

## The Influence of Website Quality On Customer Loyalty Mediated by Customer Satisfaction of Shopee Career Women Customers

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### Abstract

*The purpose of this study is to describe customer perceptions of shopee website quality, shopee customer satisfaction and shopee customer loyalty. The data analysis technique used scale and path range analysis. The results of the analysis show that the customer's perception of the quality of the shopee website can be found to be in the good category. Shopee customer satisfaction is in the very satisfied category. Shopee customer loyalty is included in the very loyal category. Website quality affects customer satisfaction, meaning that the better the quality of the shopee website, the customer satisfaction will increase. Customer satisfaction affects customer loyalty, meaning that with increasing customer satisfaction, customer loyalty will increase.*

**Keywords:** Website Quality, Customer Loyalty and Customer Satisfaction

### Abstrak

Tujuan dari penelitian ini adalah untuk mendeskripsikan persepsi pelanggan terhadap kualitas website shopee, kepuasan pelanggan shopee dan loyalitas pelanggan shopee. Teknik analisis data menggunakan analisis skala dan rentang jalur. Hasil analisis menunjukkan bahwa persepsi pelanggan terhadap kualitas website shopee berada pada kategori baik. Kepuasan pelanggan Shopee berada pada kategori sangat puas. Loyalitas pelanggan Shopee termasuk dalam kategori sangat loyal. Kualitas website mempengaruhi kepuasan pelanggan, artinya semakin baik kualitas website shopee maka kepuasan pelanggan akan meningkat. Kepuasan pelanggan mempengaruhi loyalitas pelanggan, artinya dengan meningkatnya kepuasan pelanggan maka loyalitas pelanggan akan meningkat.

**Kata Kunci:** Kualitas Website, Loyalitas Pelanggan, Kepuasan Pelanggan

## INTRODUCTION

Customer loyalty is important to maintain business continuity for a company (Kususmasasti et al., 2017). Customer loyalty has an important role in the company, maintaining which means improving the financial performance and viability of the company, this is the priority of the company to attract and retain it (Putra & Ekawati, 2017). Customer loyalty for the long term is the company's goal for a strategic market plan and is also the basis for developing sustainable advantages (Putra & Ekawati, 2017). Customer loyalty becomes a benchmark with repeat purchases at a company. What is one of the companies to survive in the business they run is loyal customers (Anggraeni, 2016). The success of a company is determined by the company itself in building customer loyalty (Putri & Utomo, 2017). Price is one of the company's strategies in building customer loyalty (Tomida & Satrio, 2016). Loyal customers are a very valuable asset for the company (Aprisia & mayliza, 2019). Customer loyalty is an

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important factor to increase sales development in a company (Anggraeni, 2016). Customer loyalty is a very influential factor for the company in the future (Agustina et al., 2018). Through the website, consumers can explore and download the information they want to get (Rohman & Kurniawan, 2017). With the number of online sales, many websites also compete by providing a very attractive appearance on the website itself with accurate and good quality information services, so consumers will feel satisfied making transactions through the website (Sastika, 2016).

The quality of the website is important because one's online shopping activities depend on the information the website has so that it makes consumers believe (Kurniawan et al., 2018). In e-commerce, the website plays an important role in attracting and maintaining consumer interest in a site (Saidani et al., 2019). The quality of the website is very influential on the level of consumer satisfaction, the higher the quality of the website, the more consumers who access it (Hapsari & Priyadi, 2017). The website is an important medium so that consumers can find all the information they want through the internet network that can be accessed wherever and whenever they want (Lee, 2017). The supporting factor that can encourage consumers to shop on e-commerce is the quality of the website (Ghafiki & Setyorini, 2017).

Customer satisfaction is a condition where consumer expectations for a product are following the expectations received and can satisfy the customer's own needs (Anggriana et al., 2017). The company tries to put the customer as the center of business activity, from this the company always prioritizes and pays attention to the customer in all activities carried out by the company, so that the consumer becomes the party that is always prioritized by the company in the hope that they will feel satisfied, feel comfortable and eventually become loyal to the company (Praharjo, 2020). If what is obtained is in line with expectations, the buying process can continue to repeat itself. It can be said that consumer loyalty to the company arises (Novandy, 2018). Informing customer loyalty, one of them is providing good service so that customers feel satisfied and happy (Armanto, 2018). If the customer is satisfied, it will create a good relationship between the service provider and the customer. Satisfaction is built by instilling a good perception. Perceptions formed from consumers include an image, perceived quality, and perceived value. With this perception, consumers can prove what they have perceived to be satisfaction (Pada et al., 2018).

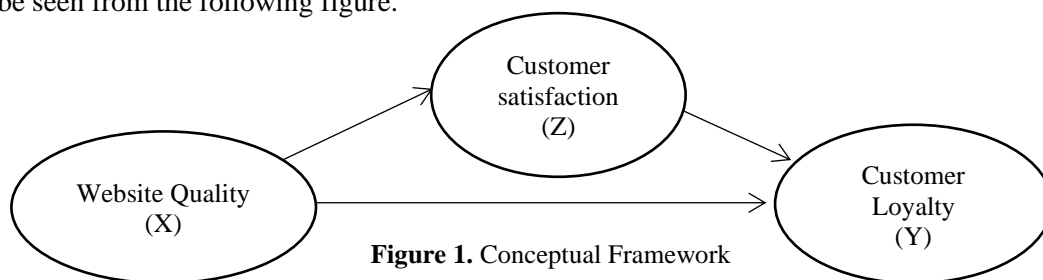
Currently, Indonesia is one of the countries that is growing rapidly in using E-commerce to run its business. Various online shop sites in Indonesia that are quite popular are Lazada, Tokopedia.com, Blibli, Shopee, Bukalapak, etc. Some online shops that are quite popular among the Indonesian people are the Shopee site, this site provides various community needs ranging from fashion, electronic household appliances, and many others. Shopee is an E-commerce company that is part of Garena changed its name to SEA group, this business system is C2C (customer to consumer mobile marketplace). In 2015 Shopee was officially introduced in Indonesia followed by Thailand, the Philippines, Malaysia, Vietnam, and Taiwan (Zeren & Gökdağlı, 2020). The Shopee application can be downloaded on iOS and Android so that it can make it easier for users to make sales and purchases on this application easily. Therefore, this research tries to examine the effect of customer perceptions of shopee website quality, shopee customer satisfaction and shopee customer loyalty.

## LITERATURE REVIEW

Website quality is a broader concept that includes usefulness in providing a variety of information (Huei-Huang Kuan, Gee-Woo Bock, 2008). Website quality is an attribute of a website that is used to help customers (Burnirma & Wardhana, 2017). Website quality is the overall advantage or effectiveness of a website in conveying the information provided and accessed for its users (Octavia & Tamerlane, 2017). Web quality measurements made by consumers will help companies to be able to carry out maintenance and repairs on websites to improve service to their customers (Sastika, 2016).

Customer loyalty is a customer's commitment to a brand, store, or supplier based on a positive nature in long-term purchases which means that brand loyalty is obtained because of a combination of complaints and satisfaction. While satisfaction is by minimizing complaints so that long-term purchases

will be made by consumers (Setyowati, 2017). Loyalty is a deep customer commitment to re-subscribe or re-purchase a product or service consistently in the future (Putri & Utomo, 2017). Loyalty will show itself when the customer is satisfied (Anggraeni, 2016). Customer satisfaction is a condition where customer expectations for a product are under the reality received by consumers (Sangadji, E. M., 2013). Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the results of the product and their expectations, which means that satisfaction is a function of perceptions of results and expectations. If the results are below expectations, the customer is not satisfied, if the results meet expectations, the customer will be satisfied, and if the results exceed expectations, the customer feels very satisfied or happy (Farida et al., 2016). Customer satisfaction is about something that has been felt by the customer for the services that have been provided compared to what someone wants (Lubis & Andayani, 2018). Satisfaction can be interpreted as a feeling of satisfaction, pleasure, and a feeling of relief for someone because they feel the product (Novianti, Endri, 2018). Based on a review of previous research and a review of the literature that has been described previously, the framework of thought in this study is that the website quality variable affects customer loyalty and the customer satisfaction variable as a mediation. The framework of thought in this research can be seen from the following figure.



## RESEARCH METHOD

The type of research used in this research is explanatory research. Explanatory research is a type of research that aims to find an explanation in the form of a causal relationship between several concepts or variables. Explanatory research is research conducted to provide clarity on each position of the variable to be studied and the relationship between one variable and another (Sugiyono, 2012). The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions (Sugiyono, 2012). The sample is part of the number and characteristics possessed by the population (Sugiyono, 2010). In a study, not everything in the population can be studied, due to limitations in funding and manpower factors, the study can use samples taken from the population (Arikunto, 2006). The samples in this study were 120 career women Shopee shoppers in Malang City who had made purchases at Shopee at least 2 times during 2021. In this study, the data source used was primary data. Primary data is research data obtained directly from the source (Indriantoro & Supomo, 2016). In this case, the data is obtained from a questionnaire given to respondents which contain questions that lead to the research carried out and will then be analyzed for discussion. The primary data in this study is the result of distributing questionnaires regarding the influence of website quality on customer loyalty with customer satisfaction as a mediator. The data analysis technique uses scale and path analysis.

## RESULTS AND DISCUSSION

The description of respondents' responses regarding the website quality variable can be shown by twenty-one indicators, and each of them can be described in Table 1 below

**Table 1.** Description of Respondents' Answers Regarding Website Quality Variables (X)

Items	Respondent's Answer										Scale range
	SS	%	S	%	N	%	TS	%	STS	%	
X1.1	55	45.8	59	49.2	5	4.2	1	0.8	0	0	528
X1.2	37	30.8	74	61.7	6	5.0	3	2.5	0	0	505
X1.3	40	33.3	61	50.8	16	13.3	3	2.5	0	0	498
X1.4	30	25.0	74	61.7	13	10.8	3	2.5	0	0	490
X1.5	61	50.8	53	44.2	5	4.2	1	0.8	0	0	534
X1.6	49	40.8	53	44.2	17	14.2	1	0.8	0	0	510
X1.7	39	32.5	57	47.5	22	18.3	2	1.7	0	0	493
X1.8	22	18.3	62	51.7	32	26.7	3	2.5	1	0.8	460
X1.9	56	46.7	50	41.7	14	11.7	0	0	0	0	522
X1.10	16	13.3	33	27.5	42	35.0	26	21.7	3	2.5	393
X1.11	46	38.3	61	50.8	12	10.0	1	0.8	0	0	512
X1.12	43	35.8	62	51.7	13	10.8	2	1.7	0	0	506
X1.13	24	20.0	71	59.2	23	19.2	2	1.7	0	0	477
X1.14	39	32.5	55	45.8	21	17.5	5	4.2	0	0	488
X1.15	37	30.8	63	52.5	18	15.0	1	0.8	1	0.8	494
X1.16	31	25.8	59	49.2	24	20.0	6	5.0	0	0	475
X1.17	25	20.8	64	53.3	27	22.5	4	3.3	0	0	470
X1.18	22	18.3	61	50.8	33	27.5	4	3.3	0	0	460
X1.19	32	26.7	48	40.0	32	26.7	8	6.7	0	0	464
X1.20	27	22.5	51	42.5	37	30.8	5	4.2	0	0	459
X1.21	35	29.3	64	53.3	19	15.8	2	1.7	0	0	492
Website Quality Variable Score scale range (X)											487

Source: Primary data processed, 2021

The description of respondents' responses regarding the Customer Loyalty variable can be shown by three indicators, and each of them can be described in detail in Table 2.

**Table 2.** Description of Respondents' Answers Regarding Variables Customer Loyalty (Y)

Items	Respondent's Answer										Scale range
	SS	%	S	%	N	%	TS	%	STS	%	
Y1.1	42	35.0	57	47.5	20	16.7	1	0.8	0	0	500
Y1.2	47	39.2	61	50.8	12	10.0	0	0	0	0	514
Y1.3	36	30.0	71	59.2	12	10.0	1	0.8	0	0	501
Scale range Variable Customer Loyalty (Y)											505

Source: Primary data processed, 2021

The description of respondents' responses regarding the satisfaction variable can be shown by four indicators, and each of them can be described in Table 3.

**Table 3.** Description of Respondents' Answers Regarding Variables Customer Satisfaction (Z)

Items	Respondent's Answer										Scale range
	SS	%	S	%	N	%	TS	%	STS	%	
Z1.1	47	39.2	65	54.2	7	5.8	1	0.8	0	0	518
Z1.2	50	41.7	64	53.3	6	5.0	0	0	0	0	524
Z1.3	40	33.3	73	60.8	7	5.8	0	0	0	0	513
Z1.4	32	26.7	79	65.8	8	6.7	1	0.8	0	0	501
Scale range customer Satisfaction (Z)											514

Source: Primary data processed, 2021

The results of testing the influence of Website Quality on Shopee customer satisfaction can be seen in Table 4

**Table 4.** The Effect of Website Quality on Customer Satisfaction

Exogenous Variable	Endogenous Variables	Beta	t	Probability	Decision
Website Quality	Customer satisfaction	0.488	6,081	0.000	Significant
<i>Adjusted R Square</i> : 0.232= 23.2%					
N= 120					

Source: Primary data processed, 2021

The influence of Website Quality on Shopee customer satisfaction with a beta coefficient of 0.488, t-count of 6.081, and a probability of 0.000 ( $p < 0.05$ ). The probability in Table 4.13 is less than 0.5, so the decision  $H_0$  is rejected, namely the influence of website quality on Shopee customer satisfaction. The result is known that the coefficient of Adjusted R Square obtained a value of 0.232, this explains that the influence of Website Quality on customer satisfaction with a contribution of 23.2. The results of testing the influence of Website Quality on Shopee Customer Loyalty can be seen in Table 5 below:

**Table 5.** The Effect of Website Quality on Customer Loyalty

Exogenous Variable	Endogenous Variables	Beta	t	Probability	Decision
Website Quality	Customer loyalty	0.421	5.041	0.000	Significant
<i>Adjusted R Square</i> : 0.170= 17%					
N= 120					

Source: Data processed, 2021

The influence of Website Quality on Shopee Customer Loyalty with a beta coefficient of 0.421 t-count of 5.041 and a probability of 0.000 ( $p < 0.05$ ). The probability in Table 4.13 is less than 0.5 then the decision  $H_0$  is rejected, namely the influence of Website Quality on Shopee Customer Loyalty. From these results, it is known that the Adjusted R Square coefficient obtained a value of 0.170, this explains that there is an influence of Website Quality on Customer Loyalty with a contribution of 17%. The results of testing the effect of customer satisfaction on Shopee Customer Loyalty can be seen in Table 6.

**Table 6.** The Effect of Customer Satisfaction on Customer Loyalty

Exogenous Variable	Endogenous Variables	Beta	t	Probability	Decision
Customer satisfaction	Customer loyalty	0.634	8,907	0.000	Significant
<i>Adjusted R Square</i> : 0.397= 39.7%					
N= 120					

Source: Data processed, 2021

The effect of customer satisfaction on customer loyalty with a beta coefficient of 0.634, t-count of 8.907, and probability of 0.000 ( $p < 0.05$ ). The probability in Table 4.17 is less than 0.5, so the decision  $H_0$  is rejected, namely, there is a significant influence between customer satisfaction and customer loyalty. The result is known that the coefficient of Adjusted R Square obtained a value of 0.397, this explains that the influence of customer satisfaction on customer loyalty with a contribution of 39.7%. Based on the results of the data analysis that has been done, the path can be obtained as shown in Figure 2 below:



**Figure 2.** Inter-Path Analysis Results

The results of the analysis show that the direct influence of Website Quality on customer satisfaction is 0.488 and the direct influence of customer satisfaction on Customer Loyalty is 0.421. The direct influence shows that with increasing customer satisfaction, customer loyalty will increase. The results of the analysis of the direct effect can be seen that the quality of the website affects customer loyalty that is equal to 0.634. The direct effect, indirect effect, and total effect between research variables have been briefly presented in Table 7

**Table 7.** Recapitulation of Direct, Indirect, and Total Influence

Variable	Endogenous Variables	Direct Effect	Indirect Effect	Total Effect	t	Sig.	Kep.
Website Quality	Satisfaction	0.488	0	0.488	6,081	0.000	Significant
Satisfaction	Customer loyalty	0.421	0	0.421	5.041	0.000	Significant
Website Quality	Customer loyalty	0.634	(0.488x0.421) =0.205	0.839	8,097	0.000	Significant

N= 120

Source: Data processed, 2021

$$Y_2 = PY_2X + (PY_1X \times PY_2Y_1)$$

*Direct Effect* (direct influence) website quality on satisfaction that is equal to 0.488

$$\begin{aligned} \text{Indirect Effect (IE)} &= PY_1X \times PY_2Y_1 \\ &= 0.488 \times 0.421 \\ &= 0.205 \end{aligned}$$

$$\begin{aligned} \text{Total Effect} &= PY_2X + (PY_1X \times PY_2Y_1) \\ &= 0.634 + 0.205 \\ &= 0.839 \end{aligned}$$

The calculation shows that customer satisfaction is proven as an intervening variable in the relationship between website quality and customer loyalty. The calculation results show that the total effect is greater than the direct effect. This is evidenced by the results of the calculation of the Indirect Effect (IE) which is worth 0.205, while the Quality of the Website affects the customer loyalty namely through customer satisfaction that is equal to 0.839. The results of the analysis show that with an increase in customer satisfaction, the influence of website quality on customer loyalty will experience an increase.

The results of the analysis can be seen that the customer's perception of the quality of the Shopee website is in the very good category. In an attempt to measure website quality, different scales have been developed from different points of view and suggest different dimensions for assessment (Satisfaction of customers who fall into the very satisfied category, this can be shown by very satisfied customers by using various information or facilities provided by the Shopee website. The results of

hypothesis testing indicate that website quality has a positive and significant effect on Shopee customer satisfaction. This means that the better or superior and effective the Shopee website in conveying the information provided and easily accessible to its users, the more satisfied Shopee customers will be with the information about the products provided, the services provided by the website, using Shopee products and satisfied with other costs such as postage are not burdensome in shopping.

The results of hypothesis testing indicate that customer satisfaction has a positive and significant effect on Shopee customer loyalty. This means that the increasing satisfaction of Shopee customers with information about the products provided, the services provided by the website, using shopee products and being satisfied with other costs such as shipping costs are not burdensome in shopping, the consumer loyalty to the products offered by Shopee will also increase.

## CONCLUSION

Based on the results of research and discussions that have been carried out, the following conclusions can be drawn: 1) The results of the analysis of customer perceptions of the quality of the Shopee website can be seen to be in the good category. 2) Shopee customer satisfaction is in the very satisfied category. 3) Shopee customer loyalty is in the very category loyal. 4) Website quality affects customer satisfaction, meaning that the better Shopee website quality the customer satisfaction will increase. 5) Customer satisfaction affects customer loyalty, meaning that with increasing customer satisfaction, customer loyalty will increase. 6) The quality of the website affects customer loyalty, meaning that the better the quality of the Shopee website will increase customer loyalty. 7) Website quality through customer satisfaction affects customer loyalty, meaning that increasing customer satisfaction will increase the influence of website quality on customer loyalty.

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