

Original Article

Factors that are Influencing the E-Loyalty in the Marketplace

¹Ismulyana Djan, ²Siti Rubbiah Adawiyah

^{1,2}Department Management and Business, Universitas Binaniaga Indonesia, Indonesia, Bogor.

Received Date: 20 July 2023

Revised Date: 25 July 2023

Accepted Date: 31 July 2023

Published Date: 07 August 2023

Abstract: The purpose of this study was to ascertain how responsiveness and transaction convenience affected the e-satisfaction and e-loyalty of marketplace users in Bogor. Data for this study were gathered quantitatively using survey methods. Users of the marketplace in Bogor are the study's subject. The sampling strategy is a purposive sampling approach with the criteria of Bogor market participants who have completed transactional transactions. 213 people that filled out a questionnaire made up the sample. 14 respondents' responses were disregarded since the data contained outliers and straight lines. SEM is used as the data analysis tool in this investigation. The study's findings show that: (1) with a critical ratio value of 4.953 and a significant influence of 0.378, responsiveness has a favourable and significant impact on e-satisfaction. (2) With a crucial ratio value of 7.526 and a big effect of 0.577, transaction convenience has a favourable and significant impact on e-satisfaction. (3) Due to responsiveness's low critical ratio value of 1.377, it has no discernible impact on e-loyalty. (4) Because transaction convenience only has a critical ratio value of 0.094, it has no discernible impact on e-loyalty. (5) With a crucial ratio value of 6.421 and a substantial influence of 0.825, e-satisfaction positively and considerably influences e-loyalty.

Keywords: Responsiveness, Transaction Convenience, E-Satisfaction, E-Loyalty, Marketplace.

I. INTRODUCTION

In a short period of time, all parts of the world have experienced substantial changes as a result of the pandemic crisis brought on by the Novel Coronavirus (2019-nCoV). The administration urged citizens to remain at home in April 2020. Covid forces practically all systems in Indonesia to become online-based. APJII (Asosiasi Penyedia Jasa Internet Indonesia) performed a survey that revealed an increase of 8.9% in internet users in Indonesia since 2018. 73.7% of Indonesians utilise the Internet at this time. People require assistance to leave their homes and easily make purchases because to the pandemic. However, these consumption-related activities, such as shopping on online markets, ordering food from virtual motorbike taxis, and so on, may now be done using smartphones that are connected to the Internet. This online shopping activity has become a habit that is embraced by the community to this day. All transactions are carried out via the Internet. The stages of purchasing decisions are all carried out online. One of Indonesia's most popular online shopping places is the Marketplace. A marketplace is a meeting place between sellers and buyers in cyberspace. Buyers are faced with the benefits that come with the risks that arise from shopping online. The advantages of online shopping are time efficiency, calmness in searching, convenience, and effectiveness. In contrast, the risks posed are in the form of non-conformance of goods, fraud, goods lost in delivery, and others. The Marketplace is a place that contains high elements of risk and uncertainty. The discrepancy between expectations and reality is the main problem in online shopping especially in marketplace. The number of complaints made by buyers indicates high dissatisfaction with online shopping. These complaints include customer service problems that do not respond to buyer difficulties, hard on payment, fraud in the name of the Marketplace, and disappointment.

II. LITERATURE REVIEW

A) E-Loyalty

E-Loyalty extends the conventional online loyalty concept (Haudi et al., 2022). E-loyalty is the willingness of customers to return to a website, make additional purchases from the same online retailer, and even persuade other customers to do the same. (Kaya et al., 2019). E-loyalty is important for online businesses, which determines customer attitudes about their commitment to repurchasing and recommends them to potential new customers (Juwaini et al., 2022). E-Loyalty is built from cognitive, affection, conative, and action dimensions (Fitriani, 2018; Kartono & Halilah, 2019; suLiani&Yusuf, 2021). Based on previous research by Hendarto (2021) titled Consumers Satisfaction, trust, and Loyalty, Responsiveness positively influences e-loyalty at online hijab shops at Shopee. Responsiveness has an impact on e-loyalty, according to research by Kaya et al. (2019) titled The Moderating Role of Website Familiarity in the Relationship between E-service Quality, e-satisfaction, and E-loyalty. Examination of the Effect of Online Convenience, Perceived Value, and Trust on Customer Loyalty by Jun (2016) research suggests that transaction convenience, which is incorporated into convenience, affects e-loyalty in Mexican online purchasing. E-satisfaction influences e-loyalty for Shopee marketplace users in Denpasar, according to research done by



Permada and Yasa (2018) under the title *The Influence of Corporate Image and E-Service Quality on E-Satisfaction and E-Loyalty of Shopee Application Users in Denpasar*. Research conducted by Hendarto, Wijayanto, and Muflikhati (2021) on consumer satisfaction, trust, and loyalty also concluded that satisfaction affects customer loyalty.

B) E-Satisfaction

Giving consumers the greatest service has many benefits for the business. If a business offers excellent customer service, consumers will be happy, keep doing business with it, and they'll also spread the word about additional advantages to others. Additionally, it is a cost-free marketing technique for businesses, and positive feedback from clients boosts their self-assurance (Pandiangan et al., 2021). According to Juwaini et al. (2022) e-satisfaction is defined as a user's attitude towards appraising a website that results from the purchasing process. E-satisfaction is the customer's evaluation of an online retailer based on previous shopping experiences. (Rodriguez & Villareal, 2020). E-Satisfaction is built from the dimensions of consumers who are happy with the service, consumers are satisfied with the service, consumers are happy making purchases, consumers are satisfied with the purchase decision, and consumers feel that their decision is a wise decision (Ribbink, 2004; Bulut, 2015; Susanto, 2018). E-satisfaction influences e-loyalty for Shopee marketplace users in Denpasar, according to research done by Permada and Yasa (2018) under the title *The Influence of Corporate Image and E-Service Quality on E-Satisfaction and E-Loyalty of Shopee Application Users in Denpasar*. Research conducted by Hendarto, Wijayanto, and Muflikhati (2021) on consumer satisfaction, trust, and loyalty also concluded that satisfaction affects customer loyalty.

C) Responsiveness

Responsiveness is one aspect of electronic service quality. Responsiveness is considered a problem solver and provides convenience quickly to customers who need it (Zhou et al., 2009). Being responsive means having the capacity to address issues and provide solutions. Customers receive prompt, accurate responses to questions about products or services, have access to product returns, and are covered by online guarantees (Bilyarta & Sudarusman, 2021). Responsiveness is built from providing accurate information to customers when problems arise, having a mechanism to handle product returns, and offering online guarantees (Tjiptono & Chandra, 2019; Bilyarta & Sudarusman, 2021). Responsiveness is built from the dimensions of handling problems effectively and returns through the site (Tobagus, 2018; Pradnyaswari & Aksari, 2020). Examining the Influence of Mobile Store Features on User E-Satisfaction: Extending UTAUT2 with Personalization, Responsiveness, and Perceived Security and Privacy where Responsiveness Influences E-Satisfaction at Mobile Stores in Jordan is a 2019 study by Ali Abdallah Alawan et al. Customer satisfaction is influenced by responsiveness, according to another study by Bilyarta et al. (2021) titled *Effects of Electronic Service Quality (E-Servqual) on Consumer Satisfaction at the Shopee Marketplace in Sleman DIY*. Based on previous research by Hendarto (2021) titled *Consumers Satisfaction, trust, and Loyalty*, Responsiveness positively influences e-loyalty at online hijab shops at Shopee. Responsiveness has an impact on e-loyalty, according to research by Kaya et al. (2019) titled *The Moderating Role of Website Familiarity in the Relationship between E-service Quality, e-satisfaction, and E-loyalty*.

D) Transaction Convenience

Transaction convenience is the time given by the consumer and the effectiveness of the effort to complete a transaction (Daud et al., 2019). Transaction convenience in terms of online shopping is a good policy regarding fast checkout and return strategies consumers feel when making purchases (Agbonifoh & Odia, 2022). Online stores with good policies regarding fast checkout and free return strategies will have an advantage in transaction convenience compared to other stores that do not have them (Agbonifoh & Odia, 2022). This type of convenience focuses on consumers' actions to obtain the right to use the service. Easy and convenient payments, flexible payment methods, and completing purchases without difficulty are the main elements of online transaction convenience (Mahapatra, 2017; Mandagie et al., 2022). Transaction convenience is built from the dimensions of checkout processes, payment methods, ease of payment, and efficiency (Beauchamp & Ponder, 2010; Jiang et al., 2013; Aridinta & Widijoko, 2019). Research conducted by Daud et al. (2019) entitled *Delivering Service Convenience to Enhance Customer Satisfaction* states that Transaction Convenience affects E-Satisfaction in the Shopee marketplace. Another study conducted by Siraj (2020) entitled *Characteristics for E-Satisfaction in E-Retailing Evidence from Chinese E-Commerce* reveals that one of the conveniences is transaction convenience which influences E-Satisfaction. Research conducted by Bongso and Kristiawan (2022) entitled *online convenience in creating online satisfaction for Tokopedia Users* states that transaction convenience affects online satisfaction. Research conducted by Jun (2016) entitled *Examination of the Effect of online convenience, perceived value, and Trust on customer loyalty* reveals that transaction convenience, which is incorporated into convenience, affects e-loyalty in online shopping in Mexico.

Based on the theory and description above, the following hypotheses can be drawn:

- H1: Customer satisfaction is positively impacted by service quality.
- H2: Customer satisfaction is positively impacted by price.
- H3: Customer loyalty benefits from high service quality.

- H4: Price helps to increase customer loyalty.
- H5: Customer loyalty benefits from customer satisfaction.

III. METHODOLOGY

A) Population and Sample

The population used in this research is Shopee users in Bogor City, whose number is unknown. So in this research, the researcher examined 213 respondents. Eight respondents filled out answers with the same scale. There were six respondents whose answers indicated outliers. So the final respondents who processed the data became 199 respondents.

B) Data Collection Technique

Both primary and secondary data types are used in this study. By giving respondents questionnaires comprising remarks about issues pertaining to Transaction Convenience, Responsiveness, E-Satisfaction, and E-Loyalty, primary data for this research were acquired directly from the source. Studies of literature, periodicals, books about the issue, and other documentary evidence that may be found online are all examples of secondary data used in this study.

C) Data Analysis Technique

SEM (Structural Equation Modeling), a tool for data analysis, was employed in this study and was run through the AMOS 23.00 program. When analysing data using SEM, many procedures are taken, according to Haryono (2017). Making a full-fit model is the initial step, followed by tests for normality, construct reliability, and discriminant validity.

IV. RESULTS AND DISCUSSION

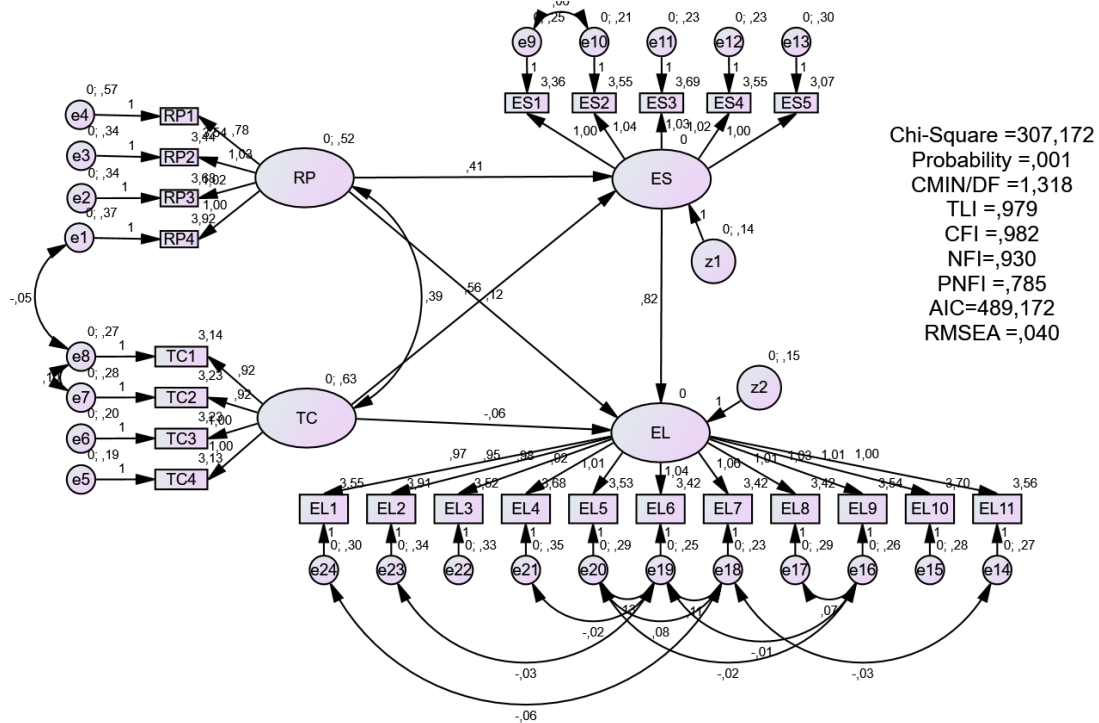


Fig. 1 Full Model

Table 1: Maximum Likelihood Estimates

	Path	C.R.	P	Estimate	Conclusion
E-SATISFACTION	<--- RESPONSIVENESS	4,953	***	0,378	Accepted
E-SATISFACTION	<--- TRANSACTION CONVENIENCE	7,526	***	0,577	Accepted
E-LOYALTY	<--- RESPONSIVENESS	1,377	0,168	0,116	Rejected
E-LOYALTY	<--- TRANSACTION CONVENIENCE	-0,650	0,516	-0,063	Rejected
E-LOYALTY	<--- E-SATISFACTION	6,421	***	0,825	Accepted

Table 2: Squared Multiple Correlations

	Estimate
E-SATISFACTION	,770
E-LOYALTY	,749

The table above shows that responsiveness and transaction convenience affect E-Satisfaction because they have C.R. values. ≥ 1.96 or $P \leq 0.05$. Meanwhile, responsiveness and transaction convenience do not affect E-Loyalty because they have C.R. values. ≤ 1.96 or $P \geq 0.05$. However, E-Satisfaction affects E-Satisfaction because it has a C.R. value. ≥ 1.96 or $P \leq 0.05$.

As seen in the table above, it can be seen that responsiveness affects E-Satisfaction of 0.378. Transaction Convenience affects E-Satisfaction by 0.577. E-Satisfaction affects E-Loyalty by 0.825. Judging from the estimated value on the Squared Multiple Correlation: (Group number 1 - Default model) above, it can be seen that Responsiveness and Transaction Convenience strongly influence E-Satisfaction by 77%. E-Satisfaction has a strong influence on E-Loyalty of 74.9%.

Structural Equation 1:

$$E-Satisfaction = 0,378 \text{ Responsiveness} + 0,577 \text{ Transaction Convenience} + 0,23$$

Structural Equation 2:

$$E-Loyalty = 0,825 \text{ Customer Satisfaction} + 0,251$$

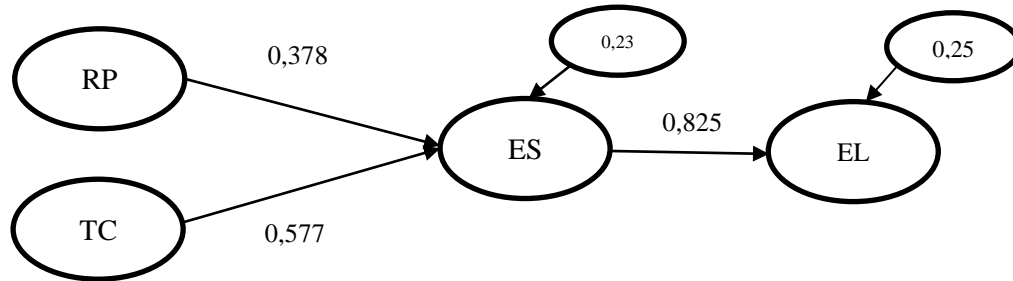


Fig. 2 Research Model

RP= Responsiveness
 TC= Transaction Convenience
 ES = E-Satisfaction
 EL= E-Loyalty

Table 3: Assessment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r
Multivariate					89,312	17,832

The normality test results showed that the c.r. for multivariate is 17.832, which is far from ± 2.58 , so it can be concluded that the data is not normal in multivariate. Researchers will attempt to estimate the Bootstrap process for this reason. The findings of the re-estimation of the model using the Bootstrap approach will then be compared to those of the Full Model output.

It is well-known that when SE Bootstrap is compared to SE ML, the average per-parameter comparison results show an increase of about 1%. Because of this, it can be said that sample 199's data is normally distributed (similar to SE Bootstrapping with sample 500), as the standard errors before and after bootstrapping are small.

Table 4: Construct Relianility Test Result

No	Variable	CR	VE	Conclusion
1.	Responsiveness	0,827	0,547	Reliable
2.	Transaction Convenience	0,908	0,843	Reliable
3.	E-Satisfaction	0,927	0,718	Reliable
4.	E-Loyalty	0,957	0,669	Reliable

The table above shows that all dimensions and indicators of the research construct have a standard loading factor value of ≥ 0.5 , so they all have good validity. The extracted variant (VE) of the Price variable has a value of 0.430911, slightly below the recommended 0.5. Overall, all research variables in the Full Model have fairly good reliability and validity.

Table 5: Discriminant Validity

	Responsiveness	Transaction Convenience	E-Satisfaction	E-Loyalty
Responsiveness	0,740			
Transaction Convenience	0,674	0,918		
E-Satisfaction	0,378	0,577	0,847	
E-Loyalty	0,116	-0,063	0,825	0,818

Because each latent construct has a greater value overall than the correlation value between constructs, it is evident from the table above that each has good discriminant validity.

V. CONCLUSION AND RECOMMENDATIONS

According to the aforementioned research findings, responsiveness and transaction convenience will have an impact on e-satisfaction. E-Loyalty will be impacted by E-Satisfaction. Immediate problem-handling and efficiency in completing the purchasing process are the main factors influencing satisfaction with the services offered by Shopee. This satisfaction will result in loyalty shown from not being easily attracted to other marketplaces besides Shopee. So if Shopee increases time efficiency in the purchasing process, it will increase consumer satisfaction. In addition, if the shoppe immediately deals with consumer problems or complaints, it will increase consumer satisfaction. However, time efficiency and handling problems or complaints do not directly affect shoppe consumer loyalty. Loyalty can be achieved through customer satisfaction first.

The following recommendations can be made in light of the findings, analysis, and conclusions:

1. Shopee needs to improve flexible payment methods with various options available. Currently, during check-out, you can only choose one payment method and cannot change when the order has been ordered. Shopee must be able to improve its services in a flexible way of payment.
2. Shopee must be able to handle consumer problems or complaints. The large number of cases where consumers are required to wait for a response to consumer problems or complaints is one of the factors affecting the decrease in satisfaction, which impacts Shopee consumer loyalty. Shopee must be able to handle problems without complications and involve many people.

V. REFERENCES

[1] Agbonifoh, C. I., & Odia, E. O. (2022). Shoppers’ Perception of Retail Convenience in Traditional and Online Shopping in Benin City, Nigeris. *Amity Journal of Management Research*.

[2] Alalwan, A. A., Baabdullah, A. M., Rana, N. P., Dwivedi, Y. K., & Kizgin, H. (2019). Examining the Influence of Mobile Store Features on User E-Satisfaction: Extending UTAUT2 with Personalization, Responsiveness, and Perceived Security and Privacy. *Lecture Notes in Computer Science book series*.

[3] APJII. (2022). <https://apjii.or.id/content/read/39/559/Laporan-Survei-Profil-Internet-Indonesia-2022>. Retrieved from Apjii: <https://apjii.or.id>

[4] Aridinta, F. A., & Widijoko, G. (2019). ANALISIS PENGARUH KENYAMANAN LAYANAN ONLINE TERHADAP KEPUTUSAN KONSUMEN MOBILE COMMERCE DI INDONESIA. *JURNAL ILMIAH UNIVERSITAS BRAWIJAYA*.

[5] Beauchamp, M.B. and Ponder, N. (2010), “Perceptions of retail convenience for in-store and online shoppers”, *The Marketing Management Journal*, Vol. 20 No. 1, pp. 49-65.

[6] Billyarta, G. W., & Sudarusman, E. (2021). PENGARUH KUALITAS LAYANAN ELEKTRONIK (E-SERVQUAL) TERHADAP KEPUASAN KONSUMEN PADA MARKET PLACE SHOPEE DI SLEMAN DIY. *OPTIMAL JURNAL EKONOMI DAN BISNIS AKTUAL*.

[7] Bongso, Luntoro Agung, Kristiawan, Allen (2022) Kenyamanan online dalam menciptakan kepuasan pelanggan online pada pengguna Tokopedia. *Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi*.

[8] Bulut, Z. A. (2015). Determinants of Repurchase Intention in Online Shopping: a Turkish Consumer’s . *International Journal of Business and Social Science*.

[9] Daud, R. O., Tulung, J. E., & Gunawan, E. M. (2019). DELIVERING SERVICE CONVENIENCE TO ENHANCE CUSTOMER SATISFACTION: QUANTITATIVE ANALYSYS ON SHOPEE. *Jurnal Riset Eknomi, Manajemen, Bisnis, dan Akuntansi*.

[10] Fitriani, E. L. (2018). PENGARUH REPUTASI PERUSAHAAN DAN KEPERCAYAAN TERHADAP LOYALITAS NASABAH PENGGUNA E-BANKING (Studi pada Nasabah BNI Syariah KC Teluk Betung). UIN Raden Intan Lampung REPOSITORY.

[11] Haryono, S. (2017). Metode SEM Untuk Penelitian Manajemen AMOS LISREL PLS. Jakarta: Luxima.

[12] Haudi et al (2022) The role of e-marketing and e-CRM on e-loyalty of Indonesian companies during Covid pandemic and digital era. *Uncertain Supply Chain Management*.

[13] Hendarto, A., Wijayanto, H., & Muflikhati, I. (2021). CONSUMERS’ SATISFACTION, TRUST, AND LOYALTY TOWARD THE HIJAB ONLINE SHOPS. *Indonesia Journal of Business and Entrepreneurship*.

[14] Jiang, Ling, Yang Zhilin, Jun Minjoon (2013). Measuring consumer perceptions of online shopping convenience. *Journal of Service Management*. Vol 24 No 2, 191-214.

[15] Jun, Minjoo, Palacios, Sergio (2016). Examining the key dimensions of mobile banking service quality: an exploratory study. *International Journal of Bank Marketing*.

[16] Juwaini, ahmad, Chidir, Gusli, Novitasari, Dewiana, Iskandar, Joni (2022) The Role of Customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty. *International Journal of Data Science*.

[17] Kartono, R. A., & Halilah, I. (2019). PENGARUH E-TRUST TERHADAP E-LOYALTY (STUDI PADA SELLER DI BUKALAPAK). *Prosiding Industrial Research Workshop and National Seminar*.

- [18] Kaya, B., Behraves, E., Abubakar, A. M., Kaya, O. S., & Orus, C. (2019). The Moderating Role of Website Familiarity in the Relationships Between e-Service Quality, e-Satisfaction and e-Loyalty. *Journal of Internet Commerce*.
- [19] Liani, A. M., & Yusuf, A. (2021). Pengaruh E-Trust Terhadap E-Loyalty Dimediasi Oleh E-Satisfaction Pada Pengguna Dompot Digital Gopay. *Journal of Management*.
- [20] Mahapatra, S. (2017). Mobile shopping among young consumers: an empirical study in an emerging market. *International Journal of Retail & Distribution Management*.
- [21] Mandagie, Y. R., Masri, I., Widyawati, W., Pangestu, F. A., & Sukma, A. A. (2022). Peranan security concern dalam kenyamanan transaksi perbankan secara online dan dampaknya terhadap kinerja perbankan. *AKURASI; Jurnal Riset Akuntansi dan Keuangan*.
- [22] Pandiangan et al (2021) Effect of E-Satisfaction on Repurchase Intention in Shopee User Students. *Budapest International Research and Critics Institute Journal*.
- [23] Permada, C., & Yasa, N. N. (2018). The Influence of Corporate and E-Service Quality on E-Satisfaction and E-loyalty of Shopee Application User in Denpasar. *Journal of Marketing and Consumer Research*, 53-65.
- [24] Pradnyaswari, N. P., & Aksari, N. M. (2020). E-SATISFACTION DAN E-TRUST BERPERAN DALAM MEMEDIASI PENGARUH E-SERVICE QUALITY TERHADAP E-LOYALTY PADA SITUS E-COMMERCE BLIBLI.COM. *E-Jurnal Manajemen*.
- [25] Ribbink, D., Streukens, S., Van Riel, A. C. R., & Liljander, V. (2004). Comfort your online customer: Quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, 14(6), 446-456.
- [26] Rodriguez, Pablo Gutierrez, Villarreal, Ricardo, Valino, Pedro Cuesta, Blozis, Shelley (2020). A PLS-SEM approach to understanding E-SQ, E-Satisfaction and E-Loyalty for fashion E-Retailers in Spain. *Journal of Retailing and Consumer Services*. Vol. 57.
- [27] Siraj, Ahsan et al (2020). Characteristics for E-Satisfaction in E-Retailing - Evidence from Chinese E-Commerce. *International Journal of Innovation, Creativity, and Change*. 12(5).
- [28] Susanto, Stevan Ady (2018). PENGARUH E-SATISFACTION & E-TRUST KONSUMEN HOTEL TERHADAP ONLINE REPURCHASE INTENTION DI TRAVELOKA. *Universitas Kristen Petra*.
- [29] Tjiptono, F., & Chandra, G. (2019). *Service, Quality, dan Customer Satisfaction*. Yogyakarta: Andi.
- [30] Tobagus, A. (2018). Pengaruh E-service quality terhadap e-satisfaction pada pengguna di situs tokopedia. *AGORA*, 1-10.
- [31] Zhou, Tao, Lu, Yaobin, Wang, Bin (2009). The Relative Importance of Website Design Quality and Service Quality in Determining Consumers' Online Repurchase Behavior. *Engineering & Technology Journals*.