

Algorithmic Transparency and Brand Trust in Indonesia's Digital Customer Experience

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ABSTRACT

This conceptual paper examines how algorithmic transparency shapes brand trust, brand reputation, and customer loyalty through ethical digital customer experience in Indonesia's digital marketplace. The discussion is situated in an environment in which e-commerce, social commerce, AI-enabled personalization, digital advertising, and data-driven service interactions increasingly mediate customer-brand relationships. The study develops an integrative framework linking ethical digital marketing, algorithmic transparency, ethical digital customer experience, brand trust, brand reputation, and customer loyalty. Rather than presenting primary empirical data, the article synthesizes literature on consumer trust, relationship marketing, customer experience, data ethics, and digital transparency. The conceptual synthesis indicates that transparent personalization, responsible data use, fair recommendation systems, honest communication, and consistent service recovery can reduce perceived manipulation and strengthen customer confidence. The main finding is that customer loyalty in the digital age is more likely to emerge when brands design digital experiences that are not only convenient and personalized but also transparent, fair, privacy-respecting, and human-centered.

Keywords: *Algorithmic Transparency, Brand Reputation, Brand Trust, Customer Loyalty.*

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1. | INTRODUCTION

The relationship between digital customers and businesses is increasingly mediated by algorithmic processes. Recommendation systems determine the order in which products are displayed, while advertising systems select which customers receive specific messages. Platforms personalize prices and promotions, whereas chatbots manage service recovery. In addition, search and ranking mechanisms influence customers' perceptions of relevance. Broader research showing that digital transformation and marketing technologies reshape customer behavior, market analytics, personalization, and company-customer interaction pattern (Verhoef et al., 2021; Grewal et al., 2020; Plangger et al., 2022). In Indonesia, these developments are particularly important as digital commerce, social commerce, video commerce, digital payments, and artificial intelligence become increasingly embedded in everyday consumption. Consequently, the digital marketplace has evolved beyond a mere platform for brand–consumer communication and has become an algorithmically structured environment in which customer experiences are shaped by data-driven decisions.

This transformation presents significant ethical and managerial challenges. Personalization can increase relevance, convenience, and engagement; however, it may create discomfort when customers do not understand why certain products are recommended, why they are targeted by particular advertisements, how their personal data are used, or whether algorithmic systems treat them fairly. Studies on online advertising and personalization indicate that customer actions depend strongly on the balance between perceived relevance, information collection, and trust-building strategies (Aguirre et al., 2015; Yeo et al., 2025). Privacy economics research also shows that customers face complex trade-offs when deciding whether to disclose personal information in exchange for digital benefits (Acquisti, 2023). In this context, transparency goes beyond a general communication principle. It serves as a trust-building mechanism that enables customers to perceive digital interactions as legitimate, accountable, and centered on their needs.

This issue is highly significant for Indonesia. Indonesia's digital economy is among the largest in Southeast Asia, and the growth of e-commerce, digital financial services, video commerce, and artificial intelligence-enabled services has increased the number of algorithmic touchpoints between brands and consumers (Rahardjo et al., 2025). At the same time, Indonesia's Personal Data Protection Law has strengthened regulatory expectations that organizations process personal data responsibly. Recent research also emphasizes that personal data protection has become important so that breaches in digital marketplace can damage customer's confidence and weaken trust in platform-based transactions (Wibowo et al., 2024). These developments make Indonesia a compelling context for examining the role of algorithmic transparency in fostering brand trust and customer loyalty.

Existing marketing literature has extensively examined brand trust, customer experience, personalization, and loyalty. Nevertheless, relatively few studies have integrated these constructs with algorithmic transparency and ethical digital customer experience within the context of an emerging digital economy. Research on artificial intelligence suggests that customers' trust improves when decision processes are more visible and interpretable (Rai, 2020; Shin, 2021). The conceptual gap is not whether digital technologies can improve marketing performance, but rather how ethically designed digital experiences can transform algorithmic personalization into customer trust, reputation, and loyalty.

This study seeks to develop a conceptual framework that explains how ethical digital marketing and algorithmic transparency influence ethical digital customer experience, brand trust, brand reputation, and customer loyalty in the Indonesian digital marketplace. This article addresses the following research question: How can brands maintain trust and loyalty when customer experiences are increasingly mediated by opaque algorithmic and data-driven systems? Drawing on a synthesis of literature on consumer trust, relationship marketing, customer experience, data ethics, and digital transparency, this paper offers a conceptual framework that positions ethical digital customer experience as an intermediary between algorithmic transparency and brand trust.

2. | LITERATURE REVIEW

This literature review integrates five streams of research: ethical digital marketing, algorithmic transparency, ethical digital customer experience, brand trust, and customer loyalty. Rather than merely summarizing prior studies, the review integrates them to illustrate how algorithmic transparency can function as a strategic mechanism for strengthening trust in digital relationships between consumers and brands.

Ethical Digital Marketing in an Algorithmic Environment

Ethical digital marketing refers to the formulation and implementation of marketing practices that are honest, equitable, responsible, respectful of privacy, and attentive to consumer well-being in digital environments. In algorithmic contexts, ethical marketing extends beyond truthful advertising and transparent pricing. It also involves how brands collect data, infer preferences, personalize offers, design automated interactions, and respond to customer issues through digital platforms. Marketing-technology research implies that firms must manage both communication content and digital infrastructures and analytics systems (Grewal et al., 2020; Plangger et al., 2022). When customers engage with a platform, they do not perceive algorithms as abstract technical entities; rather, they experience them as recommendations, rankings, messages, prompts for action, chatbot responses, service delays, or promotional incentives.

This ethical challenge is intensified by the information asymmetry between brands and consumers. Brands frequently possess a deeper understanding of data collection methods and the operation of automated systems, whereas customers may primarily

observe only the final outcomes (Puntoni et al., 2021). This asymmetry may be beneficial when personalization is perceived as relevant and supportive; however, it can become problematic when customers experience a sense of surveillance, manipulation, discrimination, or loss of control. Martin and Murphy (2017) argue that data privacy is a fundamental component of contemporary marketing because customer data practices influence perceptions of fairness and trust. In this context, ethical digital marketing requires effective governance of both message content and the underlying technological infrastructure.

In Indonesia, ethical digital marketing is increasingly becoming a strategic imperative. Customers tend to accept personalization when it saves time, improves relevance, and simplifies decision-making (Ifadhila et al., 2024). Nevertheless, such acceptance is likely to depend on customers' perceived transparency and control, as the paradox literature shows that personalization may be accepted when it is useful but rejected when it is perceived as intrusive or excessive (Aguirre et al., 2015; Yeo et al., 2025). The rise of social commerce and artificial intelligence-driven service interactions indicates that brands must cultivate trust not only through human employees or advertising campaigns, but also through the ethical design of algorithmic touchpoints.

Algorithmic Transparency

Algorithmic transparency refers to the extent to which stakeholders are able to understand the existence, objectives, logic, and implications of algorithmic systems (Bitzer et al., 2023). In marketing, transparency may include disclosing that recommendations are personalized, explaining why specific offers are presented, clarifying how customer data are used, and providing meaningful options for managing preferences. Transparency does not require the disclosure of proprietary source code. Rather, it requires algorithmic influences to be made sufficiently understandable so that consumers can evaluate the fairness, relevance, and legitimacy of an interaction. This approach is aligned with the research which argues that explanation, interpretability, and visibility can move systems from "black box" technologies toward more accountable "glass box" systems (Rai, 2020; Shin, 2021)

Recent research indicates that transparency signals can enhance trust in communication facilitated by artificial intelligence. Park (2024) demonstrates that algorithmic transparency signals in artificial intelligence are positively associated with user trust in AI systems and may influence relational satisfaction with organizations that employ such systems. These findings are significant for brand development because customer trust may transfer from reliance on digital systems to confidence in the brands responsible for those systems. Consequently, algorithmic transparency functions as an indicator of integrity, accountability, and respect for customer autonomy.

In the Indonesian market, algorithmic transparency is highly significant because many interactions between brands and customers occur through platforms in which

recommendation systems, search result rankings, live-commerce feeds, digital advertisements, and automated service agents shape the architecture of choice (Erwinda & Asriyanti, 2025). When customers do not understand why specific offers appear or how their data affect their experiences, personalization may be perceived as intrusive rather than beneficial.

Ethical Digital Customer Experience

Customer experience is generally defined as customers' cognitive, emotional, behavioral, sensory, and social responses across the customer journey (Jesus & Alves, 2020). Digital transformation expands this process by introducing algorithmic touchpoints before, during, and after purchase. Search results, personalized content, targeted advertising, recommendation systems, mobile notifications, payment processes, shipment tracking, complaint management, and chatbot interactions collectively influence customers' overall assessment of a brand. Recent research emphasizes that experience should be measured through touchpoints, contexts, and qualities that shape how customers evaluate interactions with company (De Keyser et al., 2020).

This paper introduces the notion of ethical digital customer experience. This concept refers to customers' holistic perception that their digital interactions with a brand are designed and delivered with transparency, fairness, privacy protection, integrity, and respect for consumer autonomy. This framework reorients the study of customer experience beyond mere efficiency and convenience. A digital experience may be fast and personalized; however, it remains ethically deficient if it is perceived as manipulative, intrusive, biased, or difficult to control. The ethical dimension is important because privacy protection, fair information, and customer autonomy are central to how customers judge the legitimacy of data-driven marketing practices (Martin and Murphy, 2017, Acquisti, 2023).

Five mechanisms are particularly significant. First, transparent personalization helps consumers understand the rationale behind the presentation of specific content or offers. Second, responsible data practices mitigate privacy concerns by enhancing transparency in data collection and processing. Third, fair recommendation systems reduce the perception that brands exploit consumers or systematically disadvantage certain groups. Fourth, honest communication ensures that digital claims, sponsored content, discounts, and reviews are not misleading. Fifth, consistent service recovery indicates that automated systems are capable of responding fairly when problems arise. These mechanisms are consistent with research suggesting that digital and AI-enabled interactions must be evaluated in terms of trust, relational quality, and customer-perceived value (Huang and Rust, 2018; De Keyser et al. 2020). Collectively, these mechanisms transform transparency into experienced trustworthiness.

Brand Trust and Relationship Marketing

Brand trust refers to customers' willingness to rely on a particular brand because the brand is perceived as competent, sincere, reliable, and attentive to customer welfare (Nasir et al., 2023). Commitment–Trust Theory posits that trust serves as a pivotal mechanism in effective relationship marketing because it mitigates uncertainty and supports long-term exchange relationships (Badrinarayanan & Ramachandran, 2024). In the digital sphere, uncertainty increases when consumers lack direct visibility into the mechanisms through which data and algorithms influence their experiences. Consequently, the importance of brand trust has become even more pronounced.

Research on consumer trust indicates that trust is not merely a psychological construct but also a relational asset. Khamitov et al. (2024) synthesized five decades of empirical research on consumer trust and emphasized that trust remains a fundamental element in marketing relationships. In service contexts, Aldulaimi et al. (2025) explain that trust can transform favorable service behaviors into value and loyalty. This perspective supports the significance of algorithmic transparency by emphasizing that it signals integrity and brand benevolence in contexts characterized by consumer uncertainty.

Consequently, brand trust is positioned as a pivotal relational mechanism in this study. Algorithmic transparency and ethical digital customer experience do not automatically create loyalty. They must first establish customers' confidence that the brand is honest, responsible, and not using digital tools merely to capture attention, collect data, or generate short-term transactions.

Brand Reputation and Customer Loyalty

Brand reputation refers to collective perceptions of a brand's credibility, responsibility, reliability, and integrity. Reputation has a broader scope than individual trust because it reflects the socially shared evaluation of a brand. In the digital sphere, reputation is built not only through formal brand communication, but also through reviews, complaints, social media interactions, influencer narratives, platform ratings, and public responses to data practices (Zahran & Rolando, 2025). Algorithmic opacity can damage brand reputation when customers perceive a brand as manipulative or irresponsible, whereas transparency can strengthen reputation by signaling accountability. Because digital technologies intensify the speed and visibility of customer feedback, reputational risk can emerge rapidly across platforms and networks (Verhoef et al., 2021; Plangger et al., 2022).

Customer loyalty encompasses repurchase intention, advocacy, positive word of mouth, resistance to switching, and willingness to sustain relationships with brands. Loyalty in the digital marketplace is inherently fragile because switching costs are often low and competitors remain continuously visible. Consequently, loyalty cannot rely

solely on convenience or promotional intensity; it must be supported by trust and reputation. Maseeh et al. (2021) meta-analysis of online trust relationships in e-commerce reinforces the significance of trust in digital transaction contexts.

This paper posits that customer loyalty is more likely to develop when individuals perceive their digital interactions with a brand as both beneficial and ethically safe. Trust increases customers' confidence in maintaining the relationship, while reputation provides social assurance that the brand is credible and responsible.

3. | RESEARCH METHOD

This study employs a literature-based conceptual approach. Its objective is not to test statistical hypotheses, but rather to integrate relevant theoretical and empirical insights into a cohesive framework that can inform future research and managerial practice. This approach is appropriate because algorithmic transparency in digital marketing represents an emerging field that intersects with consumer trust, ethical marketing, customer experience, data governance, and brand management. Conceptual research is suitable for this objective because it enables theory synthesis and model development when a phenomenon is theoretically important but empirically fragmented (Jaakkola, 2020).

The literature synthesis was conducted through four steps. First, this article identified the primary bodies of literature relevant to the research question: consumer trust, relationship marketing, customer experience, algorithmic transparency, artificial intelligence-driven personalization, data ethics, brand reputation, and customer loyalty. Second, the study examined how these literatures explain various aspects of the digital relationship between consumers and brands. Third, the study integrated these concepts into a sequential framework linking ethical digital marketing with algorithmic transparency, ethical digital customer experience, brand trust, brand reputation, and customer loyalty. Fourth, the study formulated theoretical propositions to be examined empirically in future research.

The unit of analysis in this study is the relationship between customers and brands within the Indonesian digital marketplace. The context encompasses e-commerce, social commerce, digital advertising, artificial intelligence-driven personalization, recommendation systems, chatbot-supported services, and data-driven customer interactions. This paper uses Indonesia as its contextual setting because the expansion of digital commerce and growing concerns regarding personal data protection make algorithmic transparency both commercially relevant and ethically imperative.

As a conceptual paper, this research does not involve the collection of primary survey data, the conduct of interviews, or the estimation of statistical models. The findings are presented as a conceptual framework and theoretical propositions. This limitation is acknowledged, and future research is encouraged to empirically examine the proposed relationships through survey-based research designs, experiments, or mixed-method approaches.

4. | RESULTS

Development of the Ethical Digital Marketing Framework

The conceptual synthesis yields a sequential framework in which ethical digital marketing enhances algorithmic transparency, algorithmic transparency fosters ethical digital customer experience, and ethical digital customer experience ultimately strengthens brand trust. Subsequently, brand trust enhances brand reputation, which in turn promotes customer loyalty. This framework is based on the premise that customers assess not only what brands communicate, but also how digital systems organize and mediate their experiences.

The framework highlights the growing importance of ethics in digital environments where customer interactions are increasingly mediated through algorithms, artificial intelligence, personalization systems, and automated recommendation mechanisms. In contemporary digital marketing contexts, customers are exposed to numerous data-driven interactions that influence their perceptions, decisions, and behaviors. As a result, ethical considerations become essential not only in marketing communication but also in the design and operation of digital systems that shape customer experiences.

The proposed framework suggests that ethical digital marketing serves as the foundational driver of responsible digital engagement. Organizations that prioritize fairness, accountability, honesty, and privacy protection are more likely to implement transparent algorithmic practices. Such transparency enables customers to better understand how digital platforms collect, process, and utilize personal information in delivering personalized services. Consequently, customers are less likely to perceive digital interactions as manipulative or exploitative.

Furthermore, the framework emphasizes the role of ethical digital customer experience as a critical link between algorithmic transparency and brand trust. Transparency alone may be insufficient if customers do not perceive it as beneficial, equitable, and supportive of autonomy. For example, a brand may state that it uses personalization; however, customer trust may not improve unless consumers also perceive recommendations as relevant, data use as ethical, and service recovery as fair. Consequently, transparency should become an integral component of the customer experience as it is genuinely perceived.

This perspective indicates that customer evaluations are formed through accumulated experiences across multiple digital touchpoints. Customers are increasingly attentive not only to the existence of transparency disclosures but also to whether these disclosures translate into meaningful and beneficial experiences. Therefore, organizations must ensure that transparency is accompanied by fairness, relevance, and respect for customer autonomy throughout the customer journey.

Table 1. Core Constructs in the Conceptual Framework

Construct		Conceptual Meaning	Role in the Framework
Ethical Marketing	Digital	Honest, fair, accountable, privacy-respecting, and customer-centered digital marketing practices.	An upstream ethical orientation that encourages responsible use of data and algorithms.
Algorithmic Transparency		Customer understanding of how personalization, recommendations, targeting, and automated interactions influence digital experience.	The primary explanatory mechanism that reduces uncertainty and perceived manipulation.
Ethical Customer Experience	Digital	Customer perception that digital touchpoints are transparent, fair, privacy-respecting, honest, and autonomy-supporting.	The mediating bridge between transparency and brand trust.
Brand Trust		Customer confidence that a brand is reliable, honest, competent, and benevolent.	The central relational mechanism linking ethical experience to downstream outcomes.
Brand Reputation		Collective perception that a brand is credible, responsible, and respected.	The reputational consequence of sustained trust.
Customer Loyalty		Repurchase intention, advocacy, positive word of mouth, and resistance to switching.	The final relationship outcome in the conceptual model.

Table 1 summarizes the primary constructs that compose the conceptual framework. Each construct represents a distinct but interconnected dimension of customer-brand relationships in digital environments. Together, these constructs provide a comprehensive explanation of how ethical digital practices can generate long-term relational outcomes.

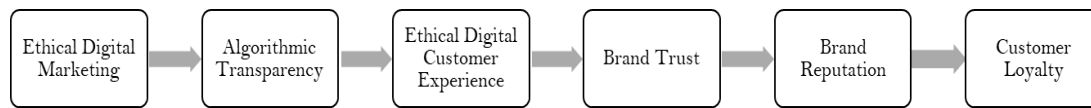
Relationship Pathways and Proposed Propositions

The framework further distinguishes between brand trust and brand reputation. Brand trust refers to consumers' relational confidence in a brand, whereas brand reputation encompasses a broader evaluation of the brand as a credible and responsible entity. Customer loyalty is positioned as the ultimate outcome because it requires both personal confidence and favorable reputation signals within a competitive digital environment.

This distinction is particularly important because trust and reputation operate at different levels of customer evaluation. Trust reflects an individual's direct assessment based on personal experiences, while reputation reflects collective perceptions that emerge from broader stakeholder evaluations. A positive reputation is therefore often built upon repeated demonstrations of trustworthy behavior and ethical conduct over time.

The proposed framework illustrates a sequential pathway in which ethical digital marketing creates the conditions for algorithmic transparency. Transparency subsequently contributes to ethical digital customer experiences, which strengthen

customer trust. As trust accumulates, customers develop stronger perceptions of brand credibility and responsibility, resulting in enhanced brand reputation. Ultimately, a favorable reputation encourages customer loyalty through increased repurchase intentions, positive recommendations, and greater resistance to switching to competing brands.



Source: Author conceptual synthesis

Figure 1. Proposed Conceptual Framework

Based on the conceptual synthesis, six propositions are proposed to explain the relationships among the constructs: the conceptual framework is represented through six interrelated propositions that explain the sequential development of customer relationships in digital environments. Ethical digital marketing positively contributes to algorithmic transparency by encouraging the responsible, explainable, and accountable use of customer data and digital personalization (P1). Increased algorithmic transparency subsequently enhances ethical digital customer experience by reducing perceived manipulation, uncertainty, and privacy-related concerns (P2). When customers perceive their digital interactions as transparent, fair, and respectful of their autonomy, ethical digital customer experience strengthens brand trust by signaling honesty, reliability, and fairness (P3). In turn, brand trust positively contributes to brand reputation by reinforcing perceptions of credibility, integrity, and customer-centeredness (P4). A strong brand reputation then promotes customer loyalty through higher repurchase intention, stronger advocacy, and greater resistance to switching behavior (P5). Furthermore, the framework suggests that algorithmic transparency indirectly contributes to customer loyalty through a sequential pathway involving ethical digital customer experience, brand trust, and brand reputation (P6), highlighting the cumulative influence of ethical and transparent digital practices on long-term customer relationship outcomes.

Collectively, these propositions provide a theoretically coherent explanation of how ethical digital marketing practices can generate sustainable customer relationships. The framework suggests that customer loyalty is not achieved solely through technological sophistication or personalization capabilities, but through the ethical implementation of these capabilities in ways that foster transparency, trust, and positive customer experiences. This conceptual model therefore offers a foundation for future empirical research examining ethical digital marketing and customer relationship outcomes in increasingly algorithm-driven marketplaces.

5. | DISCUSSION

The proposed framework expands the discourse on ethical marketing by shifting attention from the content of brand communication to the algorithmic design of customer experiences. In traditional marketing, transparency is frequently associated with accurate claims, price clarity, sponsorship disclosures, or honest product information. In algorithmic digital marketing, transparency also pertains to how customers are classified, targeted, recommended, ranked, and served. This transition is significant because consumers may encounter algorithmic decisions without understanding the underlying mechanisms. Explainable research supports this shift by emphasizing that transparency and interpretability are essential for making automated decisions understandable and accountable to users (Rai, 2020; Shin, 2021).

The first theoretical implication is that algorithmic transparency should be regarded as a relational signal. When customers understand the rationale behind specific recommendations or the use of their data, transparency can reduce uncertainty and strengthen trust. This aligns with the principles of relationship marketing, which view trust as a mechanism for mitigating perceived risk in exchange relationships. Nevertheless, this framework extends that logic by illustrating that digital trust is established not only through the behavior of human service providers, but also through the perceived ethics of automated systems.

The second implication concerns customer experience. Many digital marketing strategies prioritize personalization, speed, convenience, and engagement. Although these dimensions are important, they are insufficient for establishing trust if customers perceive digital interactions as manipulative or intrusive. Ethical digital customer experience introduces a normative dimension to customer experience theory. This framework suggests that the assessment of digital touchpoints should extend beyond efficiency, usability, and satisfaction to include fairness, privacy, transparency, and respect for customer autonomy. This extension is consistent which highlights the role of touchpoints, contexts, and experience qualities in shaping customer evaluations (De Keyser et al., 2020).

The third implication concerns brand reputation. In the digital marketplace, reputational consequences can arise rapidly, as customer complaints, data concerns, algorithmic bias, and misleading personalization may circulate through social media and platform reviews. Brands that treat algorithmic transparency as a strategic asset can protect their reputation by demonstrating responsibility before distrust escalates. Conversely, brands that rely on opaque personalization may achieve short-term conversions but risk long-term reputational damage. This is consistent with trust and loyalty research that integrity, reliability, and customer's confidence are important relational assets in building strong market performance (Khamitov et al., 2024; Tiep et al., 2023).

The Indonesian context strengthens the relevance of this framework. Indonesia's digital economy is experiencing significant growth, and an increasing number of

consumers interact with brands through digital commerce platforms social media, digital payment systems, and artificial intelligence-enabled services. At the same time, regulatory expectations regarding personal data protection are increasing. This situation creates a managerial imperative for brands to integrate digital innovation with ethical responsibility. Algorithmic transparency can enable brands to demonstrate respect for consumer rights while continuing to deliver personalized experiences.

For managers, this framework proposes several actionable strategies. First, brands should make personalization transparent by informing customers of the rationale behind the recommendation of specific content, products, or offers. Second, privacy-related communication should be simplified and integrated into the customer journey. Third, recommendation systems should be audited for fairness, relevance, and unintended manipulation. Fourth, brands should avoid dark patterns, such as convoluted cancellation processes, hidden fees, or excessive urgency cues, because these practices undermine consumer autonomy. Fifth, service recovery should remain human-centered even when supported by automation. These are consistent with research which suggest firms must decide how automation and human involvement should be combined to deliver customer value and maintain relational quality (Huang and Rust, 2018). These practices can transform transparency from a compliance obligation into a strategy for enhancing brand trust.

Future empirical research may investigate whether algorithmic transparency directly affects brand trust or whether this relationship is mediated by ethical digital customer experience. Experimental studies can evaluate various forms of transparency disclosure, including simple labels, explanatory recommendations, privacy dashboards, and user-control options.

6. | CONCLUSION

This paper establishes a conceptual framework that explains the mechanisms through which algorithmic transparency enhances brand trust, brand reputation, and customer loyalty through ethical digital customer experience in the Indonesian digital marketplace. The central argument of this paper is that digital customer loyalty is built not only on convenience, personalization, and technological sophistication, but also on customers' perception that digital interactions are transparent, fair, respectful of privacy, and human-centered.

This paper contributes to the literature on ethical marketing and brand management by positioning ethical digital customer experience as the missing link between algorithmic transparency and brand trust. It also provides a contextual contribution by applying this logic to Indonesia, where the growth of digital commerce, artificial intelligence-enabled services, and concerns regarding data protection increase the relevance of algorithmic transparency in customer–brand interactions.

This study is limited by its conceptual design. It does not provide empirical evidence, measure consumer perceptions, or compare specific digital platforms.

Nevertheless, its contribution lies in clarifying conceptual relationships and formulating testable propositions. Future research should empirically evaluate this framework among Indonesian digital consumers, particularly in the domains of e-commerce, social commerce, digital banking, travel platforms, and healthcare services. Quantitative research using structural equation modeling can test the proposed pathways, while qualitative inquiry can examine how customers interpret transparency, fairness, and autonomy within algorithmically mediated customer journeys.

For practitioners, the implication is clear: brands should not regard algorithmic transparency merely as a technical issue or legal formality. Algorithmic transparency should be managed as a critical component of ethical digital customer experience. Brands that make personalization explainable, use data responsibly, ensure fair recommendations, communicate honestly, and provide consistent service recovery are more likely to build trust, strengthen reputation, and sustain loyalty in the digital age.

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The authors declare that there is no conflict of interest.

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Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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