

CUSTOMER BEHAVIOR AS AN OUTCOME OF SOCIAL MEDIA MARKETING: THE ROLE OF CUSTOMER EXPERIENCE ON FOOTBALL JERSEY SALES ON TOKOPEDIA

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ABSTRACT

Football jerseys represent one of the most popular merchandise categories in Indonesia, where approximately 69% of the population identifies as football enthusiasts. This study aims to examine the role of Customer Experience (CX) in shaping Relationship Quality (RQ) and its subsequent influence on three key behavioral outcomes: Purchase Intention (PUI), Loyalty Intention (LOI), and Participation Intention (PAI) in the context of football jersey sales on Tokopedia. Employing a quantitative research design, data were collected through an online survey involving 254 Tokopedia users located in Jakarta. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS to test the proposed relationships among variables. The results demonstrate that CX has a strong and significant positive effect on RQ, with a path coefficient of 0.909. Furthermore, RQ significantly influences PUI (0.901), LOI (0.915), and PAI (0.897), indicating its critical role as a mediating construct. These findings suggest that a well-designed and engaging customer experience can enhance relationship quality, which in turn drives consumer intentions and active participation. The study also underscores the importance of integrating social media marketing strategies with customer experience management to achieve more effective consumer engagement outcomes. Practically, this research provides insights for e-commerce platforms and marketers to optimize CX and strengthen RQ in order to build long-term customer loyalty and encourage participation. However, the study is limited to respondents in Jakarta and specific demographic groups, which may affect generalizability. Future research is recommended to explore broader geographic areas, diverse age segments, and multiple e-commerce platforms to validate and extend these findings.

Keywords: Customer Experience, Relationship Quality, Purchase Intention, Loyalty Intention, Participation Intention, Tokopedia.

INTRODUCTION

Customer experience (CX) is the collective impact of social media marketing. It encloses all interactions and impressions made on customers by enterprises' social media presence and campaigns (Wibowo et al., 2021). Factors in CX influence customers' perceptions of companies' offers as service providers before they make purchase decisions. By understanding CX, enterprises can build relationships with customers that are aligned with marketing objectives.

The use of social media as a marketing tool and the results produced have a long-lasting effect on how well businesses succeed (Abbas et al., 2019). Using social media marketing platforms, enterprises can monitor and improve long-term business performance. Additionally, social media plays a major part in long-term marketing strategies that foster the development of positive consumer behavior.

Social media plays a significant part because it can reach numerous audiences quickly and set up an emotional connection with fans through a key measurement: engagement (Doyle et al., 2022). Social media offers the potential for enhanced knowledge about fans, more advanced consumer-organization connections, efficient fan engagement, effective resource utilization, and quick evaluation of the relationship between fans and organizations (Abeza et al., 2019, 2020). Managing the support of the sports consumer is key to the success of the team, owing to the psychological notion of the importance of the fans in affecting the outcome of the game (Giulianotti, 2012).

Fans increasingly seek emotional connections with their favorite teams and players (Su et al., 2020), and loyal fan bases combined with successful teams often lead to higher event attendance (Wakefield et al., 1995). These fans also contribute to team identity and revenue by purchasing merchandise like jerseys, hats, and scarves (Kusumawardhana, 2024; Nazarudin et al., 2023). Merchandise not only enables fans to display support but also provides teams with additional income, sometimes influenced by apparel partnerships (Direction, 2020). In Indonesia, where 69% of the population are football enthusiasts (Sadya, 2022), this support is evident through high demand for football jerseys on platforms like Tokopedia, one of the country's largest e-commerce sites with 18 million monthly users and coverage in 99% of districts (Tokopedia, 2023; (Adi, 2024).

This research discusses the influence of Customer Experience (CX) on Relationship Quality (RQ) and its impact on Purchase Intention (PUI), Loyalty Intention (LOI), and Participation Intention (PAI) in the context of sales of football jerseys on Tokopedia. The current research advances existing literature by specifically examining the mediating role of Relationship Quality (RQ) in the context of social media marketing for football jersey sales on Tokopedia, a platform with unique cultural and demographic relevance in Indonesia. While prior studies have explored Customer Experience (CX) and its impact on consumer behavior (Wibowo et al., 2021; (Abbas et al., 2019), this study uniquely integrates RQ as a mediator to explain how CX influences Purchase Intention (PUI), Loyalty Intention (LOI), and Participation Intention (PAI) in an e-commerce setting. Unlike earlier works that focus on general social media engagement (Abeza et al., 2020; Doyle et al., 2022), this research narrows its scope to a specific product category (football jerseys) and a localized platform (Tokopedia), addressing gaps in understanding how emotional connections and trust (Giovanis et al., 2015; Hajli, 2014) translate into measurable outcomes in a non-Western market. Additionally, the use of a 4-point Likert scale and Structural Equation Modeling (SEM) in SmartPLS provides methodological rigor, distinguishing it from studies employing broader scales or less precise analytical techniques (Hair et al., 2019).

The hypotheses used are:

- 1) Hypothesis 1 (H1). CX is positively related to relationship quality.
- 2) Hypothesis 2 (H2). Relationship quality has a positive effect on purchase intention.
- 3) Hypothesis 3 (H3). Relationship quality has a positive effect on loyalty intention.
- 4) Hypothesis 4 (H4). Relationship quality has a positive effect on participation intention.

The research model of the proposed hypotheses has been made with the purpose of clarifying the given explanation, can be seen from Figure 1.

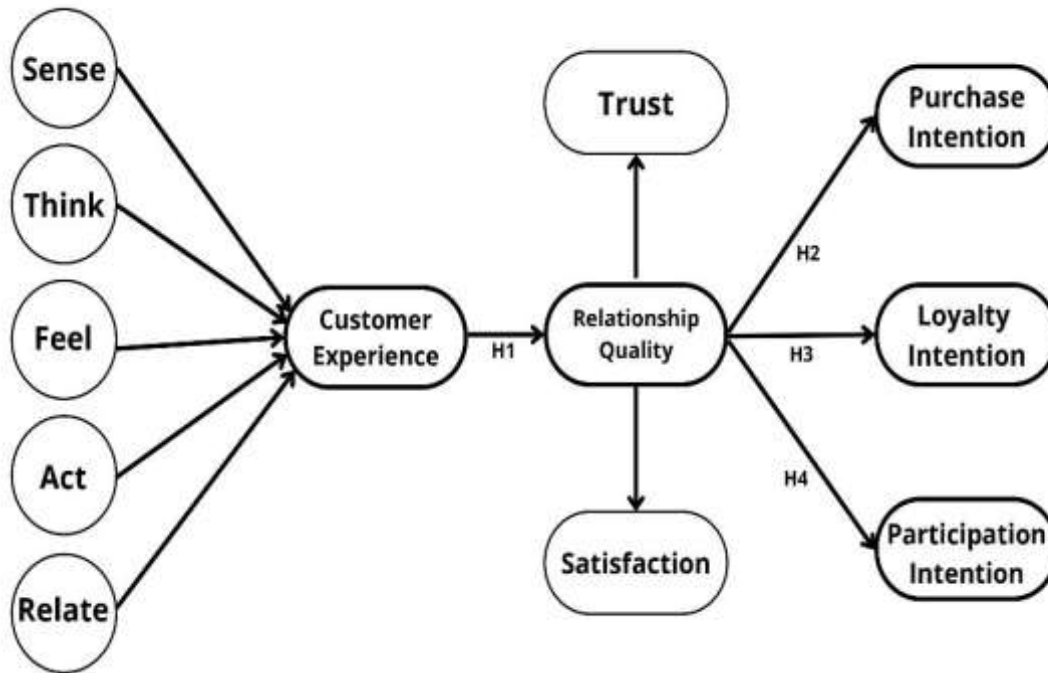


Figure 1. Framework

The framework illustrates that Customer Experience (CX) is formed by five main dimensions *sense, think, feel, act, and relate* which represent customers’ sensory, cognitive, emotional, behavioral, and social experiences when interacting with a brand or seller. These five dimensions collectively influence how customers evaluate and perceive their interactions, particularly in the context of purchasing football jerseys on platforms such as Tokopedia. CX is then proposed to have a positive effect on Relationship Quality (RQ) (H1), which serves as a key variable in this model. Relationship Quality reflects the strength of the relationship between customers and sellers, built through two primary components: trust and satisfaction.

Furthermore, Relationship Quality acts as a mediating variable that connects customer experience with various forms of consumer behavior. A strong and positive relationship will increase Purchase Intention (H2), or the intention to buy, Loyalty Intention (H3), or the intention to remain loyal, and Participation Intention (H4), or the willingness of customers to actively engage, such as interacting on social media or supporting the brand. Thus, the model emphasizes that a positive customer experience does not directly lead to consumer behavior outcomes but must first establish a high-quality relationship. The higher the levels of trust and satisfaction, the greater the likelihood that customers will make purchases, remain loyal, and actively participate in supporting the brand or product offered.

In addition, this model highlights the importance of experience-based marketing strategies in creating emotional attachment, especially for products with symbolic value such as football jerseys. In this context, customers do not merely purchase products but also express their identity and support for their favorite teams. Therefore, companies need to manage every aspect of the customer experience ranging from visual presentation and quality of information to social media interactions in a consistent and appealing manner. By creating positive and meaningful experiences,

companies can strengthen customer trust and satisfaction, which in turn fosters long-term relationships. This becomes a crucial factor in enhancing business competitiveness on digital platforms such as Tokopedia, where customer engagement and loyalty play a decisive role in driving sales success.

METHOD

This research uses a systematic quantitative methodology and primary data collected via an online survey distributed through Google Forms. The survey employs a 4-point Likert scale to encourage respondents to make a firmer decision, thereby improving the accuracy of the data and minimizing the tendency to choose neutral options (Hair et al., 2019). The questionnaire targets Indonesian citizens living in Jakarta, specifically those who use Tokopedia to purchase global football club jerseys. Jakarta was selected as the research area due to its large population and high density. The study's sample consists of individuals aged 16-36 who meet the criteria of using Tokopedia and having online shopping experience. A Purposive Non-Random Sampling method was employed to select the sample based on these characteristics. The questionnaire was translated into Bahasa Indonesia for the targeted respondents. The data is processed using SmartPLS software, with a minimum of 190 respondents required based on the number of measurements (Hair et al., 2019).

RESULTS AND DISCUSSION

Analysis of Respondent Characteristics

Respondents in this study were Tokopedia users who made transactions to purchase global football club jerseys. The questionnaire distributed through Google Forms successfully collected 254 respondents who live in Jakarta. 74.41% (189 people) of respondents were male, and 25.59% (65) were female. Furthermore, in the context of age, it is dominated by respondents aged 26-30 years, totaling 51.97% (132 people) of respondents, followed by 21-25 years of age, totaling 29.13% (74 people) of respondents, followed by 31-36 years of age, totaling 10.63% (27 people) of respondents, and 16-20 years of age totaling 8.27% (21 people). Furthermore, in terms of region, respondents came from various parts of Jakarta: West Jakarta 26.77% (68 people), Central Jakarta 23.62% (60 people), East Jakarta 19.69% (50 people), South Jakarta 19.69% (50 people), and North Jakarta 10.24% (26 people). Details of respondents's occupation, 32.68% (83 people) of respondents are private employees, 15.35% (39 people) are state-owned employees, 12.99% (33 people) are teachers/lecturers, 12.60% (32 people) are business employees, 11.02% (28 people) are casual workers, 8.27% (21 people) are students, and 7.09% (18 people) are students.

TEST OF DISCRIMINANT VALIDITY

Then, the results of the discriminant validity test conducted using the method proposed by Fornell & Larcker (1981) also show that all variables have AVE square root values exceeding the square root value between a latent variable and other latent variables. Thus, these findings indicate that all constructs of this study meet the criteria of reliability, convergent validity, and discriminant validity, so they can be used to explain the structural model. The complete results of discriminant validity testing are shown in Table 1.

Table 1. Results of Fornell-Larcker Criterion Measurement

| | LOI | PAI | PUI | RQ |
|-----|-------|-------|-------|-------|
| LOI | 0,739 | | | |
| PAI | 0,884 | 0,775 | | |
| PUI | 0,861 | 0,858 | 0,773 | |
| RQ | 0,915 | 0,897 | 0,901 | 0,744 |

XXX

The structural model evaluation results show that the SRMR, Chi-Square, and NFI values indicate that this model is a good fit. The full results of the Goodness of Fit Model test are available in Appendix 5.

Results of Outer Model Analysis Evaluation

The Outer Model Analysis test results include validity tests, specifically convergent and discriminant validity, and reliability tests using Cronbach's Alpha and composite reliability. If all indicators in the SEM-PLS and Bootstrapping models meet the criteria for convergent validity, discriminant validity, and reliability tests, in this case, the CX variable is formative, and the RQ, PUI, LOI, and PAI variables are reflective variables; the SEM-PLS and Bootstrapping analysis results can be used for hypothesis testing in research. Convergent validity is measured through the loading factor value and bootstrapping for each indicator on the variable. If the loading factor value obtained is > 0.70 and the outer weight p-value < 0.05, the indicator is considered strong and sufficient to validate and represent the measured construction.

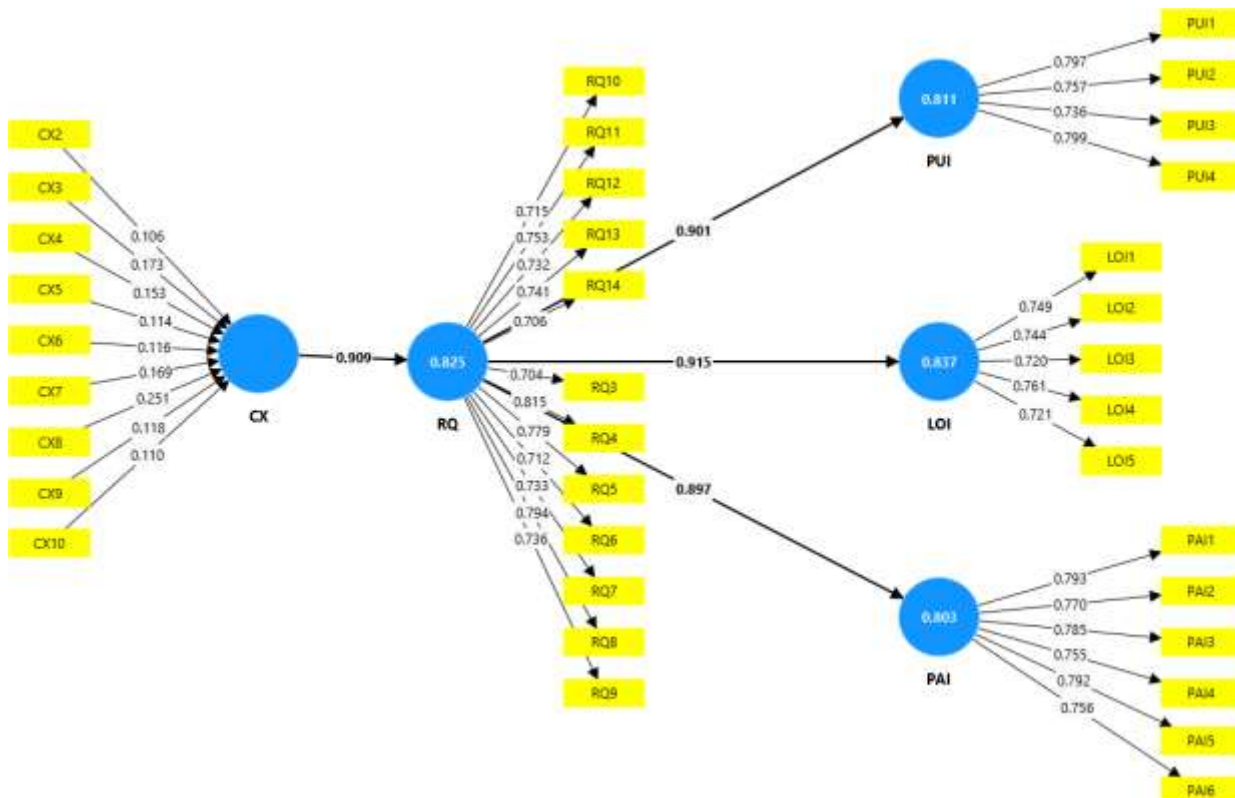


Figure 2. Path Diagram Outer Weights & Outer Loadings

In this study, each variable possessed a > 0.50 AVE value, the minimum acceptable loading factor value was > 0.70 for reflective variables, and the outer weight p-value was < 0.05 for formative variables. Based on the data processing results using SmartPLS shown in Figure 2, the loading factor value for the RQ, PUI, LOI, and PAI variable indicators is > 0.70 , and the outer weight value for the CX variable indicator p-value < 0.05 . Thus, it may be stated that the study's findings fulfill the criteria for convergent validity. Also, the value of the loading factor, outer weight, Cronbach's Alpha, composite reliability, and AVE for each variable can be seen in full in Appendix 5. The cross-loading method is used to test discriminant validity, and the cross-loading values for each variable can be seen in full in Appendix 5.

Results of Inner Model Analysis Evaluation

The Adjusted R Square (R^2) value in the measurement model represents how much exogenous variables affect endogenous variables, with an interpretation of 0.75 as strong, 0.50 as moderate, and 0.25 as weak. Complete results regarding Adjusted R Square (R^2) can be seen in Appendix 5.. The Adjusted R^2 value for the relationship quality variable is 0.826, which means that the customer experience variable moderately explains 82.6% of its influence. For the purchase intention variable, the Adjusted R^2 value is 0.811, indicating that the customer experience variable strongly explains 81.1% of its influence. The Adjusted R^2 value for the loyalty intention variable is 0.837, which means that the customer experience variable strongly explains 83.7% of its influence. Meanwhile, the Adjusted R^2 value for the participation intention variable is 0.803, indicating that the customer experience variable strongly explains 80.3% of its influence. The remaining influence, which is about 17.4% for relationship quality, 18.9% for purchase intention, 16.3% for loyalty intention, and 19.7% for participation intention, is explained by other variables not used in this study. Next, the path coefficient value, often referred to as the path coefficient, is used to test the hypothesis and evaluate the inner model. The t-value is used to determine the significance level of the hypothesis, which is > 1.65 . If the *t-value* is > 1.65 , then the hypothesis is accepted. The results of the *bootstrapping* analysis on the *path coefficient* can be seen in the following figure.

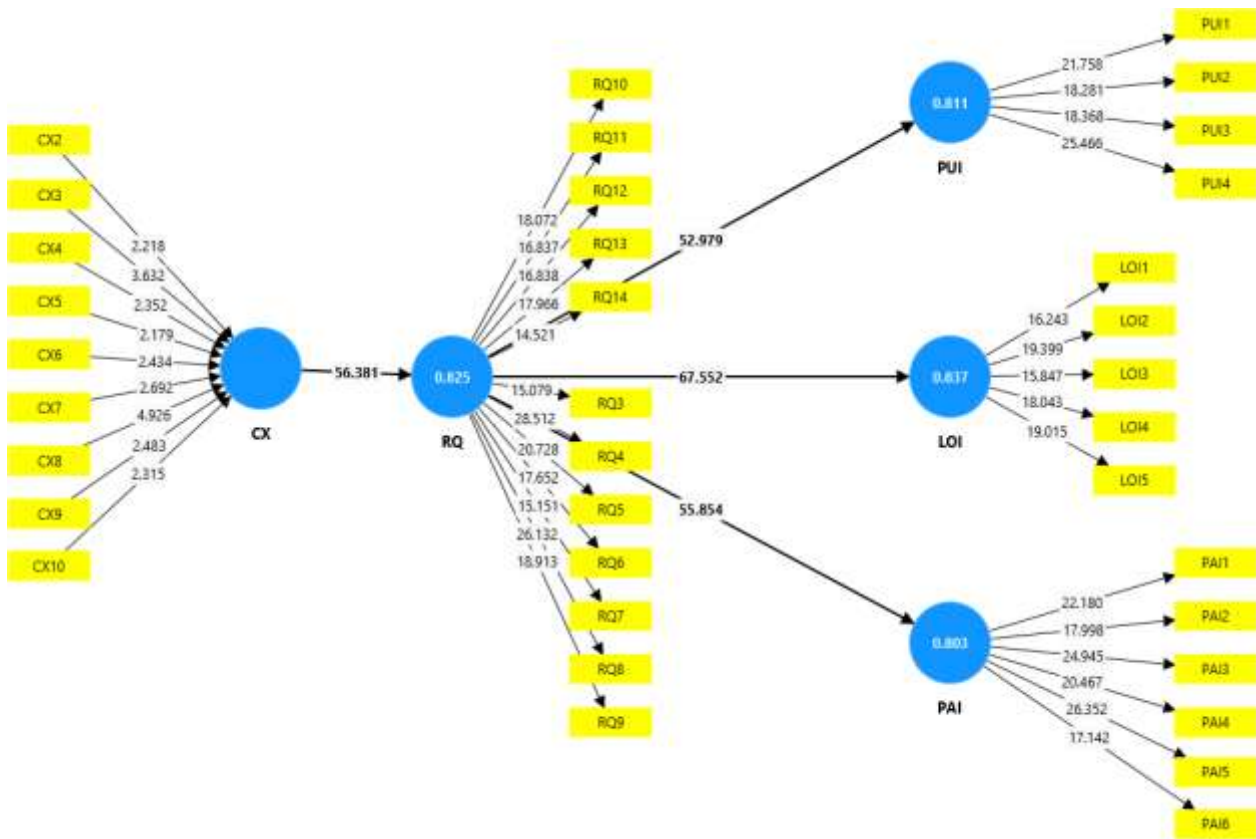


Figure 3. Path Diagram t-Value

Figure 3 shows that the t-value for each path in the structural model has been tested, and all have a *t-value* >1.65. To measure whether the hypothesis is accepted or rejected, it is necessary to consider the *t-value* and *p-value*. At the 5% significance level, if the *t-value* is >1.65, then the exogenous variable is considered significant to the endogenous variable in a one-sided test at the 5% significance level. Variable significance can be determined with a *p-value* <0.05. Based on the results of the analysis in this study, all hypotheses proposed were accepted.

Measurement of Direct Path Coefficient

Table 2 below displays the findings of direct path coefficient measurement:

Table 2. Results of Direct Path Coefficient Measurement

| Hypothesis | Original sample (O) | T statistics (O/STDEV) | P values |
|---|---------------------|--------------------------|----------|
| H1: CX is positively related to Relationship Quality | 0,909 | 56,381 | 0,000 |
| H2: Relationship quality has a positive effect on Purchase Intention | 0,901 | 52,979 | 0,000 |
| H3: Relationship Quality has a positive effect on Loyalty Intention | 0,915 | 67,552 | 0,000 |
| H4: Relationship Quality has a positive effect on Participation Intention | 0,897 | 55,854 | 0,000 |

The results of this study illustrate that the customer experience variable has a positive and significant effect on relationship quality with a coefficient of 0.909 (90.9%), a *t*-value of 56.381, and a *p*-value of 0.000. Thus, H1 is accepted. Furthermore, *relationship quality* has a positive and significant effect on *purchase intention* with a coefficient of 0.901 (90.1%), a *t*-value of 52.979, and a *p*-value of 0.000, so H2 is accepted. In addition, *relationship quality* also has a positive and significant effect on *loyalty intention* with a coefficient of 0.915 (91.5%), a *t*-value of 67.552, and a *p*-value of 0.000, which means H3 is accepted. Then, *relationship quality* has a positive and significant effect on *participation intention* with a coefficient of 0.897 (89.7%), a *t*-value of 55.854, and a *p*-value of 0.000, resulting in H4 being accepted.

Measurement of Total Indirect Effect

The results of the total direct effect measurement can be seen in Table 3 below:

Table 3. Total Indirect Effect Measurement Results (Mediation)

| Hypothesis | Original sample (O) | T statistics (O/STDEV) | P values |
|--|---------------------|--------------------------|----------|
| Relationship quality has a positive effect on mediating customer experience and purchase intention. | 0,819 | 31,832 | 0,000 |
| Relationship quality has a positive effect on mediating customer experience on loyalty intention | 0,832 | 33,798 | 0,000 |
| Relationship quality has a positive effect on mediating customer experience and participation intention. | 0,815 | 33,051 | 0,000 |

This study found that *customer experience* has a positive and significant effect on *purchase intention* mediated by *relationship quality*, with a coefficient of 0.819 (81.9%), a *t*-value of 31.832, and a *p*-value of 0.000. With this, the mediation is accepted. In addition, *customer experience* also has a positive and significant effect on *loyalty intention* mediated by *relationship quality*, with a coefficient of 0.832 (83.2%), a *t*-value of 33.798, and a *p*-value of 0.000, so that mediation is accepted. Furthermore, *customer experience* has a positive and significant effect on *participation intention* mediated by *relationship quality*, with a coefficient of 0.815 (81.5%), a *t*-value of 33.051, and a *p*-value of 0.000, which means the variable is accepted.

Discussion

In this study, we analyze 4 hypotheses that will explain the effect of the variables Customer Experience (CX), Relationship Quality (RQ), Purchase Intention (PUI), Loyalty Intention (LOI), and Participation Intention (PAI) in the Role of Customer Experience in Football Jersey Sales on Tokopedia. H1: It proves that Tokopedia's interesting social media content effectively builds deeper involvement by encouraging users to take part, such as by reviewing and sharing, on both social media and Tokopedia's online shopping platform (Giovanis et al., 2015)Rajaobelina (2018) stated that relationship quality is the primary tool for attracting and retaining customers, and companies that provide customers with exceptional service and experiences will see a growth in the quality of their business-customer relationships.

H2: The outcome of this study points out that Relationship Quality (RQ) positively affects Purchase Intention (PUI) on the Tokopedia platform. This means that Tokopedia customers are satisfied with Tokopedia. This satisfaction is reflected in the experience of shopping for football jerseys online via Tokopedia. The outcome matches the explanation, which explains that trust is one aspect of relationship quality. It will influence buying intention favorably (Bonsón Ponte et al., 2015; Oliveira et al., 2017; Wang et al., 2015), together with satisfaction, which significantly affects the purchase intention (Ali, 2016; Chen & Chang, 2018; Hsu & Lin, 2015).

H3: This means that customers find it satisfying to shop for football jerseys online and have a positive relationship with jersey shops on Tokopedia. With a strong relationship between RQ and LOI, the quality of relationships with customers will drive long-term loyalty. The investigation's findings align with the quote that a positive relationship between the enterprise and its customers is represented by customer loyalty, which appears as a significant result. Interaction through various channels, such as virtual/physical, will have an impact on long-term customer loyalty (Ho & Wang, 2020).

H4: This study suggests that Relationship Quality (RQ) positively influences Participation Intention (PAI) on Tokopedia social media. This means that increasing Relationship Quality makes customers feel satisfied when purchasing jerseys online. Accordingly, Participation Intention (PAI) increases, so that customers like to like, comment on, and share Tokopedia posts and recommend products to their friends. Additionally, a positive customer experience is supported by trust in the reliability, quality, and pleasant service of the goods and services, all of which encourage active consumer participation.. Therefore, higher RQ increases consumer loyalty and might motivate them to use social media more frequently in Tokopedia's social media activity. The study's results fit with the previous study that stated that with quality relationships, customers will have the motivation to be part of social commerce (Hajli, 2014; Liang et al., 2011)

CONCLUSION

This study successfully tested four hypotheses examining the effects of customer experience on participation, loyalty, and purchase intentions for soccer jerseys on Tokopedia's social media, with relationship quality acting as a mediator. The findings show that customer experience positively impacts relationship quality, which in turn enhances purchase and loyalty intentions, as well as customer participation on Tokopedia's social media. Engaging content and high service quality on the platform contribute to increased customer satisfaction, emotional connections, and active participation. However, the study's limitations include its focus on specific age groups and Tokopedia users in Jakarta, which may not be representative of broader demographics or other platforms. Future research could expand to a wider range of demographics, marketplaces, and variables such as promotions and customer reviews to provide a more comprehensive understanding of consumer behavior and its impact on sales. Additionally, exploring the long-term effects of relationship quality and social media content types on consumer loyalty and participation could yield valuable insights.

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