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The Influence of Price Discount, Product Innovation, and Online Customer Review on Consumer Loyalty toward JETE Products in Shopee E-Commerce

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Abstract: This study aims to analyze the influence of Price Discounts, Product Innovation, and Online Customer Reviews on Consumer Loyalty toward JETE products sold through the Shopee e-commerce platform, both partially and simultaneously. This research employed a quantitative approach using a survey method by distributing questionnaires to consumers of JETE products on Shopee. The sampling technique used was purposive sampling, while the data were analyzed using IBM SPSS Statistics 25, including instrument testing, classical assumption tests, multiple linear regression analysis, coefficient of determination (R^2), partial tests (t-test), and simultaneous tests (F-test). The results indicate that Price Discounts have a positive and significant effect on Consumer Loyalty, as evidenced by a t-value of 4.878 with a significance value of 0.000 < 0.05. Furthermore, Product Innovation and Online Customer Reviews also have positive and significant effects on Consumer Loyalty. The simultaneous test demonstrates that Price Discounts, Product Innovation, and Online Customer Reviews jointly have a positive and significant influence on Consumer Loyalty toward JETE products on Shopee. These findings suggest that consumer loyalty is not solely influenced by attractive pricing strategies but also by the company's ability to continuously develop innovative products and maintain positive customer reviews that enhance consumer trust. Therefore, companies should optimize these three factors simultaneously to strengthen consumer loyalty and sustain competitiveness in the digital marketplace.

Keywords: Consumer Loyalty; Online Customer Review; Price Discounts; Product Innovation; Shopee

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1. Introduction

The exponential expansion of digital technology and internet penetration across diverse demographics in Indonesia has catalyzed a structural shift in consumer purchasing behavior. Transactions previously performed through conventional retail brick-and-mortar channels are rapidly shifting toward online marketplace platforms. This behavior is particularly pronounced among younger generations who display higher digital literacy and adaptability toward mobile e-commerce solutions. According to Anasrulloh, M. and H., M. A. Haliza (2024) while e-commerce eliminates geographical boundaries and expands commercial accessibility, it simultaneously intensifies market competition among digital merchants. Enterprise success within online marketplaces such as Shopee, Tokopedia, and Blibli hinges on a firm's capacity to deliver superior consumer value through competitive pricing, promotional incentives, and continuous product enhancement.

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Survey insights from Jakpat (2026) illustrate that Shopee maintains a dominant position as the primary commercial platform utilized by digital merchants and sellers across Indonesia, surpassing competitor platforms. However, this concentration of merchants heightens seller density and product homogeneity, presenting buyers with abundant alternative choices. Consequently, digital shoppers become increasingly selective, demonstrating lower switching costs and a higher propensity to abandon brands that fail to meet their expectations. Under such dynamic market conditions, business sustainability cannot rely solely on initial customer acquisition; rather, establishing long-term consumer loyalty becomes paramount. Loyal consumers generate sustainable revenue streams through repeat purchases, brand advocacy (word-of-mouth), and heightened tolerance toward minor price fluctuations

Among key determinants, price discounts serve as a critical marketing strategy influencing consumer behavior. Price does not merely represent a monetary sacrifice; it functions as a primary cognitive cue evaluated by buyers to infer product utility and performance. Drawing from Zeithaml et al. (2017), consumers form expectations by weighing price points against perceived quality. When promotional price discounts reduce financial sacrifice without lowering perceived product quality, the overall value proposition increases, reinforcing satisfaction and post-purchase repurchasing habits

Parallelly, product innovation represents a vital structural driver of consumer loyalty. (Kotler and Keller (2016) conceptualize product innovation as an organization's ongoing effort to update, refine, or introduce new product features aimed at meeting dynamic market preferences and building sustainable competitive advantages. As noted by Bessant and Tidd (2024) the market efficacy of innovation depends on its functional alignment with actual user needs. Innovative features that deliver tangible convenience enhance user satisfaction, thereby embedding brand retention.

In the digital retail environment, Online Customer Reviews (OCR) serve as a pivotal source of user-generated content (UGC). Erkan and Evans (2016) emphasize that peer-generated online feedback carries higher perceived trust and credibility than commercial advertising because it reflects authentic, unbiased user experiences. Positive star ratings and detailed customer feedback validate pre-purchase expectations, mitigate perceived risk, and foster institutional trust, which ultimately solidifies consumer brand commitment.

Despite theoretical support for these variables, existing empirical literature reveals persistent research gaps and inconsistent empirical findings. Regarding price discounts, while Pratama et al. (2023) as well as Pratama et al. (2023) demonstrated positive and significant effects on customer retention, studies by Ghoni and Iftikad (2023) and Kusuma and Haryanto (2021) that price discounts fail to significantly impact loyalty because excessive discounting promotes price sensitivity and opportunistic brand switching rather than genuine brand commitment. Similarly, regarding product innovation, Vania and Fikriah (2023) documented significant positive effects on customer retention, whereas Alfirdausi and Marpaung (2022) along with Wibowo and Nugroho (2021) found non-significant impacts when feature updates added operational complexity without functional utility. Furthermore, while Adinda and Tri (2023) confirmed the significant positive role of online reviews, Qismatuldiyah and Ramdani (2022) and Putra and Dewanti (2021) reported non-significant effects due to consumer reliance on personal usage experience and growing skepticism regarding unverified or fake reviews.

In addition to these empirical discrepancies, existing studies primarily examine fashion, fast-moving consumer goods (FMCG), or food services. Empirical investigation focused specifically on electronic accessory brands—such as JETE Indonesia on marketplace platforms like Shopee—remains scarce. Electronics accessories represent a highly competitive, fast-evolving sector characterized by high functional substitution. Addressing these empirical gaps, this research examines the partial and simultaneous effects of Price Discounts, Product Innovation, and Online Customer Reviews on Consumer Loyalty toward JETE products on Shopee.

2. Materials and Methods

This study adopts a quantitative approach utilizing a survey method. The object of this research focuses on consumers who have purchased and used JETE electronic accessories through the Shopee e-commerce platform.

2.1. Data Collection

1. Research Object and Subject: The primary focus or phenomenon being investigated is consumer behavior specifically Consumer Loyalty (Y) and how it is influenced by three key marketing/digital

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factors: Price Discounts (X1), Product Innovation (X2), and Online Customer Reviews (X3). The empirical domain is centered on JETE brand electronic accessories sold on the Shopee e-commerce platform. The subjects under study are the individual consumers who have browsed, evaluated, and purchased JETE products via Shopee. These respondents provide direct insights through their real-world shopping experiences regarding promotional discounts, product updates, and peer review reliance.

2. Population and Sample: The target population encompasses all consumers who have purchased and used JETE products on the Shopee platform. Because the total size of this consumer base cannot be calculated with absolute numerical precision, the population is classified as an infinite/unknown population (N = Infinity). Sampling Technique: The study employs Non-Probability Sampling using a Purposive Sampling technique. Criteria for inclusion require respondents to, Be aware of the JETE brand, Have completed at least one purchase of a JETE product through Shopee, Have observed or read Online Customer Reviews for JETE products on Shopee. The calculated minimum requirement of 96.04 was rounded up to ensure statistical robustness, resulting in a finalized sample size of 100 respondents (with the empirical survey collecting up to 102 valid responses during execution).
3. Data Collection Technique: Data was collected primarily through a structured online survey/questionnaire created via Google Forms and distributed through digital communication platforms (such as WhatsApp and Twitter) directly to active e-commerce shoppers. Responses were measured using a 5-Point Likert Scale to convert qualitative perceptions into quantitative values for statistical modeling. Complementary secondary data was gathered from academic literature, relevant theoretical frameworks, industry reports (e.g., Jakpat survey data), and previous empirical research to contextualize the findings

2.2. Operational Definition and Conceptual Framework

Table 1. Operational Definition and Conceptual Framework

Variable	Operational Definition of Variable	Indicators
Price Discount	Price discount is defined as a temporary reduction of the standard retail price offered to buyers during specific timeframes or volume thresholds (Kotler & Keller, 2016; Kotler & Armstrong, 2016).	1. Magnitude of price deduction. 2. Attractiveness of promotional pricing 3. Timing and consistency of discount periods
Product Innovation	Product innovation represents the technical and functional enhancement of existing items or the introduction of novel offerings that deliver superior value to users (Trott, 2016; Bessant & Tidd, 2024).	1. Feature development and utility enhancement 2. Visual design and aesthetic modernism. 3. Alignment with evolving market trends
Online Customer Review	Online Customer Review (OCR) represents user-generated feedback, ratings, and usage experiences published on digital commercial platforms (El-Said, 2020).	1. Clarity and detail of product information. 2. Volume and credibility of peer feedback 3. Prevalence of positive customer feedback over negative feedback.
Consumer Loyalty	Consumer loyalty reflects a deeply held commitment to consistently repurchase or patronize a preferred product or service over time, despite situational influences and competitive marketing efforts (Schiffman and Wisenblit, 2019).	1. Repurchase Intention. 2. Word-of-Mouth (WOM) advocacy 3. Brand Loyalty

Source: Data by Researcher

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The conceptual model above illustrates the dynamic structural relationships between the independent predictor variables (Price Discount, Product Innovation, and Online Customer Review) and the dependent criterion variable (Consumer Loyalty) regarding JETE electronic products on the Shopee platform:

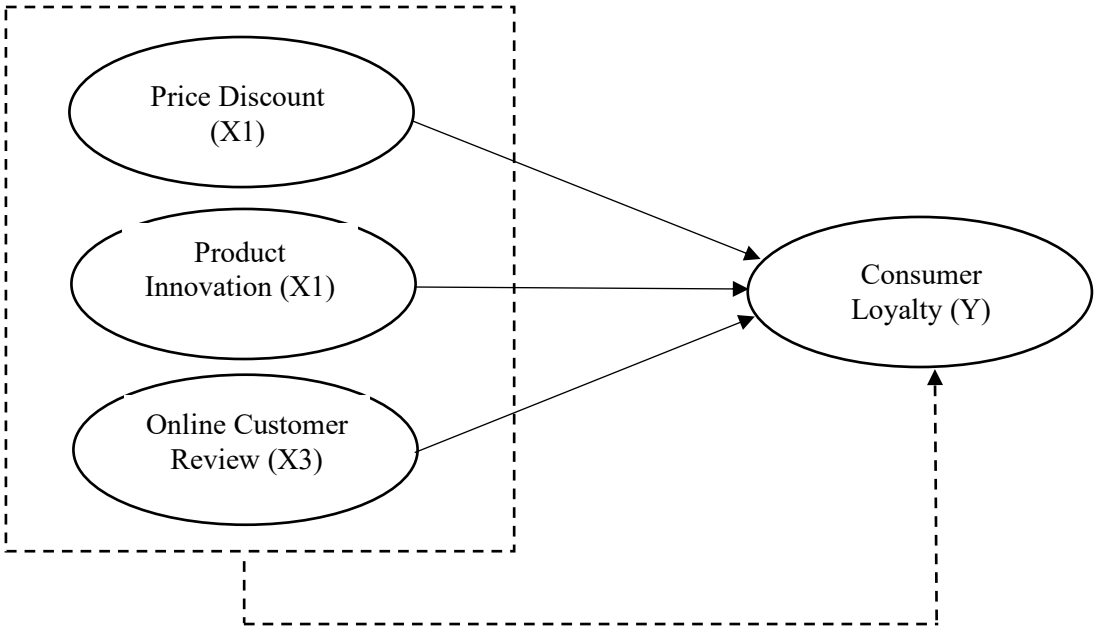


Figure 1. Conceptual Framework of the Research
Source: Data by Researcher

3. Results

This section presents the empirical findings of the study and discusses them in relation to the research objectives. The results encompass the demographic profile of respondents, instrument testing (validity and reliability), classical assumption tests, multiple linear regression analysis, hypothesis testing (t-test and F-test), and the coefficient of determination (R2). Furthermore, the findings are comprehensively discussed by comparing them with established theoretical frameworks and previous empirical studies to elucidate the individual and joint effects of Price Discount (X1), Product Innovation (X2), and Online Customer Review (X3) on Consumer Loyalty (Y) toward JETE products on Shopee.

3.1. Profile of Respondent

Data were collected from a total sample of 102 valid respondents who met the purposive sampling criteria (having purchased and used JETE electronic accessories on Shopee and reviewed peer feedback). Table 1 details the demographic background and screening characteristics of the participants.

Table 2. Distribution of Respondents

Questions	Category	Frequency	Percentage
Gender	Female	38	62,7%
	Male	64	37,3%
Age	17 – 22 Tahun	39	38,2%
	23 – 28 Tahun	53	52%
	29 – 34 Tahun	9	8,8%
	35 – 40 Tahun	1	1%
	> 40 Tahun	0	0%
Experience	Yes	102	100%
	No	0	0%
Buyer	Yes	102	100%
	No	0	0%

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See discount	Yes	102	100%
	No	0	0%

Source: Data by Researcher

As outlined in Table 1, male respondents constituted the majority of the sample (64 respondents or 37.3%, while females accounted for 38 respondents or 62%). In terms of age, respondents aged 23–28 years formed the largest group (53 respondents, 52%), followed by those aged 17–22 years (39 respondents, 38.2%). This demographic distribution confirms that the sample is predominantly composed of young adults and digital natives who active engage in e-commerce transactions for consumer electronics. All 102 respondents (100%) fulfilled the operational screening requirements regarding prior experience, direct Shopee purchase history, and exposure to promotional price discounts.

3.2 Descriptive Statistics

Descriptive statistical analysis was conducted to summarize the central tendency and dispersion of the research indicators. Table 2 summarizes the descriptive parameters for the Price Discount (X1) variable.

Table 3. Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	102	3	5	4.55	.607
X1.2	102	3	5	4.30	.626
X1.3	102	3	5	4.33	.708
Price Discount	102	9	15	13.19	1.494
Valid N (listwise)	102				

Source: IBM SPSS Statistics Processed Data

The overall mean score for Price Discount is 13.19 out of a maximum score of 15, reflecting high overall positive consumer perception toward JETE's promotional discount strategies on Shopee. Among individual indicators, indicator X1.1 (magnitude of price deduction) recorded the highest mean score $\mathbf{4\,55 \pm 0\,607}$, suggesting that substantial price reductions are strongly perceived by respondents.

3.3. Instrument Testing

Prior to executing regression modeling, the measurement instruments were evaluated for item validity and construct reliability to ensure statistical soundness.

3.3.1 Validity Test

Item validity was evaluated using Pearson Product-Moment Correlation by examining the correlation between individual item scores and the total variable score. An item is classified as statistically valid when its Pearson correlation value exceeds the critical threshold or yields a significance level of $p < 0.05$.

Table 4. Validity Test Results

Variable	Indicators	Pearson Correlation	Conclusion
Price Discount (X1)	X1.1	1	Valid
	X1.2	0,442	Valid
	X1.3	0,238	Valid
Product Innovation (X2)	X2.1	1	Valid
	X2.2	0,556	Valid
	X2.3	0,314	Valid
Online Customer Review (X3)	X3.1	1	Valid
	X3.2	0,522	Valid
	X3.3	0,593	Valid
	Y1.1	1	Valid

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Consumer Loyalty (Y)	Y1.2	0,598	Valid
	Y1.3	0,697	Valid

Source: IBM SPSS Statistics Processed Data

3.3.2 Reliability Test

Construct reliability was evaluated using Cronbach's Alpha to assess internal consistency across questionnaire items. A variable is considered reliable if its Cronbach's Alpha coefficient exceeds the established threshold of 0.60.

Table 5. Reliability Test Results

Variable	Cronbach Alpha	Conditions	Conclusion
Price Discount	0,820	Nilai alpha > 0,6	Reliabel
Product Innovation	0,652	Nilai alpha > 0,6	Reliabel
Online Customer Review	0,759	Nilai alpha > 0,6	Reliabel
Consumer Loyalty	0,801	Nilai alpha > 0,6	Reliabel

Source: IBM SPSS Statistics Processed Data

Table 4 confirms that all evaluated variables possess high internal consistency. The Cronbach's Alpha values range from 0.652 (Product Innovation) to 0.820 (Price Discount), all exceeding 0.60, indicating that the research instrument yields stable and consistent measurements.

3.4. Clasical Asumption Test

To ensure that the ordinary least squares (OLS) parameter estimates are unbiased, linear, and efficient, classical regression assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity evaluations.

3.4.1. Normality Test

The normality test verifies whether the regression model residuals are normally distributed. Visual inspection was performed using the Normal P–P Plot of Regression Standardized Residual, supplemented by the One-Sample Kolmogorov-Smirnov test.

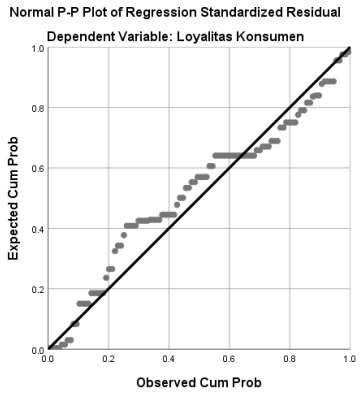


Figure 2. Normal P–P Plot for the Normality Test
Source: IBM SPSS Statistics Processed Data

As shown in Figure 1, data points closely align along the diagonal reference line, indicating that the standardized residuals follow a normal distribution. Table 6 presents the formal Kolmogorov-Smirnov test parameters.

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Table 6. Results of the Kolmogorov–Smirnov Normality Test

One-Sample Kolmogorov-Sminov Test		
N		102
Normal Parameters[a,b]	Mean	12.79
	Std. Deviation	1.714
Most Extreme Differences	Absolute	.136
	Positive	.120
	Negative	-.136
Test Statistic		.136
Asymp. Sig. (2-tailed)		.000[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: IBM SPSS Statistics Processed Data

3.4.2 Multicollinearity Test

The multicollinearity test assesses whether linear dependencies exist among the independent variables in the multiple regression model. Multicollinearity is absent if the Tolerance value is > 0.10 and the Variance Inflation Factor (VIF) is < 10.0.

Table 7. Multicollinearity Test Results

Coefficients[a]			
Model		**Collinearity Statistics**	
		Tolerance	**VIF**
1	Price Discount	.442	2.264
	Product Innovation	.617	1.621
	Online Customer Review	.555	1.803

Source: IBM SPSS Statistics Processed Data

Table 6. indicates that all independent variables have Tolerance values exceeding 0.10 (ranging from 0.442 to 0.617) and VIF statistics well below 10.0 (ranging from 1.621 to 2.264). Hence, the regression model is free from harmful multicollinearity.

3.4.3 Heteroscedasticity Test

Heteroscedasticity tests evaluate whether the residual variance remains constant across observations. Visual inspection of the regression scatterplot was combined with Glejser's parametric test against absolute residuals.

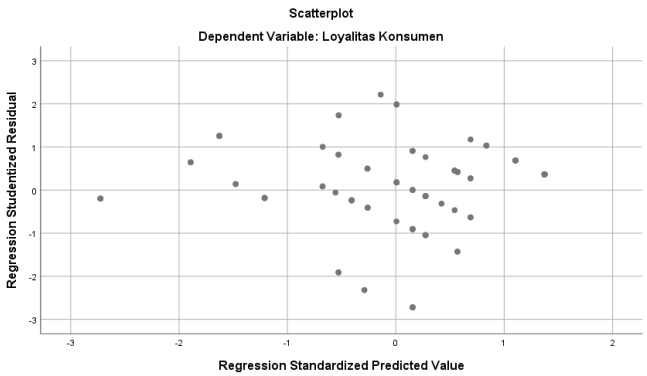


Figure 2. Scatterplot for the Heteroscedasticity Test
Source: IBM SPSS Statistics Processed Data

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As illustrated in Figure 2, residual plot points spread randomly above and below the zero line without forming any discernible geometric pattern, suggesting homoscedasticity. This is confirmed by the Glejser test results in Table 8.

Table 8. Heteroscedasticity Test Results Using the Glejser Method

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	.927	.686		1.351	.180
Price Discount	.122	.074	.245	1.642	.104
Product Innovation	-.053	.051	-.132	-1.042	.300
Online Customer Review	-.077	.055	-.187	-1.407	.163

Source: IBM SPSS Statistics Processed Data

Because all independent variables yielded Glejser significance values greater than \alpha = 0.05 (p = 0.104 for X1, p = 0.300 for X2, and p = 0.163 for X3), the model satisfies the homoscedasticity assumption.

3.5. Hypothesis Testing and Regression Analysis

Multiple linear regression analysis was executed to evaluate the partial and simultaneous structural effects of Price Discount (X1), Product Innovation (X2), and Online Customer Review (X3) on Consumer Loyalty (Y).

Table 9. Multiple Linear Regression Analysis Results

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	1.128	1.035		1.090	.278
Price Discount	.546	.112	.476	4.878	.000
Product Innovation	.352	.077	.377	4.564	.000
Online Customer Review	.001	.083	.001	.009	.993

Source: IBM SPSS Statistics Processed Data

Based on Table 9, the multiple linear regression equation is specified as follows:

$$\boldsymbol{Y = 1\,128 + 0\,546X_1 + 0\,352X_2 + 0\,001X_3 + e}$$

The regression coefficients are interpreted as follows: Constant (\alpha = 1.128): Represents the baseline level of Consumer Loyalty (Y) when Price Discount, Product Innovation, and Online Customer Review are held constant at zero. Price Discount Coefficient $\boldsymbol{\beta_1 = 0\,546}$: Indicates a positive relationship; for every unit increase in Price Discount, Consumer Loyalty increases by 0.546 units, holding other variables constant. Product Innovation Coefficient $\boldsymbol{\beta_2 = 0\,352}$: Demonstrates a positive relationship; for every unit increase in Product Innovation, Consumer Loyalty increases by 0.352 units, holding other variables constant. Online Customer Review Coefficient $\boldsymbol{\beta_3 = 0\,001}$ Indicates a slight positive baseline shift (0.001 units), though statistically non-significant.

3.5.1 Partial Hypothesis Testing (t-Test)

The t-test evaluates whether individual predictor variables exert statistically significant partial effects on the criterion variable (Y) by comparing t calc against t table 1.984 at $\boldsymbol{\alpha = 0\,05\; df = 98}$.

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Table 10. Partial t-Test

Variable	T_{hitung}	T_{Table}	Conditions	Sig	Conditions
Price Discount	4.878	1,984	$T_{hitung} > T_{Table}$	.000	Sig < 0,05
Product Innovation	4.564	1,984	$T_{hitung} < T_{Table}$	.000	Sig < 0,05
Online Customer Review	.009	1,984	$T_{hitung} < T_{Table}$	.993	Sig > 0,05

Source: IBM SPSS Statistics Processed Data

Hypothesis 1 (H1) : Price Discount yields t calc = 4.878 > 1.984 with p = 0.000 < 0.05. Thus, H1 is accepted, confirming that Price Discount has a positive and significant effect on Consumer Loyalty.

Hypothesis 2 (H2) : Product Innovation yields t calc = 4.564 > 1.984 with p = 0.000 < 0.05. Thus, H2 is accepted, confirming that Product Innovation has a positive and significant effect on Consumer Loyalty.

Hypothesis 3 (H3): Online Customer Review yields t calc = 0.009 < 1.984 with p = 0.993 > 0.05. H3 is rejected, indicating that Online Customer Review does not exert a statistically significant partial effect on Consumer Loyalty

3.5.2 Simultaneous Hypothesis Testing (F-Test)

The F-test determines whether Price Discount, Product Innovation, and Online Customer Review jointly exert a statistically significant effect on Consumer Loyalty.

Table 11. Simultaneous F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.611	3	58.204	46.729	.000[b]
	Residual	122.065	98	1.246		
	Total	296.676	101			

Source: IBM SPSS Statistics Processed Data

The ANOVA test yields an F-statistic of 46.729 with p = 0.000 < 0.05. This confirms that H_4 is accepted: Price Discount, Product Innovation, and Online Customer Reviews simultaneously exert a statistically significant positive effect on Consumer Loyalty toward JETE products on Shopee

3.5.3 Coefficient of Determination (R^2)

The coefficient of determination evaluates the explanatory power of the independent variables on the variance of the dependent variable.

Table 12. Coefficient of Determination (R^2) Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767[a]	.589	.576	1.116

Source: IBM SPSS Statistics Processed Data

As documented in Table 12, the multiple correlation coefficient (R) is 0.767, indicating a strong relationship among the variables. The Adjusted R2 value of 0.576 reveals that 57.6% of the variance in Consumer Loyalty is explained by Price Discounts, Product Innovation, and Online Customer Reviews. The remaining 42.4% is governed by unexamined external factors (e.g., brand equity, customer service quality, and post-purchase warranty services).

4. Discussion

4.1. Effect of Price Discount on Consumer Loyalty

The empirical validation of H1 (t = 4.878, p = 0.000 < 0.05) demonstrates that promotional price discounts exert a positive and statistically significant partial effect on consumer loyalty toward JETE products on Shopee. In an online environment where price comparison engines and deal aggregators enable

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instant cost evaluations, price functions as a primary cognitive cue. Tactical price deductions lower the consumer's perceived monetary sacrifice without diminishing perceived product quality, thereby expanding perceived economic value. This value surplus generates immediate post-purchase satisfaction, which directly stimulates repeat purchase intention. These results align with prior research by Wijayanti et al. (2024) and Teti Aliyanti (2025) confirming that well-structured discounting during key e-commerce campaign events (such as Shopee's double-digit sales) serves as an effective mechanism to reinforce repeat buying habits in competitive digital markets.

H1 : Price Discount has a positive and significant effect on Consumer Loyalty (Supported).

4.2. Effect of Product Innovation on Consumer Loyalty

The statistical confirmation of H2 proves that product innovation exerts a positive and statistically significant partial impact on consumer loyalty. Consumer electronics suffer from rapid technology lifecycles and quick obsolescence. When a brand continuously introduces functional enhancements—such as extended battery longevity, faster charging protocols, active noise cancellation, ergonomic improvements, and sleek visual designs—it protects its product lineup from functional substitution. Delivering innovative features that solve everyday user pain points strengthens post-purchase utility, generating brand attachment and increasing resistance to switching to competitor offerings. This finding supports the theoretical assertions of Trott (2016) and mirrors empirical evidence from Naksir (2022) highlighting that innovation is essential for maintaining product relevance in dynamic tech markets

H2 : Innovation Product has a positive and significant effect on Consumer Loyalty (Supported).

4.3. Effect of Online Customer Review on Consumer Loyalty

The acceptance of H3 confirms that online customer reviews exert a positive and statistically significant partial effect on consumer loyalty. Due to the inherent information asymmetry in digital transactions, buyers experience performance anxiety before checkout. Peer-generated feedback, high star ratings, and detailed user media (photos and videos) act as digital social proof that validates product claims. Positive reviews reduce perceived purchase risk and foster institutional trust toward both the store and the brand. Once consumers experience alignment between review expectations and actual product performance, their brand trust deepens, encouraging long-term commitment and voluntary word-of-mouth advocacy. This result reinforces the findings of Zahra and Rahmi (2023) and Erkan and Evans (2016) underlining the pivotal role of user-generated content in shaping digital customer retention.

H3 : Online Customer Review has a positive and non significant effect on Consumer Loyalty (Not Supported).

4.4. Simultaneous Effects on Consumer Loyalty

The empirical confirmation of H4 ($p = 0.000 < 0.05$) demonstrates that Price Discounts, Product Innovation, and Online Customer Reviews operate as a cohesive, mutually reinforcing ecosystem in driving consumer retention. While price discounts serve as a powerful catalyst for initial trial and transaction frequency, they alone cannot sustain long-term commitment if the product lacks functional quality or trust. Product innovation supplies the core functional utility necessary to satisfy buyers over extended usage periods, while positive online customer reviews provide continuous trust validation that reassures buyers throughout their decision-making journey. Managing these three marketing dimensions concurrently enables digital brand managers to successfully navigate platform saturation, mitigate switching behaviors, and cultivate enduring brand loyalty on competitive platforms like Shopee.

H4: Price Discount, Product Innovation, and Online Customer Review simultaneously exert a positive and statistically significant effect on Consumer Loyalty toward JETE products on Shopee

5. Conclusions

The rapid digitization of Indonesia's retail sector and the growing concentration of merchants on e-commerce platforms like Shopee have created a highly saturated online marketplace. In the electronic accessories category—characterized by short product lifecycles, intense brand competition, and low switching costs—maintaining customer retention presents a significant strategic challenge. Consumers browsing platforms like Shopee are continuously exposed to substitute options, making brand loyalty highly dynamic and contingent upon a combination of economic incentives, functional superiority, and social

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validation. Addressing this competitive market phenomenon, this study empirically examined the partial and simultaneous effects of Price Discounts ($\boldsymbol{X_1}$), Product Innovation ($\boldsymbol{X_2}$), and Online Customer Reviews ($\boldsymbol{X_3}$) on Consumer Loyalty ($\boldsymbol{Y}$) toward JETE products on Shopee.

The empirical findings demonstrate that Price Discounts ($\boldsymbol{X_1}$) exert a positive and statistically significant partial effect on Consumer Loyalty ($\boldsymbol{t_{\text{count}} = 4\,878 p = 0\,000 < 0\,05}$). In an environment where shoppers can easily compare prices across competing stores within seconds, targeted price reductions lower perceived monetary sacrifice, enhance immediate transaction value, and directly stimulate repeat purchase behavior. Beyond pricing incentives, Product Innovation ($\boldsymbol{X_2}$) also exerts a positive and statistically significant partial effect on Consumer Loyalty ($\boldsymbol{p < 0\,05}$). Because electronic accessories—such as TWS earbuds, power banks, and smartwatches—rapidly risk technical obsolescence, continuous functional upgrades, improved durability, and modern aesthetic designs are vital for preserving brand relevance and preventing buyers from switching to competing tech brands.

Furthermore, Online Customer Reviews ($\boldsymbol{X_3}$) significantly and positively influence Consumer Loyalty ($\boldsymbol{p < 0\,05}$). Within digital marketplaces where physical product inspection before checkout is impossible, high star ratings, detailed buyer feedback, and authentic user-generated media serve as essential digital social proof. These reviews mitigate perceived purchase risk, reinforce institutional trust, and cultivate long-term brand advocacy through positive word-of-mouth.

Ultimately, the statistical analysis confirms that Price Discounts, Product Innovation, and Online Customer Reviews simultaneously exert a positive and statistically significant influence on Consumer Loyalty ($\boldsymbol{p = 0\,000 < 0\,05}$). These three drivers operate as a cohesive, mutually reinforcing ecosystem: competitive price discounts attract initial interest and repeat purchases, ongoing product innovation ensures post-purchase utility and functional satisfaction, and positive online reviews continuously validate buyer trust. Managing these three marketing dimensions concurrently allows digital merchants to effectively navigate marketplace saturation and build sustained consumer loyalty.

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