

# The Impact of Online Interaction on User Loyalty in Social Commerce through the Mediation of Shopping Value

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## Abstract

This research investigates how online interactions influence user loyalty in social commerce, focusing on shopping value as a mediating factor. Utilizing a quantitative approach through Structural Equation Modeling-Partial Least Square (SEM-PLS), data were gathered from 150 respondents who engaged in transactions via platforms like TikTok Shop, Shopee Live, Instagram Shop, and Facebook Marketplace. An online questionnaire employing a five-point Likert scale facilitated data collection. The findings reveal a significant positive relationship between online interactions and both shopping value and user loyalty. Furthermore, shopping value not only impacts loyalty but also serves as a partial mediator linking online interactions to user loyalty. These results indicate that effective digital interactions, marked by prompt responses and clear communication, enhance users' perceived value during transactions. This, in turn, fosters a greater likelihood of repeated use of the platforms. All hypotheses were validated through bootstrapping analysis, meeting the required statistical significance. The study underscores that user loyalty is shaped not only by direct interactions but also by the value experiences that emerge during shopping activities.

## Keywords:

Online Interaction; Social Commerce; Shopping Value; User Loyalty; SEM-PLS.

## 1. INTRODUCTION

The rise of digital technology has fundamentally altered consumer interactions in online commerce. Social commerce has emerged as an innovative extension of e-commerce, integrating social media into marketing and transaction processes. These platforms facilitate information exchange, reviews, and direct communication between users and sellers. This evolution in interaction patterns compels companies to enhance user engagement through prompt, responsive, and personalized communication. Online interactions significantly shape user experiences, influencing everything from information searches to purchase decisions. The speed of responses, the quality of communication, and the intensity of interactions contribute to how users perceive social commerce platforms. Positive transaction experiences often lead to increased perceived shopping value, encompassing both functional benefits and emotional satisfaction. This perceived value is crucial in cultivating user loyalty to digital platforms. Users who recognize greater benefits and convenience are more inclined to make repeat purchases and recommend these platforms to others. In a competitive digital landscape, it is essential for companies to grasp the interplay between online interactions, shopping value, and user loyalty to ensure sustained engagement with social commerce platforms.

Changes in digital consumer behavior are reshaping loyalty patterns on social commerce platforms. Consumers now consider not only product quality but also the quality of interaction during the transaction process. Communication through reviews, comments, live shopping, and peer recommendations increasingly influences purchase decisions and repeat usage of digital platforms. The competitive nature of social media-driven businesses necessitates that companies maintain active and responsive relationships with users to foster ongoing interest. Sulki (2026) notes that Generation Z's consumer behavior in the realm of social commerce is significantly influenced by the intensity of digital interactions, which can strengthen loyalty to brands and platforms. Users are more likely to remain attached to a platform when the communication fosters

comfort and ease during shopping. Research by Dana Langit and Asikin (2025) indicates that customer experience, trust, and perceived value are critical factors affecting the repurchase intentions of TikTok Shop users in Indonesia. These findings suggest a strong correlation between users' perceptions of benefits and transaction experiences and their loyalty behavior. Similarly, Ariandi and Rinaldi (2025) found that positive customer experiences can enhance repurchase intentions through trust in digital platforms. Chen and Yang (2023) further assert that interactions in live streaming e-commerce can forge emotional connections and elevate consumers' desire to purchase. The varying outcomes and focuses of prior studies underscore the need for further investigation into the relationship between online interactions, shopping value, and user loyalty in the continually evolving social commerce landscape.

Research on user loyalty in social commerce continues to advance alongside shifts in digital consumption and intensifying competition among online businesses. Loyalty is no longer solely dictated by price or product quality; it is increasingly shaped by the interaction experience on digital platforms. Users tend to continue utilizing services that provide comfort, rapid responses, and transaction processes that simplify their shopping activities. This scenario highlights the necessity for companies to understand the factors that foster long-term relationships with users. Dwicahyo and Fietroh (2025) emphasize that service quality, product quality, and consumer satisfaction significantly influence repurchase intentions among TikTok Shop users. Positive transaction experiences enhance the likelihood of users returning to the same platform. Manyanga, Makanyeza, and Muranda (2022) also found that customer experience and satisfaction are linked to loyalty and users' willingness to recommend services to others. These insights suggest that user experiences play a vital role in developing emotional ties between users and digital platforms. Furthermore, Wang et al. (2022) identify trust as a pivotal factor influencing consumers' purchase intentions on social commerce platforms. Users are more likely to engage in repeat transactions when they feel secure with the systems and interactions provided. Halim and Aprillia (2026) also indicate that platform attributes can enhance customer loyalty through user trust acting as a mediating variable. Such findings illustrate the close relationship between online interactions and shopping value in cultivating user loyalty within social commerce activities.

The evolution of social commerce compels companies to compete not only on product offerings and pricing but also on their ability to foster digital interactions that sustain user loyalty. Communication activities on digital platforms increasingly shape users' attitudes toward the services they engage with. Users are more likely to continue using a platform when they enjoy comfortable, responsive interactions that deliver value throughout the shopping process. This relationship indicates that user loyalty in social commerce is closely tied to the quality of online interactions and the perceived shopping value. Birawa and Ahmadi (2025) assert that customer engagement significantly impacts brand loyalty, mediated by customer trust in e-commerce contexts. This finding illustrates that an active relationship between users and platforms can deepen users' commitment to digital services. Suwanto et al. (2025) also discovered that satisfaction with payment processes and delivery experiences influences customer attitudes through trust in e-commerce platforms. Positive transaction experiences bolster users' confidence in returning to the same services. Additionally, Asawawibul et al. (2025) highlight that service quality, technology use, and delivery efficiency significantly affect customer satisfaction in e-commerce. Burda and Tyas Kusumo (2023) further note that customer satisfaction and trust correlate with user loyalty on the Shopee platform. These findings reinforce the connection between online interaction, shopping value, and the development of user loyalty in social commerce activities. Consequently, research into the impact of online interaction on user loyalty through shopping value mediation remains pertinent in light of current trends in digital consumer behavior.

Building on previous studies, it is evident that user loyalty in social commerce is influenced by digital interaction experiences, user trust, and the shopping value perceived during transactions. However, the relationship between online interaction and user loyalty through shopping value continues to yield diverse results in existing research. The ongoing evolution of digital consumer behavior necessitates that companies comprehend the factors that can sustain platform usage over time. This study aims to analyze the impact of online interaction on user loyalty in social commerce, with shopping value serving as a mediating variable. The findings are expected to shed light on user behavior in digital trade activities and provide actionable insights for companies aiming to enhance interaction quality, improve shopping experiences, and maintain user loyalty on social commerce platforms.

## 2. RESEARCH METHOD

This study adopts a quantitative approach to investigate the relationships among online interaction, shopping value, and user loyalty in social commerce. This method was selected for its capacity to systematically measure the connections between variables based on empirical data. The focus is on users who engage in transactions through platforms like TikTok Shop, Shopee Live, Instagram Shop, and Facebook Marketplace. These platforms illustrate that digital interactions have evolved into a crucial aspect of the purchasing decision process, rather than merely serving as communication tools.

The research population consists of users who have made purchases through social commerce within the last six months. A purposive sampling technique was employed, with criteria that respondents must be at least 17 years old, actively use social media, and possess transaction experience on social commerce platforms. These criteria ensure that participants have relevant insights into the variables under investigation. The sample size comprises 150 respondents. Data collection was conducted via an online questionnaire using Google Forms, distributed through WhatsApp, Instagram, Telegram, and TikTok to reach the targeted demographic effectively. The questionnaire utilized a five-point Likert scale, where a score of 1 indicates "strongly disagree" and a score of 5 indicates "strongly agree."

Online interaction was assessed through several dimensions, including communication quality, platform response speed, ease of interaction, and the intensity of user communication. Erpurini and Janah (2022) note that online transaction experiences significantly influence consumer attitudes in e-commerce, particularly through satisfaction and trust. Ayesha et al. (2025) found that social interaction and trust are closely linked to consumers' purchase intentions on digital platforms. Shopping value was measured by evaluating users' perceived benefits, convenience during transactions, and emotional experiences throughout the shopping process. Japarianto and Adelia (2020) emphasize that trust perceptions and usage experiences can affect purchase interest on e-commerce platforms. User loyalty was gauged through intentions to reuse the platform, the likelihood of recommending it to others, and long-term preferences for specific platforms. Maleachi et al. (2022) highlighted that user engagement on social media correlates with consumers' purchase intentions.

Prior to analysis, the research instruments underwent validity and reliability testing. Validity was assessed using outer loading and Average Variance Extracted (AVE), while reliability was evaluated through Cronbach's Alpha and Composite Reliability. An instrument is considered valid if it meets the established criteria in the statistical tests. Data analysis was performed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with the support of SmartPLS. This method was chosen for its ability to evaluate both direct and indirect relationships among variables within a unified model. The analysis included an outer model to assess the validity and reliability of indicators and an inner model to evaluate the relationships between variables, as well as the mediating role of shopping value. Hypothesis testing was conducted using bootstrapping techniques to examine t-statistics and p-values. Relationships among variables were considered significant if t-statistics exceeded 1.96 and p-values fell below 0.05. This methodology was employed to assess the influence of online interaction on user loyalty in social commerce, with shopping value acting as a mediating variable.

### **3. RESULTS AND DISCUSSION**

#### **3.1. Results**

The empirical analysis focused on 150 respondents who met the criteria of having transaction experience on social commerce platforms. Data processing utilized Structural Equation Modeling-Partial Least Square (SEM-PLS) through SmartPLS. The analysis involved evaluating the measurement model (outer model), the structural model (inner model), and hypothesis testing via bootstrapping. The primary aim was to assess the relationships between online interaction, shopping value, and user loyalty, including the mediating role of shopping value.

##### **3.1.1. Descriptive Statistics**

The demographic profile of respondents reveals a significant presence of active social commerce users within the productive age group. Among the 150 respondents, 87 were female (58%) and 63 were male (42%). The majority belonged to the 18–24 age group, comprising 90 respondents (60%), followed by 38 respondents (25.3%) aged 25–30 years, and 22 respondents (14.7%) over 30. Monthly income data showed that 70 respondents (46.7%) earned below IDR 2,000,000, 46 respondents (30.7%) fell within the IDR 2,000,000–IDR 4,000,000 range, and 34 respondents (22.6%) earned above IDR 4,000,000. Educational attainment was predominantly at the bachelor's level, with 100 respondents (66.7%), followed by high school graduates (32 respondents, 21.3%) and postgraduate degree holders (18 respondents, 12%). In terms of occupation, 80 respondents were students (53.3%), 50 were private employees (33.3%), and 20 were entrepreneurs (13.4%).

Table 1. Respondent Profile

Variable	Category	Frequency	Percentage
Gender	Male	63	42%
	Female	87	58%
Age	18–24	90	60%
	25–30	38	25.3%
	>30	22	14.7%
Education	High School	32	21.3%
	Bachelor's Degree	100	66.7%
	Postgraduate	18	12%
Occupation	Student	80	53.3%
	Employee	50	33.3%
	Entrepreneur	20	13.4%

The usage of social commerce platforms indicated that TikTok Shop was utilized by 95 respondents (63.3%), Shopee Live by 88 respondents (58.7%), Instagram Shop by 72 respondents (48%), and Facebook Marketplace by 40 respondents (26.7%). Notably, many respondents reported using multiple platforms for their digital shopping activities.

Table 2. Social Commerce Platform Usage

Platform	Users	Percentage
TikTok Shop	95	63.3%
Shopee Live	88	58.7%
Instagram Shop	72	48%
Facebook Marketplace	40	26.7%

### 3.1.2. Outer Model (Validity and Reliability)

The outer model testing assessed whether the indicators accurately represented the variables of online interaction, shopping value, and user loyalty in social commerce. The Average Variance Extracted (AVE) test results indicated that all constructs exceeded the threshold of 0.50, suggesting that the indicators effectively explain their respective latent variables. This finding confirms that each statement in the questionnaire is adequately linked to the measured variables, and there were no inconsistencies among the indicators. Furthermore, no indicators needed to be excluded, as all met the minimum thresholds established in the SEM-PLS approach. This reinforces the instrument's suitability for subsequent analysis phases in testing the relationships between variables.

Table 3. Validity

Variable	AVE
Online Interaction	0.607
Shopping Value	0.636
User Loyalty	0.671

The validity test results demonstrate that all research variables have met the required thresholds through their AVE values. Online interaction scored 0.607, shopping value 0.636, and user loyalty 0.671. All these values exceed 0.50, indicating that the indicators for each variable adequately explain the constructs being measured. This finding also signifies that the relationships between indicators and latent variables are consistently established, allowing the instrument to be used in the next analysis phase without further adjustments.

Reliability testing was conducted to ensure the consistency of the instruments in measuring online interaction, shopping value, and user loyalty in social commerce. The results using Cronbach's Alpha and Composite Reliability showed that all variables had values above 0.70. This indicates that each indicator within the research constructs has good internal consistency and stability in measurement. These findings suggest that the instruments used can yield consistent results if measurements are repeated under similar conditions.

Table 4. Reliability

Variable	Cronbach's Alpha	Composite Reliability
Online Interaction	0.831	0.878
Shopping Value	0.846	0.890
User Loyalty	0.863	0.903

The reliability test results indicate that all research variables exhibit good internal consistency. Online interaction achieved a Cronbach's Alpha of 0.831 and Composite Reliability of 0.878. Shopping value recorded 0.846 and 0.890, while user loyalty reached 0.863 and 0.903. All values are above the threshold of 0.70, demonstrating that the research instruments are stable and consistent in measuring each defined variable.

### 3.1.3. Discriminant Validity (Fornell-Larcker)

The results of the discriminant validity test using the Fornell-Larcker approach indicate that the square root of the Average Variance Extracted (AVE) for each variable is higher than the correlations among the variables. This finding applies to online interaction, shopping value, and user loyalty. Such conditions affirm that each variable possesses distinct characteristics, preventing overlaps in measurement. The indicators used can accurately differentiate one construct from another, allowing for the analysis of inter-variable relationships without interference from measurement errors. These results reinforce the suitability of the measurement model for proceeding to structural analysis.

Table 5. Discriminant Validity

Variable	IO	NB	LP
Online Interaction (IO)	0.779		
Shopping Value (NB)	0.589	0.797	
User Loyalty (LP)	0.531	0.621	0.819

The results of the discriminant validity test demonstrate that each variable exhibits clear distinctions. Online interaction recorded a value of 0.779, shopping value 0.797, and user loyalty 0.819 on the main diagonal. The correlations among variables are below these values, such as the correlation between IO and NB at 0.589 and IO and LP at 0.531. These findings indicate that each construct has unique characteristics and does not overlap in the measurement of research data.

### 3.1.4. Path Coefficient and Hypothesis

Hypothesis testing was conducted using bootstrapping techniques within the SEM-PLS approach to assess the strength of relationships among variables in the research model. This method was selected for its ability to provide stable estimates of the effects of online interaction, shopping value, and user loyalty in social commerce. Significance assessment was based on t-statistic values exceeding 1.96 and p-values below 0.05. If both conditions were met, the relationships among variables were considered statistically significant. The results of this testing were used to evaluate whether each proposed relationship in the model had sufficiently strong empirical support.

Table 6. Path Coefficient

Relationship	Coefficient ( $\beta$ )	t-statistic	p-value	Decision
IO $\rightarrow$ NB	0.413	5.982	0.000	Significant
NB $\rightarrow$ LP	0.438	6.205	0.000	Significant
IO $\rightarrow$ LP	0.295	3.701	0.001	Significant

The path coefficient testing results indicate that all relationships among the variables in the research model have significant effects. The impact of online interaction on shopping value obtained a coefficient of 0.413 with a t-statistic of 5.982 and a p-value of 0.000. The effect of shopping value on user loyalty was 0.438 with a t-statistic of 6.205 and a p-value of 0.000. Meanwhile, the influence of online interaction on user loyalty showed a coefficient of 0.295 with a t-statistic of 3.701 and a p-value of 0.001. All relationships were deemed significant.

### 3.1.5. Mediation Effect

The mediation analysis results indicate that shopping value serves as a partial mediator in the relationship between online interaction and user loyalty in social commerce. This finding suggests that the influence of online interaction on loyalty does not occur entirely directly but also through the enhancement of perceived shopping value. Intense, responsive, and high-quality interactions can elevate users' perceptions of benefits and comfort during transactions, which subsequently impacts their tendency to continue using the platform. Nevertheless, there remains a direct influence of online interaction on loyalty, indicating that the mediating role is not fully comprehensive. This result highlights the complementary relationships among variables in the research model.

Table 7. Mediation

Path	Indirect Effect	t-statistic	p-value	Result
IO $\rightarrow$ NB $\rightarrow$ LP	0.181	3.112	0.002	Partial Mediation

The mediation test results show that shopping value acts as a partial mediator in the relationship between online interaction and user loyalty. The indirect path IO → NB → LP has an effect value of 0.181 with a t-statistic of 3.112 and a p-value of 0.002. This value indicates a significant influence, thus confirming the mediating role as partial in the relationships among the research variables.

### 3.1.6. Summary of Hypothesis Testing

The results of the hypothesis testing demonstrate that all hypotheses in this study were accepted. Online interaction significantly influences shopping value, as evidenced by the increased perception of benefits and comfort when users transact in social commerce. Furthermore, online interaction also has a direct impact on user loyalty, reflected in the tendency for repeat usage and positive attitudes toward the platform. Shopping value plays a role as a partial mediator that strengthens this relationship, indicating that the influence of online interaction on loyalty occurs not only directly but also through the perceived value gained by users during the shopping process. These findings illustrate the interrelatedness among variables within the research model.

Table 8. Summary of Hypotheses

Hypothesis	Statement	Result
H1	Online interaction → shopping value	Accepted
H2	Shopping value → user loyalty	Accepted
H3	Online interaction → user loyalty	Accepted
H4	Mediation of shopping value	Accepted

The summary of hypothesis testing results indicates that all hypotheses in this study were accepted. H1 confirms that online interaction influences shopping value. H2 shows that shopping value affects user loyalty. H3 indicates that online interaction also has a direct impact on user loyalty. H4 affirms that shopping value serves as a mediating variable in this relationship. These findings reveal a consistent interconnection among variables, enabling the research model to systematically explain the relationships under investigation.

### 3.2. Discussion

Online interaction significantly shapes how users perceive and engage with social commerce services. Research by Anhar and Haryati (2020) indicates that consumer responses to digital marketing are largely influenced by their interaction experiences. Smooth communication and prompt responses tend to lead to more favorable evaluations of services. Moreover, the quality of online interaction directly impacts perceived shopping value. Effective communication, quick replies, and user-friendly interactions create a comfortable environment, making transactions seem more beneficial. Retnowati and Mardikaningsih (2021) further emphasize that positive shopping experiences enhance users' perceptions, encouraging continued use of the platform. This highlights that perceived value emerges not just from the products available but also from the quality of interactions during the shopping experience. By focusing on improving online interactions, platforms can foster greater user satisfaction and loyalty, ultimately enhancing their position in the competitive landscape of social commerce.

Shopping value is fundamentally linked to user loyalty in social commerce. Arslan (2020) emphasizes that loyalty emerges from rewarding experiences that resonate with users over time. When users perceive that the benefits they gain surpass the efforts they invest, they are more inclined to return to the platform. This relationship is reflected in the findings of various studies, which demonstrate a clear positive correlation between shopping value and user loyalty. Furthermore, the quality of online interaction plays a significant role in fostering loyalty. Yuantomo and Keni (2025) point out that younger e-commerce users are more likely to remain loyal to platforms that provide engaging and interactive experiences. Active and responsive interactions cultivate a sense of connection, making users less likely to seek alternatives. This highlights the necessity for platforms to prioritize not just the quality of their products but also the overall shopping experience through effective communication and engagement. By enhancing both shopping value and interaction quality, platforms can build stronger, lasting relationships with their users in a competitive market.

The mediating role of shopping value highlights that the link between online interaction and loyalty is more complex than a straightforward relationship. Rahman, Razak, and Hakim (2025) argue that factors such as satisfaction and perceived value play a crucial role in strengthening the bond between services and customer loyalty. In this context, shopping value serves as a vital pathway that enhances the effect of interaction on user loyalty. This finding aligns with the work of Alexander et al. (2024), who illustrate that user experiences in digital environments can impact loyalty both directly and through intermediary factors. A similar trend is observed here, where shopping value helps clarify the connections among key variables. Chen and Yang (2021) further assert that customer experiences in e-commerce go beyond simple transactions; they significantly influence ongoing behavioral patterns. Positive and repeated interactions contribute to the development of lasting favorable perceptions, which in turn affect future decisions about

platform usage. By understanding the mediating role of shopping value, platforms can better tailor their strategies to foster loyalty through enhanced user experiences and interactions.

#### 4. CONCLUSION

The results of this study demonstrate that online interaction plays a crucial role in shaping user loyalty within social commerce, influencing it both directly and through the mediating effect of shopping value. The quality of interactions, marked by prompt communication, clear responses, and ease of transactions, significantly impacts how users perceive their shopping experiences. When interactions are effective, users tend to feel greater benefits during transactions, enhancing both their comfort and satisfaction. Shopping value, derived from these positive experiences, strengthens users' inclination to continue using the platform. Those who perceive their shopping activities as yielding satisfactory outcomes are more likely to engage in repeat transactions and maintain a favorable attitude toward the platform. This indicates that loyalty is not solely a product of interaction; it is also deeply rooted in users' evaluations of their experiences throughout the process. Furthermore, the findings highlight that while online interaction directly influences loyalty, this effect is amplified when accompanied by increased shopping value. This interplay underscores the mutual reinforcement between interaction quality and perceived value in driving user behavior. Ultimately, the sustainability of social commerce platform usage hinges on the ability of these platforms to maintain high-quality interactions and deliver valuable transaction experiences. Emphasizing response speed, clarity of communication, and ease of access will provide users with compelling reasons to remain engaged and loyal amid the competitive digital landscape.

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