



The Influence of Customer Experience, Customer Delight, and Perception, and on Online Shopping Customer Loyalty (Case Study on Students in Medan City)

Jeffany¹, Hendry Kosasih², Vinsen³, Purnama Yanti Purba⁴

¹Graduate Program of Economic Management,

²Department of Management

³Faculty of Economic

^{1,2,3,4}Universitas Prima Indonesia, Jl. Sekip Jl. Sikambing, Medan Sumatera Utara

E-mail: purnama.js@gmail.com

ARTICLE INFO

ABSTRACT

Article history:

Received: 01/06/2021

Revised: 07/06/2021

Accepted: 15/06/2021

Keywords:

Experience, Consumer Perception, Customer Delight, Customer Loyalty

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

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1. Introduction

At first consumers in meeting their needs always relied on the market in buying and selling and also carrying out direct trading activities, but along with the times and also the development of technology, these activities are decreasing due to online shopping activities. Online shopping is one of the choices for consumers when they want to find something. The trend of e-commerce users in Indonesia has grown quite large in recent years. The prediction is that growth will continue to occur in the next few years. Quoting from Databoks, e-commerce users in Indonesia in 2017 reached 139 million users, then increased by 10.8% to 154.1 million users in 2018. Meanwhile, in 2019 it is projected to reach 168.3% million users and 212 million users. 2 million by 2023.

Shopee is a site *e-commerce* which is headquartered in Singapore under the auspices of the SEA Group, which was founded in 2009 by Forrest Li. Shopee was first launched in Singapore in 2015, and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. In Indonesia itself,

Shopee has greatly developed in the community. The growth of e-commerce users itself is very dependent on the loyalty of customers where customer loyalty in using Online Shopping is based on customer experience (Customer Experience) in making online purchases, one of the customer experiences that often occurs when doing Online Shopping is goods that don't come. in accordance with the products on offer and also often found prices that are more expensive than shopping directly at the store.

In addition, customer perceptions of online shopping are very varied, such as consumers feel more practical in making purchases and also the perception of customers who feel that shopping online is more efficient because manufacturers often offer prices to customers at slanted prices compared to shopping



directly in stores. Often the goods given to consumers do not match the details in the product and also the poor quality makes consumer perceptions less good to do *Online Shopping*.

In addition, a person's reaction to getting services from online shopping sellers is very diverse where it depends on how the seller deals with these consumers. The reaction of consumers in enjoying services from sellers which can be called *Customer Delight* where customers attach great importance to the services provided to customers. Customers will judge whether the services provided by the seller are satisfactory or not. However, there are so many customers who feel that the service provided to customers is unsatisfactory and sometimes online shops often provide responses that are considered inappropriate for customers, this makes customers choose to buy products directly at the store which is considered the service will be more satisfying. The existence of bad responses and comments towards Online Shopping makes consumer reactions to Online Shopping less and less good, making consumer interest in Online Shopping decrease

Suggestions in previous studies also underlie this research. researcher Azhari, et al 2016 suggested researching using the variable Customer Delight and Customer Experience with respect to Customer Loyalty. researchers Dirbawanto and Sutrasawati (2016) suggest researching using the Customer Experience variable on Customer Loyalty. And researcher Muttaqien (2018) suggests researching using perception variables that affect customer loyalty. The purpose of this study was to determine the effect of Customer Experience, Customer Delight and Perception on Customer Loyalty. Then the researcher will examine the influence of Customer Experience, Customer Delight and Perception on Online Shopping Customer Loyalty (Case Study on Students in Medan City)

Customer Experience (Customer Experience) is a customer response internally and subjectively to every relationship with the company, either directly or indirectly.[14]

in Putri Anindita (2015) states, delight consists of five variables, namely esteem, security, trust, and variety.[5] The explanation of the five variables is as follows: Esteem, Security, Trust, Variety. Customer loyalty is behavior related to the brand of a product including the possibility of renewing the brand contract in the future and how likely the customer is to increase the positive image of a product. [4] The indicators measured are the order of brand choice, Proportion of purchase, Brand preference, Brand commitment. , No Loyalty [4]

The hypothesis is a guess or a temporary answer to the statement in the formulation of the research problem. The hypotheses in this study are:

- H1: *Customer Experience* Effect on Online Shopping Customer Loyalty (Case Study on Students in Medan City)
- H2: *Customer Delight* influence on Online Shopping Customer Loyalty (Case Study on Students in Medan City)
- H3: Perception has an effect on Online Shopping Customer Loyalty (Case Study on Students in Medan City)
- H4: *Customer Experience*, Perception and Customer Delight have an effect on Online Shopping Customer Loyalty (Case Study on Students in Medan City)

2. Research methods

The study was conducted on students in the city of Medan, North Sumatra. The research was conducted from September 2020 to February 2021. The research approach used was a quantitative approach. The type of research used is descriptive quantitative research and the nature of this research is explanatory research. The data analysis method used in this research is multiple linear regression analysis. The population in this study used respondents to have purchased products on the Shopee online site, and domiciled in the city of Medan. *Simple Random Sampling* used to determine the sample in this study. The sample to be used is 100 students who make purchases more than 2 times at shopee. The data collection techniques used in this study are Questionnaires, Documentation and Interviews.

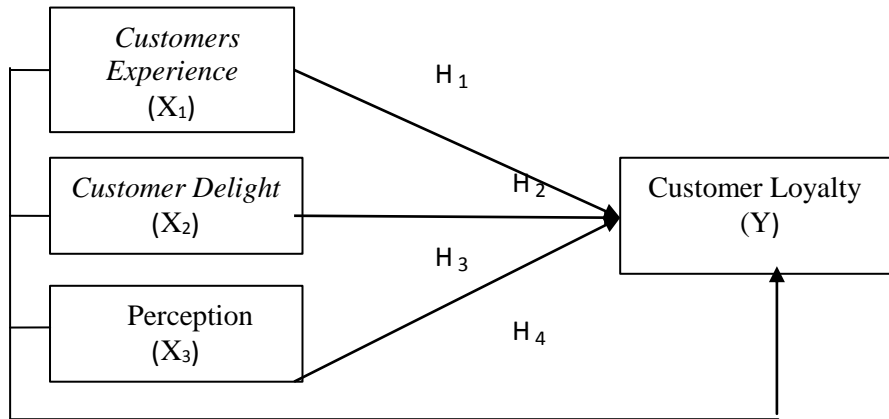


Fig 1 Research Design

3. Results and Discussion

Analysis of respondent characteristics was carried out to describe the characteristics of individual data from each respondent which included, among others: gender, and length of subscription of the respondent.

Table 1
Characteristics of Respondents by Gender

Gender	Frequency	Percentage (%)
Man	32	32
girl	68	68
Total	100	100

Based on Table 1, it can be seen that the majority of respondents were women as many as 68 people (68%) while men were as many as 32 people (32%). This shows that most of the respondents are female. This is because women are more dominant to make purchases online.

Table 2
Long Subscription

Year	Frequency	Percentage (%)
1 year	28	28
1-2 Years	37	37
3-4 Years	35	35
4 years	0	0
Total	100	100

Based on Table 2, it is known that the most respondents for the length of subscription are 1-2 years, namely 37 people (37%), and the lowest respondents are > 4 years, namely 0 people (0%). This is due to the number of promotions offered by Online Shopping 2 service providers this year.



Table 3
Validity Test Results Uji

Questioner	Customer Experience (X1)		Persepsi Konsumen (X2)		Customer Delight (X3)		Loyalitas Pelanggan (Y)	
	Pearson Correlation	Signifikan	Pearson Correlation	Signifikan	Pearson Correlation	Signifikan	Pearson Correlation	Signifikan
1	0,839	0,361	0,580	0,361	0,394	0,361	0,779	0,361
2	0,421	0,361	0,764	0,361	0,617	0,361	0,510	0,361
3	0,851	0,361	0,715	0,361	0,446	0,361	0,600	0,361
4	0,835	0,361	0,473	0,361	0,490	0,361	0,714	0,361
5	0,566	0,361	0,829	0,361	0,580	0,361	0,508	0,361
6	0,696	0,361	0,618	0,361	0,570	0,361	0,720	0,361
7					0,528	0,361	0,696	0,361
8					0,719	0,361	0,463	0,361
9					0,829	0,361	0,805	0,361
10					0,664	0,361	0,872	0,361
11							0,714	0,361
12							0,429	0,361
13							0,687	0,361
14							0,720	0,361
15							0,714	0,361
16							0,508	0,361

Based on table 3, the instrument questionnaire test results from the variables Customer Experience, Consumer Perception, Customer Delight, and Customer Loyalty have a value greater than 0.361 and a significance value less than 0.05. Thus it can be concluded that all questions from the variables of Customer Experience, Consumer Perception, Customer Delight, and Customer Loyalty used are valid.

Table 4
Reliability Test Results

Nama Variabel	Cronbach's Alpha	N of Items
Customer Experience	0,794	6
Persepsi Konsumen	0,739	6
Customer Delight	0,777	10
Loyalitas Pelanggan	0,909	16

Based on table 4, the reliability value of each instrument from the variables of Customer Experience, Consumer Perception, Customer Delight, and Customer Loyalty is greater than Cronbach Alpha 0.60 so it can be concluded that all variables are reliable and can be used for research.

Table 5
Descriptive Statistics Test Results

Descriptive Statistics					
	N	Minimum	Maximum	mean	Std. Deviation
Customer_Experience	100	7.00	21.00	13.6900	3.33241
Consumer_Perception	100	9.00	26.00	17.7700	3.89990
Customer_Delight	100	19.00	51.00	34.0100	7.94488
Customer_loyalty	100	31.00	60.00	46.9200	6.28399
Valid N (listwise)	100				

From Table 5 it can be seen that the amount of data used is 100 people who are students from Prima Indonesia University, the Customer Experience variable has a minimum value of 7 and a maximum value of 21 with an average of 13.6900 and a standard deviation of 3.33241. The Consumer Perception variable has a minimum value of 9 and a maximum value of 26 with an average of 17.7700 and a standard deviation of 3.89990. The Customer Delight variable has a minimum value of 19 and a maximum value of 51 with an average value of 34,0100 and a standard deviation of 7,94488. Customer Loyalty variable has a minimum value of 31 and a maximum value of 60 with an average value of 46.9200 and a standard deviation of 6.28399

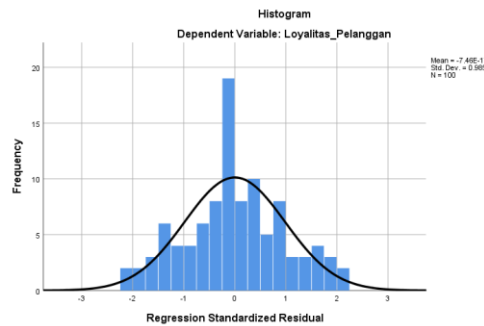


Fig 2 Normality Test Results with Histogram Graph

In Figure 2 above, it can be seen that the line is in the shape of a bell, neither deviating to the left nor to the right. This shows that the data is normally distributed and meets the assumption of normality

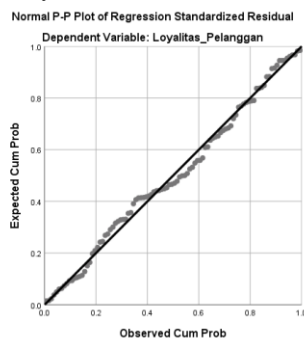


Fig 3 Normality Test Results with Probability Plot Method

Fig 3 shows that the data spreads around the diagonal line and follows the direction of the diagonal line. This explains that the regressed data in this study is normally distributed

Table 6
Kolmogrov-Smirnov Test . One-Sample Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	5.67769205
Most Extreme Differences	Absolute	.055
	Positive	.052
	negative	-.055
Test Statistics		.055
asypm. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Table 6 shows that the KS value obtained is 0.200 with a significant 0.200, because the significant value obtained is greater than 0.05, this means that H1 is accepted, meaning that the residual data is normally distributed.

Table 7
Multicollinearity Test Results



Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	40.353	3,841		10.506	.000		
Customer_Experience	.845	.319	.448	2,647	.010	.297	3.372
Consumer_Perception	-.074	.274	-.046	-.270	.788	.294	3.397
Customer_Delight	-.109	.074	-.137	-1,459	.148	.962	1.040

a. Dependent Variable: Customer_Loyalty

Based on the calculation of the Tolerance value also shows that there is no independent variable that has a Tolerance value of less than 0.10 and the calculation results of the Variance Inflation Factor (VIF) value also show the same thing that there is no single independent variable that has a VIF value of more than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model

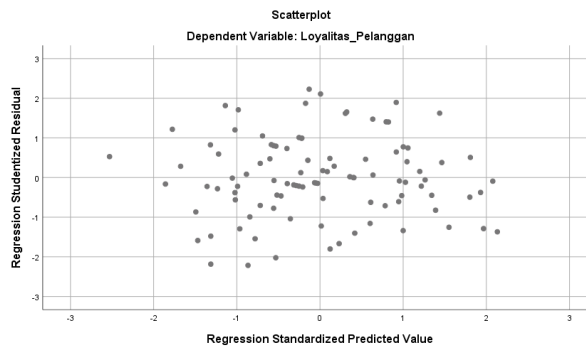


Fig 4 Heteroscedasticity Test Results

In Fig 4, it can be seen that the points spread that do not form certain patterns and are spread both above and below the number 0 on the Y axis and based on this Fig, there is no heteroscedasticity so that the regression model is feasible to use.

Table 8
Glejser Test Results

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	3.958	2,367		1,672	.098		
Customer_Experience	-.116	.197	-.110	-.590	.557	.297	3.372
Consumer_Perception	.055	.169	.061	.328	.744	.294	3.397
Customer_Delight	.032	.046	.072	.695	.489	.962	1.040

a. Dependent Variable: abs

The results of the SPSS output display Table 8, the results of the heteroscedasticity test, the regression coefficient value of each independent variable in the regression model of the absolute residual value is not statistically significant ($\text{sig} > 0.05$), so it can be concluded that there is no heteroscedasticity. The regression coefficient value for the Customer Experience variable (X1) shows a significance level of $0.557 > 0.05$, the regression coefficient value for the Consumer Perception variable (X2) shows a significance level of $0.744 > 0.05$ and the regression coefficient value for the Customer Delight variable (X3) shows the level of the significance is $0.695 > 0.05$, so it can be concluded that the regression model does not contain any heteroscedasticity.

Table 9
Multiple Linear Regression Test Results

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	40.353	3,841		10.506	.000		
Customer_Experience	.845	.319	.448	2,647	.010	.297	3.372
Consumer_Perception	-.074	.274	-.046	-.270	.788	.294	3.397
Customer_Delight	-.109	.074	-.137	-1,459	.148	.962	1.040

a. Dependent Variable: Customer_Loyalty

$$\text{Customer Loyalty} = 40,353 + 0.845 \text{ Customer Experience} - 0.074 \text{ Consumer Perception} - 0.109 \text{ Customer Delight}$$

The regression equation has the following meaning.

- The constant a value of 40.353 means that if there are no variables Customer Experience (X1), Consumer Perception (X2) and Customer Delight (X3) = 0 then Customer Loyalty will be worth 40.353 units.
- The Customer Experience (X1) variable is 0.845 which means that for every increase in the Customer Experience variable by 1 unit, the value of Customer Loyalty will increase by 0.845 units with the assumption that the other variables are constant.
- The Consumer Perception Variable (X2) is -0.074, which means that for every increase in the competency variable by 1 unit, the value on Customer Loyalty will decrease by 0.074 units with the assumption that the other variables are constant.
- The Customer Delight variable (X3) is -0.109 which means that for every increase in the Customer Delight variable by 1 unit, the value in Customer Loyalty will decrease by 0.109 units with the assumption that the other variables remain

Table 10
Hypothesis Determination Coefficient Analysis Test Results

Model Summary ^b				
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.429a	.184	.158	5.76572

a. Predictors: (Constant), Customer_Delight, Customer_Experience, Consumer_Perception

b. Dependent Variable: Customer_Loyalty

Table 10 explains the value of the correlation or relationship (R) between Customer Experience (X1), Consumer Perception (X2) and Customer Delight (X3) with Customer Loyalty (Y), namely the Adjusted R Square of 0.158 which implies that the influence of the independent variable (Customer Experience, Consumer Perception and Customer Delight) to the dependent variable (Customer Loyalty) is 15.8%. This shows that the independent variable is only able to explain the variation of changes in the dependent variable by 15.8% while the remaining 84.2% is explained by other variables (Product Quality, Promotion, etc.) which are not used in this study.

Table 11
Simultaneous Hypothesis Testing Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	717,977	3	239,326	7.199	.000b
	Residual	3191,383	96	33,244		
	Total	3909,360	99			

a. Dependent Variable: Customer_Loyalty

b. Predictors: (Constant), Customer_Delight, Customer_Experience, Consumer_Perception

In Table 11, the output results show that F arithmetic > F table 7.199 > 2.70, then H1 is accepted, meaning that because F arithmetic is greater than F table and Significant does not exceed 0.05, it can be



concluded, there is a significant simultaneous positive effect between Customer Experience, Consumer Perception and Customer Delight on Online Shopping Customer Loyalty (Case Study on Students in Medan City)

Table 12
Partial Hypothesis Testing Results

Model	Unstandardized Coefficients		Coefficients ^a			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	40.353	3,841		10.506	.000		
Customer_Experience	.845	.319	.448	2,647	.010	.297	3.372
Consumer_Perception	-.074	.274	-.046	-.270	.788	.294	3.397
Customer_Delight	-.109	.074	-.137	-1,459	.148	.962	1.040

a. Dependent Variable: Customer_Loyalty

In table 12 the results of statistical testing with SPSS on the variable X1 (Customer Experience) obtained the value of t count = 2.647, then the t table is with df = 97 significance level 5% (0.05) two-tailed test is 1.98472. Because the value of t arithmetic > t table (2.647 > 1.98472) and significant 0.010 < 0.05 then H0 is rejected and H1 is accepted, Customer Experience partially has a positive and significant effect on Online Shopping Customer Loyalty (Case Study on Students in Medan City).

Variable X2 (Consumer Perception) obtained tcount = -0.270, -tcount > -t table (-(-0.270 > -1.98472), and significant 0.788 > 0.05. Then H0 is accepted and H2 is rejected, meaning that Consumer Perception partially has no effect on Online Shopping Customer Loyalty (Case Study on Students in Medan City)

Variable X3 (Customer Delight) obtained value -tcount = -1.459, -tcount > -t table (-1.459 > -1.98472), and significant 0.148 > 0.05. then H0 is accepted and H2 is rejected, meaning that Customer Delight partially has no effect on Online Shopping Customer Loyalty (Case Study on Students in Medan City)

3.1 Discussion

The results of the research for the Customer Experience variable have arithmetic results > t table (2.647 > 1.98472) and a significant 0.010 < 0.05 so that there is a positive and significant influence on customer loyalty and is in line with H1. not where the product or service provided has good quality and can make customers feel their needs are fulfilled, this will make the customer more loyal to the goods or services offered. This result is in line with the statement from Suyanto (2017:16) Customer Experience (Customer Experience) is a customer response internally and subjectively to every relationship with the company, either directly or indirectly.

The results of the research for the Consumer Perception variable have the result tcount = -0.270, -t count > -t table (-(-0.270 > -1.98472), and significant 0.788 > 0.05 so that there is no positive and significant effect on customer loyalty so that it does not support H2. Consumer perceptions do not always make consumers less loyal to a product, even though their perception is not good for the product or service offered but the product or service offered meets the needs of consumers, consumers will remain loyal even though unfavorable perceptions persist for these goods or services. This result is not in line with research from Muttaqien (2018). These results are in line with the statement from Widjojo (2018:20) which contains Perception is a process of someone choosing, organizing, and translating information from outside which is formed by sensation, direct response of sensory receptors (eyes, ears, nose, mouth, and skin) to basic stimuli such as light, color, touch and sound

Research results for the variable *Customer Delight* has the result tcount = -1.459, -tcount > -t table (-1.459 > -1.98472), and significant 0.148 > 0.05 so that there is no positive and significant effect on customer loyalty so it does not support H3. This is because, customer expectations that are too high will make customers feel disappointed but because of the element of need and also the ability to buy from consumers, consumer experience is not the main thing in consumers buying products. This is what makes consumers continue to buy the products offered. this result is not in line with the research of Dirbawanto and Sutrasawati (2016). This result is in line with the statement from Michelli (2017: 116), which states that customer satisfaction is the result of an unwavering commitment to creating comfortable and trustworthy customer relationships.

4. Conclusion

Partial Testing of Customer Experience Variables has results $2.647 > 1.98472$ which means that there is a positive and significant effect on Customer Loyalty. Partial Testing of Consumer Perception Variables has the result of $-0.270 > -1.98472$ which means that there is no positive and significant effect on Customer Loyalty. Partial Testing of the Customer Delight Variable has a result of $-1.459 > -1.98472$ which means that it has no positive and significant effect on Customer Loyalty. Simultaneously, the variable Customer Experience (X1) Consumer Perception (X2) and Customer Delight (X3) has a result of $7,199 > 2.70$, which means that there is a positive and significant influence on Online Shopping Customer Loyalty.

For Online Shopping Entrepreneurs, to pay more attention to the Customer Experience felt by customers, besides that it also builds a good perception of the products offered by online shopping entrepreneurs and also Customer delight from customers so that customers can be more loyal in doing online shopping. For further researchers, it is better to do research using this title but with a different object of research such as in companies engaged in Services or Manufacturing and also further researchers should add other variables such as Product Quality, Price.

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