

**ANALYZING CUSTOMER LOYALTY OF SHOPEEPAY IN RESTAURANT INDUSTRY  
AT MANADO***ANALISIS LOYALITAS PELANGGAN SHOPEEPAY PADA INDUSTRI RESTORAN DI MANADO*

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**Abstract:** The purpose of this research is to analyzing customer loyalty of shopeepay in restaurant industry at Manado. 100 samples were collected with questionnaire distributed to the respondent who have experience using digital payment platform especially shopeepay. This research used quantitative method Data analysis used Multiple Linear Regression analysis method conducted by using SPSS 25 version software. The result of this research shows that performance expectation, effort expectation, social influence, facilitating condition, hedonic motivation, price value, and habit have a positive and significant influence to customer loyalty of shopeepay in restaurant industry at Manado and 6 points likert scale was used to help the data analysis in this research for analyzing customer loyalty.

**Keywords:** customer loyalty and restaurant industry

**Abstrak:** Tujuan dari penelitian ini adalah untuk menganalisis loyalitas pelanggan shopeepay pada industri restoran di manado. 100 sampel dikumpulkan dengan kuesioner yang dibagikan kepada responden yang memiliki pengalaman menggunakan platform pembayaran digital khususnya shopeepay. penelitian ini menggunakan metode kuantitatif Analisis data menggunakan metode analisis Regresi Linier Berganda yang dilakukan dengan menggunakan software SPSS versi 25. Hasil penelitian menunjukkan bahwa ekspektasi kinerja, ekspektasi usaha, pengaruh sosial, kondisi fasilitas, motivasi hedonis, nilai harga, dan kebiasaan berpengaruh positif dan signifikan terhadap loyalitas pelanggan shopeepay pada industri restoran di Manado dan skala likert 6 poin digunakan. untuk membantu analisis data dalam penelitian ini untuk menganalisis loyalitas pelanggan.

**Kata Kunci:** kesetiaan pelanggan dan industri

**INTRODUCTION****Research Background**

Nowdays physical wallets are increasingly being replaced by digital wallets. This is due to the high number of digital transactions that are growing faster than other payment methods. At the beginning of its appearance, many digital wallets did not like it, because it was considered to take over the role of the financial industry sector, such as banking. Digital payments via smartphones are slowly eroding the use of cash, which is almost completely in the digitalization wave, now digital wallets are becoming rivals to credit and debit cards. The Covid-19 pandemic has also pushed digital transactions to skyrocket. According to Bank Indonesia (BI), digital transactions increased by 37.8 percent (year on year/yoy), including digital banking and transfer transactions.

The use of e-money or digital wallets (e-wallet) also increased by 24.42 percent (yoy). Meanwhile, debit card usage decreased by 18.9 percent (yoy). In addition to offering more practical, safe, fast, and profitable aspects, the use of e-wallet is considered safer and in accordance with health protocols when the pandemic is not over.

As mentioned by Venkatesh et al. (2012), habit has been operationalized in two distinct ways: first, habit is viewed as prior behavior; and second, habit is measured as the extent to which an individual believes the behavior to be automatic. Repeat purchasers continue to buy (or use) the same brand though they do not have an emotional attachment to it, they may do so out of habit (Hawkins and Mothersbaugh, 2016). There are still limited studies that discuss the habit variable in relation to customer loyalty in the use of digital wallets or other financial technology. The finding of a study confirm habit as the foremost predictor of both continuance intention and usage (Sivakumar and Chopdar, 2018). Ghazali (2011) stated that habit has positively correlated with continuance usage, "Habit or inertia is one of the constructs that is considered important in consumer behavior, and is closely associated with customer loyalty and retention".

This study is a replication of the previous research by Singh et al. (2019). The research gap between this study with the previous research done by Singh et al (2019) is the previous research not using the variable of price value that found by Venkatesh et al. (2012) in UTAUT2, so the researcher interest to conduct this research. Based on the discussion towards the development of financial technology, digital payment that overgrows, and research gap, researcher aimed to analyze customer loyalty of shopeepay in restaurant industry at Manado.

### Research objectives

1. To identify the simultaneous influence of performance expectation, effort expectation, social influence, facilitating condition, hedonic motivation, price value, and habit influence customer loyalty.
2. To identify the partial influence of performance expectation on customer loyalty.
3. To identify the partial influence of effort expectation on customer loyalty.
4. To identify the partial influence of social influence on customer loyalty.
5. To identify the partial influence of facilitating conditions on customer loyalty.
6. To identify the partial influence of hedonic motivations on customer loyalty.
7. To identify the partial influence of price value on customer loyalty.
8. To identify the partial influence of habit on customer loyalty.

## THEORETICAL FRAMEWORK

### Marketing

According to Kotler and Keller (2013), "Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "Meeting needs profitably". Furthermore Kotler and Armstrong (2006) also mentioned "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return". From the two definitions of marketing above, it can be concluded fundamentally that marketing is a process to identify and meet the needs and wants of customers, providing value in order to satisfy and retain strong relationships with customers and their trust in return. Marketing is the one of the key to be success, because there are many theories that make the business growing and get the goal. Marketing activities are design to spread the information of a product or service to target markets in order to earn more profit. Marketing is design to manage the people especially the target market to build a profitable relationship. It also helps people buy your product or service. According to Kotler and Keller (2013), marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires

### Mobile Payment

A mobile payment service is considered a distinctive electronic handling of payment service which is using mobile communication devices to transfer of monetary value (Schierzet et al., 2010). Fan, et al. (2018) described that a mobile payment or e-payment is a payment method where by the commercial transaction is initiated, authorized and confirmed by a mobile device. In addition, according to Kim et al., (2010), e-payment is defined as transferring a value of payment transaction through electronic mechanism from a payer to a payee. It can be in a form of internet banking application, or from the 3<sup>rd</sup> (third) party non-bank mobile application. According to Oliveira, et al. (2016), a mobile payment is defined as a process amongst 3 (three) parties i.e. customer, merchant, and the bank, in contrast with internet banking where by it is a simple direct consumer-bank relation.

## Customer Loyalty

According to Oliver (1997), consumer loyalty is a deeply held commitment to repurchase or repatronize preferred product services consistently in the future, regardless of situational influences and marketing efforts make the potential for because switching behavior. Meanwhile, Dick and Basu (1994) define customer loyalty as the strength of the relationship between an individual's relative attitude towards an entity (brand, service, store, or supplier) and repurchase. According to Oliver (2014) defined customer loyalty is a commitment strongly held by the customer to buy or promote a product products in the form of goods or services consistently, this causes purchases repeatedly on the same brand, even though the customer gets situational or marketing influences from competitors to replace other brands.

## Behavioural Intention

Behavioural intention defines as consumers behaviours howing a loyalty or supportive to the company in order to recommend it to other people because they have received good service from the company (Namkung and Jang, 2007), thus behavioural intention is a good customer loyalty indicator. Lv, Yu and Wu (2018) stated that customer loyalty is impacted by customer satisfaction and behavioural intention.

## Previous Research

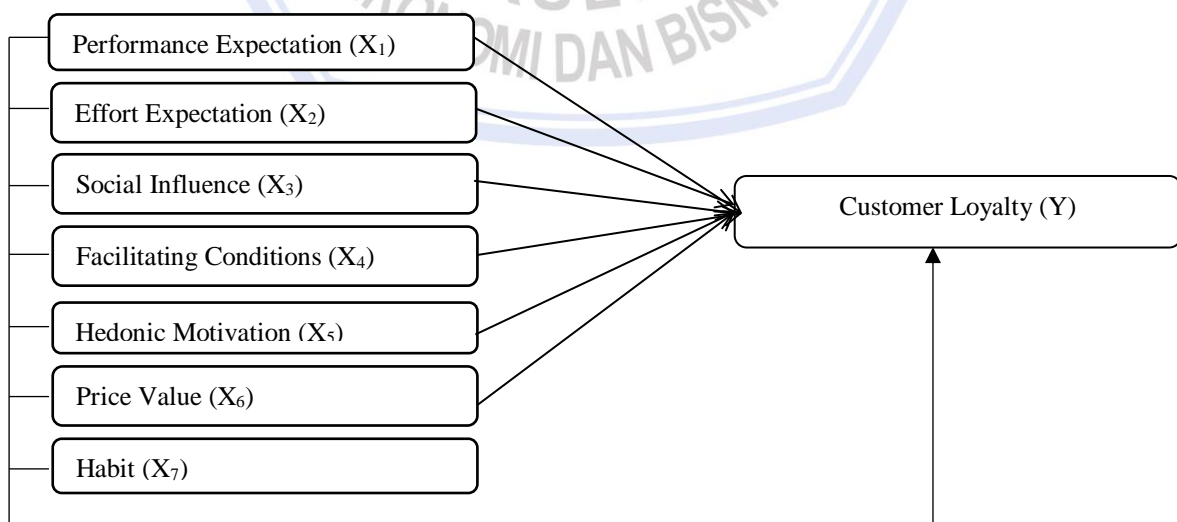
Rachmawati et al. (2020) examined the extent to which Performance Expectancy, Effort Expectancy Social Influence and Facilitating Conditions influence on Behavioral Intention, see whether Facilitating Conditions and Behavioral intention affect the Behavioral Usage and Facilitating Conditions have a positive and significant effect on Behavioral Usage through Behavioral Intention. This research is an explanatory research, the location of this study was conducted in the city of Malang, East Java. The population in this study were all people who transacted using Mobile Banking with a sample of 190 respondents

Susilowati et al. (2020) recognized the need for testing factors affecting BCA customers to adopt and continue to use BCA m-banking service. The conceptual relationship of behavior intention on the acceptance and the use of information technology in this research used UTAUT2 model. Primary data were processed using SEM method with SMART-PLS software collected from survey questionnaires carried out to 400 respondents having BCA accounts and using BCA m-banking in the last 3 months. The main factors such as habit, hedonic motivation and facilitating condition were found to provide significant effect on behavior intention of customers to adopt and use BCA m-banking service

Hariyanti, Hidayatulah, and

## Conceptual Framework

A conceptual framework is defined as a network or a "plane" of linked concepts (Jabareen, 2009). The conceptual framework of this research is shown in the following figure. The framework illustrates several variables used in order to analyze the customer testimonial.



**Figure 1. Conceptual Framework**

Source: *Data Analysis Method* (2022)



**RESEARCH METHOD****Approach Research**

This research is using quantitative method. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Maholtra, 2009:180).

**Population and Sample**

According to Sekaran and Bougie (2009), Population refers to the entire group of people, event, or things of interest that the researcher wishes to investigate. It is a group of people, events, or things of interest for which the researcher wants to make inferences based on sample statistics. The population in this research is respondent who have experience using digital payment platform especially ShopeePay.

**Sampling Technique**

Purposive sampling will be used in this research. Purposive sampling is a technique to collect data sample of data source with some consideration like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation (Sugiyono, 1997).

**Data Analysis Methods**

This given section explains about the overall analysis methods that are used in this current research, either the fundamental testing of the obtained data and the main analysis method of the tabulate data for proving hypotheses in this research. This section will be pointed out about data analysis method included validity and reliability test that can be done by using Pearson Product and Cronbach's Alpha, Multiple Regression Analysis to analyze the relationship between a single dependent variable and several independent variables and all of the data analysis method that are used in this present research.

**Validity and Reliability**

Validity is extent to which a construct measures what it is supposed to measure. An easy measure of validity would be to compare observed measurement with the true measurement (Hair et al., 2010). To test the validity of the research, the Pearson Product is used, by seeing the value of significance and comparing the value of  $r_{table}$  with  $r_{value}$ . If the significance value  $>0.05$ , and if the value of  $r_{value} > r_{table}$ , then the instrument is declared valid.

**Reliability Test**

Reliability test is established by testing for both consistency and stability of the answer of questions. According to Anastasi and Urbina (2002), Reliability refers to consistency of scores obtained by the same persons when they are reexamined with the same test on different occasions, or with different sets of equivalent items, or under other variable examining conditions. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one to another. The interpretation of Alpha Cronbach (Sekaran, 2003).

**Multiple Linear Regression Analysis**

Multiple linear regression is used to model the relationship between one numeric outcome or response or dependent variable (Y), and several (multiple) explanatory or independent or predictor or regression variables (X). When some predictors are categorical variables, we call the subsequent regression model as the General Linear Model (GLM). The general linear model can be seen as an extension of linear multiple regression for a single dependent variable, and understanding the multiple regression model is fundamental to understanding the general linear model. The general purpose of multiple regression (the term was first used by Pearson, 1908) is to quantify the relationship between several independent or predictor variables and a dependent or criterion variable

**RESULT AND DISCUSSION****Result****Validity and Reliability Test.**

Validity test is a test to determine and measure whether the instruments used are valid or not in this research. In validity test, there will be accurate process on the instruments or indicators that presented in questionnaire which is *Pearson Correlation* to identify the validity of instruments items. The questionnaire is valid if  $r \text{ count} \geq r \text{ table}$ , and the questionnaire is not valid if  $r \text{ count} \leq r \text{ table}$ . Reliability test is a test after the questionnaire is valid and has purpose to know and show how stable and consistent the instrument taps the variables. To measure the reliability this research used Cronbach's Alpha. If the Cronbach's Alpha or reliability coefficient is more than 0.6 the questionnaire is reliable.

**Result of Multiple Linear Regression Analysis.**

The purpose of doing multiple linear regression analysis is to measure the impact of the independent variables (X) to dependent variable which is (Y).

**Multiple Linear Regression**

Model		Coefficients <sup>a</sup>		t	Sig.	
		Unstandardized	Standardized			
		Coefficients	Coefficients			
	B	Std. Error	Beta			
1	(Constant)	40.124	11.863		3.382	.001
	X1	.163	.197	.071	.828	.410
	X2	-.893	.169	-.532	-5.283	.000
	X3	.068	.086	.071	.790	.431
	X4	-.307	.202	-.132	-1.515	.133
	X5	-.220	.096	-.207	-2.286	.025
	X6	.834	.169	.519	4.926	.000
	X7	-.091	.110	-.071	-.825	.412

Source: Data Processed, 2022

$$Y = 163(x1) - 893(x2) + 068(x3) - 307(x4) - 220(x5) + 834(x6) - .091(x7) + e$$

The data above shows the result of Multiple Linear Regression Analysis of performance expectation(X1), effort expectation (X2), social influence (X3), facilitating condition (X4), hedonic motivation (X5), price value (X6), habit (X7) and customer loyalty (Y), on Customer Loyalty (Y) of ShopeePay in Restaurant Industry at Manado. The influence of dependent variable and independent variable.

**Discussion****Performance Expectation, Effort Expectation, Social Influence, Facilitating Condition, Hedonic Motivation, Price Value, and Habit Influence on Customer Loyalty**

In this research to analyzing the customer loyalty of shopeepay in restaurant industry at manado that has been taken 10 respondent for the research and the correlation to the effort expectation that influence the customer loyalty, that what the customer expectation that will be expected and the social influence such as people around like friends and family who using that types of service that shopee offer Then after gain the data of characteristic of respondent, the questionnaire is made with the variable's indicators and process with the statistic calculation.

**Effort Expectation and Customer Loyalty**

Effort expectation have a negative and significant influence to customer Loyalty of shopeepay in restaurant industry at Manado by means it do not have too much effect on it Customer expectation At this point, the voice of the customer should be taken into the design process and after delivering the services, service providers should monitor how well the customers 'expectations have been met (Pakdil and Aydin, 2007).

### **Social Influence and Customer Loyalty**

The correlation between social influence and customer loyalty it has I big effect for example if the people near by using or event I that region people more likely using that goods or service people likely to use that certain types of that specially if it has a good review from the customer and that lead in to the re purchase and become customer who loyal in to that types of service in this case is shopeepay in to the restaurant that effect people around the respondent to use this certain types of service or payment method especially in this era people tend to use technology to do the activities daily The customer's attitude was added later (Dick and Basu, 1994).

### **Facilitating Condition and Customer Loyalty**

The facilitating condition influence the customer loyalty for example the facilitates that has been provide by the shopee like the payment method just like Qris, and etc that makes the payment method become easier and makes people able to specially the respondent do not have to carry fresh money, and only bring their phone as long as they have the application and internet that can serve they need Facilitating conditions refer to consumers' perceptions of the resources and support available to perform a behavior (Venkatesh et al., 2012). A study that examined consumer satisfaction, continues intention, and behavior toward apps shopping (Rezaei et al., 2016) found that facilitating condition has a positive impact on consumers' continuance intention and behavior. But, in another study, the result shows that facilitating conditions did not affect continuances usage significantly (Sivakumar and Chopdar, 2018). Facilitating condition have a negative and no significant influence to customer Loyalty of shopeepay in restaurant industry at Manado.

### **Hedonic Motivation and Customer Loyalty**

As the author conclude the hedonic motivation have a negative and significant influence to customer Loyalty of shopeepay in restaurant industry at Manado hedonic motivation will be created with someone's passion for shopping easy influenced by the latest models and shopping becomes one's lifestyle for meet their daily needs (Sampurno and Winarso, 2015).

### **Price Value and Customer Loyalty**

Price value have a positive and significant influence to customer Loyalty of shopeepay in restaurant industry at Manado because of the price and the value that the shopee pay offer is that value is it is become lot easier to do the the payment and also add more discount and that influence people to use that and ad more value the customer loyalty that first the already loyal to the restaurant and shopee can be combine by using and ad more value that leads to the loyalty both to the place and to the platform or shopeepay Numerous studies have pointed out that two of the more effective means of generating customer loyalty are to delight customers (Lee, Lee, and Feick, 2001).

### **Habit and Customer Loyalty**

Habit on have negative and no significant influence to customer Loyalty of shopeepay in restaurant industry at Manado habits in term of this are in the form of a decision to display a certain behavior that is the result of a rational process directed at a goal and follow thinking sequence to consider a decision to customer loyalty. Thus, unlike to obtain agreement in this case between seller and buyer. A behavior is considered. (Desak Sar, 2018). The outcome consequences each behavior are evaluated. A consumer displays a behavior of purchasing process and consumer evaluates their consumption.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

1. Performance Expectation, effort expectation, social influence, facilitating condition, hedonic motivation, price value, and habit have a positive and significant influence to Customer Loyalty of shopeepay in restaurant industry at Manado
2. Performance Expectation have positive but no significant influence to customer Loyalty of shopeepay in restaurant industry at Manado
3. Effort expectation have a negative and significant influence to customer Loyalty of shopeepay in restaurant industry at Manado



4. Social influence have positive and no significant influence to customer Loyalty of shopeepay in restaurant industry at Manado
5. Facilitating condition have a negative and no significant influence to customer Loyalty of shopeepay in restaurant industry at Manado
6. Hedonic motivation have a negative and significant influence to customer Loyalty of shopeepay in restaurant industry at Manado
7. Price value have a positive and significant influence to customer Loyalty of shopeepay in restaurant industry at Manado
8. Habit on have negative and no significant influence to customer Loyalty of shopeepay in restaurant industry at Manado.

### Recommendation

Based on the results, the following are some suggestions for marketers and academic purposes that can be given by the researcher:

1. The design of the apps and the availability of the apps itself can be major factor for customer to use this types this types of innovation so the authors strongly recommend for both the restaurant and the customers to use E-platform since it lot easier and more safety.

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