

# Achieving E-Satisfaction in E-Commerce: The Relationship of TAM Factor on Repurchase Intention

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### ABSTRACT

This study aims to comprehensively examine the influence of factors in the Technology Acceptance Model (TAM) framework, namely ease of use, security, and privacy concerns on e-satisfaction, as well as the mediating role of e-satisfaction on the repurchase intention of Shopee users. The method used is quantitative research with a survey approach to 414 Ciputra University Surabaya students who have actively used the Shopee platform in the past month. Data analysis was performed using Partial Least Square Structural Equation Modeling (PLS-SEM). The results showed that ease of use and privacy concern had a significant effect on e-satisfaction, while security had no significant effect on either e-satisfaction or repurchase intention. Meanwhile, e-satisfaction proved to be the main predictor of repurchase intention, as well as an effective mediator in the relationship between ease of use and repurchase intention. These findings indicate a shift in e-commerce consumer preferences that no longer consider security as a value-add, but rather as a basic need that is already expected to be available. Instead, ease of use and privacy transparency are the main determinants in creating customer satisfaction and loyalty. Therefore, for e-commerce players like Shopee, customer retention strategies should focus on optimizing an intuitive user experience as well as a clear and easily accessible privacy policy. This research also extends the TAM framework by showing that privacy factors, while not directly influencing repurchase intentions, have an important role in creating e-satisfaction that impacts the long-term loyalty of digital customers.

### ABSTRAK

Penelitian ini bertujuan untuk menganalisis secara komprehensif pengaruh faktor-faktor dalam kerangka *Technology Acceptance Model* (TAM), yaitu kemudahan penggunaan, keamanan, dan kekhawatiran privasi terhadap *e-satisfaction*, serta peran mediasi *e-satisfaction* terhadap niat pembelian ulang pengguna Shopee. Metode yang digunakan adalah penelitian kuantitatif dengan pendekatan survei terhadap 414 mahasiswa Universitas Ciputra Surabaya yang secara aktif menggunakan platform Shopee dalam satu bulan terakhir, dengan analisis data menggunakan *Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa kemudahan penggunaan dan kekhawatiran privasi berpengaruh signifikan terhadap *e-satisfaction*, sedangkan keamanan tidak berpengaruh signifikan baik terhadap *e-satisfaction* maupun niat pembelian ulang. Sementara itu, *e-satisfaction* terbukti menjadi prediktor utama dari niat pembelian ulang sekaligus mediator yang efektif dalam hubungan antara kemudahan penggunaan dan niat pembelian ulang. Temuan ini mengindikasikan adanya pergeseran preferensi konsumen *e-commerce* yang tidak lagi memandang keamanan sebagai nilai tambah, melainkan sebagai kebutuhan dasar yang sudah diharapkan tersedia. Sebaliknya, kemudahan penggunaan dan transparansi privasi menjadi faktor utama dalam menciptakan kepuasan dan loyalitas pelanggan. Oleh karena itu, bagi pelaku *e-commerce* seperti Shopee, strategi retensi pelanggan sebaiknya difokuskan pada optimalisasi pengalaman pengguna yang intuitif serta kebijakan privasi yang jelas dan mudah diakses. Penelitian ini juga memperluas kerangka TAM dengan menunjukkan bahwa faktor privasi, meskipun tidak secara langsung memengaruhi niat pembelian ulang, memiliki peran penting dalam menciptakan *e-satisfaction* yang berdampak pada loyalitas jangka panjang pelanggan digital.

## 1. Introduction

E-commerce has become an integral part of modern society due to its ability to provide convenience and speed in the transaction process [1]. This phenomenon is increasingly relevant in the midst of people's

dynamic and highly mobile lifestyles, where consumers tend to look for practical and efficient solutions. Through personal devices, consumers can conduct transactions without time and location restrictions, thus increasing convenience and flexibility in the shopping

experience [2]. Another advantage of e-commerce is a much wider variety of products compared to physical stores, which provides access to various brands and categories without space limitations [3].

Shopee, as one of the most popular e-commerce platforms in Indonesia, was able to respond to this trend by adopting a hybrid business model that combines Customer-to-Customer and Business-to-Consumer. This strategy allows the platform to reach a wider market while increasing customer satisfaction which has an impact on repurchase intentions [4]. In addition, the e-commerce business model also offers operational cost efficiency, which allows platforms like Shopee to provide more competitive prices than conventional stores.

Nevertheless, the rapid development of e-commerce still faces significant challenges, especially related to data security issues. Threats to privacy and the risk of information theft are major concerns for consumers in conducting online transactions [5]. To address these challenges, various e-commerce platforms integrate security technologies such as Blowfish algorithm, Public Key Infrastructure), and Secure Socket Layer to protect users' personal data [6]. Effective data protection is proven to not only increase consumers' sense of security, but also strengthen their satisfaction and loyalty to the platform [7].

As consumers' awareness of personal data management increases, transparency and information security become decisive factors in creating a positive and sustainable shopping experience. The concept of e-satisfaction is a key element in maintaining long-term relationships with consumers, which is influenced by product quality, ease of use of applications, and customer service [8]. In this context, the concept of repurchase intention becomes an important indicator to measure the success of e-commerce platforms. Factors such as trust in the system, transaction convenience, and data security are the main determinants for consumers in deciding to make repeat purchases [9].

To comprehensively understand these factors, the use of an analytical framework such as the Technology Acceptance Model (TAM) is considered relevant, as it is able to explain the influence of ease of use, security, and privacy concerns on e-satisfaction and customer loyalty [10]. Although various previous studies have examined these aspects separately, there are still limited studies that integrately examine the relationship between ease of use, security, and privacy concerns on e-satisfaction, as well as the mediating role of e-satisfaction on repurchase intention, especially on the Shopee platform in Indonesia. Therefore, this research is important to fill this void and make theoretical and practical contributions to the development of customer retention strategies in the e-commerce industry.

### 1.1. Grand Theory

The Technology Acceptance Model (TAM) is a theoretical framework that explains that user acceptance of technology is influenced by perceived ease of use and perceived usefulness [11], [12]. In the context of e-commerce, TAM is relevant because it can explain how factors such as ease of use, security, and privacy concerns affect customer satisfaction (e-satisfaction), which ultimately impacts repurchase intention [10], [13]. Ease of use, for example, can be realized through intuitive interfaces and clear guidelines, while security is reflected in the use of encryption systems to protect customer data. Customer satisfaction acts as a mediating variable linking TAM factors with repurchase intentions, where a positive experience encourages customers to use the platform again [14], [15].

### 1.2. E-Satisfaction

E-satisfaction refers to the level of customer satisfaction with the shopping experience on an e-commerce platform, which includes aspects such as ease of use, transaction security, and data privacy protection [16]. This satisfaction is reflected in customers' positive perceptions of the platform's features and services, such as its user-friendly application interface, secure payment system, and transparent and trustworthy personal data protection [17]. For example, customers are satisfied when the shopping process goes smoothly with no technical hitches, payments are easy to make, and personal data is well protected [1]. Therefore, e-satisfaction becomes a key element in building loyalty and increasing customers' intention to return to use an e-commerce platform [16].

E-satisfaction indicators include user interface quality, transaction speed, payment system security, and customer service quality. Ease of access and efficiency in finding products also increase customer satisfaction. In addition, transparent management of product returns and a fast-problem-solving system also create a positive shopping experience. Santos showed that e-satisfaction is influenced by website quality, responsive customer service, and secure transactions. Similarly, trust in the platform and consistent user experience contribute to increasing the level of customer engagement.

### 1.3. Repurchase Intention

Repurchase intention refers to the customer's intention to make a repeat purchase after obtaining a satisfying shopping experience on an e-commerce platform [18]. This intention is influenced by various factors such as service quality, trust in the platform, ease of transactions, and positive user experience. Indicators of repurchase intention include customer satisfaction, delivery speed, competitive prices, and after-sales service quality [19]. In this context, ease of use is an

important variable that directly affects e-satisfaction. Ease of use refers to the user's perception of how easy and convenient it is to use the platform, including an intuitive interface, efficient navigation, and a simple checkout process [20]. As part of the Technology Acceptance Model (TAM), ease of use is proven to reduce user cognitive load and increase technology acceptance [15].

#### 1.4. Security

Security in e-commerce is an important factor that affects customer satisfaction and trust in the platform. Security includes personal data protection, payment system reliability, and prevention of unauthorized access and fraud. Multiple authentication systems and strong encryption are proven to increase customer trust and encourage repeat purchase intentions [21]. In addition, the speed of response to security threats is also an important indicator in maintaining the stability of e-commerce services on an ongoing basis.

#### 1.5. Privacy Concern

The extent to which e-commerce platforms can protect the privacy of customer data, including personal information and transaction data, is an important concern in the digital age. Customer privacy concerns usually involve protection from potential misuse of data, transparency of privacy policies, and measures taken by platforms to ensure information security. If customers' privacy concerns can be properly mitigated, then they are likely to have a more satisfying shopping experience and feel trust in the platform.

Indicators of privacy issue resolution include transparent privacy policies, clear notices regarding the collection and use of personal data, and options for users to control the data they share. In addition, the use of technologies such as encryption to protect personal data and the conduct of regular audits to ensure compliance with privacy regulations are also part of the important indicators in managing privacy issues. Transparency and control over personal data are the factors that most influence the level of user trust in e-commerce platforms [22].

#### 1.6. Ease of Use and E-Satisfaction

Ease of Use is an important factor that influences E-Satisfaction on e-commerce platforms, especially in Indonesia which is experiencing rapid growth in the digital sector [23]. Ease of navigation, product search and intuitive checkout processes enhance user convenience and encourage technology adaptation. The time and effort efficiency that consumers perceive when shopping online also reinforces their perception of value and satisfaction [24]. Features such as responsive search and product recommendations also contribute to a satisfying shopping experience [25].

H1: Ease of Use has a positive effect on E-Satisfaction.

#### 1.7. Security and E-Satisfaction

Security is a crucial factor in improving E-Satisfaction as Indonesian consumers are increasingly concerned about personal data protection and the security of digital transactions [26]. E-commerce platforms that provide features such as data encryption, two-factor authentication, and clear privacy policies are able to increase users' sense of security and trust, which has a direct impact on their satisfaction [27]. That sense of security also encourages user loyalty and extends app usage time [28]. Therefore, an effective security system not only creates a satisfying shopping experience, but also strengthens the long-term relationship between users and e-commerce platforms.

H2: Security has a positive effect on E-Satisfaction.

#### 1.8. Privacy Concern and E-Satisfaction

Privacy concerns in e-commerce have a significant effect on user E-Satisfaction, especially in Indonesia, where consumers are increasingly concerned about managing their personal data [29]. E-commerce platforms that are transparent in their privacy policies and give users control over their personal data tend to increase user satisfaction [27]. Indicators that strengthen this relationship include easy-to-understand privacy policies, use of data encryption, and two-factor authentication features. Therefore, platforms that prioritize personal data protection and transparency will gain higher trust, which has a positive impact on consumer E-Satisfaction [29].

H3: Privacy Concern has a positive effect on E-Satisfaction.

#### 1.9. E-Satisfaction and Repurchase Intention

E-satisfaction plays an important role in increasing repurchase intention in Indonesian e-commerce, where consumer satisfaction with service quality, ease of transaction, and speed of delivery drives repurchase intention [19]. A satisfying shopping experience increases consumer trust and loyalty to the e-commerce platform, which strengthens the long-term relationship with the brand [30]. Factors such as service quality, ease of checkout, and fast delivery are key indicators that link e-satisfaction with repurchase intention. Research also shows that service transparency and clear communication help build stronger relationships, reduce uncertainty, and strengthen repurchase.

H4: E-Satisfaction has a positive effect on Repurchase Intention.

1.10. Ease of Use, E-Satisfaction, and Repurchase Intention

Ease of use is a crucial factor in shaping a satisfying shopping experience on e-commerce platforms in Indonesia, where consumers prioritize comfort in interacting with platforms that are easy to use, fast, and free of technical barriers [23]. Consumers who find it easy to shop tend to feel satisfied and are more likely to return to use the platform that provided the positive experience, which in turn increases repurchase intention [1]. User-friendly interface design, transaction speed, and convenience in finding products are the main factors that link ease of use with e-satisfaction and repurchase intention. Research shows that an easy shopping experience can accelerate consumers' decision to make repeat purchases, strengthening the growth and sustainability of e-commerce platforms [31].

H5: Security has a positive effect on Repurchase Intention with E-Satisfaction as mediation.

1.11. Security, E-Satisfaction, and Repurchase Intention

In the context of e-commerce in Indonesia, especially on platforms such as Shopee, security is a key foundation in building e-satisfaction, as consumers increasingly realize the importance of protecting personal data and the reliability of digital transaction systems. Measures such as data encryption, double authentication, and secure payment systems increase user trust and directly contribute to customer satisfaction. When platform security is consistent and transparent, consumers feel more comfortable to transact again, thereby strengthening repurchase intentions. Research also shows that effective data protection strengthens customer loyalty and increases the chances of long-term retention [31]

H6: Security has a positive effect on Repurchase intention with E-satisfaction as mediation.

1.12. Privacy Concern, E-Satisfaction, and Repurchase Intention

Privacy concerns are a major challenge in shaping e-Satisfaction in Indonesian e-commerce, as consumers are increasingly concerned about how their personal data is protected and managed. Platforms that provide protections such as encryption, data access notifications, and transparent privacy policies tend to increase user trust and satisfaction. E-satisfaction then becomes an important mediator linking privacy concerns with repurchase intention, where feeling secure about personal data drives repurchase intention [31]. In the Indonesian context, proactive privacy protection strategies not only strengthen customer loyalty, but also create a competitive advantage for e-commerce platforms [17].

H7: Privacy concern has a positive effect on Repurchase intention with E- Sactifaction as mediation.

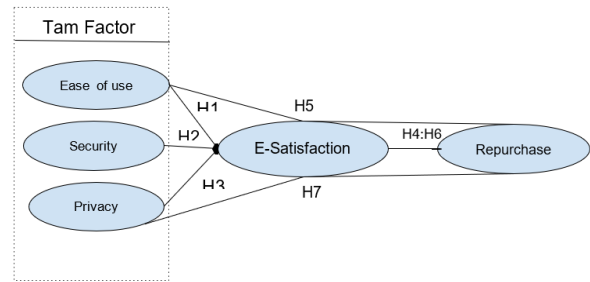


Figure 1. Research Model

2. Research Method

This study uses quantitative methods to examine the effect of Security, Ease of Use, and Privacy concerns on Repurchase intention. Which is mediated by E-Satisfaction in e-commerce users. The research was conducted at Ciputra University Surabaya, which was chosen because of the high number of students who use e-commerce, especially Shopee. The population in this study were students of Ciputra University Surabaya who made transactions at Shopee in the last month. The sample taken amounted to 414 respondents using purposive sampling technique, namely students who met the criteria as active Shopee users in that period. Data collection was carried out through an online questionnaire using google form.

The research instrument in the form of a questionnaire was prepared using a seven-point Likert Scale with a range of values from (1) strongly disagree, (2) disagree, (3) somewhat disagree, (4) neutral, (5) somewhat agree, (6) agree to (7) strongly agree to measure respondents' attitudes, opinions, and perceptions of the variables studied. The variables in this study consist of Security, Ease of Use, Privacy Concern, E-Satisfaction and Repurchase Intention.

The data analysis technique used is Partial Least Square-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0 software. The analysis process begins with convergent and discriminant validity tests to ensure that the measurement indicators meet the reliability (Cronbach's Alpha value > 0.7) and validity (AVE value > 0.5) criteria [32]. Next, in evaluating the direct and indirect effects between variables, hypothesis testing was conducted through path analysis, with a significance level of p less than 0.05. This method meets the SEM quantitative research standards popular in the e-commerce industry [33].

3. Result and Discussion

3.1. Respondent Characteristics

Data on respondent characteristics on Table 1 shows that the majority are students aged 17-20 years (86.18%) and dominated by women (59.21%), which indicates that this segment has a greater interest in e-

commerce activities, especially on the Shopee platform. The concentration of respondents in the West Surabaya area (85.53%) as well as the dominance of IBM majors (89.14%) and the class of 2024 (65.46%) suggests a geographical and academic bias that could potentially affect the generalization of the research results to the wider student population. Shopping behavior patterns show that the majority of respondents are classified as light users with a transaction frequency of 1-3 times per month (55.59%), while moderate users 4-7 times (32.57%) and heavy users above 7 times per month are only 11.84%, showing

that the intensity of student shopping in e-commerce is still relatively moderate, possibly influenced by factors of income, needs, and offline shopping preferences. Meanwhile, the high use of digital payment methods can be seen from the dominance of Virtual Account (48.68%) and ShopeePay (47.70%), far outperforming the COD cash payment method which is only used by 3.62% of respondents, confirming a strong shift in student preferences towards cashless transaction systems which are considered more practical, fast, and safe.

Table 1. Respondent Profile

Profile	Category	Frequency	Percentage (%)
Age	17-20 Years	262	86.18
	21-24 Years	41	13.49
	>25 Years	1	0.33
Gender	Male	124	40.79
	Female	180	59.21
Region	West Surabaya	260	85.53
	South Surabaya	15	4.93
	East Surabaya	27	8.88
	North Surabaya	2	0.66
Graduate	2021	11	3.62
	2022	61	20.07
	2023	33	10.86
	2024	199	65.56
Purchases on E-Commerce	Heavy User (>7 times)	36	11.84
	Medium User (4-7 times)	99	32.57
	Light User (1-3 times)	169	55.59
Payment Method	COD	11	3.62
	ShopeePay	145	47.70
	Virtual Account (QRIS, Debit, Credit)	148	48.68
Total Respondents		304	100.00

### 3.2. Confirmatory Factor Analysis

This research shows that all indicators in the model have excellent validity and reliability, with factor loadings above 0.70 and Cronbach's Alpha and Composite Reliability above 0.90, as can be seen on Table 2. Ease of Use is shown to have a significant effect on E-Satisfaction, which in turn increases Repurchase Intention, while Privacy Concern only affects E-Satisfaction. The Security factor has no significant effect on satisfaction or repurchase intention, presumably because security has become a standard user expectation. The R-Square value of 0.710 for E-Satisfaction and 0.778 for Repurchase Intention shows that the model has strong predictive ability in explaining the relationship between variables.

### 3.3. Hypothesis Testing

Based on the results of hypothesis testing in this study, which can be found on Table 3 and Figure 2, it was

found that Ease of Use and Privacy Concern have a significant positive influence on E-Satisfaction, indicating that these two factors directly strengthen customer satisfaction in using e-commerce platforms. E-Satisfaction itself proved to be the dominant variable driving Repurchase Intention, reinforcing the theory that customer satisfaction is a key determinant of loyalty and repurchase intentions. In contrast, the Security variable did not show a significant influence on either E-Satisfaction or Repurchase Intention, which implies that the security aspect may be considered as a basic user expectation and thus does not contribute directly in shaping satisfaction or repurchase intention. These findings open up a space for critical analysis regarding the role of security factors in the current e-commerce context, as well as the need for further research to explore whether changes in perceptions or increased security threats may alter the relevance of these variables in customer satisfaction and loyalty models.

Table 2. Confirmatory Factor Analysis

Variables	Item	Factor loadings	Cronbach's alpha	Composite reliability	AVE	R Square
Ease of Use (X1)	X1.1	0.826	0.956	0.957	0.821	
	X1.2	0.704				
	X1.3	0.876				
	X1.4	0.913				
	X1.5	0.904				
	X1.6	0.901				
Security (X2)	X2.1	0.878	0.926	0.935	0.734	
	X2.2	0.863				
	X2.3	0.852				
	X2.4	0.805				
	X2.5	0.922				
	X2.6	0.851				
Privacy Concern (X3)	X3.1	0.854	0.955	0.957	0.816	
	X3.2	0.899				
	X3.3	0.891				
	X3.4	0.914				
	X3.5	0.927				
	X3.6	0.934				
E-Satisfaction (Y1)	Y1.1	0.903	0.948	0.948	0.905	0.778
	Y1.2	0.905				
	Y1.3	0.873				
	Y1.4	0.922				
	Y1.5	0.906				
	Y1.6	0.927				
Repurchase Intention (Y2)	Y2.1	0.946	0.931	0.934	0.744	0.710
	Y2.2	0.961				
	Y2.3	0.947				

Table 3. Hypothesis

Hypothesis	Description	Path Coefficient	T Statistic	Result
H1	Ease of Use → E-Satisfaction	0.373	7.226	Accepted
H2	Security → E-Satisfaction	0.084	1.159	Rejected
H3	Privacy Concern → E-Satisfaction	0.522	8.264	Accepted
H4	E-Satisfaction → Repurchase Intention	0.679	8.832	Accepted
H5	Ease of Use → E-Satisfaction → Repurchase Intention	0.136	2.281	Accepted
H6	Security → E-Satisfaction → Repurchase Intention	0.062	0.842	Rejected
H7	Privacy Concern → E-Satisfaction → Repurchase Intention	0.007	0.085	Rejected

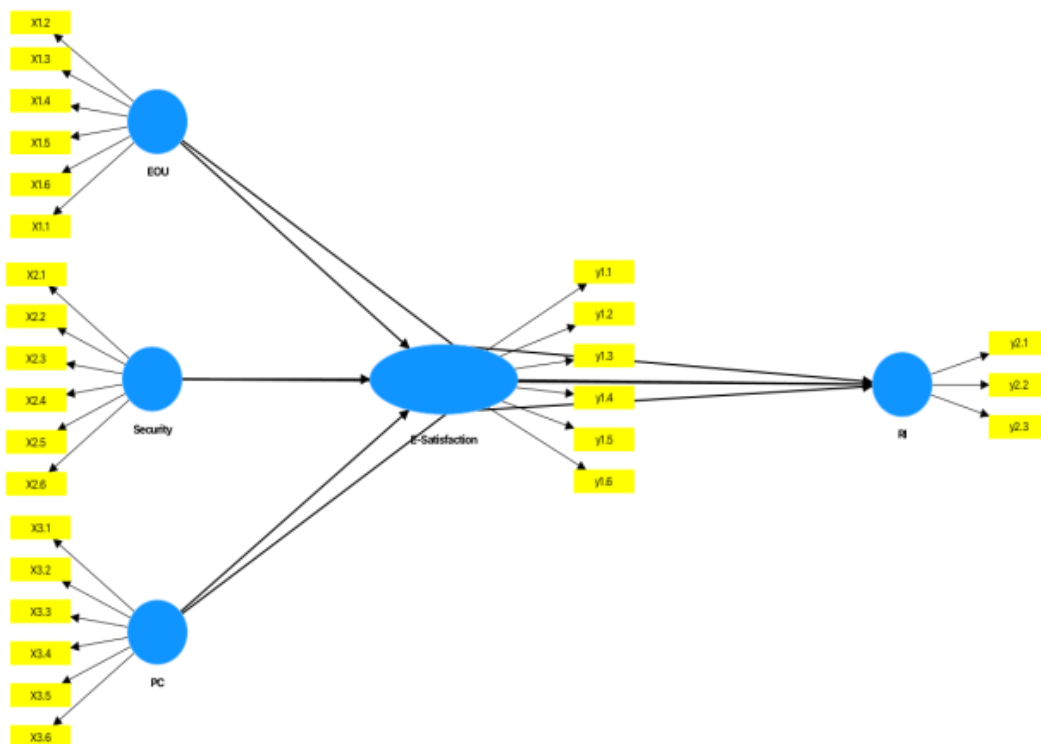


Figure 2. Partial Least Square Model

### 3.4. Discussion

This research focuses on the influence of Ease of Use, Security, and Privacy Concern on E-Satisfaction and its impact on Repurchase Intention in the context of e-commerce. The results of the analysis show that ease of use has a significant influence on customer satisfaction, while the security factor does not show a significant relationship with satisfaction or repurchase intention. These findings support the theory in the Technology Acceptance Model, which states that perceived ease of use plays an important role in shaping user satisfaction and technology adoption [11]. In the context of e-commerce, customers who find the platform easy to use tend to be more satisfied and have a higher tendency to make repeat purchases. This indicates that developing a platform that makes navigation and transactions easy will have a positive impact on customer satisfaction, and increase their loyalty to make repeat purchases.

The results also reveal that Privacy Concern has a significant influence on E-Satisfaction, but not on Repurchase Intention. This is in line with the findings which state that although e-commerce users are very concerned about the privacy of their data, these concerns affect their satisfaction with the platform more than their decision to make a purchase again [34]. Another researcher mentioned that aspects of data protection and privacy policy transparency contribute to increased customer satisfaction, but do not necessarily encourage them to continue transacting on the same platform [35]. This suggests that while privacy is important to users, other factors such as price, product quality, or shopping experience are more dominant in determining repurchase intentions. Thus, while attention to privacy may increase customer satisfaction, it is not enough to drive their intention to continue transacting on the platform.

In contrast, the security factor has no significant effect on customer satisfaction or repurchase intentions. Study explained that most e-commerce customers already consider security as a standard that should be there, so its existence is no longer a significant differentiating factor in influencing their satisfaction [36]. Different study also found that security measures such as two-factor authentication and data encryption play more of a role in building trust than in increasing customer satisfaction [26]. In some cases, excessive security enhancements can actually detract from the user experience and hinder ease of transactions, which in turn negatively impacts customer satisfaction [37]. This confirms that while security remains an important aspect that should be present in any e-commerce platform, it may no longer be the main driver in influencing customer satisfaction or loyalty.

This research also confirms the importance of E-Satisfaction as a mediator in the relationship between external factors and Repurchase Intention. The results

of the analysis show that customers who are satisfied with their experience on e-commerce platforms are more likely to make repeat purchases [38]. This finding supports the concept of e-service quality, where customer satisfaction in a digital environment is strongly influenced by ease of navigation, transaction speed, and overall user experience [39]. In a study, e-commerce customer satisfaction was shown to be a strong predictor of customer loyalty and retention [40]. In addition, this finding is also consistent with different research, which states that a good user experience in using an e-commerce platform, especially in terms of ease of access and convenience of navigation, contributes directly to an increase in repurchase intentions [27]. Therefore, e-commerce needs to focus more on improving user experience and ensuring that their platforms are easy to use, instead of focusing only on improving security.

The results of this study show that the Ease of Use and Privacy Concern factors play a greater role in shaping customer satisfaction than the Security factor. However, only E-Satisfaction has a direct influence on Repurchase Intention, which confirms that customer satisfaction is a key element in maintaining customer loyalty in e-commerce business. Therefore, e-commerce companies should prioritize optimizing user experience, privacy policy transparency, and providing services that make it easier for customers to transact, rather than focusing solely on improving security features. Thus, to increase customer loyalty and strengthen the base of returning customers, e-commerce needs to put customer satisfaction as a top priority, especially by providing an easier, more convenient and transparent experience in terms of privacy.

### 4. Conclusion

Based on the research conducted on Ciputra University Surabaya students as active Shopee users, it can be concluded that e-satisfaction plays the most dominant role in driving repurchase intention on e-commerce platforms. The findings show that Ease of Use and Privacy Concern significantly influence user satisfaction, while Security does not significantly affect either satisfaction or repurchase intention—indicating a shift in consumer perception where convenience and transparent data management are prioritized over security, which is now viewed as a basic requirement. Although Privacy Concern influences satisfaction, it does not directly shape repurchase intention, suggesting that users still care about privacy but ultimately base their repeat purchases on the overall shopping experience. Ease of Use also indirectly encourages repurchase intention through e-satisfaction, consistent with the Technology Acceptance Model (TAM). Therefore, platforms like Shopee should focus on enhancing user experience and strengthening communication of privacy practices to maintain user

loyalty in an environment where users already assume security as a standard.

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