

# **THE FACTORS THAT AFFECT CUSTOMER LOYALTY IN SHOPEE ONLINE SHOP**

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# THE FACTORS THAT AFFECT CUSTOMER LOYALTY IN SHOPEE ONLINE SHOP

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## ABSTRACT

This research aims to examine the factors that influence customer loyalty, value of customer perception and customer satisfaction in Shopee Application user in Indonesia. There are three hypotheses tested in this research, namely (1) customer perception has positive effect on customer loyalty, (2) customer perception has positive effect on customer satisfaction, (3) customer satisfaction has positive effect on customer loyalty. This research took samples from Shopee application user in Indonesia using questionnaire on 200 samples. Hypothesis testing used Structural Equation Modeling (SEM) with the help of AMOS 21 software. The result of this research indicated that the customer perception had positive influence on customer satisfaction and customer loyalty. Customer satisfaction had positive influence on customer loyalty. It can be concluded that Shopee customer loyalty was influenced by customer perception and customer satisfaction.

Keywords: *Customer Perception, Customer Satisfaction, Customer Loyalty*

## **I. INTRODUCTION**

Direct selling of goods and services via internet is called 'electronic commerce'. The definition of electronic commerce (e-commerce) according to Laudon and Laudon (2009) is a process of buying and selling products electronically by customers and from companies to companies with computers as intermediaries for business transactions. According to the data from APJII (2016) or Indonesian Internet Service Providers Association, the number internet in Indonesia really seen very positive results. The number of internet users in 2016 had reached 88.1 million people from 252.4 M population with a penetration of 34.9%. The rapid development of the internet users in Indonesia was triggered by the needs of the Indonesian people for the ease of obtaining goods through the internet. The rapid growth of internet users turned out to encourage the growth of online shopping service providers. E-commerce has become an irreplaceable marketing channel in business transactions. Online stores and services are important sales channels in B2C transactions. Studying online shopping behavior of consumers has been one of the most important research agendas in e-commerce during the past decade (Chen, 2009).

Individuals or business people who are involved in e-commerce, buyers or sellers, rely on Internet-based technology to carry out their transactions. E-commerce has the ability to allow transactions at anytime and anywhere. The power of e-commerce allows geophysical barriers to disappear (Blut, 2015). E-commerce products is Shopee. Shopee is an online Marketplace application for buying and selling through mobile easily and quickly.

According to Yang and Peterson (2004), customer loyalty is influenced by several factors, namely the value of customer perception, customer satisfaction and switching costs. Customer loyalty is the main goal of marketing, thus; customer loyalty really needs to be maintained and improved because it retains existing customers more easily and saves costs more than finding new customers. Loyalty will provide many benefits for the company, thus; it will encourage someone to do repeat purchases (purchase intention) and recommend the brand to friends and colleagues (Lau and Lee, 1999). Based on the seller's point of view, loyal customer behavior will work easily, complain a little, have low

sensitivity to price changes and provide greater benefits (Dick and Basu, 1994). Customer loyalty is a measure of customer loyalty to the use of a brand. Loyalty is recognized as an important factor and is a prerequisite for the survival of a company.

Mowen and Minor (2002) defined customer satisfaction as the overall attitude that customers show on goods or services after the customer has acquired and used them. Beside that, Kotler and Keller (2007) explained that satisfaction is associated with feelings of pleasure or disappointment of someone who appears after comparing perceived product performance to the expected performance. If the product performance is not in line with expectations, there will be dissatisfaction. But when a product has a performance that is at least. This research is a form of replication of research conducted by Yang and Peterson (2004).

## **II. LITERATURE REVIEW**

### **2.1. Customer Loyalty**

Loyalty is an old-fashioned word that describes a situation in which a person devote all his body and soul to a country, family and friends (Kotler, 2004). In marketing, loyalty is customer loyalty to a brand or product. Luarn and Lin (2003) defined customer loyalty as a customer's intention to buy back a product or service through a special supplier.

### **2.2. Customer Perceived Value**

Customer perceived value is the result of evaluating relative benefits and sacrifices in relation to supply (Yang and Peterson, 2004). According to Barnes (2003), buyers who want to buy something in a particular product or service category will observe their choices and observe all brands or models in the category they want to buy. Customers will buy services or products that they feel can give the highest value.

Liu (2007) stated that customer's perception as a longterm ongoing orientation toward a relationship grounded on both emotional bond to the relationship and on the conviction that remaining in the relationship will yield net benefits than terminating it.

Customers perception are regarded as antecedents of repeat purchase behavior. perception shown to have significant impact on e-loyalty also the result of the research by Yang and Peterson (2004) stated that perceived value has positive contribution on loyalty.

**H1: Customer perception has positive effect on customer loyalty.**

### **2.3. Customer Satisfaction**

According to Oliver (1993), satisfaction is the customer's response after their needs are fulfilled. This means an assessment which is form of a privilege of goods or services, that provides a level of comfort associated with fulfilling a need, including meeting the needs under expectation or fulfilling the needs of customers.

Yang and Peterson (2004) proposed two approaches on customer satisfaction that are widely used: specific transaction approaches and overall satisfaction approaches. Specific transaction approaches define customer satisfaction as an emotional response by customers to the experience of transactions that have just been experienced with an organization or company (Oliver, 1993).The overall satisfaction perspective views customer satisfaction in the way that cumulative evaluation requires the sum of satisfaction associated with the product in a specific and different aspect of the company. Compared to specific transaction satisfaction, overall satisfaction reflects customers' cumulative impression of the company's service performance.

Based on behavioral models, it had significant effect on customer knowledge (Yang and Peterson, 2004) There is also empirical evidence that the value of customer perception has a positive effect on customer satisfaction with suppliers (Anderson and Mittal, 2000). The resulted of research by Yang and Peterson (2004) stated that value perception has a significant effect on loyalty.

**H2: Customer perceived value has positive effect on customer satisfaction.**

A satisfied customer is likely to return (Lee et al., 2009), satisfaction is not only a key factor that affects customers' online perceived value but also an important factor of customer e-loyalty. Study by Luarn and Lin (2003). Hsu et al. (2006) posit that satisfaction

has a positive influence on customers' intention to repeat their online purchases. Additionally, experience affects positively the users' attitude and consequently their satisfaction. Yang and Peterson (2004) also stated that satisfaction has positive contribution on loyalty.

**H3: Customer satisfaction has positive mediating effect between customer perceived value and customer loyalty.**

## **2.4. Research Framework**

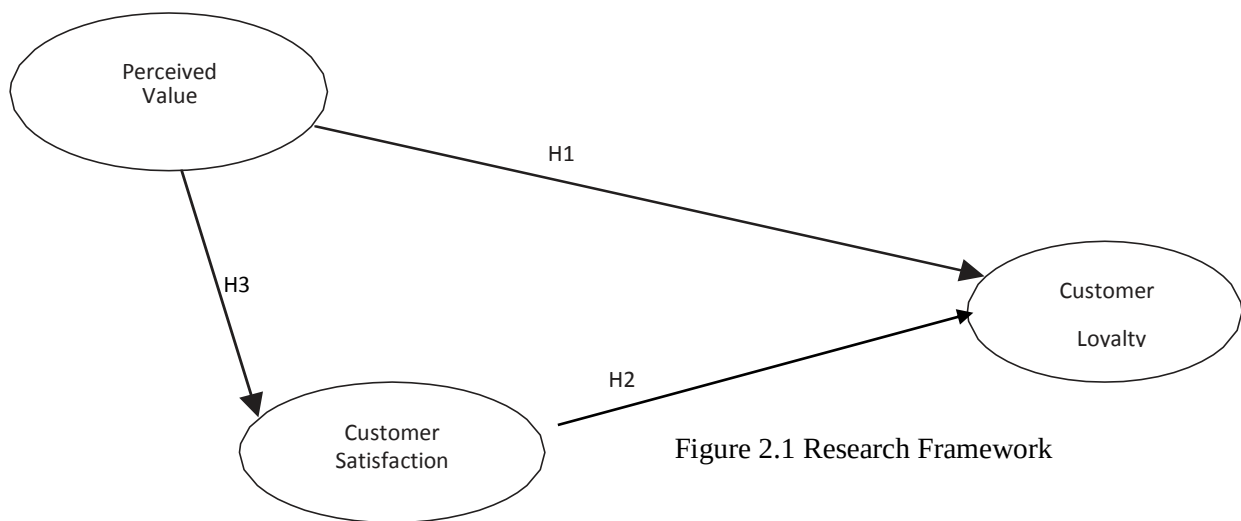


Figure 2.1 Research Framework

## **III. RESEARCH METHODOLOGY**

### **3.1 Research Design**

The method used in this research was survey method.

### **3.2 Population and Research Sample**

#### **3.2.1. Population**

Population is the total number of units or individuals that have the characteristics to be tested (Djarwanto and Subagyo, 2000). Population is also defined as a whole group

of people, events or interests that the researchers want to investigate (Sekaran, 2006). The population in this research was the Shopee online shop users.

### **3.2.2 Research Sample**

Questionnaire was distributed by IT team to 200 respondents who have access to internet and have the experience of purchasing online stores at shopee. All respondents were voluntarily recruited.

### **3.3 Data Collection Methods**

The method of data collection conducted in this research was questionnaire. Data used in this research has been collected from a private shopee users, Indonesia. Questionnaire was distributed to 200 users who had access to internet and have the experience of purchasing online stores. All respondents were voluntarily recruited. The distributed questionnaire consists of three parts:

Part I : Customer Perceived Value.

Part II : Customer Satisfaction.

Part III : Customer Loyalty.

Respondents' answers were analyzed using a Likert scale. The scaling system of this research consists of the following:

|                         |              |
|-------------------------|--------------|
| Strongly Agree (SS)     | : 5 (points) |
| Agree Answer (S)        | : 4 (points) |
| Neutral Answer (N)      | : 3 (points) |
| Disagree Answer (TS)    | : 2 (points) |
| Strongly Disagree (STS) | : 1 (point)  |

### **3.4. Research Variables and Its Operation Definition**

The definition of operational variable explains some variables by determining the activities or actions that need to be measured by the variables.

#### **3.4.1. Independent Variable**

The independent variable was a variable that affects or causes changes or the emergence of the dependent variable (bound). This variable is usually called an exogenous variable.

##### **1) Customer Perceived Value**

Perceived value (conceptual value) is a trade-off between quality and sacrifice that was carried out which has an impact where quality has a positive relationship on value while sacrifice has a negative relationship on perceived value (Agarwal and Teas, 2001). The indicator value of customer perception consists of:

1. Free subscription fee.
2. Fast and stable application service.
3. Payment is easy to do (flexible).
4. Honest in price structure (no hidden costs).
5. Offers a variety of interesting additional features.

### **3.4.2. Intervening Variable**

#### **1) Customer Satisfaction**

Customer satisfaction indicators consist of:

1. Customer Service serves politely and kindly.
2. Call Center serves politely and kindly.
3. Customer requests are responded quickly.
4. Customer complaints are responded quickly.
5. Lots of promos and bonuses
6. Application bugs resolved immediately.
7. There is a money back guarantee if the item does not arrive at the buyer

### **3.4.3. Dependent Variable**

#### **2) Consumer Loyalty**

The indicators of consumer loyalty consists of:

1. Consistently use Shopee application for a long period of time.
2. Do not use other online shopping applications.
3. Give a positive rating in the Shopee comment column.
4. Recommend to others

### **3.5. Instrument Tested**

#### **3.5.1. Research Instruments**

The research instrument in this research is a questionnaire.

### 3.5.2. Validity Test

Table 3 .1  
Validity Test Result

| Variable                     | Indicator | Coef .Correlation | r table | Information |
|------------------------------|-----------|-------------------|---------|-------------|
| Value of Customer Perception | CPV1      | 0.7 08            | 0. 312  | Valid       |
|                              | CPV2      | 0. 711            | 0. 312  | Valid       |
|                              | CPV 3     | 0. 736            | 0. 312  | Valid       |
|                              | CPV 4     | 0. 577            | 0. 312  | Valid       |
|                              | CPV 5     | 0. 523            | 0. 312  | Valid       |
| Customer satisfaction        | CS1       | 0. 684            | 0. 312  | Valid       |
|                              | CS2       | 0. 554            | 0. 312  | Valid       |
|                              | CS3       | 0.65 9            | 0. 312  | Valid       |
|                              | CS4       | 0. 667            | 0. 312  | Valid       |
|                              | CS5       | 0.7 15            | 0. 312  | Valid       |
|                              | CS6       | 0.7 70            | 0. 312  | Valid       |
|                              | CS7       | 0.7 43            | 0. 312  | Valid       |
| Consumer Loyalty             | CL1       | 0. 611            | 0. 312  | Valid       |
|                              | CL2       | 0.7 45            | 0. 312  | Valid       |
|                              | CL3       | 0. 891            | 0. 312  | Valid       |
|                              | CL4       | 0. 868            | 0. 312  | Valid       |

Source : Primary Data Processed, 2018

### 3.5.3 Reliability Test

Table 3.2

Reliability Test Result

| Variable | Alpha Cronbach | Critical value | Resulted |
|----------|----------------|----------------|----------|
|----------|----------------|----------------|----------|

|                              |        |      |          |
|------------------------------|--------|------|----------|
| Value of Customer Perception | 0. 661 | 0. 6 | Reliable |
| Customer satisfaction        | 0. 804 | 0. 6 | Reliable |
| Consumer Loyalty             | 0. 729 | 0. 6 | Reliable |

Source : Primary Data Processed, 2018

### **3.6. Data analysis method**

#### **3.6.1 Descriptive Analysis**

The data which used schemes and descriptions of descriptive analysis were used to determine the characteristics of respondents.

#### **3.6.2. Analysis Structural Equation Modelling (SEM)**

This research used a Structural Equation Modeling (SEM) as a statistical tool to analyze the collected data and to determine the correlation between variables.

## **IV. DATA ANALYSIS AND DISCUSSION**

### **4.1. Descriptive Analysis**

#### **4.1.1. Characteristics of Respondents**

### 1) Gender of Respondents

Table 4.1

#### Gender of Respondents

| Gender | Amount | Percentage |
|--------|--------|------------|
| Female | 140    | 70%        |
| Male   | 60     | 30%        |
| Total  | 200    | 100%       |

Source: Primary Data Processed, 2018

### 2) Age of Respondents

Table 4.2

#### Age of Respondents

| Age         | Amount | Percentage |
|-------------|--------|------------|
| < 16 years  | 35     | 17.5%      |
| 16-25 years | 84     | 42 %       |
| 26-35 years | 52     | 26 %       |
| > 35 years  | 29     | 14.5 %     |
| Total       | 200    | 100%       |

Source: Primary Data Processed, 2018

### 3) Respondent's occupation

Table 4.3

#### Respondent's occupation

| Work                 | Amount | Percentage |
|----------------------|--------|------------|
| Government employees | 11     | 5.5 %      |

|                     |     |        |
|---------------------|-----|--------|
| Private employees   | 13  | 6.5 %  |
| entrepreneur        | 28  | 14 %   |
| University students | 89  | 44.5 % |
| School Students     | 41  | 20.5 % |
| Etc                 | 18  | 9%     |
| Total               | 200 | 100%   |

Source: Primary Data Processed, 2018

#### 4) Average of Respondents Revenue (within 1 month)

Table 4.4

Average Revenue in 1 Month

| Average Revenue               | Amount | Percentage |
|-------------------------------|--------|------------|
| < Rp 1,000,000                | 28     | 14 %       |
| IDR 1,000,000 – IDR 2,000,000 | 88     | 44 %       |
| > Rp. 2,000,000               | 84     | 42 %       |
| Total                         | 200    | 100%       |

Source: Primary Data Processed, 2018

##### 4.1.2 Descriptive Statistic

The lowest perception score is: 1

The highest perception score is: 5

$$5 - 1$$

$$\text{Interval} = \frac{\quad}{5} = 0,80$$

$$5$$

Thus, the obtained perception limits were as follows:

1.00 - 1.79 = Strongly Disagree

1.80 - 2.59 = Disagree

2.60 - 3.39 = Enough

3,40 - 4,19 = Agree

4,20 - 5,00 = Strongly Agree

### 1) Value of Customer Perception

Table 4. 5

Assessment of Customer Perception Value Variables

| No. | Value of Customer Perception                         | Average | Category |
|-----|------------------------------------------------------|---------|----------|
| 1   | Free subscription fees.                              | 3.68    | Agree    |
| 2   | Fast and stable application service                  | 3.8     | Agree    |
| 3   | Payments are easy to do (flexible).                  | 3.9     | Agree    |
| 4   | Honest in price structure (no hidden fees).          | 4       | Agree    |
| 5   | Offers a variety of interesting additional features. | 4.13    | Agree    |
|     | Average                                              | 3.9     | Agree    |

Source: Primary data processed 201 8

### 1) Customer Satisfaction

Table 4. 6

Variation in Customer Satisfaction

| No. | Customer satisfaction                                                     | Average | Category       |
|-----|---------------------------------------------------------------------------|---------|----------------|
| 1   | Customer Service serves politely and kindly.                              | 4.2     | Strongly Agree |
| 2   | Call Center serves politely and kindly.                                   | 3. 9 5  | Agree          |
| 3   | Customer request are responded quickly                                    | 4.08    | Agree          |
| 4   | Customer complaints are responded quickly.                                | 3. 85   | Agree          |
| 5   | Lots of Promo and Bonuses                                                 | 4       | Agree          |
| 6   | Application bugs resolved immediately                                     | 4.15    | Agree          |
| 7   | There is a money back guarantee if the item does not arrive at the buyer. | 3. 6 3  | Agree          |
|     | Average                                                                   | 3. 98   | Agree          |

Source: Primary data processed, 2018

## Customer Loyalty

Table 4. 7

### Assessment of Customer Loyalty

| No. | Customer Loyalty                            | Average | Category |
|-----|---------------------------------------------|---------|----------|
| 1   | Keep using Shopee services for a long time. | 3.9     | Agree    |
| 2   | Don't use another internet provider.        | 3.93    | Agree    |
| 3   | Pay subscription fees on time.              | 4.08    | Agree    |
| 4   | Recommend to others.                        | 4.18    | Agree    |
|     | Average                                     | 4.02    | Agree    |

Source: Primary data processed, 2018

## 4.2. Quantitative Analysis

The Quantitative analysis used in this research was path analysis or SEM assumption test.

### 4.2.1. Data Quality Test

Table 4. 8

### Validity Test and Reliability Test 200 Sample

| Variable                        | Indicator | ( $\lambda$ ) | (e)   | C. R.       | Status   |
|---------------------------------|-----------|---------------|-------|-------------|----------|
| <i>Customer Perceived Value</i> |           |               |       | 0.908686952 | Reliable |
|                                 | CPV1      | 0.568         | 0.369 |             | Valid    |
|                                 | CPV2      | 0.68          | 0.313 |             | Valid    |

|                              |      |       |       |             |          |
|------------------------------|------|-------|-------|-------------|----------|
|                              | CPV3 | 0.867 | 0.128 |             | Valid    |
|                              | CPV4 | 0.84  | 0.164 |             | Valid    |
|                              | CPV5 | 0.639 | 0.324 |             | Valid    |
| <i>Customer Satisfaction</i> |      |       |       | 0.887677148 | Reliable |
|                              | CS1  | 0.536 | 0.386 |             | Valid    |
|                              | CS2  | 0.504 | 0.363 |             | Valid    |
|                              | CS3  | 0.505 | 0.456 |             | Valid    |
|                              | CS4  | 0.722 | 0.278 |             | Valid    |
|                              | CS5  | 0.703 | 0.287 |             | Valid    |
|                              | CS6  | 0.62  | 0.325 |             | Valid    |
|                              | CS7  | 0.714 | 0.249 |             | Valid    |
| <i>Customer Loyalty</i>      |      |       |       | 0.896911209 | Reliable |
|                              | CL 1 | 0.539 | 0.387 |             | Valid    |
|                              | CL 2 | 0.582 | 0.325 |             | Valid    |
|                              | CL 3 | 0.905 | 0.081 |             | Valid    |
|                              | CL 4 | 0.817 | 0.136 |             | Valid    |

Source: Primary data processed, 2018

#### 4.2.2 Goodness of Fit Test

Table 4. 9

##### *Measurement Model - Goodness of fit*

| <i>Goodness of fit</i>            | <i>Cut-off Value</i>                   | Model Resulted | Information |
|-----------------------------------|----------------------------------------|----------------|-------------|
| <i>X<sup>2</sup> - Chi Square</i> | It is expected that the value is small | 110,377        | Good        |
| <i>Significance Probability</i>   | $\geq 0.05$                            | 0,093          | Good        |
| GFI                               | $\geq 0.90$                            | 0,934          | Good        |
| GFI                               | $\geq 0.90$                            | 0,903          | Good        |
| TLI                               | $\geq 0.90$                            | 0.979          | Good        |
| CFI                               | $\geq 0.90$                            | 0.984          | Good        |
| Cmin / DF                         | $\leq 2.00$                            | 1.200          | Good        |

|       |             |       |      |
|-------|-------------|-------|------|
| RMSEA | $\leq 0.08$ | 0.032 | Good |
|-------|-------------|-------|------|

Source: Primary data processed 2018

### 4.3. Hypothesis Testing and Discussion of Research Resulted

Hypothesis testing with SEM Analysis obtained the following paths:

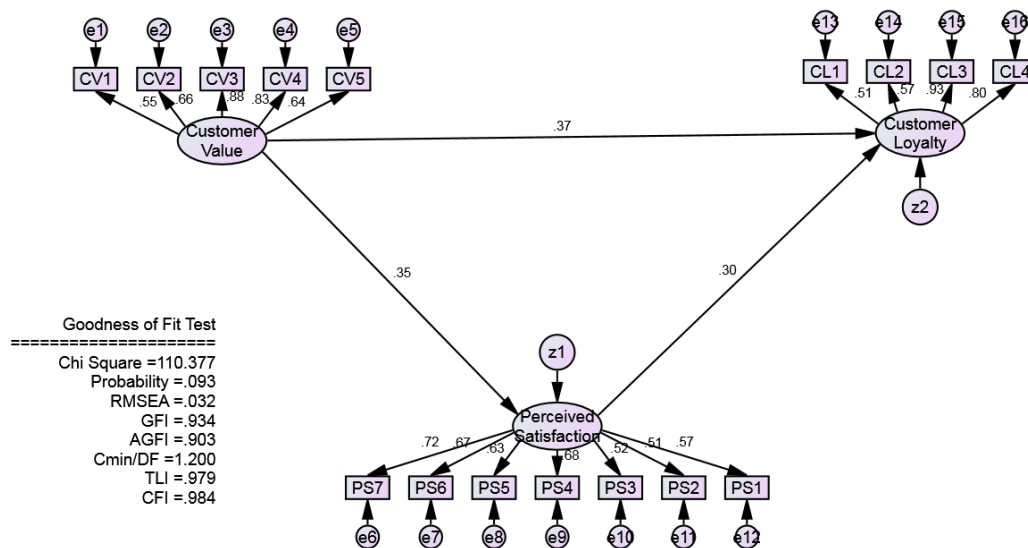


Figure 4.1 Testing Result of the Research model

While the estimation of SEM analysis result can be seen in Table 4.10 follow:

Table 4.10  
 Estimated Result of SEM Analysis

| Relations between Variables |    |                          | S. E. | C. R. | P     |
|-----------------------------|----|--------------------------|-------|-------|-------|
| Customer Satisfaction       | <- | Customer Perceived Value | 0.348 | 3.560 | 0.000 |
| Customer Loyalty            | <- | Customer Satisfaction    | 0.295 | 3.196 | 0.001 |

|                 |    |                  |       |       |       |
|-----------------|----|------------------|-------|-------|-------|
| <i>Customer</i> | <- | <i>Customer</i>  |       |       |       |
| <i>Loyalty</i>  | -- | <i>Perceived</i> | 0.374 | 3.729 | 0.000 |
|                 |    | <i>Value</i>     |       |       |       |

Source: Primary data processed, 2018

#### **4.3.1. First Alternative Hypothesis testing and Discussion**

The previous chapter has proposed the first alternative hypothesis stated “customer perception has positive effect on customer loyalty”. From the test result of Path Analysis (SEM), it can be seen that the standardized regression coefficient weight of customer perception on customer loyalty was equal to 0.374 with p-value of  $0.000 < 0.05$ . This means that customer perception had direct, significant and positive effect on customer loyalty. Thus; the first hypothesis was supported

#### **4.3.2. Second Alternative Hypothesis Testing and Discussion**

In the previous chapter, the second alternative hypothesis stated “Customer perception has positive effect on customer satisfaction”. From the test result with Path analysis (SEM), it can be seen that the standardized regression coefficient weight of customer perception on customer satisfaction was equal to 0.348 with the p-value of  $0.000 < 0.05$ . This means that customer perception had direct, significant and positive effect on customer satisfaction. Thus, the second hypothesis was supported.

#### **4.3.3. Third Alternative Hypothesis Testing and Discussion**

The third alternative hypothesis stated "Customer satisfaction has a positive effect on customer loyalty". The test result with Path analysis (SEM) showed the standardized regression coefficient weight of customer satisfaction on customer loyalty which was equal to 0.295 with p-value of  $0.001 < 0.05$ . This means that customer satisfaction had direct, significant and positive effect on customer loyalty. Thus, the third hypothesis was supported.

## **V. CONCLUSION, SUGGESTION AND LIMITATION**

### **5.1 CONCLUSION**

Based on the result of this research, as described in the previous chapter several conclusions can be drawn:

1. Customer perception had positive effect on customer loyalty, which was proven by  $p\text{-value} < 5\%$  ( $0.000 < 0.05$ ). The better the customer perception, the higher the customer loyalty.
2. Customer satisfaction had positive effect on customer satisfaction, which was proven by  $p\text{-value} < 5\%$  ( $0.000 < 0.05$ ). The better the customer perception, the higher the customer satisfaction.
3. Customer perception had positive effect on customer satisfaction, which was proven by  $p\text{-value} < 5\%$  ( $0.001 < 0.05$ ). The better the customer satisfaction, the higher the customer loyalty.

From the results above, the loyalty of Shopee application users is quite decent because of the positive relationship between the value of customer perception and customer satisfaction.

### **5.2. SUGGESTION**

Based on the results of the conclusion, the writer propose the following suggestions for Shopee Online Shop in Indonesia:

1. To increase the value of customer perceptions in order to maintain the existing satisfaction and loyalty as it is today is done by maintaining product quality, improving

service and paying attention to prices. Thus, it can create new things that can later become the value of customer perception which will be better than competitors.

2. To conduct a survey and evaluation of service quality and customer satisfaction with regular deadlines on the quality of services, Shopee Online Shop can conduct a customer satisfaction survey regularly. This Shopee Online Shop would know the level of customer satisfaction based on the services provided. If the survey results has low quality of service and customer satisfaction, Shopee must improv the level of service and satisfaction given to consumers.

### **5.3. RESEARCH LIMITATIONS**

The limitations of this research are follow:

1. The outcome of this research could be biased because this research collected random sampling for the survey.
2. The sample might not represent all of the respondent of this research.
3. This research was conducted in Indonesia which was necessarily limited to the study's context. Different demographic areas can have different result because demographic factors can have customer loyalty

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