



THE INFLUENCE OF CUSTOMER SATISFACTION, CUSTOMER DELIGHT AND CUSTOMER TRUST ON CUSTOMER LOYALTY IN THE SHOPEE MARKETPLACE

PENGARUH CUSTOMER SATISFACTION, CUSTOMER DELIGHT DAN CUSTOMER TRUST TERHADAP LOYALITAS PELANGGAN MARKETPLACE SHOPEE

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Abstract

This study aims to analyze the influence of Customer Satisfaction, Customer Delight, and Customer Trust on customer loyalty in the Shopee marketplace. A quantitative approach was employed with data collected through questionnaires to active Shopee users. Multiple linear regression results show that the three independent variables simultaneously have a significant effect on customer loyalty, but only Customer Trust has a significant partial effect. The Adjusted R Square indicates that the independent variables explain approximately 41.4% of the variation in customer loyalty. These findings highlight the importance of building customer trust as a key strategy in maintaining loyalty on e-commerce platforms.

Keywords : Customer Satisfaction, Customer Delight, Customer Trust, Customer Loyalty, Shopee Marketplace.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Customer Satisfaction, Customer Delight, dan Customer Trust terhadap loyalitas pelanggan pada marketplace Shopee. Pendekatan kuantitatif digunakan dengan pengumpulan data melalui kuesioner kepada pengguna Shopee aktif. Hasil uji regresi linier berganda menunjukkan bahwa secara simultan ketiga variabel independen berpengaruh signifikan terhadap loyalitas pelanggan, namun secara parsial hanya Customer Trust yang berpengaruh signifikan. Nilai Adjusted R Square menunjukkan bahwa variabel independen mampu menjelaskan sekitar 41,4% variasi loyalitas pelanggan. Temuan ini menggarisbawahi pentingnya membangun kepercayaan pelanggan sebagai strategi utama dalam mempertahankan loyalitas di platform e-commerce.



Kata Kunci : Customer Satisfaction, Customer Delight, Customer Trust, Loyalitas Pelanggan, Marketplace Shopee.

1. INTRODUCTION

In the rapidly developing digital era, marketplaces have become one of the main platforms for meeting consumer needs. Shopee, as one of the leading marketplaces in Southeast Asia, has successfully attracted public attention through innovative services, aggressive promotions, and a shopping experience that is easily accessible via mobile devices. However, amid increasingly intense competition in the e-commerce industry, the success of a marketplace is not only determined by the number of transactions, but also by its ability to create and maintain customer loyalty. Customer loyalty is a strategic factor that supports business sustainability, especially in facing competition from rivals such as Tokopedia, Lazada, and Bukalapak. High customer loyalty enables Shopee to maintain market share, reduce the cost of acquiring new customers, and increase customer lifetime value. Nevertheless, customer loyalty does not form instantly; it is influenced by various factors, including customer satisfaction, customer delight, and customer trust.

Customer satisfaction is an important indicator that reflects the extent to which customer expectations are fulfilled after making a purchase. However, in the context of highly dynamic e-commerce competition, satisfaction alone is not sufficient. Shopee needs to create experiences that exceed customer expectations, known as customer delight. This can be achieved through positive surprises, such as additional discounts, fast delivery, or personalized services. In addition, customer trust also plays a vital role in creating loyalty. In online transactions, trust is fundamental to ensuring that customers feel secure when making purchases. Features such as payment protection, product reviews, and responsive customer service are key elements in building trust. However, although these three factors are widely recognized as important, many previous studies have tended to discuss them separately. Therefore, this study seeks to comprehensively analyze the influence of customer satisfaction, customer delight, and customer trust on Shopee customer loyalty. By understanding the relationships among these variables, it is expected that Shopee can develop more effective strategies to build customer loyalty amid increasingly competitive market conditions.

2. RESEARCH METHOD

The research method employed in this study is a quantitative approach with an associative/causal design to analyze the influence of relationships among variables customer satisfaction, customer delight, and customer trust on Shopee customer loyalty (Amelia et al., 2023). Data were collected through questionnaires distributed to respondents who actively shop on Shopee, with respondent criteria determined purposively in accordance with the research objectives. The sampling technique used was purposive sampling to obtain respondents relevant to the characteristics of marketplace users. The research instrument employed a Likert



scale to measure each variable indicator. After the data were collected, validity and reliability tests were conducted on the instrument, followed by data analysis using multivariate statistical analysis, specifically multiple linear regression, with the assistance of statistical software. This approach has been widely used in similar studies on customer loyalty in the e-commerce context.

3. RESULT AND DISCUSSION

The results of the statistical analysis will be presented concisely and systematically, including classical assumption tests, regression analysis, and hypothesis testing conducted both simultaneously and partially. Furthermore, each main finding will be discussed in the context of its relevance to the literature review and previous research findings, thereby demonstrating the contribution of this study in understanding the influence of customer satisfaction, customer delight, and customer trust on customer loyalty in the Shopee marketplace.

a. Results of Classical Assumption Tests

1) Data Normality Test

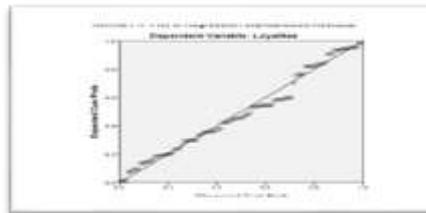


Figure 1. Results of the Data Normality Test

Based on the Normal P–P Plot of Regression Standardized Residual for the loyalty variable, it can be explained that the data points are distributed close to the diagonal line from the lower left to the upper right corner. This pattern of points following the diagonal line indicates that the residuals are approximately normally distributed, meaning that the normality assumption in the regression analysis is fulfilled. With the normality assumption satisfied, the results of the regression statistical tests used to analyze the influence of customer satisfaction, customer delight, and customer trust on customer loyalty in the Shopee marketplace become more valid and statistically reliable.

2) Results of the Heteroscedasticity Test

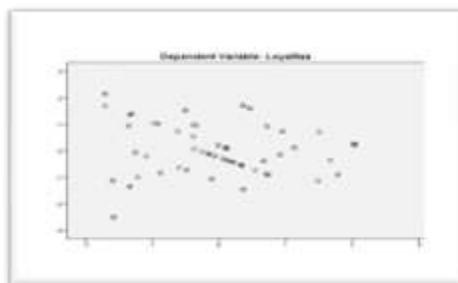


Figure 2. Results of the Heteroscedasticity Test



Based on the scatterplot between the regression standardized predicted values and the regression standardized residuals for the loyalty variable, it can be observed that the data points are randomly distributed and do not form a systematic pattern of widening or narrowing. Therefore, there is no indication of heteroscedasticity. This condition indicates that the residual variance is relatively constant, and the homoscedasticity assumption in the regression model is fulfilled, meaning that the results of the regression analysis can be interpreted reliably in this study.

3) Results of the Multicollinearity Test

Table 1. Results of the Multicollinearity Test

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
CustomerSatisfaction	,289	3,462
CustomerDelight	,216	4,640
CustomerTrust	,338	2,959

a. Dependent Variable: Loyalty

Based on the multicollinearity test output, the Tolerance values for the three independent variables Customer Satisfaction (0.289), Customer Delight (0.216), and Customer Trust (0.338) are all above the cut-off value of 0.10. In addition, the VIF values for Customer Satisfaction (3.462), Customer Delight (4.640), and Customer Trust (2.959) are all below the commonly accepted threshold of 10. These results indicate that there is no serious multicollinearity among the independent variables in the regression model. Therefore, the variables are suitable to be used simultaneously in the analysis without issues of excessive correlation.

4) Results of the Multiple Linear Regression Test

Table 2. Results of the Multiple Linear Regression Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,092	1,606		4,416	,000
CustomerSatisfaction	,252	,140	,258	1,801	,075
CustomerDelight	-,031	,171	-,030	-,184	,854
CustomerTrust	,472	,132	,472	3,567	,001

a. Dependent Variable: Loyalty

Based on the results of the multiple linear regression test, the regression equation and its interpretation are as follows:

$$Y = 7.092 + 0.252 X_1 - 0.031 X_2 + 0.471 X_3 + e$$

The regression equation indicates that customer loyalty (Y) is influenced by three independent variables. The constant value of 7.092 represents the baseline level of customer loyalty when all independent variables are equal to zero. The coefficient of 0.252 for Customer



Satisfaction (X_1) means that every one-unit increase in customer satisfaction is expected to increase customer loyalty by 0.252 units. The coefficient of -0.031 for Customer Delight (X_2) indicates that a one-unit increase in customer delight tends to decrease customer loyalty by 0.031 units in this model. Meanwhile, the coefficient of 0.471 for Customer Trust (X_3) indicates that a one-unit increase in customer trust is expected to increase customer loyalty by 0.471 units, making Customer Trust the strongest contributor to enhancing customer loyalty. The explanation is as follows:

a) **Constant (7.092)**

The constant value indicates that when all independent variables (Customer Satisfaction, Customer Delight, and Customer Trust) are equal to zero, the predicted value of customer loyalty is 7.092.

b) **Customer Satisfaction Coefficient (0.252)**

Every one-unit increase in Customer Satisfaction (X_1) is expected to increase customer loyalty by 0.252 units, assuming other variables remain constant.

c) **Customer Delight Coefficient (-0.031)**

The negative coefficient of Customer Delight (X_2) indicates that every one-unit increase in delight is expected to decrease customer loyalty by 0.031 units, assuming other variables remain constant (although this effect is not statistically significant).

d) **Customer Trust Coefficient (0.471)**

Every one-unit increase in Customer Trust (X_3) is expected to increase customer loyalty by 0.471 units, assuming other variables remain constant, and this variable has a significant effect.

Overall, this model shows that Customer Satisfaction and Customer Trust contribute positively to customer loyalty, while Customer Delight has a small negative contribution in the model, although it is not statistically significant. These coefficient values help explain the magnitude and direction of the influence of each independent variable on Shopee customer loyalty.

5) Results of Partial Hypothesis Testing (t-test)

The following is an explanation of the hypothesis testing (t-test) based on the regression coefficient table, using a t-value of 1.985 as the comparison benchmark. In the t-test, each regression coefficient is tested to determine whether the independent variable has a significant partial effect on the dependent variable. The calculated t-value is compared with the t-table value (with a significance level typically set at 0.05 and a certain degree of freedom). If the calculated t-value $>$ t-table value (or significance $<$ 0.05), then the variable has a significant effect on loyalty.

a) Customer Satisfaction

Although the coefficient B is positive (0.252), the calculated t-value is 1.801 with a significance value of 0.075, which is greater than 0.05. Therefore, sig. $>$ 0.05 and the calculated t-value is not greater than the t-table value (1.985). This indicates that Customer Satisfaction does not have a significant partial effect on loyalty in this model.



b) Customer Delight

This variable has a very small calculated t-value (-0.184) and a significance value of 0.854 , which is far above 0.05 . Thus, Customer Delight also does not have a significant effect on loyalty.

c) Customer Trust

Customer Trust has a calculated t-value of 3.567 with a significance value of 0.001 (< 0.05), and it is much greater than the t-table value (1.985). This indicates that Customer Trust has a significant partial effect on customer loyalty.

Overall, the t-test results show that among the three independent variables, only Customer Trust has a significant partial effect on customer loyalty in the Shopee marketplace, while Customer Satisfaction and Customer Delight do not show a significant effect in this model.

6) Results of Simultaneous Hypothesis Testing (F-test)

Table 3. Results of Simultaneous Hypothesis Testing

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	368,959	3	122,986	24,310	.000 ^b
Residual	485,681	96	5,059		
Total	854,640	99			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), CustomerTrust, CustomerSatisfaction, CustomerDelight

Based on the ANOVA test results, the calculated F-value is 24.310 with a significance value (Sig.) of 0.000 ($p < 0.05$). When compared with the F-table value of 2.001 , the calculated F-value (24.310) is greater than the F-table value (2.001). Therefore, it can be concluded that simultaneously, the variables Customer Satisfaction, Customer Delight, and Customer Trust have a significant effect on customer loyalty. This means that the null hypothesis is rejected and the alternative hypothesis is accepted, indicating that the regression model used is effective in explaining variations in customer loyalty in the Shopee marketplace when the three independent variables are analyzed together.

Table 4. Results of the Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.432	.414	2,24926

a. Predictors: (Constant), CustomerTrust, CustomerSatisfaction, CustomerDelight

b. Dependent Variable: Loyalty



Based on the Model Summary results, the R value of 0.657 indicates a moderately strong positive relationship between the independent variables (Customer Satisfaction, Customer Delight, and Customer Trust) and the dependent variable (Customer Loyalty). The Adjusted R Square value of 0.414 indicates that after being adjusted for the number of variables and sample size, the explanatory contribution of the variables in the model remains fairly good. Thus, this regression model is considered adequate in explaining the relationships among variables in this study.

The Adjusted R Square value (0.414) represents the coefficient of determination that has been adjusted for the number of variables and the sample size in the regression model. Unlike R Square, which only shows the percentage of variation in the dependent variable explained by the independent variables without considering model complexity, Adjusted R Square accounts for the number of predictors and therefore provides a more realistic estimate of the model's ability to explain data variability in a broader population. A value of 0.414 means that approximately 41.4% of the variation in customer loyalty can be explained by Customer Satisfaction, Customer Delight, and Customer Trust after considering the number of variables and sample size, while the remaining variation is influenced by other factors outside the model. This value is more conservative than the R Square value (43.2%) and indicates that the inclusion of predictor variables in the model provides a valid explanatory contribution without overfitting.

4. CONCLUSION

Based on the research findings, it can be concluded that simultaneously, Customer Satisfaction, Customer Delight, and Customer Trust have a significant effect on Shopee customer loyalty. However, partially, only Customer Trust is proven to have a positive and significant effect on customer loyalty, while Customer Satisfaction and Customer Delight do not show a significant effect in this model. The Adjusted R Square value of 0.414 indicates that approximately 41.4% of the variation in customer loyalty can be explained by these three variables, while the remaining variation is influenced by other factors outside the research model. As a recommendation, Shopee is expected to focus more on enhancing customer trust through improved transaction security, service transparency, and customer service responsiveness, while continuously improving service quality to support customer satisfaction and a better shopping experience so that customer loyalty can be maintained and further enhanced.

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