THE INFLUENCE OF CONSUMER RETENTION AND ANALYSIS OF SERVICE QUALITY TOWARDS ONLINE SHOPPING AT ENTERKOMPUTER.COM

PENGARUH KESAN PELANGGAN DAN ANALISA KUALITAS PELAYANAN TERHADAP PEMBELANJAAN ONLINE DI ENTERKOMPUTER.COM

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ABSTRACT

Online buying and selling has become an important part of many people's lives. Students and parents rely on the internet to acquire and sell textbooks at affordable prices, virtual stores allow people to shop from the comfort of their homes without the pressure of a salesperson, and online marketplaces provide a new and more convenient venue for the exchange of virtually all types of goods and services. Both businesses and customers have embraced online sales as a cheaper and more convenient way to shop, but just like anything associated with the internet, there are benefits and dangers associated with shopping online. In the other words, society need to learn more about the technology especially the internet and always be aware to surf it as well. So as the first step, people should afford electronic devices such as smartphone, laptop, or a personal computer in order to be able to do an online buying or selling activity. Therefore this Thesis has been made to analyze and give explanations about how well Consumer Retention and Service Quality influencing an Online shopping behavior towards one of the well-known and most trusted online webstore Enterkomputer.com that provides many electronic devices especially computer stuffs and peripherals that located at Mangga 2 Mall, second floor, C block No 101-106, Jakarta Pusat.

Keywords: online shopping/ purchasing, online shopping behavior, e-business, consumer retention, service quality

ABSTRAK:

Penjualan dan pembelian barang secara online sudah menjadi bagian hidup banyak orang. Pelajar dan orang tua mempercayai internet untuk mendapatkan dan menjual buku dengan harga yang terjangkau, toko di dunia maya telah menyediakan kenyamanan berbelanja dari rumah tanpa ada tekanan apapun, dan pasar online juga memberikan sesuatu yang baru dan mudah untuk berbelanja segala jenis produk yang ada. Perusahaan-perusahaan maupun para pembeli telah mengakui bahwa pembelanjaan online lebih mudah dan menguntungkan, namun tak lepas dari dunia internet, banyak sekali keuntungan sekaligus bahaya dalam melakukan pembelanjaan online. Dengan kata lain, masyarakat harus belajar lebih mengenai teknologi khususnya internet dan harus selalu berhati-hati. Sebagai langkah awal, masyrakat memerlukan alat elektronik seperti smartphone, laptop, atau komputer pribadi untuk melakukan segala jenis aktivitas jual beli online. Oleh karena itu dibuatlah thesis ini guna menganalisa dan memberikan penjelasan tentang bagaimana kesan pelanggan dan kualitas pelayanan yang mempengaruhi jalannya tingkah laku atau kebiasaan pembelanjaan online yang terjadi di salah satu toko online popular dan terpercaya yaitu Enterkomputer.com yang menyediakan alat-alat elektronik khususnya perangkat keras computer yang bertempat di Mangga 2 Mall, Lantai dua, blok C nomor 101-106, Jakarta Pusat

Kata kunci: pembelanjaan online, tingkah laku pembelanjaan online, bisnis elektronik, kesan pelanggan, kualitas pelayanan.

1. INTRODUCTION

Research Background

The Internet has played a significant role in our daily life, people can talk through the internet one to another where is actually on the other side of the Earth, can send email around the clock, can search information, can play game with others, and even can buy things online. Meanwhile, Internet shopping has been widely accepted as a way of purchasing products and services. It has become a more popular means in the Internet world.

Furthermore, online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. An online shop, e-shop, e-store, Internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping center. Moreover, the use of loyalty programs as a technique for companies to enlarge customer loyalty is extremely popular as it is believed that both consumers and companies can reap benefits from it. For many products, there has been the tendency to shift from mass marketing of a homogenous product to anonymous buyers towards customization of product to meet the needs of known individuals whose needs have become observable through some form of dialogue based relationship. Customers tend to keep using current service as the level of the customer satisfaction is high. In other word, the customer satisfaction is the first factor for the customer retention.

Generally speaking, the customer with higher satisfaction tends to use that service continuously. However, the necessity for the analysis on the other factors as other studies shows that the customer satisfaction is not always significant to explain the customer retention even it is an important factor having positive effect on the customer retention.

Customer retention is an effort carried out by companies to ensure that its customers do not switch over to competitors products and services. It is of paramount importance to retain highly profitable ones. A good loyal customer base that persists for a long time is one of the best advertisements for a business, creating an image of high quality. This helps in attracting other customers who value long term relationship and high quality products and services.

Thus, a Service Quality is an assessment of how well a delivered service conforms to the client's expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction. Service Quality has 5 dimensions, they are tangibles, reliability, responsiveness, assurance, and empathy.

One of the best online shop in Indonesia is Enterkomputer. Enterkomputer is the Most trusted online shop in Indonesia that provides computer stuffs & peripherals, located at Mangga 2 Mall, second floor, C block No.101-106, Jakarta Pusat.

Seeing the explanation above about the role of Consumer Retention & Service Quality towards Online Shopping and include the entire problem that has been explained, it is important to do the research and therefore this thesis is titled: *The Influence of Consumer Retention & Analysis of Service Quality towards Online Shopping at Enterkomputer.com.*

Research Objective

To Examines the influence of both consumer retention and service quality towards online shopping that occurred at Enterkomputer webstore.

Theoretical Framework
Theories

Marketing

Marketing is the action or business of promoting and selling products or services, including market research and advertising. According to Amstrong and Kotler (2008), it is important for firms to implement the right marketing strategies in order to succeed. Traditionally, firms have focused their marketing strategies around attracting new customer and increasing their market share. However, due to globalization, most industries and markets are becoming more and more competitive forcing significant changes in the way firms do business.

Consumer Behavior

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon, 2006). In a further development of this issue, models of consumer behavior have been created. For example a model of rational, sociological, or frame model (Koudelka, 2006). Consumer decision making has long been of interest to researchers. Beginning about 300 years ago early economists, led by Nicholas Bernoulli, John von Neumann and Oskar Morgenstern, started to examine the basis of consumer decision making (Richarme 2007).

Online Purchasing

Online Purchasing/Shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Online purchasing is reported to be strongly associated with the factors of personal characteristics, vendor/service/product characteristics, website quality, attitudes toward online shopping, intention to shop online, and decision making (Andrade, 2000; Bellman, 1999; Bhatnagar, 2000; Cho, 2001; Grandon and Ranganathan, 2001; Jarvenpaa, 2000; Lee, 2000; Sukpanich and Chen 1999).

Consumer Retention

Consumer Retention is the way in which organizations focus their efforts on existing customers in an effort to continue doing business with them (Mostert, 2009:120). Customer retention is an effort carried out by companies to ensure that its customers do not switch over to competitors products and services. It is of paramount importance to retain highly profitable ones. A good loyal customer base that persists for a long time is one of the best advertisements for a business, creating an image of high quality. This helps in attracting other customers who value long term relationship and high quality products and services.

Service Quality

Service Quality is an assessment of how well a delivered service conforms to the client's expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess

client satisfaction. Service quality is widely recognised as a critical business requirement (Voss, 2004; Vilares & Coehlo, 2003; Van der Weile, 2002). It is 'not just a corporate offering, but a competitive weapon' (Rosen, 2003).

2. RESEARCH METHODOLOGY

Type of Research

This research is quantitative research and uses causal type of research where it is designed to determine whether one or more variables (e.g., a program or treatment variable) causes or affects one or more outcome variables.

Place and Time of Research

This study was conducted directly to 100 respondents, started from February to march 2015.

Population and Sample

The population in this research is the customer of Enterkomputer webstore in Manado. The sample of this research is the customer of Enterkomputer in Manado as many as 100 customers or respondents.

Data Collection Method

There are two types of data that are used to make an appropriate result, which is Primary and Secondary data. In this research the type of data that will be used are both of that have been mentioned before.

Primary Data
According to Driscoll (2011):

Primary data is particularly useful when you want to learn about a problem that does not have a wealth of published information. This may be because the problem is a recent event or it is something not commonly studied. Primary data is data originated by the researcher specifically to address the research problem.

Self-administered Survey.

The researcher also gets primary data from the result of questionnaires. Questionnaires are distributed to respondents so they can respond directly on the questionnaire. There were two sections in the questioner in the questioner that should be filled in by the respondents. The first section asked about respondent's identities and the second section asked about things that related with the variables.

Secondary Data.

According to Hinds (1997) cited by Sutehall (2010) secondary data is the use of existing data to find answers to research questions that differ from the question asked in the original research. The secondary data is taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, and discussions.

Operational Definition and Measurement of Research Variables

Table 3.1

Variable Name	Operational Definition	Indicators
Independent Variables		
Consumer Retention (X1)	Consumer retention is the way in which organization focus their efforts on existing customers in order to continue doing business with them.	Competitive advantage, Customer satisfaction, Customer value, Corporate image, Switching barriers, Customer Loyalty
Service Quality (X2)	Service quality is an assessment of how well a delivered service conforms to the client's expectation.	Tangible, Reliability, Responsiveness, Assurance, Empathy.
Dependent Variable		
Online Shopping (Y)	Also called online shopping behaviour or internet buying behaviour refers to the process of purchasing products or services through the internet.	Perceived behaviour control, Attitude, Subjective norms

Data Analysis Method Validity and Reliability Test

In this research, the general explanation about variable sin this current research that will be analyzed, are stated as follows:

Validity and Reliability Test.

Scale validity assesses whether a scale measures what it is supposed to measure. Thus, validity is a measure of accuracy in measurement. Validity in general, involves determining the suitability of the questions (statement) chosen to represent the construct. One approach to assess scale validity involves examining content validity (Hair 2010, 157). Scale reliability refers to the extent to which a scale can reproduce the same or similar measurement result in repeated trials. Thus, reliability is a measure of consistency in measurement. Hair (2010:156).
Questionnaire design is conducted to perform validity and reliability test to prove the truth of hypothesis and to know the relationship between variable Y and variable X_1, and X_2. Then, the result from questionnaires are analysed with Pearson Product Moment. Alpha Cronbach is a reliable coefficient that can indicate how good items in asset have positive correlation on one another. If probability of correlation is less than 0.05 (5%) and value for each relationship is more than 0.3 then the research instrument is stated as valid. The reliability test in this research uses

Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable. The interpretation of Alpha Cronbach (Sekaran, 2003; 311) is as follows:

1. < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable.
2. 0.7 indicates that the data is acceptable.
3. 0.8 indicates good internal consistency or consider that the data resulted is reliable.

Multiple Regression Analysis Method.

Multiple regression is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval-scaled dependent variable. The formula of multiple regression models in this research is shown as follows:

$$Y = \alpha + \beta X1 + \beta X2 + \varepsilon$$

Description:

β   : Beta
α   : Alfa or constant
ε   : Error
Y   : Online Shopping
X1   : Consumer Retention
X2   : Relationship Quality

Classical Assumption.

In this section will be explained about the tests that will be used in finding the result of this research.

Multicollinearity.

Multicollinearity shows the intercorrelation of independent variables. R2's near 1 violate the assumption of no perfect collinearity, while high R2 increases the standard error of beta coefficient and makes assessment of the unique role of each independent difficult or impossible. To assess multicollinearity, researchers can use tolerance or VIF, which build in the regressing of each independent on all the others. Even when multicollinarity is present, note that estimates of the importance of other variables in the equation (variable which are not collinear with others) are not affected.
Tolerance is 1 – R2 for the regression of those independent variables on all the other independents, ignoring the dependent. There will be as many tolerance coefficients as there are independent. The higher the intercorrelation of the independents, the more the tolerance will approach to zero. As a rule of thumb, if tolerance is less than .20, a problem with multicollinearity is indicated.
Variance-inflation factor or VIF which is simply the reciprocal of tolerance. Therefore, when VIF is high, it shows multicollinearity and instability of the b and beta coefficient. These two variables are provided in the SPSS output.

Heteroscedasticity.

Newbolt (2003:508) explained that 'Models in which the errors do not all have the same variance are said to exhibit heteroscedasticity". When this phenomenon is present, the least square is not the most efficient procedure for estimating the coefficients of the regression model. Moreover, the usual procedure for deriving confidence interval and test of hypothesis for these coefficients are no longer valid. There are some tests for detecting heteroscedasticity:

1. Sulaiman (2004:88) said that "Scatter plot is the residuals against an independent variable. A model can be concluded not apparent of heteroscedasticity if the scatter plot does not form any pattern.

2. Spearman correlation, highly recommended for a small samples model, is usually less than 30 samples. A model is said to be infected by heteroscedasticity if the spearman coefficient or correlation has significant value (Sig.<0.05) toward the residual.

Normality.

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and model-predicted values of the dependent variable. The residual for a given product is the observed value of the error term for that product.
A histogram or P-P plot of the residuals can help researchers to check the assumption of normality of the error term. The requirements are as follows:
1. The shape of the histogram should approximately follow the shape of the normal curve
2. The P-P plotted residuals should follow the 45-degree line.

Autocorrelation.

Autocorrelation is the correlation between some observed data that is organized based on time series or data in a certain time or is cross-sectional. It is attempt to test is there any correlation between errors in t period and t-1 period in a linear regression model. Autocorrelation appears because if there continues observation in a time series, this problem emerges of the residual from one observation to another. Autocorrelation could be identified by computing the critical value of Durbin-Watson Statistic (d-test).

Test partially (t-test).

This test is intended to determinewhether eachindependent variablespartially influence dependent variableor not, by assuming a constant valueof independent variables.

Simultaneously (F-test).

This test is intended to determine whether the independent variables simultaneously influence dependent variable or not.

3.   RESULT AND DISCUSSION

Result Validity and Reliability

Validity Test
Table 4.1

Validity Test Table

Indicator	Pearson Correlation
$X_{1.1}$	$.762^{**}$
$X_{1.2}$	$.836^{**}$
$X_{1.3}$	$.132$
$X_{1.4}$	$.337^{**}$

Indicator	Pearson Correlation
$X_{1.5}$	.258**
$X_{1.6}$	.630**
$X_{2.1}$	.598**
$X_{2.2}$	.594**
$X_{2.3}$	.689**
$Y_{.1}$	.677**
$Y_{.2}$	.886**
$Y_{.3}$	.801**

Source: SPSS Data Analysis, 2015

From the table above shows the validity test of variable $X_1 - Y$ and dependent variable are bigger than r value. The table shows the total number for X_1 - Y are above 0.3, means that all the indicators are valid, except the indicator of X1.3 is below 0.3. Means that the indicator is not valid and should be excluded from the calculation.

Reliability Test

Table 4.2
Reliability Test Table

| Variable	Cronbach's Alpha
X_1	.657
X_2	.620
Y	.823

Source: SPSS Data Analysis, 2015

From the table above shows the Cronbach's Alpha > 0.6, indicated that all research instrument indicator of variable are reliable.

Classic Assumption
Heteroscedasticity Test.

A good regression model is free from the case of heteroscedasticity Basis for decision-making of a regression model said that heteroscedasticity occur if there is no clear pattern, and the point spread above and below the number 0 (zero) on the Y axis, does not occur heteroscedasticity. Figure below will explain the test results as follows:

Figure 4.4
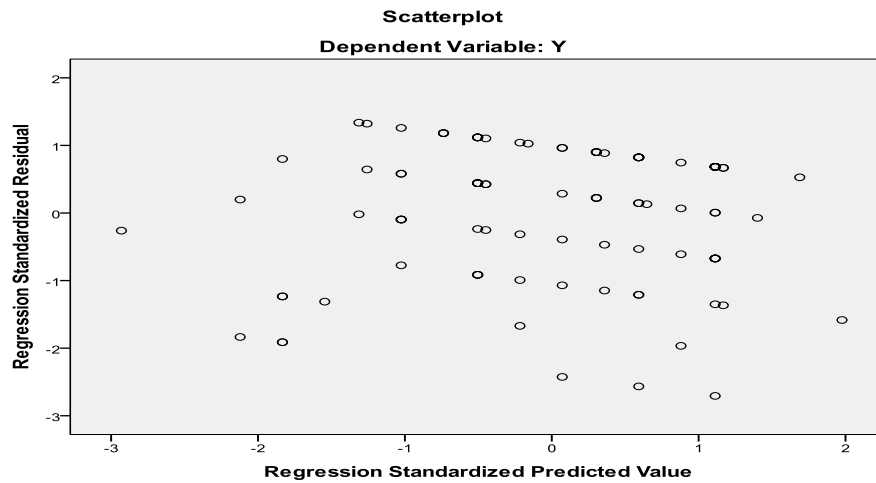
Source: SPSS Data Analysis, 2015

Based on the figure above it can be seen that there is no established pattern, in other words the graph describing the plot spread above and below the number 0 (zero) on the Y-axis. This proves that the independent variable X_1 and X_2 on Y are free of Heteroscedasticity.

Multicollinearity Test.

The purpose was to test the assumption of multicollinearity in the regression model to test whether there is a correlation between the independent variables. A good regression model should be free from the problem of Multicollinearity and there is no correlation between the independent variables.

Table 4.3
Multicollinearity Test Table

| Variable	VIF
X_1	1.089
X_2	1.089

Source: SPSS Data Analysis, 2015

Table above shows the calculation of Multicollinearity. Moreover, it can be known through the VIF and tolerance, whereby if the value of VIF and tolerance to be around the number < 10 then the regression model above are free from multicollinearity. Based on the results in the table above can be seen by SPSS output does not occur because the symptoms of multicollinearity VIF value of X_1 and X_2 is below numbers < 10, this means that there is no connection between the independent variables. Thus, multicollinearity assumptions are met (free of multicollinearity).

Normality Test.

Testing the normality assumption is to test whether the regression model, the independent variable X_1 and X_2 on Y has a normal distribution or not. Regression model is good if the data distribution is normal or near normal, if the data is spread around the diagonal line and follow the direction of the diagonal line, then the regression fulfill the normality assumption.

Figure 4.5

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Y
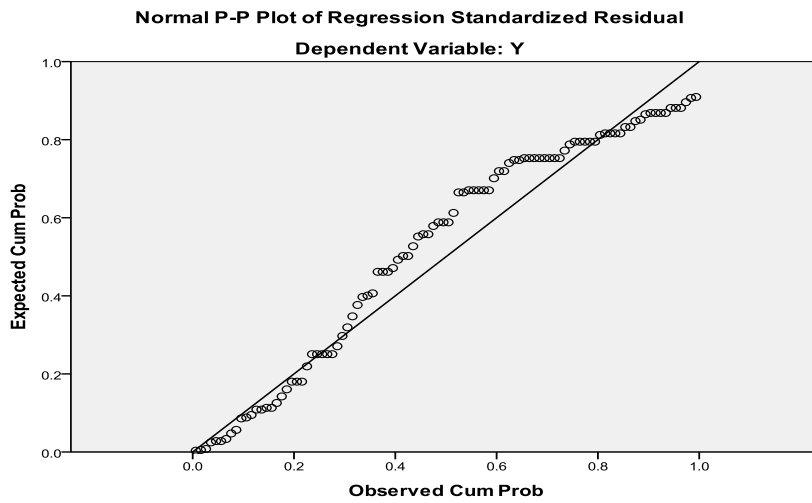
Source: SPSS Data Analysis, 2015

From the figure above it can be seen that the points spread and spread around the diagonal line in the direction diagonal lines. This proves that the regression model of the influence of X_1 and X_2 on Y in test normality assumption was met.

Coefficient Regression.

As has been pointed out in the previous section that the objective of this study to know the effect of X_1 and X_2 on Y and to test the truth of the hypothesis used quantitative analysis with linear regression methods.
In calculating the regression between independent variables on dependent variable, with the help of a computer program package Based on the statistical software SPSS Version 19.0, of the data processing on the attachment is as follows:

Unstandardized Coefficient Beta Table
Table 4.4

Variable	B
(Constant)	3.629
X_1	.115
X_2	.322

Source: SPSS Data Analysis, 2015

From the analysis, obtained by linear regression equation as follows:
Y = α + b₁X₁ + b₂X₂ + e
Y = 3.629 + 0,115 X_1 + 0,322 X_2 +e. From the multiple linear regression equation above, it can inform the interpretation as follows:
- Constant value of 3.629 means that if the variables in this research of Variable X_1 and X_2 are equal to zero or constant than the Y will increase at 3.629 point.
- Coefficient value of 0.115 means that if the variables in this research of X_1 increased by one scale or one unit, it will improve and increase Y at 0.115.

-   Coefficient value of 0.322 means that if the variables in this research of X_2 increased by one scale or one unit, it will improve and increase Y at 0.322.

Thus, if there is any change in factors measuring of X_1 and X_2 will change dependent variable Y.

Coefficient Correlation and Determination

The correlation coefficient is used to measure the The Influence of X_1, X_2, X_3 and X_4 on Y. The correlation coefficient values can be seen in the table below:

Coefficient Correlation (R) and (R^2) table

Table 4.5

R	R Square
.789[a]	.623

Source: SPSS Data Analysis, 2015

Based on the analysis of correlation (R) is equal to 0.789 indicating that the Correlation of The Influence of X_1 and X_2 on Y has a strong relationship.

To determine the contribution The Influence of X_1 and X_2 on Y can be seen that the determinant of the coefficient (R^2) in the table above. R^2 value of 0.623 in this study may imply that the contribution of independent variable on dependent variable of 62.3 % while the remaining 37.7% is affected by other variables not examined in this study.

Hypothesis Test
Simultaneously Test

Simultaneous testing conducted to determine the The Influence of X_1 and X_2 on Y hypothesis test is carried out simultaneously by using F numbers in the table below. Testing is done by comparing the number of significant level of calculation results with significance level 0.05 (5%) with the following criteria:
-   If F_{count} (sig) $\geq$ 0.05 then Ho is accepted and Ha rejected
-   If F_{count} (sig) $<$ 0,05 then Ho is rejected and Ha accepted
-

Simultaneously Test Table (F – test)

Table 4.6

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.740	2	.870	3.597	.031[a]
	Residual	23.455	97	.242		
	Total	25.194	99			

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: SPSS Data Analysis, 2015

Value of 3.597 of F_{Count} significant 0.031^a. Because the sig < 0.05 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.031. Therefore H_0 is rejected and accepting H_a. Thus, the formulation of the hypothesis that The Influence of X_1 and X_2 on Y Simultaneously, accepted.

Partially Test.

Partial test is used to test the effect of each independent variable X_1 and X_2 in Partial influence on Y by performing comparisons between the t_{count} values with t_{table} value at $\alpha = 0.05$ or compare the probability of the real level 95% of the partial coefficient (r) so that it can be seen the influence of the independent variables individually. Using the criteria of hypothesis testing by t test as follows:

- $t_{count} \leq t_{tabel}$ (0,05), then H_0 is accepted and rejecting H_a.
- $t_{count} > t_{tabel}$ (0,05), then H_0 is rejected and accepting H_a.

The data table below shows the t-test partially result:

Partial Test Analysis Table (t-test)

Table 4.7

Model	t	Sig.
X_1	2.238	.040
X_2	2.681	.009

Source: SPSS Data Analysis, 2015

Based on the calculations in the table above, the interpretation as follows:
- t_{count} for X_1 2.238 bigger than the value of 1.984 t_{table} means X_1 has significant influence partially on Y. The sig. value at 0.040 means that prediction of X_1 influence on Y doing errors is more than 5% which is 4%, thus the confidence of this prediction is above 95%. Therefore, H_a accepted.
- t_{count} for X_2 2.681 greater than the value of 1.984 t_{table} means X_2 has significant influence partially on Y. The sig. value at 0.009 means that prediction of X_2 influence on Y doing errors is 0.9%, thus the confidence of this prediction is above 95%. Therefore, H_a received.

Based on the calculations in the table above, the interpretation as follows:
- t_{count} for X_1 2.238 bigger than the value of 1.984 t_{table} means X_1 has significant influence partially on Y. The sig. value at 0.040 means that prediction of X_1 influence on Y doing errors is more than 5% which is 4%, thus the confidence of this prediction is above 95%. Therefore, H_a accepted.
- t_{count} for X_2 2.681 greater than the value of 1.984 t_{table} means X_2 has significant influence partially on Y. The sig. value at 0.009 means that prediction of X_2 influence on Y doing errors is 0.9%, thus the confidence of this prediction is above 95%. Therefore, H_a received.

Discussion

Based on the data analysis above, Consumer Retention and Service Quality has significant influence on Online Shopping, partially and simultaneously. This results is showed by the value

of t_{count} and f_{count} is bigger than its value on table. The coefficient correlation and coefficient determination also show the same result supported the significant influence.

Consumer Retention has a significant influence on online shopping partially is because the switching barrier such as the continuous cost, the contractual cost, the interpersonal relationship and the attractiveness of the alternatives to maintain current growth and profitability in the mature market. Influencing the customer retention are reviewed in this paper, and other variables such as customer characteristics seem to have important influence on respondents of the customer retention in Enterkomputer.com website. Consumer retention is an effort carried out by Enterkomputer.com website to ensure that its customers do not switch over to competitors products and services. It is of paramount importance to retain highly profitable ones. A good loyal customer base that persists for a long time is one of the best advertisements for a business, creating an image of high quality. This helps in attracting other customers who value long term relationship and high quality products and services.

4.   CONCLUSION AND RECOMMENDATION

Conclusion

From the chapter 4 about the data analysis and discussion, this research concludes findings as follows:

1. Consumer Retention has significant influences on online shopping at Enterkomputer.com to make sure that the costumer will not change their perception and keep purchasing computer stuff at Enterkomputer.com rather than any other online shop.
2. Service quality also has significant influences on online shopping at Enterkomputer.com to give a good impression and satisfaction to the new customer as well as the old customer.
3. Both consumer retention and service quality have significant influence on online shopping at Enterkomputer.com because it has several factors that worked together in order to give customer the best product with affordable price all compared to the other online webstore all over Indonesia along with the best services as well.

Recommendation

1. Enterkomputer.com should pay attention on Consumer Retention and Service Quality since this several factors are the key and has a significant influence on Online Shopping.
2. For the next researcher should add more variable or intervening variables such as consumer behaviour to improve this research.

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