

# ANALYSIS OF THE EFFECT OF GAMIFICATION ON CUSTOMER LOYALTY OF THE USE OF THE ONLINE TRANSPORTATION APPLICATION

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## ABSTRACT

The purpose of this paper is to see what factors influence customer loyalty in the use of the Gojek online transportation application. Then the data collection was carried out by distributing questionnaires through the google form media to 410 respondents who were users of the Gojek application in the Jabodetabek area. All data that has been collected is processed using the Smart PLS 3.0 application. Based on the analysis conducted, the results show that the gamification variable, namely Entertainment, has an influence on Hedonic Value, as well as the Intimacy and Novelty variables have a significant influence on Hedonic Value and Utilitarian Value, while the Trendiness variable has a significant influence on Hedonic Value but does not have a significant effect on Hedonic Value. influence on Utilitarian Value. Then Hedonic Value and Utilitarian Value have a significant effect on Satisfaction and Satisfaction has a significant influence on Continuance Intention. Then Hedonic Value, Satisfaction, and Continuance Intention have a significant influence on Loyalty. Meanwhile, Utilitarian Value has no effect on Loyalty.

**Keywords:** Gamification, Gojek, Customer Loyalty, Online Transportation, GoClub, Grab

## 1. INTRODUCTION

The development of technology in this digital era is indeed very fast. Of course, this is supported by the increasing and massive use of the internet, especially in Indonesia. According to KOMINFO, internet users in Indonesia have reached 150 million people with a distribution penetration of 56% spread across all regions in Indonesia [1].

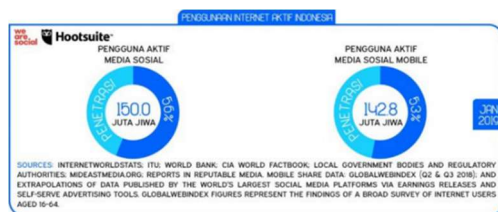


Figure 1: Active Internet Users in Indonesia as of January 2019

Based on the data above, this makes Indonesia ranked 6th in the world with the highest number of internet users.

	2013	2014	2015	2016	2017	2018
1. China*	629.7	643.6	669.8	700.1	736.2	777.0
2. US**	246.0	252.9	259.3	264.9	269.7	274.1
3. India	167.2	215.6	252.3	283.8	313.8	346.3
4. Brazil	99.2	107.7	113.7	119.8	123.3	125.9
5. Japan	100.0	102.1	103.6	104.5	105.0	105.4
6. Indonesia	72.8	83.7	93.4	102.8	112.6	123.0
7. Russia	77.5	82.9	87.3	91.4	94.3	96.6
8. Germany	59.5	61.6	62.2	62.5	62.7	62.7
9. Mexico	53.1	59.4	65.1	70.7	75.7	80.4
10. Nigeria	51.8	57.7	63.2	69.1	76.2	84.3
11. UK**	48.8	50.1	51.3	52.4	53.4	54.3
12. France	48.8	49.7	50.5	51.2	51.5	52.5
13. Philippines	42.3	48.0	53.7	59.1	64.5	69.3
14. Turkey	36.6	41.0	44.7	47.7	50.7	53.5
15. Vietnam	36.6	40.5	44.4	48.2	52.1	55.8
16. South Korea	40.1	42.4	42.6	42.7	42.9	43.0
17. Egypt	34.1	36.0	38.3	40.9	43.9	47.4
18. Italy	34.5	35.8	36.2	37.2	37.5	37.7
19. Spain	30.5	31.6	32.3	33.0	33.5	33.9
20. Canada	27.7	28.3	28.8	29.4	29.9	30.4
21. Argentina	25.0	27.1	29.0	29.8	30.5	31.1
22. Colombia	24.2	24.5	24.6	24.8	25.1	25.3
23. Thailand	22.7	24.3	26.0	27.6	29.1	30.6
24. Poland	22.4	22.9	23.3	23.7	24.0	24.3
25. South Africa	20.1	22.7	25.0	27.2	29.2	30.9

Figure 2: Ranking of Countries with the Most Internet Users in the World 2013 – 2018

Indonesia only lost to Japan, Brazil, India, the United States and China with the most internet users. However, Indonesia's ranking could rise because based on Statista data, the number of increase in the percentage of internet users in Indonesia reaches an average of 10.2% per year. This means that by 2023 the number of internet users in Indonesia is projected to exceed 150 million users.

With such a large development of internet use in Indonesia, this can be seen as an opportunity by many people to carry out communication and business activities for the community. Where the existence of information technology that is

connected to the internet itself can provide opportunities to market the products or services of the business.

One of sector that has been heavily impacted by the increase in internet users is the online transportation ordering application business. The transportation industry in Indonesia has begun to develop rapidly where applications for online transportation ordering service providers such as Gojek, Grab, and Uber have emerged. In fact, not only do they offer online transportation ordering services, these applications also provide additional services that benefit drivers such as ordering food, cleaning the room, and even online massage services.

Gojek is an application created by Indonesian children, which was first established in 2010 as a pioneer in providing online motorcycle taxi services. With the passage of time and the rapid development of technology, the business has also reaped success, giving rise to new competitors such as Grab and Uber. Due to the emergence of new competitors, Gojek continues to develop their business to be able to compete with competitors, which initially only provided online motorcycle taxi application ordering services, now Gojek is adding new services such as ordering car and motorcycle transportation online, delivery services, services food purchasing and delivery, in-store shopping services, massage services and house cleaning services. For the service area itself, Gojek can already be used by customers in 167 cities and regencies spread throughout Indonesia.

Gamification is a method that uses game elements but with a different context. The application of gamification is considered to increase user direct engagement, user motivation to interact and user loyalty. Therefore, gamification is a positive trend in today's business world [5].

The purpose of applying the concept of gamification is of course to attract the attention of customers. Gojek as an online transportation application business, of course applies the concept of gamification to the Gojek application so that Gojek customers are more interested in using the Gojek application. There are several gamification concepts implemented by Gojek, namely Lucky Spin where customers who have used Gojek's services can play Lucky Spin to get points which will later be collected in the form of Go-Points that can be exchanged for prizes. However, this feature has been replaced with the GoClub feature where customers will be divided into several levels, namely Citizens, Bosses, skippers and Sultans. In order to be able to level up, customers are required to collect EXP by making transactions using the services available on the Gojek application. The higher the level, the customer will get very attractive benefits such as Tariff Discounts, Subscription Vouchers, Cashback, and others.

Based on the explanation above, the researcher intends to find out whether the application of gamification in the Gojek online transportation application that is obtained by users after interacting directly with the Gojek application affects user loyalty to the application.



Figure 3: Features and Services on Gojek Application

## 2. LITERATURE REVIEW

### 2.1 Customer Loyalty

Customer loyalty is a deep-rooted drive that customers will continue to repurchase products/services in the future, regardless of marketing efforts and situational influences that may change their behavior. Customer loyalty is the desire to do business with a particular organization, purchase its products and services, and recommend it to others [5].

Based on the explanation above, it can be concluded that customer loyalty is the behavior of someone who continuously uses the same product or service for a long time.

## 2.2 Loyalty Program

Loyalty programs are marketing programs designed to build customer loyalty by providing encouragement and motivation to profitable users. The Loyalty Program is an institutionalized incentive system aimed at improving customer consumer behavior over time, beyond the direct impact of price and core offering changes.

In the concept of loyalty programs, it is believed that the behavior (such as a purchase) that is given a reward will be repeated by the customer. Through loyalty programs, customers can accumulate free gifts that they get after customers make repeated purchases of a brand. Companies implement loyalty programs to develop consumption habits, increase purchase intensity, increase customer loyalty to the company [4].

## 2.3 Gamification

Gamification in short can be said as the use of game components and mechanisms in contexts that are not in the game category gamification as the ability to provide a game-like experience in improving services. They also revealed that gamification is based on a rule-based service system that provides a mechanism for interaction as well as feedback and can facilitate and help users make an overall assessment. Almost all customers need attention, recognition, acceptance and gifts / awards. Gamification allows companies to direct, measure and reward customers who demonstrate positive behavior for the company.

From all the explanations, we can conclude that gamification does not always aim to make a game as a whole until it becomes a final product, but only takes some aspects of the game with the aim of helping to overcome the problems that companies often face with their users and being able to provide encouragement, motivation in each individual. Because basically the game has enough power to change the mindset and behavior of its users, the application of gamification strategies in interacting with its users will be useful in maintaining customer satisfaction and increasing customer loyalty. As written by Hunter (2011) in his book, where the elements in the various gamification mechanisms used by companies are able to encourage users to make repeat purchases and increase customer loyalty.

## 2.4 Gamification's Components

There are several game components that can be used in applying the concept of gamification, including: Points, Leaderboards, Badges, Progression, Status, Level, Rewards.

### 2.5 Points

Points are numerical units that develop progress or progression. Basically points are placed for the player's play about the score as well as telling about what is needed to reach the next level.

There are several type of points in gamification which are : Experience Point (EXP), Redeemable Point (RP), Skill Point (SP), and Karma Point (KP).

### 2.6. Badges

Badge is a visual icon that signifies an achievement. A good badge system has 5 characteristics of motivation, namely:

- Badges that provide stimulation and challenge for players.
- Badges that guide and educate players in playing
- A badge that gives players a reputation for what has been achieved in game.
- Badge that serves as a status symbol in a group or individually.
- A badge that acts as an identification mark that distinguishes a group from other groups, making it possible to form a sense of solidarity between players with the same badge in the same group.

### 2.7. Leaderboards

We can find various types of leaderboards anywhere and usually don't even need to explain what they mean. Leaderboards are a medium that is used to display rankings as a simple comparison so that it can show who is leading the current position.

Distinguish between two types of leaderboards: unlimited leaderboards and infinite leaderboards. Unrestricted leaderboards always place the player in the center of the leaderboard visual, regardless of where the player is among all players. Usually the location is shown with multiple players above and below. However, once a player reaches the top position, it will appear right away in the leaderboards. Infinite leaderboards show the entire

position of the leaderboard, while showing the people in the first position to the people in the last position. In general, never-ending leaderboards are divided into local, global, or social realms.

## 2.8. Progression

Progression is a stage indicator that shows progress or development

## 2.9. Status

Status is a text-based indicator that indicates a progress or development.

## 2.10. Level

Levels is a level that shows the current position of the player in the game. The difficulty level of the levels will usually be directly proportional to the length of time the player has played the game

## 2.11. Rewards

Rewards are gifts that are tangible and desirable.

## 2.12. Expectation – Confirmation Model (ECM)

The Expectation – Confirmation Model is a model developed by Bhattacherjee in a study titled "Understanding the Continuity of Information Systems: The Confirmation Expectancy Model". ECM is a derivative of Expected Deviation Theory (EDT) developed by Oliver in 1980. EDT asserts that perceived expectations and customer performance can lead to post-purchase satisfaction and thus influence buyers' repeat purchase intentions (Hsu & Lin, 2015). Bhattacherjee proposed ECM as a model for predicting IT continuity based on the fit between an individual's decision to continue using IT and a customer's repurchase decision. The similarity between the two is that both solutions follow the original solution and can be affected by the original use and change the original solution [4].

By tailoring EDT specifically to practices related to the continued use of IT products and services, Bhattacherjee offers several extensions and modifications to the original EDT model. One of the proposed modifications is to replace the expectations used in EDT with perceived utility. According to Bhattacherjee, this change is because expectations for EDT focus only on pre-consumption expectations, whereas post-consumption expectations can change

over time. Thus, in ECM, expectations are expressed as perceived utility. The use of perceived utility as a proxy for expectations is explained by the fact that this variable is the only variable that continues to influence users' intentions at the point of using information technology. In addition to perceived usefulness, other indicators such as confirmation, satisfaction and intention to continue work form the IT continuity model developed by Bhattacherjee [4].

## 2.13. Perceived of Usefulness

Perceived usefulness is the user's perception of the benefits that can be expected from the use of an information technology[6].

## 2.14. Confirmation

Confirmation is the user's perception of the suitability of user expectations for the use of an information technology with the actual performance of the information technology[6].

## 2.15. Satisfaction

Satisfaction is an evaluation of the user's initial trial experience with the service. This evaluation can be in the form of positive feelings or satisfaction, indifference, and negative feelings or dissatisfaction [5].

## 2.16. Continuance Intention

Continuance use intention is the degree to which users intend to continue using an information technology [7].

# 3. RESEARCH METHODOLOGY

## 3.1 Research Type

In this paper, data that be used is a quantitative data and the data collected is using questionnaire that distributed to the Gojek users and also registered at GoClub features.

## 3.2 Data Collection

In this study paper, the data scale is using Likert Scale because The Likert scale has been used in several studies. This study used data collection technology from questionnaires and distributed it to respondents in Jakarta. The questionnaire for this research is based of Google Sheets and contains 9 variables, the Likert scale is 5, of which 1 represents

"strongly disagree" and 5 represents "strongly agree".

### 3.3 Research Objectives

The research objectives of this paper is to find out what factors that have a significant impact to customer loyalty on the use of Gojek the Online Transportation Application.

### 3.4 Research Model

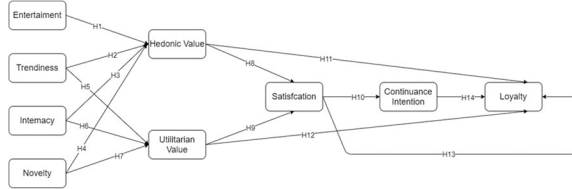


Figure 4: Research Model

This study inherits the variables in the research conducted (Hsu & Chen, 2018). These variables include entertainment, intimacy, interaction, trendiness and novelty in the gamification experience, as well as hedonic values and utilitarian values. According to Hsu & Chen (2018), the gamification experience consisting of entertainment, intimacy, interaction, trendiness and novelty has an impact on the user's hedonistic and utilitarian values. According to Hsu & Chen (2018), hedonic value and utilitarian value currently affect the satisfaction variable. Then, the researcher took the loyalty variable from the research of Miguens & Vazquez (2017) which found the influence between the satisfaction variable and the loyalty variable. The relationship between the satisfaction variable and the loyalty variable is also supported by research conducted by (Hidayat, Saifullah, & Ishak, 2016; Masrek et al., 2012). The researcher also added the relationship between hedonic and utilitarian value on loyalty variables based on research from Kakar (2018) and Lee & Kim (2017) as well as the relationship between continuance intention variables and loyalty variables based on research (Amoroso, Ackaradejruangsri, & Lim, 2017).

### 3.5 Data Analysis

In this research, the researchers used a partial least squares (PLS) approach. SEM with PLS is an alternative to SEM analysis where the data used do not need to have a multivariate normal distribution. In SEM with PLS, the value of a hidden variable is estimated according to a linear combination of the hidden variable and its associated manifest variable, and can be processed to replace the manifest variable.

The reason researchers use SEM - PLS as a data measurement method, because the SEM - PLS method has several advantages, namely, Partial Least Squares Concepts, Techniques, and Applications Using the SmartPLS 3.0 Program :

- SEM - PLS is a powerful analytical technique, often referred to as soft modeling, because it removes the ordinary least squares (OLS) regression assumptions.
- In addition to describing the relationships between hidden variables, SEM-PLS can also be used to validate theories.
- SEM - PLS is used to test the weak theories and weak data, such as the small of sample sizes and data normality problems.

### 3.6 Hypothesis

Based on the research model on figure 3, there is the hypothesis of this research :

- H1: Entertainment (AND) has a significant effect on Hedonic Value (HV)
- H2: Trendiness (TD) has a significant effect on Hedonic Value (HV)
- H3: Intimacy (IM) has a significant effect on Hedonic Value (HV)
- H4: Novelty (NV) has a significant effect on Hedonic Value (HV)
- H5: Trendiness (TD) has a significant effect on Utilitarian Value (UV)
- H6: Intimacy (IM) has a significant effect on Utilitarian Value (UV)
- H7: Novelty (NV) has a significant effect on Utilitarian Value (UV)
- H8: Hedonic Value (HV) has a significant effect on Satisfaction (SF)
- H9: Utilitarian Value (UV) has a significant effect on Satisfaction (SF)
- H10: Satisfaction (SF) has a significant effect on Continuance Intention (CI)
- H11: Hedonic Value (HV) has a significant effect on Loyalty (LY)
- H12: Utilitarian Value (UV) has a significant effect on Loyalty (LY)
- H13: Satisfaction (SF) has a significant effect on Loyalty (LY)
- H14: Continuance Intention (CI) has a significant effect on Loyalty (LY)

## 4. RESULT AND DISCUSSION

### 4.1 Respondent Profile

Based on kumparan.com, the number of active users in Indonesia is 38 Million per month but 30



until 40 percent active users is from Jakarta. In this study, to calculate the minimum sample to represent the population will used slovin formula. In this study population is 15.200.000 people with fault tolerance is 5%. Therefore, this study needs a minimum 400 respondents to represent the population.

#### 4.2 Analysis Data Using SEM-PLS

The data analysis in this study used the Structural Equation Modeling (SEM) method based on partial least squares (PLS), using the Smart PLS 3 application. As we all know, the SEMPLS method aims to predict the target structure and has a structural model.

The model test will be done in two ways, one is the measurement model (external model) and the other is the structural model (internal model). The external model aims to test the validity and reliability of the model, while the internal model aims to predict the relationship between latent variables. The following is the structure model obtained using Smartpls:

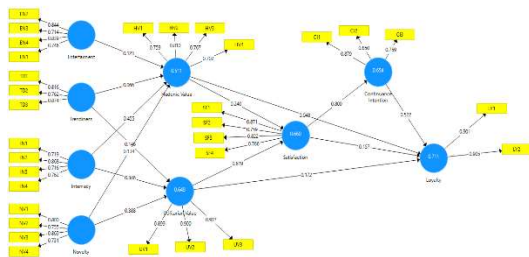


Figure 5: Structural Model

#### 4.3 Analysis of Measurement Model (Outer Model)

In this analysis of Measurement Model, There are two types of tests at this stage, namely, validity tests and reliability tests. To construct validity test can be seen by the value of external load and AVE (Average Variance Extracted). The discriminant validity test can be evaluated by the cross-loading value. The reliability test can be evaluated using Cronbach's alpha value and Composite Reliability value.

##### 4.3.1 Construct Convergent Validity with Loading Factor

The expected factor loading value is greater than 0.7. The following is Criteria for validity testing with the loading factor value:

- The loading factor value > 0.7, then the questionnaire items are valid
- The loading factor value < 0.7, then the questionnaire items are not valid.

According to the data processing results of the load factor value, it was found that the three indicators were declared invalid because the factor value was less than 0.7. Therefore, the three indicators of TD4, UV4, LY3, and LY4 will be eliminated. Therefore, the results of the validity test are as follows:

Table 1: Loading Factor

Variable	Indicator	Loading Factor
Entertainment	EN1	0,716
	EN2	0,736
	EN3	0,864
	EN4	0,846
Trendiness	TD1	0,890
	TD2	0,853
	TD3	0,777
Intemacy	IN1	0,833
	IN2	0,787
	IN3	0,868
	IN4	0,853
Novelty	NV1	0,779
	NV2	0,899
	NV3	0,902
	NV4	0,716
Hedonic Value	HV1	0,736
	HV2	0,864
	HV3	0,846
	HV4	0,890
Utilitarian Value	UV1	0,853
	UV2	0,777
	UV3	0,833
Satisfaction	SF1	0,787
	SF2	0,868
	SF3	0,853
	SF4	0,779
Continuance Intention	CI1	0,899
	CI2	0,902
	CI3	0,716
Loyalty	LY1	0,736
	LY2	0,864

##### 4.3.2 Construct Convergent Validity with Average Variance Extracted (AVE)

To be able to find out the validity of the construct by looking at the AVE value, here is the basis for making the decision:

- If the AVE value is > 0.50, then the question indicator is valid
- If the AVE value is < 0.50, then the question indicator is not valid

The following below is the value of AVE for each variable that made the calculation using smartPLS:

Table 2: AVE Value

Variable	Average Variance Extracted (AVE) Value
Entertainment	0,614
Trendiness	0,610
Intimacy	0,601
Novelty	0,644
Hedonic Value	0,549

Utilitarian Value	0,751
Satisfaction	0,662
Continuance Intention	0,696
Loyalty	0,811

Based on the AVE value that shown in table 2. It can be concluded that all of the question indicator is valid because all of the AVE Value is greater than 0.5.

#### 4.3.3 Construct Discriminant Validity with Cross Loading

Table 3: Cross Loading Value

	CI	EN	HV	IN	LY	NV	SF	TD
CH	0,89	0,380	0,611	0,703	0,705	0,731	0,731	0,548
CD	0,53	0,634	0,535	0,687	0,728	0,663	0,699	0,593
CB	0,72	0,420	0,543	0,556	0,621	0,599	0,577	0,479
EN1	0,422	0,746	0,399	0,465	0,495	0,430	0,417	0,473
EN2	0,625	0,844	0,559	0,678	0,674	0,569	0,571	0,648
EN3	0,532	0,715	0,358	0,535	0,475	0,437	0,376	0,602
EN4	0,499	0,829	0,534	0,681	0,541	0,515	0,568	0,572
HV1	0,467	0,490	0,755	0,629	0,417	0,472	0,532	0,389
HV2	0,556	0,422	0,755	0,515	0,470	0,470	0,519	0,433
HV3	0,378	0,423	0,755	0,483	0,357	0,405	0,428	0,387
HV4	0,613	0,474	0,755	0,488	0,641	0,506	0,601	0,455
IN1	0,490	0,527	0,522	0,717	0,522	0,542	0,426	0,413
IN2	0,732	0,697	0,543	0,687	0,718	0,701	0,643	0,665
IN3	0,608	0,540	0,551	0,718	0,525	0,586	0,563	0,527
IN4	0,567	0,560	0,539	0,752	0,517	0,610	0,610	0,455
LY1	0,740	0,603	0,559	0,648	0,90	0,652	0,676	0,564
LY2	0,750	0,663	0,590	0,703	0,90	0,678	0,676	0,631
NV1	0,617	0,387	0,467	0,552	0,517	0,800	0,535	0,446
NV2	0,568	0,501	0,495	0,560	0,537	0,735	0,470	0,593
NV3	0,699	0,591	0,545	0,735	0,692	0,869	0,645	0,634
NV4	0,641	0,481	0,439	0,648	0,565	0,740	0,639	0,441
SF1	0,700	0,434	0,543	0,589	0,616	0,634	0,833	0,434
SF2	0,519	0,384	0,452	0,400	0,613	0,442	0,732	0,466
SF3	0,704	0,591	0,584	0,670	0,581	0,639	0,832	0,454
SF4	0,663	0,594	0,648	0,666	0,609	0,611	0,898	0,568
TD1	0,604	0,645	0,464	0,545	0,678	0,529	0,567	0,818
TD2	0,459	0,463	0,472	0,505	0,365	0,539	0,371	0,711
TD3	0,527	0,674	0,414	0,608	0,569	0,580	0,517	0,741
UV1	0,743	0,519	0,684	0,683	0,655	0,671	0,713	0,479
UV2	0,748	0,625	0,657	0,643	0,736	0,635	0,726	0,609
UV3	0,792	0,632	0,662	0,719	0,702	0,732	0,723	0,647

Based on the value of the result of the discriminant validity test of the cross loading value, it is found that the cross loading value of each indicator in its own indicator is greater than the cross load value of other structural indicators. It's mean that all of the indicators are valid.

#### 4.3.4 Construct Reliability with Cronbach's Alpha and Composite Reliability

The minimum value of Cronbach's alpha and composite reliability is 0.6. Variables that have Cronbach's alpha value and composite reliability between 0.6 to 0.8 are considered good (reliable).

While variables that have Cronbach's alpha value and composite reliability between 0.8 to 1 are considered very reliable. The following below is the value of Cronbach's Alpha and also the Composite Reliability Value for each variable that made the calculation using smartPLS:

Table 4: Cronbach's Alpha &amp; Composite Reliability Value

Variable	Cronbach's Alpha	Composite Reliability
Entertainment	0,792	0,864
Trendiness	0,711	0,824
Intimacy	0,778	0,857

Novelty	0,816	0,878
Hedonic Value	0,727	0,830
Utilitarian Value	0,835	0,901
Satisfaction	0,829	0,886
Continuance Intention	0,780	0,873
Loyalty	0,766	0,895

Based on the cronbach's alpha and composite reliability value that shown in table 3. It can be concluded that all of the question indicator are reliable because the cronbach's alpha and composite reliability value is greater than 0.6.

#### 4.4 Analysis of Structural Model (Inner Model)

Structural model testing (internal model) aims to predict relationships between latent variables. Structural model test (internal model) can be checked by R Square value and Path coefficient.

##### 4.4.1 Analysis of R-Square Value

A change in the value of R-Square is used to account for the effect of some independent latent variable on the dependent latent variable, regardless of whether the dependent latent variable has a significant effect. The coefficient of determination (R<sup>2</sup>) indicates the strength of the correlation between the independent variable and the dependent variable.

Table 5: R Square Value

Variable	R Square
Hedonic Value	0,565
Utilitarian Value	0,517
Satisfaction	0,533
Continuance Intention	0,631
Loyalty	0,640

##### 4.4.2 Analysis of Path Coefficient Value

Path coefficient test is used to show whether there is an influence between variables. If the greater the value of the Path coefficient on one variable to another, the stronger the influence between these variables. To find out whether the latent variable has a significant relationship or not, t statistics or p value are used.

The following table below is the value of path coefficient that contain t-statistic and also p-value. According to Hidayat, the measurement will meet the convergent validity requirements, with a statistical value greater than the t-table value (t-statistic. 1.96) and a p-value < 0.05, it can be concluded that all significant indicator measure the latent variable.

Table 6: Path Coefficient Value

	T Statistics ( O/STDEV )	P- Values	Information
Continuance Intention -> Loyalty	3,677	0,000	Accepted
Entertainment -> Hedonic Value	2,272	0,024	Accepted
Utilitarian Value -> Loyalty	0,286	0,775	Rejected
Hedonic Value -> Satisfaction	3,459	0,001	Accepted
Intimacy -> Hedonic Value	2,715	0,007	Accepted
Intimacy -> Utilitarian Value	2,480	0,013	Accepted
Novelty -> Hedonic Value	4,458	0,000	Accepted
Novelty -> Utilitarian Value	3,971	0,000	Accepted
Satisfaction -> Continuance Intention	25,749	0,000	Accepted
Satisfaction -> Loyalty	2,735	0,006	Accepted
Trendiness -> Hedonic Value	4,450	0,000	Accepted
Trendiness -> Utilitarian Value	1,800	0,072	Rejected
Hedonic Value -> Loyalty	2,457	0,014	Accepted
Utilitarian Value -> Satisfaction	8,318	0,000	Accepted

Based on the result that shown in table 5, it can be concluded that :

- Based on the p value in table 5, the relationship between the Entertainment variable and Hedonic Value has a p value of 0.024 so it can be concluded that H1 is accepted, namely the Entertainment variable has a significant influence on the Hedonic Value variable because it has a p value < 0.05
- Based on the p value in table 5, the relationship between the Trendiness variable and the Hedonic Value has a p value of 0.000 so it can be concluded that H2 is accepted namely, Trendiness variable has significant effect on the

Hedonic Value variable because it has a p value < 0.05.

- Based on the p value in table 5 the relationship between the Intimacy variable and Hedonic Value has a p value of 0.007 so it can be concluded that H3 is accepted, namely the Intimacy variable has a significant influence on the Hedonic Value variable because it has a p value < 0.05.
- Based on the p value in table 5 the relationship between the Novelty variable and the Hedonic Value is 4.458 and the p value is 0.00 so it can be concluded that H4 is accepted, namely the Novelty variable has a significant influence on the Hedonic Value variable because it has a p value < 0.05.
- Based on the p value in table 5 the relationship between the Trendiness variable and the Utilitarian Value has a p value of 0.075 so it can be concluded that H5 is rejected. Trendiness variable has no significant influence on the Utilitarian Value variable because it has a p value > 0.05.
- Based on the p value in table 5 the relationship between the Intimacy variable and the Utilitarian Value has a p value of 0.013 so it can be concluded that H6 is accepted, namely the Intimacy variable has a significant influence on the Utilitarian Value variable because it has a p value < 0.05.
- Based on the p value in table 5 the relationship between the Novelty variable and the Utilitarian Value has a p value of 0.000 so it can be concluded that H7 is accepted, namely the Novelty variable has a significant influence on the Utilitarian Value variable because it has a p value < 0.05.
- Based on the p value in table 5 the relationship between the Hedonic Value variable and Satisfaction has a p value of 0.001 so it can be concluded that H8 is accepted, namely the Hedonic Value variable has a significant influence on the Satisfaction variable because it has a p value < 0.05.
- Based on the p value in table 5 the relationship between the Utilitarian Value variable and Satisfaction has a p value of 0.000 so it can be concluded that H9 is accepted, namely the Utilitarian Value



- variable has a significant influence on the Satisfaction variable because it has a p value  $< 0.05$ .
- Based on the p value in table 5 the relationship between the Satisfaction variable and Continuance Intention has a p value of 0.000 so it can be concluded that H10 is accepted, namely the Satisfaction variable has a significant influence on the Continuance Intention variable because it has a p value  $< 0.05$ .
  - Based on the p value in table 5 the relationship between the Hedonic Value variable and Loyalty has a p value of 0.014 so it can be concluded that H11 is accepted, namely the Hedonic Value variable has a significant influence on the Loyalty variable because it has a p value  $< 0.05$ .
  - Based on the p value in table 5 the relationship between the Utilitarian Value variable and Loyalty has a p value of 0.775 so it can be concluded that H11 is rejected, namely the Utilitarian Value variable has no significant effect on the Loyalty variable because it has a p value  $> 0.05$ .
  - Based on the p value in table 5 the relationship between the Satisfaction variable and Loyalty has a p value of 0.006 so it can be concluded that H13 is accepted, namely the Satisfaction variable has a significant influence on the Loyalty variable because it has a p value  $< 0.05$ .
  - Based on the p value in table 5 the relationship between the Continuance Intention variable and Loyalty has a p value of 0.000 so it can be concluded that H14 is accepted, namely the Continuance Intention variable has a significant influence on the Loyalty variable because it has a p value  $< 0.05$ .
- Hedonic Value has a significant effect on Satisfaction
  - Intimacy has a significant effect on Hedonic Value
  - Intimacy has a significant effect on Utilitarian Value
  - Novelty has a significant influence on Hedonic Value
  - Novelty has a significant influence on Utilitarian Value
  - Satisfaction has a significant effect on Continuance Intention
  - Satisfaction has a significant effect on Loyalty
  - Trendiness has a significant influence on Utilitarian Value
  - Utilitarian Value has a significant influence on Loyalty
  - Utilitarian Value has a significant influence on Satisfaction

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#### 5. CONCLUSION

Based on the results of the research that has been done, it can be concluded that:

Of the 14 hypotheses proposed, 12 hypotheses were accepted, namely:

- Continuance Intention has a significant effect on Loyalty
- Entertainment has a significant influence on Hedonic Value

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