



Analysis of the Influence of Customer Reviews and Customer Trust on Customer Loyalty through Customer Satisfaction as an Intervening Variable

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ABSTRACT

The aim of this study is to analyze influence between customer reviews and customer trust on customer loyalty with customer satisfaction as an intervening variable. This study used descriptive and quantitative methods. Sampling was determined using a non-probability sampling technique with size of sample is 130 respondents who are Shopee users in Ciayumajakuning. Data collection by questionnaires to conducted through the distribution sample, and measurements used an interval scale. Data analysis was performed using path analysis. The research results indicate that customer reviews has a negative and insignificant impact on customer satisfaction. Customer trust has a positive and significant impact on customer satisfaction. Customer reviews have a positive and significant impact on customer loyalty. Customer trust has a positive and significant effect on customer loyalty. Customer satisfaction has a positive and significant impact on customer loyalty. Customer satisfaction can not mediate the correlation between customer reviews and customer loyalty. Customer satisfaction mediating correlation in the middle of customer trust and customer loyalty. The implication companies should focus directly on managing customer reviews and experiences to effectively influence loyalty without relying on satisfaction as an intermediary. On the other hand, to enhance overall loyalty, building strong trust is crucial, as trust can increase customer satisfaction, which in turn strengthens loyalty based on that trust.

Keywords: Customer Loyalty, Customer Review, Customer Trust, Customer Satisfaction



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INTRODUCTION

Marketplace is an internet-based online platform where business activities and purchase between sellers and buyers take place. The presence of marketplaces in Indonesia greatly assists the community, especially those in distant locations from shopping centers. However, the rapid growth of technology aligns with challenges and fierce competition, as consumers can easily compare one seller with another through various marketplaces. Therefore, business actors must strive to retain their customers by providing excellent services to prevent them from turning to other places. Generating customer satisfaction and loyalty is an invaluable asset for most marketplaces (Zhang, 2010; Wiharno et al., 2023; Maulana et al., 2023; Yunengsih et al., 2023).

The first thing consumers do before using an online shopping platform is to look at reviews to gather various pieces of information. This information provides an initial picture of the satisfaction experienced by its users. According to Dharmoputra (2018), online customer reviews are the first source of information for consumers. When the information aligns with what consumers feel, it results in satisfaction and creates loyalty.

Despite many benefits, marketplaces have several drawbacks, including items that do not match descriptions, misuse of databases, and fraudulent activities. Therefore, business actors must provide a sense of security for consumers to foster trust. Trust is one of the crucial factors in the sustainability of a marketplace. Building customer trust is a way to create and retain customers (Widiyanto, 2007; Gunawan, 2020; Sunarjo et al., 2021).

Understanding customer loyalty can be well comprehended if we can identify the variables that affect customer loyalty through the researched subject. Either of factors that can predict customer loyalty is customer satisfaction. Factors influencing customer satisfaction include customer reviews and trust (Rahmantya, 2019). According to Tjiptono (2018), customer loyalty is when person have dedication to a company, supplier or brand refer to positive attributes in continuing purchases. Complaints combined with satisfaction lead to loyalty, minimizing complaints make customer satisfaction arises from the extent to which the company's performance generates satisfaction.

Table 1. Customer Satisfaction with Marketplaces

No	Marketplace	Value (%)
1	Tokopedia	89.68
2	Shopee	87.77
3	Lazada	81.61

Source: Kadence International (2022)

Based on the data, it can be observed that although Shopee remains first choice and leads in terms of visit data and trust, it is surpassed by Tokopedia when it comes to customer satisfaction with the marketplace.

LITERATURE REVIEW

Customer Review

According to Khammash (2008), online review understood as medium for buyers to view response from customers about a product, a company services, plus the company itself as a manufacturer. Ichsan's research (Ichsan 2018) describes consumer reviews as opinions or experiences shared by customers regarding the services they received or products from a business. Consumer reviews are typically found on websites that host multiple retailers, booking agents, and trusted trade schemes, helping consumers meet their needs from

producers. Kusumasondjaja (2012) states that online reviews are a form of marketing interaction in digital media that cannot be controlled by sellers or companies because this information is external and sourced from third parties, not managed by the company's internal parties.

Customer Trust

Trust is emotional state that involves a decision to accept vulnerability according to positive prospect intentions or actions of online business operators (Sanchez-Franco, 2009). Gounaris et al. (2010) and Shin et al. (2013) also noted that the correlation in the middle of trust and satisfaction is positive and significant. Trust plays a crucial role in online transactions through marketplaces, as it helps mitigate perceived risk and uncertainty experienced by online consumers (Zhang et al., 2011). Therefore, customer trust considered among the most important prerequisites for the success of a marketplace (Sanchez-Franco et al., 2009). When consumers trust a marketplace, they believe that it will meet their expectations. As a result, they are more likely to maintain their connection and make additional purchases from the online store.

Customer Loyalty

Loyalty for online vendors is a crucial strategic goal. According to Mowen and Minor (2012), customer loyalty with good attitude concern a brand created characterized, a commitment to the brand, and an intend to keep buying it in the future. Oliver (1999) Harjadi et al., (2022) said loyalty as a steadfast dedication for consistently continuing as a customer for a particular product or service. Customer loyalty is vital for businesses and marketers as retaining consumers ensures business sustainability. The loyalty of customers towards using a marketplace is linked to their satisfaction with the company. This is supported by the notion that satisfaction of customer is a key element and is crucial for establish and preservation long-term relationships of customer loyalty (Harjadi, 2017; Eliagus, 2018; Harjadi et al., 2019; Harjadi et al., 2021; Harjadi et al., 2022).

RESEARCH METHOD

Quantitative chose as method employed in this research. It is termed quantitative refer to substantial amount of data, both from references and research subjects, is in numerical form. In a quantitative approach, the researcher starts with a set of theories, which are then deduced into hypotheses and assumptions within a conceptual framework, formulated into an analytical model consisting of variables that lead to the operationalization of concepts (Malhotra 2017). Throughout this study, the research type used is descriptive, aimed at explaining plus depicting a specific condition. Data was gathered using questionnaires.

FINDINGS AND DISCUSSION

Respondents Characteristics

The most common respondents characteristic based on gender is female, totaling 96 individuals or 73.8%. In comparison, there are 34 male respondents, making up 26.2%. When considering age, the majority are between 18-25 years old, totaling 126 individuals or 96.9%. In contrast, there are only 4 respondents aged 26-35 years, accounting for 3.1%. Regarding educational background, the most common level is a bachelor's degree (S1), with 66 respondents or 50.8%. This is consistent with the age group of 18-25 years, which has the highest number of respondents. For those with a high school/vocational education

(SMA/SMK), there are 56 individuals or 43.1%, while 8 respondents hold a diploma (D1-D3), representing 6.2%. In terms of occupation, the majority are students, totaling 95 individuals or 73.1%. There are 13 respondents who are entrepreneurs or self-employed, making up 10%, while 2 respondents are civil servants or employees in the private sector, accounting for 1.5%. Additionally, there are 20 respondents in other occupations, representing 15.4%.

Path Analysis

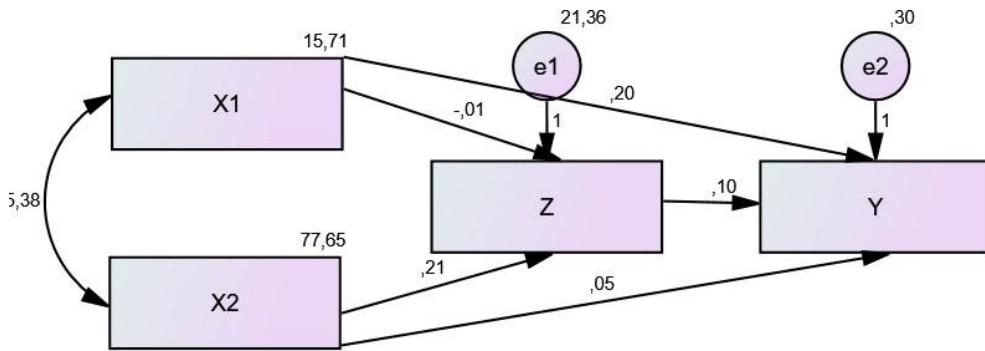


Figure 1. Results of Amos Data Processing

Source: Data Processed, 2024

Hypothesis

Table 1. Results of the t-Test

	Estimate	S.E.	C.R.	P	Label
Z <--- X1	-.010	,104	-,095	,924	par_1
Z <--- X2	,210	,047	4,500	***	par_2
Y <--- Z	,102	,010	9,775	***	par_3
Y <--- X1	,198	,012	16,108	***	par_4
Y <--- X2	,046	,006	7,798	***	par_5

Source: Data Processed, 2024

The beta value for customer review (X1) in relation to customer satisfaction (Z) is -0.010, through significance value of 0.924 (greater than 5%). This indicates customer reviews has a negative and insignificant influence on customer satisfaction. Also beta value for customer trust (X2) in correlation to customer satisfaction (Z) is 0.210, with a significance value $0.000 < 0.05$. This showed that customer trust has a positive and significant impact on customer satisfaction. The beta value for the customer review variable (X1) in correlation to customer loyalty (Y) is 0.198, through a significance value is $0.000 < 0.05$. This indicates that customer reviews have a positive and significant impact on customer loyalty. The beta value for the customer trust variable (X2) on customer loyalty (Y) is 0.046, with a significance value of $0.000 < 0.05$, indicating that customer trust positively and significantly affects customer loyalty. The beta value for the customer satisfaction variable (Z) on customer loyalty (Y) is 0.102, through a significance value of $0.000 < 0.05$, suggesting that customer satisfaction positively impacts customer loyalty. The Sobel test calculation for the mediating effect of customer satisfaction between customer reviews and customer loyalty yielded a value of -0.0962. Since the obtained Z value of $-0.0962 < 1.96$, between customer reviews and customer loyalty there is no mediating effect of customer satisfaction, leading to the conclusion that the hypothesis is rejected. On the other hand, the Sobel test calculation for the intervening

impact of customer satisfaction in the middle of customer trust with customer loyalty resulted in a value of 4.4718 . Since the obtained Z value of $4.4718 > 1.96$, customer satisfaction can mediating correlation in the middle of customer trust with customer loyalty, leading to a conclusion that the hypothesis is accepted.

CONCLUSION

Firstly, customer reviews do not impact customer satisfaction with the Shopee marketplace. Secondly, customer trust has a positive and significant impact on customer satisfaction with Shopee. This implies as customer trust in Shopee app increases, so does customer satisfaction. The three customer reviews has a positive and significant influences on the loyalty of Shopee's customers. This implies that the more reviews a customer reads on the Shopee app, the higher their loyalty will be. Additionally, customer trust has a positive and significant influence on the loyalty of Shopee's customers, Meaningly, the higher rate of customer trust on Shopee application, is the greater increase in customer loyalty. All five aspects of customer satisfaction positively impact customer loyalty to Shopee marketplace. In other words, as customer satisfaction with the Shopee app increases, so does customer loyalty. Moreover, there is no mediating impact of customer reviews on customer loyalty through customer satisfaction in Shopee marketplace. It means, connection in the middle of customer reviews and customer loyalty can not mediate by customer satisfaction. However, there is customer satisfaction mediating impact on the relationship in the middle of customer trust with customer loyalty in the context of Shopee marketplace. In other words, the correlation in the middle of customer trust and customer loyalty can mediated with customer satisfaction.

LIMITATATION & FUTHER RESEARCH

For next research is recommended to include additional independent variables that could potentially impact the dependent variable of customer loyalty. This would enhance the study, as there may be other independent variables not covered in this research that could influence customer loyalty. Future studies could also measure and develop aspects such as customer ratings, service quality, and customer experience.

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