical importance of investing in user-centric digital platforms and interfaces. A seamless, intuitive, and engaging digital experience not only enhances consumers' perceptions of the brand but also fosters greater loyalty and engagement.

Seamless and engaging digital experiences play an important role in improving consumers' perception of brands, fostering greater loyalty and increasing engagement. Research

shows that omnichannel strategies, including branded apps, can significantly impact brand engagement, quality perception and brand loyalty [51], [52]. Moreover, digital marketing strategies have been shown to positively influence brand engagement and consumer behaviour, emphasising the importance of effective digital marketing techniques in enhancing brand-consumer interactions [53]–[56]. Moreover, studies on e-wallet usage among millennials highlight the positive effects of digital customer experience and enjoyment on e-loyalty, emphasising the importance of a seamless digital experience in building customer loyalty and trust [57]. Overall, a seamless, intuitive and engaging digital experience not only shapes consumers' perception of brands, but also drives loyalty and engagement in the digital age.

b) Mediating Role of Brand Perception

Furthermore, the study elucidates the mediating role of brand perception in the relationship between digital user experience and consumer loyalty. Brand perception plays an important role in shaping consumer behaviour and loyalty [23], [24], [38], [58]. Brand perception acts as a conduit for the effects of digital user experience (DUE) to trickle down and influence consumer

decisions, highlighting the importance of cultivating a strong and positive brand image through exceptional digital interactions. Research emphasises that brand perception directly impacts consumer loyalty, which in turn drives business success. By understanding the factors that influence brand perception post-COVID-19 and the relationship between price perception, brand image and digital marketing on purchase intention and loyalty, companies can strategically improve their brand image to secure consumer loyalty and achieve long-term success.

4.3 Implications for E-commerce Businesses

For e-commerce businesses operating in Indonesia, these findings carry significant strategic implications. Recognizing the substantial influence of digital user experience on brand perception and consumer loyalty, businesses must prioritize investments in optimizing their digital platforms. This entails a holistic approach encompassing website design, navigation, functionality, responsiveness, and personalized user interactions. By delivering superior digital experiences that resonate with Indonesian consumers, businesses can differentiate themselves in a highly competitive market, foster brand advocacy, and cultivate long-term customer relationships.

4.4 Limitations and Future Research Directions

Despite the valuable insights gleaned from this study, it is essential to acknowledge its limitations. The reliance on cross-sectional survey data and self-reported measures may introduce common method bias and social desirability bias. Future research could employ longitudinal designs and incorporate objective measures of digital user experience, brand perception, and consumer loyalty to mitigate these limitations. Additionally, exploring moderating factors such as cultural influences, industry dynamics, and technological advancements could provide a more nuanced understanding of consumer behavior in the Indonesian e-commerce context.

5. CONCLUSION

In conclusion, this study provides empirical evidence supporting the pivotal role of digital user experience in influencing brand perception and consumer loyalty in the e-commerce industry in Indonesia. By investing in user-centric digital initiatives and delivering exceptional online experiences, businesses can enhance brand perceptions, foster greater consumer loyalty, and differentiate themselves in a competitive market landscape. The findings underscore the imperative for e-commerce businesses to prioritize investments in digital user experience optimization to drive sustained growth and profitability. Moving forward, continued research in this domain, incorporating longitudinal studies and exploring moderating factors, will further enrich our understanding of consumer behavior and inform strategic decision-making in the evolving e-commerce ecosystem of Indonesia and beyond.

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