



## Customer Loyalty Research : The Cases of Existing E-Commerce Platforms

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### ABSTRACT

Customer loyalty has become primary challenge to the existing e-commerce platforms in the competitive business environment. This research aims to determine the effects of several variables related elements to increasing customer loyalty in the digitalization, such as social media marketing, online customer experience, satisfaction, and positive word of mouth. We received 252 feedbacks, then the data were analyzed by assisting PLS 3.3 Software through the technique of SEM. We found there are fifth hypothesis in line with expectation, and two of them are rejected.

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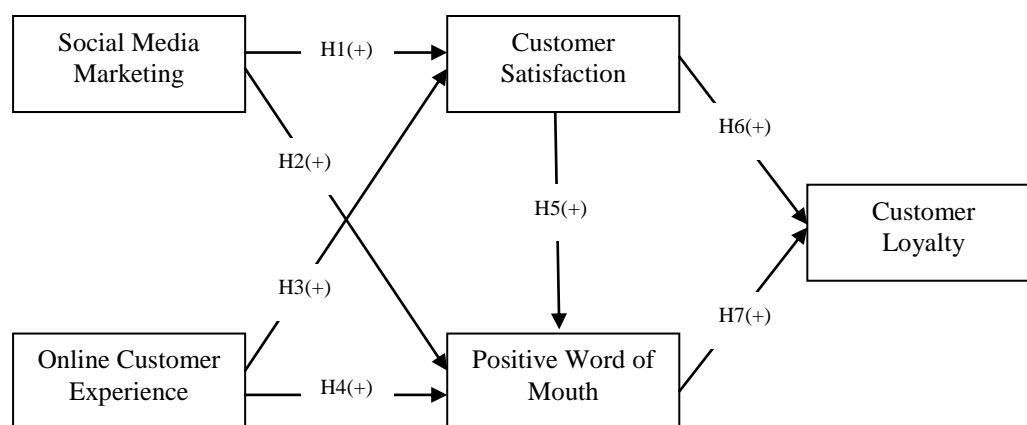
## 1. Introduction

The current global economic condition has faced serious problems related economic negative effects by COVID-19 outbreak (The World Bank, 2020). It was affects on decreasing several business sectors have decreased (Shen & Yahya, 2021). By implementation of social distancing, there is a change in shopping behavior from traditional comparing modern markets and then online shopping platforms (Desara et al., 2021; Pratama et al., 2021). This is an opportunity for business actors to shift their business from offline business to digital online business (Gauri et al., 2021). One alternative to online shopping is through an e-commerce platform (Harahap, 2018). By using e-commerce, it providing easiness for customers to carry out activities of buying and selling without doing physical contact (Cornella, 2020), and it also to seeking information. The number of e-commerce competitors makes business people should have a lot of strategies to maintaining customer loyalty (Wibowo, 2015). It aims to maintain, and automatically increasing profits and covering the existence of a company (Sinollah, 2019).

According to Jill Griffin's theory, customer loyalty required on at least have bought the same product in three times, then it can stated as loyal customers category (Alfitman, 2019). There are several aspects that influences loyalty of customer, such as convenience, experience, satisfaction, trust, and emotional attachment (McLean, 2017). Social media marketing is a form of marketing that uses to creating awareness, recognition, memory, and even action for a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking (Kurniasari & Budiarmo, 2018). According to Sari et al. (2020) social media marketing is a system that allows marketers to engage, collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes to attract attention and encourage readers to share with their social networks. There are several reasons why social media marketing needs to be used. *First*, it makes it easier for business people to interact with their online customers. *Second*, it can provides information regarding brand, then assisting in brand growth. *Third*, it low cost operating, because most of social networking sites are free (Maarit Lipiäinen et al., 2014).

The online interactions are intended through relevant and unqiues content, so that the customer's have intention to try buying when the company offers useful and interesting content on social media, kindly it automatically push positive effect on loyalty (Erdogmus & Cicek, 2012). Morefurther, customer experience needs to get attention in marketing management, because it affects customer

satisfaction, loyalty, and company profits (Naeem, 2019). One of the main differences among traditional, modern shopping and online shopping take placed in the quality of interactions, as a result, online shopping is considered more risky both from the authenticity of goods, product information, and event transactions (Desara et al., 2021; Pratama et al., 2021). Alvian and Prabawani (2020) found satisfied customers could increasing their loyalty significant and positively.



**Figure 1.** Conceptual Framework

According to Esbjerg et al. (2012), customer will satisfy about a product when post-purchase and pre-purchase met their expectations, and perceived performance. The concept of customer satisfaction has obtained with the consumption activities, and result in pleasures of customers to creates positive word of mouth and recommend others (Kim & Hall, 2020). In the e-commerce platform, there is a strong relationship between customer satisfaction and customer loyalty (Zaid & Patwayati, 2021), in which it will encourages to recommendation actions (Gvili & Levy, 2016). Word of mouth became an effective ways as long as rapid technology development (Farida, 2019), by positive power word of mouth, marketers were assisted to innovates a lot of strategies to creating and maintain loyal customers (Tjahjaningsih et al., 2020). Yuliani et al. (2021) stated that banking sectors will available to give full support to the business who can maintain and adding more loyalty in their customers. Eid (2011) found that customer satisfaction significantly affect customer satisfaction

## 2. Research Methods

In this study, the researcher used the type of explanatory research with a quantitative approach (Sekaran & Bougie, 2016). Further, sampling technique was selected purposive, with criteria set to customers on at least has been purchased within three transactions on web-commerce sites (Tokopedia, Shopee, Bukalapak, and Lazada). We reffering to Hair et al. (2010) for establishing sample amount, in which indicators times to 5 of parameter estimates is the formulation. Then. the data analyzed by using Structural Equation Model (SEM) technique through assisting Smart PLS 3 software (Hult et al., 2015)

## 3. Results and Discussion

In the results section, we starting with identification of participant identities. Based on 252 were participated in this study, as many as 46% are man, and 54% are woman. With ages ranging 18 to 23 as many as 23,4%, ranging 24 to 29 as many as 53,6%, as many as 20,6% have ages ranging 30 to 36, and 2,64% have ages over than 36. The majority of them holds bachelors as many as 67,1%. Holds Diploma III as many as 20,2%, 8,3% are master, SHS/VHS are 4%, and 0,4% educated doctoral. Most of them still studies at post graduate level as many as 51,2%, 24,2% are employee in private sectors, the

civil servant as many as 11,9%, as many as 10,3% are entrepreneurship, and 2,4% are detected have others job. Regarding the participants habits, as many as 95,6% are active users in social media, and 4,4% are not much active users. An average the amount of transaction when shopping as many as 38,9% spent < IDR 300.000, 18,3% mostly spent around IDR 300.001 to IDR 600.000, 16,3% were spent around IDR 600.001 to IDR 900.000, 17,5% were spent ranging IDR 900.001 to IDR 1.200.000, and 9,1 % spent over than IDR 1.200.001.

In the next section, descriptive analysis conducted to measure how our participants gave their responses to the indicators proposed on each variable (Sekaran & Bougie, 2016), then we totaled them as averages for generalizations. By using frequency distribution method, Then, we calculated the total participant responses through the formula of Sugiyono (2010). The following *table 1* shows.

**Table 1.**  
Descriptive

	TPR (%)	Category
Social Media Marketing	88,72	Very Good
Online Customer Experience	91,74	Very Good
Customer Satisfaction	93,71	Very Good
Positive Word of Mouth	93,04	Very Good
Customer Loyalty	94,03	Very Good

**\*Note:** TPR = Total Participant Response

According the table 1, the highest score of TPR was customer loyalty with the score of 94,04%, meaning that, the indicators proposed are represents the loyalty power of customer loyalty to the existing platforms in purchasing habits, it categorized very good. Meanwhile, social media marketing is the lowest score of participant response by 88,72% and still classified very good responses.

In the next part, the PLS output will shows in the below table 2. In regard to model test, the validity test conducted to find out the indicators proposed can stated valid. The prerequisite are the Average Variance Extracted (AVE) scores should greater than 0,5 and Fornell and Larcker criterion to assess discriminant validity (Heale & Twycross, 2015). And then, reliability test to measure consistency of indicators, with the prerequisite scores should greater than 0,7 for Cronbach's Alpha and Composite reliability scores (Heale & Twycross, 2015). The following table 2 shows.

**Table 2.**  
Validity and Reliability

	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability	R-Squares
Customer Satisfaction	0,668	0,835	0,890	0,602
Customer Loyalty	0,751	0,835	0,901	0,595
Social Media Marketing	0,656	0,942	0,950	
Online Customer Experience	0,565	0,923	0,934	
Positive Word of Mouth	0,694	0,779	0,872	0,678

According to the *table 3* above, shown that each variables have AVE scores  $\geq 0,5$ , including: 0,656 in social media marketing, 0,565 in online customer experience, 0,668 in satisfaction, 0,694 in positive word of mouth and 0,751 customer loyalty. In regard to Cronbach Alpha and Composite Reliability scores, almost all of our variables classified excellent reliability with an average score  $\geq 0,9$  (*Table 2*). Then, we ensure that our construct passed in discriminant validity to completing the prerequisite of validity test. The following table 3 shows discriminant validity through Fornell and Larcker Criterion:

**Tabel 3**  
Discriminant Validity

	CS	CL	SMM	CE	P-WOM
Customer Satisfaction	0,818				
Customer Loyalty	0,689	0,867			
Social Media Marketing	0,575	0,547	0,810		
Online Customer Experience	0,771	0,703	0,662	0,752	
Positive Word of Mouth	0,785	0,756	0,636	0,727	0,833

Table 3 shows the scores of the end constructs was greater than previous construct, and also greater than 0,7. So that, our scores have passed in discriminant validity test. Based on the scores of validities and reliabilities test, the model used can be continued to hypothesis testing. In the hypothesis, we refers to Hair et al. (2010) to establish significancy levels that the scores of  $\leq 0,05$  by p-value perquisite, and  $\geq 1,64$  for t-value stated significant relationship for one path analysis. Meanwhile, original sample (o) means the relationship directions (Tomas M. Hult et al., 2015). If all requirement of hypothesis fulfilled, it will decide supported and vice versa. The hypothesis results seen in the Table 4 below.

**Table 4.**  
Hypothesis Result

	O	M	(STDEV)	T Statistic	P Values	Information
CS -> CL	0,251	0,254	0,106	2,374	0,018	Supported
CS -> P-WOM	0,579	0,510	0,092	5,655	0,000	Supported
SMM -> CS	0,115	0,108	0,107	1,074	0,283	Not Supported
SMM -> P-WOM	0,216	0,213	0,071	3,040	0,002	Supported
OCE -> CS	0,695	0,698	0,095	7,316	0,000	Supported
OCE -> P-WOM	0,184	0,191	0,099	1,559	0,074	Not Supported
P-WOM -> CL	0,559	0,556	0,099	5,648	0,000	Supported

**\*Note:** CS= Customer Satisfaction, CL = Customer Loyalty, P-WOM = Positive Word of Mouth, SMM = Social Media Marketing, OCE = Online Customer Experience, O = Original Sample, M = Mean of Sample.

Table 4 shows the direct effects among the variables in this study. Social media marketing has no significant effect on customer satisfaction with t-statistic score of  $1.074 < 1.64$  and a p-value of  $0.283 > 0.05$ , and has a significant effect on positive word of mouth with a t-statistic value of  $3.040 > 1.64$  and a p-value of  $0.002 < 0.05$ , meaning that H1 not supported and H2 supported. Customer experience has a positive and significant effect on satisfaction with a t-statistic value of  $7.316 > 1.64$  and a p-value of  $0.000 < 0.05$ , but doesn't significant effect on positive word of mouth with a t-statistic value of  $1.559 < 1.64$  and p-value of  $0.064 > 0.05$  meaning that H3 was supported and H4 not supported. Customer satisfaction has a positive and significant effect on positive word of mouth and loyalty. With t-statistic value of  $5.655 > 1.64$  and a p-value of  $0.000 < 0.05$  for P-WOM and t-statistic value of  $2.374 > 1.64$  and a p-value of  $0.018 < 0.05$ , meaning that H5 and H6 are supported. Positive word of mouth has a positive and significant effect on customer loyalty with a t-statistic value of  $5.648 > 1.64$  and a p-value of  $0.000 < 0.05$ , meaning that H7 is supported.

#### 4. Conclusion

First, we found that social media marketing has a positive but not significant relationship on customer satisfaction. It might be triggered by the low mean score in the statement "I feel that with the existence of e-commerce social media I can express my opinion easily" which means that the existence of e-commerce social media does not allow customers to present their feeling and minds at the social media e-commerce, and customers who have already shopped are satisfied only with the e-commerce

application. In addition, the quality and effectiveness of social media marketing is good enough and in line with customer expectations. Thus, improving the quality/effectiveness of social media marketing is no longer able to significantly increase customer satisfaction with e-commerce. In other words, the social media marketing variable is not an important variable in determining customer satisfaction in e-commerce platforms. The results of this study are in line with Marliya and Wahyono (2016) which found that social media marketing has no effect on customer satisfaction.

Second, we found that social media marketing has a positive and significant effect on positive word of mouth, meaning that the more aggressively and companies do marketing through social media with unique and creative contents, thus make stronger positive word of mouth delivered. We found millennial generations are dominant, as many as 90% of participants are millennials. Frinlicia and Medina (2016) argue that millennial generation tends to have a very practical lifestyle in digitalization era. Means that activities, thought, hobby were related to digitization. In this regard, social media marketing has become a lifestyle and a necessity in this era. Interesting and informative contents, transaction security, the opportunity for customers to give their comments are very important to determining their satisfaction on e-commerce platforms. Our result support study of Dulek and Aydin (2020) then Sano (2015) found that social media marketing has a significant effect on word of mouth, meaning that companies using social media as a marketing tool that provides positive information automatically to another.

Third, online customer experience positive and significant effect on satisfaction in e-commerce platforms users, meaning that when companies provide good experience will impact on customer satisfaction accomplishment. The quality of the online shopping experience such as varied product choices, clear return rules, appropriate quality goods, competitive prices, good customer service, on time delivery of goods are very important in determining e-commerce customer satisfaction. We support several studies such as Theresia and Wardana (2019) and Serra et al. (2018).

Fourth, online customer experience and positive word of mouth found not significant. These results indicate that having a good shopping experience does not necessarily make customers convey positive information to others. We did analysis, it can be triggered by low mean score in statement "shopping on e-commerce makes me myself" the majority participant behave hedonically and look for self-identity, in which still want to experiment and doesn't learn from their experience. The experiences also do not guarantee say positive things about their online shopping experience. Referring to this study, the researcher did not find supporting literacy with the same results. However, in an abnormal situation, it is very reasonable if it happens, because consumer behavior tends to be individualistic (Hidayat et al., 2021), and also Our results was contradict with the research of Stamolampros et al. (2019).

Fifth, customer satisfaction found has a significant and positive effect on positive word of mouth, means that customers feel satisfaction in post-purchase, usually people will say good things and are recommendations. Where the highest statement item is "I will say positive things and recommend to others". It was indicated that if someone feel satisfied, thus they will even automatically say good things. We support previous study of in line with research conducted by Wardi et al. (2018) which states that satisfaction affects word of mouth positive and significantly.

Sixth, the positive and significant influence between the effect of customer satisfaction and customer loyalty means that the more satisfied e-commerce users, thus more loyal they are, in which customer satisfaction is one the point of view to protecting customer loyalty, then automatically impact on positive word of mouth. Therefore, customer loyalty is needed for companies, especially existing e-commerce platforms. We support previous study of Wijaya and Yulita (2020) then Eid (2011), and (Anggraeni et al., 2016).

Seventh, word of mouth positive and significant effect on customer loyalty, means that as much as their doing positive word of mouth to other, thus make their loyalty increase till the engagement phase. Because the millennial generation tend toward active than old generation. The result is in line with research conducted by Serra et al. (2018) then Wijaya and Yulita (2020), further Wardi et al. (2018) and Sallam (2016).

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