



The influence of price, brand ambassador, customer experience and customer trust on shopee user loyalty by using customer satisfaction as intervening variable

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ABSTRACT

This study aims to determine and analyze the influence of price, Brand Ambassador, Customer experience and customer trust towards Shopee user loyalty with customer satisfaction as an Intervening variable case study on Mikroskil University students. The type of data used is purposive sampling by determining the criteria for mikroskil students who have transacted at shopee and processing samples with the saturated method. The data testing method used is descriptive quantitative. The population in this study was 84 students at the University of Mikroskil ledger 2018 and 2019 and the sample was 84 students. The analysis showed that price, brand ambassador and customer trust have a significant effect on customer satisfaction while customer experience has no effect. Brand Ambassador and Customer Satisfaction have a significant effect on Customer Loyalty while Price, Customer Experience, Customer Trust have no effect. Price, Brand Ambassador and Customer Trust have an indirect effect on customer loyalty through customer satisfaction. Meanwhile, customer experience has a direct effect on customer loyalty. The results of the coefficient of determination 1 of 66.9% that the variable price, brand ambassador, customer experience and customer trust can explain the variable customer satisfaction and the results of the coefficient of determination 2 of 72.3% that the variable price, Brand Ambassador, Customer Experience, Customer trust and customer satisfaction can explain customer loyalty.

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1. INTRODUCTION

E-commerce is an arena for transactions or information exchanges between sellers and buyers in cyberspace (Lakshmi et al., 2020) (Kysh, 2021). With the increasing number of covid-19 cases, many people prefer to shop online (Gao et al., 2020). Shopee's development in Indonesia is very fast, Shopee Indonesia implements an interactive buying and selling service system between buyers and sellers through the live chat feature and Shopee provides various payment systems through bank transfers, Kredivo, indomaret, and credit cards. Shopee's current advantage is that users can activate the Shopee PayLater feature and additional Shopee Food services (Suroso et al., 2020) (Hidayat et al., 2021)(Aisyah et al., 2020)(Bank, 2021).

Shopee presents Shopee loyalty to increase user loyalty where this feature works by providing exclusive vouchers, prizes, and different promos every month according to the level of members they

have (Saputra & Sunitiyoso, 2021). Shopee divides the membership level into three, namely Silver, Gold, and Platinum.

Consumers are satisfied in shopping on the Shopee site, for example, there are notifications of packaged goods, picked up by couriers, arriving at transit points and being delivered by couriers so that consumers can see the status of the products purchased have arrived where (Izzah et al., 2021)(Pramesty & Ariesta, 2021). Consumers can also track the receipts listed on the purchase transaction page themselves (Schanke et al., 2021). However, in addition to feeling satisfaction, there are also some consumers who are dissatisfied in transacting using Shopee, for example, the products purchased are not in accordance with the order both in terms of size, color and desired model (Wu & Chang, 2020) (Durmaz et al., 2020). The purchased goods are received in a state of disrepair.

Consumers can search for the same product in online stores that offer the cheapest (lowest) prices by using the help of filters (Pradhan et al., 2020). Related to the suitability of the price paid by consumers with the products purchased, this depends on the type of product purchased where not all products purchased by consumers are in accordance with the original image listed on Shopee (Mbeté & Tanamal, 2020). In this case, some customers feel deceived because even though the price of the product is cheap, the goods that have been purchased cannot be used (Mukherjee et al., 2020). Consumers will feel satisfied if the benefits they get are comparable or even higher than the nominal money they spend. Consumers who feel satisfaction with the price offered by a company will definitely have an interest in repurchase in the future (Nazifi et al., 2021) (Vartiainen et al., 2020).

The use of brand ambassadors is carried out by companies to influence or invite consumers to use products, Brand ambassadors can increase consumer interest in using the Shopee application because customers trust the words of the brand ambassador so that if it is in accordance with what is said by the brand ambassador, consumers will feel satisfied and become loyal because they are influenced by the words of the brand ambassador (Febrianti et al., 2021).

Customer experience in using the Shopee application predominantly answers the sense of security in shopping at Shopee because Shopee overcomes all customer complaints well, the homepage display is simpler, easy to find the desired product, the search feature is easy to use, the features offered are quite complete but sometimes slow in displaying the product you are looking for so it must be refreshed (Potisawang & Bhovichitra, 2021) (Dang, 2021). Customers who experience a less pleasant experience are likely to feel dissatisfaction in making a purchase, this customer will definitely not dare to buy any more products in that place (Ekanayake & Karunaratne, 2021).

Trust is very important in building an online business, because consumer trust is the way to grow an online business going forward (Hidayat et al., 2021) (Wongkitrungrueng & Assarut, 2020) (Al-Khalaf & Choe, 2020) (Brogan & Smith, 2020). If customer trust with online business can be built well, then online business will get a good reputation in the eyes of consumers (Zahara et al., 2021). Then, there is also what is known as Star Seller Shopee, which is a form of Shopee's appreciation of active seller stores, where by having the Star Seller symbol, consumer confidence in sellers will increase, so that trust in the product also increases because from the number of products that have been sold, it can be seen how good the products sold in the store are.

2. RESEARCH METHOD

This research method is carried out using descriptive methods that are quantitative in nature (Fellows & Liu, 2021) (Pandey & Pandey, 2021) (Busetto et al., 2020). Descriptive research is a study that aims to describe something that took place at the time the study was carried out and examine the causes of a particular symptom (Lotzin et al., 2020). The Quantitative Approach is to explain a situation to be studied with the support of literature studies so as to further strengthen the researcher's analysis in making a conclusion, where the research results are obtained from the results of calculating indicators (Peat et al., 2020) (Eti, 2021). The population in this study were students of Mikroskil University, Faculty of Business, Department of Management 2018–2019 Ledger who had made transactions at Shopee. The total population in this study was taken from the distribution of Shopee user forms and answered by 84 students of The Faculty of Business Mikroskil University students. The sampling

technique used is the Purposive sampling technique. Where the criteria are management students 2018-2019 Ledger who have transacted at Shopee.

3. RESULT AND DISCUSSION

Result

Path Analysis

The results of the coefficient of determination test can be seen in Table 1 below:

Table 1. Coefficient of Determination Result 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.685	.669	4.07676

a. Predictors: (Constant), Trust, Brand Ambassador, Experience, Price

b. Dependent Variable: Satisfaction

Source : Research Results, 2022 (Data processed)

Table 1. The magnitude of the coefficient of determination can be seen from the Adjusted R Square value of 0.669 means that Price, Brand Ambassador, Customer Experience and Customer Trust can explain Customer Satisfaction of 66.9% and the remaining 33.1% (100-66.9) is influenced by other variables outside of this study.

The following are the results of partial hypothesis testing, namely:

Table 2. Hypothesis Test (t-Test) Partially 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.213	2.532		3.244	.002
	Price	.374	.129	.342	2.889	.005
	BrandAmbassador	.322	.105	.280	3.080	.003
	Experience	-.075	.088	-.098	-.849	.399
	Trust	.511	.171	.381	2.982	.004

a. Dependent Variable: Satisfaction

Source : Research Results, 2022 (Data processed)

- The Price Variable can be seen that the calculated value of 2.889 > 1.990 with a significant level of 0.005 < 0.05 so that it can be concluded that the price has a positive and significant effect on Customer Satisfaction.
- The Brand Ambassador variable can be seen that the calculated value of 3.080 > of 1.990 with a significant level of 0.003 < 0.05 so that it can be concluded that the Brand Ambassador has a positive and significant effect on Customer Satisfaction
- The Customer Experience variable shows that the calculated value |-0.849| < 1.990 with a significant level of 0.399 > 0.05 so it can be concluded that Customer Experience has no effect on Customer Satisfaction.
- The Customer Trust Variable can be seen that the calculated value of 2.982 > ttable 1.990 with a significant level of 0.004 < 0.05 so that it can be concluded that Customer Trust has a positive and significant effect on Customer Satisfaction.

Table 3. Determination Coefficient Result 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.723	3.47727

a. Predictors: (Constant), Satisfaction, Experience, BrandAmbassador, Price, Trust

b. Dependent Variable: Loyalty

Source : Research Results, 2022 (Data processed)

Table 3. The magnitude of the coefficient of determination can be seen from the Adjusted R Square value of 0.723 means that Price, Brand Ambassador, Customer Experience, Customer Trust and Customer Satisfaction can explain Customer Loyalty by 72.3% and the remaining 27.7% (100-72.3) are influenced by other variables outside of this study.

The following are the results of partial hypothesis testing, namely:

Table 4. Hypothesis Test (t-Test) Partially 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.078	2.299		-.034	.973
	Price	-.219	.116	-.215	-1.883	.063
	BrandAmbassador	.189	.094	.177	2.006	.048
	Experience	-.113	.076	-.159	-1.496	.139
	Trust	.035	.154	.028	.226	.822
	Satisfaction	.891	.096	.956	9.283	.000

a. Dependent Variable: Loyalty

Source : Research Results, 2022 (Data processed)

- The Price Variable sees that the calculated value $|-1,883| < 1.990$ with a significant level of $0.063 > 0.05$ so it can be concluded that the price has no effect on Customer Loyalty
- The Brand Ambassador variable can be seen that the calculated value of $2.006 > t_{table} 1.990$ with a significant level of $0.048 < 0.05$ so that it can be concluded that the Brand Ambassador has a positive and significant effect on Customer Loyalty
- The Customer Experience variable shows that the calculated value $|-1.496| < 1.990$ with a significant level of $0.139 > 0.05$ so it can be concluded that Customer Experience has no effect on Customer Loyalty.
- The Customer Trust Variable shows that the calculated value of $0.226 < 1.990$ with a significant level of $0.822 > 0.05$ so that it can be concluded that Customer Trust has no effect on Customer
- The Customer Satisfaction Variable is seen that the calculated value of $9.283 > t_{table} 1.990$ with a significant level of $0.000 < 0.05$ so that it can be concluded that Customer Satisfaction has a positive and significant effect on Customer Loyalty

Table 5. Coefficient Testing Recapitulation Results

Variable	Coefficient	Sig	Result
Price – Satisfaction	0,342	0,005	Effect
Brand Ambassador – Satisfaction	0,280	0,003	Effect
Customer Experience – Satisfaction	-0,098	0,399	No Effect
Customer Trust – Satisfaction	0,381	0,004	Effect
Satisfaction – Loyalty	0,956	0,000	Effect
Price-Loyalty	-0,215	0,063	No Effect
Brand Ambassador – Loyalty	0,177	0,048	Effect
Customer Experience – Loyalty	-0,159	0,139	No Effect
Customer Trust - Loyalty	0,028	0,822	No Effect
Price-Satisfaction-Loyalty	0,326		Indirect Effect

Variable	Coefficient	Sig	Result
Brand Ambassador-Satisfaction-Loyalty	0,267		Indirect Effect
Customer Experience-Satisfaction-Loyalty	-0,093		Direct Effect
Customer Trust-Satisfaction-Loyalty	0,364		Indirect Effect

Source : Research Results, 2022 (Data processed)

Discussion

The Effect of Price on Customer Satisfaction

The Price Variable can be seen that the calculated value of $2.889 > 1.990$ with a significant level of $0.005 < 0.05$ so that it can be concluded that the price has a positive and significant effect on Customer Satisfaction. The main key to winning the competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices so as to create satisfaction.

The effect of brand ambassadors on customer satisfaction.

The results of the variable test show that the value for the Brand Ambassador can be seen that the calculated value of $3,080 > t_{table} 1,990$ with a significant level of $0.003 < 0.05$ so that it can be concluded that the Brand Ambassador has a positive and significant effect on Customer Satisfaction. As a communicator, brand ambassadors must have appeal to their consumers. Attractive appearance, and high knowledge of its products can form a positive impression and trust in consumers.

The effect of customer experience on customer satisfaction.

The results of the variable test showed that the value for the Customer Experience variable showed that the calculated value was $-0.849 < 1.990$ with a significant level of $0.399 > 0.05$ so that it can be concluded that customer experience has no effect on Customer Satisfaction. Customer experience has no effect on satisfaction because many users are waiting for promos and price discounts. Consumers always compare promotions between shopee and other marketplaces.

The effect of customer trust on customer satisfaction.

The results of the variable test show that the value of the Customer Trust variable can be seen that the calculated value of $2.982 > t_{table} 1.990$ with a significant level of $0.004 < 0.05$ so that it can be concluded that Customer Trust has a positive and significant effect on Customer Satisfaction. Trust is very important in building an online business, because consumer trust is the way to grow an online business in the future.

The effect of price on customer loyalty.

The results of the variable test show that the value of the Price variable shows that the calculated value of $-1.883 < t_{table} 1.990$ with a significant level of $0.063 > 0.05$ so that it can be concluded that the price has no effect on Customer Loyalty. Price is one of the factors that affect customer loyalty, because the price has been set by the company and is a benchmark for achieving loyalty, this is because price is one of the considerations for consumers to buy a product.

The effect of brand ambassadors on customer loyalty.

The results of the variable test show that the value of the Brand Ambassador variable shows that the calculated value of $2.006 > t_{table} 1.990$ with a significant level of $0.048 < 0.05$ so that it can be concluded that the Brand Ambassador has a positive and significant effect on Customer Loyalty. Brand ambassadors are tools used by companies to communicate and connect with the public, in the hope that they can increase sales. With the role of a brand ambassador who has a positive image can increase customer loyalty.

The effect of customer experience on customer loyalty.

The results of the variable test show that the value of the Customer Experience variable shows that the calculated value of $-1.496 < t_{table} 1.990$ with a significant level of $0.139 > 0.05$ so that it can be concluded that Customer Experience has no effect on Customer Loyalty. A good customer experience can meet customer needs and create trust in customer memory so that it can form a strong feeling of pleasure, attachment and emotional feelings towards the company so as to create customer loyalty.

The effect of customer trust on customer loyalty.

The results of the variable test show that the value of the Customer Trust variable can be seen that the calculated value of $0.226 < t_{table} 1.990$ with a significant level of $0.822 > 0.05$ so that it can be concluded that Customer Trust has no effect on Customer Loyalty. Creating a customer trust is one way of creating and retaining customers. In some cases shopee is often unable to send products that match what is spent, this makes consumers feel unable to trust shopee. If the customer has trusted the company, it can make the customer feel satisfied and use the company's services repeatedly. An increased level of customer trust can boost the company's sales and in this case loyalty will increase.

The effect of customer satisfaction on customer loyalty.

The results of the variable test showed that the Customer Satisfaction value was seen that the calculated value of $9.283 > t_{table} 1.990$ with a significant level of $0.000 < 0.05$ so that it can be concluded that Customer Satisfaction has a positive and significant effect on Customer Loyalty. The satisfaction felt by customers in the long run will make a positive contribution to the company in the form of loyalty. Customers who experience satisfaction then show pleasure in purchases which ultimately has an impact on increasing customer loyalty.

The effect of price on customer loyalty through customer satisfaction.

It is known that the direct influence that the price variable exerts on loyalty is -0.215 . While the indirect influence of price variables through customer satisfaction on loyalty is 0.326 It can be seen that the value of indirect influence is greater than the direct influence. Customer loyalty can be formed through satisfaction, students of microsakil universities feel that loyalty is formed if shopee can provide a price offer or discount. Customer satisfaction using shopee can cause a person to be loyal. Price is one of the factors causing satisfaction, but satisfaction with a good price can create loyalty.

The effect of brand ambassadors on customer loyalty through customer satisfaction.

It is known that the direct influence given by the Brand Ambassador variable on customer loyalty is 0.177 . Meanwhile, the indirect influence of brand ambassador variables through customer satisfaction on loyalty is 0.267 . It can be seen that the value of indirect influence is greater than that of direct influence. Customer loyalty can be formed through satisfaction, Students of microsakil universities feel that loyalty can be formed if shopee presents a brand ambassador who has a high rating so that the words of the brand ambassador can be trusted by students of Mikroskil University. Shopee chooses brand ambassadors from popular circles and has a positive image so that it can boost its sales. In addition, brand ambassadors can also help bring customers closer to a product that will attract customer interest so that making regular consumer purchases will create customer satisfaction. Then the customer who feels satisfied will tell the satisfaction to others so that it reflects the level of customer loyalty through customer satisfaction

The effect of customer experience on customer loyalty through customer satisfaction.

It is known that the direct influence given by the customer experience variable on customer loyalty is -0.159 . While the indirect influence of customer experience variables through customer satisfaction on loyalty is -0.093 . It can be seen that the value of the direct influence is greater than the indirect influence, customer loyalty is not formed through satisfaction. Customer experience is when a customer gets a sensation or knowledge resulting from some level of interaction with various elements created by the service provider. A negative customer experience will not create satisfaction and then cannot affect customer loyalty with a bad experience shows customers do not feel satisfaction in making purchases and will have an impact on decreasing customer loyalty.

The effect of customer trust on customer loyalty through customer satisfaction

It is known that the direct influence given by the Customer Trust variable on customer loyalty is 0.028 . While the indirect influence of the Customer Trust variable through customer satisfaction on loyalty is 0.364 . It can be seen that the value of the direct influence is smaller than the indirect influence. Customer loyalty can be formed through satisfaction, increased customer trust causes the level of customer satisfaction also increases so that in the end customer loyalty also increases, the higher the level of customer trust that is felt the better can create customer satisfaction and ultimately increase customer loyalty.

4. CONCLUSION

Based on the results of the research, it is concluded that price, brand ambassador, and customer trust have a positive and significant effect on Shopee Customer Satisfaction while the customer experience is not. Price, Customer Experience and trust have no effect on Shopee Customer Loyalty while brand ambassadors and customer satisfaction have a positive and significant effect. Price, Brand Ambassador, Customer Trust has an indirect effect on customer loyalty through Shopee customer satisfaction, while Customer Experience has a direct effect on customer loyalty through Shopee customer satisfaction.

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