



INCREASING THE VISITS AND RETAINING E-LOYALTY TOWARDS WEBSITE

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Abstract: The growth of users and transactions through e-commerce create its own phenomenon of fluctuating visits on website. Its was valuation regarding how often the website being visited or attracts that attention from visitors. This could be measured by examining those influences from customer interface quality, customer satisfaction and switching cost towards E-loyalty on the use of e-commerce website. Research data obtained through a questionnaire that distributed to 150 respondents by Structural Equation Modeling test method of IBM SPSS AMOS 22. All Results show that Customer Interface Quality has capable to provide positive and significant impact towards e-loyalty, as well as Customer Satisfaction which partially or as a mediate variable for Quality Customer Interface that also signs positive and significant influence over it. From these result tells that Switching Cost does not had significant influence or either partially as a mediator to e-loyalty. Customer Satisfaction is most influential variable to e-loyalty on website visits.

Keywords: Customer interface quality, customer satisfaction, switching cost, e-loyalty.

INTRODUCTION

Phenomenon from internet rapid growth these days would continues to increase both developed and developing countries, including Indonesia. Indonesia shows its potential as promising target market in Southeast Asia, especially in product marketing. This could be seen from internet usage growth in Indonesia which continues to increase until 2017.



Figure 1. Growth of Internet Users in Indonesia

Source: Indonesian Internet Service Users Association (2018)

By rapid growth from internet users in Indonesia, would provides opportunities for companies which engaged in e-commerce. From increase on e-commerce as a new economic industry, making e-commerce as place for virtual sellers and buyers, by shopping activities in this way it would encourage more non-cash transactions by doing payments online. This phenomenon created e-commerce website competition in Indonesia which is marked by fluctuations in the biggest e-commerce visits in Indonesia.

Table 1. Number of 5 Tops Visits E-commerce website in Indonesia

No	Website	Number of Visitors (%)					
		Dec	Jan	Feb	March	April	May
		Dec2017 – Feb 2018			March 2018 – May 2018		
1	A.com	28,9	29,1	33,0	26,4	32,3	39,8
2	B.com	16,5	19,7	19,8	22,5	24,5	24,2
3	C.com	34,4	27,5	24,7	26,0	18,9	15,1
4	D.com	12,8	15,7	14,2	15,5	14,3	11,7
5	E.com	7,4	7,9	8,3	9,7	10,1	9,2

Source: Data has been processed by researchers (2018)

The number of visits could be related to the rank and image from its e-commerce, by invited those potential customers was strategy which should be development. pratama et. al (2014). created the customers' desire to visiting the website with or without conducting transactions that showing loyalty to a website by observed the products that are on marketed and website condition as source of information in finding products which desired by visitors Hur et al (2011). It was mentioned in Prasetya and Idris's research (2014) visits to websites with a certain average level did not make the website said it work effectively, therefore it requires lots of knowledge about things that could increase visits desire who are known as one of revisiting indicators as benchmarks for e-loyalty. Referring to research conducted by Chang and Chen (2008) to built loyalty on electronic transactions that influenced by customer interface quality in an online site, building loyalty is a challenge for online companies to create differentiate from its competitors. These results from this research was indicated that companies who market their products online should be more focused on customer interface as marketing strategy, especially in terms of ease navigation and friendly features. Furthermore, customer satisfaction influenced to visit desires. Consumer satisfaction could be assessed by re-submission which automatically carried out in conjunction with return visit to a website. It is believed that satisfaction would drives e-loyalty. Meanwhile, customers who dissatisfied would remain loyal because of high-cost switching.

To support this phenomena and prior research that described above, the authors spread surveys to 30 respondents who were asked to choose 3 main things below as a factor in emergence of interest on visiting a site. From this survey results, there were obtained 3 (three) statements which represented customer interface quality, customer satisfaction and switching costs and obtained answers by 81%.

The absence of customer interface quality on contributions to develop customer satisfaction, switching costs and visits interest written on research that conducted specifically

for customers with internet experience at various levels in Indonesia drives the writer sense to conducted research with title **"Increasing the Visits and Retaining E-Loyalty towards Website"**.

LITERATURE REVIEW

Customer Interface Quality

Customer Interface Quality is concept of diversity from scale dimensions to measure a website qualities for users by several components. Customer Interface could be described as system which allows people to interact with machines and also could be used as a tool to access information by customers. (Chang and Chen, 2008).

Customer Satisfaction

According to Walker, et al. (2011: 35) in Desyana and Basri (2019) customer satisfaction could defined as a condition where the needs, desires, and expectations of customers could be fulfilled through products consumed or served. Meanwhile, Kotler in Gunawan and Prasetyo (2020) explained that customer satisfaction is a feeling of pleasure or disappointment that arises after compared performance (results) of product thought against the expected performance (results). According to e-commerce context, customer satisfaction has described as a pleasant experience which felt by customers when visiting or shopping on a website.

Switching Cost

Switching Cost is one of categories that has transitioned from obstacles that occurs to experienced of consuming a product or feeling that steward of a service. Switching costs also referred as costs incurred because customers switch to other service providers that actually won't happen if customers remained loyal to their current service providers (Lee, et al 2001 in Ningsih and Segoro, 2014).

E-Loyalty

Customer loyalty is a strict commitment to repeat purchase or subscription to a product or service consistently in future. E-Loyalty could be defined as willingness from virtual shoppers to visit certain websites continuously or consider purchasing on relevant website. (Cry, 2005; Koernig, 2003; quoted in Nurhakim, and Kusuma, 2016).

Theoretical Framework and Prior Research

Based on background of problem and theoretical research which has been described, there had relationship between variables from prior research which used as premise of this research, such as:

The influence of customer interface quality on e-loyalty

There had positive and significant influence between Customer Interface quality towards E-Loyalty which dominated by convenience in using and transacting on websites (Chang and Chen, 2008). This were in line with research from (Wang and Emurian, 2005) in an online trust

research, that consumers really value the simplicity which exists or designed in an e-commerce website, this would reduce an annoying feelings that arise in minds of consumers about wasted time, fraud and frustrated.

The impact of customer satisfaction to e-loyalty

Cronin, et., al. (2000) in Humarah, 2013 stated that if customer expectations according to reality, or even better, customer satisfaction will be fulfilled and loyalty would increase. Significant results also occurred in research that conducted by Kamilullah, et., al. (2018) which stated that customers who were satisfied with services from an online store will have an impact on loyalty. In other words, the more satisfied of customers, the more loyal customers would be.

The influence of switching cost towards e-loyalty

Loyalty appears not only in those who carried out offline but also in online business sector. The Implementation of Switching Cost is an important strategy to increase customer loyalty. Whereas the research who examine this influence shows that there had significant influence from Switching Cost on loyalty, meaning that an increase in each Switching Cost would impact to increases of customer loyalty (Kaligis, Windy 2016).

The influence of customer interface quality on customer satisfaction

Winnie, Poh-Ming Wong (2014) mentioned that there had direct influence given by Customer Interface Quality over Customer Satisfaction. The important of creating a Customer Interface quality to develop a strong online social network to achieve success in working on B2B or B2C Businesses that increasingly booming in e-commerce market which done in form of website service visualization, Customer Interface could be directly felt by users who had certain goals and expectations after visiting an e-commerce website.

The influence of customer interface quality on switching cost

The significant results were shown from influence of Customer Interface Quality to Switching Cost, meaning that a good website design will reduce visitor time wastage by easily accessing the website, making clear navigation, and providing sufficient information. The design website in question that included in scope of Customer Interface quality which is referred to as identity from website, because visits that are carried out virtually cannot reach customers and provide product descriptions who were directly looking for , Chang and Chen (2008).

The influence of customer interface quality towards e-loyalty through customer satisfaction

From previous research (Chang and Chen, 2008) its explained that Customer Interface quality had contribution to E-Loyalty. Convenience or comfort also had influence on customer satisfaction, they say that convenience is a strong attribute to influenced customer satisfaction (Cyr, et al: 2009). Therefore, there had literature that implies factors that influenced Loyalty, such as Customer Interface quality and Customer Satisfaction. The influence from mediation

relationship which carried out by Customer Satisfaction variable on Customer Interface quality and E-loyalty had strengthened by direct influence from Customer Interface quality to E-Loyalty as well as Customer Satisfaction to E-Loyalty (Chang, Hsin Hsin and Sue We Chen, 2008). Therefore indirect influence was indicated to form a relationship that mediated by Customer Satisfaction.

The influence of customer interface quality on e-loyalty through switching cost

By significant influence of Switching Cost to loyalty, it means that consideration of spending a long time in searching for alternative websites is able to make visitors consistently visit one website in terms of product information searches (Kaligis, Windy 2016), by supporting these findings in Chang and Chen's (2008) research. To build Loyalty in E-commerce and avoid the customer switch to other websites or sites it requires efforts from companies to differentiate themselves from competitors so companies need to recognize Customer Interface as a strategy for company attractiveness in terms of interacted to website visitors, which could be seen from direct influence that showed significant relationship between Customer Interface and E-Loyalty.

From this previous result that carried out, to create relationships between variables which formed as theoretical framework in this research as its follows:

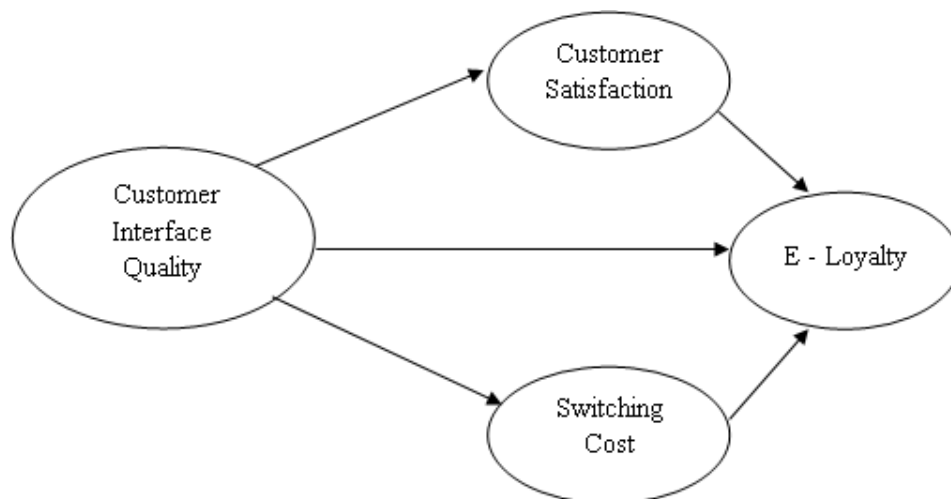


Figure 2. Theoretical Framework

Hypothesis

Based on mentioned problems and theoretical frameworks above, these following hypothesis that obtained such as : 1) Customer interface quality had influences towards e-loyalty; 2) Customer satisfaction draw affects to e-loyalty; 3) Switching cost had an impact on e-loyalty; 4) Customer interface quality had influences on customer satisfaction; 5) Customer interface quality had an impact on switching cost; 6) Customer interface quality had sort of influences to e-loyalty through customer satisfaction; and 7) Customer interface quality had an impact over e-loyalty through switching cost.

RESEARCH METHODS

This research used quantitative study by exploratory and survey approaches. In this research, Researcher wants to explore several influence from customer interface Quality, customer satisfaction and switching cost on e-loyalty from some characteristics of internet users who visit online buying and selling on sites. Population Were all customers who had several purchased products online from a shopping website that exists in Indonesia, in particular are visitors and consumers who use the C.com e-commerce website in Greater Jakarta area. Sampling method carried out by purposive sampling method. Sample calculation from this research referred to theory of Bentler and Chou (1987) in Wijanto (2015: 55), As many as 120 samples were obtained, but to avoid incomplete Sample or unprocessed, the number of samples has taken Down into 150 samples research. Data analysis technique used Structural Equation Modeling (SEM) by IBM SPSS AMOS 22 program.

FINDINGS AND DISCUSSION

Model Specifications

Based on Wijanto (2015:34), SEM begins by specifying these research model to be estimated. This analysis cannot begin until Researchers specify a model which shows that connections between these variables which analyzed. Based on goodness of fit test result, it could be said that these model almost fulfilled and shows acceptable.

Table 2. Goodness of Fit Model Test Result

GOF Index	Cut-Off Value	Output	Information
Chi- Square	Chi-Square < Chi-Square Table = 284.69	210.736	Good Fit
Df	≤ 2	1.14	Good Fit
Prob	P > 0.05	0.085	Good Fit
RMSEA	≤ 0.08	0.031	Good Fit
AGFI	≥ 0.9	0.852	Marginal Fit
GFI	≥ 0.9	0.882	Marginal Fit
TLI	≥ 0.95	0.992	Good Fit
CFI	≥ 0.95	0.993	Good Fit

Measurement Model Test

Measurement model examination is some exam to prove those connection between indicators and latent variables. Validity test in this research used confirmatory factor analysis (CFA) test, whereas to measure reliability in SEM, is a composite from reliability measure and variance extracted measure that used.

According to validity test result on the customer interface quality variable, it was found that all indicators from customer interface quality variable, which amounts to 7 indicators had loading factors > 0.50. While reliability test results from customer interface quality variables produced good reliability values where results of construct reliability value (CR) = 0.974 > 0.7, and extracted variance (VE) value of 0.823 > 0.50. Thus latent variable from customer interface quality meets those criteria of validity and reliability test.

According to validity test result on customer satisfaction variables, this results shows that all indicators from customer satisfaction variables, which amounted to 6 indicators, had loading factors > 0.50. While results from reliability test variable customer satisfaction produced good

reliability values where the results from construct reliability value (CR) = $0.960 > 0.7$ and extracted variance (VE) value of $0.802 > 0.50$. Thus latent variables from customer satisfaction meets these validity and reliability test requirements.

Based on validity test result from switching cost variable, it was found that all indicators from switching cost variable, which amounts to 4 indicators had loading factors > 0.50 . While reliability test results of switching cost variables produced good reliability values where the results from construct reliability value (CR) = $0.957 > 0.7$ and extracted variance (VE) value of $0.800 > 0.50$. Thus latent switching cost variable meets validity and reliability test requirements.

Based on validity test result to e-loyalty variable, it was found that all indicators from e-loyalty variable which amounted to 4 indicators had loading factor value > 0.50 . While reliability test results from e-loyalty variables produced good reliability values whereas the results from construct reliability value (CR) = $0.886 > 0.7$ and extracted variance (VE) value of $0.661 > 0.50$. Thus latent e-loyalty variable had fulfilled validity and reliability test requirements.

Hypothesis Examine Results

The path analysis result from direct influence on this research are as in belows:

- 1) C.R value between customer interface on e-loyalty was 2.520, value is ≥ 1.96 (the value in table $z \alpha = 5\%$) and probability value is 0.012 or ≤ 0.05 . Thus it could be said that customer interface had positive and significant affection towards e-loyalty.
- 2) C.R value between customer satisfaction on e-loyalty was 3.732 value ≥ 1.96 and probability value *** ($P = 0.000$ or ≤ 0.05) thus it could be stated that customer satisfaction had positive and significant influence to e-loyalty.
- 3) C.R value between switching cost on e-loyalty was 1.360, value said to be ≤ 1.96 and probability value was 0.174 or ≥ 0.05 . Thus it could be said that switching cost had positive and significant influence with probability value or ≥ 0.05 , it said to be insignificant to e-loyalty.
- 4) CR value between customer interface quality on customer satisfaction is 15.009, value said ≤ 1.96 with probability value is probability *** ($P = 0.000$ or ≤ 0.05) thus it could be said that customer satisfaction had positive and significant impact towards e-loyalty.
- 5) CR value between customer interface quality on switching cost is 13.979, value is said ≤ 1.96 and probability value is probability *** ($P = 0.000$ or ≤ 0.05) thus it could be stated that customer satisfaction had positive and significant impact over e-loyalty.

Table 5. Regression Weights Value Calculation Results

Connection Between Constructs			Estimate	S.E.	C.R.	P
Customer Satisfaction	<--	KSI	,882	,059	15,009	***
Switching Cost	<--	KSI	,766	,055	13,979	***
eLoyalty	<--	Customer Satisfaction	,373	,100	3,732	***
eLoyalty	<--	Switching Cost	,107	,078	1,360	,174
eLoyalty	<--	KSI	,292	,116	2,520	,012

To examination those hypothesis from indirect impact on this research, Output produced by Amos did not support directly. So it needs help of manual calculation by the sobel test. From this calculation of the sobel test, these following results were obtained:

- 1) Amount of influence from customer interface quality on e-loyalty through intervened variable of customer satisfaction results with t-value was 3.63. Thus these results were indicated that direction from relationship between customer interface quality and e-loyalty through customer satisfaction is positive or customer satisfaction strengthens the relationship between customer interface quality and e-loyalty. It could be concluded that there influence customer interface quality through customer satisfaction with e-loyalty.
- 2) The Amount from influence of customer interface quality towards e-loyalty through intervened switching cost variable is 1.065 which means not significant ($t\text{-count} > 1.976$). This results was indicated that direction from relationship between customer interface quality towards e-loyalty through switching costs had no significant influence or switching costs did not strengthen those relationship between customer interface quality on e-loyalty. Thus it could be concluded that there had no significant impact to customer interface quality through switching costs on e-loyalty.

Discussion

According to calculations that performed, it could be concluded that customer interface quality had influence on e-loyalty. These results of this research were in line with Chang and Chen (2008), where the results state that e-loyalty was influenced by customer interface quality that had dimensions of convenience customization, interactivity and characteristics. e-loyalty could be formed from the end of experience in making transactions through website, where buying process occurs effectively and efficiently. Beside that, visitors to website prioritize comfort when visiting or transacting. This means by graphic features and forms of interaction displayed on website that were able to attract user interest related to revisit desire on website in hope that visitors would make transactions as purchase decision.

Based on calculation results, it was concluded that customer satisfaction had affects to e-loyalty. The results of this research were in line with Kamilullah et., al. (2018) which in his research mentioned that there had significant influence of online shop customer satisfaction towards loyalty. So it could be said that customer will return to visit if experience from previous visit could be provide positive experience and would ignore other offers who given by similar sites as form of loyalty to site which triggered by customer satisfaction. In other words, the types of features, designs, and services from website that met satisfaction and expectations of users which had impact to re-visits, recommend website visit to others, and repeat transactions.

Based on research result, it was concluded that switching costs had impact towards e-loyalty as positively but not significantly, meaning that if switching costs had experience changes it will not have an impact on e-loyalty or will not change. The results were in line with Suban (2018) that states if switching costs in his research had no impact against customer loyalty. Then considerations in switching cost component did not automatically increase loyalty to C.com site based on this research

The results showed that there had positive and significant influence between customer interface quality to customer satisfaction. These results were in line with Winnie (2014) showing that direct influence relationship given from customer interface quality towards customer satisfaction. These customer interface quality succeed that could be seen from how much level of satisfaction felt by users on a website which gives impact from return visits or new visits as positive assessments result from others.

The Direct examination that occurred between customer interface quality to switching costs in this research had positive and significant impact. Similar with results stated by Chang

and Chen (2008) who argue that good website reduced the time of waste that could be over by optimizing instructions and ease of navigation, as well as availability of information from a website which capable to meet needs of its visitors.

According to test results, it was concluded that customer interface quality had higher impact when customer satisfaction intervened to e-loyalty it has higher level of influence compared to direct one. Marketing products in e-commerce is very necessary to rely on information transparency of a product. The Price difference offered which relatively stable for same product but was offered in different e-commerce sites. So by providing a difference in value from superior service, will create e-loyalty that automatically in minds of visitors who have the goal of looking for a product or service through e-commerce sites.

This research outcome stated that customer interface quality did not affect e-loyalty through switching costs. Meaning that either directly or indirectly, This website visitors had chance to find alternative with similar websites as a medium comparison regarding information on a product or service, without worrying that more time would be wasted, C.com website had not become trusted e-commerce visited when searching for a product or service. So needs improvement or efforts like created customer interface quality such as improved features, website design, ease of navigation, and senses of comfort in using a website if it can search on other websites.

CONCLUSION AND SUGGESTION

Conclusion

Based on examination results and discussion regard this factors which influenced to e-loyalty, it could be concluded that: 1) Customer interface quality had positive and significant influence to e-loyalty; 2) Customer satisfaction had positive and significant impact towards e-loyalty; 3) Switching cost had positive but not significant impact towards e-loyalty; 4) Customer interface quality had positive and significant impact to customer satisfaction; 5) Customer interface quality had positive and significant influence to switching cost; 6) Customer interface quality had positive and significant impact on e-loyalty through customer satisfaction; and 7) Customer interface quality had negative influence towards e-loyalty through switching cost.

Suggestion

Based on this research discussion there was some advice that could be drawn for company which engaged in e-commerce, especially online provider of daily necessities, such as:

- 1) To improve Customer Interface quality, company should adjust all promos which displayed on layout with the needs of visitors which could be seen from search history in e-commerce. Beside that, increasing the ease of products searching in which desired by dividing the classification of needs which could be drawn in certain types, for example filtering menu based on brand, hobbies, fashion gender and two-way communication media that could be used for users to shop or to websites. It should be done as an effort to improve quality of site design so it would get easy to operate by target market which company that is aiming for.

- 2) To improve this Customer Satisfaction which later has an impact towards e-loyalty from e-commerce sites, the satisfaction which mentioned before was the feeling that occurs when a site matches user expectations and based on evaluations that carry out based on personal experience, so the company should ensure that it should operate easily, the promos that provided and the convenience in doing transactions as an attraction to visit this site and point rewards for each transaction which could exchanged by promos that provided as an attraction to revisits, then positive impression which felt in the end and would be re-told as experience in searching of information or doing transaction on e-commerce sites that would become recommendations to others.
- 3) For further research it is suggested to involve the role of application technology that used by company as form of user acceptance from influence of customer interface quality which could tell then developed. The technology mentioned before is the technology based on application as form of evaluating the use of technology on websites which more specific on digital market.

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