



THE EFFECT OF WEBSITE QUALITY, PERCEIVED VALUE, AND PROMOTION ON CUSTOMER LOYALTY WITH TOKOPEDIA CUSTOMER TRUST IN MAKASSAR CITY AS INTERVENING VARIABLES

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Abstract

This study aims to determine the effect of website quality, perceived value and promotion on website loyalty through customer trust as an intervening variable. This research method uses a quantitative approach. The population of this research is all active users of Tokopedia in Makassar city. The sample of this study was 400 users, while the sample was taken using the Lemeshow method because the population was unknown. The data analysis techniques are instrument test (validity and reliability test), Classical Assumption Test (normality, multicollinearity, heteroscedasticity) and Hypothesis Testing (multiple linear regression analysis, path analysis). (1) Based on the results of the study indicate that the quality of the website has a t-count value of 6.054 with a significant value of 0, 000 Then the result of the hypothesis is that the quality of the website (X1) has a positive effect on the trust of Tokopedia customers in the city of Makassar. (2) The results of the analysis using the Sobel test showed a statistical value (z-value) of 4.6933 > 1.96, then the customer trust variable was the intervening variable between the Website Quality (X1) and Customer Loyalty (Y) variables. (3) Based on the results of the study, it shows that the perceived value has a t-value of 2.854 with a significant value of 0.000 which is smaller than 0.05. Then the results of the hypothesis that perceived value (X2) has a positive effect on the trust of Tokopedia customers in the city of Makassar. (4) The results of the analysis with the Sobel test showed a statistical value (z value) 0.2869 < 1, 96, it can be concluded that customer trust is not significant as an intervening variable between perceived value and customer loyalty. (5) Based on the results of the study, it shows that promotion has a tcount value of 2,739 with a significant value of 0.006 which is smaller than 0.05 (0.006 < 0.05). So the results of the hypothesis that promotion (X3) has a positive effect on Tokopedia customer trust in the city of Makassar. (6) The results of the analysis using the Sobel test showed a statistical value (z value) of 0.2869 < 1.96, so it can be concluded that customer trust is the intervening variable between promotion and customer loyalty. (5) Then the result of the hypothesis is that promotion (X3) has a positive effect on the trust of Tokopedia customers in the city of Makassar. (6) The results of the analysis using the Sobel test showed a statistical value (z value) of 0.2869 < 1.96, so it can be concluded that customer trust is the intervening variable between promotion and customer loyalty. (5) Then the result of the hypothesis is that promotion (X3) has a positive effect on the trust of Tokopedia customers in the city of Makassar. (6) The results of the analysis using the Sobel test showed a statistical value (z value) of 0.2869 < 1.96, so it can be concluded that customer trust is the intervening variable between promotion and customer loyalty.

Keywords: Website Quality, Perceived Value, Promotion, Customer Loyalty, Customer Trust

introduction

The development of technology and information in Indonesia in this era is growing very rapidly, one of which is the internet. The use of the internet which is easy and fast to be accessed anytime and anywhere greatly affects its development. It can be seen from the existing data that internet use in Indonesia in 2019-2020 (Q2) has increased very rapidly. Below is data on Internet usage in Indonesia.

Year	Amount Indonesian Residents	Number of Internet Users	Percentage of Internet user
2018	264.36 Million Souls	171.17 Million Souls	64.8%
2019	266.91 Million Souls	196.71 Million Souls	73.7%

Source: (APJII,2020)

In the data above, it can be seen that the number of internet users in Indonesia in 2019-2020 (Q2) reached 196.71 million users out of a total of 266.91 million Indonesians with penetration at 73.7% higher than the previous year, which was 64.8% in 2018.

Below is the data of E-commerce website visitors that have been surveyed by I-price in 2019 presented in the form of data as follows.

Rating	Online store	Monthly Web Visitors
1	Tokopedia	65,953,400
2	Shopee	55,964,700
3	Bukalapak	42,874,700
4	Lazada	27,995,900

5	Blibli	21,395,600
6	JD.id	5,524,400
7	Bhinneka	5,037,700
8	Sociolla	3,988,300
9	Orami	3,904,400

Source: (Iprice, 2019)

Below is the data of visitors to the E-commerce website that was surveyed by I-price in 2020, presented in the form of data as follows.

Rating	Online store	Monthly Web Visitors
1	Shopee	96,532,300
2	Tokopedia	84,997,100
3	Bukalapak	31,409,200
4	Lazada	22,674,000
5	Blibli	18,695,000
6	JD.id	4,785,800
7	Orami	3,071,900
8	Bhinneka	2,803,800
9	Sociolla	1,986,700

Source : (Iprice, 2020)

Based on the table above, it is known from Iprice data, in 2019, in 2019 Tokopedia became the most visited E-commerce with the number of monthly web visitors of 65.95 million visitors. Then followed by Shopee in second place with 55.96 million monthly visitors. The next rank was occupied by Bukalapak with 42.87 million visitors, then Lazada with 27.99 million visitors, followed by Blibli with 21.39 million visitors. In the table, it can be seen that the first position of e-commerce with the highest number of visitors. Shopee ousted Tokopedia from first place with a total of 96.53 million monthly visitors. Tokopedia ranks second with 84 monthly visitors. 99 million monthly visitors. The increasing number of e-commerce companies that appear provides many choices for people in Indonesia to

carry out shopping activities using the available E-commerce service platforms.

Tokopedia is one of the online shopping site companies in Indonesia in the form of a marketplace which was founded in 2009.

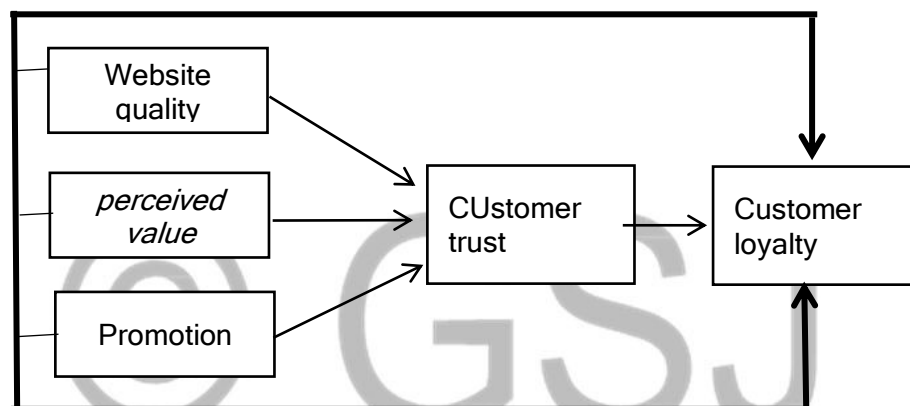
Tokopedia is an online mall that allows sellers to open stores and make online sales transactions easily, without having to think about store rental fees. Tokopedia is one of the E-commerce sites with the second most web visitors in Indonesia in 2020. However, as presented in Table 1.2 and Table 1.3, Tokopedia has experienced a decline in the number of web visitors, where in 2019 it was ranked first in e-commerce with the most web visits and in 2020, second dropped to second place. In Figure 1.4 it can be seen that in Q2 of 2019 the number of visitors to Tokopedia was 140.4 million visitors and experienced a very significant decrease until Q3 of 2020 to 85 million visitors.

The rapid growth of E-commerce in Indonesia is a threat for Tokopedia to improve the quality of the company, one of which is by increasing customer loyalty. Customer loyalty is formed from the good experiences obtained by customers when making transactions that result in the desire to make transactions in the long term. Customers will be loyal and tend to be tied to a service for a long period of time and make purchases or use them repeatedly even though there are many alternative choices. According to Griffin (2002) the longer consumers are loyal to a product or service from a particular company, the company will get a large profit. Judging from the data in the table and figure, it can be seen that Tokopedia is an E-commerce that has a high level of customer loyalty. To maintain customer loyalty, Tokopedia launched a customer loyalty program called TokoPoints. Through In this program, Tokopedia users collect loyalty and points from every transaction made through the Tokopedia site and application, then these points can be exchanged for attractive rewards such as free shipping, cashback for electricity credit, data packages, and other prizes. Meanwhile, through collecting loyalty users can also increase the level of customer account status. Besides TokoPoints, Tokopedia also provides membership status loyalty which allows customers to profit at every status level. This status is

determined by the amount of loyalty collected. There are four levels of membership loyalty for Toppers, namely Classic, Silver, Gold, and Platinum. One of the factors that can increase customer loyalty is the emergence of a sense of customer trust after experiencing experience in transactions. Customer trust (trust) is the foundation of business which is a way to create and retain consumers, Widiyanto (2013). In the context of the marketplace, customer trust is defined as the customer's willingness to put himself at risk of loss experienced in online shopping transactions, based on the expectation that the seller promises a transaction that will satisfy the consumer and is able to deliver the promised goods or services (Fahmi & Prayogi, 2018). In addition to the quality of the website, the value of expectations from customers in the form of perceived value must also be met by the company so that it will have an impact on customer loyalty. Customer loyalty is influenced if the perceived value received from the company for the quality offered is higher than competitors (Wijaya & Jessica, 2010). Perceived value can form an emotional bond with the company so that customers can become loyal (Hsin Chang & Wang, 2011). The strategy applied by Tokopedia in facing intense competition, is not only website quality and perceived value, but promotion is one of the important factors in marketing the product. Promotion is a means of corporate communication in influencing customers to make transactions at Tokopedia. The definition of promotion according to Kotler and Armstrong (2012) is an activity that communicates the benefits of a product and persuades target consumers to buy the product. The results of Simanjuntak's research (2018) have an effect on consumer loyalty with a positive and significant value. Therefore, companies can use promotions in order to create customer loyalty. From the description of the background and the phenomena that have been described by the author above, the author wants to know how influential website quality, perceived value and promotion can affect loyalty.

Conceptual Framework

The conceptual framework is intended to assist the author in understanding the research problem studied based on theoretical studies and previous empirical studies. Within the framework of this concept, the researcher describes the author's thoughts in analyzing and assessing the relationship between variables which has been compiled as a relationship problem in this study. The analysis and study in this research is the loyalty of Tokopedia customers in the city of Makassar. The influence factor variables consist of website quality, perceived value and promotion with the intervening variable, namely customer trust.



Research Hypothesis

Based on the problem formulation, theoretical basis and framework of thought that have been stated previously, the researcher proposes the following hypothesis:

Hypothesis 1: Website quality has a positive and significant effect on Tokopedia consumer trust in the people of Makassar.

Hypothesis 2: perceived value has a positive and significant effect on Tokopedia consumer confidence in the people of Makassar.

Hypothesis 3: Promotion has a positive and significant effect on Tokopedia consumer confidence in the people of Makassar.

Hypothesis 4: Customer trust has a positive and significant effect on

Tokopedia customer loyalty to the people of Makassar.

Hypothesis 5: Website quality, has a positive and significant effect on Tokopedia customer loyalty to the people of Makassar.

Hypothesis 6: perceived value has a positive and significant effect on Tokopedia customer loyalty in the people of Makassar.

Hypothesis 7: Promotion, has a positive and significant effect on Tokopedia customer loyalty in the people of Makassar.

Hypothesis 8: Website quality has a positive and significant effect on customer loyalty with trust as a mediating variable in the people of Makassar.

Hypothesis 9: perceived value has a positive and significant effect on customer loyalty with trust as a mediating variable in the people of Makassar.

Hypothesis 10: Promotion has a positive and significant effect on customer loyalty with trust as an intervening variable in the people of Makassar.

Research methods

Research Time and Location

This research was conducted in March 2021 to May 2021. The study was conducted in the Makassar city area, the location was chosen because the level of use of e-commerce in the Makassar City Community is higher than other regencies and cities in South Sulawesi.

Types of research

This study uses a descriptive type of research. The method used in this study is a quantitative method. Data collection was carried out through the distribution of questionnaires given to the people in Makassar City which had been determined and became the research sample, then analyzed using multiple linear regression analysis which aims to determine

the extent to which a variable has an effect on other variables.

Population and Sample

The population is a source of data contained in a particular study that has a large number and area of Darmawan (2014: 137). The sampling technique used in this research is non-probability sampling purposive sampling type. From calculations using the Lemeshow formula, the results obtained that the minimum number of samples to be used in this study was 385 respondents who were rounded off by the researchers to be 400 respondents. The reason the researcher used the Lemeshow formula. This is because the target population cannot be predicted with numbers that can change in a short period of time.

Research variable

In this study using 3 types of variables, namely, the independent variable (independent variable), the dependent variable (the dependent variable) and the intervening variable (the connecting variable).

a) Independent variables are variables that are the cause of the occurrence or influence of the dependent variable (Umar, 2014:40). The independent variable in this study is the quality of the website (X1) with dimensions: (1) Usability (Usability), Information Quality (Quality of Information), Interaction Quality (Quality of Interaction). perceived value (X2) with dimensions: Emotional Value, Social Value, Performance and Price/Value of Money Promotion (X3) with dimensions: Advertising, Sales Promotion, word of mouth, direct marketing.

b) The dependent variable is the variable that is influenced or becomes a result, because of the independent variable (Sugiyono, 2017:39). The dependent variable in this study is Customer Loyalty (Y) with the following dimensions: Make regular purchases, buy between product lines, services, recommend to others, and show immunity to competitor products.

c) Intervening Variable (Z)

Intervening variables are variables that theoretically affect the

relationship between independent and independent variables into an indirect relationship and cannot be observed and measured (Sugiyono, 2017) In this study the intervening variable used is customer trust with dimensions: Satisfaction Guarantee, Attention, and Continuity - frankly.

Multiple Linear Regression Analysis Model 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,248	2,247		4.116	.000
	WEBSITE QUALITY	.282	.047	.364	6.054	.000
	PERCEIVED VALUE	.224	.078	.155	2.854	.005
	PROMOTION	.202	.074	.152	2,739	.006
a. Dependent Variable: CUSTOMER TRUST						

Based on the output above, it is known that the significance value of the X variable is as follows:

- a) Website quality has a positive and significant effect on customer trust with a value of 0.364 with a significant level of 0.000
- b) Perceived Value has a positive and significant effect on customer trust with a constant value of 0.155. with a significant level of 0.005.
- c) Promotion has a positive and significant effect on customer trust with a constant value of 0.152. with a significant level of 0.006.

TABLE 5.17 MULTIPLE REGRESSION SUMMARY MODEL 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594a	.353	.348	3,548
a. Predictors: (Constant), PROMOTION, PERCEIVED VALUE, WEBSITE QUALITY				

Source: processed primary data, 2021

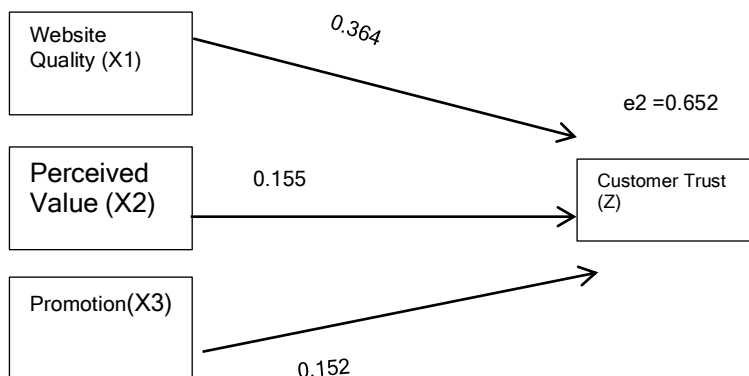
From table 5.17 it is known that the value of R Square in the multiple regression model 1 is 0.353, this shows that the influence of X1, X2 and X3 on customer trust (Z) is 35.3% while 64.7% is influenced by other variables that are not used. in this research. The value of e1 = 1 R Square = 0.652.

The value of the calculation results of the regression analysis is formulated into the following equation:

$$Y_1 = b_1 X_1 + b_2 X_2 + b_3 X_3 + e_1 \quad (1)$$

$$Y_1 = 0.364 + 0.155 + 0.152 + 0.652$$

From the results of the multiple linear regression analysis of model 1 above, then path analysis can be described as follows:



Multiple Linear Regression Analysis Model 2

Based on the results of the analysis using the SPSS version of the application, 25.0, the results obtained between the variables of website quality (X1), Perceived value (X2), promotion (X3), and customer trust (Z) on customer loyalty (Y) as follows:

TABLE 5.18 MULTIPLE REGRESSION ANALYSIS TABLE MODEL 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.284	1.388		3.806	.000
	WEBSITE QUALITY	.083	.029	.155	2.835	.005
	PERCEIVED VALUE	.236	.048	.235	4.933	.000
	PROMOTION	.148	.045	.161	3.294	.001
	TRUST IN CUSTOMER	.226	.030	.325	7.427	.000

a. Dependent Variable: CUSTOMER LOYALTY

Source: Primary Data Processed, 2021

- a. Website quality has a positive and significant effect on customer loyalty with a constant value of 0.155 with a significant level of 0.005.
- b. Perceived Value has a positive and significant effect on customer loyalty with a constant value of 0.235 with a significant level of 0.000
- c. Promotion has a positive and significant effect on customer loyalty with a constant value of 0.161, with a significant level of 0.001
- d. Customer trust has a positive and significant effect on customer loyalty with a constant value of 0.325 with a significant level of 0.000.

TABLE 5.19 MULTIPLE REGRESSION SUMMARY MODEL 2

Model Summary				
Model	R	R Square	adjusted R Square	Std. Error of the Estimate
1	.715a	.512	.507	2,147
a. Predictors: (Constant), CUSTOMER TRUST, PERCEIVED VALUE, PROMOTION, WEBSITE QUALITY				

Source: Primary Data Processed, 2021

From table 5.18 it is known that the value of Rsquare in multiple regression model 2 is 0.512, this shows that the effect of X1, X2, X3 and (Z) on customer loyalty (Y) is 51.2% while 48.8% is influenced by the variable others that were not used in this study. The value of $e_1 = 1$ Rsquare = 0.488. The value of the calculation results of the regression analysis is formulated into the following equation:

$$Y_2 = b_1 X_1 + b_2 X_2 + b_3 X_3 + e_1 \quad (2)$$

$$Y_2 = 0.155 + 0.235X_1 + 0.161X_2 + 0.325X_3 + 0.488$$

From the results of the multiple linear regression analysis of model 2 above, the path analysis can be described as follows:

Sobel Test

Sobel test is used to calculate the value of the mediating variable which is normally distributed. In this study the mediating variable or intervening variable is investment interest (Ghozali, 2018).

To calculate the value of the significance of the intervening influence variable, using the Sobel test is as follows:

$$Sab = \sqrt{b_2^2 Sa^2 + a_2^2 Sb^2 + Sa^2 b_2^2}$$

To test the significance of the indirect effect, it is necessary to test the t-value of the ab coefficient with the formula as beri

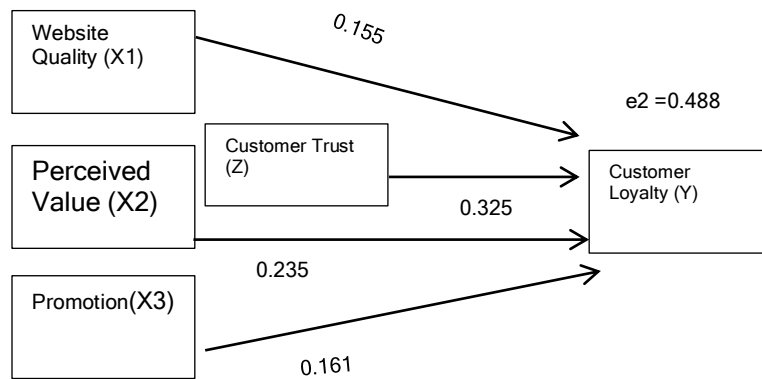


TABLE 5.22 Variable Coefficient of Website Quality (X1), Perceived value (X2), and Promotion (X3) on Customer Trust (Z)

Model		Unstandardize dCoefficients		Sig.
		B	Std. Error	
WEBSITE QUALITY		.282	.047	.000
PERCEIVEDVALUE		.224	.078	.005
PROMOTION		.202	.074	.006

Source: Processed primary data, 2021

1. The Influence of Website Quality on Customer Loyalty with Customer Trust as an intervening variable

The results of the analysis using the Sobel Test Calculator For The Signification of Mediation Kris Preacher: The results of the analysis using the Sobel test show a statistical value (z value) for the influence of the customer trust variable as the intervening variable between the Website Quality variable (X1) and Customer Loyalty (Y). Sobel Test Statistics with a number of 4.69336004 and One-tailed Probablitiy with a number of 0.00000134 significant on Two-tailed probability with a number of 0.00000269. Because z-value > 1.96 or p-value <= 0.05, it can be concluded that the indirect effect is significant.

2. Effect of Perceived Value (X2) on Customer Loyalty (Y) with Customer Trust (Z) as an intervening variable

The results of the analysis with the Sobel Test Calculator For The Signification of Mediation Kris Preacher: The results of the analysis with the Sobel test show a statistical value (z value) for the influence of the customer trust variable (Z) as an intervening variable between the Perceived value variable (X2) and customer loyalty (Y) Sobel Test Statistics with a number of 0.28697105 and One-tailed Probabilitiy with a significant number of 0.38706724 on Two-tailed probability with a number of 0.77413449. Because z-value < 1.96 or p-value > = 0.05, it can be concluded that the indirect effect or indirect effect is not significant.

3. The Effect of Promotion (X3) on Customer Loyalty (Y) with Customer Trust (Z) as an intervening variable

The results of the analysis with the Sobel Test Calculator For The Signification of Mediation Kris Preacher: The results of the analysis with the Sobel test show a statistical value (z value) for the influence of the customer trust variable (Z) as an intervening variable between the Perceived value variable (X2) and customer loyalty (Y) Sobel Test Statistics with a number of 2.56643781 and One-tailed Probabilitiy with a number of 0.00513745 significant on Two-tailed probability with a number of 0.0127490. Because z-value > 1.96 or p-value < = 0.05, it can be concluded that the indirect effect is significant.

Discussion

Based on the results of the study, it shows that the quality of the website has a tcount value of 6.054 with a significant value of 0.000 which is smaller than 0.05 (0.000 <0.05), the results of multiple regression analysis have a positive value of 0.282. The hypothesis is that the quality of the website (X1) has a positive effect. to the trust of Tokopedia customers in the city of Makassar. This shows that the trust of Tokopedia customers will increase if the quality of the website which includes the quality of information, the quality of interaction and the quality of usability on the Tokopedia website increases. The results of the analysis with the Sobel Test Calculator For The

Signification of Mediation Kris Preacher: The results of the analysis using the Sobel test showed a statistical value (z value) for the influence of the customer trust variable as the intervening variable between the Website Quality (X1) and Customer Loyalty (Y) variables. Sobel Test Statistics with the number 4.69336004 and the One-tailed Probability with the number 0.00000134 significant on the Two-tailed probability with the number 0.00000269. Because z-value > 1.96 or p-value < = 0.05, it can be concluded that the indirect effect is significant. Then H0 is rejected and H1 is accepted. This means that the Website Quality variable has a positive and significant effect on Customer Loyalty with customer trust as an intervening variable for Tokopedia in the Makassar City community. Based on the results of the study, it shows that the perceived value has a tcount of 2.854 with a significant value of 0.000 less than 0.05 ($0.000 < 0.05$), the results of multiple regression analysis have a positive value of 0.224. Then the results of the hypothesis, namely perceived value (X2), have a positive effect on the trust of Tokopedia customers in the city of Makassar. This shows that Tokopedia's customer trust will increase if the positive value received from the transaction experience increases. The results of the analysis with the Sobel Test Calculator For The Signification of Mediation Kris Preacher: The results of the analysis with the Sobel test show a statistical value (z value) for the influence of the customer trust variable (Z) as an intervening variable between the Perceived value variable (X2) and customer loyalty (Y) Sobel Test Statistics with a number of 0.28697105 and One-tailed Probability with a number of 0.38706724 is significant in the Two-tailed probability with a number of 0.77413449. Because z-value < 1.96 or p-value > = 0.05, it can be concluded that the indirect effect or indirect effect is not significant. Then H0 is accepted and H1 is rejected. This means that the Perceived Value variable has no positive and significant effect on Customer Loyalty with customer trust as an intervening variable for Tokopedia in the Makassar City community. 0.05), the results of multiple regression analysis have a positive value of 0.202. Then the results of the hypothesis that promotion (X3) has a positive effect on

the trust of Tokopedia customers in the city of Makassar. This shows that Tokopedia's customer trust will increase if the promotions delivered are in accordance with what is received and felt by customers. The results of the analysis using the Sobel Test Calculator For The Signification of Mediation Kris Preacher: The results of the analysis using the Sobel test show a statistical value (z value) for the effect of the variable. customer trust (Z) as an intervening variable between Perceived value (X2) and customer loyalty (Y) Sobel Test Statistics with a number of 2.56643781 and One-tailed Probablitiy with a significant number of 0.00513745 on Two-tailed probability with a number of 0.0127490. Because z-value > 1.96 or p-value < = 0.05, it can be concluded that the indirect effect is significant. The results of the analysis with the Sobel Test Calculator For The Signification of Mediation Kris Preacher:

Conclusion

Based on the research results and on the basis of the results of hypothesis testing, the overall writing of this study can be concluded as follows:

1. Website quality has a positive and significant effect on customer loyalty with trust as an intervening variable on Tokopedia customers in Makassar City with a significant level of 0.000.
2. *Perceived Value* has a positive and significant effect on customer loyalty with trust as an intervening variable on Tokopedia customers in Makassar City with a significant level of 0.005.
3. Promotion has a positive and significant effect on customer loyalty with trust as an intervening variable on Tokopedia customers in Makassar City with a significant level of 0.001.

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