



GENERATING CONSUMER LOYALTY: THE ROLE OF SYSTEM QUALITY, SOCIAL INFLUENCE AND MEDIATION OF PERCEIVED EASE OF USE AND PERCEIVED USEFULNESS

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Abstract

Shopee is the leading online shopping platform in Indonesia that provides a safe, fast and easy online shopping experience, with a reliable payment and logistics system. Shopee aims to be the leading e-commerce choice in Indonesia and offers various product categories, including Electronics, Home Appliances, Health, Beauty, Mother & Baby, Fashion, and Sports Equipment. Launched in 2015 as part of the Sea Group, Shopee is present in various countries, including Singapore, Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. The reason researchers use Shopee as a research object is because Shopee is one of the most popular e-commerce sites in Indonesia at the moment. The existing phenomenon is that there are indications that Shopee consumer loyalty is not maintained and the quality of the system owned by Shopee is not optimal. This type of research is descriptive quantitative research. In this research, the research location chosen was in Indonesia. Because the research subjects were those who had shopped at Shopee. Indonesia has more than 100 million active e-commerce users. The sampling method used was the accidental sampling method, the sample for this research was 156 people. The data collection technique used in this research is using a questionnaire technique. In this research, a questionnaire is used to measure certain variables using a Likert scale. The descriptive analysis used in this research is PLS software. In this research, hypothesis testing uses the Partial Least Square (PLS) method. The results of this research show that system quality has a negative effect on customer loyalty, meaning that a higher system quality level does not mean it will increase customer loyalty. Social influence has a positive effect on customer loyalty, meaning that the higher the level of social influence, the higher the possibility of customer loyalty. Perceived ease of use has a positive effect on customer loyalty, meaning that the better the perceived ease of use, the higher the possibility of customer loyalty.

Keywords: Consumer Loyalty, System Quality, Social Influence, Perceived Mediation, Perceived Usefulness

INTRODUCTION

In everyday life, such as shopping, carrying out financial transactions, traveling, sending goods, and searching for information, access is now easier. Advances in computer technology and network infrastructure have changed the way we use the internet. This has created a phenomenon known as e-business, which has grown rapidly (Rizan et al., 2020). These technological developments can also trigger economic growth by becoming a platform for digital marketing media.

One business that feels the impact of developments in information technology is the e-commerce business. Increased customer awareness occurs due to globalization which increases competition, saturation levels, and market development. E-commerce service providers are currently competing to be at the forefront because there is an opportunity with a very large market share which causes very tight competition. Felita & Oktivera (2019) explained that currently, several e-commerce companies are competing to win consumers in Indonesia. This competition occurs to get consumers to visit, view, and carry out transactions on their e-commerce.

Shopee is in first place according to data on the number of monthly website visitors with 157,966,666 visits per month after shifting Tokopedia's position, which previously occupied first position with 157.2 million visits per month in the final quarter of 2022. Apart from system quality, to increase consumer loyalty there needs to be encouragement or invitations from people around you such as family or close friends to use technology (social influence).

According to Kotler & Armstrong in Kusuma & Hermawan (2020), social influence is a situation when people around them do something to change the attitudes, beliefs, perceptions, or behavior of other people. Shopee is the leading online shopping platform in Indonesia that provides a safe, fast, and easy online shopping experience, with a reliable payment and logistics system. Previous research conducted by Natalia & Br Ginting (2018) found that system quality had a positive effect on loyalty. This is not in line with research conducted by Putri Haykal et al. (2023) which states that there is no relationship between system quality and consumer loyalty.

Based on the research results above, it shows that there is still a research gap, which causes research inconsistencies and there is no definite answer regarding this phenomenon. This will certainly create confusion for other similar companies regarding the effectiveness of system quality, social influence, perceived ease of use, and perceived

usefulness so that other companies that want to increase consumer loyalty will not necessarily have the same effect. This makes the authors willing and motivated to do research again to contribute the latest research results to future researchers, therefore the author is interested in raising a research topic entitled "Generating Consumer Loyalty: The Role of System Quality, Social Influence and Mediation of Perceived Ease of Use and Perceived usefulness".

REVIEW OF LITERATURE

The Technology Acceptance Model (TAM) is a framework used to understand how users accept and adopt technology. TAM was developed in 1986 by Fred Davis in his doctoral thesis entitled "A Technology Acceptance Model for Empirically Testing New End-User Information Systems". Initially, TAM was designed to explain how users accept new information technology, such as management information systems or software (Rizky Wicaksono, 2022). For this reason, an individual's choice to voluntarily adopt an innovative technology is referred to as technology acceptance. To achieve success in implementing and utilizing technology, user willingness is a very significant element (Kamal et al., 2020). The basic concept of the Technology Acceptance Model (TAM) is a framework used to understand and predict technology adoption by users. TAM states that technology adoption is influenced by two main factors, namely perceived usefulness and perceived ease of use (Rizky Wicaksono, 2022).

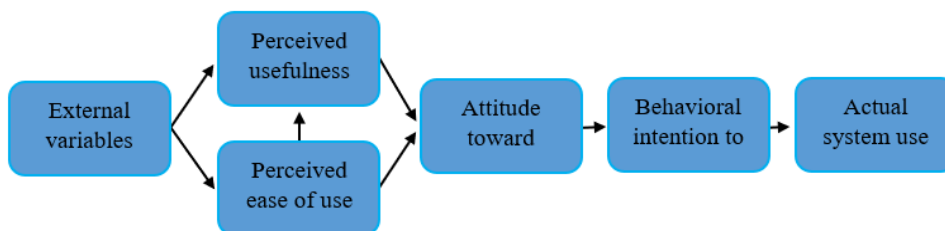


Figure 1
Theory Technology Acceptance Model

TAM, developed by (Davis, 1989) explains that user perceptions of usefulness and perceived ease of use are the main factors that determine technology acceptance. Perceived ease of use refers to the degree to which a person believes that using a particular system will be free of effort. If a system is perceived as easy to use, it is more likely that consumers will use it repeatedly, which in turn can increase their loyalty. Perceived usefulness, on the other hand, is the degree to which a person believes that using a particular system will improve his work performance. If consumers find a system or technology very useful, they are likely to develop a positive attitude towards it, which can encourage higher loyalty. System quality in this context can have a direct impact on perceived ease of use. High-quality systems tend to be more intuitive and reliable, facilitating an easier and more enjoyable user experience. System quality in this context can have a direct impact on perceived ease of use. High-quality systems tend to be more intuitive and reliable, facilitating an easier and more enjoyable user experience.

By connecting perceived ease of use and perceived usefulness as mediators in this research, it is hoped that we can reveal how system quality and social influence not only directly influence consumers' acceptance and use of the system, but also how these two factors indirectly influence them through their impact on perceptions. convenience and usability. Consumer loyalty, which is the result of this model, can be seen as a direct result of the intention to continue using the technology as influenced by these factors.

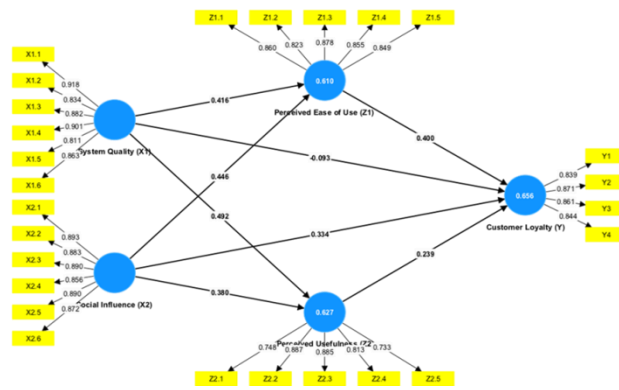
RESEARCH METHOD

This type of research is descriptive quantitative research. In this research, the research location chosen was in Indonesia. Because the research subjects were those who had shopped at Shopee. Indonesia has more than 100 million active e-commerce users. The sampling method used was the accidental sampling method, the sample for this research was 156 people. The data collection technique used in this research is using a questionnaire technique. In this research, a questionnaire is used to measure certain variables using a Likert scale. The descriptive analysis used in this research is PLS software. In this research, hypothesis testing uses the Partial Least Square (PLS) method.

RESULTS AND DISCUSSION

Convergent Validity Test

The convergent validity test is used to explain the relationship between concepts and measurements.



The convergent validity test per variable can be seen from the factor loading value of each variable per indicator which can be seen in Table 3.

Table 3
Convergent Validity Test Results

| Variable | Indicator | Outer Loading Value |
|----------------------------|-----------|---------------------|
| System Quality (X1) | SQ1 | 0.918 |
| | SQ2 | 0.834 |
| | SQ3 | 0.882 |
| | SQ4 | 0.901 |
| | SQ5 | 0.811 |
| | SQ6 | 0.863 |
| Social Influence (X2) | SI1 | 0.893 |
| | SI2 | 0.883 |
| | SI3 | 0.890 |
| | SI4 | 0.856 |
| | SI5 | 0.890 |
| | SI6 | 0.872 |
| Customer Loyalty (Y) | CL1 | 0.839 |
| | CL2 | 0.871 |
| | CL3 | 0.861 |
| | CL4 | 0.844 |
| Perceived Ease of Use (Z1) | PEOU1 | 0.860 |
| | PEOU2 | 0.823 |
| | PEOU3 | 0.878 |
| | PEOU4 | 0.855 |
| | PEOU5 | 0.849 |
| Perceived Usefulness (Z2) | PU1 | 0.748 |
| | PU2 | 0.887 |
| | PU3 | 0.885 |
| | PU4 | 0.813 |
| | PU5 | 0.733 |

Based on Table 3 above, it can be seen that each indicator that has a loading factor value of more than > 0.7, the indicator value meets the criteria so that it is declared valid to measure the constructs made from each variable and there

is no between the loading factor values $> 0.5 \rightarrow 0.6$. Among them, the system quality (X1) has a loading factor value of (0.918, 0.834, 0.882, 0.901, 0.811, 0.863), social influence (X2) has a loading factor value of (0.893, 0.883, 0.890, 0.856, 0.890, 0.872), customer loyalty (Y) has a loading factor value of (0.839, 0.871, 0.861, 0.844), perceived ease of use (Z1) has a loading factor value of (0.860, 0.823, 0.878, 0.855, 0.849) and perceived usefulness (Z2) has a loading factor value of (0.748, 0.887, 0.885, 0.813, 0.733), so this shows that the results of this study pass the convergent validity test and can be relied upon to guarantee continuing in other tests.

Table 5
Root Test Results from Average Variance Extracted

| Variable | AVE | AVE Root |
|-----------------------|-------|----------|
| System Quality | 0.729 | 0.729 |
| Social Influence | 0.728 | 0.728 |
| Customer Loyalty | 0.665 | 0.665 |
| Perceived Ease of Use | 0.776 | 0.776 |
| Perceived Usefulness | 0.755 | 0.755 |

Source: Processed Primary Data, 2023

Based on Table 5 above in table 5, it can be seen that the cross-loading indicator value is 0.854 (X1), 0.853 (X2), 0.815 (Y), 0.881 (Z1), and 0.869 (Z2) for each variable $>$ the correlation value with the latent variable. And in Table 3 that each construct's AVE root value is higher than the correlation between variables (X1, X2, Y, Z1 and Z2) more than > 0.5 on the perceived ease of use (Z1) to use the AVE root value of (0.776), perceived usefulness (Z2) to use the AVE root value of (0.755), customer loyalty (Y) AVE root value (0.665), system quality (X1) AVE root value (0.729), and social influence (X2) AVE root value (0.728). So, this means that it shows that the discriminant validity test with the AVE root of all variables is good and meets this test.

Inner Model Test (Structural Model)

The structural model test is carried out by including all indicators that have passed the validity and reliability tests.

Table 7
Test Results of the Coefficient of Determination R²

| Variable | R ² |
|------------------|----------------|
| Customer Loyalty | 0.656 |

| | |
|-----------------------|-------|
| Perceived Ease of Use | 0.610 |
| Perceived Usefulness | 0.627 |

Source: Processed Primary Data, 2023

Based on table 7 shows the dependent variable customer loyalty (Y) has an R2 value of 0.656 > 0.19 and has an influence with a strong category, meaning that the independent variables system quality (X1) and social influence (X2) can explain the dependent variable customer loyalty (Y) by 65.6% and the remaining 34.4% is not explained in this study or influenced by other factors outside the model. The perceived ease of use (Z1) has an R2 value of 0.610 > 0.19 and has an influence with a strong category, which means that the system quality (X1) and social influence (X2) can explain the dependent variable customer loyalty (Y) by 61% and the remaining 39% is not explained in this study or influenced by other factors outside the model. The perceived usefulness (Z1) has an R2 value of 0.627 > 0.19 and influences with a strong category, which means that the system quality (X1) and social influence (X2) can explain the dependent variable customer loyalty (Y) by 62.7% and the remaining 37.3% is not explained in this study or influenced by other factors outside the model.

Table 8
Direct Effect of Latent Variables

| Hypothesis | Direct Effect | Original Sample | T Statistics | P Values |
|------------|---|-----------------|--------------|----------|
| H1 | System Quality (X1) -> Perceived Ease of Use (Z1) | 0.416 | 4.208 | 0.000 |
| H2 | Social Influence (X2) -> Perceived Ease of Use (Z1) | 0.446 | 5.097 | 0.000 |
| H3 | System Quality (X1) -> Perceived Usefulness (Z2) | 0.492 | 4.571 | 0.000 |
| H4 | Social Influence (X2) -> Perceived Usefulness (Z2) | 0.380 | 4.517 | 0.000 |
| H5 | System Quality (X1) -> Customer Loyalty (Y) | -0.093 | 1.304 | 0.192 |
| H6 | Social Influence (X2) -> Customer Loyalty (Y) | 0.334 | 4.369 | 0.000 |
| H7 | Perceived Ease of Use (Z1) -> Customer Loyalty (Y) | 0.400 | 3.712 | 0.000 |
| H8 | Perceived Usefulness (Z2) -> Customer Loyalty (Y) | 0.239 | 2.463 | 0.014 |

Source: Processed Primary Data, 2023

The size of the significance of hypothesis support can be used in comparison of ttable and t-statistic. If the t-statistic value is higher than the ttable value, the

hypothesis is supported. For a confidence level of 95 percent (alpha 5 percent), the t-table value for a two-tailed hypothesis is >1.96 . Thus, if the t-statistic value is > 1.96 , the research hypothesis is proven.

The Effect of System Quality on Perceived Ease of Use

Based on the results of the hypothesis in this study which states that system quality has a positive effect on perceived ease of use, which means that the higher the level of system quality, the higher the likelihood of continuing perceived ease of use. The results of this study are supported by the results of research by Mailizar et al. (2021) and Rafique et al. (2020) that system quality has a significant or positive effect on perceived ease of use, which means that the higher the level of system quality, the higher the level of possibility to continue perceived ease of use. The effectiveness of an information system is influenced by the ease with which the information system is applied, especially for users. Technology can be considered reliable and ready if the system is risk-free and safe (Tahar et al., 2020). The perceived usefulness of an e-commerce platform will increase when the platform provides benefits and makes the online shopping experience easier.

The Effect of Social Influence on Perceived Ease of Use

Based on the results of the hypothesis in this study which states that social influence has a positive effect on perceived ease of use, which means that the higher the level of social influence, the higher the likelihood of continuing perceived ease of use. The results of this study are supported by the results of research by Chen & Aklikokou (2020); Kurdi et al. (2020) and Zhang et al. (2020) that social influence has a significant or positive effect on perceived ease of use, which means that the higher the level of social influence, the higher the level of possibility to continue perceived ease of use. Social influence is environmental influence, such as input or suggestions from friends, family, or relatives, that can influence the decision to adopt technology. King and Dia on Aji et al. (2020) stated that TAM for the first time showed that customers' actual use of a new system was influenced by user behavioral intentions, attitudes, perceived ease of use (PEU), and perceived usefulness (PU) of the information system or technology. new, and unobserved external variables.

The Effect of System Quality on Perceived Usefulness

Based on the results of the hypothesis in this study which states that system quality has a positive effect on perceived usefulness, which means that the higher the level of system quality, the higher the likelihood of continuing perceived usefulness. The results

of this study are supported by the results of research by (Al-Fraihat et al. (2020); Li & Shang (2020) and Tumenbayar et al., 2019) that system quality has a significant or positive effect on perceived usefulness, which means that the higher the level of system quality, the higher the level of possibility to continue perceived usefulness. High system quality makes it easier to use and this leads to higher perceived usefulness (Tumenbayar et al., 2019). Perceptions about the usability of the system are related to the extent to which the system can increase productivity and effectiveness, as well as provide overall benefits in improving user performance.

The Effect of Social Influence on Perceived Usefulness

Based on the results of the hypothesis in this study which states that social influence has a positive effect on perceived usefulness, which means that the higher the level of social influence, the higher the likelihood of continuing perceived usefulness. The results of this study are supported by the results of research by Chen & Aklikokou (2020); Karahanna & Straub (1999) and Zhang et al. (2020) that social influence has a significant or positive effect on perceived usefulness, which means that the higher the level of social influence, the higher the level of possibility to continue perceived usefulness. Social influence refers to the extent to which an individual believes that those closest to them expect them to utilize new technology (Chen & Aklikokou, 2020). The impact of social influence on perceived usefulness has been stated by (Karahanna & Straub, 1999).

The Effect of System Quality on Customer Loyalty

Based on the results of the hypothesis in this study which states that system quality hurts customer loyalty, which means that the higher the level of system quality doesn't mean the higher customer loyalty. The results of this study do not match the results of research by Indriyati, (2020) and Lorena (2018) that system quality has a significant or positive effect on perceived ease of use. The results of this study are supported by the results of research by Tania et al. (2021) that perceived service quality has a nonsignificant or negative effect on repurchase intention. Service quality is related to the product or system being marketed. Providing comprehensive and honest information is very critical in the context of buying and selling transactions via social media. Therefore, researchers extend the same logic to perceived service quality and repurchase intention.

The Effect of Social Influence on Customer Loyalty

Based on the results of the hypothesis in this study which states that social

influence has a positive effect on customer loyalty, which means that the higher the level of social influence, the higher the likelihood of continuing customer loyalty. The results of this study are supported by the results of research by Alamgir Hossain et al. (2021); Le (2020) and Shakil Bhatti et al. (2019) that social influence has a significant or positive effect on customer loyalty, which means that the higher the level of social influence, the higher the level of possibility to continue customer loyalty. Consumer loyalty can be seen from the pattern of consumer repeat purchase behavior of a product from one company. In line with this, social influence is when influence from other people can encourage someone to be more interested in buying the product they want, thus making them become customers or consumers.

The Effect of Perceived Ease of Use on Customer Loyalty

Based on the results of the hypothesis in this study which states that perceived ease of use has a positive effect on customer loyalty, which means that the higher the level of perceived ease of use, the higher the likelihood of continuing customer loyalty. The results of this study are supported by the results of research by L. Zhang et al. (2022) and Faizah & Sanaji (2022) that perceived ease of use has a significant or positive effect on customer loyalty, which means that the higher the level of social influence, the higher the level of possibility to continue customer loyalty. If consumers feel that a technology is easier to use, the more benefits they will get. Therefore, companies are expected to be able to create technology that can be learned and used easily by all consumers (Davis, 1989). Tananjaya in Nurul Izzah et al (2022) states that in the process of implementing technology, the role of "perceived ease of use" is very important and has an impact on the success of implementation and is related to the level of user satisfaction and loyalty.

The Effect of Perceived Usefulness on Customer Loyalty

Based on the results of the hypothesis in this study which states that perceived usefulness has a positive effect on customer loyalty, which means that the higher the level of perceived usefulness, the higher the likelihood of continuing customer loyalty. The results of this study are supported by the results of research by Ajina et al. (2023) and Elareshi et al. (2023) that perceived usefulness has a significant or positive effect on customer loyalty, which means that the higher the level of perceived usefulness, the higher the level of possibility to continue customer loyalty. A customer will tend to be reluctant and refuse to use a new product or technology if they feel that the product or technology is unable to improve their performance and does not provide additional value

in their work (Davis, 1989). With a useful e-commerce system, customers will feel satisfied and increase purchase intention. Based on this, "perceived usefulness" is a condition where consumers feel advantages and benefits when using or looking for products on online shopping sites (Fionna Evania Harianto, 2023).

Perceived Ease of Use Mediates the Effect of System Quality on Customer Loyalty

Based on the results of the hypothesis in this study, system quality has a negative effect on customer loyalty, while system quality has a positive effect on perceived ease of use. In addition, perceived ease of use can mediate the effect of system quality on customer loyalty. This shows that in this research, system quality does not have a direct effect on customer loyalty but rather the role of perceived ease of use as a mediator to provide maximum customer loyalty. Indirectly, this means that having a more user-friendly system will make it easier for the system to operate and can indirectly increase the reuse of the system. In line with this, in e-commerce systems, several factors can influence increased complexity, including navigation difficulties, limited screen size, and transaction problems. If the quality system is user-friendly and intuitive, it will have a positive impact on the use of the system (Singh & Srivastava, 2018).

Perceived Usefulness Mediates the Effect of System Quality on Customer Loyalty

Based on the results of the hypothesis in this research, system quality has a positive effect on customer loyalty and system quality also has a positive effect on perceived usefulness. Furthermore, perceived usefulness can mediate the influence of system quality on customer loyalty. This shows that in this research the quality of the system with or without mediation can have a positive effect on customer loyalty. Aditya & Wardhana in Rosyad & Harsono (2021) state that if a person or organization does not believe that a system will help them in carrying out their work, then they tend not to have the intention to use it. Therefore, having an adequate quality system will make users feel useful which will lead to loyal consumers.

Perceived Ease of Use Mediates the Effect of Social Influence on Customer Loyalty

Based on the results of the hypothesis in this research, social influence has a positive effect on customer loyalty and social influence also has a positive effect on perceived ease of use. Furthermore, perceived ease of use can mediate the influence of social influence on customer loyalty. This shows that in this research social influence with or without mediation can have a positive effect on customer loyalty. To increase consumer loyalty, a good perception of technology is needed so that individuals feel free

from effort in operating the technology. In line with this, if the system quality is user-friendly and intuitive, it will have a positive impact on the use of the system (Singh & Srivastava, 2018). Consumer loyalty is people who are willing to make repeat purchases and trust a company.

Perceived Usefulness Mediates the Effect of Social Influence on Customer Loyalty

Based on the results of the hypothesis in this research, social influence has a positive effect on customer loyalty and social influence also has a positive effect on perceived usefulness. Furthermore, perceived usefulness can mediate the influence of social influence on customer loyalty. This shows that in this research social influence with or without mediation can have a positive effect on customer loyalty. The greater the social influence of using technology, the greater the intention to reuse the application (Tam et al., 2020). Good technology is a technology that can be used usefully. Consumer loyalty is people who are willing to make repeat purchases and trust a company. Therefore, researchers extend the same logic to consumer behavior with repurchase intention.

CONCLUSION

Based on the research results previously described, it can be concluded that: System quality has a negative effect on customer loyalty, meaning that the higher the level of system quality, doesn't mean it will increase customer loyalty. Social influence has a positive effect on customer loyalty, meaning that the higher the level of social influence, the higher the possibility of customer loyalty. Perceived ease of use has a positive effect on customer loyalty, meaning that the better perceived ease of use, the higher the possibility of customer loyalty. Perceived usefulness has a positive effect on customer loyalty, meaning that the better perceived usefulness, the higher the possibility of customer loyalty. Perceived ease of use can mediate the effect of system quality on customer loyalty with a positive effect, meaning that perceived ease of use is able to strengthen the relationship between system quality and customer loyalty. Perceived usefulness can mediate the effect of system quality on customer loyalty with a positive effect, meaning that perceived usefulness is able to strengthen the relationship between system quality and customer loyalty. Perceived ease of use can mediate the effect of social influence on customer loyalty with a positive effect, meaning that perceived ease of use is able to strengthen the relationship between social influence and customer loyalty.

Perceived usefulness can mediate the effect of social influence on customer loyalty with a positive effect, meaning that perceived usefulness is able to strengthen the relationship between social influence and customer loyalty.

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