



The role of user experience towards customer loyalty with mediating role of customer satisfaction at Shopee

Upayana Wiguna Saputra

ABSTRACT

Based on data from Badan Pusat Statistika Provinsi Bali (2020) shows that there was an increase of 23.49% in online shopping activities during Covid-19 pandemic in Bali Province. However, the satisfaction and loyalty of Shopee users decreased in the first quarter of 2021. This can be seen from the many bad reviews from reviews on Google Play Store and App Store related to the use of applications that often an error. This study aims to determine the loyalty of Shopee users, where customer satisfaction is the determinant of the perceptions generated by users' experience. With both positive and negative results from users, it will make Shopee users make satisfy to repeat purchases, and eventually become loyal customers. This study used 155 respondents tested using the PLS-SEM as a data analysis method. The result found that user experience has no significant effect on customer loyalty. User experience has a positive and significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on customer loyalty and also a partial mediation between user experience and customer loyalty. This study focused on the relationship between user experience, customer satisfaction, and loyalty.

Keywords: User experience, customer satisfaction, customer loyalty, online shopping, marketplace

Affiliation

Business Administration Department
Politeknik Negeri Bali
Kampus Bukit, Jimbaran, South Kuta, Badung Regency, Bali
Email: upayanawiguna@pnb.ac.id

INTRODUCTION

The use of the internet provides many impacts that facilitate work for its users. The Internet makes it easy to exchange information, communicate, buy, and sell products and services. Added to this is the impact of the Covid-19 pandemic since March 2020, which has changed the behavior patterns of the people, especially in Indonesia, in accessing the internet. The use of the internet, especially in Indonesia, is increasing and has reached more than half of the population in Indonesia. According to data from *Asosiasi Penyelenggara Jasa Internet* (APJII), the results of the second quarter of 2019 survey stated an increase of 8.9% from the previous year in the number of internet users in Indonesia, which reached 196.71 million or 73.7% (APJII, 2020).

Based on data from Statista (2020) social media users during Covid-19 in Indonesia are dominated by people with an age range of 25 to 34 years with a percentage of men as much as 20.6%, and women as much as 14.8%. Based on another data from *Badan Pusat Statistika Provinsi Bali* (2020) shows an increase of 23.49% in online shopping activities during the Covid-19 pandemic in Bali Province. E-commerce is considered very profitable for its users because E-commerce allows buyers to interact with sellers, making it for buyers who want an item without having to travel to buy it. The core offering of e-marketplaces is to bring together buyers and sellers according to their needs and offer efficiency in transactions (Brunn et al., 2002).

Number of Marketplace Visitors in 2020 - 2021

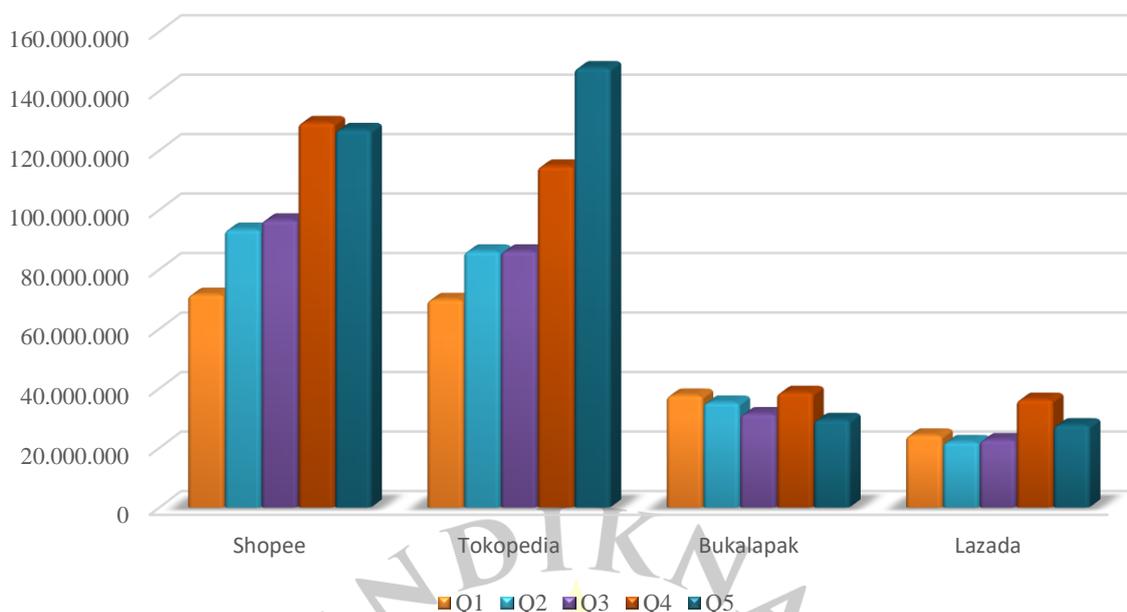


FIGURE 1. Number of Marketplace Visitors in 2020-2021

Source: iPrice Insight, 2021

This comparison in figure 1 can be seen on the e-commerce competition map for the first quarter (Q1) to the fourth quarter (Q4) in 2020-2021 (iPrice, 2021). Shopee was consistently the number 1 place of monthly visitors during the first year of the pandemic, and was able to reach the highest number of visitors on the report of the 1st-4th quartal with the highest reach of 129.32 million visitors. Recent data 1st quartal of 2021 from iPrice, Shopee reach second place with a decrease in the number of visitors by 126.99 million visitors. The first place was replaced by Tokopedia which has 147.79 million visitors in 1st quartal of 2021.

The flexibility of Smartphones that can be used to support human needs has resulted in people who already have online shopping behavior starting to switch from desktop to mobile. According to App Annie (2021), Shopee is ranked 1st in the top app shopping on Google Play Store and App Store in Indonesia. Shopee is the mobile application with the highest number of downloads in the shopping category in Indonesia. According to Shopee's Head of Business Development, Christin Djuarto, said that Shopee is very focused on user experience both from the seller's and buyer's side (Atarita, 2016). Shopee offers a one-stop mobile experience to enhance the experience of its users with various features provided. But, there are still many obstacles for users in using the features in the Shopee application itself and giving a 1-star rating. This is known from the complaints experienced by Shopee users on the Google Play Store and App Store. The description of several reviews from android users on the Google Play Store related to the transaction process in applications includes applications that are often slow in operation, often errors that suddenly log out themselves then cannot log-in cannot checkout products, UI and UX on the application look crowded with icons. Then some reviews from iOS users in the Appstore include: the application is often down and has errors, status information about goods that have arrived at their destination, but the goods have not yet arrived at the customer, and lack of handling by customer service related to customer complaints.

The user's perception of when their expectations have been fulfilled or achieved is known as customer satisfaction. The fulfillment of the needs of the services given can lead to the understanding that their expectations have been fulfilled in accordance with customer requirements (Kotler & Keller, 2012). Customer satisfaction is critical to a company's ability to compete. User satisfaction is a valuable asset to the firm since it can be used as an indicator of future customer loyalty and profitability. To be able to compete, the market needs to use certain strategies, which can provide satisfaction for customers because it is one of the important factors that have a positive impact on the sustainability of the company and can lead to increased loyalty in the market and e-commerce users. Previous studies conducted (Rachmawati & Mohaidin, 2019) found the relationship between user experience and loyalty to be mediated by satisfaction. User experience has a significant effect on customer satisfaction. Customer satisfaction was found to have the greatest influence on loyalty. The research gap is that Rachmawati's study only focuses on Telecommunication Service Providers in Indonesia. The current study will use the different indicators of user experience that focus on online shopping to find out customer

satisfaction and also customer loyalty at Shopee in the Bali area continue on the effect under Covid-19 Pandemic.

LITERATURE REVIEWS

Relationship between User Experience on Customer Loyalty

According to the International Standards Office (ISO) (2019), user experience (UX) referred to the impression and response of a person as a result of using or anticipating utilizing a system, product, or service. These perceptions and responses include emotions, beliefs, preferences, perceptions, comforts, and behaviors. Dimension User Experience according to Guo (2012) in Raia (2017) in their research, there are four elements, namely: Value, Adoptability, Desirability, and Usability.

User experience is defined as an achievement of a product or service that is considered successful or failed by the user before the user feels emotions such as likes/dislikes or satisfaction/dissatisfaction, then the user will have the intention and action to become a loyal customer (Rachmawati & Mohaidin, 2019). Garrett (2011) said that customer loyalty is significantly more influenced by the user experience. Even the most sophisticated technologies and brand messaging won't entice those customers to return. But a positive user experience will arise. This is confirmed in the study by Zaid & Patwayati (2021) where customer experience has a positive and significant effect on customer loyalty at several e-retailing providers in Indonesia. Based on this study, the hypotheses that can be developed in this study is:

H1 : User experience has a positive effect on customer loyalty

Relationship between User Experience on Customer Satisfaction

According to Zeithaml et al., (2018), Customer satisfaction is the evaluation of customers on the use of a product or service in meeting their needs and expectations. There are several factors that affect usersatisfaction according to Zeithaml, namely: (1) Product and Service Features, (2) Customer Emotions, (3) Attributions to Service Success or Failure, (4) Perceptions of Equity or Fairness, (5) Other Customers, Family Members, and Coworkers.

According to Garrett (2011) the experience that a product creates for those who use it in the real world is known as user experience. To make the customer feel the emotion of "like/dislike or satisfied/dissatisfied", is measured through the achievement of a product or service through user experience (Rachmawati & Mohaidin, 2019). A study by Rachmawati & Mohaidin (2019) and Jaiswal & Singh (2020) found that user experience has a positive effect on customer satisfaction. The higher the level of satisfaction, the better the experience felt by the service user (Pramita, 2019). Based on this study, the hypotheses that can be developed in this study is:

H2 : User experience has a positive effect on customer satisfaction

Relationship between Customer Satisfaction on Customer Loyalty

According to Kotler & Keller (2016), Customer loyalty is a consumer who has had a good experience making a second purchase, and so on. Characteristics of satisfied consumers will be loyal to the product or service, where they tend to find it difficult to switch to using other products or services and they will provide recommendations to other customers to use the product or service. According to Azhar et al. (2021) loyal customers like company assets, this can be seen based on their characteristics. Loyalty can be relied on to predict future company growth. Here are five indicators of customer loyalty that need to be considered, namely: (1) have a strong commitment to repurchase on e-commerce sites or mobile apps, (2) subscribe to products or services in e-commerce, (3) buy products or services consistently in e-commerce, (4) never be affected by situational influences, (5) never be influenced by marketing efforts that have the potential to cause displacement. Customer satisfaction is considered an antecedent (cause) of loyalty because it arises from previous purchases by users (Chang et al., 2009). According to El-Adly (2019), satisfied customers are more loyal, buy more, talk positively about the company, and compare services with competitors. Customer satisfaction can affect customer loyalty, and the relationship between the two variables is significantly positive (Rizan et al., 2020). Based on this study, the hypotheses that can be developed in this study is:

H3 : Customer satisfaction has a positive effect on customer loyalty

Relationship of User Experience and Customer Loyalty Mediated by Customer Satisfaction

The ultimate goal of any electronic marketplace is customer loyalty. The company will make all efforts to keep current consumers. Satisfaction is the most important factor in a company's success to maintain loyalty in online merchants (Yoon & Uysal, 2005). A positive experience and a well-designed application are determinants of customer satisfaction with a particular application. The best customer experience consistently provided by the

company is related to the nature of loyalty, which is a long-term satisfaction process (Pereira et al., 2016). According to Mulyono et al. (2018) found that customer experience variables have a positive and significant effect on customer satisfaction and loyalty. A study by Rachmawati & Mohaidin (2019) found that user experience has a significant effect on customer satisfaction. Customer satisfaction was found to have the greatest influence on loyalty. Based on this study, the hypotheses that can be developed in this study is:

H4 : User experience has a positive effect on customer loyalty mediated by customer satisfaction

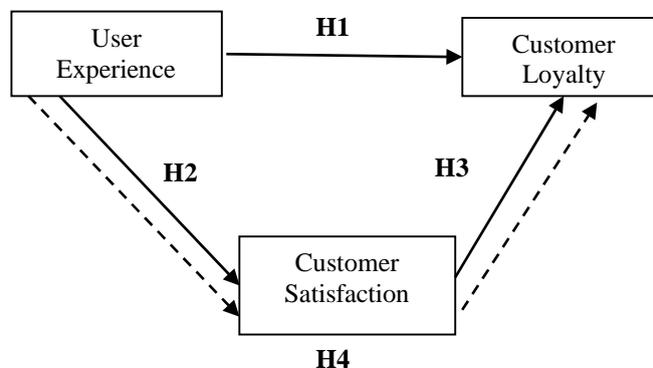


FIGURE 2. Research Framework

METHODS

The research approach is quantitative. Based on data from *Badan Pusat Statistika Provinsi Bali* (2020) shows that there was an increase of 23.49% in online shopping activities during the Covid-19 pandemic in Bali Province. The sample is 155 respondents of Shopee users in Bali which has been carried out to the sample through a purposive sampling technique. The criteria for the sample in this research include (1) Shopee users that are domiciled in Bali, (2) Users who have re-purchased products at Shopee during the Covid-19 pandemic. The measurement of questionnaire statements is using a 4-point Likert scale. This study uses a data analysis technique, namely Partial Least Squares (PLS).

TABLE 1. Measurements of Variables

Variable	Number of Indicators	Source
User Experience	4	Guo (2012) in Raia (2017)
Customer Satisfaction	5	Zeithaml et al. (2018)
Customer Loyalty	5	Azhar et al. (2021)

RESULT AND DISCUSSION RESULTS

TABLE 2. Respondents Characteristic

No	Category	Count	Percentage
1	Gender		
	Female	93	60%
	Male	62	40%
2	Domicile		
	Badung	22	14.2%
	Bangli	2	1.3%
	Buleleng	8	5.2%
	Denpasar	53	34.2%
	Gianyar	16	10.3%
	Jembrana	1	0.6%
	Karangasem	3	1.9%
	Klungkung	3	1.9%
	Tabanan	47	30.3%
3	Age		
	< 20	20	12.9%

20 - 30	129	83.2%
31 - 40	4	2.6%
> 40	2	1.3%
4 Last Education		
Junior/Senior High School	94	60.6%
Diploma	31	20.0%
Bachelor's degree	26	16.8%
Master's degree	4	2.6%
5 Profession		
Student	97	62.6%
Private Employee	22	14.2%
Government Employee	2	1.3%
Entrepreneur	7	4.5%
Others	27	17.4%
6 Monthly Income		
< Rp. 1.500.000,-	104	67.1%
Rp. 1.500.000,- until < Rp. 1.500.000,-	25	16.1%
Rp. 3.000.000,- until < Rp. 4.500.000,-	16	10.3%
> Rp. 4.500.000,-	10	6.5%
Total	155	100%

Based on table 2 above, it can be seen that of the 155 research respondents, 60% or 93 people were female respondents. While the remaining, which is 40% or 62 people are male respondents. Respondents who used the Shopee platform in this study were dominated by female respondents, namely as many as 60% of respondents.

The result of Outer Model Testing

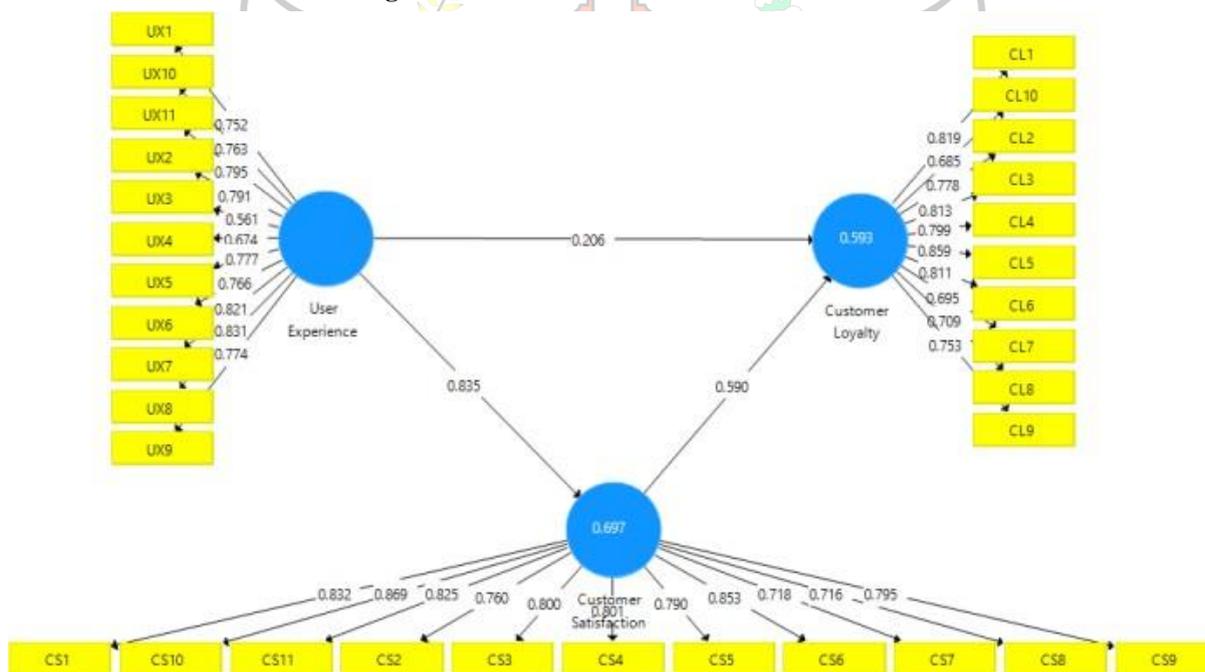


FIGURE 3. SEM Outer Model

Based on the output of the convergent validity values listed in the table above, it can be seen that most of them have met the requirements where the convergent validity value must be greater than 0.7. It can be seen that there are several indicators that produce a convergent validity value below 0.7, but this figure can still be tolerated because the minimum requirement for convergent validity is 0.5. Therefore, the data has met convergent validity.

TABLE 3. Outer Loading Factor of Indicator

User Experience (X)	Customer Loyalty (Y)	Customer Satisfaction (Z)	Description
---------------------	----------------------	---------------------------	-------------

UX1	0,752		Valid	
UX2	0,791		Valid	
UX3	0,561		Valid	
UX4	0,674		Valid	
UX5	0,777		Valid	
UX6	0,766		Valid	
UX7	0,821		Valid	
UX8	0,831		Valid	
UX9	0,774		Valid	
UX10	0,763		Valid	
UX11	0,795		Valid	
CL1		0,819	Valid	
CL2		0,778	Valid	
CL3		0,813	Valid	
CL4		0,799	Valid	
CL5		0,859	Valid	
CL6		0,811	Valid	
CL7		0,695	Valid	
CL8		0,709	Valid	
CL9		0,753	Valid	
CL10		0,685	Valid	
CS1			0,832	Valid
CS2			0,760	Valid
CS3			0,800	Valid
CS4			0,801	Valid
CS5			0,790	Valid
CS6			0,853	Valid
CS7			0,718	Valid
CS8			0,716	Valid
CS9			0,795	Valid
CS10			0,869	Valid
CS11			0,825	Valid

Source: Primary data processed, 2021

The Result of Inner Model Testing

TABLE 4. R-square Output

	R Square	R Square Adjusted
Customer Loyalty (Y)	0,593	0,587
Customer Satisfaction (Z)	0,697	0,695

Source: Primary data processed, 2021

Table 4 shows the results of the R^2 value, where in the table it can be seen that there is no user experience variable because this variable does not have a coefficient of determination R^2 , considering that the variable is not influenced by other variables in this study. The customer loyalty variable has an R^2 value of 0.593 which means 59.3% of this variable is explained by user experience and customer satisfaction, while the remaining 40.7% is explained by other variables not examined. The R-square of the customer satisfaction variable is 0.697, which means 69.7% of this variable is explained by the user experience variable and the remaining 30.3% is explained by other variables outside of this study that is not examined.

Hypothesis Testing

TABLE 5. Bootstrapping Output – Total Direct Effect

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Significance Levels
UX (X) -> CL (Y)	0,835	1,639	0,051	Not Significant
UX (X) -> CS (Z)	0,835	23,975	0,000	Significant
CS (Z) -> CL (Y)	0,590	5,144	0,000	Significant

Source: Primary data processed, 2021

If the t-statistics value obtained is greater than the t-table value (1.96) and the p-value is less than 0.05, then the research hypothesis can be accepted. H1 states that user experience does not have a significant effect on customer loyalty. Based on the results of the bootstrapping, it was found that the t-statistical value was 1,639 and the p-value was 0.051, where which shows the hypothesis is not supported. Meanwhile, the path coefficients value shows a number of 0.835. H2 states that user experience has a positive significant effect on customer satisfaction. Table 4.14 shows the relationship between user experience and customer satisfaction. Based on the results of the bootstrapping, it was found that the t-statistical value was 23,975 and the p-value was 0.000. Meanwhile, the path coefficients value shows a number of 0.835. H3 states that customer satisfaction has a positive significant effect on customer loyalty. Table 4.14 shows the relationship between user experience and customer satisfaction. Based on the results of the bootstrapping, it was found that the t-statistical value was 5,144 and the p-value was 0.000. Meanwhile, the path coefficients value shows a number of 0.590.

Mediation Role Test

TABLE 6. Bootstrapping Output – Specific Indirect Effect

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Significance Levels
UX (X) -> CS (Z) -> CL (Y)	0,492	4,829	0,000	Significant

Source: Primary data processed, 2021

TABLE 7. Total Direct Effects and VAF Calculation

	Original Sample (O)	T Statistics (O/STDEV)	P Values
UX (X) -> CL (Y)	0,835	1,639	0,051

VAF Value of Customer Satisfaction

Indirect Effect / Total Effect	$0,492 / 0,835 = 0.589 = 58.9\%$
--------------------------------	----------------------------------

Source: Primary data processed, 2021

The role of the customer satisfaction variable as a mediating variable, where the results of the analysis show that the VAF value obtained is 0.589. This means that the role of trust as a mediating variable is 58.9%. These results indicate that the trust variable is included in the category of partial mediation variables which is the VAF value obtained is between 20% - 80%. So, the customer satisfaction variable can partially mediate between user experience and customer loyalty.

The last hypothesis states that user experience has a positive significant effect on customer loyalty mediated by customer satisfaction. Based on the results of the bootstrapping, it was found that the t-statistical value was 4,829 and the p-value was 0.000. Meanwhile, the path coefficients value shows a number of 0.492. So, it can be said that the hypothesis that has been formulated is supported, namely user experience has a positive significant effect on customer loyalty mediated by customer satisfaction.

DISCUSSION

The relationship between user experience and customer loyalty has a t-statistic that is smaller than the t-table value (1.96) which is 1.639. Meanwhile, the significance result through p-values obtained is also greater than the significance level of (0.05) which is 0.051. User experience has no significant effect on customer loyalty, statistically, the research **hypothesis is rejected**. This indicates that the better user experience of Shopee users, will not affect customer loyalty, and vice versa. The results of this study support previous research conducted by Lyna & Prasetyo (2021) found that there is no significant effect of the customer experience variable on the customer loyalty variable. In this study, the customer experience variable does not affect consumer attitudes in achieving customer loyalty from e-commerce. This means that a sense of interest, confidence to be trusted, positive thinking in making transactions, acting on transactions, and providing good and positive recommendations about e-commerce, does not have a significant effect. Because buyers can make transactions because of a sense of trial and error, get recommendations from other people, or also really need certain products that are not available in other online stores (Lyna & Prasetyo, 2021). This is indicated by observations made by researchers, namely reviews from Google Play Store and Appstore, there are still many customers who experience problems when using the Shopee application. The description of several reviews from android users on the Google Play Store related to the transaction process in applications includes, applications are often slow in operation, often errors that suddenly log out themselves then cannot log in, cannot checkout products, UI, and UX on the application look crowded with icons. Then some reviews from iOS users in the Appstore include: the

application is often down and has errors, status information about goods that have arrived at their destination, but the goods have not yet arrived at the customer, and lack of handling by customer service related to customer complaints. Meanwhile, the user experience dimensions used in the current study are value, adaptability, desirability, and usability. Rizan et al. (2020) found that perceived value had a positive but not significant effect on the dimensions of customer loyalty, both attitudinal loyalty and behavioral loyalty from customers. When the perceived value of the customer decreases, the customer will start to make a change in consumption of the product to another company's brand, which indicates a decrease in customer loyalty (Cristobal et al., 2007). These findings contradict the research (Zaid & Patwayati, 2021) they found positive and significant effects between customer experience on customer loyalty. In the retailer's m-commerce application environment (McLean et al., 2018) shows that the cognitive dimensions (i.e., ease of use, usability, and convenience) and, to a lesser extent, the affective dimensions (i.e., enjoyment), which affect customer engagement with the application, which in turn has an impact on customer loyalty to a particular company or brand. When customers have felt pleased with what online shopping provides to meet their expectations, then it will have an impact on their commitment to continue shopping at online stores (Qadri & Yeni, 2021).

Relationship between user experience on customer satisfaction, based on the results of hypothesis testing, it shows that the relationship between user experience and customer satisfaction obtains a t- a statistic that is greater than the t-table value (1.96) which is 23.975. Meanwhile, the result of significance through p-values obtained is also smaller than the significance level of (0.05) which is 0.000. The coefficient value of the latent variable user experience on the output path coefficient is 0.835. So, it can be concluded that the user experience relationship has a positive and significant effect on customer satisfaction, statistically, the research **hypothesis is accepted**. This indicates that the better the user experience on the Shopee platform, the level of customer satisfaction will tend to increase, and vice versa. The results of this study support previous research conducted by Zaid & Patwayati (2021) and Usmed et al., (2021) stated that there is a positive and significant effect between customer experience on customer satisfaction. The quality of the online shopping experience such as varied product choices, clear return rules, appropriate quality goods, competitive prices, good customer service, and on-time delivery of goods is a very important context in determining e-commerce customer satisfaction (Usmed et al., 2021). In line with the study of Ramadhani et al., (2021) states that the quality of a site or application is the value that makes the site easy to use by users, has reliable information, has an attractive appearance, and meets the expectations of the site users. Because good website quality makes customers feel satisfied. The quality of the site is the most important thing in e-commerce like Shopee because consumers will be attracted by a website that is unique and clear to use.

The relationship between customer satisfaction on customer loyalty, based on the results of hypothesis testing, shows that the relationship between customer satisfaction and customer loyalty has a t-statistic that is greater than the t-table value (1.96) which is 5.144. Meanwhile, the result of significance through p-values obtained is also smaller than the significance level of α (0.05) which is 0.000. The coefficient value of the latent variable customer satisfaction on the output path coefficient is 0.590. So, customer satisfaction has a positive and significant effect on customer loyalty, statistically, the research **hypothesis is accepted**. This indicates that the better customer satisfaction on the Shopee platform, the level of customer loyalty will tend to increase, and vice versa. The results of this study support previous research conducted by Rizan et al., (2020) and Zaid & Patwayati (2021) which states that customer satisfaction has a positive and significant effect on customer loyalty.

Relationship of user experience and customer loyalty mediated by customer satisfaction, based on the last hypothesis that has been tested, the results of the indirect effect test or the mediating effect through the bootstrapping process show that the number of p-values is 0.000, smaller than α (0,05). The t- statistic shows a value of 4.829, greater than 1.96. Meanwhile, the path coefficients value shows a number of 0.492, which implies that user experience has a positive significant effect on customer loyalty mediated by customer satisfaction. Based on the results of the mediation test, the role of customer satisfaction as a mediating variable obtained a VAF value of 0.589 or 58.9%. This indicates that customer satisfaction is a partial mediating variable in the VAF range of 20-80%, which indicates that customer satisfaction is able to mediate the effect of user experience on customer loyalty. So, the role of customer satisfaction in mediating between user experience on customer loyalty is statistically proven to be partial or the research **hypothesis is accepted**. This indicates that the addition of the satisfaction variable is able to provide changes to the direct relationship between user experience and customer loyalty. It can be said that the user experience accompanied by a higher level of customer satisfaction will be able to increase customer loyalty to make repeat purchases on the Shopee platform. The results of this study support previous research conducted by Qadri & Yeni (2021) stated there contribute significant and positive effects of effective online experience on customer loyalty and an indirect effect through customer satisfaction. Advances in mobile technology have made it imperative for companies to redesign interaction and service delivery features to achieve an optimal online user experience. When customers feel that expectations are fulfilled in the context of the emotions and pleasure they feel when shopping, it has strengthened loyalty, especially to millennials on online stores. In this study, millennials regarding positive reactions in their emotions regarding online shopping sites, prestige when shopping looks like personality and

feels fun (Qadri & Yeni, 2021). Customers see the features, services, and useful information on the online store site have made them satisfied, so it can be expressed as a representation of their overall satisfaction, which in turn strengthens loyalty to the online store (Molinillo et al., 2020).

CONCLUSION

Based on the discussion of the research results that have been described above, the conclusions generated are as follows: User experience (X) has no significant effect on customer loyalty (Y). This indicates that the better user experience of Shopee users, will not affect customer loyalty. User experience (X) has a positive and significant effect on customer satisfaction (Z). The better the user experience on the Shopee platform, the level of customer satisfaction will tend to increase. Customer satisfaction (Z) has a positive and significant effect on customer loyalty (Y). User experience (X) has a positive significant effect on customer loyalty (Y) mediated by customer satisfaction (Z). This research scope is only focusing on Shopee users in Bali, Indonesia. The sample in this study is only general in nature with the criteria of having experience in shopping online on the Shopee application without any specific age, gender, and specific occupation in this study. This research was conducted only focused on tested user experience in the form of customer emotion display, content layout, ease of use of the Shopee application, and their impact on customer satisfaction and customer loyalty.

For further research, it is expected to be able to test the determinants of customer loyalty in e-commerce, one of which is by integrating the SERVQUAL model. In addition, the recommendation variable for further research can use variables related to communication relationships or interactions between customers and management. Therefore, it is recommended that further researchers add other independent variables so that they can add more insight. Researchers currently use quantitative methods, for further research they can use a mixed method approach to provide an in-depth understanding of the factors that can affect the experience and loyalty in the Shopee application. This study has several limitations in the research area, namely in Bali. Expanding the range of areas to be researched will make a difference in the results of the study, it will lead to different characteristics in each region. It is recommended to expand the range of research on customer loyalty in transactions on the Shopee application, namely by using one region of Indonesia and increasing the number of samples to add more insight. For practical recommendation, Shopee can maximize other things such as service quality in the transaction process. So that consumers feel more comfortable when shopping online. In improving customer satisfaction through user experience, Shopee can reduce error problems that often occur in mobile apps so that consumers feel happier when making transactions. Where users who feel satisfied can indirectly make the customer more loyal to the company.

REFERENCES

Articles

- [1] Azhar, A., Faridl, R. S. D. W., Yusuf, R. T., Purwaningdyah, S. W. S., & Fatihah, T. (2021). Whether E-Service Quality and E-Trust Are Able to Influence E-Customer Loyalty Through E-Customer Satisfaction on E-Commerce Lazada in Bandung City. *Psychology and Education*, 58(1), 6324– 6330. <https://doi.org/10.17762/pae.v58i1.3788>
- [2] Brunn, P., Jensen, M., & Skovgaard, J. (2002). e-Marketplaces: Crafting A Winning Strategy. *European Management Journal*, 286–298.
- [3] Cristobal, E., Flavián, C., & Guinalú, M. (2007). Perceived e-service quality (PeSQ): Measurement validation and effects on consumer satisfaction and web site loyalty. *Managing Service Quality*, 17(3), 317–340. <https://doi.org/10.1108/09604520710744326>
- [4] El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50(4), 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- [5] Jaiswal, S., & Singh, A. (2020). Influence of the Determinants of Online Customer Experience on Online Customer Satisfaction. *Paradigm*, 24(1), 41–55. <https://doi.org/10.1177/0971890720914121>
- [6] Lyna, & Prasetyo, S. I. (2021). Pengaruh Website Quality, Customer Experience , dan Service Quality Terhadap Loyalitas Pelanggan Online Shop Lazada di Kota Surakarta. *INVEST: Jurnal Inovasi Bisnis Dan Akuntansi*, 2(1), 53–63.
- [7] McLean, G., Al-Nabhani, K., & Wilson, A. (2018). Developing a Mobile Applications Customer Experience Model (MACE)- Implications for Retailers. *Journal of Business Research*, 85(February 2017), 325–336. <https://doi.org/10.1016/j.jbusres.2018.01.018>
- [8] Molinillo, S., Navarro-García, A., Anaya-Sánchez, R., & Japutra, A. (2020). The impact of affective and cognitive app experiences on loyalty towards retailers. *Journal of Retailing and Consumer Services*, 54. <https://doi.org/10.1016/j.jretconser.2019.101948>
- [9] Mulyono, H., Indonesia, M., & Helmi, S. (2018). e-CRM and Loyalty: A Mediation Effect of Customer

- Experience and Satisfaction in Online Transportation of Indonesia. *Academic Journal of Economic Studies*, 4(3), 96–105.
- [10] Pereira, D., Gusti, N., Giantari, K., & Sukaatmadja, I. P. G. (2016). Pengaruh Service Quality Terhadap Satisfaction Dan Customer Loyalty Koperasi Dadirah Di Dili Timor-Leste. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 3(5), 455–488.
- [11] Pramita, P. E. G. (2019). Effect of Experience in Building Satisfaction, Trust and Loyalty. *Jurnal Aplikasi Manajemen*, 17(1), 76–86. <https://doi.org/10.21776/ub.jam.2019.017.01.09>
- [12] Qadri, A. A., & Yeni, Y. H. (2021). Measuring Millennials Loyalty Through Affective and Cognitive Online Experience: Mediating Role of Customer Satisfaction. *Jurnal Mantik*, 5(3), 1833–1842.
- [13] Rachmawati, I., & Mohaidin, Z. (2019). Understanding User Experience, Satisfaction, And Loyalty of Telecommunication Service Providers in Indonesia. *The European Proceedings of Social & Behavioural Sciences*, 65, 361–370. <https://doi.org/https://doi.org/10.15405/epsbs.2019.08.36>
- [14] Raia, M. (2017). Providing a better digital experience for employees. *Strategic HR Review*, 16(2), 71–75. <https://doi.org/10.1108/shr-01-2017-0004>
- [15] Ramadhani, M. D., Gde, T., & Sukawati, R. (2021). The role of customer satisfaction mediates the effect of service quality and quality of the shopee.co.id website on repurchase intention. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(2), 570–579. <https://doi.org/10.33455/ijcmr.v1i1.86>
- [16] Rizan, M., Febrilia, I., Wibowo, A., & Pratiwi, R. D. R. (2020). Antecedents of Customer Loyalty: Study from the Indonesia's Largest E-commerce. *The Journal of Asian Finance, Economics and Business*, 7(10), 283–293. <https://doi.org/10.13106/jafeb.2020.vol7.n10.283>
- [17] Usmed, D. C., Syafrizal, S., Alfitman, A., Yuliani, F., & Hidayat, T. (2021). Customer Loyalty Research: The Cases of Existing E-Commerce Platforms. *Enrichment: Journal of Management*, 12(1), 499–504.
- [18] Yoon Y, Uysal M (2005) An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tour Manage* 26(1), 45–56.
- [19] Zaid, S., & Patwayati, P. (2021). Impact of Customer Experience and Customer Engagement on Satisfaction and Loyalty: A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 983–992. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0983>

Books

- [20] Garrett, J. J. (2011). *The Elements of User Experience: User-Centered Design for The Web and Beyond* (2nd Ed.). Pearson Education.
- [21] Kotler, P., & Armstrong, G. (2012). *Principles of marketing* (Global Ed.). Pearson Education.
- [22] Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th Ed.). Pearson Education.
- [23] Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education Limited. Laudon.
- [24] Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across The Firm* (7th Ed.). McGraw-Hill Education.

Website

- [25] APJII. (2020, February 12). *Laporan Survei Internet APJII (Asosiasi Penyelenggara Internet) 2019 - 2020 (Q2)*. <https://www.apjii.or.id/survei>
- [26] App Annie. (2021, January 22). *Top Apps Shopping on Google Play & App Store in Indonesia*. App Annie. <https://www.appannie.com/en/apps/google-play/top/indonesia/shopping/>
- [27] Atarita, I. (2016, January 2). *Meningkatkan Pengalaman Berbelanja Online*. Wantendly. <https://id.wantedly.com/journals/140>
- [28] Badan Pusat Statistika Provinsi Bali. (2020, January 4). *Hasil Survei Sosial Demografi Dampak Covid-19 2020*.
- [29] International Standarts Office (ISO). (2019, January 4). ISO 9241-210:2019(en) *Ergonomics of human-system interaction—Part 210: Human-centred design for interactive systems*. ISO. <https://www.iso.org/obp/ui/#iso:std:iso:9241:-210:ed-2:v1:en>
- [30] iPrice. (2021, February 3). *Peta E-Commerce Indonesia*. IPrice Insight, <https://iprice.co.id/insights/mapofecommerce/>
- [31] Statista. (2020, March 4). *Breakdown of social media users by age and gender Indonesia 2020*. Statista Research Department. <https://www.statista.com/statistics/997297/indonesia-breakdown-social-media-users-age-gender/>