Evaluation of Consumer Loyalty for Purchasing Tourism Tickets in Marketplace

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ABSTRACT

The purpose of this study was to determine consumer loyalty in purchasing tourist tickets through the variables of system quality, information quality, social media marketing activities, customer satisfaction and perceived value. This study was conducted using quantitative methods and a total of 240 respondents. The results of the study were seven accepted hypotheses and three rejected hypotheses.

Keywords: system quality, information quality, social media marketing activities, customer satisfaction, perceived value, customer loyalty

INTRODUCTION

Consumer loyalty in the marketplace is an important factor that determines business success. Aspects such as customer satisfaction, shopping experience, and the quality of electronic services greatly influence loyalty. Strategies to enhance loyalty include excellent customer service, personalized experiences, quality products, and efficient electronic services. Customer satisfaction has proven to be key in driving repeat purchases and building long-term loyalty. With a focus on satisfaction, trust, and a positive shopping experience, businesses can enhance consumer loyalty, strengthen retention, and compete effectively in the marketplace industry (Hsiao et al., 2023).

The research by Hsiao (2023) shows that consumer loyalty in the marketplace is influenced by community marketing and seller satisfaction. Community marketing creates a sense of togetherness between sellers and buyers, which enhances consumer loyalty. Seller satisfaction also plays an important role, where positive experiences on the platform encourage their loyalty. Factors such as quick responses to customer needs and transaction convenience also strengthen consumer loyalty. This loyalty not only includes repeat purchases but also advocacy through recommendations to others. By building strong relationships, meeting needs, and creating positive experiences, marketplaces can retain consumers and achieve long-term success.

In an effort to enhance consumer loyalty, there are actions that can be taken, including improvements in more flexible payment methods and efficient handling of customer issues or complaints to increase their satisfaction and loyalty. In conclusion, it is emphasized that factors such as responsibility, transaction convenience, and overall customer satisfaction greatly influence consumer loyalty in the marketplace. By focusing efforts on these aspects and implementing strategies to

enhance customer experience, the marketplace can successfully build and maintain a high level of loyalty (Djan, I., & Adawiyyah, 2023).

Furthermore, according to Simangunsong et al. (2023), consumer loyalty to the marketplace can also be influenced by several factors, such as shopping attributes like product variety, price perception, brand trust, and customer reviews, which play a key role in affecting consumer loyalty on the marketplace platform and can enhance customer satisfaction, thereby forming the foundation for their loyalty to the platform. Customer satisfaction becomes a key factor in building consumer loyalty in the marketplace. Satisfied customers tend to make repeat purchases and recommend the platform to others. To enhance loyalty, companies need to focus their strategies on improving shopping attributes, online shopping experiences, and superior customer service.

Strategies such as personalized experiences, consistent product quality, and efficient electronic service delivery can strengthen trust and long-term relationships with customers. In facing global competition, businesses must continuously monitor and address factors that influence consumer loyalty. By focusing on customer satisfaction and consistency in delivering value, companies can maintain market share, increase customer retention, and achieve long-term success in the e-commerce industry.

LITERATURE REVIEW
System Quality
According to Shahzad et al. (2021), system quality is a system that can be said to be of quality when the system is easy to use, has a fast response time, is flexible and easy to access. System quality is a model that is described as the level of technical efficiency, ease of use, and security (Saad, 2023). According to Jahan et al. (2024) defines system quality as the usability and functionality of an information system. System quality is a system that can process information and largely refers to how well hardware and software interact (Tuhaifi and Chouk, 2024). To measure system quality, there are five main dimensions namely, ease of use, security, response time, ease of access and reliability.

Information Quality
Information quality refers to the important characteristics used to evaluate the results produced by a management information system (Tuhaifi and Chouk, 2024). According to Okaily et al. (2023) information quality is what shows the extent to which the information produced by a system is able to meet the needs of its users. According to Cang and Wang (2021), information quality is accurate information displayed on a site, which can help consumers understand a product being sold. Then, information quality is how good the information produced by a system is (Alyoussef, 2023). To measure information system, there are five main dimensions namely, information complete, accuracy, relevancy, understandable, and timeliness.

Social Media Marketing Activities
According to Khoa and Huynh (2023) social media marketing activities is the process of using various social media platforms to promote goods or services. Social media marketing activities as an organization's advanced digital marketing strategy that leverages social media interactions and networks to achieve targeted marketing results (Malarvizhi et al., 2022). According to Khan (2022), social media marketing activities are two-way communication, by building relationships with a brand. Social media marketing activities are online strategies that provide promotional information to customers through a platform, leveraging various experiences and benefits of products or services with other customers (Hafez, 2022). To measure social media marketing activities, there are five main dimensions namely, interactivity, informativeness, personalization, trendlines and word of mouth.

Customer Satisfaction

According to Senevirathne et al. (2021), customer satisfaction is a signal or sign that can show consumer satisfaction with a particular product. Then, customer satisfaction is an experience experienced by consumers when using or consuming a service or product (Carrión et al., 2023). According to Godovykh and Tasci (2020) customer satisfaction is the response from consumers to the quality of service provided, ranging from unsatisfactory conditions to post-sale. Customer satisfaction is the emotional response provided by consumers during the purchase of a service or product (Varriale et al., 2023). To measure customer satisfaction, there are five main dimensions namely, efficiency & effectiveness, satisfied with information, feeling happy, experience using and service.

Perceived Value

Perceived value is a person's general evaluation of the benefits (utility) of a product or service (Xie et al., 2021). Then, according to Khasbulloh (2022), perceived value is a comparison between the benefits felt and the costs incurred by consumers to obtain a product. Perceived value is the evaluation of consumers' satisfaction or satisfaction with a product or service based on price, time, and effort they invest to achieve it (Dam, 2020). According to Singh et al. (2021) perceived value is the evaluation of consumers' satisfaction or satisfaction with a product or service based on price, time, and effort they invest to achieve it. To measure perceived value, there are four main dimensions namely, functional value, emotional value, economic value, and social value.

System Quality and Perceived Value

There are several studies regarding the influence of system quality on perceived value. For example, the research conducted by Han et al. (2023) found that system quality significantly and positively affects perceived value. System quality enhances user experience, ease of use, and response time, leading to more positive experiences. Clear and intuitive interfaces, along with high-quality aesthetics, make user experience more enjoyable. Unstable systems can cause frustration and frustration, while familiar users are more sensitive to system quality. This statement is also supported by research conducted by Ahmad and Ridwan (2019), Masri et al. (2020) and Chen (2023).

H_1 = System quality has a positive and significant effect on perceived value

System Quality and Customer Satisfaction

There are several studies regarding the influence of system quality on customer satisfaction. For example, the research conducted by Zibak et al. (2021) found that system quality significantly and positively affects customer satisfaction. System quality on a platform can influence user experience by providing easy, responsive, and efficient tools. Good system quality also affects user experience, making it more sensitive and enhancing perceived value. This statement is also supported by research conducted by Salam and Farooq (2020), Kader and Sayed (2022) and Liu and Wang (2022).

H_2 = System quality has a positive and significant effect on customer satisfaction

Information Quality and Perceived Value

There are several studies regarding the influence of information quality on perceived value. For example, the research conducted by Molinillo et al. (2021) found that information quality significantly and positively affects perceived value. Customers give more positive evaluations to sites that provide relevant, accurate, useful information that meets their needs. In other words, the better the quality of information provided by social commerce sites, the higher the perceived value by customers towards those sites. This statement is also supported by research conducted by Chen (2023), Patma et al. (2021) and Farhan and Marsasi (2023).

H₃ = Information quality has a positive and significant effect on perceived value

Information Quality and Customer Satisfaction

There are several studies regarding the influence of information quality on customer satisfaction. For example, the research conducted by Geebren et al. (2021) found that information quality significantly and positively affects customer satisfaction. The research findings indicate that information quality has a positive impact on customer satisfaction. If the information is accurate, complete, and timely, it will directly affect customer satisfaction. This statement is also supported by research conducted by Franque et al. (2021), Tzeng et al. (2021) and Trana et al. (2022).

H₄ = Information quality has a positive and significant effect on customer satisfaction

Social Media Marketing Activities and Perceived Value

There are several studies regarding the influence of social media marketing activities on perceived value. For example, the research conducted by Bushara et al. (2023) found that social media marketing activities significantly and positively affects perceived value. Marketing activities through social media such as personalization, entertainment, interaction, and up-to-date content substantially contribute to enhancing customers' perceived value of the products or services offered by the restaurant. This research shows that the better the marketing activities on social media, the greater the value perceived by customers. This statement is also supported by research conducted by Khan (2022), Yap (2022) and Wahyudi and Parahiyanti (2021).

H₅ = Social media marketing activities has a positive and significant effect on perceived value

Social Media Marketing Activities and Customer Satisfaction

There are several studies regarding the influence of social media marketing activities on customer satisfaction. For example, the research conducted by Alwan and Alshurideh (2022) found that social media marketing activities significantly and positively affects customer satisfaction. The research findings indicate that social media marketing activities have a positive impact on customer satisfaction. With interactions involving consumers, such as being able to provide feedback and ask questions, this can enhance satisfaction, as well as the availability of useful information. This statement is also supported by research conducted by Yang et al. (2020), Anas et al. (2023) and Jamil et al. (2022).

H₆ = Social media marketing activities has a positive and significant effect on customer satisfaction

Perceived Value and Customer Satisfaction

There are several studies regarding the influence of perceived value on customer satisfaction. For example, the research conducted by Uzir et al. (2021) found that perceived value significantly and positively affects customer satisfaction. That when a customer feels that the service provided by the delivery personnel is better than expected, they feel satisfied with the service. This favorable attitude will increase the likelihood of them staying with the brand. This statement is also supported by research conducted by Tran and Le (2020), Slack et al. (2021) and Pooya et al. (2020).

H₇ = Perceived value has a positive and significant effect on customer satisfaction

Customer Satisfaction and Customer Loyalty

There are several studies regarding the influence of customer satisfaction on customer loyalty. For example, the research conducted by Agritika et al. (2024) found that customer satisfaction significantly and positively affects customer loyalty. The research results show that customer satisfaction has a positive impact on

customer loyalty. This indicates that when customers are satisfied with a product or service purchased through an e-commerce platform, they will not switch to other similar sites. This statement is also supported by research conducted by Balci (2021), Abigail et al. (2024) and Gazi et al. (2024)

H_8 = Customer satisfaction has a positive and significant effect on customer loyalty

Information Quality and Customer Loyalty

There are several studies regarding the influence of information quality on customer loyalty. For example, the research conducted by Hoang and Nguyen (2020) found that information quality significantly and positively affects customer loyalty. The research results obtained show that information quality has a positive influence on customer loyalty. In the study, it was shown that information quality has a positive impact on consumer loyalty. Clear and accurate information can shape consumer perceptions about the products they receive, and if it meets their expectations, consumers will be loyal. This

statement is also supported by research conducted by Niu and Mvondo (2024), Ihsan and Shengzhu (2020) and Mofokeng (2021).

H_9 = Information quality has a positive and significant effect on customer loyalty

Perceived Value and Customer Loyalty

There are several studies regarding the influence of perceived value on customer loyalty. For example, the research conducted by Yuan et al. (2020) found that perceived value significantly and positively affects customer loyalty. The research findings indicate that when customers perceive the value provided by suppliers to be higher, they are more likely to become loyal. Furthermore, when consumers receive value that meets their expectations, they are more likely to make repeat purchases and recommend the supplier to others. This statement is also supported by research conducted by Khoa and Huynh (2023), Suttikun and Meeprom (2021) and Mainardes and Freitas (2023).

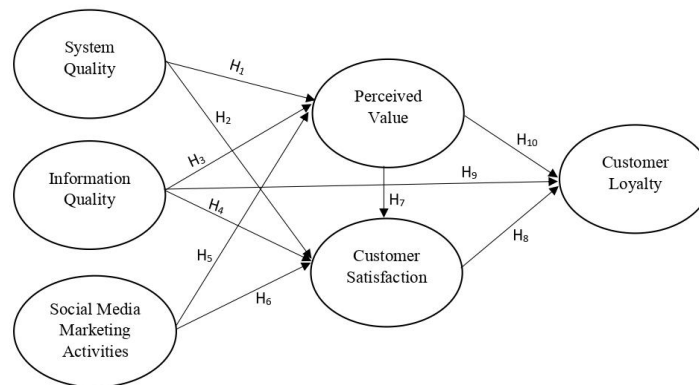H_{10} = Perceived value has a positive and significant effect on customer loyalty

Figure 1. Theoretical Framework
Source: Data processed by researchers (2024)

Hypothesis

H_1: System quality has a positive and significant effect on perceived value

H_2: System quality has a positive and significant effect on customer satisfaction

H_3: Information quality has a positive and significant effect on perceived value

H_4: Information quality has a positive and significant effect on customer satisfaction

H_5: Social Media Marketing Activities has a positive and significant effect on perceived value

H_6: Social Media Marketing Activities has a positive and significant effect on customer satisfaction

H_7: Perceived value has a positive and significant effect on customer satisfaction

H_8: Perceived value has a positive and significant effect on customer loyalty

H_9: Customer satisfaction has a positive and significant effect on customer loyalty

H_{10}: Information quality has a positive and significant effect on customer loyalty

MATERIALS & METHODS

This study uses a quantitative research method with a total sample of 240 respondents domiciled in Jakarta. Then, the data analysis carried out was in the form of validity and reliability tests in SPSS and model fit and hypothesis tests in AMOS.

In this study, in analyzing the data, the researcher used the Structural Equation Model (SEM) technique. Then a validity test is carried out, and it can be said to be valid if the factor loading value is > 0.5. For the reliability test of each variable, it uses Cronbach alpha and is said to be reliable if it has a Cronbach alpha value > 0.6.

Then a model fit test is carried out with several provisions such as CMIN / df value ≤ 2.00, probability value ≥ 0.05, GFI value ≥ 0.90, AGFI value ≥ 0.90, CFI value ≥ 0.95, TLI value ≥ 0.95, and RMSEA value ≤ 0.08. Then, a hypothesis test is carried out to see whether or not there is an effect between variables. A hypothesis can be said to be accepted and significant if it has a C.R value > 1.96

RESULT

Validity and Reliability Test of Data

In validity testing, this study uses EFA (Exploratory Factor Analysis) which is processed through SPSS and can be declared valid if each indicator has a number above 0,4 and also by looking at the AVE value, it can be declared valid if it has a number above 0,5. Then the reliability in this study uses the Cronbach's Alpha value which is processed through SPSS, and can be declared valid if each indicator has a number above 0,6.

1. System Quality

Table 1. Component matrix variable system quality

	Loading Factor	AVE	Cronbach Alpha
System Quality (1)		0,749	0.915
SQ1 In my opinion, the marketplace application does not crash when used to buy tourist tickets	0,839		
SQ2 In my opinion, the marketplace application is safe to use to buy tourist tickets	0,854		
SQ3 In my opinion, the login process to the marketplace application does not take long when you want to buy tourist tickets	0,873		
SQ4 In my opinion, the marketplace application is easy to use when you want to buy tourist tickets	0,850		
SQ5 In my opinion, the marketplace application is easy to access when you want to buy tourist tickets	0,911		

source: Data processed by researchers (2024)

Based on the test results above, it can be seen that the coefficient of each variable indicator (system quality) has met the criteria, namely the loading factor with a value above 0,4 and AVE with a value above 0,5. Then, it is also stated as reliable because it has a Cronbach's Alpha value of more than 0,6.

2. Information Quality

Table 2. Component matrix variable information quality

	Loading Factor	AVE	Cronbach Alpha
Information Quality (2)		0,764	0,922
IQ1 In my opinion, the marketplace application provides accurate information on purchasing tourist tickets	0,865		
IQ2 In my opinion, the information on purchasing tourist tickets in the marketplace application is quite clear	0,837		
IQ3 In my opinion, the information on purchasing tourist tickets in the marketplace application is updated on time	0,876		
IQ4 In my opinion, the marketplace application provides relevant information when it comes to purchasing tourist tickets	0,872		
IQ5 In my opinion, the marketplace application provides complete information on purchasing tourist tickets	0,919		

source: Data processed by researchers (2024)

Based on the test results above, it can be seen that the coefficient of each variable indicator (information quality) has met the criteria, namely the loading factor with a value above 0,4 and AVE with a value above 0,5. Then, it is also stated as reliable because it has a Cronbach's Alpha value of more than 0,6.

3. Social Media Marketing Activities

Table 3. Component matrix variable social media marketing activities

	Loading Factor	AVE	Cronbach Alpha
Social Media Marketing Activities *(3)*		0,802	0,938
SMMA1 In my opinion, social media marketplaces offer a variety of useful information regarding purchasing tourist tickets	0,868		
SMMA2 In my opinion, social media marketplaces often interact with their followers regarding purchasing tourist tickets	0,877		
SMMA 3 I feel that the need to purchase tourist tickets can be fulfilled through the use of social media marketplaces	0,904		
SMMA 4 I want to share my experience of purchasing tourist tickets with friends and acquaintances on social media marketplaces	0,899		
SMMA5 In my opinion, the content seen on social media regarding purchasing tourist tickets is the latest trend	0,931		

source: Data processed by researchers (2024)

Based on the test results above, it can be seen that the coefficient of each variable indicator (social media marketing activities) has met the criteria, namely the loading factor with a value above 0,4 and AVE with a value above 0,5. Then, it is also stated as reliable because it has a Cronbach's Alpha value of more than 0,6.

4. Perceived Value

Table 4. Component matrix variable perceived value

	Loading Factor	AVE	Cronbach Alpha
Perceived Value (4)		0,784	0,931
PV1 I can get affordable prices when ordering tourist tickets on the marketplace application	0,870		
PV2 In my opinion, the marketplace application offers many discounts for purchasing tourist tickets	0,886		
PV3 I really enjoy the experience of transacting on the marketplace application when I want to buy tourist tickets	0,880		
PV4 In my opinion, buying tourist tickets on the marketplace can	0,874		

improve the way other people view me			
PV 5 I feel that the services provided by the marketplace application for purchasing tourist tickets are quite useful	0,919		

source: Data processed by researchers (2024)

Based on the test results above, it can be seen that the coefficient of each variable indicator (perceived value) has met the criteria, namely the loading factor with a value above 0,4 and AVE with a value above 0,5. Then, it is also stated as reliable because it has a Cronbach's Alpha value of more than 0,6.

5. Customer Satisfaction

Table 5. Component matrix variable customer satisfaction

	Loading Factor	AVE	Cronbach Alpha
Customer Satisfaction (5)		0,761	0,921
CS1 I am satisfied with the information on purchasing tourist tickets provided in the marketplace application	0,857		
CS2 I am very satisfied with the efficiency and effectiveness of purchasing tourist tickets in the marketplace application	0,865		
CS3 I am happy with the experience of purchasing tourist tickets through the marketplace application	0,850		
CS4 I am happy to buy tourist tickets using the marketplace application	0,871		
CS5 I am satisfied with the service provided by the marketplace application when I want to buy tourist tickets	0,917		

source: Data processed by researchers (2024)

Based on the test results above, it can be seen that the coefficient of each variable indicator (customer satisfaction) has met the criteria, namely the loading factor with a value above 0,4 and AVE with a value above 0,5. Then, it is also stated as reliable because it has a Cronbach's Alpha value of more than 0,6.

6. Customer Loyalty

Tabel 6. Component matrix variable customer loyalty

	Loading Factor	AVE	Cronbach Alpa
Customer Loyalty (6)		0,780	0,928
CL 1 I intend to continue using marketplace apps to buy tourist tickets	0,863		
CL 2 I prefer one marketplace app over another when I want to buy tourist tickets	0,887		
CL3 I will only recommend one marketplace to my closest friends when I want to buy tourist tickets	0,857		
CL4 When I want to buy tourist tickets, only one marketplace is my first choice	0,904		
CL5 I will talk positively about buying tourist tickets on one marketplace app to others	0,904		

source: Data processed by researchers (2024)

Based on the test results above, it can be seen that the coefficient of each variable indicator (customer loyalty) has met the criteria, namely the loading factor with a value above 0,4 and AVE with a value above 0,5. Then, it is also stated as reliable because it has a Cronbach's Alpha value of more than 0,6.

Model Fit Test

The model fit test was conducted using AMOS by looking at the modification indices menu.
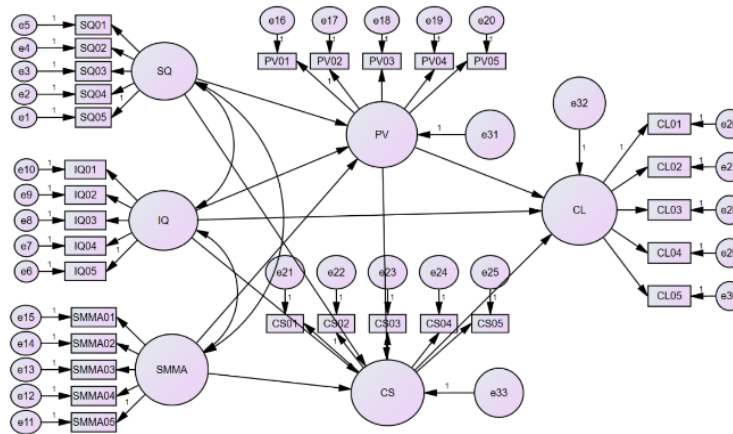

Figure 4.2. Model Fit Test
source: Data processed by researchers (2024)

Table 7. Goodness of Fit Value

Good of Fit Index	Cut of Value	Result	Conclusion
Probabilitas	≥ 0,05	0,073	*Good fit*
CMIN/DF	≤ 2,00	1,105	*Good fit*
GFI	≥ 0,90	0,891	*Medium fit*
AGFI	≥ 0,90	0,871	*Medium fit*
CFI	≥ 0,90	0,99	*Good fit*
TLI	≥ 0,95	0,99	*Good fit*
RMSEA	≤ 0,08	0,021	*Good fit*
RMR	≤ 0,05	0,043	*Good fit*

source: Data processed by researchers (2024)

Based on Table 4.8, the calculation results show that the model's feasibility test value is fit.

A hypothesis is said to be accepted if the C.R value > 1.96, while the strength of the influence, whether positive or negative, can be seen from the estimate value.

Hypothesis Testing

Table 8. Hypothesis Test Results

No	Hypothesis	Estimate	S.E.	C.R.	P	Result
1	SQ → PV	0,228	0,055	4,147	****	Accepted
2	SQ → CS	-0,014	0,064	-0,231	0,817	Rejected
3	IQ → PV	0,426	0,058	7,291	****	Accepted
4	IQ → CS	0,059	0,072	0,820	0,412	Rejected
5	SMMA → PV	0,170	0,047	3,595	****	Accepted
6	SMMA → CS	0,134	0,053	2,506	0,012	Accepted
7	PV → CS	0,656	0,097	6,739	****	Accepted
8	CS → CL	0,112	0,078	1,442	0,149	Rejected
9	IQ → CL	0,156	0,067	2,314	0,021	Accepted
10	PV → CL	0,665	0,106	6,300	****	Accepted

source: Data processed by researchers (2024)

Based on the above, of the ten hypotheses in this study, seven were accepted and three were rejected, seen from the CR value which must be > 1,96

DISCUSSION

System Quality on Perceived Value

System quality has a positive and significant effect on perceived value with a C.R value 4.147 > 1.96. This is in line with the findings of Han et al. (2023), which states that good system quality, such as ease of use, creates a smooth and intuitive experience for users. When the system is easy to use, the transaction process becomes more efficient and smooth, so that consumers feel satisfied and trust the platform.

System Quality on Customer Satisfaction

System quality has a positive but insignificant effect on customer satisfaction, with a C.R value -0.231 < 1.96. This is in line with Wargadalam (2019) research, which states that system quality has a negative and insignificant effect on customer satisfaction. Problems such as unstable system performance, slow response times, or difficult-to-use interfaces can interfere with the consumer experience. As a result, consumers feel dissatisfied because the platform does not provide a smooth and efficient experience as expected.

Information Quality on Perceived Value

Information quality has a significant positive effect on consumer perceived value with a C.R value 7,921 > 1,96. Research by Molinillo et al. (2021) supports this by stating that accurate, relevant, and easy-to-understand information makes consumers feel more confident and satisfied. When the information provided is clear and timely, consumers tend to rate their experience as more valuable, thereby strengthening positive perceptions of the service or product offered.

Information Quality on Customer Satisfaction

Information quality has a positive effect on customer satisfaction, but the effect is not significant with a C.R value 0.820 <1.96. This is supported by research by Prayanthi et al. (2020). Accurate, relevant, and timely information can indeed help consumers make better decisions, but its effect on customer satisfaction is not always significant. This could be because other factors, such as service quality or price, may be more dominant.

Social Media Marketing Activities on Perceived Value

Social Media Marketing Activities have a positive and significant influence on perceived value with a C.R value 3.595 > 1.96, as supported by Bushara et al. (2023). Consistent and relevant marketing on social media helps consumers understand the value of the product through interesting, educational, and relevant information. This makes consumers feel more connected to the brand and benefit from the content delivered, thereby increasing their perception of the product's value

Social Media Marketing Activities on Customer Satisfaction

Social Media Marketing Activities have a positive and significant influence on customer satisfaction with a C.R value 2.506 > 1.96. According to Yang et al. (2020), informative, interesting, and interactive marketing on social media can create a positive experience for consumers. Relevant and useful content makes consumers more engaged, while direct interaction through social media makes customers feel grateful, thereby increasing their satisfaction.

Perceived Value on Customer Satisfaction

Perceived value has a positive and significant influence on customer satisfaction with a C.R value 6.739 > 1.96, as supported by research by Samudro et al. (2020). When consumers feel that the value they receive, such as product quality, additional services, or competitive prices, exceeds their sacrifices, their level of satisfaction tends to be higher.

Customer Satisfaction on Customer Loyalty

Customer satisfaction does have a positive effect on loyalty, but it is not always significant with a C.R value 1.442 < 1.96, as supported by research by Sani et al. (2024). Although satisfied customers tend to have good views and are likely to use the service again, their loyalty is also influenced by other factors such as price, brand, or previous experience. If consumers feel that there are better alternatives, their satisfaction can be temporary and not enough to build loyalty.

Information Quality on Customer Loyalty

Information quality has a positive and significant effect on customer loyalty, with a C.R value 2.314 > 1.96. This is supported by research by Niu dan Mvondo (2024), which found that high-quality information makes consumers feel more informed, increases satisfaction, and creates a positive experience that encourages them to shop again. In addition, good information helps consumers understand the value of a product or service, which makes them more likely to recommend it to others. Thus, good information quality contributes to increased customer loyalty.

Perceived Value on Customer Loyalty

Perceived value has a positive and significant effect on customer loyalty, with a C.R value of 6,300 > 1.96. This is in line with research by Yuan et al. (2020). When consumers feel that the value they receive from a product or service exceeds the cost they pay, they tend to develop a positive attitude towards the provider, which increases loyalty. Loyal consumers not only make repeat purchases but also tend to recommend products or services to others.

CONCLUSION

1. System quality has a positive and significant influence on perceived value.
2. System quality has a negative but not significant influence on customer satisfaction.
3. Information Quality has a positive and significant influence on perceived value.
4. Information Quality has a positive but not significant influence on customer satisfaction.
5. Social media marketing activities have a positive and significant influence on perceived value.
6. Social media marketing activities have a positive and significant influence on customer satisfaction.
7. Perceived value has a positive and significant effect on customer satisfaction.
8. Customer satisfaction has a positive but not significant effect on customer loyalty.
9. Information quality has a positive and significant effect on customer loyalty.
10. Perceived value has a positive and significant effect on customer loyalty.

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