

## THE INFLUENCE OF HEDONIC SHOPPING VALUE, WEB INFORMATIVNESS, WEB ENTERTAINMENT ON E-LOYALTY WITH E-SATISFACTION AS A MEDIATION ON TOKOPEDIA

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**Abstrak:** *This research was conducted with in order to identify and analyze the factors that influence loyalty Tokopedia users of online shopping services. With several related variables in this research are hedonic shopping value, web informativeness, web entertainmnet, e-satisfaction, and e-loyalty as dependent variables. The population of this research is tokopedia users, with a sample of 100 tokopedia users. Data collection was done by using a questionnaire method. The test result in this study are that hedonic shopping value has positive effect on e-satisfaction, wen informativeness and web entertainmnet have a positive effect on e-satisfaction, and E-Satisfaction has positive effect on E-Loyalty. Which Means that hypothesis testing is accepted.*

**Keyword :** *Hedonic Shopping Value; Web Informativeness; Web Entertainmnet; E-Satisfaction; E-Loyalty*

### 1. Introduction

The development of information technology helps business actors develop their businesses, especially in bringing in customers and providing feedback on the products and services offered. Buyers also benefit because they can compare prices, features, benefits and services offered. (Vijay, Prashar, & Sahay, 2019)

Information technology in business processes is usually called e-commerce (McLeod, 2008). According to the databox (2019), the development of e-commerce was quite high, so that in 2009 it was included in the 10 countries with the fastest growing e-commerce. One of the e-commerce companies in Indonesia is Tokopedia. Tokopedia is a technology company from Indonesia that has a mission to achieve digital economic equity, which was founded in 2009. Since its launch, Tokopedia has made various new hikes to experience many developments. And until now the application has been downloaded by more than 50 million users. (Tokopedia, 2020)

The problem that e-commerce often faces is user loyalty. In a survey from Mery Weintein (2013), 80 percent of users make purchases, while 50 percent make repeat purchases. this explanation gives an indication that loyalty is still low. In business, loyalty is one strategy to maintain good relations with consumers. Loyalty can be formed by providing satisfaction to consumers.

According to Hasan (2008), loyalty is defined as a repeat purchase. Meanwhile, Hur et al., (2011) defines e-loyalty as the intention to visit repeated websites with or without making transactions. According to (Anderson & Srinivasan, 2003) having loyal users helps the company in long-term sales growth. in line with that, the company has the opportunity to profit from good sales growth. The satisfaction obtained tends to make consumers return to using the company.

(Verhoef in Martinez and Bosque, 2013). Satisfaction occurs before or after using a product (Ariningsih 2014). Online satisfaction can be formed from hedonic shopping value, web informativeness, and web entertainment. Making users satisfied is the company's goal to create loyalty, which can be done by knowing the needs of consumers. (Vijay et al., 2019)

Setiadi (2003) explained that that consumer needs in the motivation process are expressed by two benefits of purchasing behavior, namely utilitarian and hedonic. Specifically, hedonic benefits are emotional responses, aesthetic considerations, and pleasure. Hedonic benefits can be seen when consumers shop. Shopping increases stimulation and association, provides choice, escape, provides fantasies and other emotional aspects of the buying experience (Vijay et al., 2019). Shopping activities carried out by consumers should enjoy the process, besides shopping can share profits for customers in following the latest trend of goods in order to meet satisfaction..

Research conducted by Prashar et al., (2017) states that web design consisting of web informativeness and web entertainment is important in providing stimulation for consumers, especially in making consumers satisfied and causing the intention to come back to the website. Web Informativeness is a variety of information on the web, which helps consumers solve problems ranging from company information, services, transactions, products to delivery, while the Web is the visual elements of the web such as appearance and layout, colors, and links. Quality web and good quality designs will get the trust of consumers and a sense of fun while browsing the web. Consumers will place more emphasis on the properties presented and the website's ease of use system (Ebrahim Mazaheri, Richard, & Laroche, 2011).

Based on the problems that have emerged as described, the problem formulations in this study are: a) Does Hedonic Shopping Value have a positive effect on E-Satisfaction among Tokopedia users ?. b) Does Web Informativeness have a positive effect on e-satisfaction with Tokopedia users ?. c) whether web entertainment has a positive effect on e-satisfaction?. d) does e-satisfaction have a positive effect on e-loyalty?

## **2. Literature Review**

### **E-commerce**

E-commerce is an online business transaction activity through the internet (Laudon, 2012). E-commerce is a trend development in society as an effort to fulfill human needs in a more effective and efficient way. So it can be said that e-commerce or marketplace is an intermediary between users and product owners. The existence of e-commerce is felt to make it easier for companies to reduce shipping costs, increase consumers, and communicate with consumers. ( Udayana, & Pramana, 2019)

### **Hedonic Shopping Value**

According to Irani & Hanzae (2013) hedonic shopping value is the perception in which shopping is considered as a way which is influenced by emotional and what benefits when the emotional condition is in a positive state. If the consumer has hedonic tendencies, then the consumer is considered potential, because hedonic is considered an activity to seek pleasure and avoid problems by entering the fantasy world of shopping. (Arnold & Reynolds, 2012)

Batra & Ahtola (1991) define that the overall evaluation of a consumer based on the fulfillment of his pleasures can be interpreted as hedonic value. Hedonic is a stimulation that will

select the quality of the shopping environment in terms of pleasure or enjoyment, a sense of interest due to visuals and a sense of relief.(Sugiyono, 2011).

### **Web informativeness**

Web Informativeness is the amount and wealth of information contained in a website, including information about the company, products and services, non-commercial information, and details of transactions such as payment and delivery. Hoffam and Nofak (1996) argue that web informativeness can be interpreted as the ability of advertisements to convey information to consumers in order to meet their needs. Informativeness is the ability to inform customers that their products are capable of providing satisfaction to customers (Gao and Koufaris, 2006). Siau and Shen (2003) state that the quality of information placed in advertisements can affect consumer perceptions of the products offered.

### **Web Entertainment**

Web entertainment is a web that contains sites that provide information about stores through web advertisements to provide information to its users digitally by offering updated information. Shimp (1981) also suggests that entertainment in an advertisement can make customers feel positive about the advertised brand. Ads that offer high entertainment value to customers can encourage customers to use these advertising media more often (Dehghani, Khorram, Ramezani, & Sali, 2016). Consumers expect content from an advertising medium to offer an entertaining experience through existing media. (Gangadharbatla, Harsha, & Daugherty, 2013).

### **E-satisfaction**

Andrson and Srinivasan have defined e-satisfaction as customer satisfaction with a given previous purchase experience with an electronic trading company. Satisfaction is defined as the psychological state that results when emotions around unconfirmed expectations are linked to previous consumer feelings about the customer experience (Valvi & Konstantinos, 2012). According to Kotler & Armstrong (2012) customer value is a customer comparison between all the profits and a cost that must be incurred to accept a given offer. Customer decisions are very dependent on customer perceptions and expectations, therefore a company needs to know the factors that influence it.

### **E-Loyalty**

Cyr (2008) in (Christian & Nuari, 2014) defines e-loyalty as the intention of consumers to visit or use a website, make purchases or consider buying from that website in the future where consumers will not move to another website. According to Hur et al., 2011 in (Prasetya & Idris, 2014) defines e-loyalty as a customer's intention to re-visit the website with or without online transactions. This definition considers customer loyalty as a constructive and potential attitude. Customer loyalty is created because customers are satisfied, so it will encourage customers to buy and re-consume the product.

Delivered by Schnaars in (Komara, 2013) the creation of customer satisfaction can provide several benefits, including the relationship between the company and its customers being harmonious, providing a good basis for repeat purchases, creating customer loyalty to a certain product and forming a word of mouth recommendation that is beneficial for the company. E-loyalty includes the desire of consumers to tend towards e-retailing and the result is a re-

purchase behavior. Rachjaibun (2007) in (Christian & Nuari, 2014) said that loyal customers are one of the important drivers for the success of the marketplace and e-commerce.

### Research model

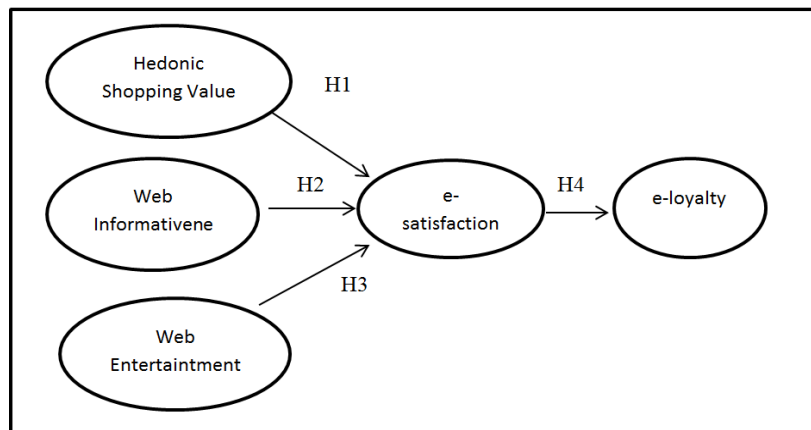


Figure. 1

### 3. Research Method

#### Nature of Research

This research is quantitative in nature. Quantitative research is a systematic scientific research on parts and phenomena and their relationships. Its aim is to develop and use systematic models, theories, and hypotheses related to natural phenomena. This research is intended. This research is intended to describe a state of a certain object that has or is influenced by other factors and draw conclusions based on the numbers processed statistically.

This research was conducted to determine the relationship between variables consisting of the Hedonic Shopping Value variable, the Web Informativeness variable, the Web Entertainment variable, the E-satisfaction variable, and the E-Loyalty variable by conducting a survey of Tokopedia customers.

#### Data analysis technique

The sampling technique is according to (Sugiyono, 2010) Basically, sampling techniques can be grouped into two, namely probability sampling and nonprobability sampling. In this study, using the Nonprobability Sampling technique. More specifically, the technique used in this study is Accidentant Sampling, which is sampling based on considerations in accordance with the intent of the researcher, and based on spontaneity. In this study, the criteria for respondents were customers who were Tokopedia users who were over 15 years old.

## **Descriptive Analysis**

Descriptive statistics are statistics that function to describe the object under study through sample or population data as they are, without conducting analysis which is then given general conclusions. (Ghozali, 2011).

## **Characteristics of Respondents**

Data on the characteristics of respondents in the study based on gender from 100 respondents showed the percentage of Tokopedia users, namely 45 percent male users and 55 percent female users. With the age of 16 years old. 19 years 21 percent. Age 20 sd. 23 years 57 percent. Age 24 to 30 years 18 percent. Age 31 to 40 years 4 percent. Characteristics by province of respondents Aceh 1 percent, Riau 3 percent, West Sumatra 2 percent, Bangka Belitung 2 percent, South Sumatra 2 percent, Lampung 1 percent, Banten 1 percent, West Jakarta 2 percent, North Jakarta 3 percent, East Jakarta 2 percent, DKI Jakarta 2 percent, West Java 9 percent, Central Java 10 percent, DI Yogyakarta (48%), East Java 5 percent, Bali 2 percent, West Kalimantan 5 percent.

## **4. Result And Discussion**

### **Validity Test**

From the results of data validity processing, it can be stated that of the total questions on all variables are declared valid, because  $r_{count} > r_{table}$  is 0.196. The Hedonic Shopping Value variable is 0.662 sd. 0.849. Web variable informativeness 0.770 sd. 0.874. Web Entertainment of 0.789 sd. 0.857. The e-satisfaction variable is 0.857 sd. 0.900. And the e-loyalty variable is 0.64 to. 0.922. Then it can be collected every question item from each variable declared valid.

### **Reability Test**

The following are the results of the reliability test of each variable used in the study. The data is said to be reliable if  $r_{alpha} > r_{table}$ . Reliability testing using a significance level of 0.05 coefficient alpha, as well as the r-table value with a value of  $n = 98$  of 0.1966. The results of the reliability test of the Hedonic Shopping Value variable show Cronbach's Alpha 0.773. Web Informativeness which shows 0.867. Variable Web Entertainment 0.881. E-Satisfaction 0.881. e-loyalty 0.946. Which means that all variables are greater than  $r_{alpha}$ , so that they are declared reliable.

### **Classic assumption test**

#### **Normality**

This test is to test whether the experience is normally distributed or not, this test uses Kolmogorov Smirnov. The data is said to be normally distributed if the level of significance is  $> 0.05$ . So it can be concluded that these variables are normally distributed. (Ghozali et al., 2019). The results of the tests that have been done show the Asymp. Sig is 0.469, which means that the significance value is  $> 0.05$ .

**Multicollinearity**

Table 1. Multicollinearity Test

Model	Colinier Statistics	
	Tolerance	VIF
Hedonic Shopping Value	0,659	1,517
Web Informativeness	0,470	2,126
Web Entertainment	0,520	1,922
e-satisfaction	1,000	1,000

Multicollinearity does not occur if the VIF value is  $<10$ , and the tolerance value is  $>0.1$ . It is known that the VIF value of the Hedonic Shopping Value (X1) variable is 1.517. The Web Informativeness (X2) variable is 2.126. And the Web Entertainment variable (X3) is 1.922. It can be concluded that the VIF value of the variable X1 X2 X3  $<10$ . While the tolerance value of the variables X1, X2, X3 are 0.659 0.470 and 0.520, which means  $>0.1$ . Then the data does not occur multicollinearity. From table 4.18, it can be seen that the VIF value of the Satisfaction (Y1) variable is 1,000 so that the VIF value of the Y1 variable is  $<10$ . While the tolerance value of Y1 is 1,000 which means  $>0.1$ . Then the data does not occur multicollinearity.

**Heteroscedastisita**

Known that the t table is 1.984. The calculated t values of LnX1, LnX2, and LnX3 were -0.56 0.742 and -0.752, respectively. The value of t count is between  $-t \text{ table} \leq t \text{ count} \leq t \text{ table}$ , then  $H_0$  is accepted. This means that the test between LnX1 LnX2 LnX3 and  $\text{Lnei}^2$  did not find any heteroscedasticity symptoms. As well as the LnY1 t test the count is 0.551, so the test between LnY1 and  $\text{Lnei}^2$  there is no symptom of heteroscedasticity.

**Hypothesis Testing**

Table 2. Hypothesis Testing

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		



(Constant)	3,940	1,121		3,516	,001
Hedonic(X1)	,030	,073	,042	,415	,679
1 Winformative(X2)	,333	,093	,429	3,568	,001
WEntertaint(X3)	,108	,070	,175	1,533	,129

a. Dependent Variable: Satisfaction(Y1)

- 1) The significant level of the hedonic shopping value variable is 0.679 or  $> 0.05$ , so it cannot be said to be significant. The regression coefficient for the Hedonic shopping value is 0.030 and is positive, which means that every increase in the Hedonic shopping value of 1 will cause an increase in the E-Satisfaction value of 0.030. Then hypothesis 1 is accepted.
- 2) The significant level of the informativeness web variable is  $0.001 < 0.05$ , so it is said to be significant. The regression coefficient for Web Informativeness is 0.333 and has a positive value, which states that every increase in Web Informativeness of 1 will cause an increase in the E-Satisfaction value of 0.333. Then hypothesis 2 is accepted.
- 3) The significant level of web entertainment is 0.129, which means  $>$  than 0.05, so it is said to be insignificant. The regression coefficient for Web Entertainment is 0.108 and is positive, which states that every increase in Web Informativeness of 1 will cause an increase in the E-Satisfaction value of 0.108. Then hypothesis 3 is accepted.

Table 3. Hypothesis Testing  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta		
(Constant)	7,063	2,537		2,784	,006
1 Satisfaction(Y1)	1,178	,216	,483	5,463	,000

a. Dependent Variable: Loyalty(Y2)

The test results of the independent variable on the dependent show that e-satisfaction has a positive and significant effect on e-loyalty, this is indicated by a significant value of 0.000, which is smaller than  $\alpha = 5\%$  or 0.05. The e-Satisfaction regression coefficient is 1.178 and is positive which states that every increase in e-satisfaction of 1 will cause an increase in the value of E-loyalty by 1.178. So that hypothesis 4 is accepted.

**F Test**

Table 4. F Test

**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	124,711	3	41,570	16,976	,000
1 Residual	235,079	96	2,449		
Total	359,790	99			

a. Dependent Variable: Satisfaction(Y1)

b. Predictors: (Constant), WEntertaint(X3), Hedonic(X1), Winformative(X2)

The table shows the significance value is 0.000, which means less than the value of  $\alpha$  0.05 and the calculated F value shows that the value of 16.976 is greater than the F table value of 2.70. So it can be stated that the three variables (X), namely hedonic shopping value, web informativeness, and web entertainment on the f-test conducted have a simultaneous influence on the E-satisfaction (Y) variable..

Table 5. F Test

**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	499,339	1	499,339	29,840	,000 <sup>b</sup>
1 Residual	1639,901	98	16,734		
Total	2139,240	99			

a. Dependent Variable: Loyalty(Y2)

b. Predictors: (Constant), Satisfaction(Y1)

The table shows that the significance value is 0.000 or less than the  $\alpha$  value of 0.05 and the calculated F value shows that 29.840 this figure is greater than the F table value of 2.70. So it is stated that the e-satisfaction variable on the F test which is carried out has a simultaneous effect on the e-loyalty variable.

**The coefficient of determination**

Table. 6

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,589 <sup>a</sup>	,347	,326	1,56485

a. Predictors: (Constant), WEntertaint(X3), Hedonic(X1), Winformative(X2)



The effect of hedonic shopping value, web informativeness, and web entertainment simultaneously on e-satisfaction is shown by the R Square value of 0.347. This means that 34.7% is influenced by hedonic shopping value, web informativeness, and web entertainment. And 65.3% is influenced by other variables.

Table. 7

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,483 <sup>a</sup>	,233	,226	4,09068

a. Predictors: (Constant), Satisfaction(Y1)

From this table, the large effect of e-satisfaction on e-loyalty is shown by the R square value of 0.233. This means that 23.3% is influenced by e-satisfaction and 76.7% is influenced by other variables.

### **The Effect of Hedonic Shopping Value on E-Satisfaction.**

Based on the hypothesis testing that has been done, it can be stated that the Hedonic Shopping Value has a positive effect on the E-Satisfaction variable. This can be proven by the multiple linear analysis that has been done showing that the t value is 0.415 with the sign value is  $0.679 > 0.05$ . Which means  $H_1$  is accepted.

### **The Influence of Web Informativeness on E-Satisfaction.**

With the results of hypothesis testing that has been carried out, based on the regression results it is stated that the Web Informativeness variable has a positive effect on E-Satisfaction, supported by the test results presented in the regression table with a t-count value of 3.568. With a sign value of 0.001, it means that it is smaller than 0.05. So it is stated that  $H_2$  is accepted.

### **The Influence of Web Entertainment on E-Satisfaction**

The test results show that the Web Entertainment variable has a positive effect on E-Satisfaction. This is shown in table 4:21 with a t value of 1.533 with a sign value of  $0.129 > 0.05$ . So that  $H_3$  is accepted.

### **Effect of E-Satisfaction on E-Loyalty**

The results of this hypothesis testing indicate that the E-Satisfaction variable has a positive effect on E-Loyalty. This means that if E-satisfaction increases, E-Loyalty will also increase. This is evidenced by the t value of 5.463 with a significant value of 0.000 smaller than  $\alpha = 5\%$  or 0.05. So that  $H_4$  is accepted. In this case, it means that the respondents agree that the satisfaction they feel is a significant factor in increasing the loyalty of Tokopedia users in this study.

## 5. Conclusion

Based on the results and discussion, this study aims to examine hedonic shopping value, web informativeness, and web entertainment on e-loyalty by means of e-satisfaction as an intervening on Tokopedia users. The research findings show a positive effect of hedonic shopping value, web informativeness, web entertainment on e-satisfaction and a positive effect of e-satisfaction on e-loyalty on Tokopedia users. So that the Tokopedia needs to maintain the information and entertainment contained in Tokopedia in increasing user satisfaction so that user loyalty can be expected.

1. Hedonic Shopping Value in this study has a positive effect on E-Satisfaction, although not significant. This means that the respondent's hedonic nature describes its effect on E-Satisfaction is not significant, but has a positive effect on E-Satisfaction at Tokopedia.
2. Web Informativeness in this study has a significant and positive effect on E-Satisfaction at Tokopedia. which means, the information provided by the Tokopedia website is deemed appropriate and fulfills the information needs of users.
3. It is concluded that Web Entertainment has not significantly affected the E-Satisfaction of its users, but in this study Web entertainment has a positive influence on E-Satisfaction at Tokopedia.
4. E-satisfaction in this study has a positive and significant effect on E-Loyalty. As an illustration, satisfied customers will create loyalty to service / product providers. So that Tokopedia users instill a sense of loyalty to use Tokopedia repeatedly.

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