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The Influence of Perceived Price and Customer Satisfaction on Customer Loyalty for Shopee E-Commerce Online Shopping

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Abstract

This study aims to determine the effect of Price Perception and Customer Satisfaction variables on Customer Loyalty for Shopee E-Commerce Shopping partially. This type of research is quantitative. The population in this study were Shopee consumers in Surabaya, aged 17-25 years who had made at least two purchases at Shopee e-commerce. The sample of this research is 78 respondents. The sampling technique used in this study was no change sample. Collecting data using a questionnaire as a source of primary research data. While the data processing technique used is Partial Least Square (PLS). Based on the results of the study it can be concluded that Price Perception has a significant positive effect on Customer Loyalty, Customer satisfaction has a positive effect on Customer Loyalty.

Keywords: Perceived Price, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

Along with the development of the times, the role of the internet is very close in human life. The function of the internet is to store large amounts of various types of information as a medium of communication and transactions so that it is useful for making purchases at any time. Various kinds of information on the internet make it easy for users to search for services extensively, adjust specification information according to needs, compare prices, types and even places to get products where sellers and buyers do not have to meet face to face.

The internet is now a necessity, and the people of Indonesia are no exception. According to research by social media management platform HootSuite and social marketing agency We Are Social entitled "Global Digital Reports 2020", almost 64 percent of Indonesia's population is connected to the internet network. Research released at the end of January 2020 stated that the number of internet users in Indonesia was around 272.1 million, compared to last 2019, the number of internet users in Indonesia had increased by around 17 percent or 25 million users.

Along with the rise of internet users and digital applications, *e-commerce* is starting to attract investors. One of the *marketplace applications* that is currently being used is Shopee. Shopee is one of many parties taking advantage of *e-commerce business opportunities* by enlivening the mobile marketplace segment through their mobile

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application to facilitate buying and selling transactions via mobile devices. In general, Shopee itself positions itself as a marketplace application. The Shopee company also provides an application that makes it easier for users to buy or sell products by simply uploading photos and writing product descriptions via their smartphone. Buyers are also facilitated by a complete product search system with various categories and trending hashtags. Shopee also provides complete information about the seller's reputation so that consumers are free to compare and choose. The Shopee site also offers a *live* chat feature to be able to communicate directly with sellers.

As *an e-commerce platform* with the most number of visitors, Shopee needs to know how trust, price perceptions, customer satisfaction and brand image affect customer loyalty in order to keep shopping at Shopee. Based on the background above, this study aims to determine the effect of price perceptions and customer satisfaction on customer loyalty for Shopee e- *commerce online shopping.* It is hoped that shopee management can improve the quality of its operational activities. Based on the existing problems, researchers are interested in analyzing the influence of Customer Loyalty seen from the Perception of the Price Given and Customer Satisfaction.

Overview References

Price Perception

Freddy Rangkuti (2008:103) states that price perception is the relative cost that consumers must spend to obtain the product or service they want. Meanwhile, according to J. Paul Peter and J. Jerry C. Olson (2008: 406), that price perception is related to how price information is fully understood by consumers and gives deep meaning to them. Basically, consumers assess the price of a product or service not only depending on the nominal value of the price but also from the perception of the price.

According to Monroe (2003: 161) price perception is often identified with perceived quality and perceived costs incurred to obtain the product. Perceived price is formed by two main dimensions, namely perceived quality and perceived costs incurred: *Perceived* Quality and *Perceived Monetary Sacrifice* (Perception of costs incurred).

Price perception can be measured through several measurement indicators. Perceptions of price according to Kotler (2008: 345 in Krisdayanto et al. 2018) indicators that characterize price perceptions used in this study are: 1) Affordability of product prices, 2) Price compatibility with quality, 3) Product price competitiveness, 4) Price suitability with benefit product .

Customer satisfaction

Customer satisfaction is the extent to which the perceived benefits of a product *match* what the customer expects (Amir, 2005). Kotler (2000) says that customer satisfaction is the level of one's feelings after comparing the performance of the product he feels. with his hopes. Customer satisfaction or dissatisfaction is a response to the evaluation of the discrepancy or confirmation that is felt between previous expectations and the actual performance of the product that is felt after use (Tse and Wilson in Nasution, 2004).

Customer satisfaction is an after-purchase evaluation of the selected alternatives that provide the same results or exceed consumer expectations. Overall satisfaction is determined by the suitability of expectations which is a comparison between perceived performance and expectations. Consumer satisfaction can also be interpreted as customer perceptions where expectations have been met or exceeded. Meanwhile, according to Tjiptono (2019) customer satisfaction can be interpreted as a comparison

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between expectations or expectations before purchase with post-purchase performance perceptions. The conclusion that can be drawn from the above definition is that the concept of customer is basically satisfaction, which includes the difference between expectations and perceived performance results. Customer satisfaction is the basis for achieving royal and loyal customers.

Customer satisfaction is the top priority in a company, so companies must have a focus on consumers. Pratiwi (2014) states that the key to retaining customers is customer satisfaction. Customer satisfaction indicators can seen of : 1) Conformity hope , 2) Interest to visit again , 3) Willingness recommend .

Customer loyalty

According to Griffin (2003) the customer comes from the word custom, which is defined as making something a habit or being able to practice a habit. A customer is said to be loyal or royal if the customer shows regular buying behavior or there is a condition in which the customer is required to buy at least twice in a certain time interval.

Loyalty according to Olson cited by Musanti (2004) Customer loyalty is a behavioral drive to make purchases repeatedly to build customer loyalty to a product or service produced by the business entity that takes a long time through a repeated buying process.

Based on the understanding of customer loyalty, decision makers to make continuous purchases of goods or services that are carried out by someone to a company. With several factors such as the willingness to repurchase, it can build customer loyalty that has settled for the products they offer.

Companies will be successful in acquiring customers in large numbers if the value can be provided for customers. The creation of customer satisfaction can provide several customer benefits including, the relationship between companies and consumers becomes harmonious, provides a good basis for product purchases, forms word of mouth recommendations that benefit the company and creates customer loyalty (Tjiptono, 1997).

Satisfied and loyal customers are an opportunity to get new customers. Retaining all existing customers is generally more profitable than changing customers because the cost of attracting a new customer can be five times that of retaining an existing customer (Kotler, 2000). So retaining customers is the same as maintaining the company's survival.

According to Tjiptono (2002) suggests 6 indicators that can be used to measure Loyalty Customer namely : 1) Purchase Repeat , 2) The habit of consuming the brand, 3) Great liking for a product or a service, 4) Determination of the brand, 5) Confidence that the product is the best product, 6) product or service recommendations to others.

The Effect of Price Perceptions on Customer Loyalty

Price perception has a view of a value determined by the seller to the buyer based on the quality of the product and brand which will determine the value of a product. This finding is in line with the findings (Dewi, 2020) which reveal that price perception is empirically proven to be an important variable in increasing customer loyalty

Research on price perceptions that can lead to customer loyalty has many differences between one researcher and another. Handayani (2015) stated in his research that the lower/cheaper the perception of the price given will further increase customer loyalty, and vice versa the higher or expensive the perception of the price given will reduce customer loyalty. Tomida (2016) argues that to make company customer loyalty pay

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attention to price policies that will always be applied to pay attention to the impact on customer loyalty itself.

(H1): Allegedly Price Perception has a positive effect on Customer Loyalty .

The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction is closely related to customer loyalty, where satisfied customers will become loyal customers. Then these loyal customers will become marketers for the company by providing positive recommendations and information to other prospective customers (Ayu Bunga, 2022). If customer satisfaction increases, customer loyalty also increases.

Customer loyalty is closely related to consumer satisfaction. The more satisfied consumers are with their desires or satisfied between expectations and reality, will cause consumers to return to buying these products and become loyal consumers of the seller's products. Meanwhile, customer satisfaction is influenced by good employee service, the reputation of the seller or manufacturer and the existence of product quality that meets consumer expectations.

(H2): It is suspected that customer satisfaction has a positive effect on customer loyalty.

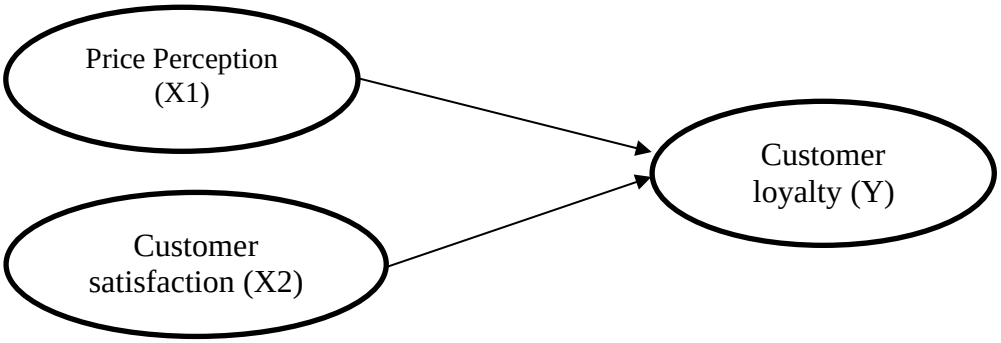

Figure 1. Conceptual Framework

METHODS

Method used in writing this article is a quantitative and purposive approach (*Library Research*). Using theory and the relationship or influence between variables or other data to analyze the diversity of books and journal articles both offline and online.

This research was conducted using a path analysis model *and* Structural *Equation Model* (SEM) based on *Partial Least Square analysis techniques* assisted by the SmartPLS 4.0 application to test the hypothesis. In this study using an unlikely sample (STB). Taking respondents using Purposive Sampling technique, Purposive Sampling is a certain sampling technique that is only based on criteria, thoughts or knowledge of the taker sample (Nursiyono 2017: 24-25 **).** Because the size of the population is not known with certainty, the sampling technique used is based on Ferdinand's guidelines (2014) stating that the parameter number of samples is 5-10 times the number of indicators. Thus the number of samples in this study is 13 (indicators) x 6 = 78 respondents . The research instruments in this study were validity and reliability tests used the *Outer* Model (Measurement Model) and *Inner* Model (Structural Model) test methods which were based on S martpls 4 .0. Data analysis techniques in the form of descriptive analysis results and path analysis and

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hypothesis testing, namely direct and indirect effects.

RESULTS AND DISCUSSION

1. Evaluation of Outliers r

Table 1 Residuals Statistics

	Minimum	Maximum	Means	std. Deviation	N
Predicted Value	13.9118	51.6503	39.5000	6.28732	78
std. Predicted Value	-4,070	1933	.000	1,000	78
Standard Error of Predicted Value	3,945	18,312	9,709	2,863	78
Adjusted Predicted Value	.2972	56.6168	39.4021	8.77505	78
residual	-41.08937	49.63698	.00000	21.77084	78
std. residual	-1,721	2079	.000	.912	78
Studs. residual	-1,831	2,601	002	1,026	78
Deleted Residual	-51.61683	77.70284	.09787	27.81346	78
Studs. Deleted Residual	-1,866	2,729	.004	1037	78
Expensive. Distance	1,114	44,292	12,833	7,685	78
Cook's Distance	.000	.273	.021	.037	78
Centered Leverage Value	014	.575	.167	.100	78

a. Dependent Variable: Resp

From the outlier test table, the Expensive value is obtained . Distance Maximum 44.292 which is more smaller than the specified Mahal Distance Maximum outlier of 46.91155 which means that the data **has no outliers** , thus it can be said that the data has good quality and can be continued for further processing, with a total sample of 78 respond n.

2. Fisrt Order (Dimensional Measurement Capital with Indicators and Variables with Indicators on the Outer Model Measurement)

The measurement model in this study uses exogenous variables with reflective indicators including Price Perceived variables (X1) and Customer Satisfaction (X2) as well as endogenous variables, namely Customer Loyalty (Y). To measure the validity of indicators, one of them is based on the output of the Outer Loading table, namely by looking at the magnitude of the loading factor value, because in this modeling all indicators use reflective, the table used is the Outer Loadings output.

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Table 2 Outer Loadings

	Factor loading (O)	Sample Means (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
X1.1 <- Price Perception	0.636150	0.633317	0.094662	0.094662	6.720219
X1.2 <- Price Perception	0.630818	0.624682	0.090996	0.090996	6.932345
X1.3 <- Price Perception	0.752470	0.745345	0.070506	0.070506	10.672446
X1.4 <- Price Perception	0.758232	0.750513	0.055595	0.055595	13.638432
X2.1 <- Customer Satisfaction	0.751278	0.745113	0.054634	0.054634	13.751016
X2.2 <- Customer Satisfaction	0.817621	0.821352	0.039459	0.039459	20.720636
X2.3 <- Customer Satisfaction	0.648031	0.638884	0.088336	0.088336	7.335958
Y1.1 <- Customer Loyalty	0.634153	0.632409	0.058190	0.058190	10.897949
Y1.2 <- Customer Loyalty	0.637465	0.627595	0.083263	0.083263	7.656012
Y1.3 <- Customer Loyalty	0.786274	0.775288	0.042153	0.042153	18.652792
Y1.4 <- Customer Loyalty	0.777631	0.772338	0.037371	0.037371	20.808391
Y1.5 <- Customer Loyalty	0.603049	0.593417	0.092212	0.092212	6.539840
Y1.6 <- Customer Loyalty	0.183992	0.182863	0.122691	0.122691	1.499635

From the table above, the validity of the indicators is measured by looking at the *Factor Loading Value* of the variable to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at $\alpha = 0.05$). *Factor Loading* is the correlation between the indicator and the variable, if it is greater than 0.5 it is considered that the validity is fulfilled as well as if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, all indicators are reflective of the price perception variable and Customer Satisfaction as well as the variable Customer Loyalty **,** indicating *a factor loading* (*original sample*) greater than 0.50 and/or significant (T-Statistic value more than Z value $\alpha = 0.05$ (5%) = 1.96), thus the estimation results for all indicators meet *Convergence good validity* or validity .

Measurement of indicator validity can also be seen from the Cross Loading table, if the factor loading value for each indicator on each variable is greater than the factor loading for each indicator on the other variables, then the factor loading is said to be valid, but if the loading factor value is smaller than the indicator of other variables, it is said to be invalid .

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Table 3 Cross Loadings

	Customer satisfaction	Customer loyalty	Price Perception
X1.1	0.226877	0.316467	0.636150
X1.2	0.269065	0.224105	0.630818
X1.3	0.571899	0.361002	0.752470
X1.4	0.465868	0.389682	0.758232
X2.1	0.751278	0.519521	0.355832
X2.2	0.817621	0.460939	0.511128
X2.3	0.648031	0.358033	0.421008
Y1.1	0.437585	0.634153	0.310537
Y1.2	0.371315	0.637465	0.348041
Y1.3	0.354893	0.786274	0.360444
Y1.4	0.507783	0.777631	0.302848
Y1.5	0.405789	0.603049	0.321473
Y1.6	-0.018555	0.183992	-0.011156

From the results of cross loading data processing, it is obtained that all loading factor values for each indicator are good for the Price Perception variable and Customer Satisfaction as well as the variable Customer Loyalty shows a greater loading factor value than the indicator factor loading of other variables, so that it can be said that all indicators in this study have fulfilled their validity or have good validity .

Table 4 Average Variance Extracted (AVE)

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	AVE
Price Perception	0.485936
Customer satisfaction	0.550956
Customer loyalty	0.404828

The next measurement model is *the Avarage Variance Extracted (AVE) value* , which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. on variables Reflective indicators can be seen from the *Avarage variance extracted (AVE) values* for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

AVE test results for the price perception variable of 0.485936 and the Customer Loyalty Variable of 0.404828 the two variables show a value less than 0.5 **,** so overall the variables in this study can be said to have poor validity . While the AVE test results for the variable Customer Satisfaction needs are 0.550956, this variable shows a value greater than 0.5 **,** so overall the variables in this study can be said to have good validity.

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Table 5. Composite Reliability

	Composite Reliability
Price Perception	0.789570
Customer satisfaction	0.784869
Customer loyalty	0.786089

Construct reliability is measured by the *composite reliability value*, the construct is reliable if the *composite reliability value* is above 0.70 then the indicator is called consistent in measuring its latent variables. *Composite Reliability* test show that the price perception variable is 0.7 89570 , the customer satisfaction variable is 0.784869, the customer loyalty variable is 0.786089 these variables show a *Composite Reliability value* above 0.70 so that it can be said that all variables in this study are reliable.

Table 6 Latent Variable Correlations

	Customer satisfaction	Customer loyalty	Price Perception
Customer satisfaction	1.000000		
Customer loyalty	0.611047	1.000000	
Price Perception	0.571656	0.475431	1.000000

In PLS the relationship between variables or constructs with one another can be correlated with one another, both exogenous and endogenous variables, or exogenous and exogenous variables, as shown in the table of latent variable correlations *above* . The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation .

From the table of *latent variable correlations* above, the average correlation value between one variable and another shows an average correlation value above 0.5. The highest correlation value is found between the Customer Satisfaction variables with Customer Loyalty of 0.611047 , it can also be stated that among the variables in the research model, the relationship between the Customer Loyalty variable with Customer Satisfaction shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model high and low customer loyalty more influenced by Customer Satisfaction **compared to** the price perception variable

3. Inner Model (Structural Model Testing)

Testing of the structural model is carried out by looking at the R-Square value which is a *goodness-fit model test* . Inner model testing can be seen from the R-square value on the equation between latent variables. The value of R^2 explains how much the exogenous (independent/independent) variables in the model are able to explain the endogenous (dependent/dependent) variables

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Table 7 R Square

	R Square
Price Perception	
Customer satisfaction	
Customer loyalty	0.397006

The value of $R^2 = 0.397006$ This can be interpreted that the model is able to explain the phenomenon of customer loyalty which is influenced by independent variables including price perception and customer satisfaction , a variant of 39.70 %. While the remaining 60.3% is explained by other variables outside of this study (other than Price Perception And Customer Satisfaction **)** .

Next, we can see the path coefficients in the inner model

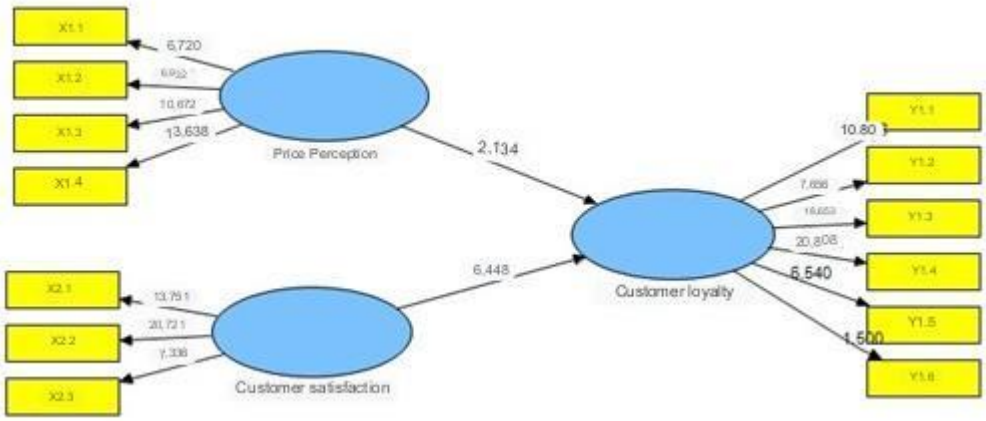

Figure 2 Inner Model

Hypothesis Test (Effect direct)

Furthermore, for testing the hypothesis, it can be seen the results of the coefficients and T-statistic values of the inner model in the following table :

Table 8 Path Coefficients (Mean, STDEV, T-Values)

	Path Coefficients (O)	Sample Means (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
Perceived Price -> Customer Loyalty	0.187345	0.195078	0.087773	0.087773	2.134424
Customer Satisfaction -> Customer Loyalty	0.503949	0.514794	0.078159	0.078159	6.447708

1. hypothesis 1 : Perception of Price matters positive attitude toward Customer Loyalty is acceptable, with *path coefficients* of 0.187345 , and the *T-statistic value* is 2.134424 greater than the value of Z $\alpha = 0.05$ (5%) = 1.96 , then it is significant **(positive)**

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2. Hypothesis 2 **:** Customer Satisfaction has a positive effect on Customer Loyalty is acceptable, with *a path coefficient* of 0.503949 , and the *T-statistic value* of 6.447708 is greater than the Z value α = 0.05 (5%) = 1.96 , then it is significant **(positive)**

The Effect of Price Perceptions on Customer Loyalty

Based on the results of the research that has been done, the results show that the Price Perception variable affects Customer Loyalty in e-commerce shopee. This shows that the better the customer's price perception of e-commerce shopee so will increase customer loyalty . So the hypothesis of the effect of price perceptions on customer loyalty can be accepted.

From the analysis of price perceptions, it shows that the indicator that has the most influence on customer loyalty is price compatibility with product benefits. Where this is in accordance with the benefits obtained by customers in using products and services. Conditions like this indicate that customers will be loyal if the price received is in accordance with the benefits of the product. This shows that the price perception variable has an effect on customer loyalty.

The results of this study are in accordance with research conducted by Martina Rahmawati, Hermansyah W & Khairul I (2019), indicating that the Price Perception variable has a significant direct effect on Customer Loyalty. From the processing of the data obtained, it can be concluded that the price perception variable has a positive influence on variable loyalty customer .

The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of the research that has been done, the results show that the Customer Satisfaction variable affects Customer Loyalty in e-commerce shopee. This shows that the better customer satisfaction with e-commerce shopee so will increase customer loyalty . So that the hypothesis of customer satisfaction on customer loyalty can be accepted.

From the results of Customer Satisfaction which shows that the most influential indicator on customer satisfaction is the intention to visit again. Where this is appropriate if the customer is satisfied then the customer has an interest in visiting again in using the product or service. Conditions like this indicate that when a customer is satisfied with an e-commerce or service, the customer will make a return visit. This shows that the variable customer satisfaction has an effect on customer loyalty in e-commerce shopee.

The results of this study are in accordance with research conducted by Ayu BP, Hapzi Ali & Franciscus DS (2022), indicating that the satisfaction variable Customer influential direct significant on Customer Loyalty. From the processing of the data obtained, it can be concluded that the customer satisfaction variable has a positive influence on the customer loyalty variable.

CONCLUSION

Based on the research results, it can be concluded that Price Perception contributes to Shopee *e-commerce Customer Satisfaction* . In this case, Shopee *e-commerce customers* are satisfied with competitive prices and *customers* can find what they want and according to their needs on *e-commerce* so that they can make customers loyal to what has been provided by Shopee *e-commerce* . Based on the results of this study it can be concluded that customer satisfaction contributes to customer loyalty. In this case, Shopee *e-commerce*

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customers are satisfied with the service and friendliness provided by Shopee *e-commerce* provided to customers so that they can make customers loyal to what has been provided by Shopee *e-commerce*.

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