

**THE IMPACT OF CUSTOMER EXPERIENCE AND CUSTOMER DELIGHT ON
CUSTOMER LOYALTY OF TOKOPEDIA PLATFORM AT IBA STUDENTS***DAMPAK CUSTOMER EXPERIENCE DAN CUSTOMER DELIGHT TERHADAP LOYALITAS
PELANGGAN PLATFORM TOKOPEDIA DI MAHASISWA IBA*

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Abstract: This research has purpose to analyze the impact of customer experience and customer delight on customer loyalty of Tokopedia platform. The sample of this research is 112 respondents were collected with questionnaire distributed via social media from IBA student's batch 2018-2020 faculty of economics & business in University of Sam Ratulangi. This research used quantitative method. Data analysis used Multiple Linear Regression analysis method conducted by using SPSS 25 version software. The results of this research show that customer experience and customer delight on customer loyalty. Customer experience has a positive relationship and has a significant impact on customer loyalty. While customer delight has a negative relationship and significant impact on customer loyalty of Tokopedia platform on IBA students batch 2018-2020.

Keywords: customer experience, customer delight, customer loyalty, Tokopedia platform

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh pengalaman pelanggan dan kepuasan pelanggan terhadap loyalitas pelanggan platform Tokopedia. Sampel penelitian ini adalah 112 responden yang dikumpulkan dengan kuesioner yang disebarluaskan melalui media sosial dari mahasiswa IBA angkatan 2018-2020 fakultas ekonomi & bisnis Universitas Sam Ratulangi. Penelitian ini menggunakan metode kuantitatif. Analisis data menggunakan metode analisis Regresi Linier Berganda yang dilakukan dengan menggunakan software SPSS versi 25. Hasil penelitian ini menunjukkan bahwa pengalaman pelanggan dan kepuasan pelanggan terhadap loyalitas pelanggan. Pengalaman pelanggan memiliki hubungan positif dan berpengaruh signifikan terhadap loyalitas pelanggan. Sedangkan kepuasan pelanggan memiliki hubungan negatif dan signifikan terhadap loyalitas pelanggan platform Tokopedia pada mahasiswa IBA angkatan 2018-2020.

Kata Kunci: pengalaman pelanggan, kesenangan pelanggan, loyalitas pelanggan, platform Tokopedia.

INTRODUCTION

Research Background

The technological advancements stand today as the driving force of civilization. One of the advancements are the internet. The growth of the internet user increased rapidly both globally and locally. According to the survey by The Association of Indonesian Internet Service Providers (APJII), the intensity of Indonesia internet user on the second quarter of 2019-2020, has increased more than 10% from the earlier year in 2018.

Looking up to the facts that was given, this research will uses students as the sample in this research as they are one of the largest age group of online shopping users. Since by the time this research was made, it is still pandemic and it is difficult to reach student outside the writer's major. The student of International

Business Administration is fit to be a sample since their age matched with the data by Kredivo and Popilux. It is also reassuring that they are a fit sample since a lot of Intention Business Administration students is an entrepreneur or had engaged with online shopping before.

Enhancing customer experience is important for customer loyalty, and ultimately the firm's profitability (Lin and Bennett, 2014; Kumar, Pozza, and Ganesh, 2013). In addition, a person's reaction to getting services from online shopping sellers is very diverse where it depends on how the seller deals with these consumers. The reaction of consumers in enjoying services from sellers which can be called Customer Delight where customers attach great importance to the services provided to customers. Explanations are another moderating variable that the relationship between surprise and customer delight, while explanations can lower the level of expectations for receiving similar types of surprise events in the future (Kim and Mattila, 2013). Finally, customer specific attributes (i.e., national identity) have been shown to impact customer delight (Ali et al., 2016).

Customers will judge whether the services provided by the seller are satisfactory or not. However, there are so many customers who feel that the service provided to customers is unsatisfactory and sometimes online shops often provide responses that are considered inappropriate for customers, this makes customers choose to buy products directly at the store which is considered the service will be more satisfying. The existence of bad responses and comments towards Online Shopping makes consumer reactions to Online Shopping less and less good, making consumer interest in Online Shopping decrease. Based on the phenomena above, this research will be conducted along with title, "The Impact of Customer Experience and Customer Delight on Customer Loyalty of Tokopedia Platform at IBA Students"

Research Objectives

The research objectives used are as follows:

1. To identify the simultaneous impact of customer experience and customer delight on customer loyalty of Tokopedia platform.
2. To identify the partial impact of customer experience on customer loyalty of Tokopedia platform.
3. To identify the partial impact of customer delight on customer loyalty of Tokopedia platform.

THEORETICAL FRAMEWORK

Marketing

Marketing is a part of company management and also one very important factor, because marketing will directly affect the smoothness and the company's success in achieving its goals (Noviar, 2012). Marketing is selling the value of goods or services from the company to the customers. According to Kotler and Keller (2013) "Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "Meeting needs profitably". Tjiptono and Chandra (2012), "Marketing means individual activities that are directed to satisfy wants and needs through barter". From the definitions of marketing above, it can be concluded fundamentally that marketing is a process to identify and meet the needs and wants of customers, providing value in order to satisfy and retain strong relationships with customers and their trust in return. The definition of marketing itself evolved throughout the years, and recent definition emphasis on the consumer relationship rather than marked it as a process of exchanging things. For instance, Philip Kotler in 1980 stated marketing as satisfying needs and wants through an exchange process then defined it again in 2018, as the process which companies engage customers, build strong customer relationship, and create customer value in order to capture value from customer in return. The marketing concept is needed in carrying out marketing activities in order to determine and meet the needs of the target market. Marketing must be differentiated from sales, marketing is a management orientation that assumes that the main task of the company is to maximize customer satisfaction (consumer satisfaction), and while sales are only part of the activities marketing that is more oriented towards increasing sales volume maximum. According to Kotler and Keller (2013), "The job of marketing is not to find the right customers for your product, but rather find the product that right for your customers". In marketing, there are four main principal are called the marketing mix. It contain of product aspect, price aspect, place aspect and promotion aspect. This principals helps marketer to defined and suit their product or services well to their own target market.

Consumer Behavior

The success of a services or products being marketed is depended on the influence of how it would be accepted by the consumer. This matter needs the adjustment by the company to the need and wants of the targeted consumer. Mowen and Minor (define consumer behavior as the study of buying units as well as the exchange of information which includes the acquisition, consumption, and disposal of goods, services, experiences, and ideas is known as customer behavior. According to Normawati (2013), the notion of consumer behavior is a process or activity when a person relates to search, selection, purchase, use, and evaluation products and services to meet needs and wants.

Customer Loyalty

Referring to Oliver (1997) and Walsh, Evanschitzky, and Wunderlich (2008), loyalty definition is “A deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, which causes repetitive same-brand or same-brand set purchasing, despite any situational influences and marketing efforts that might cause switching behavior” (Chaudhuri and Holbrook, 2001:82). Customer loyalty has been defined early as the willingness of customer to maintain their relations with a particular firm or service or product (Rai and Medha, 2013). In reality, loyalty should be explained as a customer commitment dealing with a particular firm, buying their products and services and referring it to colleagues. For instance, customer loyalty can be analyzed by the repetitive actions of customer toward product or services. Caruana (2002) support the argument that behavior is a full expression of loyalty to the brand and not just thoughts. Customer loyalty also means that the customer is loyal to the company and only turns to a competitor in exceptional cases (Blomqvist et al, 2000). For example, when customers are loyal to a specific hotel chain but the hotel chain does not have a hotel in the area where customers are. Customer loyalty are also may changes. If the customer value decreases to such a level that it becomes obvious to customers that offers from competitors are better, customers will engage in the others instead. Customer loyalty is more important for certain companies. Repurchase is also important indicating the survival of the companies.

Previous Research

Jeffany et al. (2021) aimed to determine and analyze the influence of Customer Experience, Consumer Perception and Customer Delight on customer loyalty. The phenomenon of increasing online shopping during this pandemic and the suggestions of previous researchers are the background of this research. The research method used is Multiple Linear Regression Analysis. The type of research used is descriptive quantitative research and the nature of this research is explanatory research. Simple Random Sampling is used to determine the sample in this study. The population used is students in the city of Medan and the sample of this study was taken as many as 100 respondents. The results showed that Customer Experience partially had a positive and significant effect on Customer Loyalty, Consumer perception has no positive and significant effect on customer loyalty. Customer delight has no significant effect on Customer Loyalty. In addition, simultaneously Customer Experience, Consumer Perception and Customer Delight have a positive and significant impact on Customer Loyalty

Sari and Tjokorda (2020) analyzed the effect of customer delight on customer loyalty with service quality as a moderating variable (Study at Livingstone Café & Bakery Seminyak Bali). This research was conducted at Livingstone Café & Bakery Seminyak Bali with data analysis techniques Moderation Regression Analysis (MRA). The sample size obtained by using purposive sampling method as many as 120 respondents. Based on the results of the analysis it can be stated that customer delight has a positive and significant effect on consumer customer loyalty at Livingstone Café & Bakery Seminyak Bali. Service quality moderated the influence of customer delight on consumer customer loyalty at Livingstone Café & Bakery Seminyak Bali.

Chandra (2014) succeeded to gather 142 respondents using simple random sampling method. Thus, by applying the Path Analysis with Regression, it is able to prove that customer experience has significant impact toward customer satisfaction of Ciputra World Surabaya. Then, customer satisfaction has significant impact toward customer loyalty of Ciputra World Surabaya. Author also tested customer satisfaction as mediating variable, however, the result shows that customer experience has no significant impact toward customer loyalty, mediated by customer satisfaction of Ciputra World Surabaya.

Conceptual Framework

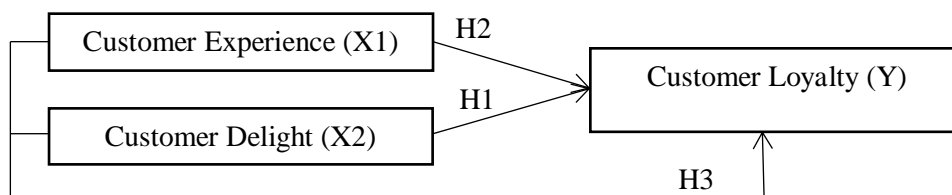


Figure 1. Conceptual Framework
Source: Theoretical Framework (2022)

RESEARCH METHOD

Research Approach

This research used quantitative method. The method used in this research is Analytical Hierarchy Process and Microsoft Excel as the data tabulation’s tool.

Population, Sample, and Sampling Technique

The population in this research is any Tokopedia platform users, which in this case was unknown for the specific number therefore this research would be using formula according to Hair et al. (2010) where the number of indicators plus number of the latent variables times the estimated parameters (should be 5 till 10) to eventually gain specific number of how many sample would be needed. Based on the guidelines, the sample in this research is:

$$(Indicators + Variables) \times Estimated Parameters$$

$$(11+3) \times 8 = 112 \text{ respondents.}$$

Based on the formula above, this research will required 112 respondents in limited characteristic such as grouped on as IBA Student, included in 2017-2019 IBA Batch students and reside in Manado.

Purposive sampling will be used in this research. Purposive sampling is a technique to collect data sample of data source with some consideration like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation (Sugiyono, 1997).

Data Collection Method

This research is conducted with a source of data which are primary and secondary data.

Source of Source of Data

There are two types of data that will be taken for this research: Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. Individual provide information when interviewed, administered questionnaires, or observed. Group depth interviews, or focus groups, are the other rich source of primary data (Sekaran and Bougie, 2009). The primary data used in this research is the questionnaire that will be distributed to the respondents. Secondary data is data collected for some purpose other than the problem at hand (Sekaran and Bougie, 2009). The secondary data is taken from books, journals, and relevant literatures from library and internet.

Table 1. Operational Definition and Indicators of Variables

Variable	Operational Definition	Indicator
Customer Experience (X1)	Customer experience originates from a set of interactions between a customer and a product, a company, or any part of its organization, which provoke a reaction at Tokopedia	– Sensory experience, – Emotional experience, – Social experience (Schmitt, 1999; Verhoef et al, 2009)
Customer Delight (X2)	The reaction of consumers in enjoying services from sellers which can be called Customer Delight where customers attach great importance to	– Esteem, – Security – Trust

	the services provided to customers at Tokopedia	– Variety (Putri, 2015)
Customer Loyalty (Y)	Customer Loyalty is the commitment of customer in showing the prolonged interest by doing the repetition in using the same services or products at Tokopedia	– Word of Mouth – Future Repurchase Intention – Price Sensitive (Tideswell, 2005; Deng, Lu, Wei, and Zhang, 2010)

Source: Data Processed (2022)

Data Analysis Method

This section will be pointed out about data analysis method included validity and reliability test that can be done by using Pearson Product and Cronbach's Alpha, Multiple Regression Analysis to analyze the relationship between a single dependent variable and several independent variables and all of the data analysis method that are used in this present research.

Validity

Validity is extent to which a construct measures what it is supposed to measure. An easy measure of validity would be to compare observed measurement with the true measurement (Hair, 2010). To test the validity of the research, the Pearson Product is used, by seeing the value of significance and comparing the value of r_{table} with r_{value} . If the significance value >0.05 , and if the value of $r_{value} > r_{table}$, then the instrument is declared valid.

Reliability Test

Reliability test is established by testing for both consistency and stability of the answer of questions. According to (Anastasi and Urbina, 2002) Reliability refers to consistency of scores obtained by the same persons when they are reexamined with the same test on different occasions, or with different sets of equivalent items, or under other variable examining conditions. Alpha Cronbach is reliable coefficients that indicate how good items in asset have positive correlation one to another.

Multiple Linear Regression

Multiple linear regression is used to model the relationship between one numeric outcome or response or dependent variable (Y), and several (multiple) explanatory or independent or predictor or regression variables (X). When some predictors are categorical variables, we call the subsequent regression model as the General Linear Model (GLM). The general linear model can be seen as an extension of linear multiple regression for a single dependent variable, and understanding the multiple regression model is fundamental to understanding the general linear model.

RESULT AND DISCUSSION

Result

Validity Test

Validity test is a test to determine and measure whether the instruments used are valid or not in this research. In validity test, there will be accurate process on the instruments or indicators that presented in questionnaire which is *Pearson Correlation* to identify the validity of instruments items. The questionnaire is valid if $r_{count} \geq r_{table}$, and the questionnaire is not valid if $r_{count} \leq r_{table}$.

Table 2. Validity Test

Variable	Indicators	Pearson Correlation	Sig. (2-tailed)	N	r table	Status
Customer Experience	X1.1	.756	.000	112	0.185	Valid
	X1.2	.867	.000	112	0.185	Valid
	X1.3	.795	.000	112	0.185	Valid
	X1.4	.832	.000	112	0.185	Valid
	X1.5	.862	.000	112	0.185	Valid

	X1.6	.852	.000	112	0.185	Valid
	X1.7	.859	.000	112	0.185	Valid
	X2.1	.815	.000	112	0.185	Valid
Customer	X2.2	.822	.000	112	0.185	Valid
Delight	X2.3	.859	.000	112	0.185	Valid
	X2.4	.719	.000	112	0.185	Valid
	Y1	.709	.000	112	0.185	Valid
Customer	Y2	.789	.000	112	0.185	Valid
Loyalty	Y3	.807	.000	112	0.185	Valid
	Y4	.868	.000	112	0.185	Valid
	Y5	.793	.000	112	0.185	Valid
	Y6	.813	.000	112	0.185	Valid

Source: Data Processed (2022)

Reliability Test

Reliability test is a test after the questionnaire is valid and has purpose to know and show how stable and consistent the instrument taps the variables. To measure the reliability this research used Cronbach's Alpha. If the Cronbach's Alpha or reliability coefficient is more than 0.6 the questionnaire is reliable. Table 1 shows the reliability test result.

Table 1. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.861	17

Source: Data Processed, 2022

Based on the table above, the result of reliability test by using Cronbach's alpha is more than 0.6 which is 0.622. It means the questionnaire is reliable, the instruments are consistent and stable taps the variables.

Discussion

Customer Experience and Customer Delight Impact on Customer Loyalty

The results of this study indicate that that customer experience and customer delight has an impact on customer loyalty, because it is reveal that based on questionnaire that has spread to IBA students on Sam Ratulangi University. Customer experience and customer delight are the important things for Customer loyalty itself because in order to make the customer on Tokopedia has a loyalty to buying some products on there they need to increase and providing good service in terms of products, price and the services that has been offer by the seller. So that the customers will have a good experience at first and it is going to make the customer feel satisfy with the services and the products that has given by the seller It is some emotional things that the buyer shows when they felt satisfy and it has an impact on increasing the customer loyalty in Tokopedia. And even though customer experience is one important things to customer loyalty, customer delight also has a same important thing to make build the customer loyalty. So that the platform must be aware with the marketing and the services they provide because it is going to create a satisfaction (delight) desired by the customers.

Customer Experience Impact on Customer Loyalty

The researcher found that one of the factors that affect the interest of the customers to get loyal to visit or make a decision to buy the products and using the platform itself, they must be aware with what the customer feel, the sense, act, relation, think whether they are create a good experience for the customer or not. The platform and also the seller on there need to evaluate depends on the comparison between the customer expectations. And it is coming from the interactions between the customers and the seller in order to dealing something. This study is not supported the previous study of Jeffany et al. (2021) that found customer experience partially had a positive and significant effect on Customer Loyalty.

Customer Delight Impact on Customer Loyalty

Based on this, the researcher makes the hypothesis that customer delight has a negative but significant impact on customer loyalty. However, based on the results of T-test it was found that customer delight impact the customer loyalty on Tokopedia Platform. So that, the third hypothesis is accepted. This is can be reveal by the researcher finding In this case, customer delight can be formed when someone feels comfortable in a service and gets a feeling of pleasure and satisfaction. For this reason, this is has an impact for customer loyalty as well. In a marketing environment satisfying the customer alone is not enough to ensure a long term relationship with the customer. For this reason, Tokopedia itself must be able to go beyond a higher level than just increasing customer satisfaction, namely customer delight so that it can achieve customer loyalty. It can be seen on the previous research who has different result by Jeffany et al. (2021) that customer delight has no significant effect on customer loyalty.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, then two conclusions can be purposed.

1. Customer Experience and Customer Delight have a positive and significant correlation to Customer Loyalty Of Tokopedia Platform on IBA student batch 2018 - 2020 Faculty of Economics and Business Sam Ratulangi University
2. Customer Experience have a positive and significant correlation to Customer Loyalty Of Tokopedia Platform on IBA student batch 2018 - 2020 Faculty of Economics and Business Sam Ratulangi University
3. Customer Delight have a negative and significant correlation to Customer Loyalty Of Tokopedia Platform on IBA student batch 2018 - 2020 Faculty of Economics and Business Sam Ratulangi University

Recommendation

Based on the results, the following are some suggestions for marketers and academic purposes that can be given by the researcher:

1. The platform should maintain the prestige image of Tokopedia goods and service to keep the consumers loyal, it might also help to make a mouth-to-mouth advertisement.
2. The Tokopedia Platform should do a better kind of advertising to build consumers' delight towards Tokopedia shopping platform, having a good perspective towards a brand will really affecting the consumers experience and purchase intention.
3. Future researcher may use other independent variable or other factor that might impact the consumers purchase intention on buying on Tokopedia shopping Platform
4. This research can be used as a reference for a study in the future or for developing new idea that can be implemented towards experience and customer delight on Tokopedia shopping platform.

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