Factors Affecting Customer Loyalty: Testing the Effect of E-Servicescape and Trust

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Abstract

Customer loyalty is a very crucial issue for business continuity. The purpose of this study was to examine the role of trust in mediating e-servicescape relationships on customer loyalty. Data collection was carried out by distributing questionnaires to 200 respondents in East Java who made online purchases using Shopee for at least the last 3 months. Then, the hypothesis was tested using Partial Least Squares (PLS). The research findings revealed that e-servicescape had a significant direct effect on customer loyalty, e-servicescape had a significant effect on trust, the trust had a significant effect on customer loyalty and trust was able to mediate the relationship of e-servicescape on customer loyalty. This study also proposed a marketplace to improve the e-servicescape that was implemented in its online marketplace to gain consumer trust and increase customer loyalty.

Keywords: E-servicescape; Trust; Customer Loyalty.

1. Introduction

The e-commerce market in Indonesia continues to increase every year, especially in 2021 as many as 88.1% of the Indonesian population use e-commerce services to meet their needs, this made Indonesia the highest e-commerce user country in the world [1].

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This made e-commerce in Indonesia continue to compete in providing the best to meet consumer needs, intending to create and build customer loyalty. Customer loyalty as a consumer's intention to repurchase a product from a website and not change to another website [2]. Customer loyalty is an asset and can increase profits for the company [3]. This is because loyal consumers will not only use the company's products or services but will also recommend them to others [4]. Thus, customer loyalty is very important for the survival of a company [5]. Basically, customer loyalty can be implemented in the scope of online and offline business. In this study, the purchase in the online context of Shopee users in East Java, Indonesia. The selection of the Shopee marketplace as the object of research was based on a phenomenon related to Shopee marketplace customer loyalty. First, for the first time, Shopee has become a marketplace with the biggest monthly site visitors in Indonesia from the fourth quarter of 2019 to the fourth quarter of 2020 [6]. Second, as a marketplace that is still relatively young in the Indonesian market, Shopee's growth is quite fast, this was proven from the total Shopee transactions Gross Merchandise Value throughout the second quarter of 2020 which contained 260 million transactions with a daily average of 2.8 million transactions, this number increased of 130% compared to the second quarter of 2019 of 3.8 billion US dollars or 51 trillion [6]. Third, despite the achievements that have been made during 2019 and 2020, Shopee still has to evaluate its performance results. This was because Tokopedia succeeded in shifting Shopee to become the marketplace with the highest site visits in the first quarter of 2021. The number of Tokopedia visitors was the highest among the others, reaching 129.1 million per month and followed by Shopee as the second-ranked with 120 million monthly visitors, followed by Bukalapak and Lazada were in the 3rd and 4th place respectively [6]. This illustrated that Shopee has not fully gained customer loyalty. Thus, in this study, it is important to investigate what factors can maintain and increase customer loyalty in the Shopee marketplace. One of the factors that can increase customer loyalty in the context of online shopping is to create a good e-servicescape [7]. in reference [8] stated that the e-servicescape is an atmosphere in an online virtual space that can be felt when visitors receive services from the company through the websites visited. E-servicescape or services provided in an online environment offer various conveniences for consumers, one of which is that consumers do not need to come to the store to buy the desired product, but simply access the internet [9]. In carrying out online transaction activities, buyers cannot touch, even cannot meet with sellers, making consumers pay more attention to the website in terms of efficiency, layout, and function as well as the extent to which the website is secure and protects customer information so that it can directly affect customer loyalty [10]. Previous research [9, 10] revealed that the better the e-servicescape in a website, the better the effect on customer loyalty. Empirical studies proved that e-servicescape had a strong correlation in increasing customer loyalty [7]. This research was interesting to conduct because First; although various empirical studies explained that e-servicescape affected customer loyalty, another study revealed that e-servicescape did not have a significant direct effect on customer loyalty [13]. There were different results from previous studies, this study tried to select a solution by adding a trust variable as a mediating variable that bridges the relationship between e-servicescape and customer loyalty. The selection of the trust variable as a mediation of the relationship between e-servicescape and loyalty was by consideration, Previous research revealed that there was a positive relationship between e-servicescape and trust [14]. In addition, trust has been identified as the main thing affecting loyalty [15]. Furthermore, in [9] asserted that trust was a mediator of the relationship between e-servicescape and customer loyalty. However, this study did not examine the direct relationship between e-servicescape and customer loyalty. Second; the e-servicescape relationship has been

studied separately with customer trust and loyalty. For example, between e-servicescape on the trust [6, 14, 7]. Relationship between trust and customer loyalty [15, 13]. Therefore, responding to this gap, this study built four hypotheses: 1.) e-servicescape has a significant effect on customer loyalty; 2.) e-servicescape has a significant effect on trust; 3.) trust has a significant effect on customer loyalty; 4.) trust as a mediator of the effect of e-servicescape on customer loyalty.

2. Materials and Methods

2.1 Participants and Procedure

This study used a quantitative approach with the type of explanatory research. Concerning the research objectives, this study used survey and questionnaire methods as the main tools to obtain data directly from the object studied. Respondents in this study involved all Shopee users in East Java who made online purchases using Shopee for at least the last 3 months. The distribution of the questionnaires was carried out online through a google form and respondents were advised to fill out the questionnaire based on their actual situation. The sample size in this study is based on the concept used [18] that the general requirement used to determine the sample size with the PLS-SEM method was that the sample size must be ten times the number of indicators of formative latent variables. The number of indicators used in this research was 20 indicators so that referring to the theory, the research sample obtained was 200 respondents. The following is an explanation of the demographic distribution of the respondents shown in Table 1.

Table 1: Demographic Distribution of Respondents

Characteristics	Frequency	Percentage (%)
Gender		
Male	65	32.50%
Female	135	67.50%
Age		
<19 years old	4	2%
19 - 24 years old	115	57.5%
25 – 30 years old	78	39%
31 – 36 years old	3	1.50%
Occupation		
College Student	89	44.50%
Civil Servant	8	4%
Private Employee	38	19%
Entrepreneur	38	19%
Other	27	13.50%
Income		
IDR < 1,000,000	65	32.50%
IDR 1,000,000 – 3,000,000	100	50%
IDR 3,000,000 - 4,000.000	16	8%
IDR > 4,000,000	19	9.50%
Total	**200**	**100%**
The Last Time Made Online Transaction on Shopee		
< 1 month	143	71.50%
1 – 3 months ago	57	28.50%

2.2 Measurement

Overall to measure the instrument, this study used a Likert scale consisting of five points ranging from strongly disagree (1) to strongly agree (5). E-servicescape was measured using nine indicators adapted from research [8]. An example of an item is "I didn't need much help the first time I purchased on Shopee". Trust was measured using three indicators adapted from [17]. One example of an item used is "I believe if Shopee makes a claim then the claim is true". Furthermore, to measure customer loyalty, three indicators were adapted from [17]. One example of an item is "I will visit Shopee again to shop online in the future".

2.3 Data Analysis

The measurement model in this study used a data processing technique of Structural Equation Modeling (SEM) with software called SmartPLS version 3.3.3.

3. Results

3.1 Measurement Model

Analyzing the validity and reliability of a construct in SEM-PLS can use convergent validity and discriminant validity. An instrument can be said to meet the convergent validity test if it has a loading factor value above 0.6. In addition, convergent validity can also be known through the Average Variance Extracted (AVE) value. An instrument can be said to be convergently valid if the AVE value of each variable is greater than 0.5. Discriminant validity is a measurement model assessed based on cross loading measurements with constructs. The model has good discriminant validity if the loading value of each indicator of a latent variable has the largest loading value compared to other loading values of other latent variables [18]. The last stage in the next outer model method was the reliability test used to assess the consistency of the instrument in measuring a construct using a composite reliability value greater than 0.7 and a Cronbach's Alpha value greater than 0.6 [18].

Based on the results of the convergent validity test in table 2 below, it showed that all items and their latent variables, namely e-servicescape, customer trust, and loyalty, had a loading factor value greater than 0.6 and an AVE value greater than 0.5. Thus, it can be concluded that all items in this research instrument were valid.

Table 2: Convergent Validity (Loading Factor)

Variables	Indicators	Items	Loading Factor	AVE	Conclusion
	Visual Appeal	X1.1	0.840	0.650	Valid
		X1.2	0.854		Valid
	Design Originality	X1.3	0.804		Valid
		X1.4	0.831		Valid
	Entertainment Value	X1.5	0.712		Valid
		X1.6	0.771		Valid
	Utility	X1.7	0.794		Valid
		X1.8	0.798		Valid
E-servicescape		X1.9	0.792		Valid
	Information Relevance	X1.10	0.810		Valid
		X1.11	0.821		Valid
		X1.12	0.819		Valid
	Customization	X1.13	0.712		Valid
		X1.14	0.799		Valid
	Interactivity	X1.15	0.766		Valid
		X1.16	0.842		Valid
	Ease of Payment	X1.17	0.824		Valid
		X1.18	0.847		Valid
		X1.19	0.835		Valid
	Perceived Security	X1.20	0.854		Valid
		X1.21	0.795		Valid
		Z1.1	0.816	0.696	Valid
	Seriousness	Z1.2	0.779		Valid
		Z1.3	0.729		Valid
		Z1.4	0.818		Valid
Trust	Honesty	Z1.5	0.848		Valid
		Z1.6	0.840		Valid
		Z1.7	0.883		Valid
	Competence	Z1.8	0.852		Valid
		Z1.9	0.885		Valid
		Z1.10	0.882		Valid
	Repeat Purchase	Y1.1	0.815	0.721	Valid
	Word of Mouth	Y1.2	0.911		Valid
Customer Loyalty		Y1.3	0.910		Valid
		Y1.4	0.900		Valid
	Price Insensitivity	Y1.5	0.790		Valid
		Y1.6	0.756		Valid

Based on the discriminant validity results presented in table 3, overall the indicators of the variables produced a loading factor that was greater than the cross correlation of the other variables. This showed that each indicator can be declared capable to measure the latent variable corresponding to the indicator.

Table 3: Discriminant validity

Item	Variables		
	Customer Loyalty	**E-servicescape**	**Trust**
X1.1	0.685	0.840	0.732
X1.10	0.704	0.810	0.689
X1.11	0.710	0.821	0.728
X1.12	0.621	0.819	0.710
X1.13	0.582	0.712	0.645
X1.14	0.635	0.799	0.725
X1.15	0.668	0.766	0.730
X1.16	0.693	0.842	0.735
X1.17	0.648	0.824	0.722
X1.18	0.725	0.847	0.772
X1.19	0.701	0.835	0.750
X1.2	0.653	0.854	0.729
X1.20	0.714	0.854	0.753
X1.21	0.691	0.795	0.781
X1.3	0.668	0.804	0.708
X1.4	0.687	0.831	0.733
X1.5	0.579	0.712	0.601
X1.6	0.621	0.771	0.648
X1.7	0.633	0.794	0.653
X1.8	0.683	0.798	0.687
X1.9	0.686	0.792	0.665
Y1.1	0.815	0.737	0.728
Y1.2	0.911	0.761	0.784
Y1.3	0.910	0.755	0.753
Y1.4	0.900	0.718	0.764
Y1.5	0.790	0.645	0.628
Y1.6	0.756	0.579	0.602
Z1.1	0.662	0.734	0.816
Z1.10	0.744	0.766	0.882
Z1.2	0.659	0.687	0.779
Z1.3	0.543	0.599	0.729
Z1.4	0.672	0.727	0.818
Z1.5	0.753	0.761	0.848
Z1.6	0.658	0.694	0.840
Z1.7	0.779	0.808	0.883
Z1.8	0.763	0.783	0.852
Z1.9	0.742	0.769	0.885

Table 4: Composite Reliability and Cronbach's Alpha

Variables	Composite Reliability	Cronbach's Alpha	Conclusion
Customer Loyalty	0.939	0.922	Reliable
E-servicescape	0.975	0.973	Reliable
Trust	0.958	0.951	Reliable

Based on the reliability test shown in table 4, it was explained that all variables, namely e-servicescape, trust, and customer loyalty, had a Composite Reliability value greater than 0.7 and a Cronbach's Alpha value more than 0.6. So in this case it can be concluded that all indicators in this study can be said to be reliable in

measuring latent variables.

3.2 Structural Model

Structural model testing was carried out to evaluate the accuracy of the model (goodness of fit model) in a research concept framework. The goodness of fit model in PLS analysis was carried out using R-Square (R2) and Q-Square predictive relevance (Q2). As previously explained, the fitness model shows a good value if the Q2 score is close to 1 [18].

Table 5: Goodness of Fit Model

Variable	R^2
Trust (Z1)	0.777
Customer Loyalty (Y)	0.740

$$Q^2 = 1 - (1 - R1^2) \times (1 - R2^2)$$
$$Q^2 = 1 - (0.223) \times (0.26)$$
$$Q^2 = 1 - 0.058$$
$$Q^2 = 0.942$$

The results of the Goodness of fit model test presented in table 5 explained that R2 Variable of trust and customer loyalty can be explained by e-servicescape of 77.7% and 74% respectively while the remaining 22.3% and 26% were contributions from other variables that were not part of this study. The Q-Square predictive relevance value of this study was 0.942 or 94.2%. This value also means that the diversity of customer loyalty variables can be explained by the overall model of 94.2% or in other words the contribution of the e-servicescape variable and trust on customer loyalty with an accuracy of 94.2%. While the remaining 5.8% were the contribution of other variables that were not the focus of this study.

3.3 Hypothesis Testing Direct Effect and Indirect Effect

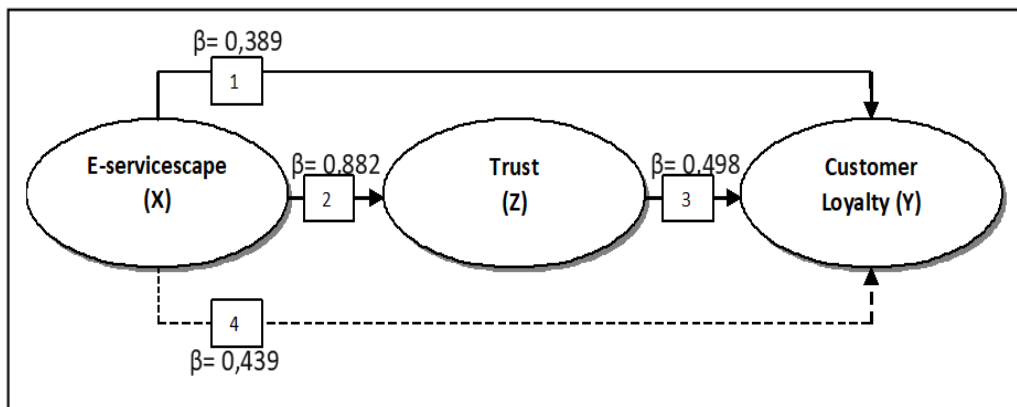E-servicescape (X), Trust (Z), on Customer Loyalty (Y)

Figure 1: Results of the Structural Model in Partial Least Squares

Table 6: Hypothesis testing of PLS

Hypothesis	Relationship	Coefficient (β)	SE	t-Statistic	P-Value	Decision
H1	X - Y	0.389	0.085	4.550	0.000	Supported
H2	X - Z	0.882	0.026	34.264	0.000	Supported
H3	Z-Y	0.498	0.087	5.692	0.000	Supported
H4	X - Z - Y	0.439	0.081	5.441	0.000	Supported

Hypothesis testing using T-statistics, a relationship between variables can be declared significant if the T-statistic value is greater than T-table (1.65). Based on the results of the hypotheses presented in Figure 1 and Table 6, it showed that e-servicescape and customer loyalty had a significant effect (β=0.389 t-statistics=4.550). Thus, H1 was supported. E-servicescape also showed a significant relationship with trust (β = 0.882 t-statistics = 34.264). Thus, H2 in this study was supported. Trust had a significant effect on customer loyalty (β = 0.498 t-statistics = 5.692). Therefore, H3 of this study was supported. Furthermore, the role of trust as a mediation between the relationship of e-servicescape on customer loyalty included partial mediation. This was because the direct relationship between exogenous variables and endogenous variables had a significant effect [18].

4. Discussion

This study tried to explore the role of trust as a mediating relationship between e-servicescape and customer loyalty, that is, very few previous studies have discussed the relationship between these three variables, in the context of e-commerce especially in the Shopee marketplace. Based on the results of this study, it was found that there was a high relationship between e-servicescape and customer loyalty on online shopping. This finding also extended the previous research conducted by [10] that e-servicescape could directly increase customer loyalty. This finding was in line with the research of [9, 5] which also revealed that e-servicescape is one of the important factors in creating and increasing customer loyalty. This was because in online shopping the e-servicescape in the online marketplace became an important attribute of a technical nature so that it can directly affect customer loyalty [12]. This study was not in line with previous research which revealed in their research that the e-servicescape on the website cannot directly affect customer loyalty [13]. The results of this study also showed that e-servicescape had an important role in creating consumer trust. This research is in line with several previous studies [12, 7] revealed that the e-servicescape offered on the website had a significant effect on increasing consumer confidence in conducting online transactions. These results are strengthened by research [8] emphasized that the e-servicescape functions as a stimulus that can be used to increase consumer confidence. Furthermore, another important finding from this study was to prove that trust is a consistent variable in increasing customer loyalty. These results are in line with several previous studies [17, 18, 4, 19] confirmed that customer loyalty would be obtained by gaining customer trust first. This was because of a risk reduction strategy by consumers where consumers prefer to remain loyal to companies that have shown their trust in the past, rather than taking a risk with other alternatives [3]. As has been hypothesized, other findings from this study confirmed that trust mediated the relationship of e-servicescape on customer loyalty. This fact was supported by [16] that e-servicescape had a positive relational relationship on trust. Consumers will choose to shop online

when they give high trust in online shopping websites. In addition, trust has been identified as the main thing affecting loyalty [13, 19]. Research [9] asserted that the e-servicescape provided on the website affected consumer trust which in the end will be followed by customer loyalty.

5. Conclusion

The main purpose of this study was to analyze trust as a mediating variable in the relationship of e-servicescape on customer loyalty. Based on the theoretical and empirical review, hypothesis testing, and the results of data analysis that have been carried out, the theoretical and managerial implications were discussed in this section.

5.1 Theoretical Implications

The theoretical implications of the results of this study are expected to contribute in enriching academic knowledge. First, this study empirically analyzed the e-servicescape variable as a predictor of customer loyalty, which according to research [13] there was no significant direct effect between e-servicescape and customer loyalty. Second, previous studies have examined the direct effect of e-servicescape on customer loyalty [9, 10, 8, 5]. This study used trust as a mediation which has a very important role in affecting the relationship of e-servicescape on loyalty, this was because trust had a strong correlation with e-servicescape [6, 12, 7] and customer loyalty [15, 19, 4, 2].

5.2 Managerial Implications

The results of this study contributed to determine the policies and strategies that were applied to optimize customer loyalty. Especially for the Shopee marketplace and other marketplaces in Indonesia in general. First, this study revealed that e-servicescape could directly increase customer loyalty. This was because when shopping online the e-servicescape becomes a technical attribute, so it can directly affect customer loyalty [12]. Second, This study reveals that trust, apart from being one of the elements that has an important influence on customer loyalty, also has a positive relational relationship with e-servicescape. Mainardes and Cardoso (2019) confirmed that customer loyalty would be obtained by gaining customer trust first. This was because consumers preferred to remain loyal to companies that have shown their trust in the past, rather than taking risks with other alternatives [3]. Therefore, the Shopee marketplace needs to pay attention to the e-servicescape and consumer trust to create and increase customer loyalty in shopping online in the Shopee marketplace.

Acknowledgements

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