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Analyzing the Impact of Trust and Customer Experience on Lazada Customer Satisfaction in Medan Timur

Felicia[1*], Dian Setyorini[2], Jenniefer Killiam[3], Defiandri Tio[4]

Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Eka Prasetya
JL. Merapi No. 8, Pusat Ps., Kec. Medan Kota, Kota Medan, Sumatera Utara 20212, Indonesia[1,2,3,4]

Corresponding email: feliciakhong2683@gmail.com

ABSTRACT

This study analyzes how Customer Trust and Customer Experience affect Lazada user satisfaction in Medan Timur District. A quantitative associative research design was applied. The population comprised Lazada users in Medan Timur District, sampled via purposive sampling. Online questionnaires were completed by 120 eligible respondents. The instrument utilized a 5-point Likert scale with 48 items across 12 indicators. Data were analyzed using IBM SPSS 26, including validity, reliability, classical assumption, regression, R^2, t-test, and F-test. Results indicate Customer Trust significantly and positively impacts Customer Satisfaction. Similarly, Customer Experience significantly enhances Customer Satisfaction. Combined, both variables significantly explain 60.2% of Customer Satisfaction variance, with 39.8% influenced by external factors. These findings offer insights to optimize Lazada's customer satisfaction, trust, and overall experience.

Keywords: Customer Experience; Customer Satisfaction; Customer Trust; E-Commerce; Lazada

INTRODUCTION

Digital technology advancement has shifted purchasing patterns from direct to electronic transactions. E-commerce enables consumers to search, compare, pay, and transact conveniently within a single platform. Therefore, companies need not only to attract users to make transactions but also to pay attention to customer satisfaction to encourage users to continue using the same platform in the future.

Based on Figure 1, the Lazada application received a rating of 4.7 on the Google Play Store.



Figure 1. Lazada Application Rating on the Google Play Store
Source: Google Play Store (2026)

Industry reports from e-commerce research firms such as Cube Asia and Similarweb indicate that while Shopee and Tokopedia (Tokopedia-TikTok Shop) lead the market in monthly web traffic and active users, Lazada trails behind and faces ongoing challenges in maintaining its market share.

Issues concerning Lazada user satisfaction have also been identified in previous studies. Yulianti et al. (2022) found that customer satisfaction among Lazada users was classified

as fairly good, although service quality received the lowest evaluation because complaint handling was considered insufficiently prompt. Kartini et al. (2024) likewise identified several issues with the Lazada application, including usage disruptions, inaccurate order tracking, and limitations in payment features.

Customer trust represents a key factor associated with e-commerce customer satisfaction. Hari Haji et al. (2024) demonstrated that website trust significantly and positively affects Lazada users satisfaction.

However, empirical findings regarding the trust-satisfaction relationship remain inconsistent across studies. Rafinsyah & Azizah (2024) observed no significant effect of trust on customer satisfaction among surabaya Shopee users.

Liputri & Gosal (2024), Zulganef & Gustafianto (2024), and Rijal et al. (2023) demonstrate that customer experience has a positive and significant effect on customer satisfaction.

Fibrian & Rizal (2025) noted that trust positively influences Lazada consumers repurchase intention, while Wahyudi et al. (2024) and Rianto & Hapsari (2022) show that both trust and customer experience are associated with Lazada user loyalty.

Prior studies show consistent findings on customer experience and satisfaction, whereas customer trust yields mixed outcomes. In addition, some studies have been conducted on Shopee, Tokopedia, or e-commerce platforms in general, while studies focusing on Lazada have more frequently examined trust and customer experience in relation to user loyalty or repurchase intention. Hence, examining the combined effects of Customer Trust and Customer Experince on Lazada user satisfaction remains crucial.

To substantiate the problem empirically at the local level, a preliminary survey was administered to 30 active Lazada users residing in the East Medan District. Regarding Customer Trust, 70.0% (21 out of 30 respondents) expressed hesitation regarding product authenticity and seller quality, yielding a high problem mean score of 3.83. In terms of Customer Experience, delivery delays to the East Medan area emerged as a primary bottleneck, with 80.0% (24 out of 30 respondents) reporting frequent delays, resulting in a critical mean score of 4.07. Furthermore, Customer Satisfaction was notably low, as 76.7% (23 out of 30 respondents) reported dissatisfaction with the complex refund and return processes (mean = 4.07).

Thus, this study analyzes the partial and simultaneous effects of Customer Trust and Customer Experience on Lazada user satisfaction in Medan Timur District.

LITERATURE REVIEW

Expectancy Disconfirmation Theory (EDT) posits that satisfaction stems from comparing pre-use expectations with post-use performance. When the experience received meets or exceeds expectations, customers tend to provide positive evaluations, whereas performance that falls below expectations may result in dissatisfaction. Gusfi et al. (2024) applied EDT to explain e-commerce user experience, e-service quality, and customer satisfaction. Similarly, Mardhotillah & Wibawa (2025) confirmed that e-service quality significantly and positively affects Shopee user satisfaction.

This approach aligns with this study, as Lazada user satisfaction derives from comparing initial expectations against actual service experience.

Customer Satisfaction refers to customers evaluation of a product or service after experiencing its use. In online transactions, satisfaction is influenced not only by the

product received but also by the process of using the platform, including information search, transactions, service, security, delivery, and problem resolution. Rezeki (2025) explains that ease and efficiency in marketplace usage are important aspects of the shopping experience that can support an increase in Customer Satisfaction.
Zaato et al. (2023) show that customer satisfaction shapes Shopee user loyalty, while Febriyanti et al. (2025) found Customer Satisfaction significantly and positively affects Lazada user loyalty. Similarly, Zaelani & Adialita (2024) alongside Anggraini et al. (2024) linked customer satisfaction to Repurchase Intention.

Synthesizing these views, this study defines Customer Satisfaction as Lazada users' overall evaluation of their service experience compared with their expectations, reflected in whether expectations are met and in their willingness to return and recommend the platform. Following Wahyudi et al. (2024), three indicators are used. Expectation conformity is the extent to which the service received matches or exceeds what users anticipated before transacting, which directly reflects the expectation-performance comparison in EDT. Intention to revisit shows that the experience was rewarding enough for users to use the platform again. Willingness to recommend shows that users are confident enough in their evaluation to endorse the platform to others.

Customer Trust refers to customers' belief that the parties involved in a transaction are capable of fulfilling their obligations as expected. Leslie et al. (2025) confirmed consumer trust links to confidence in a party's ability to fulfill expectations.

Based on these definitions, this study defines Customer Trust as Lazada users' confidence that the platform is capable, honest, and caring enough to fulfill its promises, so that they are willing to rely on it. Following Fibrian & Rizal (2025), four indicators are used. Ability is the perceived competence of the platform to deliver what it promises, such as processing payments and shipping orders reliably. Benevolence is the belief that the platform cares about users' interests, for example through fair complaint handling. Integrity is the belief that the platform is honest and keeps its promises, such as providing accurate product information. Willingness to depend is users' readiness to rely on the platform despite the risks of online transactions.

Ginting & Yusriadi (2023) examined repurchase intention among e-commerce customers in Indonesia, with customer trust and customer satisfaction as key variables, whereas Rafinsyah & Azizah (2024) observed no significant effect of trust on customer satisfaction among Surabaya Shopee users. These findings indicate that the role of trust may vary depending on the research context.

Customer Experience encompasses all interactions between customers and a company, product, or service.

Accordingly, this study defines Customer Experience as Lazada users' total perceived response to their interactions with the platform, from using the application to receiving orders and submitting complaints. Following Armaijn et al. (2024), five indicators are used. Sense is the sensory appeal of the platform, such as visual design and layout. Feel refers to the emotions the platform evokes, such as enjoyment or frustration. Think is the cognitive stimulation and usefulness of the platform, such as clear information that helps users decide. Act refers to behavioral involvement and the ease of doing things like searching, ordering, and paying. Relate is the sense of connection users feel with the platform and its community.

Dewi et al. (2025) showed Customer Experience significantly impacts Customer Trust, while Surahman & Sunarya (2024) associated online shopping experience with e-commerce satisfaction and loyalty.

Relationship between Customer Trust and Customer Satisfaction
Trust can foster a sense of security in online transactions. When customers are confident that a platform can safeguard transaction security, provide reliable information, and fulfill its promised services, uncertainty can be reduced, making customers more likely to provide positive evaluations of the service.

Rijal et al. (2023) and Hipólito & Dias (2025) confirmed a positive, significant link between trust and satisfaction. Guo et al. (2023) noted that trust strengthens the link between site design and Customer Satisfaction, whereas Endarwati et al. (2024) emphasized consumer trust and user experience in driving e-commerce satisfaction. Ginting et al. (2023) further highlighted the role of customer trust in the context of e-commerce repurchase intention.

Conversely, Rafinsyah & Azizah (2024) observed no significant effect of trust on satisfaction. These mixed results warrant further investigation among Lazada users in Medan Timur.

H_1: Customer Trust has a positive and significant effect on Customer Satisfaction among Lazada users in Medan Timur.

Relationship between Customer Experience and Customer Satisfaction
An experience that is easy, convenient, and consistent with expectations can foster positive evaluations, whereas difficulties related to application use, payment, information, or complaint handling may reduce satisfaction.

Saputra (2025), Liputri & Gosal (2024), and Zulganef & Gustafianto (2024) confirmed Customer Experience positively and significantly influences Customer Satisfaction. These findings are further supported by Rijal et al. (2023), Elzagi (2024), Pires et al. (2024), and Khalid (2026) across various e-commerce and retail contexts. Gunawan et al. (2025) also found that user experience has a significant effect on customer satisfaction among fashion e-commerce consumers in Indonesia. Although the findings are relatively consistent, the objects and respondent characteristics of previous studies differ from those of Lazada users in Medan Timur.

H_2: Customer Experience has a positive and significant effect on Customer Satisfaction among Lazada users in Medan Timur.

Customer Satisfaction and the Relationship Between Trust and Experience
Previous research by Rafinsyah & Azizah (2024) showed that trust, user experience, and service quality jointly had a significant effect on customer satisfaction among Shopee users in Surabaya, although trust was not significant on its own.

H_3: Customer Trust and Customer Experience simultaneously have a significant effect on Customer Satisfaction among Lazada users in Medan Timur.

Based on Expectancy Disconfirmation Theory and the findings of previous studies, this study positions Customer Trust and Customer Experience as independent variables and Customer Satisfaction as the dependent variable.

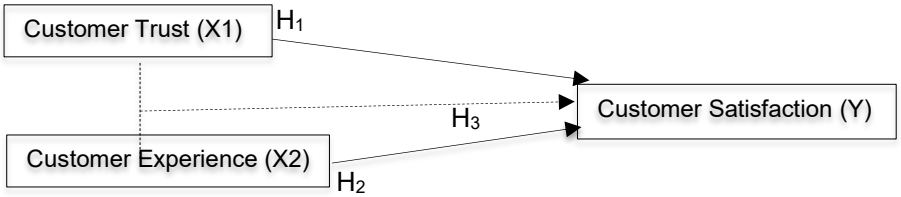


Figure 2. Conceptual Framework

RESEARCH METHOD

Research Design
A quantitative associative design was applied to examine how Customer Trust and Customer Experience affect Lazada user satisfaction in Medan Timur District.

Population and Sample
The target population comprised Lazada users in Medan Timur District. Given an unknown population size, purposive sampling was implemented. Eligible respondents were at least 17 years old, resided locally, had transacted on Lazada, and completed the questionnaire.

Sample size determination followed Hair et al. (2019), using ten times the indicator count. As shown in Table 1, the 12 indicators yielded a sample of 120 respondents.

Table 1.
Variables, Indicators, and Measurement Items

Variable	Indicator	Items	Researcher & Year
Customer Trust (X1)	Benevolence	CT1-CT4 (4 items)	(Indriani & Lestari, 2024)
	Integrity	CT5-CT8 (4 items)	
	Ability	CT9-CT12 (4 items)	
	Willingness to Depend	CT13-CT16 (4 items)	
Customer Experience (X2)	Sense	CE1-CE4 (4 items)	(Putri et al., 2024)
	Feel	CE5-CE8 (4 items)	
	Think	CE9-CE12 (4 items)	
	Act	CE13-CE16 (4 items)	
	Relate	CE17-CE20 (4 items)	
Customer Satisfaction (Y)	Expectation Conformity	CS1-CS4 (4 items)	(Wahyudi et al., 2024)
	Intention to Reuse	CS5-CS8 (4 items)	
	Willingness to Recommend	CS9-CS12 (4 items)	

Source: Article Journal (2024)

Measurement and Research Instrument
Measurement utilized a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Data Collection
Primary data were gathered via Google Forms from eligible Lazada users in Medan Timur District, supplemented by secondary data from literature, scientific articles, journals, and other relevant sources supporting the theoretical foundation, hypotheses, and discussion.

Data Analysis
The data was examined with the use of t-tests, F-tests, multiple linear regression, reliability, validity, and classical assumptions in IBM SPSS Statistics version 26.

A two-tailed Spearman correlation was used to assess validity at a 5% significance level, and Cronbach's Alpha with a threshold of >0.70 was used to assess reliability (Ghozali, 2021).

A significance level of >0.05 was used to test for normality in the One-Sample Kolmogorov-Smirnov test, which employs the Monte Carlo technique. To evaluate multicollinearity, factors such as Tolerance > 0.10 and VIF < 10 were used. Using a significance level of >0.05, a scatterplot and the Glejser test were used to test for heteroscedasticity (Ghozali, 2021).

Multiple linear regression modeled the impacts of Customer Trust and Customer Experience on Customer Satisfaction, specified as:
$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$

Description:
Y = Customer Satisfaction
α = Constant
β_1, β_2 = Regression coefficients
X_1 = Customer Trust
X_2 = Customer Experience
e = Error

To find out how much of the variance in customer satisfaction can be explained by customer trust and customer experience, we employed the coefficient of determination (R^2). To further investigate the impact of each independent variable on the dependent variable, the t-test was employed. When the significance value was less than 0.05, the partial hypothesis was found to be supported. To determine if the regression model adequately explained the interaction between the independent and dependent variables, we utilized the F-test and set the significance threshold at 5%.

RESULTS

This study involved 120 Lazada users in Medan Timur District. Results encompass respondent demographics, descriptive statistics, validity, reliability, classical assumptions, regression modeling, determination coefficients, and hypothesis tests.

Table 2.
Demographic Characteristics of Respondents

Category	Characteristic	Frequency (n)	Percentage (%)
Age	17-22 years old	54	45.0%
	23-28 years old	44	36.7%
	29-34 years old	9	7.5%
	Over 35 years old	13	10.8%
Gender	Female	71	59.2%
	Male	49	40.8%
Duration of Lazada Use	Less than 1 year	35	29.2%
	1-2 years	31	25.8%
	3-5 years	37	30.8%
	More than 5 years	17	14.2%
Shopping Frequency	1-3 times	40	33.3%
	4-10 times	37	30.8%
	More than 10 times	43	35.8%

Source: Primary Data Processed (2026)

Descriptive Statistics
The range of values for each study variable, including their minimum, maximum, mean, and standard deviation, may be seen in descriptive statistics. The 120 respondents mean scores on each variable formed the basis of the computations.

Table 3.

Descriptive Statistics of Research Variables (N =120)

Variable	Min.	Max.	M	SD
Customer Trust	2.19	5.00	3.67	0.57
Customer Experience	1.80	5.00	3.62	0.62
Customer Satisfaction	2.08	5.00	3.52	0.63

Source: Primary Data Processed using SPSS 26 (2026)

Validity and Reliability Tests

Customer Trust, Customer Experience, and Customer Satisfaction all have valid statement items, according to the validity test results. A range of 0.496 to 0.693 was recorded for customer trust, 0.596 to 0.752 for customer experience, and 0.619 to 0.726 for customer satisfaction. The significance values for all items were less than 0.001.

The reliability test findings indicated that the Customer Trust, Customer Experience, and Customer Satisfaction measures have Cronbach's Alpha values of 0.898, 0.931, and 0.892, respectively. The three variables were considered dependable since all of their values were greater than 0.70.

Table 4.
Validity and Reliability Test Results

Variable	Item	Calculated r	Cronbach's Alpha	Result
Customer Trust (X_1)	CT1	0.643	0.898	Valid & Reliable
	CT2	0.496		Valid & Reliable
	CT3	0.567		Valid & Reliable
	CT4	0.657		Valid & Reliable
	CT5	0.611		Valid & Reliable
	CT6	0.693		Valid & Reliable
	CT7	0.631		Valid & Reliable
	CT8	0.652		Valid & Reliable
	CT9	0.580		Valid & Reliable
	CT10	0.649		Valid & Reliable
	CT11	0.657		Valid & Reliable
	CT12	0.586		Valid & Reliable
	CT13	0.684		Valid & Reliable
	CT14	0.658		Valid & Reliable
	CT15	0.665		Valid & Reliable
	CT16	0.593		Valid & Reliable
Customer Experience (X_2)	CE1	0.650	0.931	Valid & Reliable
	CE2	0.668		Valid & Reliable
	CE3	0.703		Valid & Reliable
	CE4	0.603		Valid & Reliable
	CE5	0.698		Valid & Reliable
	CE6	0.601		Valid & Reliable
	CE7	0.640		Valid & Reliable
	CE8	0.664		Valid & Reliable
	CE9	0.596		Valid & Reliable
	CE10	0.651		Valid & Reliable
	CE11	0.621		Valid & Reliable
	CE12	0.611		Valid & Reliable
	CE13	0.671		Valid & Reliable
	CE14	0.671		Valid & Reliable
	CE15	0.663		Valid & Reliable
	CE16	0.689		Valid & Reliable
	CE17	0.677		Valid & Reliable
	CE18	0.673		Valid & Reliable
	CE19	0.752		Valid & Reliable
	CE20	0.602		Valid & Reliable
Customer Satisfaction (Y)	CS1	0.619	0.892	Valid & Reliable

CS2	0.638	Valid & Reliable
CS3	0.723	Valid & Reliable
CS4	0.645	Valid & Reliable
CS5	0.632	Valid & Reliable
CS6	0.668	Valid & Reliable
CS7	0.696	Valid & Reliable
CS8	0.620	Valid & Reliable
CS9	0.726	Valid & Reliable
CS10	0.683	Valid & Reliable
CS11	0.721	Valid & Reliable
CS12	0.705	Valid & Reliable

Source: Primary Data Processed using SPSS 26 (2026)

Classical Assumption Tests

A Monte Carlo method based on the Kolmogorov-Smirnov test was utilized for the normalcy test. A 99% confidence interval ranging from 0.098 to 0.114 was generated by the test, which resulted to a Monte Carlo Sig. (2-tailed) value of 0.106. According to the results of the regression model, the residuals followed a normal distribution since the significance level was 0.106 > 0.05.

Customer Trust and Customer Experience both had Tolerance values of 0.373 and VIF values of 2.678, according to the multicollinearity test. The absence of multicollinearity was indicated by Tolerance >0.10 and VIF <10.

A significance level of 0.802 was recorded for Customer Experience in the Glejser test, whereas a value of 0.291 was recorded for Customer Trust. There was no heteroscedasticity in the model as both values were larger than 0.05. Figure 3's scatterplot, which indicates that the points did not create a distinct pattern and were randomly dispersed, further supports this finding.

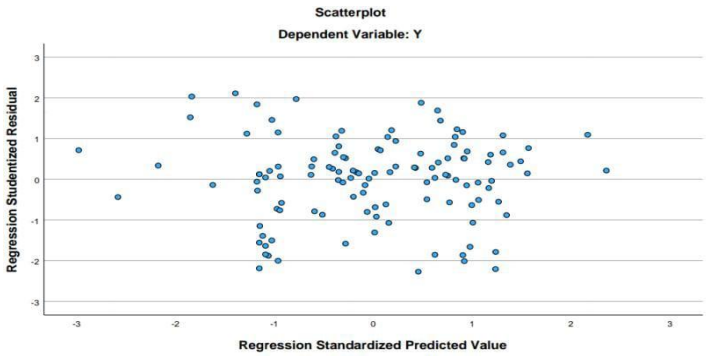


Figure 3. Scatterplot of Heteroscedasticity Test Results
Source: SPSS 26 Data Processing Results (2026)

Multiple Linear Regression Analysis

The multiple linear regression analysis produced the following equation:

$Y = 5.466 + 0.169X_1 + 0.370X_2 + e$

A constant of 5.466 represents baseline satisfaction when predictor variables equal zero. Positive coefficients for Customer Trust (0.169) and Customer Experience (0.370) demonstrate positive baseline effects.

Table 5.
Regression Analysis and Partial Hypothesis Test Results

Variable	B	Beta	T	Sig.	Result
Constant	5.466	-	1.864	0.065	-
Customer Trust	0.169	0.204	2.132	0.035	H_1 supported

Customer Experience	0.370	0.604	6.329	<0.001	H_2 supported

Source: Primary Data Processed using SPSS 26 (2026)

Hypothesis Testing
Individual Parameter Significance Test (t-Test)
A t-value of 2.132 and a significance level of 0.035 were shown by the t-test findings for Customer Trust. There is a positive and significant relationship between Customer Trust and Customer Satisfaction, as 0.035 is less than 0.05 and the regression coefficient is 0.169. Therefore, H_1 is confirmed.

The significance value for Customer Experience was less than 0.001, and the t-value was 6.329. Customer Satisfaction is positively and significantly impacted by Customer Experience, as indicated by the positive regression coefficient of 0.370 and the significance value of less than 0.001. This lends credence to H_2.

A value of 0.604 for customer experience and 0.204 for customer trust are derived from the standardized coefficient beta. This suggests that, according to this study's approach, customer satisfaction is more strongly impacted by customer experience than by customer trust.

Coefficient of Determination and Simultaneous Significance Test (F-Test)
Results showed an R-squared value of 0.602, an adjusted R-squared value of 0.595, and a standard error of the estimate of 4.81174. The R-value was 0.776. With an R-squared value of 0.602, we can see that variables related to customer trust and experience account for 60.2% of the variance in customer satisfaction, while explanatory variables account for the other 39.8%.

The significance value of the F-test was less than 0.001, and the F-value was 88.306. Customer Satisfaction is significantly impacted by Customer Trust and Customer Experience at the same time, as the p-value is less than 0.05 (p <0.001). Therefore, the hypothesis is supported.

Table 6.
Coefficient of Determination and Simultaneous Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.	Result
0.776	0.602	0.595	4.81174	88.306	<0.001	H_3 supported

Source: Primary Data Processed using SPSS 26 (2026)

DISCUSSION

Customer Trust and Customer Satisfaction (H_1)
Customer Trust has a positive and significant effect on Customer Satisfaction (B = 0.169; p = 0.035), meaning that users who feel more confident in Lazada tend to be more satisfied. However, the effect is modest (Beta = 0.204), so trust matters but is not the main driver. In Medan Timur, 70.0% of preliminary survey respondents hesitated over product authenticity and seller quality. Under Expectancy Disconfirmation Theory (EDT), trust shapes pre-purchase expectations of safety and accurate information; when the product meets them, confirmation produces satisfaction (Leslie et al., 2025).
The result is consistent with Ginting & Yusriadi (2023), Rijal et al. (2023), Hipólito & Dias (2025), and especially Hari Haji et al. (2024), who studied Lazada users. It differs from Rafinsyah & Azizah (2024), who found trust insignificant among Shopee users in Surabaya (β = 0.031; p = 0.731).

Customer Experience and Customer Satisfaction (H_2)

Customer Experience has a positive and highly significant effect on Customer Satisfaction (B = 0.370; p < 0.001) and is the stronger predictor (Beta = 0.604 versus 0.204). In the preliminary survey, 80.0% of respondents reported delivery delays to Medan Timur and 76.7% were dissatisfied with refunds and returns. In EDT terms, experience is perceived performance: on-time delivery creates positive disconfirmation, whereas delays or inaccurate tracking create negative disconfirmation. Trust sets the baseline expectation, while experience determines whether it is met. This explains the larger effect and does not contradict H_1.
The result is consistent with Saputra (2025), Purnama & Nurhadi (2025), Liputri & Gosal (2024), Elzagi (2024), Zulganef & Gustafianto (2024), Rijal et al. (2023), Pires et al. (2024), Khalid (2026), Gunawan et al. (2025), and Rafinsyah & Azizah (2024) (β = 0.238; p = 0.006). Dewi et al. (2025) show that experience may also shape trust, so part of trust's effect may be absorbed by experience in this model.

Simultaneous Effect of Trust and Experience (H_3)
Customer Trust and Customer Experience together significantly affect Customer Satisfaction (F = 88.306; p < 0.001). The R Square of 0.602 (Adjusted R Square = 0.595) shows that they explain 60.2% of the variance in satisfaction, while 39.8% is influenced by other factors. Satisfaction is formed by both: a Medan Timur user may trust Lazada's payment system yet remain dissatisfied if the order arrives late. This agrees with EDT, in which satisfaction comes from comparing expectations with performance across several aspects of the service (Gusfi et al., 2024).
The finding is consistent with Rafinsyah & Azizah (2024), who found a significant simultaneous effect (F = 47.084; R^2 = 0.492) even though trust was not significant on its own. The unexplained 39.8% may include service quality and complaint handling, which Yulianti et al. (2022) identified as weak points for Lazada.

CONCLUSION

This study concludes that both Customer Trust and Customer Experience contribute to the satisfaction of Lazada users in Medan Timur District, and that together they explain most of its variation. Customer Experience has the stronger relationship because it reflects what users actually encounter, such as delivery, order tracking, and returns, whereas trust mainly reduces uncertainty before and during a transaction.

For Lazada, these findings suggest prioritizing delivery reliability to the Medan Timur area, accurate order tracking, and simpler refund and return processes, while maintaining trust through product authenticity and seller quality control. Several limitations should be noted. The study used purposive sampling of 120 respondents in one district and only two predictors, so the results cannot be generalized widely. Future research could add variables such as service quality and complaint handling, examine other regions, and test whether experience mediates the effect of trust.

RECOMMENDATION

Accurate information, secure transactions, and on-time service delivery are three ways Lazada can keep customers' confidence. Attention should also be given to enhancing application usability, transaction procedures, information clarity, and complaint management, as Customer Experience has a substantially larger influence. This study just utilizes Customer Trust and Customer Experience as independent variables, and it is confined to Lazada users in Medan Timur District. The elements impacting customer satisfaction can be better understood in future studies if they broaden the scope of the current research to include other variables like e-service quality, usability, pricing, promotion, or product quality.

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