

The Role of Trust in Enhancing Digital Marketing and Service Quality Toward Consumer Satisfaction of UMKM Products on Shopee

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Abstract

The development of e-commerce encourages UMKM actors to utilize digital marketing and improve service quality to create consumer satisfaction and trust. This study aims “to analyze the influence of digital marketing and service quality on consumer satisfaction with trust as a mediating variable for UMKM products on Shopee.” Using an associative causal study design, the research employs a quantitative technique. Using a purposive selection technique, 150 respondents who had bought UMKM products on Shopee were sent online questionnaires to fill out. SEM-PLS with the assistance of SmartPLS four was used to analyze the data. The research results show that digital marketing has a positive and significant impact on consumer satisfaction and consumer trust. Service quality has a positive and significant impact on trust, but does not have a significant impact on consumer satisfaction. Trust has been proven to have a positive and significant impact on consumer satisfaction and is the variable with the strongest influence in the research model. More than that, trust can operate as a mediator between digital marketing and customer contentment, and between service quality and customer satisfaction, at least in part. This study's results suggest that in order to maintainably increase consumer happiness, UMKM actors should optimize their digital marketing tactics and work to improve the quality of their services. Academics and industry professionals alike can use this study as a foundation for their digital marketing strategies for e-commerce websites.

Keywords:

Digital Marketing; Service Quality; Trust; Consumer Satisfaction; UMKM Shopee.

1. INTRODUCTION

The development of internet technology has entered the 4.0 revolution era, where everyone can access information quickly and easily without the constraints of space and time. The internet is not only used as a tool to obtain the latest information and interact virtually, but also as a means to purchase goods without having to go directly to the store. According to Risdiana (Salma Az-Zahra, 2021) The surge in internet users presents a new opportunity for UMKM as a means of product marketing. The advent of the internet has transformed the foundation of marketing from traditional to digital marketing, which has become the key factor in determining the success of a business (Chusumastuti et al., 2023). The implementation of digital marketing allows business actors, especially UMKM, to reach a wider market, interact directly with consumers, and enhance competitiveness in the digital era. This digital transformation has an impact on the development of Indonesia's economy.

UMKM contribute to the Gross Domestic Product (GDP) by 61.07% with an employment absorption rate of 97% of the national workforce, making this sector the backbone of the economy (Hartono et al., 2021). However, in reality, many UMKM still do not implement digital marketing as a promotional method. The low understanding of business actors regarding the concept of digital marketing causes the use of online platforms

by UMKM to remain limited (Ferianto et al., 2025). In fact, digital media users can provide significant benefits in expanding market reach. This condition shows that the implementation of digital marketing in UMKM still has potential for further development.

More than that, trust can operate as a mediator between digital marketing and customer contentment, and between service quality and customer satisfaction, at least in part. This study's results suggest that in order to maintainably increase consumer happiness, UMKM actors should optimize their digital marketing tactics and work to improve the quality of their services. Academics and industry professionals alike can use this study as a foundation for their digital marketing strategies for e-commerce websites. According to (Fadhli & Pratiwi, 2024), e-service quality is a tool to measure the level of consumer satisfaction with internet-based services in the process of purchasing and delivering products and services.

In the current digital business competition, customer satisfaction alone is not enough to retain customers. Based on research (Muhamad Ibrahim, 2024), 62% of consumers choose Shopee as their primary option due to a satisfying shopping experience. To ensure customers feel secure and confident when shopping online, business owners must also be skilled at gaining their trust. Because they can't see the product in person, customer confidence is crucial in online purchases. Consumers will be more trusting of stores that provide good service, have high ratings, positive reviews, and can offer a satisfying shopping experience.

To understand the factors that affect consumer satisfaction and trust in the context of digital marketing, various studies have been conducted with varying results. Based on previous research, the factors that affect consumer satisfaction and trust have been discussed. A study by Oktaviani & Oskar, (2025) found that digital marketing has an influence but is not significant on trust because digital marketing activities are more effective in disseminating information and promoting products, but they are not as effective in building consumer demand. A growing number of Shopee customers have faith in the company as a result of the high quality of the services it offers (Nita et al., 2021). Customers are more likely to give good reviews to businesses that are dependable, quick to respond, and follow all regulations. Digital marketing and service quality significantly impact customer happiness, according to a study (Apriliani et al., 2023). Digital marketing does not significantly affect customer happiness, according to research (Fadhli & Pratiwi, 2024). Additional testing is necessary to clarify these conflicting findings. According to research (Amarin & Wijaksana, 2021), customer satisfaction is greatly affected by service quality. At the same time, a study conducted by Budiarno et al. (2022) indicated that customer satisfaction is negatively and insignificantly affected by service quality. According to other research (Purba et al., 2023), trust is a moderating component that has a substantial influence on customer satisfaction, which is positively and significantly affected by service quality. Inconsistencies necessitate additional investigation into the discrepancy in research results.

There are discrepancies in the results that necessitate additional investigation into the research. Few studies have looked at the impact on the Shopee platform with UMKM items in particular. This study fills a gap in the literature by investigating the impact of customer happiness as a moderator between digital marketing, service quality, and trust, an area that has received little attention in the past. This research also integrates four variables simultaneously into one research model, unlike previous studies that tend to examine the effects separately or only direct effects without mediation.

This research aims "to analyze and understand the influence of digital marketing and service quality on consumer satisfaction in enhancing trust in UMKM products on Shopee." Researchers hope that UMKM players will be able to use the study's theoretical and practical insights to enhance digital marketing strategies and service quality, which will lead to happier customers and more trust in the brand over time.

In addition, for e-commerce platforms like Shopee, this research can provide input in developing features that support the improvement of service quality and consumer shopping experience. For policymakers, this research can serve as a consideration in formulating support and training programs for UMKM to be more adaptive to digital transformation. Thus, the results of this research are not only academically beneficial but also have a tangible impact on the development of the UMKM sector in Indonesia.

The goal of digital marketing is to help businesses reach their goals by better satisfying the requirements of their customers through the use of digital technology to create channels of communication with potential consumers (Nalbant & Aydin, 2023). The term "digital marketing" refers to the practice of creating, communicating, and delivering value to customers through the use of digital technology, channels, and platforms.

When providing a service, quality is making an attempt to satisfy the wants and requirements of the customer and ensuring that their expectations are met accurately (Budiarno et al., 2022). Fast, quick, and expert service causes customers to create immediate impressions of a seller's honesty and skill. Service quality, as it pertains to e-commerce, is defined as the degree to which digital platforms efficiently and effectively enable the purchase and delivery of goods and services.

A person or group's trust in another person or group is based on their expectation that the other person or group will follow through on their pledges, words, or written pronouncements (Wijayanti & Anton Agus Setyawan, 2021). Customers will be more satisfied in the end since they will feel more secure and at ease due to the high level of trust.

A product is said to have achieved customer satisfaction when it lives up to the expectations of those who have bought it (Sumadi et al., 2021). According to (Abadi, 2022) Shoppers choose businesses based on how satisfied they are with their purchases. Happy customers are more likely to buy the product again, put it to good use, and brag about it to others.

H1: "Digital marketing has a positive and significant impact on consumer satisfaction with UMKM products on Shopee."

The findings of (Apriliani et al., 2023) prove that digital marketing significantly affects consumer satisfaction. Additionally, the findings of (Wijaya et al., 2025) also demonstrate that customers are more satisfied as a result of digital marketing. Customers are less likely to be hesitant to buy and more likely to have their expectations met when digital marketing is done well since it provides them with comprehensive, easy-to-understand, and fast product information. Customers are more satisfied when businesses use digital marketing effectively.

H2: "Digital marketing has a positive and significant impact on the trust in UMKM products on Shopee."

Digital marketing methods that are consistent, informative, and transparent help establish credibility for the seller or platform, which in turn builds trust with the consumer. Findings by (Oktaviani & Oskar, 2025) indicate that digital marketing has an influence but is not significant on trust. This finding is supported by (Nida Nafisa et al., 2025) which shows that digital marketing in Medan significantly and positively affects trust. The description suggests that Shopee customers have more faith in UMKM products when digital marketing is well-executed.

H3: "Service quality has a positive and significant impact on consumer satisfaction for UMKM products on Shopee."

A study by (Amarin & Wijaksana, 2021) states that service quality significantly affects consumer satisfaction. This finding is reinforced by (Wijayanti & Anton Agus Setyawan, 2021) who state that customers are more likely to be satisfied when they receive high-quality service. Customers are satisfied when their expectations are met or exceeded by receiving service that is quick, courteous, and accurate, and when the vendor goes above and beyond what is promised.

H4: "Service quality has a positive and significant impact on the trust in UMKM products on Shopee."

A study by (Thi Thuy an Ngo et al., 2025) proves that dimensions of service quality such as information quality, order accuracy, and delivery timeliness directly affect trust in e-commerce. Findings by (Nita et al., 2021) also indicate that trust is positively and significantly affected by service excellence. Customers will have more faith in the vendor after having pleasant interactions with customer care, prompt deliveries, and easy returns. Shopee customers are more likely to buy UMKM products if they are satisfied with the service they receive.

H5: "Trust has a positive and significant impact on consumer satisfaction with UMKM products on Shopee."

A study by (Fikri Farhan et al., 2025) on Shopee users in Yogyakarta proved that trust positively affects consumer satisfaction. The findings of (Purba et al., 2023) also state that customers are more likely to be satisfied when they feel confident. When customers trust the vendor or platform, they are more likely to be satisfied.

H6: "Trust mediates the influence of digital marketing on consumer satisfaction for UMKM products on Shopee."

Findings from (Nida Nafisa et al., 2025) prove that trust in social media marketing is mediated by customer happiness. Therefore, it is believed that consumer trust acts as a mediator between digital marketing and customer happiness. Customers are more likely to be satisfied with a product or service after a digital marketing campaign that has been well-executed.

H7: "Trust mediates the influence of service quality on consumer satisfaction for MSME products on Shopee."

Findings from (Putratama & Prihandono, 2025) Show that trust between businesses and their customers is a key mediator between service quality and customer happiness. Building trust with customers through consistent and competent service quality is the first step in ensuring their long-term pleasure. The relationship between high-quality service and happy customers is likely to be mediated by trust. When customers are satisfied with the service they receive from a seller, they are more likely to trust them and buy from them again.

2. RESEARCH METHOD

The purpose of this quantitative study is to identify the variables' influences and cause-and-effect relationships using a causal associative research design. With trust serving as a mediator, this study seeks to investigate the impact of digital marketing and service quality on consumer satisfaction. People who have shopped for MSME goods on Shopee make up the study population. Using a deliberate sampling technique, a kind of sampling based on predetermined criteria, data was gathered from 150 respondents. Participant eligibility for this study is defined as follows: (1) At least 17 years old; (2) Have shopped at MSMEs on Shopee; (3) Have made purchases from MSMEs on Shopee in the last 3 months; (4) Willing to fill out a questionnaire

based on personal experience. The data was gathered by means of an online survey administered using Google Forms. The survey used a five-point Likert scale, from Very Disagree to Very Agree. Respondents who are active users of e-commerce platforms were considered while selecting the online distribution method.

Using SmartPLS 4, we ran the numbers via Structural Equation Modeling, Partial Least Squares (SEM-PLS). The SEM-PLS method was selected due to its suitability for examining mediation models, processing data from small sample sizes, and its independence from normal distribution. It is also suitable for testing correlations between structures (Hair, 2022). There are two stages to the analysis. Indicator loading, composite reliability, and extracted mean variance (AVE) are used to evaluate the construct's validity and reliability in the outer model. The second step is to use t-statistics and p-values produced by bootstrapping to analyze the path coefficient, determination coefficient (R^2), and hypothesis significance in order to assess the hypothetical relationship in the inner model.

The minimum sample size was determined based on recommendations (Hair, 2022), which meant that at least five to ten times as many indicators were needed in the sample. With a minimal sample size ranging from 70 to 140 respondents, the study utilized fourteen indicators to assess four constructs. We put the sample size over the minimum criteria in case the surveys were unstable. For this reason, we concluded that a final sample size of 150 respondents was sufficient to analyze and evaluate the SEM-PLS hypothesis. Despite the use of sampling approaches that may restrict the applicability of results to a larger population, this method is adequate for gathering information regarding regional consumer behavior. Consequently, this study's findings should be seen through the lens of Shopee customers who purchase MSME items, and they can serve as a springboard for other research that makes use of probability sampling or a bigger sample.

Table 1. Statement Indicators

No	Variable	Measurement question items	References
1	Digital Marketing	- I will buy the product sold on Shopee with a voucher - The product information on Shopee is trustworthy	(Khotim Fadhli & Nia Dwi Pratiwi, 2021)
2	Service quality	- The products offered on Shopee match what is delivered - Shopee products match the description - Sellers on Shopee respond to consumer complaints - I trust the quality of products sold by Shopee - Sellers on Shopee provide solutions to customer complaints	(Nurmala et al., 2022)
3	Trust	- Shopee provides consistent service - The products delivered meet consumer expectations - Shopee prioritizes customer satisfaction - Shopee operates professionally	(Sulle, 2022)
4	Consumer Satisfaction	- The product I bought on Shopee met my expectations - I intend to buy the product again on Shopee - I am willing to recommend the product on Shopee as trustworthy	(Nasrul Efendi et al., 2023)

Source: Data Processing (2026)

3. RESULTS AND DISCUSSION

Table 2. Respondent Characteristics

Characteristic	Number (n)	Percentase
Gender		
Female	109	72.7
Male	41	27.3
Age		
17 – 20 years old	34	21.7
21 - 25 years old	103	69.3

26 - 30 years old	10	7
> 35 years old	3	2

Source: Data Processing (2026)

Table 2 presents an overview of the characteristics of the respondents involved in this study, which used 150 respondents. Based on gender, the majority of respondents are female, with 109 individuals or 72.7%, while male respondents number 41 or 27.3%. This composition indicates that the research respondents are significantly dominated by females. Analysis of the respondents' characteristics data reveals that 103 individuals are aged 21-25, 34 individuals are aged 17-20, 10 individuals are aged 26-30, and 3 individuals are aged over 35. Based on the age distribution, it appears that most of the participants in this study are young adults, specifically those between the ages of 21 and 25, which is generally a productive and active age group in accessing digital services, making it relevant to the context of research on digital marketing, service quality, trust, and consumer satisfaction.

3.1. Outer Model Analysis

Tabel 3. Outer Loadings

Indicator	Consumer Satisfaction	Digital Marketing	Service Quality	Trust
X1.1		0.958		
X1.2		0.949		
X2.1			0.929	
X2.2			0.872	
X2.3			0.847	
X2.4			0.840	
X2.5			0.864	
Y.1	0.940			
Y.2	0.899			
Y.3	0.904			
Z.1				0.953
Z.2				0.863
Z.3				0.881
Z.4				0.857

Source: Data Processing (2026)

Based on Table 3. Outer Loadings, all indicators on the Digital Marketing, Service Quality, Trust, and Consumer Satisfaction in each construct have outer loading values > 0.70 , therefore, it may be concluded that all indicators fulfill the convergent validity requirement of the SEM-PLS measurement paradigm. The findings of the outer loading analysis show that all indicators are very valid; so, no indicators should be deleted and the measurement model should move forward with reliability and inner model tests.

Tabel 4. Cronbach Alpha, Composite Reliability, AVE

Variable	Cronbach's Alpha	Composite Reliability (Rho_A)	Composite Reliability (Rho_C)	Average Variance Extracted (AVE)
Consumer Satisfaction	0.902	0.908	0.939	0.836
Digital Marketing	0.900	0.906	0.952	0.909
Service Quality	0.920	0.927	0.940	0.758
Trust	0.911	0.920	0.938	0.791

Source: Data Processing (2026)

Results from the reliability and convergent validity tests show that all study constructs match the criteria in SEM-PLS analysis (Table 4). There is excellent internal consistency, as shown by the Cronbach's Alpha values of 0.902 for Consumer Satisfaction, 0.902 for Digital Marketing, and 0.920 for Service Quality, all of which are greater than the minimum criterion of 0.70. There are two other metrics that surpass 0.70: Composite Reliability (Rho_A) and Composite Reliability (Rho_C). In addition, the convergent validity is satisfactory because the AVE for all four variables > 0.50 . This means that the latent variables successfully account for the majority of the variation in their indicators.

Tabel 5. Criteria Fornell-Larcker

	Consumer Satisfaction	Digital Marketing	Service Quality	Trust
Consumer Satisfaction	0.914			
Digital Marketing	0.699	0.953		
Service Quality	0.620	0.757	0.871	

Trust	0.854	0.703	0.677	0.889
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Sumber: Data Processing (2026)

The findings of the discriminant validity test utilizing the Fornell-Larcker criterion are also positive, as shown in Table 5. As compared to the correlation values of other constructs, the square root of the AVE value in Digital Marketing (0.953), Trust (0.889), Customer Satisfaction (0.914), and Service Quality (0.871) is far greater. So, each latent variable is unique in its traits and excels at explaining its own set of indications. The measurement model is deemed valid and reliable to move forward with the inner model analysis stage, as the findings of the reliability test, convergent validity, and discriminant validity all show that the outer model has met all evaluation criteria.

3.2. Inner Model Analysis

Tabel 6. Coefficient of Determination

Variable	R-Square	R-Square Adjusted
Trust	0.543	0.537
Consumer Satisfaction	0.749	0.744

Sumber: Data Processing (2026)

The R-Square test findings, as shown in Table 6, show that the structural model does a decent job of explaining the correlation between the different research variables. The digital marketing and quality of service variables explain 54.3% of the variation in the trust variable, with other factors influencing the remaining 45.7%. The trust variable had an R-Square value of 0.543 and an adjusted R-Square of 0.537. As a predictor in the model, the Trust variable accounts for 74.9% of the variation in consumer happiness, as shown by the Consumer happiness variable's R-Square value of 0.749 and Adjusted R-Square of 0.744. An R-Square value of 0.543 is considered moderate according to the PLS-SEM evaluation standards, whereas a value of 0.749 is considered strong (substantial). According to the findings, the study model accurately predicts customer happiness using the given variables.

Table 7. Effect Size

Relationship between variables	F-Square	Category
Digital Marketing -> Consumer Satisfaction	0.066	Small
Digital Marketing -> Trust	0.186	Medium
Service Quality -> Consumer Satisfaction	0.002	Small
Service Quality -> Trust	0.107	Small
Trust -> Consumer Satisfaction	0.963	Large

Sumber: Data Processing (2026)

The Effect Size (f^2) test findings in Table 7 demonstrate that each external variable significantly contributes to the endogenous variable. The most significant correlation, with an interpretation value of 0.963, is between the Trust and Customer Satisfaction variables. The lowest interpretative value, at 0.002, is for the link between Service Quality and Customer Satisfaction.

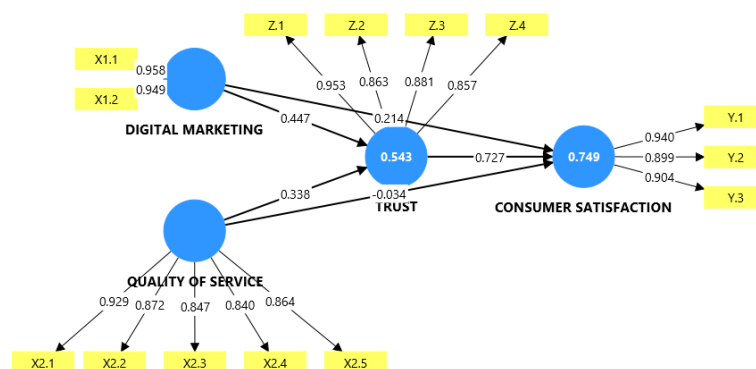


Figure 1. SEM-PLS Hypothesis Testing Results Model

3.3. Direct Effects Hypothesis

We used Smart PLS to test our hypotheses, and we looked at the results with the Original Sample (O), t-statistic, and p-value. Coefficients of paths show how strongly and in what direction latent constructs interact with one another. Statistical significance at the 5% level is demonstrated by the majority of the suggested pathways, with t-values greater than 1.96 and p-values less than 0.05.

Table 7. Effects of the Dirrect Hypothesis

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P values	Conclusion
H1: Digital Marketing -> Consumer Satisfaction	0.539	0.540	0.090	5.969	0.000	“Supported”
H2: Digital Marketing -> Trust	0.447	0.447	0.081	5.530	0.000	“Supported”
H3: Service Quality -> Consumer Satisfaction	0.212	0.211	0.095	2.236	0.025	“Not Supported”
H4: Service Quality -> Trust	0.338	0.339	0.080	4.211	0.000	“Supported”
H5: Trust -> Consumer Satisfaction	0.727	0.728	0.050	14.667	0.000	“Supported”

Sumber: Data Processing (2026)

The first hypothesis test demonstrates that “digital marketing has a positive and significant influence on consumer satisfaction”; so, the hypothesis is supported, as shown in Table 8 of the direct hypothesis test findings. An extremely positive correlation with an Original Sample coefficient of 0.539 supports this. Moreover, with a T-Statistic of 5.969, which is significantly higher than the critical value of 1.96, and a P-Value of 0.000, which is lower than the significance level of 0.05. These findings suggest that the more effective and precise the digital marketing strategy implemented, the more it will significantly increase consumer satisfaction. Practically, this finding indicates that for UMKM operating with limited resources, digital marketing offers the fastest payback among the studied variables, as its effect on satisfaction is direct and does not require trust to first be established. Concrete practices such as detailed and honest product descriptions, accurate visual representation, transparent promotional campaigns, and responsive use of platform advertising tools can therefore be prioritized as an early-stage strategy, particularly for UMKM that have not yet built a stable customer base.

Next, the testing of the second hypothesis proves that “Digital Marketing has a positive and significant effect on Trust; thus the hypothesis is Supported.” The Original Sample Coefficient of 0.447 indicates a positive influence of moderate to strong value. The T-Statistic value recorded was 5.530 (> 1.96) with a P-Value of 0.000 ($p < 0.05$). These findings affirm that the presence and consistent, informative digital marketing activities can build consumer trust in the offered brand or product. For UMKM transitioning from conventional, face-to-face business models to digital platforms, this finding is particularly relevant because it shows that digital marketing can partially substitute for the reputation-building mechanisms once provided by repeated in-person interaction and local word-of-mouth. UMKM should therefore treat digital marketing not solely as a sales-driving tool but also as a long-term credibility-building instrument, for example by displaying verifiable certifications, documenting production processes, and responding transparently to public questions in the product discussion column.

The testing of the third hypothesis shows that “the relationship between Service Quality and Customer Satisfaction is stated as Not Supported based on the conclusion criteria in the table.” Although the Original Sample value is positive at 0.212, the T-Statistic value is 2.236 (> 1.96), and the P Value is 0.025 ($p < 0.05$) indicating basic statistical significance, this influence is considered not sufficiently dominant or does not meet the acceptance criteria for a specific hypothesis in this study when compared to other variables. Thus, service quality does not become the main factor that directly supports the increase in consumer satisfaction in this context. This result should be interpreted carefully: although statistically significant at the conventional threshold, the effect size is markedly small ($f^2 = 0.002$) compared to the effect of Trust on Consumer Satisfaction ($f^2 = 0.963$). One plausible explanation is that many components of service quality on marketplace platforms, such as delivery speed through third-party couriers and platform-standardized return policies, are largely outside the direct control of individual UMKM and tend to be relatively uniform across sellers, limiting their power to differentiate satisfaction levels between stores. This finding challenges the common assumption among UMKM owners that fast responses and quick shipping alone are sufficient to satisfy customers; the results suggest that service speed is effective in increasing satisfaction only when it is accompanied by prior trust.

In the fourth hypothesis, it shows that “Service Quality has a positive and significant effect on Trust”, thus the hypothesis is Supported. With a T-Statistic value of 4.211, which is substantially greater than 1.96, and a P-Value of 0.000 ($p < 0.05$), the positive association is corroborated by the Original Sample Coefficient value of 0.338. According to these numbers, customers will always have more faith in a company that constantly provides them with high-quality, quick responses. It appears from this discovery that the role of service quality shifts from being a direct driver of satisfaction to serving as tangible evidence that reinforces buyer confidence in the seller's credibility. Practically, this implies that service quality improvements should be framed as a medium- to long-term reputational investment rather than a tool for immediate satisfaction gains, with impacts that accumulate over time and become evident through repeat purchasing behavior.

Next, the testing of the fifth hypothesis proves that “Trust has a very strong positive and significant effect on Customer Satisfaction”, is Supported. This hypothesis has the most dominant influence among all models, with an Original Sample coefficient reaching 0.727, a T-Statistic of 14.667, and a P-Value of 0.000. This indicates that trust is a key and crucial predictor in shaping consumer satisfaction; when consumer trust is firmly established, the level of satisfaction felt by consumers will also increase significantly. For UMKM, this finding carries a central strategic implication: rather than distributing limited resources evenly across advertising, logistics, and product variety, priority should be given to elements that directly cultivate trust, such as authentic and verifiable customer reviews, transparent packing or unboxing content, clear and accessible return policies, and consistent seller responsiveness over time. These trust-building elements generate a multiplier effect on satisfaction that considerably exceeds the impact of more resource-intensive efforts such as large-scale paid advertising.

Table 8. Effects of the Dirrect Hypothesis

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P values	Conclusion
H6 : Digital Marketing -> Trust -> Consumer Satisfaction	0.325	0.325	0.061	5.305	0.000	Supported
H7 : Service Quality -> Trust -> Consumer Satisfaction	0.246	0.247	0.062	3.979	0.000	Supported

Sumber: Data Processing (2026)

The sixth hypothesis testing proves that “Trust significantly mediates the relationship between Digital Marketing and Customer Satisfaction”, thus the hypothesis is Supported. This is indicated by the Original Sample coefficient value of 0.325, which signifies a positive indirect effect. In addition, the T Statistic value recorded was 5.305, significantly exceeding 1.96, and the P Value was 0.000 ($p < 0.05$). These findings indicate that the effective implementation of digital marketing not only has a direct impact but also indirectly increases consumer satisfaction by first building a sense of trust. This result shows that digital marketing reaches consumer satisfaction through two complementary pathways, a direct effect and an indirect effect via trust, making its overall impact on satisfaction relatively robust even in cases where trust has not yet been fully established.

Next, the testing of the seventh hypothesis (H7) shows that Trust significantly mediates the relationship between Service Quality and Consumer Satisfaction, thus the hypothesis is Supported. The statistical results recorded an Original Sample value of 0.246 with a positive relationship direction, supported by a T-Statistic value of 3.979 (greater than 1.96) and a P-Value of 0.000 ($p < 0.05$). These results reinforce the crucial role of the Trust variable as a bridge (mediating variable); although the direct impact of service quality is relatively weak, adequate service quality will successfully enhance consumer satisfaction optimally if it can first foster consumer trust. This contrast with the partial mediation found in Digital Marketing carries a distinct managerial implication: whereas digital marketing can influence satisfaction even without trust, service quality efforts are effective for satisfaction only insofar as they succeed in building trust first. UMKM investing heavily in operational service improvements without complementary trust-building efforts therefore risk not realizing the full benefit of that investment.

Table 9. PLSpredict Q²

	Q ² predict	RMSE	MAE
Consumer Satisfaction	0.492	0.721	0.564
Trust	0.531	0.693	0.560

Sumber: Data Processing (2026)

Table 9 shows the results of the PLSpredict Q² analysis, which confirms that the research model is highly relevant for predicting the endogenous variables, which are Consumer Satisfaction and Trust. The Q² Prediction value for the Trust variable is 0.531 and for Consumer Satisfaction it is 0.492. Since both values are bigger than zero, we can say that the model is relevant for prediction and can reliably forecast observational data. Furthermore, the model's superior predictive performance for the Trust variable is indicated by its higher Q² Prediction value in comparison to Consumer Satisfaction.

Both the Consumer Satisfaction and Trust variables exhibit high levels of prediction error rates; the former has an RMSE of 0.721 and an MAE of 0.564, respectively, while the latter boasts an RMSE of 0.693 and an MAE of 0.560. With RMSE and MAE values that are under acceptable ranges, we can see that the model is still able to generate quite accurate predictions when compared to the actual data. The built structural model is well-suited to explaining the relationships between the variables in the study on the influence of digital marketing and service quality on customer satisfaction via trust as a mediating variable, according to the PLSpredict test results. Taken together, these findings suggest a staged strategy for UMKM operating on

marketplace platforms such as Shopee. In the early stage, optimizing digital marketing offers the fastest and most direct improvement in consumer satisfaction, given its dual pathway of direct and trust-mediated effects. In parallel, service quality investments should be understood not as tools for immediate satisfaction but as a medium-term foundation for building trust. Ultimately, trust should be regarded as the central strategic target of UMKM's overall customer experience efforts, as it is the variable that most effectively converts marketing and service investments into tangible and sustained consumer satisfaction.

4. CONCLUSION

This research aims “to analyze the influence of digital marketing and service quality on consumer satisfaction with trust as a mediating variable for UMKM products on Shopee.” The results show that “digital marketing has a positive and significant effect on consumer satisfaction and consumer trust.” Additionally, “service quality has been proven to have a positive and significant effect on trust, but does not directly affect consumer satisfaction.” Other findings indicate that “trust has a positive and significant effect on consumer satisfaction and is the variable with the strongest influence in the research model.” The mediation test results demonstrate that trust mediates the effect of digital marketing on consumer satisfaction to a certain extent, and that trust mediates the relationship between service quality and consumer satisfaction to a full degree. These findings suggest that improving service quality does not guaranty an increase in consumer satisfaction, but that it will have a substantial impact if effective in establishing trust with consumers.

Theoretically, this research enriches the literature on consumer behavior on e-commerce platforms by demonstrating the importance of trust as a mechanism that connects digital marketing and service quality to consumer satisfaction. Practically, the results of this research provide implications for UMKM on Shopee to optimize their digital marketing strategies to be more informative, transparent, and engaging, and to continuously improve service quality thru timely delivery, quick responses, and professional service to build consumer trust.

A number of caveats should be noted regarding this research. First, one potential drawback of using purposive sampling methods is that they can restrict the ability to extrapolate results to a larger population. Second, data collection thru online questionnaires has the potential to introduce response bias due to the lack of direct interaction with respondents. Third, this study is cross-sectional in nature, so it cannot measure changes in consumer behavior over a long period. These limitations can be a consideration for future researchers to improve the research design. Overall, this research emphasizes that consumer trust is a key factor in enhancing consumer satisfaction with UMKM products on Shopee. Digital marketing and service quality play important roles in building that trust, which ultimately drives the creation of sustainable consumer satisfaction. Thus, this research makes a significant contribution to the development of marketing management science and UMKM business practices in the digital economy era. It is advised that the research area be broadened in future studies by examining consumers of UMKM products across different e-commerce platforms, so that the findings can be compared across platforms. In terms of methodology, future studies are recommended to use probability sampling techniques to improve the generalizability of the findings and longitudinal research designs to observe changes in consumer trust and satisfaction over time.

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