

THE EFFECT OF FLEXIBILITY, INTERACTIVITY, AND PERCEIVED VALUE ON SATISFACTION LEVEL AND LOYALTY OF E-COMMERCE CUSTOMER. CASE STUDY ON E-COMMERCE CUSTOMER OF SHOPEE

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ABSTRACT

The purposes of this research are (1) to analyse the effect of Flexibility, Interactivity and Perceived Value on satisfaction level, (2) to analyse the effect of Flexibility, Interactivity and Perceived Value on Loyalty, and (3) to analyse the effect of satisfaction level on loyalty. The research variables are flexibility, interactivity, perceived value, satisfaction level and loyalty. The research respondent is the S-1 students of economic faculty of Pamulang University who are the customer of Shopee. There are 100 samples that been used in this research. Structural Equation Modelling-Partial Least Square (SEM- PLS) will be applied to analyse the data research. The results are (1) flexibility has significant and positive effect on perceived value, (2) interactivity has significant and positive effect on perceived value, (3) perceived value has significant and positive effect on satisfaction level, (4) satisfaction level has significant and positive effect on loyalty.

Keywords: Flexibility, Interactivity, Perceived Value, Satisfaction Level, Loyalty.

1. INTRODUCTION

These day, E-Commerce or online shop has growth rapidly due to technology advance even can reach out the remote area. E-commerce is part of e-lifestyle that help to increase the number of transaction anytime and anywhere (Hidayat, 2008:5). According to Vermat (2007:83) E-Commerce is business transaction through electronic-wire, called internet. One of the key factor to increase the profit in E-Commerce is loyalty. Tjiptono (2011) stated that loyalty is re-purchase behavior, merely the eyes regarding the purchase of particular brand that same repeatdely. According to Kotler and Keller (2009) loyalty commitment is held in depth to buy or support the preferred products and services in the future even though the influence of the situation and marketing efforts potentially causing a subscriber switches.

Satisfaction level is another secret factor of reaching successfulness on E-Commerce business. Satisfaction level come from happy and disappointed feeling after compering between people's expectation and the product's performance.

Customer will be happy and satisfied, if the performance meet the expectation and vice versa (Kotler and Keller, 2012). Lowson (2002) classified the three level of satisfaction, that is Flexibility, Interactivity, and Perceived Value. Flexibility is an ability to satisfy customer's expectation without increasing on cost, time or even excesive lossess. Interactivity is the basic of communication between personal or communication machine users (Sang Yoo et al. in Cahyono, 2019). Then perceived value is overall service value that give to customer (Lexhagen, 2008).

Purwanto (2017) analysed the effects of flexibility and interactivity on the perceived value of and satisfaction with e-commerce (Evidence From Indonesia) by using Structural Equation Modelling (SEM). The flexibility (navigation, comfort, and the substitutability of personal examination) had an effect on utilitarian value, but not hedonic value, interactivity (controllability, synchronicity, and bi-directionality) had an effect on utilitarian value and hedonic value, perceived value had an effect on satisfaction.

Iskandar (2017) analyzed the effect of website service satisfaction on E-Commerce

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customer loyalty, case study Bukalapak.com by using Importance Performance analysis (IPA) method, Customer Satisfaction Index (CSI), and Structural Equation Modelling (SEM). The result of Iskandar's research showed that the rate of this satisfaction was at the level of satisfaction. Loyalty was significantly affected by interaction quality attributes. From these point of views, the researchers will investigate THE EFFECT OF FLEXIBILITY, INTERACTIVITY, AND AND PERCEIVED VALUE ON SATISFACTION LEVEL AND LOYALTY.

2. LITERATURE REVIEW

Flexibility

Flexibility is an ability to satisfy customer's expectation without increasing on cost, time or even excessive lossess (Lowson, 2002). Every customer will be looking for the benefits through comparing between online and offline shopping. Media gives the flexibility on access and information to create those benefits (Alba et al., 1997). Hofacker (2001) suggested the navigation, comfort, and substitutability of personal examination had given the flexibility in online transaction. Furthermore, online media give the freedom on doing real time transaction automacillay (Hoffman and Nofak, 1996). The evidence had founded on Lynch and Ariely (2000) that customers are less sensitive to price and even buy more expensive products, if the products has good quality.

Flexibility on Navigation is capable to reduce the cost research of products more efficient (Hoque & Lohse, 1999). Moreover, customer can obtain information easily can through the sites due to simple and understand layout (Titus & Everett, 1995). Thus, people who have greater desire will feel the shopping process is more profitable.

The flexibility comes with comfort which customer can make real time transaction anytime and anywhere so the media will be considered as both useful and easy to use. (Hofacker, 2001 and Childers et al, 2001).

Moreover, the benefits of

substitutability of personal examination can be provided as well by the flexibility of E-Commerce. The technology in e-commerce allows users to perceive the replacement of the ease of findings a variety of products on the website (Peck & Childers, 2000). Childers and others (2001) argue that online shopping in which consumers are capable of examining products carefully.

Interactivity

Interactivity is defined as communication between users and computer technology regardless of space and time, in which users can freely modify the form and content in real timer (Yoo et.al 2010). Based on previous research by Purwanto dan Kuswandi (2017), interactivity can be classified into three elements; (1) controllability, (2) synchronicity and, (3) bi-directionality. First, controllability is the degree of manipulates communication that consists of the content, timing, and sequence of communications (Park et.al 2015). Synchronicity is defined as the speed of communication and response (McMillan 2005). Then, Bretz (1983) and Pavlik (1998) stated that bi-directionality refers to the roles of the sender and recipient of the message. The concept of bi-directionality is in accordance with Zack (1993), who outlines the exchange of information, mutuality and closeness. On the previous research by Hanssen, Jankowski and Reinier (1996) only emphasized on the equality between the participants and functional environment. Even if interactivity involves controllability, synchronicity and bi-directionality, the three dimensions are interrelated (Liu, 2003).

Perceived Value

Perceived Value means the overall value received and given to products and services by customer (Lexhegen, 2008). On the previous research by Wu and Ya (2016); Yieh et al. (2012), perceived value considered as something to be felt and evaluated on that E-Commerce. Perceived value is part of assessment of customer's perception and experience on the products and services (Chinomona et al., 2014). It plays an important role on increasing re-purchase customer and becomes attractive to be analysed (Hu and Chao, 2012).

Utilitarian value and hedonic value are part of perceived value where utilitarian value is

assessment of all the fungsional combined with four dimensionals, that is: (1) price savings, services, time savings, and products choices (Lien et al., 2011). Hu and Chao (2012) and Okada (2005) stated that utilitarian value is relevance with online shopping due to kognitive aspect involvement. On the other hand, hedonic value refer to experience and sacrifice between visual appeal and interactivity in the online shopping (Wu and Ya, 2016; Lien et al., 2011).

Satisfaction Level

Satisfaction level is one of the important factor in online shopping. Satisfaction level come from happy and disappointed feeling after compering between people’s expectation and the product’s performance. It can also be referred as experience that received by customer (Chinomona et al., 2014). Furthermore, Yeh and Yung-Ming (2009); Nuryakin dan Naili (2016) had the same opinion that satisfaction level comes from evaluation result of employees’ performance on giving the services to customer. Satisfaction level gives an idea about the quality of products and services (Suki, 2012).

Loyalty

Loyalty is explained as the customer’s commitment to re- purchase

constantly of the products and services (Oliver in Hurriyati, 2008). There are four characteristics of loyal customer by Griffin (2005), such as (1) doing re-purchase periodically, (2) giving recommendation to the others, (3) unwavering to the competitor, and (4) buying on the same product and service line. Roberts et al in Syafiq (2010) suggested six indicators on customer’s loyalty, such as (1) willingness to share information, (2) explaining the positive value to the others, (3) giving recommendation to the others, (4) re-purchasing, (5) buying an addition services, and testing the new services.

Hypothesis:

- H1: Flexibility of shopee’s website will have a significant effect on perceived utilitarian value.
- H2: Interactivity of Shopee’s website will have a significant effect on perceived utilitarian value.
- H3: Flexibility of Shopee’s website will have a significant effect on perceived hedonic value.
- H4: Interactivity of Shopee’s website will have a significant effect on perceived hedonic value.
- H5: perceived utilitarian value will have a significant effect on satisfaction with Shopee’s E- commerce.
- H6: perceived hedonic value will have a significant effect on satisfaction with Shopee’s E- commerce.
- H7: satisfaction with Shopee’s E- commerce will have a significant effect on loyalty.

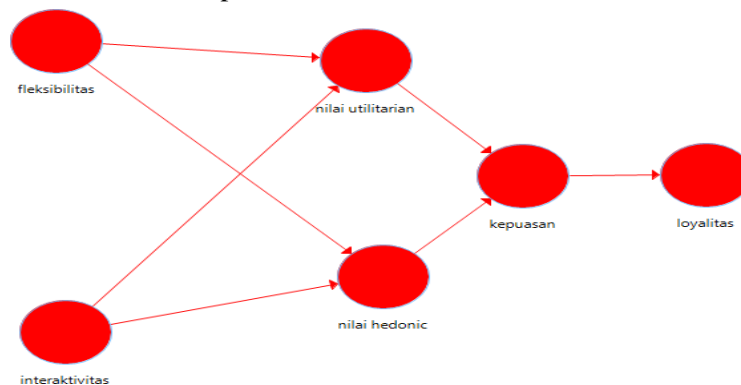


Figure 1: Conceptual Model for Proposed Framework

3. DATA AND RESEARCH TECHNIQUE ANALISYS

The subjects of this research are e-commerce shopee consumers in Indonesia. The population in this study are consumers shopee e-commerce sites. The

sample in this study was selected using the purposive sampling method. Purposive sampling is a sampling technique with consideration of specific objectives or criteria. The sample criteria in this study are consumers who have shopped at least 1 time and are students in the Department

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of Accounting, Faculty of Economics, University of Pamulang. The reason of sample chosen is because the accounting economic department has the second largest department of students in Pamulang University. Moreover, the researchers work at the Pamulang University as a lecturer. Determination of the number of samples with an error rate of 10% is calculated using the Slovin formula, namely:

$$n = \frac{N}{1 + N(k)^2}$$
$$= \frac{90,7 \times 10^6}{1 + 90,7 \times 10^6 (10\%)^2}$$
$$= 99.99988975 \approx 100$$

Where:

n is the number of samples. N is the total population (90.7 million shopee consumers in Indonesia). k is the error rate used which is 10%.

The survey was carried out over one month and resulted in 100 usable responses. All the items of the questionnaire were measured on a 5- point Likert scale, ranging from “strongly disagree” to “strongly agree”. The questionnaire consisted of the following

Measures

Measures used in the present study were adopted from several previous studies. The flexibility scale was developed from previous researchers (Childers et al., 2001; Bollen & Long, 1993; Byrne, 1998; Hoffman & Novak, 1996; Lynch & Ariely, 2000; Rosen & Howard, 2000) and consisted of nine items. The interactivity scale was also developed from previous researchers using ten items (Liu, 2003; Yoo et al., 2010). The scale of perceived value was adopted from previously published studies (To, Chechen & Lin, 2007; Overby & Lee, 2006; Babin et al., 1994; Hirschman, 1986; Maddox, 1982; Unger & Kernan, 1983; Zeithaml, 1988) and consisted of three items. The scale measuring satisfaction containing three items was adopted from Yoo and others (2010) and Eroglu and Machliet (1990), and the scale measuring loyalty containing seven items was adopted from Robert, 2003 & Griffin, 2005 see Table 1.

six parts: (1) Flexibility, (2) Interactivity, (3) consumer’s perceived (utilitarian and hedonic) value, (4) satisfaction and (5) Loyalty. Data was collected through a questionnaire (sugiyono 2016) which was then distributed online (google form) to respondents.

Table 1

Item
Flexibility
I am Free to browse product information in real time on this website
The ease of product search makes me it sensitive to price
A clear map makes me feel at home browsing items
A comfortable environment makes me feel at home browsing item for 24 hours
A comfortable environment increases efficient browsing
A comfortable environment reduces the pressure of frustration
A comfortable environment reduces the psychological costs
Online shopping feels like traditional store shopping environment
Shopping online enables a direct check of the desired item
Interactivity
I find this website has a lot of control
This website provides freedom in accordance with what I want to find
I found interesting experience during browsing
This website has speed in processing my order
This website provides information quickly
The website was very slow to respond to my request
The website was very effective in responding to visitors’ feedback

This website provides a two-way communication facility
The website was very slow to respond to my feedback
This website provides an opportunity of back comment
Utilitarian value
I shop at this website only for what I need
I shop at the website to find what I am searching for
I do not find what I need
The item I ordered was delivered timely
The item I ordered was in accordance with specification
Hedonic Value
Shopping at this website was very pleasant
I can use this website to kill boredom
I can use this website to spend my spare time
I really enjoy the new products offered by this website
Shopping on this website was really not exciting
Satisfaction
Overall e-commerce shopping experience was satisfying
Overall e-commerce shopping experience was exciting
Overall e-commerce shopping experience was favorable
Loyalty
I will do shopping more than once through Shopee website
I always shop a lot in Shopee website
I still shop with Shopee despite the price increased
I will always be loyal with Shopee website
I still shop with Shopee website even though there is a change on terms and conditions
I will recommend Shopee website to my colleagues
I am willing to try all the promos offered by Shopee website

4. RESULT AND DISCUSSION

Final Research Model

The following picture below shows final research model.

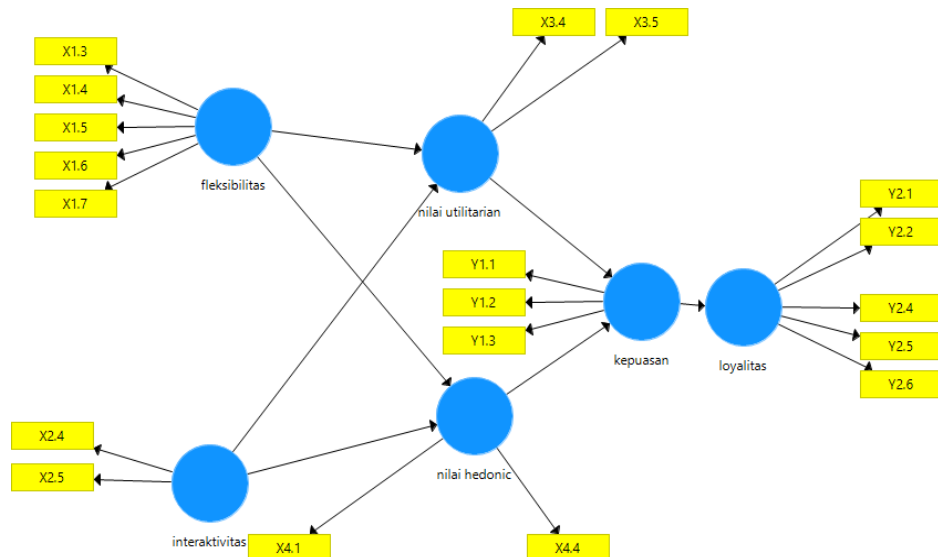


Figure 2: Conceptual Model for Proposed Framework

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Outer Model

The following picture above shows the final model of the research. A construct can be valid and reliable, if the Average Variance Extracted

(AVE) score is greater than 0,5 and composite reliable (CR) is greater than 0,7. As a result shown in table 1, all the variables on the research are Valid and Reliable due to both AVE and CR are greater than 0,5 and 0,7.

Tabel 2. AVE and CR

Variable	Average Variance Extracted (AVE)	Composite realibility (CR)
Flexibility	0,633	0,896
Interactivity	0,816	0,899
Utilitaria Value	0,817	0,899
Hedonic Value	0,682	0,811
Satisfaction Level	0,728	0,888
Loyalty	0,641	0,899

To confirm validity and reliability test, loading and cross-loading test will be applied in this research. If the loading factor

score is greater than 0,7 against the intended construct and greater than its cross-loading, the variables are valid and reliable.

Table 3. Cross Loading Model

	Flexibility	Interactivity	Utilitarian Value	Hedonic Value	Satisfaction Level	Loyalty
X1.3	0,825	0,439	0,461	0,527	0,422	0,596
X1.4	0,834	0,339	0,349	0,584	0,300	0,640
X1.5	0,798	0,451	0,419	0,522	0,471	0,561
X1.6	0,747	0,313	0,265	0,472	0,294	0,448
X1.7	0,771	0,402	0,333	0,467	0,459	0,410
X2.4	0,470	0,916	0,583	0,508	0,583	0,508
X2.5	0,415	0,890	0,508	0,453	0,528	0,476
X3.4	0,398	0,650	0,923	0,384	0,588	0,370
X3.5	0,450	0,427	0,885	0,469	0,530	0,440
X4.1	0,538	0,435	0,453	0,853	0,517	0,541
X4.4	0,536	0,448	0,308	0,799	0,345	0,576
Y1.1	0,441	0,598	0,576	0,439	0,914	0,528
Y1.2	0,463	0,596	0,568	0,480	0,921	0,528

Y1.3	0,340	0,354	0,432	0,438	0,708	0,395
Y2.1	0,537	0,430	0,421	0,471	0,502	0,797
Y2.2	0,516	0,403	0,275	0,587	0,381	0,750
Y2.4	0,531	0,360	0,298	0,537	0,447	0,825
Y2.5	0,468	0,432	0,386	0,512	0,445	0,768
Y2.6	0,644	0,546	0,377	0,603	0,496	0,859

According to table 2, we can see that all indicators are valid because the loading factors are more than 0,7 against the intended constructs and their cross-loading which means convergent validity and discriminant validity have been fulfilled in

this research.

Inner Model (R-Squared and Significant Test)

According to SEM-PLS structure model test, the results are:

Tabel 4. R-Squared

	R Square	R Square Adjusted
Kepuasan	0,458	0,447
Loyalitas	0,327	0,320
Hedonic Value	0,482	0,471
Utilitarian Value	0,404	0,392

Chin (1998) classified the power of model research with R-squared test into three groups: (a) 0,67- strong, (b) 0,33-moderate, and (c) 0,19-weak. Table 3 shows all models having strong relation amongst variables with the minimum score

0,33.



The purpose of significant test on SEM-PLS model is to analyse the effect of exogen variable to endogen variable. In addition, hypothesis test can be done through significance test as well.

Table 5. Bootstrapping of Research Data- Significant Test

	Original Sample	T Statistic	P Value
Flexibility ➤ Hedonic Value	0,510	5,669	0,000
Flexibility ➤ Utilitarian Value	0,221	2,097	0,036
Interactivity ➤ Hedonic Value	0,282	2,985	0,003
Interactivity ➤ Utilitarian Value	0,498	6,248	0,000
Satisfaction Level ➤ Loyalty	0,572	9,184	0,000

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Hedonic Value  Satisfaction Level	0,306	3,075	0,002
Utilitarian Value  Satisfaction Level	0,478	5,653	0,000

According table 4, the results of bootstrapping-significant test with 10% significant level are:

1. 5,669 t-statistic > 1,64. It means the flexibility has positive direction on value of hedonic with 0,510. The positive value on parameter coefficient means the higher flexibility, the higher hedonic value.
2. 2,097 t-statistic > 1,64. It means flexibility has positive direction on utilitarian value with 0,221. The positive value on parameter coefficient means the higher flexibility, the higher utilitarian value.
3. 2,985 t-statistic > 1,64. It means interactivity has positive direction on hedonic value with 0,282. The positive value on parameter coefficient means the higher interactivity, the higher hedonic value.
4. 6,248 t-statistic > 1,64. It means interactivity has positive direction on utilitarian value with 0,498. The positive value on parameter coefficient means the higher interactivity, the higher utilitarian value.
5. 9,184 t-statistic > 1,64. It means satisfaction level has positive direction on loyalty with 0,572. The positive value on parameter coefficient means the higher satisfaction level, the higher customer’s loyalty
6. 3,075 t-statistic > 1,64. It means hedonic value has positive direction on customer’s satisfaction level with 0,306. The positive value on parameter coefficient means the higher hedonic value, the higher satisfaction level
7. 5,653 t-statistic > 1,64. It means utilitarian value has positif direction on

satisfaction level with 0,478. The positive value on parameter coefficient means the higher utilitarian value, the higher satisfaction level

5. CONCLUSION

Flexibility has positive direction on value of hedonic with 0,510. Flexibility has positive direction on utilitarian value with 0,221. Interactivity has positive direction on hedonic value with 0,282. Interactivity has positive direction on utilitarian value with 0,498. Satisfaction level has positive direction on loyalty with 0,572. Hedonic value has positive direction on customer’s satisfaction level with 0,306. Utilitarian value has positif direction on satisfaction level with 0,478.

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