

EFFECTS OF E-CUSTOMER SATISFACTION AND E-CUSTOMER LOYALTY AND GUANXI MODERATION FOR ELECTRONIC SHOPPING CHANNEL FASHION PRODUCTS

SCHERLY HANSOPAHELUWAKAN¹, MTS ARIEF², ELIDJEN³, VIANY UTAMI TJHIN⁴

^{1,2,3,4} Management Department, BINUS Business School Doctor of Research Management, Jakarta, Indonesia 11480

³Business Creation Program, Management Department, BINUS Business School Undergraduate Program, Jakarta, Indonesia 11480

E-mail: ¹scherlyhansopaheluwanbinus@gmail.com, ²marief@binus.edu, ³elidjen@binus.edu, ⁴vtjhin@binus.edu

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ABSTRACT

The purpose of this study is to find out whether E-Customer Satisfaction has a significant effect on E-Customer Loyalty moderated by Guanxi in this pandemic era, and then to find out the factors that influence it. To understand how customer satisfaction is improved through omni-channel retail, we collect data through survey research, specifically surveys. Research data will be collected using an online survey involving e-customers who have omni-channel experience in fashion during the pandemic. This quantitative research will be analyzed using the Structural Equation Model. In order to produce concise and accurate findings, the data is analyzed to investigate the reasons behind the preferred shopping methods and what influences those purchases. The results of the analysis show that Guanxi has an effect on e-customer loyalty. In addition, the omni-channel customer experience and e-customer satisfaction simultaneously influence e-customer loyalty. Finally, this study creates opportunities for future research and outlines potential insights for increasing customer satisfaction and loyalty. The novelty of this research is that this research is a research on the concept of e-Customer Loyalty which is moderated by e-Customer Satisfaction which is mediated by the guanxi Concept

Keywords: *Customer Satisfaction, E-Customer Satisfaction, Omni-Channel Customer Experience, E-Customer Loyalty*

1. INTRODUCTION

From the Covid-19 Pandemic in the New Normal to the Post-Normal Era, most people have engaged in online activities. In the past month, it has become the most global e-commerce activity on any device, such as online retail visits, online searches for products or services, and then purchasing on any device [1]. Most customer orders are food or groceries and electronics products, but the fashion industry in e-commerce is still stable and even slightly increased. Cheung, et al, [2] found that the buying trends are still continue after pandemic powered by data from new subway and off-subway digital customers.

The impact of the 4.0 industrial revolution era is that digital technology is used to enable the interconnection between physical machines and

technological production systems to be the main element in the development of conventional industry towards a digital industry so as to be able to transfer data without human assistance and with big data to be able to assist in determining direction in business. .

Moreover technological advances that are transforming the shopping experience both from a business perspective and from the customer's perspective [3]. One of the most significant technological impacts emerging as a result of this trend is 'Omni-channel Marketing', a unique shopping method that leverages a combination of brick-and-mortar stores and online spaces to deliver an integrated shopping experience that is completely dependent on technology and contributes to rapid growth across industries [4]. Technology has provided retailers with a highly

effective mechanism to develop and expand their target markets through online segmentation, build customer relationships, offer a larger scale of product lines, and deliver personalized customer offerings [5]. This impacted the customer responses. Their responses have improved significantly after this innovation, which can be seen in the growth of online sales for retail organizations over the past decade.

Another thing that digital businesses need to pay attention to in this post-normal age is that they need to build strong relationships with customers not only to go digital [6], but also to achieve e-customer satisfaction. Companies and vendors can use their websites, social media, and mobile apps to ensure customer satisfaction and become loyal customers. However, in some cases, there are customers who have habits that can affect loyalty differently.

These changes have forced many retailers to rethink their business models and use a combination digital technology and online domains to offer an integrated Omni-channel marketing model [7]. Omni-channel is defined as the viewing experience through the eyes of consumers, which is displayed in different ways across many channels [8]. The term is increasingly used in the business field and by researchers to provide the foundation for understanding Omni-channel marketing.

However, there is limited research on customer satisfaction and loyalty of Omni-channel marketing [9], so more research is needed on whether the new approach adopted by these retailers can lead to an increase in customer satisfaction. In some cases there are different outcomes in e-customer satisfaction through Omni-channel experience, so this study will find factors that can influence e-satisfaction through Omni-channel experience [10]. It is also difficult to get customers to shop online from the same seller [11]. Based on the phenomenon and identification of the problem, this study wanted to find out whether it significantly affected e-Customer Loyalty moderated by e-Customer Satisfaction mediated by the guanxi Concept and, moreover, to find out the factors that influence it.

After the new normal, people will merge online and offline so that things can continue to grow in the post-normal era [12]. Such changes in sales results have sparked interest in this research as Omni-channel online sellers are now taking over sales from their traditional model to a retail niche for Omni-channel.

While in-store satisfaction can be proven by online reviews to listen to surveys, online

satisfaction, recently known as 'e-satisfaction', is an unexplored area within the organization [13]. This has sparked interest in Omni-channel sellers to understand how customer satisfaction is achieved through the use of Omni-channel marketing. Understanding this mechanism will have potential contribution to the knowledge base in in Omni-channel marketing research area.

This study aims to determine whether E-Customer satisfaction in Omni-channel customer experience can influence E-Customer Loyalty. It will observe what the e-commerce industry needs to do to fill customer satisfaction by using Omni-channel and gaining loyalty during the pandemic period. In business, the vendors need to develop and maintain good social relationships. For each specific relationship, kinship between the two parties can generate certain commercial profits. This is one of the points to know the effect of Guanxi Concept toward E-Customer Loyalty for fashion products.

2. LITERATURE REVIEW

2.1. Omni-channel customer experience and e-customer satisfaction

Scholars state that 73% of e-commerce users claim to be satisfied with loyalty programs, but in fact, only 31% of users claim to be in loyalty programs [14]. This raises the question of whether digital loyalty programs have a positive impact on e-customer satisfaction and e-customer loyalty. The same research also shows that there is a mismatch between the loyalty program communicated by the company and the loyalty program expected by the customer [15]. This leads to the fact that the loyalty program is not targeted and the expected goals are not achieved. Scholars have suggested that E-Customer Satisfaction significantly affects E-Customer Loyalty for fashion products during the Pandemic Period [16]. Case studies for online shopping in Vietnam have shown an impact from E-Customer Satisfaction to E-Customer Loyalty. Therefore, we propose the first hypothesis as follows.

H1: Omni-channel customer experience influence e-customer satisfaction

2.2. E-customer satisfaction and e-customer loyalty

Through member cards, vendor can provide rewards programs to measure the level of satisfaction and intensity of customer loyalty results [17]. Another important point in digital marketing is to have value-added features from content

features, customer service features, and display features to increase customer loyalty [18]. This is reinforced by the results of academics with the aim of the retail sector research; this means that some customer experiences, such as omni-channel discount gift certificates, member day and magazines, have no significant impact on customer satisfaction. The points that must be accumulated to redeem gift certificates are enormous compared to the amount of money spent by customers, so customers prefer other companies that offer similar programs in conditions that are easier to follow. Therefore, it takes the concept of measurable variables as a bridge to achieve increased customer loyalty [18]. E-Customer Satisfaction significantly influence E-Customer Loyalty for fashion product in Pandemic Era. The case study for online shopping in Vietnam [6, 11,15], has shown that there is influence from E-Customer Satisfaction to E-Customer Loyalty.

H2: e-customer satisfaction influence e-customer loyalty

2.3. E-customer satisfaction and e-customer loyalty mediated by guanxi

Given the inconsistency of previous research findings, this study presents a conceptual model of the relationship to customer satisfaction as a bridge from the correlation of loyalty design programs with customer loyalty [19]. Other researchers have largely focused on the relationship between service quality and customer loyalty, but few researchers have discussed digital loyalty programs through concepts that offer digital features such as store points, loyalty stores, e-coupons, e-newsletters, and flash sales [20]. This feature is positively associated with being an important part of customer relationship management products to improve customer satisfaction. Similarly, the impact of customer satisfaction on loyalty is mediated by complete trust and loyalty in the higher education customer segment [1]. The concept of online buying (i.e, website images, online routines, and website information) provides important information on how electronics companies can track and use pleasure to emphasize customer loyalty. These results provide a better understanding of the specificity of customers through practical actions that address their real needs and expectations [21]. This understanding is also supported by academics in the fact that images, routines, and website information significantly influence e-customer satisfaction [4]. This research focuses on whether e-customer satisfaction has a good loyalty effect on its customers and whether it

has a significant impact on the e-customer loyalty mediated by guanxi. Based on previous research, the next hypothesis was proposed.

H3: E-customer satisfaction influence e-customer loyalty mediated by Guanxi

2.4. Omni-channel customer experience and e-customer loyalty

Previous research has shown that e-Customer Satisfaction significantly impacts E-Customer Loyalty with Guanxi, which is moderating for fashion products during the Pandemic [22]. Most studies have confirmed the significant impact of E-Customer Satisfaction on E-Customer Loyalty. One of the case studies stems from online shopping in Vietnam, as well as fashion e-retailers in Spain (Lenka, et al, 2009). Recent research on satisfaction-loyalty relationships in the mobile commerce environment identifies various forces of influence between countries. E-Customer Satisfaction significantly influence E-Customer Loyalty with Guanxi as moderating for fashion product in Pandemic Era. Most of the research have approved there are significant influence from E-Customer Satisfaction to E-Customer Loyalty. One of the result of the case study from online shopping in Vietnam [23] and also fashion e-retailers in Spain [24]. Recent research on the satisfaction-loyalty relationship in the mobile commerce environment identifies varying the influence strengths across countries. To prove this assumption, the following hypothesis is proposed.

H4: Omni-channel customer experience influence e-customer loyalty

2.5. Simultaneous effects of the variables

In the digital technology business, e-satisfaction has become one of the most important components in determining the success of online retail and one of the most researched topics in marketing [25]. It provides a positive perception of the use of online products and services, and this perception is critical to the long-term success of retailers like Next, which shifts their focus to omni-channel retail strategies. The researchers found that satisfaction was a statistically significant factor that could influence a customer's purchase intentions [26]. Thus, online reviews are reviewed before a customer's purchase. The scholars have developed the measures and compared them to an online sample of 1,007 participants and concluded that e-satisfaction drivers all had a positive effect on e-satisfaction [27]. The scholars' findings may confirm that satisfaction is a statistically significant

factor that influences consumers' online purchase intention. Similar results have been achieved in previous studies by academics who have found that online shoppers are very satisfied with convenience, product quality, value and diversity [28]. Compared to what has been done, this research focuses on how omni-channel customer experience and e-customer satisfaction can be linked. Therefore, the following hypothesis is proposed.

H5: Omni-channel customer experience and e-customer satisfaction simultaneously influence e-customer loyalty

3. RESEARCH METHOD

In this study, survey research is a specific methodology to be adopted [24]. Survey research is a methodology used to collect the opinions, beliefs, and feelings of a selected group of individuals [29]. Quantitative research allows us to experiment and support a multitude of different ideas around social reality [24]. It also focuses the researchers to analyze significantly on numbers and statistics, and focuses on the measurement and number of characteristics displayed by people or events in the research area. Therefore, in this study, the authors will combine the questionnaires with online survey through Google form. For the data processing method in this study using a 5 point Likert scale which was processed using SmartPls 3 software.

4. RESULTS AND DISCUSSION

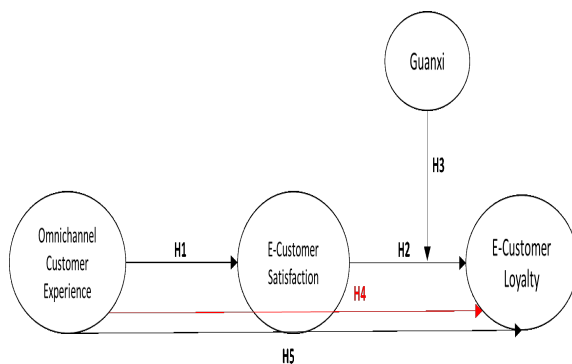


Figure 1 The Modeling of Omni-Channel experience in fashion customers

From 303 online subscribers with omni-channel experience in fashion customers, there were 136 male and 167 female participants, most of whom were under the age of 25 and whose jobs were students. Although their income is mostly under 5

million per month, online shopping for fashion is stable. They continue to shop online for fashion products. Based on data from the survey, as many as 119 respondents shopped online for fashion items 2 to 5 times a month during this pandemic. Even about 15%, 47 participants made online purchases more than 5 times a month. And based on observations in some online stores, some participants shop online more than 4 to 5 times a week, which means shopping online for fashion items such as clothes, bags, shoes and other accessories almost every day.

There are several platforms in the survey that respondents can choose from. As a result, Tokopedia and Shopee have become favorite platforms for buying fashion products online. Other platforms such as Instagram have also become frequently used platforms, especially for direct online shopping. Not only are they the most widely used and chosen platforms, but Tokopedia and Shopee are the most suitable platforms for online shopping, especially for fashion products. The first is Shopee, with 158 respondents feel more comfortable with Shopee for online shopping. Tokopedia became the second convenient platform used in online shopping, selected by 133 participants, followed by Zalora for fashion products.

Goodness of Fit – Model compatibility testing includes three tests: external model conformity testing, internal model conformity testing, and Goodness of Fit (GoF) – Evaluation of Deep Models.

4.1. Outer Model Fit Test

To test the outer model, it will observe at the consequences of convergent validity and discriminatory validity. Convergent validity is measured by the loading factor and the Average Variance Extracted (AVE) parameters. The reliability of the structure is measured by the reliability parameters of Alpha and Cronbach's Composites. The indicator is considered valid if it has a load factor above 0.70 for that structure, while the Average Variance Extracted (AVE) value generated by all structures must be above 0.5 >. To see the results of structure reliability, it can be seen that the reliability value of Cronbach's Alpha and Composite must be above 0.7 [30].

The following are the convergent validity and the construct reliability (Table 1).

Table 1 Convergent Validity And The Construct Reliability

Latent/ Observed Variable	Loading factor	Cronbach's Alpha	Conclusion
OCE	0.543	0.880	Good Validity & Reliability
ECS	0.690	0.850	Good Validity & Reliability
ECL	0.586	0.856	Good Validity & Reliability
GX	0.509	0.842	Good Validity & Reliability

Source: statistical analysis results processed by author (2022).

4.2. Inner Model Fit Test

To evaluate the internal model is to look at the relationship between hidden structures by looking at the consequences of estimating the coefficient of road parameters and their degree of significance. In the inner model, the scoring is conducted by looking at the R-Square for each dependent latent variable.

The following is the R-Square value in the construct (table 2).

Table 2 R-Square Value In The Construct

Dependent variable	R Square
E-Customer Satisfaction (ECS)	0.588
E-Customer Loyalty (ECL)	0.687

Source: statistical analysis results processed by author (2022).

From the table 2, it is seen that the R-Square value for the E-Customer Satisfaction (ECS) structure gives value 0.687. This means that the construct of E-Customer Satisfaction (ECS) can be explained by the constructs of Omnichannel Customer Experience (OCE) of 58.8%. The R-Square value of the construct of E-Customer Loyalty (ECL) is 0.687. This means that the construct of E-Customer Loyalty (ECL) is explained by the constructs of Omnichannel Customer Experience, E-Customer Satisfaction (ECS) and the interaction construct of E-Customer Satisfaction (ECS) and Guanxi (GX) by 68.7%.

4.3. Estimation of Goodness of Fit (GoF) Evaluation – Inner Model

For estimating the GoF Evaluation, it used Inner Model done by looking at R-Square (R2), Q-Square (Q2) and GoF. The following is the Inner Model Test with Q2 (predictive relevance) :

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2)$$

$$Q^2 = 1 - (1 - 0.588) (1 - 0.687)$$

$$Q^2 = 1 - 0.129$$

$$Q^2 = 0,871$$

From the result found that $Q^2 (0,871) > 0$, shows that the model has predictive relevance (Ghozali & Latan, 2015). The Q^2 predictive relevance value of 0,871 indicates that the model is strong.

Further by looking for Goodness of Fit (GoF), which is calculated by the square root of the average communality index with average R-Square (R^2).

$$GoF = \sqrt{Com \times R^2}$$

Com score is the average score AVE which is 0,72 so the GoF score can be calculated as follows:

$$GoF = \sqrt{0,640 \times 0,871}$$

$$GoF = \sqrt{0,321}$$

$$GoF = 0,747$$

The GoF score of 0,747 indicates that the model in this study is included as the strong criteria.

4.4. Hypothesis Testing

The hypotheses test is using the output of path coefficients (Mean, STDEV, T-Values). It provided that if the t-statistics value obtained from the table is greater than 1.96 and the p-value < 0.05, the hypotheses between the existing variable is accepted. On the other hand, if the t-statistic value is less than 1.96 and the p-value > 0.05, then the hypotheses is rejected. Meanwhile, to find out the magnitude of the influence of each exogenous variable on the endogenous variable, it can be seen from the path coefficient value.

Table 3 Hypothesis Testing Results based of Mean, STDEV, and T-Values

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STD DEV)	T Statistic (O/STDEV)	P-Value	Conclusion
Direct Effect						
H1: OCE -> ECS	0.569	0.566	0.066	8.678	0.000	Supported
H2: ECS -> ECL	0.199	0.197	0.058	3.442	0.001	Supported
H3: ECS *GX -> ECL	0.001	0.002	0.027	0.019	0.985	Not Supported
H4: OCE -> ECL	0.228	0.210	0.092	2.467	0.014	Supported
Indirect Effect						
H5: OCE -> ECS -> ECL	0.113	0.111	0.035	3.250	0.001	Supported

Source: statistical analysis results processed by author (2022).

4.5. Discussion

4.5.1. Omni-channel customer experience and e-customer satisfaction

Based on the T-Statistic value (8,678) > 1.96 and the original sample value is 0,569 (positive sign). From these results, the hypothesis which states that omni-channel customer experience influence e-customer satisfaction is accepted. Customer Satisfaction is some of the interactions (rational, emotional, sensory, physical, and spiritual) between customers, products, and companies, and the value created by those interactions [31]. E-Customer satisfaction is defined as the response to meeting customer expectations while having a pleasant experience when using a product or service. Many studies on e-customer satisfaction have produced mixed results on customer satisfaction and loyalty [33]. Digital loyalty programs have been proven to increase sales, but they do not create real loyalty to the company [28]. This contrasts with Verhoef's research findings that omni-channel businesses are becoming increasingly common, as many customers alternate between offline and online channels [38]. As such, the omni-channel business represents an unprecedented opportunity for brands and retail companies to leverage synergies across channels to synchronize customer multichannel experiences

4.5.2. E-customer satisfaction and e-customer loyalty

Based on the T-Statistic value (3.442) > 1.96 and the original sample value is 0.199 (positive sign). From these results, the hypothesis which states that e-customer satisfaction has a positive effect on e-customer loyalty is accepted. Scholars have suggested that in a retail service environment, the quality level of personal interaction [32], loyalty programs [34], and customer satisfaction are important determinants of customer loyalty [35]. However, according to academics, Omni-channel customer experience has a weak impact on customer behavior resulting from economic rewards and change options, even though customer familiarity is already integrated with the customer experience. This is contrary to the results of Atmojo [38] research which states that e-service quality does not directly affect e-customer loyalty. E-service quality has a positive and significant indirect effect on e-customer loyalty through E-Customer Satisfaction.

4.5.3. E-customer satisfaction and e-customer loyalty mediated by guanxi

Based on the T-Statistic value (0.019) < 1.96 and the original sample value is 0.001 (positive sign). From these results, the hypothesis which states that guanxi can mediate the relationship between E-customer satisfaction and e-customer loyalty is rejected. While the understanding of e-customer loyalty is lacking, some studies agree that there is a positive correlation in the success of digital loyalty programs with online programs that are higher than offline marketplaces because consumers in online marketplaces are not charged physical transportation fees [36]. In addition, the customer segmentation benefits of consumer preferences are higher, so they provide stronger profit incentives for retailers through loyalty programs [37]. Scholars have found that in a retail service environment, the quality level of personal interactions, loyalty programs, and customer satisfaction are important determinants of customer loyalty [38]. However, according to academics, e-customer loyalty programs have a weak impact on customer behavior from economic rewards and exchange options, even though customer familiarity is already integrated with digital purchases[40]. While Guanxi is clearly a well-entrenched traditional way in which relationships are created and managed in Chinese culture, the modern view of relationship marketing has focused on its role in helping businesses develop and maintain meaningful relationships with their customers[41].

4.5.4. Omni-channel customer experience and e-customer loyalty

Based on the T-Statistic value (2,467) > 1.96 and the original sample value is 0.228 (positive sign). From these results, the hypothesis which states that Omni-channel customer experience influence e-customer loyalty is accepted. With the help of technology, a kind of new loyalty program can be offered to customers who oppose guanxi relationships [39]. Guanxi is basically a good relationship between customers and the company vendor through a special offer loyalty program to customers who have to play video games [39]. In addition, there are guanxi-based loyalty programs such as fan pages and community forums [9]. However, some loyalty programs that have proven to be popular, namely points programs, tier programs, membership programs and cashback programs, as well as flash sales programs, are still in use. It is e-commerce examined in the study, which are the five most common types of loyalty programs used by digital businesses. This is

contrary to the results of research by Chen et al. [40] which states that the coordination of product promotion and sales does not directly affect customer loyalty but through the mediating effect of the omni-channel shopping experience.

4.5.5. Simultaneous effects of the variables

Based on the T-Statistic value (3,250) > 1.96 and the original sample value is 0.113 (positive sign). From these results, the hypothesis which states that Omni-channel customer experience and e-customer satisfaction simultaneously influence e-customer loyalty is accepted. From this perspective, it is clear that factors such as the user interface, capabilities, convenience and customization provided by online retailers are factors that are considered and recommended to be used when measuring online consumer electronics satisfaction [31], which is an important factor when going back to research questions to understand the relationship of the retailers with the customers through the technology [28]. Furthermore, the development of technology has enabled online retailers to convince customers' purchasing decisions. There are more advanced customers who prefer to pay higher prices to online retailers that offer high-quality e-services with their products. The level of customer satisfaction has numerous effects on loyalty, intent and purchasing decisions, customer retention, as well as on the financial performance of the company. Therefore, to build customer trust, loyalty and intention, it is imperative that e-retailers shift more focus to e-satisfaction. However, this research is different from [43] which states that multichannel touch points can reduce the value of customer omni-channel shopping, cause confusion and misunderstanding, and even generate negative emotions including frustration, anger, and disappointment. Expectations disconfirmation theory (EDT) proposes that these unfavorable evaluations result from one of two directions of inconsistency between experience and expectations—that is, positive inconsistency or negative inconsistency [36,37]. Although many studies have identified severe consequences of multichannel inconsistency, there is limited research on the direction of this inconsistency (i.e., does the offline customer experience outperform the online customer experience, and vice versa) in the customer experience literature.

5. CONCLUSION

From several recent studies, omni-channel integrated quality has become a service standard and now belongs almost exclusively to companies,

especially in terms of dependent variables, namely e-customer satisfaction. With the increasing customer demand, especially in the age of society 5.0, where customers are becoming smarter, standard service can no longer satisfy customers, but the experience felt by customers when the service received exceeds expectations can have a more significant impact.

Previous studies have shown that the Guanxi variable has a greater impact, especially in China. In this paper, the customer satisfaction and customer loyalty have been analyzed with the Guanxi concept as mediator. The Guanxi's own variables, in this study have small effect toward the respondent and it does not have a significant impact on consumer satisfaction and customer loyalty. This is evident from how disloyal consumers are when setting up so many e-commerce apps and marketplaces, they will order based on the biggest promotions they receive. Even China itself can now have a different industry map with the decline of interaction between service providers and consumers and the increase of self-service technology. Therefore, both hypotheses are actually very relevant and are well suited to the development of the industry and changes in current consumer behavior.

This research contributes to the literature in several aspects including providing empirical evidence about the impact of omni-channel retail on e-customer satisfaction and e-customer loyalty and guanxi. This fuels the interest of Omni-channel sellers to understand how customer satisfaction is achieved through the use of Omni-channel marketing. Understanding these mechanisms will potentially contribute to the knowledge base in the field of Omni-channel marketing research. Organisms to explain why channel synergy in omni-channel retail influences consumer response. The identification of contextual uniqueness also provides a basis for future omnichannel research. Third, the research results clarify that omni-channel collaborative marketing increases market customer loyalty during the Covid 19 pandemic. These results are a further definition of previous research on channel synergy.

In the fashion sector, there are a few points that should be considered primarily for e-commerce players to achieve E-Customer Satisfaction and, moreover, E-Customer Loyalty. Omnichannel Customer Experience can have a strong impact on achieving E-Customer Satisfaction in the purchase of fashion products online during the pandemic. Online shoppers feel that the experience in the channels satisfies them during online purchases.

Consistency and flexibility across channels ensure customer satisfaction during online transactions.

This research has limitations, especially on the omni-channel platforms used in this study. To overcome the limitations in this study, future research should expand the omni-channel platform used as a sample in this study.

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