The effect of Ease of Use, Seller Reputation, and Perceived Usefulness On Brand Loyalty with Satisfaction as a Mediating Variable

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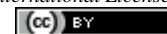[1,2]Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Surakarta

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Abstract

This study is to determine the effect of customer satisfaction in building brand loyalty through customer satisfaction, ease of use, seller reputation, and perceived usefulness. The population of this study, which employs quantitative research techniques, consists of Surakrarta-based customers of online marketplaces. Purpose Sampling was the method of sampling employed in this investigation. They employed 127 respondents. The information used in this study came through the distribution of questionnaires. Partial Least Square (PLS) data analysis using SMARTPLS software is the method used in this study. According to the findings of this study, Brand Loyalty is not positively and significantly impacted by Seller Reputation, Perceived Usefulness, or Ease of Use. A favorable and considerable impact on satisfaction is provided by the ease of use, seller reputation, and perceived usefulness. Brand Loyalty is positively and significantly impacted by satisfaction. Ease of Use, Seller Reputation, and Perceived Usefulness cannot be mediated by satisfaction in determining brand loyalty.This research contributes to increasing knowledge in the sector of selling used products through online platforms, because one of the challenges faced by the MSME industry is the use of technology in its business processes. The use of technology can facilitate business activities such as, means of promotion and facilitate transactions because this convenience is used by umkm industry business actors and consumers in the use of technology.

Keywords: Ease of Use, Seller Reputation, Perceived Usefulness, Brand Royalty, Satisfaction.

1. Introduction

One of the sectors that significantly contributes to fostering economic growth is MSMEs. This is due to the massive and close-knit community-based absorption of MSMEs into the workforce. However, these MSMEs still experience problems between the influence of convenience, promotion and sales of the products produced. Loyalty is an affiliation between customers and a brand, claims [1]. When the intended consumer is aware of a favorable brand image (impression) in every consumer's mind, brand loyalty is attained [2].

The use of online applications or websites to make purchases has grown significantly during the past few years. For instance, Wallapop, the most widely used digital platform for buying and selling used things, has surpassed Instagram as the top-downloaded app in Spain in several years [3]. As an illustration of the phenomena, it is predicted that the global market for used apparel would expand from $28 billion in 2019 to $64 billion in 2024, or an astounding 18% annual growth rate. Similar to this, estimates for the used furniture market show that the market share for the online retailer segment will increase by 10.4% annually [4].

Cooperative consumption (CC), as defined by [5] is defined as "peer-to-peer based actions to acquire, distribute, share, or provide access to products and services, organized through community-based online service communication, typically for a fee or other sort of compensation."

Social network developers should take into account the social elements that affect users' intentions to utilize social networks as the number of network users grows. Customers will prefer products that have been standardised, namely products that have been adjusted to the guidelines that have been set. Because customers find it easier when learning product specifications and features than learning many types of products [6].

Perceived usefulness refers to the user's perception that using a medium—such as the Internet, a website, or an app—will boost productivity and efficiency while also enhancing satisfaction and experience. Applications that are efficient have various advantages that encourage users to use them. Users won't use internet buying if it has no advantages. So, the usability of applications for online food ordering can influence consumers to use these applications for online food ordering. According to [7], using online transactions can enable clients to finish their purchase more quickly than with traditional ways of transaction.

Satisfaction is a pleasureable fulfilment, namely the fulfilment of customer expectations satisfactorily. Customer satisfaction is a post-purchase evaluation or evaluation outcome following a comparison between what was experienced and what was anticipated. The degree of feelings experienced after comparing actual performance or outcomes to those anticipated [8].

In previous research conducted by [9] confirmed that satisfaction and perceived use have no effect on brand loyalty. whereas my research confirms that perceived use and customer satisfaction affect brand loyalty where consumers feel convenience and satisfaction during transactions making consumers confident in the products they will buy (brand loyalty). The absence of empirical study on the use of second-hand peer-to-peer (P2P) platforms and the fact that understanding of second-hand internet purchasing is still in its infancy are both highlighted by previous authors. However, prior researchers overcome this challenge by employing a proper sample to add to the literature by illuminating the factors that influence customers' choices to buy or rent used products through online services or websites.

With customer satisfaction serving as a mediating variable, the goal of this study is to examine the impact of convenience, seller reputation, and perceived utility on brand loyalty. Google Form Media was used for the online data gathering. Purposive sampling is a sampling method. data gathered by the distribution of surveys on a Likert scale.

2. Research Method

This study employs quantitative research techniques so that the data results can be examined and presented as numerical data [10]. Data collection techniques by means of questionnaires as a means of collecting data from respondents who use online platforms that do online shopping. The population is a general domain consisting of objects with certain characteristics and characteristics that have been determined by researchers to be investigated and conclusions drawn. The population of this research is online platform users who do online shopping in Surakrarta.

The sampling method used in this study is Purpose Sampling (sampling with certain considerations; The sample of this study is users who shop secondhand. The number of samples in this study was 127 respondents. To determine validity, this study uses PLS (Partial Least Square) analysis calculations. Primary data in this study will be obtained directly from respondents through the distribution of online questionnaires sourced from the qualifications of online platform user respondents who shop online and consist of ease of use, seller reputation, perceived usefulness, satisfaction, and brand loyalty factors.

A questionnaire is a data collection method that provides respondents with a series of questions or answers in writing [11]. The questionnaire used in this survey is a personal questionnaire, questions, or statements with alternative answers that are selected only by the respondent. The attitude scale was developed from the Likert scale, with alternative answers. Partial Least Square (PLS) data analysis using SMART PLS software is the method used in this study.

Hypothesis Development. The Effect of Ease of Use on Brand Loyalty. Ease of use has a big influence on brand loyalty and has a big effect on purchase intention. Brands that are recognized by consumers foster a preference to use the brand and affect the level of loyalty to the brand. Brand loyalty can be influenced by one of them if a brand has a high level of brand awareness and a good image for consumers. The higher the level of loyalty, the higher the interest in repeated purchases of the same brand in the future. Research from [12] shows that brand loyalty can be influenced by one of them if a brand has a high level of brand awareness and a good image for consumers. The higher the level of loyalty, the higher the interest in repeated purchases of the same brand in the future. H1: Ease of use affects brand loyalty.

Seller Reputation on Brand Loyalty. Seller reputation refers to how customers and stakeholders perceive the company. This perception is the result of years of providing quality services and products to customers. So, seller reputation is very important for every business [13]. Research shows that a strong and positive brand reputation creates loyalty and increases consumer confidence in your product or service. Similarly, brands become more personalised for their target audience to gain value and meaning. The results of research from [14] indicate that seller reputation affects brand loyalty. Thus the authors develop the following hypothesis. H2: Seller reputation affects brand loyalty.

Perceived Usefulness on Brand Loyalty. As compared to alternatives, such as the accessibility and pricing of second-hand goods, perceived usefulness measures how convenient a market is. Retail stores will be more expensive and less accessible if there are few of them in a given area, for example, because of entry requirements (zoning) and customs (opening hours), which will force customers to turn to the used market. There are significant variances in store availability between administrative regions/provinces because 17 regional authorities in Indonesia create their own policies for the retail sector and local authorities also have a role through municipal and zoning regulations. This has an impact on how e-commerce is used, as well as possibly how used online platforms are used to meet consumer wants [15]. The results of research from [16] show that perceived usefulness affects brand loyalty. Thus the authors develop the following hypothesis. H3: Perceived usefulness affects brand loyalty.

Ease of Use on Satisfaction. One must keep in mind the special functions of platform-used goods [17]. Even while consumers may do price comparisons and negotiations online, finalizing the deal usually necessitates a face-to-face meeting where buyers can genuinely inspect the condition of the goods and purchasers are actually likely to pay cash when they meet. This is why having a car may lead to more people using used platforms. According to [18] research, customers can actually inspect the condition of the products and are more willing to pay in cash when they meet. This is why having a car can lead to more people using second-hand marketplaces. Research results from [19] show that ease of use affects

satisfaction. Thus the author develops the following hypothesis. H4: Ease of Use affects satisfaction.

Seller Reputation on Satisfaction. Reputation is a social process that draws from previous interactions and gauges how trustworthy vendors are thought to be in business dealings [20]. Building a positive seller reputation and trust in an online setting (such as with online group buying) affects customer satisfaction and their decision to use the platform again. Peer providers and customers interact to build platform reputation because peer providers are the main point of contact for customers. According to research by [21], customer happiness is influenced by a seller's reputation. As a result, the writers form the following theory. H5: Seller reputation affects satisfaction.

Perceived Usefulness on Satisfaction. Searchers also empirically corroborate that the benefits of a website are seen as increasing user loyalty in the context of e-commerce. While pleased customers will have good behavioral intentions, research reveals higher levels of satisfaction and loyalty intentions if consumers view collaborative redistribution platforms (CRPs) as valuable. The research results show that perceived usefulness affects satisfaction. Thus the authors develop the following hypothesis. H6. Perceived usefulness affects customer satisfaction.

Satisfaction with Brand Loyalty. Customers who are end users of a product or service experience and compare with the pre-purchase expectations set by. The level of customer satisfaction also depends on the expectations set in mind which may be low, high, or no expectations at all. What matters here is not the price paid but the value obtained from the product or service consumed. Satisfaction is a subjective and relative concept that will tend to differ from the same experience of using products by different consumers. Research results show that satisfaction affects brand loyalty. Thus the authors develop the following hypothesis. H7: satisfaction affects the relationship with brand loyalty.

Satisfaction mediates ease of use of Brand Loyalty. Indonesia's Internet user population is growing rapidly each year. This dynamic increases the number of new online enterprises; while data indicate Indonesia has a market share in Indonesia, there are competitors everywhere. This study examined how perceived utility and customer satisfaction affect a company's ability to retain customers. It also examined the relationship between perceived utility and customer loyalty, with customer satisfaction acting as a mediator between the two (moderated by perceived ease of use). According to research, brand loyalty is mediated by user friendliness. Thus, the writers propose the following theory: H8: Satisfaction Mediates Ease of Use on Brand Loyalty.

Satisfaction Mediates Seller Reputation on Brand Loyalty. Claims that through customer pleasure, it has been demonstrated that customer value has a favorable and considerable impact on customer loyalty. This implies that greater customer value will result in greater customer pleasure, which will impact a rise in customer loyalty. In addition, customer loyalty also continues even though sometimes they have bad experiences using their products. On the other hand, customer satisfaction is just knowing the feeling of the customer when using the product. Research results Customer satisfaction mediates seller reputation on brand loyalty. Thus the authors develop the following hypothesis. H9: Satisfaction Mediates Seller Reputation on Brand Loyalty.

Satisfaction Mediates Perceived Usefulness on Brand Loyalty. Perceived usability has a favorable and considerable impact on trust, claims. Trust is enhanced through perceived usefulness. Loyalty is positively and significantly impacted by the trust. In terms of loyalty, perceived simplicity of use has no impact. Moreover, the perceived utility has a favorable and considerable impact on loyalty. The findings of Cao's research indicate that brand loyalty is mediated by the perceived utility in 2022. Thus, the writers come up with the following theory. H10: Satisfaction Mediates Perceived Usefulness on Brand Loyalty. Framework of Thought in Figure 1.
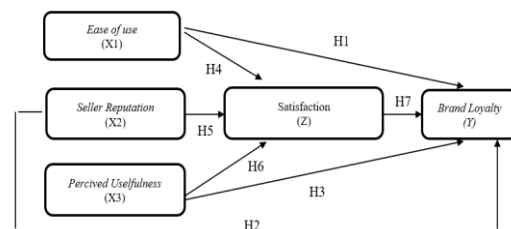

Figure 1. Framework of Thought

3. Result and Discussion

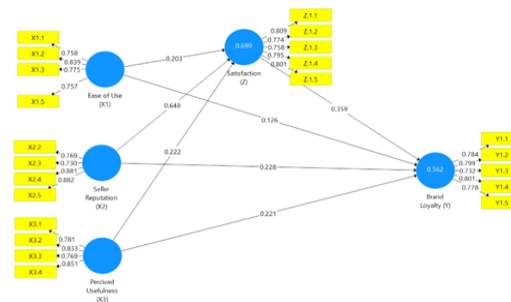Smart PLS Programme Scheme in Figure 2 Outer Model and Figure 3 Inner Model.
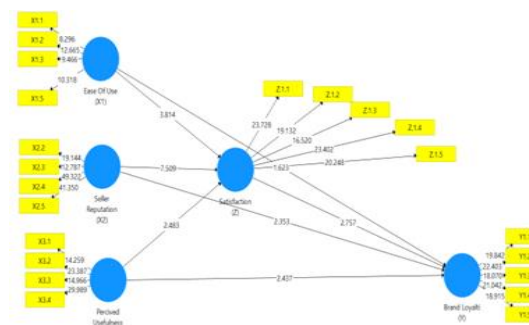

Figure 2. Outer Model

Figure 3. Inner Model

Outer Model Analysis on Variable Easy to Use (X_1) in Table 1.

Table 1. Variable Easy to Use (X_1)

Indicator	Loading Factors	Conclusion
X1.1	0,752	Valid
X1.2	0,833	Valid
X1.3	0,763	Valid
X1.4	0,658	Invalid
X1.5	0,744	Valid

According to Table 1, the Easy to Use (X1) variable in this study consists of five indicators, the fourth of which yields erroneous findings because its loading factor value is less than 0.7. Next Variable Seller Reputation on Table 2.

Table 2. Variable Seller Reputation

Indicator	Loading Factors	Conclusion
X2.1	0,659	Invalid
X2.2	0,759	Valid
X2.3	0,748	Valid
X2.4	0,844	Valid
X2.5	0,852	Valid

According to Table 2, the Seller Reputation (X2) variable in this study consists of five indicators, the first of which is invalid because it produces non-significant results with a loading factor value of 0.7. Variable Perceived Usefulness on Table 3.

Table 3. Variable Perceived Usefulness

Indicator	Loading Factors	Conclusion
X3.1	0,758	Valid
X3.2	0,812	Valid
X3.3	0,758	Valid
X3.4	0,835	Valid
X3.5	0,523	Invalid

According to Table 3, the Perceived Usefulness (X_3) variable in this study consists of five indicators, and the fifth indication is invalid since it yields non-significant results with a loading factor value of 0.7. Variable Satisfaction on Table 4.

Table. 4. Variable Satisfaction

Indicator	Loading Factors	Conclusion
Z.1.1	0,811	Valid
Z.1.2	0,773	Valid
Z.1.3	0,757	Valid
Z.1.4	0,794	Valid
Z.1.5	0,802	Valid

According to Table 4, there are five indicators that make up the Satisfaction (Z) variable in this study. Since all of these indicators have loading factors that are greater than 0.7, it can be said that all of them are legitimate. Variable Brand Loyalty on Table 5.

Table 5. Variable Brand Loyalty

Indicator	Loading Factors	Conclusion
Y1.1	0,782	Valid
Y1.2	0,798	Valid
Y1.3	0,734	Valid
Y1.4	0,801	Valid
Y1.5	0,779	Valid

The brand loyalty variable (Y) in this study consists of five indicators, and it can be inferred from table 5 that all of them are valid as they all have loading factors that are greater than 0.7. Discriminant Validity. The cross loading value and Average Variance Extracted (AVE) are used to measure discriminant validity. If the AVE value> 0.5 then an indicator is said to have discriminant validity. findings demonstrate that each indicator item's loading value on its construct is bigger than its cross-loading value. In light of the fact that the construct indicator block performs better than other block indicators, it may be said that all constructs or latent variables already have excellent discriminant validity. Average Variance Extracted on Table 6.

Table 6. Average Variance Extracted

Ket	AVE
X1	0,613
X2	0,669
X3	0,655
Y	0,607
Z	0,621

Based on Table 6, it can be concluded that all indicators have an AVE value >0.5. Therefore, all research variables used are considered valid. Composite Reliability on Table 7.

Table 7. Composite Reliability

Ket	Composite Reliability	Conclusion
X1	0,864	Reliable
X2	0,889	Reliable
X3	0,883	Reliable
Y	0,885	Reliable
Z	0,891	Reliable

This means that the three variables have a composite reliability value> 0.7 so it can be concluded that all variables have fulfilled the aspects and these indicators are consistent or reliable in presenting latent variables. Cronbach's Alpha on Table 8.

Table 8. Cronbach's Alpha

Ket	Cronbach's Alpha
X1	0,790
X2	0,832
X3	0,824
Y	0,838
Z	0,847

Table 8 by examining the indicator block's Cronbach Alpha value, which gauges the construct. If the Cronbach Alpha value exceeds 0.60, the construct is deemed credible. The table thus leads to the conclusion that all variable constructs are legitimate. Multicollinearity Test on Table 9.

Table 9. Multicollinearity Test

Ket	Y	Z
X1	1,166	1,029
X2	2,766	1,374
X3	1,566	1,403
Y	0	0
Z	3,318	0

Table 9 Because the overall indication has a VIF value of 5, it may be inferred from Table 10 that multicollinearity symptoms are not present. R-Square on Table 10.

Table 10. R-Square

Ket	R Square	R Square Adjusted
Brand Loyalty	0,562	0,547
Satisfication	0,699	0,691

Based on Table 10, R-Square is used to see the magnitude of the influence of the ease of use, seller reputation, and perceived usefulness variables on brand loyalty, namely with a value of 0.547 or 54.7%, it can be said that this relationship is a moderate relationship. Then R-Square is also used to see the magnitude of the influence of the ease of use, seller reputation, and perceived usefulness variables on satisfaction, namely with a value of 0.691 or 69.1%, it can be said that this relationship is a moderate relationship.

Direct Effect is

1. The first hypothesis is disproved given the initial sample value of 0.126 and the t-statistics of 1.562 1.656 and P-value of 0.119 > 0.05.

2. The second hypothesis is accepted because the original sample value was 0.228 and the t-statistics were 2.172> 1.656 and P-value 0.030> 0.05, respectively.

3. The third hypothesis is accepted because the original sample value was 0.221 and the t-statistics were 2.278> 1.656 and P-value 0.023> 0.05, respectively.

4. The fourth hypothesis is accepted based on the original sample value of 0.203, t-statistics 3.834> 1.656, and P-value 0.000> 0.05.

5. The fifth hypothesis is accepted based on the original sample value of 0.648, t-statistics 7.753> 1.656, and P-value 0.000> 0.05.

6. The sixth hypothesis is accepted based on the original sample value of 0.222, t-statistics 2.554 > 1.656, and P-value 0.011 > 0.05.

7. With a t-statistic of 2.710 > 1.656 and a P-value of 0.007 > 0.05 and the original sample value of 0.359, it can be said that the seventh hypothesis is true.

The following conclusions can be drawn the indirect relationship (Ease to Use -> Satisfaction -> Brand Loyalty) is insignificant. This relationship shows that Satisfaction cannot mediate Ease of Use on Brand Loyalty. The indirect relationship (Seller reputation -> Satisfaction -> Brand Loyalty) is not significant. This relationship shows that Satisfaction cannot mediate Seller reputation on Brand Loyalty. The indirect relationship (Perceived Usefulness -> Satisfaction -> Brand Loyalty) is not significant. This relationship shows that Satisfaction cannot mediate Perceived Usefulness on Brand Loyalty.

The Effect of Ease of Use on Brand Loyalty. The degree to which individuals think utilizing the system won't need any effort is how easy it is to use. The study looked at how simple it is to access internet shopping. Today, more people say they prefer internet shopping to traditional shopping because of its many advantages and benefits. The findings indicated that Brand Loyalty is unaffected by Ease of Usage. This indicates that brand loyalty when buying used goods won't be impacted by how easy a product is to use. This study runs counter to earlier research, which came to the conclusion that the Ease of Use variable had a positive and significant impact on brand loyalty.

The Effect of Seller Reputation on Brand Loyalty. Seller reputation is the consumer's perception of their knowledge about the seller. A good seller reputation can encourage positive expectations resulting from the development of reciprocal relationships between the various parties involved including in terms of consumer loyalty which creates a consistent buying pattern for a particular brand over time and also a favourable attitude towards a brand. The results showed that Seller Reputation has a positive and significant effect on Brand Loyalty. This means that the higher the Seller Reputation, the higher the Brand Loyalty and vice versa the lower the Seller Reputation, the lower the Brand Loyalty. In line with previous research conducted, the existence of a brand reputation will increase consumer loyalty to the product.

The Effect of Perceived Usefulness on Brand Loyalty. Perceived Usefulness is the extent to which users believe that using online purchasing media is really useful. Through the use of online purchasing media, it can obtain more meaningful and unlimited information about the products offered so that it will create repeat purchases. In the end, it will stick in the customer's mind and cause brand loyalty to be established. From the results of data analysis, it is obtained that Perceived Usefulness has a positive and significant effect on Brand loyalty. This means that the higher the Perceived Usefulness, the higher the Brand Loyalty and vice versa that the lower the Perceived Usefulness, the lower the Brand Loyalty. In line with previous research conducted, it shows that perceived usefulness has an effect on brand loyalty.

The Effect of Ease of Use on Satisfaction. For business owners, it is very important to pay attention to the ease of purchasing procedures for a product. With the ease of purchasing products felt by consumers, it will increase consumer attractiveness to make repeated purchases so that consumers feel loyal to the brand. Perceived ease of use or perceived convenience will have an impact on behavior which results in satisfaction felt by consumers because it is in accordance with what they expect. High consumer satisfaction is the best indicator of a company's future profits and is widely referred to as post-purchase evaluation. Based on the results of data analysis, it is found that Ease of Use has a positive and significant effect on Satisfaction. This means that the higher the Easy to Use, the higher the Satisfaction, and vice versa the lower the Easy to Use, the lower the Satisfaction. In line with previous research conducted shows that ease of use has an effect on satisfaction.

The Effect of Seller Reputation on Satisfaction. Seller reputation in marketing terms refers to consumer awareness of the seller's ability to provide assistance and awareness of the seller's compliance with ethical standards in both buying and selling. Satisfication occurs when a brand's performance meets the buyer's expectations. Having a good reputation will increase repeat purchases, causing satisfaction. The results showed that the original sample value was 0.648 with t-statistics 7.753> 1.656 and a P-value of 0.000> 0.05, it can be concluded that the fifth hypothesis is accepted, namely Seller Reputation affects Satisfication. This means that the higher the Seller Reputation, the higher the Satisfaction and vice versa that the lower the Seller Reputation, the lower the Satisfaction. In line with previous research conducted shows that seller reputation affects satisfaction.

The Effect of Perceived Usefulness on Satisfaction. Perceived usefulness is the trust given by users to increase effectiveness or reduce the effort spent in completing their work. Satisfaction will be created when consumers feel the benefits of using online shopping media are truly felt. Customer satisfaction is when someone feels happy or satisfied after comparing the results and expectations they have after buying certain goods or services. If these expectations are broken, people will feel uncomfortable. The results showed that the original sample value was 0.222 with t-statistics 2.554>1.656 and P-value 0.011>0.05, it can be concluded that the sixth hypothesis is accepted, namely Perceived Usefulness has a positive and significant effect on satisfaction. This means that the higher the Perceived Usefulness, the higher the Satisfaction, and vice versa that the lower the Perceived Usefulness, the lower the Satisfaction. Line previous research conducted shows that perceived usefulness affects satisfaction.

The Effect of Satisfaction on Brand Loyalty. Satisfaction felt by consumers with products can increase one's loyalty in relation to them. Brand loyalty can be defined as a positive attitude towards any brand shown in a consistent flow of business over time. In terms of brand loyalty, there are no more products of the promoted brand to sell. This means that secondhand product buyers who feel that the iPhone brand has performance that matches or exceeds their expectations are able to generate brand repurchases of similar products, and recommend and give positive expressions to the brand. Based on the results of data analysis, it is obtained that satisfaction has a positive and significant effect on Brand Loyalty. This means that the higher the satisfaction, the higher the Satisfaction, and conversely the lower the satisfaction, the lower the Satisfaction. In line with previous research conducted shows that satisfaction affects brand loyalty.

Satisfaction Mediates Ease of Use on Brand Loyalty. Ease of Use states that it is important for companies to be able to improve services for consumers, one of which is the ease of using the system. Ease of use is considered to increase consumer satisfaction so that they intend to make repeat purchases. Ease of Use can influence consumer satisfaction, but cannot influence brand loyalty. Satisfaction created by convenience does not necessarily increase consumer loyalty to the product. Based on the results of the study, it shows that the indirect relationship (Ease to Use -> Satisfaction -> Brand Loyalty) is not significant. This relationship shows that Satisfaction cannot mediate Ease of Use on Brand Loyalty. The results of this study are not in line with research conducted by [29] showing that satisfaction mediates each of use, seller reputation, and perceived quliaty and affects brand loyalty. Studies have shown that this affects their satisfaction, and determines the intention to use and reuse the device.

Satisfaction Mediates Seller Reputation on Brand Loyalty. Seller reputation is an important asset as buyers often choose sellers on the basis of their reputation. Brand loyalty is a concept that describes consumers' loyal attitudes towards a particular brand Satisfaction does not concretely affect seller reputation on brand loyalty. So that satisfaction does not strengthen and weaken the relationship between seller reputation and brand loyalty. Based on the results of the study, it shows that the indirect relationship (Seller reputation -> Satisfaction -> Brand Loyalty) is not significant. This relationship shows that Satisfaction cannot mediate Seller reputation on Brand Loyalty.

Satisfaction Mediates Perceived Usefulness on Brand Loyalty. Perceived usefulness is a consumer's feeling of ease in purchasing a product while loyalty is when consumers make repeat purchases and recommend a product again. Satisfaction does not concretely affect the seller perceived usefulness on brand loyalty. So satisfaction does not strengthen and weaken the relationship between perceived usefulness and brand loyalty. Based on the research results, it shows that the indirect relationship (Perceived Usefulness -> Satisfaction -> Brand Loyalty) is not significant. This relationship shows that Satisfaction cannot mediate Perceived Usefulness on Brand Loyalty. The results of

this study reject research conducted by [30] that there is a mediating effect of customer satisfaction on the relationship between perceived security and perceived usefulness on customer loyalty.

4. Conclusion

This research was conducted with the aim of knowing the effect of customer satisfaction in building brand loyalty through customer satisfaction, ease of use, seller reputation, and perceived usefulness. Based on the research that has been done, the following conclusions are obtained Easy to Use, Seller Reputation and Perceived Usefulness have no positive or significant effect on Brand Loyalty. Easy to Use, Seller Reputation, and Perceived Usefulness have a positive and significant effect on Satisfaction. Satisfaction has a positive and significant effect on Brand Loyalty. Satisfaction cannot mediate Ease of Use, Seller reputation, or Perceived Usefulness on Brand Loyalty.

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