Case Study

Determinants of Customer Loyalty (Shopee E-Commerce Case Study)

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ABSTRACT

Basically, e-commerce has a concept that is similar to traditional markets in offline trade. If traditional markets are physical markets that require sellers and buyers to meet face to face, then e-commerce is a market where all transactions are carried out online without sellers and buyers having to meet. This causes many business people to do their marketing via the internet and generate sales, hence the emergence of online stores (electronic commerce). Shopee is one of the most used and visited e-commerce sites in Indonesia. In the first quarter of 2023, Shopee e-commerce was ranked first among the first visitors compared to other e-commerce. In this regard, researchers are interested in conducting research with the title determinants of customer loyalty (Case Study of Shopee e-commerce). The type of research used is research with a conclusive design, namely a type of inferential research which aims to test a certain hypothesis, either through in-depth research into a problem (descriptive) or looking for relationships between variables (correlative) between the independent variable and the dependent variable. The research results show that brand image has a positive and insignificant effect on customer satisfaction. Product quality has a positive and significant effect on customer satisfaction. Product quality has a positive and significant effect on customer loyalty. Customer satisfaction has a positive and insignificant effect on customer loyalty. Product quality has a positive and insignificant indirect effect on customer loyalty through customer satisfaction

Keywords: product quality, customer satisfaction and customer loyalty

INTRODUCTION

Business competition has become very tight and marketing is the main key for a business to run well. This causes many business people to do their marketing via the internet and generate sales, hence the emergence of electronic commerce (e-commerce). Basically, e-commerce has a concept that is similar to traditional markets in offline trade. If traditional markets are physical markets that require sellers and buyers to meet face to face, then e-commerce is a market where all transactions are carried out online without sellers and buyers having to meet.

There are several e-commerce sites in Indonesia, including Shoppe, Tokopedia, Lazada, Blibli and Bukalapak. Shopee is currently the most used and visited online shop in Indonesia. In the first quarter of 2023, Shopee e-commerce visitors will exceed 150 million people, followed by Tokopedia, Lazada, Blibli and Bukalapak. Most people prefer to shop via e-commerce because it is more practical and the prices are much cheaper. Apart from the various conveniences

offered by e-commerce to consumers, of course there are doubts that make consumers hesitate to shop at an e-commerce store, such as the fear that the goods ordered will not match the goods that arrive.

As we know, when purchasing online, prospective buyers cannot inspect the goods they want to buy directly and usually prospective buyers are only helped by the pictures and product descriptions that are listed. So consumers must be able to look for more information about the products they want to buy to minimize the negative impacts they will have. Online companies can be said to be able to beat their competitors if the company can create and retain customers.

One way to achieve customer satisfaction and loyalty is to provide good quality products. Santoso (2019) stated in his research that product quality influences customer satisfaction. Product quality influences customer satisfaction. However, this did not happen in research conducted by Hayati and Sekartaji (2015), showing that the quality of food products from the Pak Ndut Solo Duck and Fried Chicken Restaurant had no effect on their consumer satisfaction. Companies that commit to the quality of their products will enjoy competitive advantages, so that companies can easily increase customer loyalty and build successful customer relationships. Firanazullah et.al (2021) in their research found that product quality influences customer loyalty. Palilati et al (2022) stated in their research that product quality influences customer loyalty, on the other hand, Muis et al (2023) in their research found that product quality has no effect on customer loyalty, as well as research by Yuwanti D at al (2023) stated that product quality Environmentally friendly has no effect on customer loyalty. Ismuroji et al (2023) stated that customer satisfaction has a positive and significant effect on brand loyalty. Customer satisfaction has a big impact on customer loyalty (Sari and Edi 2023). However, this did not happen in research conducted by Imaningsih et al., 2019 which states that green satisfaction does not affect green loyalty as wall as research by

Erdiansyah and Erna (2021) they found that customer satisfaction has a negative and insignificant effect on customer loyalty. Based on what has been described above, this research aims to explain the determinants of customer loyalty (Shopee e-commerce Case Study)

GOALS AND THE RESEARCH QUESTION
Goal of the study
1 To examine whether product quality has an effect on customer satisfaction
2. To examine whether product quality has an effect on customer loyalty
3. To examine whether customer satisfaction has an effect on customer loyalty
4. To examine the indirect influence of product quality on customer loyalty through customer satisfaction.

The study's questions are as follows, based on the preceding description.
1. Does product quality affect customer satisfaction?
2. Does product quality affect customer loyalty?
3. Does customer satisfaction have an effect on customer loyalty?
4. Does product quality have an indirect effect on customer loyalty through customer satisfaction?

LITERATURE REVIEW AND HYPOTHESIS
Product quality
According to Kotler (2007), quality is defined as the overall characteristics and properties of goods and services that influence the ability to meet the stated or implied needs of consumers. According to Kasmir (2012), the main objective of the marketing strategy implemented by the company is to increase the number of customers, both in quantity and quality. There are eight quality dimensions that have been developed and can be used as a framework for strategic planning and analysis, especially for manufactured products (Tjiptono, 2000:27). These

dimensions are: performance, additional characteristics or features, reliability, conformance to specifications, durability, serviceability, aesthetics.), and perceived quality.

Santoso (2019) stated in his research that product quality influences customer satisfaction. Afnina and Hastuti (2018) in their research stated that there is a significant influence between product quality and customer satisfaction. Napitupulu (2019) in his research found that product quality has a significant effect on customer satisfaction.

Rohmah H.M et al (2023) in their research on customers of Karangsari pecel sauce, Blitar found that product quality had a positive and significant effect on customer loyalty. Firanazullah et.al (2021) in their research found that product quality influences customer loyalty. Palilati et.al (2022) stated in their research that product quality influences customer loyalty.

H1: Product quality influences customer satisfaction

H2: Product quality influences customer loyalty

Customer satisfaction
According to Kottler (2009: 139), satisfaction is a person's emotion of happiness or dissatisfaction resulting from the evaluation of observed product performance in relation to customer expectations.

There are two types of customer satisfaction: psychological satisfaction, which comes from intangible qualities, and functional satisfaction, which comes from the use or functionality of a product. According to Tjiptono (2010: 147), customer satisfaction is the degree of a person's emotions and the comparison of the performance (or results) they experience compared to their expectations. Customer expectations usually consist of projections or assumptions about what consumers will get when they buy or use a product (goods or services).

The main objective of the company's marketing strategy, according to Kasmir (2012), is to increase the quantity and quality

of its customer base. An increase in quantity indicates a substantial periodic increase in the number of customers. Meanwhile, increasing quality shows that clients are more profitable and able to generate income for the business

Five main factors that influence customer satisfaction according to Irawan (2003). These factors are as follows:

a. Product quality
When customers buy or use high-quality goods, they will be happy. There are six components that make up good product quality: performance, durability, features, reliability, consistency and design.

b. Price
Because customers will receive high value for their money, low prices are a significant source of delight for sensitive consumers.

c. Service Quality
Service Quality depends on three things, namely systems, technology and people which influence service quality. 70% part is played by human factors. Not surprisingly, it is difficult to duplicate the service's excellence. It can be difficult to shape behavior that is consistent with business goals.

d. Emotional
Emotional component Utilizing products with a strong brand name will result in customer satisfaction.

Ismuroji et al (2023) stated that customer satisfaction has a positive and significant effect on brand loyalty. Customer satisfaction has a big impact on customer loyalty (Sari and Edi 2023). Maria S et.al (2019) stated that customer satisfaction has a direct effect on customer loyalty. Mehta and Maham (2020) stated in their study that customer satisfaction has a significant effect on customer loyalty.

H3: Customer satisfaction influences customer loyalty

Customer loyalty
According to Tjiptono (2000) consumer loyalty is a customer's commitment to a brand, shop or supplier based on very positive characteristics in long-term

purchases. Durianto (2010:126) customer loyalty is a measure of customer attachment to a brand. This measure is able to provide an idea of whether or not customers may switch to another product brand, if there is a change in the product brand, either regarding price or other attributes. Customer loyalty indicates repeated purchasing activities for a product and service (Cronin Jr et al., 2000). Lovelock (2010: 151) also adds the definition of loyalty as a customer's commitment to continuing to support a company in the long term, buying and using its products and services on the basis of exclusive liking, voluntarily recommending the company's products to friends and colleagues.

According to Wijaya and Thio (2008: 71), customer loyalty is also defined as the likelihood of customers buying again and their willingness to become partners for the company, in this case partners are defined as being willing to buy products or services in greater quantities, and provide recommendations who is positive and willing to inform the company if an error occurs in the service or product.

H4: Product quality has an indirect effect on customer loyalty through customer satisfaction

RESEARCH FRAMEWORK

The following is a representation of the research framework, which is based on the theoretical review that was previously proposed:
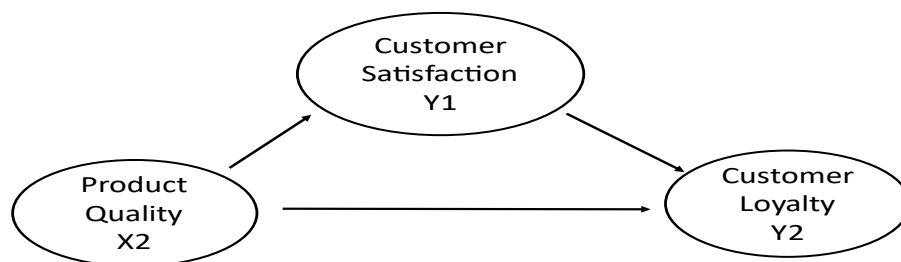

Figure 1. Research Framework

RESEARCH DESIGN METHOD

Quantitative techniques are used to address the research questions. Quantitative analysis tests hypotheses, the research model, and the significance of correlations between variables and their factors (Saunders &; Lewis, 2012). Pre-test survey, research model building, confirmatory study, and data analysis are the four processes in this stage (Neuman, 2006). Universitas Mercu Buana and Institut Transportasi dan Logistik Trisakti in Indonesia conducted this investigation. Primary data, as well as secondary data, are required for this investigation. Data are the primary data. Probability sampling is a common tactic used by researchers in the quantitative approach. All students of Universitas Mercu Buana and Institut Transportasi dan Logistik Trisakti comprise this survey's population. A quantitative approach was adopted, involving the distribution of a questionnaire to a sample of responders, including students from both universities. One hundred were given online surveys with open-ended questions at the beginning that were graded on a five-point Likert scale to perform the study. The computer application SmartPLS 3.2.3 for partial least squares structural equation modeling is used to analyze the acquired data, and there are two phases of analysis methodologies and procedures. The

measuring model is the first, followed by the structural model (Hair et al., 2014).

RESULT AND DISCUSSION

Students from Universitas Mercu Buana and Institut Transportasi dan Logistik Trisakti Jakarta are the respondents. A Google form survey was used to create the questionnaire to allow respondents to complete it online. The surveys were returned by 100 respondents in total. 43 men and 57 women participated in the survey, making up 43% of the respondents who were men and 57% of the respondents who were women. Age-wise, respondents between the ages of 20 and 25 comprised 65 people (or 65 percent), respondents between the ages of 25 and 30 comprised 15 people (or 15 percent), respondents between the ages of 30 and 35 comprised 11 people (or 11 percent), and respondents over the age of 35 comprised 9 people (i.e., 9 percent). The PLS-SEM computer program used the measurement and structural model analysis approaches to analyze the data (Hair et al., 2014).

STATISTIC RESULTS

In this study, the indicator validity is examined using a loading factor, the internal consistency is examined using composite reliability, and the convergent and discriminant validity is examined using averaged variance extracted (AVE) (Hair et al., 2014). When the AVE value is 0.50 or above, the concept frequently explains more than half of the variance of its indicators. On the other hand, an AVE of less than 0.50 indicates that, on average, more error is present in the items than is explained by the construct (Hair et al., 2014).

Figure 2 displays the outcomes of processing using the SmartPLS program. Figure 3 shows that some indicators, such as hands X13 have loading factor values below 0.5, indicating that they are inappropriate for the variables and should be discarded. Therefore, the constructs for all variables can be utilized. For hypothesis testing for other indicators with a loading factor greater than 0.5 because they have attained convergent validity. When a variable factor's value exceeds 0.5, it is deemed to have a high charge (Igbaria et al., 1997).
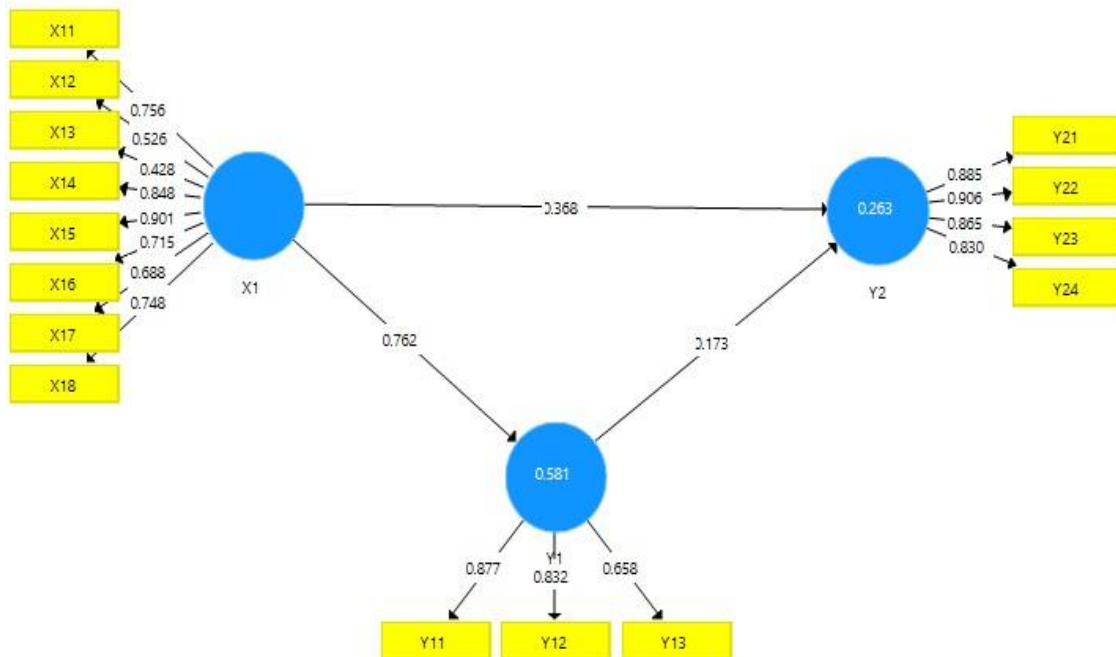

Figure 2. Evaluation of Factor Loading Value Before Modification
Source: processed by the author (2023)

Figure 3 shows that one indicator X12 has loading factor values below 0.5, indicating that inappropriate for the variable and should be discarded. Therefore, the constructs for all variables can be utilized. For hypothesis testing for other indicators with a loading factor greater than 0.5 because they have attained convergent validity.
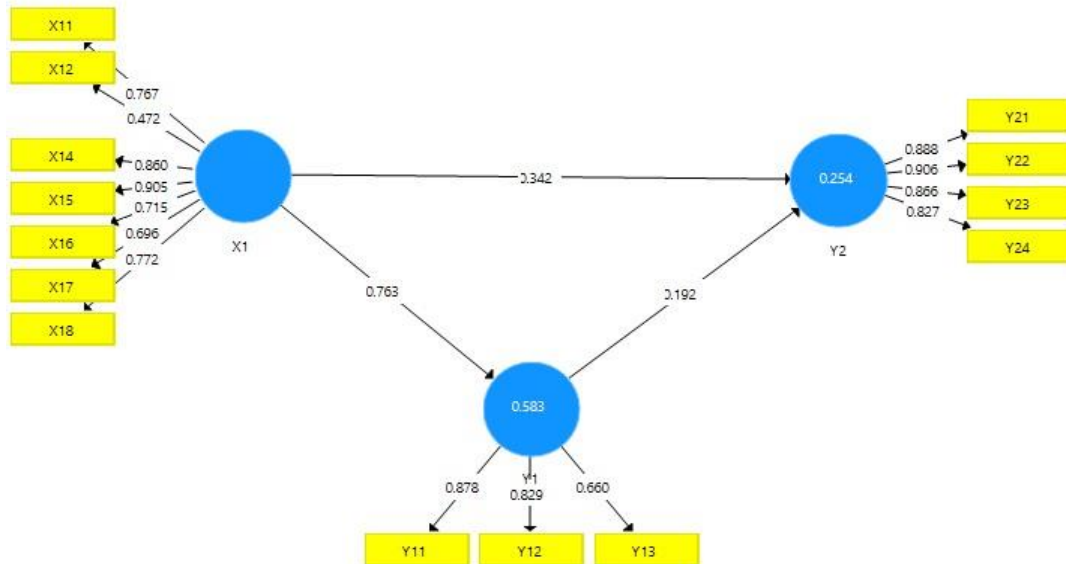

Figure 3. Evaluation of Factor Loading Value After Modification
Source: processed by the author (2023)

It is clear from Figure 5's findings of data processing with SmartPLS that the loading factor values for each indicator are within the required range of 0.50. This demonstrates that the model's usage of the practical variables is appropriate.
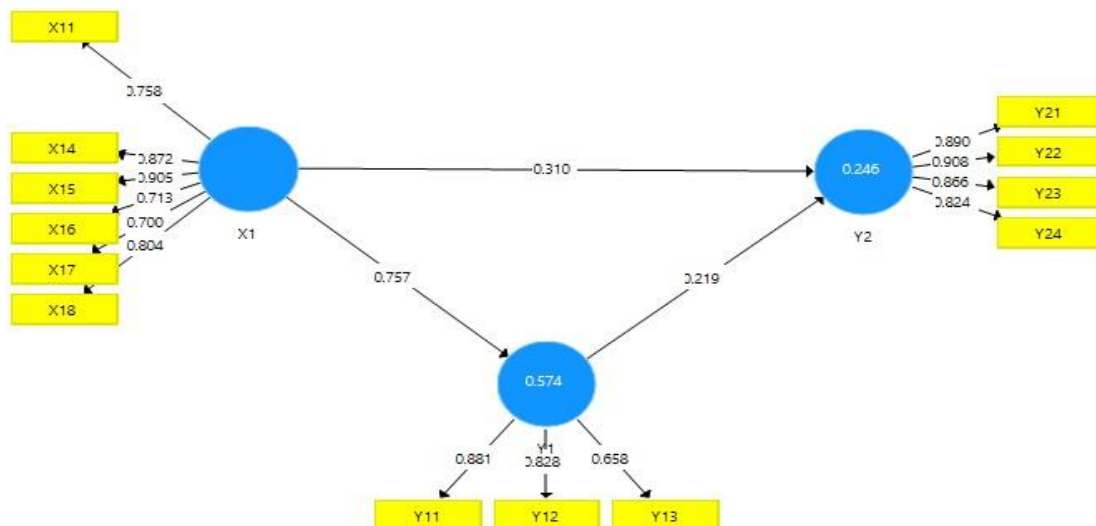

Figure 4. Evaluation of Factor Loading Value After Modification
Source: processed by the author (2023)

Discriminant validity test
Testing the discriminant validity is another method for determining whether the dimensions of each research variable are legitimate. The test is run by comparing the correlation coefficient of the indicator to the construct to the correlation coefficient to other constructs to determine the cross-loading value. The construct must have a

higher value of the dimensional correlation coefficient than the other constructs.

Table 1. *Discriminant Validity Test*

Variable	Product Quality (X2)	Customer Satisfaction (Y1)	Customer Loyalty (Y2)	Information
X11	0,758	0,599	0,326	Valid
X14	0,872	0,620	0,477	Valid
X15	0,905	0,702	0,416	Valid
X16	0,713	0,536	0,242	Valid
X17	0,700	0,548	0,392	Valid
X18	0,804	0,595	0,385	Valid
Y11	0,710	0,881	0,372	Valid
Y12	0,548	0,828	0,463	Valid
Y13	0,535	0,658	0,228	Valid
Y21	0,403	0,395	0,890	Valid
Y21	0,414	0,431	0,908	Valid
Y23	0,413	0,408	0,866	Valid
Y24	0,428	0,345	0,824	Valid

Source: Results of analysis using SmartPLS 3.2.3 (2023)

Table 2. *Average Variance Extracted (AVE)Value*

Research Variable	*Average Variance Extracted (AVE*)
Product quality (X1)	0,633
Customer Satisfaction (Y1)	0,631
Customer Loyalty (Y2)	0,761

Source: Results of analysis using SmartPLS 3.2.3 (2023)

According to the test results, all constructions have an AVE value > 0.50, product quality was 0.633, customer satisfaction was 0.631, and customer loyalty were 0.761. This demonstrates that all structures have met the requirements for validity, according to Average Variance Extracted (AVE).

The composite reliability values and Cronbach's alpha are used to rate the dependability of the measuring model. Cronbach's alpha evaluates the dependability of a construct's lower bound, whereas composite reliability measures the dependability of a construct's actual value. The construct is regarded as reliable when the composite reliability is more significant than 0.70, and Cronbach's alpha values are more significant than 0.70. When the result exceeds 0.7, Cronbach's alpha is considered sufficient (Hair et al., 2011).

Reliability Test

The reliability test evaluates the stability and consistency of measurement by examining how well the measurement tool consistently measures the idea being tested. A reliability test was carried out to evaluate the quality and personality of the items under study. The reliability test consists of Cronbach's alpha and composite reliability.

Table 3. Composite Reliability and Cronbach's Alpha Value

Variable	*Composite Reliability*	Cronbach's Alpha	Information
Product quality (X2)	0,911	0,881	Reliable
Customer satisfaction (Y1)	0,835	0,701	Reliable
Customer loyalty (Y2)	0,927	0,895	Reliable

Source: Results of analysis using SmartPLS 3.2.3 (2023)

According to the preceding table, each variable has composite reliability and a Cronbach's Alpha value greater than 0.7. These findings conclude that the study model is dependable since it satisfies the composite reliability and Cronbach's Alpha values.

Determination Coefficient Test/ R Square (R^2)

The coefficient of determination is used to assess the inner model. The coefficient of determination shows how much the model can account for the variation of endogenous latent variables. Changes in the R-Square value can determine whether certain exogenous latent factors significantly impact endogenous latent variables. R-Square values of 0.75, 0.50, and 0.25 indicate that the model is robust, moderate, and reliable (Ghozali, 2015).

Table 4. Determination Coefficient Test/ R Square (R^2)

Variable	R Square
Customer Satisfaction (Y1)	0,574
Customer Loyalty (Y2)	0,246

Source: Results of analysis using SmartPLS 3.2.3 (2023)

The trust variable's (Y1) R Square value is 0.574. This demonstrates product quality (X1) can have a moderate impact on 57.4 percent of the variable (Y1). In comparison, other factors beyond the study's scope impact the remaining 42.6 percent. The customer loyalty choice variable (Y2) has an R Square value of 0.246. This demonstrates that product quality (X1), and customer satisfaction (Y1) can all have a weak impact on 24.6 percent of the customer loyalty variable (Y2). In contrast, other factors outside the study's scope impact the remaining 75,4%.

The Goodness of Fit Index (GOF) test

The Goodness of Fit Index (GOF) test is utilized to confirm the combined performance of the measurement model (outer model) and the structural model (inner model). The AVE value is calculated using the three research factors (product quality and customer satisfaction, and customer loyalty), and the R2 value is calculated using the dependent and mediating variables (customer loyalty and customer satisfaction). A minor GOF value of 0.1, a medium GOF of 0.25, and a high GOF of 0.36 are the specifications for the GOF category (Ghozali, 2015).

$$\text{GoF} = \sqrt{0{,}675 \times 0{,}41}$$

GoF = 0,5260

According to the calculations, the GOF Index value of 0.5260, included in the Goodness of Fit and large > 0.36, is deemed important. This demonstrates that the overall model is consistent.

The Structural Model's Result (Structural Equation Modeling)

The outcomes of the structural model are evaluated after establishing the validity and reliability of the construct measures. Here, the structural model is examined to assess the accuracy of the survey results (Vieira, 2011).
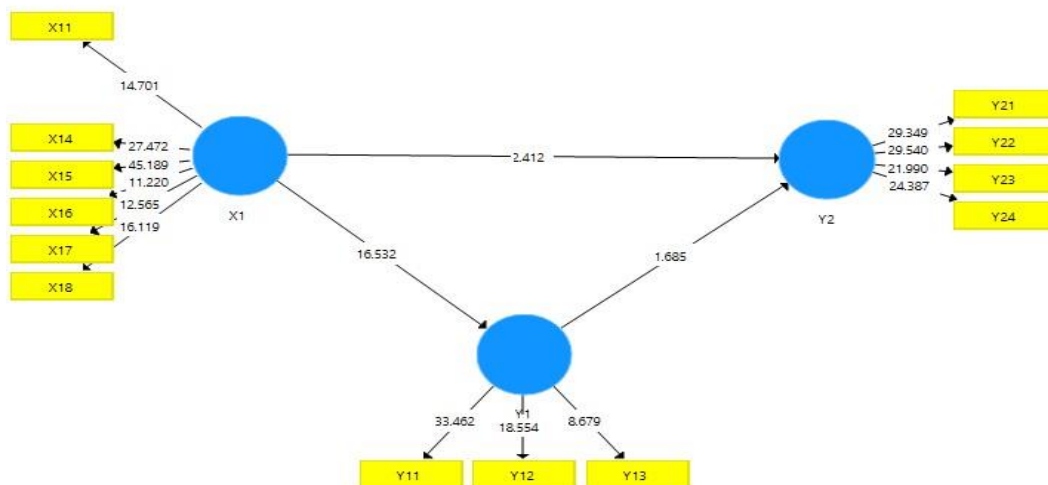
Figure 6. *Bootstrapping Value*
Source: processed by the author (2023)

Table 5. Path Coefficient Value

Direct			
Relations between construct	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Product quality → Customer satisfaction	0,757	16,532	0,000
Product quality → Customer loyalty	0,310	2,412	0,016
Customer satisfaction → Customer loyalty	0,219	1,685	0,093
Indirect			
Product quality→Customer satisfiaction → Customer loyalty	0,166	1,622	0,105
Total			
Product quality → Customer loyalty	0,476	8,021	0,000

Source: Results of analysis using SmartPLS 3.2.3 (2023)

Based on table above, it is known that the t-statistic value of product quality on customer satisfaction is 16.532 which is greater than the t table value = 1.981 and the P-Values value is 0.000 which is less than α = 0.05. This states that Hypothesis 1 is accepted because there is a positive and significant influence of the product quality variable on customer satisfaction. The path coefficient value is 0.757, which means that the product quality variable has a positive and significant effect on customer satisfaction of 75.7%. Thus, Hypothesis 1 in this study which states that product quality has a positive and significant effect on customer satisfaction is accepted because t statistics > t table or P-Values < 0.05.

The results of this research are in line with the results of previous research, Santoso (2019) stated in his research that product quality influences customer satisfaction. Afnina and Hastuti (2018) in their research stated that there is a significant influence between product quality and customer satisfaction. Napitupulu (2019) in his research found that product quality has a significant effect on customer satisfaction.

As stated in hypothesis 2, customer product influences customer loyalty, it is known that the t-statistic value of product quality on customer loyalty is 2.412 which is greater than the t table value = 1.981 and the P-Values value is 0.016 which is less than α = 0.05. This states that Hypothesis 2 is accepted because there is a positive and significant influence of the product quality variable on customer loyalty. The path coefficient value is 0.310, which means that the product quality variable has a positive

and significant effect on customer loyalty by 31%. Thus, Hyphotesis 2 in this study which states that product quality has a positive and significant effect on customer loyalty is accepted because t statistics > t table or P-Values < 0.05.

The results of this research are in line with the results of previous research. Rohmah et al (2023) in their research on customers of Karangsari pecel sauce, Blitar found that product quality had a positive and significant effect on customer loyalty. Firanazullah et.al (2021) in their research found that product quality influences customer loyalty. Palilati et.al (2022) stated in their research that product quality influences customer loyalty.

Based on table above it is known that the t-statistic value of customer satisfaction on customer loyalty is 1.685 which is smaller than the t table value = 1.981 and the P-Values value is 0.093 which is greater than α = 0.05. This states that Hypothesis 3 was rejected. The path coefficient value is 0.219, which means that the customer satisfaction variable has a positive and insignificant effect on customer loyalty of 21.9%. Thus, H3 in this research which states that customer satisfaction has a positive effect on customer loyalty is rejected because the t statistic < t table or P-Values > 0.05.

Based on table above, the t statistic value is 1.622, which is smaller than the t table, namely 1.981, and the P-Values = 0.105 which is greater than 0.05. This states that Hypothesis 4 is rejected because there is an insignificant influence of product quality on customer loyalty through customer satisfaction. The path coefficient value is 0.166, which means that the product quality

variable on customer loyalty through customer satisfaction is 16.6%. Thus, Hypothesis 4 in this research which states that product quality affects customer loyalty through customer satisfaction is rejected because the t statistic < t table or P-Values > 0.05.

CONCLUSIONS

Product quality has a positive and significant effect on customer satisfaction. Product quality has a positive and significant effect on customer loyalty. Customer satisfaction has a positive and insignificant effect on customer loyalty. Product quality has a positive and insignificant indirect effect on customer loyalty through customer satisfaction.

MANAGERIAL IMPLICATION

E-commerce shopee must manage product quality as a crucial factor influencing customer satisfaction and customer loyalty.

LIMITATIONS AND FUTURE RESEARCH

This study did not examine other factors, such as customer value, price perception, service quality, and other factors influencing customer loyalty. Since only one private agency was the subject of this study, it cannot be applied to other private agencies in Indonesia.

It is advisable for future researchers who intend to carry out similar studies to include other factors that can affect customer loyalty, in addition to product quality, and customer satisfaction. Future researchers may broaden their focus to include the entire e-commerce shopping.

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