

SHOPPING EXPERIENCE AND CUSTOMER REVIEWS ON SHOPPING LOYALTY ON SHOPEE E-COMMERCE

Case Study in Kersik Tuo Village Kayu Aro Subdistrict Indonesian

Indra Budaya

STIE-Sakti Alam Kerinci

Corresponding author: Indra.budaya77@gmail.com

Abstract

This study examines the effect of shopping experience and customer reviews on shopping loyalty in Shopee e-commerce, with a case study in Kersik Tuo Village, Kayu Aro District. In the era of globalisation and the rapid development of information technology, e-commerce is becoming an important platform for trading activities. Customer loyalty is defined as a consumer's commitment to shop repeatedly on a particular site. The research method used is a survey with a quantitative approach, involving 60 respondents selected by purposive sampling. The results of multiple linear regression analysis show that both shopping experience and customer reviews have a positive and significant influence on shopping loyalty. These findings indicate the importance of marketing strategies that focus on improving consumer experience and review quality to build customer loyalty on e-commerce platforms.

Keywords: Shopping Experience, Customer Reviews, Shopping Loyalty

Introduction

Today, almost all aspects of life are greatly affected by the rapid pace of globalisation. Technology is developing rapidly in the Industry 4.0 era, especially in the field of information technology and telecommunications, which is very important for everyone's daily life (Danuri, 2019). According to data from the Indonesian Internet Service Providers Association (APPJI), there will be 215,626,156 internet users in Indonesia by 2023, or 78.19 per cent of the total population of 275,773,901. Through the online market, or commonly known as e-commerce, the internet can now be used as a tool for doing business, apart from being a source of information (Achsa & Dewi, 2021).

Wibowo (2014) states that electronic commerce or known as e-commerce is the process of buying, offering for sale, or exchanging goods, services, and information through computer networks usually via the internet. E-commerce is a component of a broader e-business that also involves collaborating with business partners, providing customer service, posting job vacancies, and engaging in other activities. Technologies such as the World Wide Web (WWW), database or email database technologies, and other types of technologies are required for electronic commerce, as well as delivery systems and non-computerised payment methods. Electronic commerce has the potential to drive economic growth of domestic economic growth by opening up domestic services and accelerating connections to international industries international.

Loyalty can be understood as a concept that emphasises the sequence of purchases as quoted by Dick and Basu (1994) from Day (1969) and Jacoby and Olson (1970). If the notion of customer loyalty emphasises the sequence of purchases, the proportion of purchases, or it can also be the probability of purchase, this is more operational, rather than theoretical. Obviously, panel data is needed to measure such concepts. To strengthen a substantial understanding of loyalty, a theoretical review of the concept is required, which is also intended to strengthen the basis of understanding in the research. The notion of customer loyalty based on the behavioural approach is still inadequate to explain how and why brand loyalty is developed and/or modified (Dharmmesta, 1999). (Rahayu & Harsono, 2023).

Customer loyalty in online markets can be defined as a strong commitment from consumers to continue shopping and using products or services from a brand or e-commerce website repeatedly, despite situational influences and marketing efforts from competitors that have the potential to cause switching to other brands.

Some of the characteristics of customer loyalty in the online market include: (1) repeat purchases, loyal consumers tend to make repeat purchases from the same website or brand consistently; (2) brand preference, loyal consumers have a strong preference for a particular brand and prefer that brand over other alternatives; (3) positive recommendations, loyal consumers tend to give positive recommendations to others and spread word-of-mouth in favour of the brand; (4) resistance to negative influences, loyal consumers are relatively resistant to competitors' marketing efforts or negative information about the brands they use; (5) willingness to pay premium prices, loyal consumers are often willing to pay

Latif & Hasbi (2021) explain that the experience that consumers get either directly or indirectly regarding the service process, management, facilities, and how a consumer interacts with the manager and with other consumers. This will then shape the cognitive, emotional, and behavioural responses of consumers, and will leave experiences in the minds of consumers. According to Zaid and Patwayati (2021) Experience is customer recognition from the results of previous experiences with e-commerce and can stimulate motivation

from a consumer. This recognition will increase consumer perceptions of the value of the products and services provided by the company. (Rianto & Hapsari, 2022)

Online shopping experience can be defined as consumers' perceptions, feelings, and responses to all interactions and activities that occur during the shopping process through an e-commerce website or application. A positive and satisfying online shopping experience can encourage consumers to make repeat purchases, recommend websites or brands to others, and build long-term loyalty. Therefore, online marketers need to understand and pay attention to these elements in designing the strategy and implementation of their e-commerce website or application.

Customer Reviews are a person's judgement in the nature of recommendations and information made after buying a product online. This information consists of consumer opinions, experiences, and evaluations. Someone tends to look at reviews because it is considered something that can be trusted and not manipulated. However, sometimes reviews make someone reluctant to buy a product because the judgement given is not good or negative. According to (Park et al, 2007) Customers provide feedback to online stores by providing honest assessments of the shortcomings or advantages of a product. In (Najwah & Chasanah, 2022). (Alvi Herzegovino Sianipar & Dra Hj Yoestini, 2021)

Previous research by Qin Yang and Young-Chan Lee entitled *What Drives Digital Customer Experience and Loyalty in Mobile Short Video Shopping? Evidence from Douyin (TikTok)* This study demonstrates the value of extending the human-computer interaction approach to MSFV shopping and contributes to the existing literature by offering a deeper understanding of customer loyalty in the context of MSFV shopping. (Yang & Lee, 2022)

Another research was also conducted by Fadhilah Zainal Abidin, Mazlina Mahdzar with the title *Assessment of Tourist Shopping Experience and Loyalty Intention in Malaysian Outlet Shopping Centres*. The results showed that the findings showed that there was a significant relationship between the tourist shopping experience and intentions towards loyalty. This study concludes that understanding the tourist experience based on experiential marketing or Schmitt's Strategic Experience Modules which are sensory, affective, behavioural intellectual, and relational is beneficial for shopping centre operators and the retail industry in Malaysia.

Several previous studies have examined these aspects, but they are still limited to different contexts. Therefore, this study aims to analyse the effect of shopping experience and customer reviews on shopping loyalty in shopee e-commerce in Kersik Tua Village, Kayu Aro District, Kerinci Regency.

Based on the explanation above, shopping experience on shopping loyalty at E-commerce Shopee in Kersik Tua Village, Kayu Aro District, Kerinci Regency, 1) to find out the shopping experience on shopping loyalty in shopee e-commerce. 2) to determine the effect of customer reviews on shopping loyalty in shopee e-commerce.

Literature Review

Shopping Loyalty

According to Shert & Mittal (Tjiptono 2007: 387) suggests customer loyalty is a customer commitment to a brand, store, and supplier, based on a very positive attitude and reflected in positive repeat purchases. According to Griffin (2005: 5) the concept of customer loyalty is more associated with behaviour than with attitudes. Bilal is a loyal customer, he shows purchasing behaviour which is defined as nonrandom purchases expressed over time by several decision-making units. According to Oliver in Hurriyati (2005: 129): 'Loyalty is a deep-seated customer commitment to re-subscribe or repurchase selected products or services consistently in the future even though the influence of the situation and marketing efforts have the potential to cause behavioural changes'.

Loyalty in general can be interpreted as a person's loyalty to a product, either certain goods or services. (Eka Wardhana, 2016). According to research conducted by Richard Chinomona and Maxwell Sandada (2013) that customer loyalty has a strong influence on repurchase interest because customer loyalty has an important role in shaping repurchase interest. Research conducted by Zohreh Dehdashti Shahrokh, et al (2013) states that customer loyalty has a fairly strong influence on repurchase intention. (Norhermaya & Soesanto, 2019)

According to Dharmamesta (1999), the factors that influence consumer loyalty are product quality and promotion. Consumers who get satisfaction with the products they buy tend to repurchase the same products. One of the important factors that can make consumers satisfied is quality. This can be used by marketers to develop brand loyalty from their consumers. Marketing that pays little or no attention to the quality of the products on offer will run the risk of consumer disloyalty. If marketers are very concerned about quality, even reinforced by intensive advertising, consumer loyalty to the brands on offer will be easier to obtain. Quality and advertising are key factors in creating long-term brand loyalty. (Nurullaili & Wijayanto, 2013)

The following factors affect customer loyalty, among others Lepojevic & Dukic, (2018); (1) customer satisfaction is a feeling of satisfaction or disappointment that arises as a result of value expectations and delivery comparisons. There are several dimensions of customer satisfaction, including service customer satisfaction, service-related information, satisfaction with complaint resolution, service ordering process, satisfaction with interactions between officers and customers (Ghijssen et al in Lepojevic & Dukic. 2018); (2)

customer trust is important as a determinant of customer behaviour in the purchasing process. This arises as a result of the customer's experience from using previous services as a whole with the company's products or services, and there are attributes that are not materialised or materialized; (3) customer commitment is a complex factor that can be interpreted from several perspectives. In creating customer commitment, the psychological component is very influential in creating attachment, to focus on customer emotional loyalty and relationships that involve customers; (4) perceptions of service quality arise from the fulfilment of customer expectations, namely between customer expectations and customer perceptions of the services to be provided by service providers. According to Gronroos in Khan & Fasih (2014) service is an advanced interaction that occurs between service providers and customers consisting of tangible and intangible attributes. Service quality has several dimensions including Tangibles (physical form), Reliability, Responsiveness, Assurance, and Emphaty. (Wicaksono, 2022)

Important indicators in online shopping loyalty include: repeated purchases, recommendations to other people, positive comments and reviews, brand loyalty and information sharing behaviour

Shopping Experience

According to Yosephine Simanjuntak & Purba, (2020), experience is variously defined as an overall picture of all the clues that customers feel in the buying process. clues from the picture that customers provide through the experience they feel are very important to the company. (Udayana et al., 2022)

Experience is the overall cognitive and effective response of customers to their exposure to the performance of a company. Customer evaluation of experience is an overall impression of a company's performance (Buttle, 2007). (Agustiono et al., 2022). Important indicators in the online shopping experience include product information, purchase process, customer service, security and privacy and emotional aspects

Customer Reviews

According to Dzulkarnain (2019) Customer Reviews are reviews made by consumers who will have different unique preferences, different technical exposure backgrounds, different levels of product knowledge, and different usage conditions. This variety of information makes the information provided by consumers more relevant to various other consumers. (Faradita et al., 2023). Important indicators in online shopping customer reviews include star rating, written comments, frequency of reviews, seller response and review granularity

Results and Discussion

Multiple Linear Regression Analysis

Regression analysis is used to determine the effect of the independent variable on the dependent. The following are the results of data processing using SPSS V. 27, as follows.

Table 1. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.677	12.336		.379	.706
Shopping Experience	.568	.232	.316	2.452	.017
Customer Reviews	.352	.127	.357	2.766	.008

a. Dependent Variable: Shopping Loyalty

Based on the table above, it is known that the multiple regression equation in this study is as follows:

$$Y = (4,677) + 0.568X1 + 0.352 X2$$

Model interpretation, based on the regression test results obtained, the constant value is (4.677), meaning that if the Shopping Experience (X1), Customer Reviews (X2) is 0, then the value of Shopping Loyalty is (Y) will decrease by 4.677. The regression coefficient of the Shopping Experience variable (X1) of 0.568 means that if the value of Shopping Experience increases by 1 unit, Shopping Loyalty will increase by 0.568 assuming the value of other variables remains. The regression coefficient of the Customer Reviews variable (X2) of 0.352 means that if the value of Customer Reviews increases by 1 unit, Shopping Loyalty will increase by 0.352, assuming the value of other variables remains the same.

Determining Tcount and Ttable (Sig and α)

Because tcount (2.766) > ttable (1.67203) and significance (0.008) < alpha (0.05), Ho is rejected and Ha is accepted. This means that the Customer Review variable has a positive and significant effect on Shopping Loyalty at Shopee E-Commerce.)

Table 2. F test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	176.145	2	88.073	5.162	.009 ^b
Residual	972.455	57	17.061		
Total	1148.600	59			

Based on the table above, the following test steps can be taken determine statistical hypothesis:

Ho : Shopping Experience and Customer Reviews simultaneously affect Shopper Loyalty at Shopee E-Commerce.

Ha : Shopping Experience and Customer Reviews simultaneously affect Shopper Loyalty at E-Commerce Shopee Comparing fcount and ftabel

Because $f_{hitung} (5.162) > f_{tabel} (3.16)$ and significance $(0.009) < \alpha (0.05)$, then Ho is rejected and Ha is accepted. This means that Shopping Experience and Customer Reviews simultaneously affect Shopper Loyalty at Shopee E-Commerce

Coefficient of Determination

Table 3. Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.392 ^a	.153	.124	4.13045

a. Predictors: (Constant), Customer Reviews, Shopping Experience

Based on table 3. the Adjusted R Square coefficient of determination is 0.124 This means that after the research is done, it is known that 12.4% of Shopping Experience and Customer Reviews affect Shopping Loyalty, while the remaining 87.6% is influenced by variables not explained in this study.

The effect of shopping experience on shopper loyalty, based on the results of the analysis, it shows that Shopping Experience has a significant relationship to Shop Loyalty. This means that the Shopping Experience offered at E-Commerce Shopee can be well received by consumers. As we know that shopee offers many product variants which of course will provide many choices for consumers when deciding to do a Loyalty Shop. In line with research (Rianto & Hapsari, 2022) that Shopping Experience affects shopping loyalty.

The effect of customer reviews on shopping loyalty, based on the results of the analysis, it shows that Customer Reviews have a significant relationship to Shop Loyalty. This means that a marketing strategy by generating content through social media that aims to provide information to consumers in order to attract and encourage them to buy the products being marketed, the more content the company creates, the higher the likelihood of Shop Loyalty that will occur. This research is in line with research (Onsardi & Putri, 2021) that customer reviews affect shopping loyalty.

Conclusion

The Shopper Experience variable has a positive and significant effect on Shopper Loyalty at Shopee E-Commerce, the regression coefficient of 0.568 indicates that each increase of one unit of Shopper Experience will increase Shopper Loyalty. This is supported by the t test with tcount $(2.452) > t$ table (1.67203) and significance $(0.017) > \alpha (0.05)$. The Customer Review variable also has a positive and significant effect on Shopping Loyalty at Shopee E-Commerce. The regression coefficient of 0.352 indicates that each increase of one unit of Customer Reviews will increase Shopping Loyalty. This is evidenced by the t test with tcount $(2.766) > t$ table (1.67203) and significance $(0.008) < \alpha (0.05)$. Together, Shopping Experience and Customer Reviews have a significant effect on Shopping Loyalty. The F test shows fcount $(5.162) > f_{tabel} (3.16)$ and significance $(0.009) < \alpha (0.05)$. Both variables explain 12.4% of the variance in Shopper Loyalty. The remaining 87.6% is influenced by other factors not examined in this study.

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