

Customer Loyalty In E-Commerce: An Exploration Of Its Influencing Factors

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Abstract: *The purpose of this study is to ascertain the impact of electronic word-of-mouth, trust, and customer satisfaction on customer loyalty among Lhokseumawe City Lazada users. The primary data utilized in this study was collected by giving questionnaires to 140 consumers in Lhokseumawe City who had purchased products using the Lazada application. With the aid of SPSS software version 26, multiple linear regression is the data analysis technique employed. The findings indicated that partial satisfaction, trust, and electronic word-of-mouth had a favorable and significant impact on customer loyalty for Lazada users in Lhokseumawe City.*

Keywords : *Electronic Word of Mouth, Trust, Customer Satisfaction, and Customer Loyalty*

Abstrak: *Tujuan dari penelitian ini adalah untuk mengetahui pengaruh electronic word-of-mouth, kepercayaan, dan kepuasan pelanggan terhadap loyalitas pelanggan pada pengguna Lazada Kota Lhokseumawe. Data primer yang digunakan dalam penelitian ini dikumpulkan dengan memberikan kuesioner kepada 140 konsumen di Kota Lhokseumawe yang pernah melakukan pembelian produk melalui aplikasi Lazada. Dengan bantuan perangkat lunak SPSS versi 26, teknik analisis data yang digunakan adalah regresi linier berganda. Temuan menunjukkan bahwa secara parsial kepuasan, kepercayaan, dan electronic word-of-mouth mempunyai pengaruh yang baik dan signifikan terhadap loyalitas pelanggan pengguna Lazada di Kota Lhokseumawe.*

Kata Kunci: *Electronic Word of Mouth, Kepercayaan, Kepuasan Pelanggan, dan Loyalitas Pelanggan*

INTRODUCTION

Business development is currently very rapid, both small, medium and large scale and many business people currently run their business using the internet or do it online, which will make their marketing network wider and will bring in customers from various regions. This is as explained by Hapsari & Radito (2019) where the existence of the internet allows someone to obtain and convey any information easily anywhere. Apart from being a communication medium, internet

media can also be used to support certain company business activities.

Competition in the business world has become increasingly fierce since the era of globalization, meaning companies must be able to achieve the goals they have set. Therefore, it is very necessary to have a maximum strategy in an effort to increase sales. To increase sales, a company must organize the right marketing strategy so that consumers choose the goods it produces. According to Kurniawati (2021), in order to increase sales, a company must pay close attention to every consumer request for an item. Marketing is an

activity directed at satisfying the needs and desires of customers.

Most large and small scale companies have used the internet as a medium for purchasing and selling products or services, known as e-commerce, where by using e-commerce purchasing or selling, sellers and buyers do not need to meet face to face when making transactions, because Orders up to payment can be accessed online. According to Putri & Telagawathi (2021) e-commerce is useful for making it easier for people to shop without spending time and energy. This convenience makes e-commerce increasingly popular among the public. E-commerce is an on-line shopping concept. One of the most developed e-commerce platforms today is Lazada, which is an online shop under the banner Lazada.co.id.

However, according to data published by the Top Brand Index E-commerce quoted by (Magdalena et al., 2023), Lazada experiences a decline every year, in 2018 the percentage was 32%, in 2019 it was 31%, in 2020 the percentage was 29% and in 2021 the percentage was 31.9%. The decline in consumer visitors to these products is relatively low, so interest in the Lazada marketplace is due to the COD system for consumer purchases of these products is still limited, and payment confirmations are quite reduced. Interest in buying is an old motivation and fraud often occurs at Lazada.

Customer loyalty is a commitment that customers have to continue using a product produced by a company even though there are many other products produced by other companies that offer their products with various advantages and disadvantages of each. This is as explained by Hapsari & Radito (2019) where customer loyalty is a deep commitment to repurchase or repeat product or service preference patterns in the future which causes repeat purchases of the same brand or the same set of brands even though there is involvement. situational factors and marketing efforts that have the potential to cause switching behavior to other brands.

For each organization or firm, the concept of customer loyalty is crucial (Haryono et al., 2023). It describes how devoted consumers are to a brand or business, how often they connect with them, and how frequently they buy goods or services from them. One of the cornerstones of expanding a company's clientele and gaining a competitive edge is maintaining customer loyalty (Aini, 2020).

Several significant elements have a role in building customer loyalty. One of the factors that can influence customer loyalty is the information obtained by customers from the internet or what is better known as electronic word of mouth, this is because customers will be more loyal if they see various information from the internet about the quality of a product being sold. If it is used better

than other products, this will make the customer like the product even more or even become a loyal customer. According to Arif & Pulungan (2021), electronic word of mouth is a marketing activity through person-to-person media, either verbally, in writing or through electronic communication tools related to the experience of purchasing services or the experience of using products. In previous research conducted by Fadhlulrahman & Sunaryo (2022) it was found that electronic word of mouth had a positive and significant effect on customer loyalty.

Another factor that can influence customer loyalty is the existence of trust in a particular brand by customers, this is because if a customer has trust in a brand, then that customer will become a loyal customer. According to Meirina & Hidayat, (2022), trust is a person's ability to describe an object based on their knowledge and opinion. In previous research conducted by (Bastian & Widodo, 2022) it was found that trust had a positive and significant effect on customer loyalty.

Customer satisfaction is also something that can influence the level of customer loyalty to a particular product or service. This is because the more satisfied a consumer is with a product or service, the more likely the consumer will become a loyal customer. According to Nurdiansyah, et al (2022) satisfaction is a feeling where the result of the evaluation process is what has been received against what is expected, including the purchasing decision itself and the needs and desires related to the purchase made. Previous research conducted by Ria Murhadi & Cahaya Reski, (2022), found that customer satisfaction has a positive and significant effect on customer loyalty.

In several previous studies, there were several different research results, where the first was about the influence of electronic word of mouth on customer loyalty, previous research conducted by (Belhadi et al., 2023) found that electronic word of mouth did not have a significant effect on customer loyalty. However, in research conducted by Lee, (2022) found that electronic word of mouth had a positive and significant effect on customer loyalty.

From the results of the research gap and the results of observations made by the author in 50 communities in Lhokseumawe City, the author found that 20 people from these 50 communities always made purchases through the Lazada application even though various other applications such as Shopee, Tokopedia, and various other online shopping applications have emerged. This is because most of the people used as initial samples said that the many positive comments about Lazada via social media showed that Lazada showed good electronic word of mouth to its customers. Then, the many positive comments make these customers have high trust in the Lazada Application due to the reliability, honesty, care and credibility that Lazada

has in meeting the needs of its customers. Based on the experience of making purchases on the Lazada Application, most customers feel satisfaction in making purchases through the Lazada Application because customers have feelings of satisfaction, always buy various products through the Lazada Application, are willing to recommend, and have their expectations fulfilled after making a purchase. (Observation, January 1, 2023).

Based on the description of the background and phenomena above, it can be seen that of the total of 50 respondents that the author used as the initial research survey, 20 respondents were Lazada Application users to make online purchases. Therefore, the author is interested in conducting research on "The Influence of Electronic Word of Mouth, Trust, and Customer Satisfaction on Customer Loyalty (Case Study of Lazada Customers in the Lhokseumawe City Area)".

LITERATURE REVIEW

Expectation Confirmation Model (ECM)

The Expectation Confirmation Model (ECM) was developed by Bhattacharjee in 2011 which was originally a term discovered by Oliver in 1980. Bhattacharjee & Riechard (2011) explained that the Expectation Confirmation Model (ECM) focuses on factors that influence retention and loyalty as The long-term survival and success of an information system depends on its continued use and not on its first use.

Khotimah (2021) explains that basically the Expectation Confirmation Model (ECM) shows repurchase intentions based on satisfaction in terms of confirmation of the expected and perceived product or service performance. Thus the Expectation Confirmation Model (ECM) takes into account post-use expectations abstract (ex-post) from perceived use. The existence of trust and promotions carried out via the internet or what is usually called electronic word of mouth will make it easier for customers to understand the advantages and disadvantages of a product before customers make a purchase.

Customer loyalty

Customer loyalty is a commitment held firmly by consumers to buy or support products, both goods and services in the future, even though it is influenced by situations and other marketing efforts that can cause consumers to switch. Customer loyalty can also be interpreted as people who buy, especially buying regularly and repeatedly (Baisyir, 2021). According to Kurniawati (2021), customer loyalty is very important for companies that maintain the continuity of their business and the continuity of their business activities. Loyal customers are those who are so satisfied with

certain products and services that they have the enthusiasm to introduce them to anyone they know.

Based on the description of several expert opinions above, it can be concluded that customer loyalty is the commitment that customers have to continue using a product produced by a company even though there are many other products produced by other companies, but these customers remain loyal. use that product.

Electronic Word of Mouth

Electronic word of mouth is defined as all informal communications directed at consumers via internet technology related to the characteristics of certain goods and services or their sellers. Traditional word of mouth has evolved into e-WOM in the digital era. The main difference between word of mouth and electronic word of mouth can be seen in the reach of the review's impact and the speed of interaction. Therefore, when compared to traditional word of mouth, electronic word of mouth is more influential because of its speed, convenience, one-to-many reach (one consumer to many consumers or communities, and the environment and the absence of face-to-face contact between consumers (Wijaya et al, 2020). According to Sinaga & Sulistiono (2020) electronic word of mouth is the newest form of word of mouth, word of mouth is all communication from person to person about a particular product or company at one time.

Based on several expert opinions above, it can be concluded that electronic word of mouth is a form of communication that develops from electronic word of mouth or by using the internet which is better than personal selling or conventional advertising where consumers use the internet to share experiences after using the product. or services, or consumers can take advantage of other people's experiences to make purchases.

H1: Electronic word of mouth has a positive and significant effect on customer loyalty.

Customer Trust

Customer trust is the willingness of one party to accept the risk of the actions of another party based on the hope that the other party will take important actions to trust him and control the actions of the trusted party. Trust is also defined as a person's willingness to depend on another party involved in an exchange because he or she has confidence in that other person (Aini, 2022). According to Nurdiansyah et al, (2022) trust is a part that arises from the construction of an information system consisting of reliability, familiarity and professional credentials. Trust arises when one of the parties to a transaction has confidence in the exchange partner's reliability and integrity.

Based on the description of the experts' opinions above, it can be concluded that trust is consumer

knowledge about an object, its attributes and benefits, or in the sense of someone's willingness to entrust a brand to carry out or carry out a function. Consumer trust can be created by the honesty of producers in conveying the composition or ingredients used in a particular product.
 H2: Trust has a positive and significant effect on customer loyalty

Customer Satisfaction

Customer satisfaction is the accumulated result of consumers or customers in using products or services. Customer satisfaction can also be interpreted as the level of a person's feelings after comparing the results he feels compared to his expectations (Aini, 2022). According to Nurdiansyah et al, (2022), satisfaction is a feeling where the result of the evaluation process is what has been received against what is expected, including the purchasing decision itself and the needs and desires related to the purchase made.

Based on several expert opinions above, it can be concluded that consumer satisfaction is an assessment of each consumer by comparing existing conditions with expected conditions. If the product or service provided by the company meets customer expectations, the customer will feel satisfied. On the other hand, if the product or service provided by the company does not meet customer expectations, the customer will feel disappointed.

H3: Satisfaction has a positive and significant effect on customer loyalty.

RESEARCH METHODS

Data

This research uses multiple linear regression analysis with a sample size of 140 users of the Lazada e-commerce platforms in 2023 with the following equation model.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e_{it}$$

Where:

- Y : Customer Loyalty
- α : Constant
- β : Regression coefficient
- X1 : Electronic Word of Mouth
- X2 : CustomerTrust
- X3 : Customer Satisfaction

RESULTS AND DISCUSSION

Validity and Reliability Test

Before the data is analyzed, the data has been tested for validity and reliability. The results of the validity and reliability test analysis of the research variables show the following results in the following table:

Table 1 Data Validity Test Results

Variables	R Count	Sig. Value	R Table	Description
X1.1	0,575	0,000	0,1660	Valid
X1.2	0,706	0,000	0,1660	Valid
X1.3	0,741	0,000	0,1660	Valid
X1.4	0,773	0,000	0,1660	Valid
X2.1	0,700	0,000	0,1660	Valid
X2.2	0,663	0,000	0,1660	Valid
X2.3	0,767	0,000	0,1660	Valid
X2.4	0,649	0,000	0,1660	Valid
X3.1	0,714	0,000	0,1660	Valid
X3.2	0,773	0,000	0,1660	Valid
X3.3	0,673	0,000	0,1660	Valid
X3.4	0,627	0,000	0,1660	Valid
Y.1	0,796	0,000	0,1660	Valid
Y.2	0,744	0,000	0,1660	Valid
Y.3	0,608	0,000	0,1660	Valid
Y.4	0,735	0,000	0,1660	Valid

Source: Processed Data (2024)

Based on table 1 above, it can be seen that all the variables used have Rcount values greater than Rtable with significant values smaller than 0.05. So it can be concluded that the data in this study is valid.

Then in table 2 it shows that all the variables used have Cronbach's alpha values greater than 0.6. So it can be concluded that the data in the research is reliable.

Table 2 Data Reliability Test Results

Variables	Cronbach's Alpha	Derscriptions
Electronic Word of Mouth	0,656	Reliable
Customer Trust	0,639	Reliable
Customer Satisfaction	0,644	Reliable
Customer Loyalty	0,690	Reliable

Source: Processed Data (2024)

All independent variables, including electronic word-of-mouth, trust, and customer happiness, have a VIF value smaller than 10 and obtain a tolerance value of more than 0.1, according to the multicollinearity test findings shown in the above table. Thus, it can be said that multicollinearity issues were not present in the data used in this study.

Heteroscedasticity Test Results

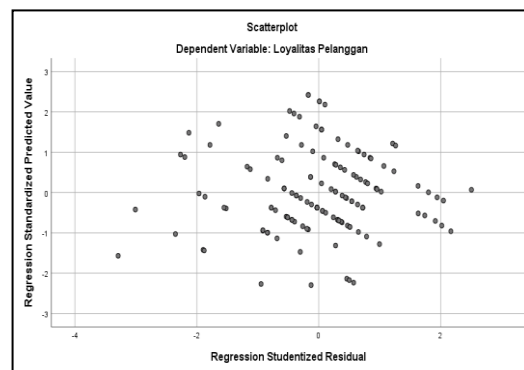


Figure 2 Scatterplot Test Results

Source: Processed Data (2024)

The data used in this study do not have heteroscedasticity issues, as can be inferred from the results of the heteroscedasticity test using the scatterplot test in the image above, which show that the points in the scatterplot graph spread below zero and above zero without forming a specific model.

Results of Multiple Linear Regression Analysis

With the results of the following equation, the multiple linear regression analysis in this research attempts to find out how product, price, promotion and place influence customer loyalty. The results of data analysis are shown in Table 4 below:

Table 4 Data Analysis Results

Variable	Unstandardized Coefficient		t	Sig
	B	Std. Error		
(Constant)	0,707	1,378	6,513	0,000
Electronic Word of Mouth	0,357	0,066	5,410	0,000
Kepercayaan	0,451	0,068	6,585	0,000
Kepuasan	0,238	0,081	2,939	0,004

Source: Processed Data (2024)

Then the results of data analysis using multiple regression analysis are entered into the following equation:

$$Y = 0,707 + 0,357X_1 + 0,451X_2 + 0,238X_3$$

Description:

- Y : Customer Loyalty
- X₁ : *Electronic Word of Mouth*
- X₂ : Customer Trust
- X₃ : Customer Satisfaction

The aforementioned multiple linear regression equation yielded a constant value of 0.707, which suggests that electronic word-of-mouth, trust, and contentment will likewise have a constant value of 0.707. In the meantime, a coefficient value of 0.357 was obtained for the electronic word-of-mouth variable. This indicates that a 1% rise in electronic word-of-mouth will result in a 35.7% increase in consumer loyalty to the Lazada application in Lhokseumawe City.

The coefficient value of 0.451 was then derived for the trust variable. This indicates that for every 1% gain in consumer trust, there will be a 45.1% rise in customer loyalty to the Lazada application in Lhokseumawe City. Additionally, the satisfaction variable's coefficient value came in at 0.238. This indicates that a 1% increase in customer happiness will result in a 23.8% increase in customer loyalty to the Lazada application in Lhokseumawe City.

DISCUSSION OF RESEARCH RESULTS

The Influence of Electronic Word of Mouth on Customer Loyalty

It can be concluded that electronic word of mouth has a positive and significant impact on

customer loyalty based on the research's findings, which demonstrate that electronic word of mouth has a significantly smaller value than the significance level used and obtains a positive coefficient value. Thus, it can be concluded that the hypothesis (H₁) that electronic word-of-mouth has a favorable and noteworthy impact on customer loyalty for Lazada customers in Lhokseumawe City is accepted.

The findings of this study are consistent with those of earlier studies on the topic of whether strategic management of digital technologies affects customer loyalty and electronic word of mouth (eWOM) by Belhadi et al., (2023) and Saoula et al., (2023). An analysis of empirical data from the B2B platform economy revealed that electronic word-of-mouth positively and significantly impacts client loyalty.

Subsequently, in a different study by Fadhlulrahman & Sunaryo (2022) on the impact of electronic word-of-mouth on consumer loyalty which is mediated by brand image and trust they also discovered that the influence of electronic word-of-mouth on customer loyalty was substantial and favorable.

According to the findings of other research done earlier by Choi et al., (2018), brand actions on social media have a direct impact on electronic word of mouth and a moderating effect on brand loyalty and the intensity of social media usage. It was also discovered that electronic word of mouth significantly and favorably increased customer loyalty. Subsequently, Kuo & Nakhata (2019) discovered that electronic word-of-mouth had a favorable and noteworthy impact on consumer loyalty in additional research they had previously undertaken on the subject.

The Influence of Customer Trust on Customer Loyalty

It can be inferred from the research findings that trust has a positive and significant impact on customer loyalty because the trust variable has a significant value that is smaller than the significance level applied and obtains a positive coefficient value. Consequently, the hypothesis (H₂) that asserts that trust has a favorable and noteworthy impact on consumer loyalty for Lazada users in Lhokseumawe City is accepted.

The findings of this study are consistent with those of a previous study by (Marcos & Coelho, 2022; Wongsansukcharoen, 2022) on the relationship between brand trust, customer engagement, community relationship management, and relationship marketing orientation and brand loyalty. In that study, trust was found to have a positive and significant impact on customer loyalty. Then, Bastian & Widodo, (2022) discovered that trust had a favorable and significant impact on customer loyalty in another study they conducted at

the Sato Petshop Cibinong Station, Bogor Regency, investigating the influence of trust on customer loyalty.

Additional research findings support those of the current study. In Adwan et al., (2020) conducted research on the role of online trust, online satisfaction, and electronic word-of-mouth in fostering customer loyalty in online shopping. Their findings revealed a positive and significant relationship between trust and customer loyalty. Then, based on the findings of other study that Marakanon & Panjakajornsak, (2017) conducted, customer trust was found to have a positive and significant impact on customer loyalty when it came to perceived quality, perceived risk, and customer loyalty of environmentally friendly electronics products.

The Influence of Customer Satisfaction on Customer Loyalty

It can be inferred from the research findings that trust has a positive and significant impact on customer loyalty because the trust variable has a significant value that is smaller than the significance level applied and obtains a positive coefficient value. Consequently, the hypothesis (H₃) that asserts that trust has a favorable and noteworthy impact on consumer loyalty for Lazada users in Lhokseumawe City is accepted.

The findings of this study are consistent with those of earlier research on the relationship between consumer happiness and brand trust and brand loyalty, which was carried out by (Lindawaty et al., 2020; Marcos & Coelho, 2022). That study discovered that customer satisfaction had a positive and significant impact on customer loyalty. Then, in a different study done earlier by Ria Murhadi & Cahaya Reski, (2022), they discovered that consumer satisfaction had a positive and significant impact on customer loyalty at the Tiktok Shop. This study examined the effects of e-service quality, brand awareness, trust, word-of-mouth, and satisfaction on customer loyalty.

Research by Chiguvi & Guruwo (2015) and Haryono et al., (2023), on the relationship between customer satisfaction and customer loyalty in the banking industry revealed that customer satisfaction has a positive and significant influence on customer loyalty. These findings are consistent with the findings of the current study. The findings of earlier research on the mediating role of customer satisfaction on the relationship between service quality, service orientation, and the marketing mix strategy on customer loyalty by Fernandes & Solimun (2018) is also consistent with the findings of the current study and indicates that customer satisfaction plays a positive and significant role in customer loyalty. Apart from that, customer satisfaction not only has a direct effect on loyalty,

but is also a mediating variable (Karim & Rabiul, 2022; Khan et al., 2022)

Conclusions and Recommendations

The present study concludes the impact of electronic word-of-mouth, trust, and satisfaction on customer loyalty among Lazada users in Lhokseumawe City. Specifically, the results indicate that (1) electronic word-of-mouth partially positively and significantly influences customer loyalty among Lazada customers in the City; (2) trust partially positively and significantly influences customer loyalty among Lazada customers in Lhokseumawe City; and (3) customer satisfaction partially positively and significantly influences customer loyalty among Lazada customers in Lhokseumawe City.

The author's recommendations for this research are based on the findings of the conducted study and the aforementioned conclusions:

First, one of the most significant factors in boosting client loyalty is electronic word of mouth. Consequently, it is crucial for a business seeking to win over customers' loyalty to continuously address the company's inadequacies to ensure that the feedback received from clients on social media platforms is favorable and serves as a draw for new business. Second, the extent of customer trust in the business in question also influences client loyalty. Because clients will be very loyal and it will be difficult to do business with other companies, the benefits to the company will increase along with customer trust. and Third, customer loyalty is also influenced positively and significantly by customer satisfaction. Customers show higher levels of loyalty when they are more satisfied.

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