



Measuring Millennials Loyalty Through Affective and Cognitive Online Experience: Mediating Role of Customer Satisfaction

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ABSTRACT

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This paper aims to find out the direct effects of affective and cognitive OE on customer loyalty, and indirect effect through mediating role of customer satisfaction. By using the technique of purposive sampling to online questionnaires, and as many as 126 millennial groups were involved as respondents. We found that the direct effects of cognitive and affective OE significant and positively affects customer satisfaction and loyalty, while mediating roles of customer satisfaction, only to the relationship between affective OE and customer loyalty as expectation, while to the cognitive OE and customer loyalty unexpected.

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1. Introduction

Technological advancements have contributed greatly to transforming human behaviour and lifestyle, in which information became one of the basic needs, beside clothing, food and shelter needs (Gotteland et al., 2020), it is also ease consumers to prefers the channel in the digital business through e-commerce (Niu et al., 2020), along with this, the information form has changed into a commodity that is tradable (Widodo & Qurniawati, 2016). The e-commerce activities have provided conveniences for sellers and buyers, in which the e-commerce sellers help to expand marketing area of the selling products, while buyers felt easier to get and compare information about the products (Jin et al., 2016).

According to the data by Frost and Sullivan research bureau, Indonesia stated as one of the countries with the largest e-commerce market growth in the world, with an average 17 percent growth yearly, while the data from We are social and Hootsuite in 2019 announce the value of e-commerce market capitalization of Indonesia have reached USD 21 billion or around IDR 294 trillion. Further, McKinsey have reported, the e-commerce industry of Indonesia is predicted to reach corporate value into USD 40 billion in 2022. The high number of e-commerce users of Indonesia has made the transaction being often (Farida, 2019), the demand continuous to growth regarding service excellence, the quality of goods, product assortment, and even product warranty offered (Chetioui & Lebdaoui, 2020).

Desara et al. (2021) in their study found upgrading and innovation in physical retail strongly became threat to the existing of e-commerce, while Pratama et al. (2021) argue loyalty at traditional markets being strongly push the actors to maintain the existence of traditional market by campaigning love to local products. Yuliani et al. (2021) stated the banking sectors now focus into small and medium sectors for funded, in which policy of regional government also support small medium business (Usmed et al., 2021). According to the several statements, E-commerce companies should attract customers by providing attractive online experiences both cognitive and affective, because it will help to achieve a competitive advantage by creating and maintaining online channels that evoke positive feelings, and provide engaging online experiences both cognitive and affective to provokes repeat buying (Molinillo et al., 2019).



Creating customer loyalty in online stores is an important issue, because now difficult to ensure the loyalty especially for millennials generation, its due to their can easily compare the information related price of one product or service from various kinds in online stores. So that, to create millennials loyalty have bit needed accurate and efficient steps (Molinillo et al., 2019), and knowledge about millennials experience pre, in, or post-purchase. The study of Yolandari and Kusumadewi (2018) found that customer loyalty of e-commerce customers affected by customer online experiences significant and positively (H1 and H2), they argue that millennials will repurchase or recommend to others when they feels comfortable when shopping, either as physical or feelings, there are several studies supported by these findings (Rose et al., 2012; Shin, 2015).

Usmed et al. (2021) in their study also found that customer loyalty in e-commerce platforms has a significant and positively affected by the level of customer satisfaction, the results have support several studies (Eid, 2011; Farida, 2019; Wibowo, 2015) (H5), meaning that when customers met their expectation about the product or service offered, thus it will impact on repeat buying and recommend to their families and even their colleagues. Here we can conclude that customer satisfaction is one of the keys to e-commerce platforms to ensure the loyalty. Related with it, very needed to knowing the factors that affect customer satisfaction of e-commerce platforms. In the past research of Rose et al. (2012) found both cognitive and affective online experiences strong and positively affects e-satisfaction. (H3 and H4), while the study of Farida and Roesman (2019) found cognitive online experience has positive and significant effect on customer satisfaction, but affective online experience doesn't significant effect on customer satisfaction.

Accordingly Suhud et al. (2020) postulate that "A high level of customer satisfaction is argued to lead to stronger company image, protection of current market share, increased customer loyalty, decreased customer complaints and strengthened financial performance. Regarding contributions of customer satisfaction to enhancing loyalty of e-commerce, Molinillo et al. (2019) found both affective and cognitive online experience significant positively affects the satisfaction, which in turn has a positive effect on loyalty. Meanwhile, Yolandari and Kusumadewi (2018) also found the mediating roles of customer satisfaction has a positive and significant effects in the relationship between customer online experience and customer loyalty which in turn toward repurchase and recommend to others (H6 and H7).

The novelty of this research is focused on the millennial ages group as an interesting generation to evaluate, it is cause of millennial generation is very attractive market for many businesses, including online shop, they often behaving shop online to take prestige and show off to their friends and environment. We also aware if the millennials are so close and quick to adapting with technological advances, social media, and even messenger apps. On the other side, the millennials generation behavior tends to preferring the simplicity and easiness when their shopping. Based on the concept and problem statement explained above, this research aims to find out the direct effects of customer online experience both cognitive and affective on customer loyalty, and indirect effects through mediating contribution of customer satisfaction.

2. Method

In this research, we used a quantitative approach with the type of explanatory research (Sekaran & Bougie, 2016). Further, sampling was selected by purposive technique, with two criteria set to millennials customers and on at least they have been purchased minimum two times in E-commerce sites including Shopee, Tokopedia, Lazada, and Bukalapak. We referring to Hair et al. (2010) in establishing the number of sample for unknown population, in which the formula was explained indicators times to 5 or / till 10 of parameter estimates. In regard to questionnaires distribution process, we assisted by google online questionnaires through likert scale (1 = Strongly Disagree to 5 = Strongly Agree), reasoning are provide simplicity to ease millennial participants give their responses, and aims to following the policy related health protocol as long as research conducted in COVID 19 situation, but our research is consistently with cross-sectional in which the data were collected once in annual period of year 2021 and not affected by situation changes. We have received as many as 126 millennials age group have participated.

Regarding the data feedbacks, we have analyzed by using the technique of Structural Equation Model (SEM) by assisting of Smart PLS 3.3 software (Hult et al., 2015). The reasons we used the technique is it because SEM more easy to justifying and advantage in multivariate analysis. In the procedures of operation, we testing our model through algorithm analysis including validity and reliability then R-square, when the



instruments tested are passed, we continue to bootstrap analysis to find out path results that will explain the relationship and effect among variables, and also answering the hypothesis of this research.

3. Results and Analysis

According to 126 millennials have participated, there are 97 persons have used e-commerce sites including Shopee, Lazada, Tokopedia, Bukalapak, as their favorite choice when they shop online, while 16 persons prefer social media including Instagram, Facebook, and Twitter, and as many as 9 participants have used instant messaging applications including WhatsApp, Line, and Telegram. Women dominantly have participated as many as 66 persons, while 60 are men. They have married as many as 68 participants, 57 not yet married, and 1 has divorced. In educational levels, mostly dominated by bachelor degree as many as 65 persons, master level are 22 persons, and educated at diploma III levels as many as 10 persons, and we also identified 4 persons of millennial who didn't complete the high school levels. Regarding participants' occupation or activities, as many as 42 persons have worked as employees in private sectors, 36 work as entrepreneurship, 21 are civil servants, 14 still students, housewives as many as 11 persons, and lecturers as many as 2 persons have participated. They received monthly income dominated by the range of IDR 2,500,001 to IDR 5,000,000 as many as 55 respondents, less than IDR 2,500,000 are 34 respondents, ranging IDR 5,000,001 to Rp 7,500,000 are 25 respondents, as many as 4 persons earned IDR 7,500,001 to 10,000,000 and over than IDR millions as many as 8 persons have participated.

Regarding our participant responses, we conducted descriptive analysis to the instruments proposed, the descriptive analysis was operated through data tabulates, in which referring to the scales 1 to 5. Table 1 shows the detail on each variable:

Table 1.
Descriptive Analysis

Statement	Mean	Statement	Mean
Cognitive Online Experience		Customer Satisfaction	
Using online shopping sites is an impressive thing.	4,21	Satisfied with the online shopping experience for overall.	4,12
The features, services, and conveniences provided by online shopping sites are very attractive.	4,42	Satisfied with the pre-purchase experience on online shopping sites	4,03
The existence of online shopping sites because they really catch my attention.	4,17	Satisfied with the buying experience on online shopping sites	4,17
Information from online shopping sites is useful.	4,21	Satisfied with the post-purchase experience on online shopping sites	3,97
Received a lot of lessons and knowledge from using online shopping sites.	3,98	Customer Loyalty	
The information obtained from online shopping sites is very helpful	4,27	The desire to not switch to another store when online shopping site can maintain their services	3,96
Affective Online Experience		Not considering to buy in another stores, as long type of products available on online shopping sites	3,83
Feel immersed when using online shopping sites.	4,21	Happy to use online shopping sites.	4,10
Using online shopping sites affects the emotions	4,42	Online shopping sites are the best choice for shopping.	4,04
Online shopping sites can affect the feelings of their customers.	4,17	*Note:	
Using online shopping sites is fun.	4,21	Mean score are classified into fifth categories, in which ranging 0 to 2,1 classified very bad, ranging 2,11 to 2,99 stated bad, ranging 3,00 to 3,55 equals sufficient, 3,56 to 4,2 classified good, and 4,21 to 5 is very good (Sekaran & Bougie, 2016)	
Enjoy the process of shopping online.	3,98		
Using online shopping sites look as something which entertains users.	4,27		

According to the table of descriptive analysis above, in cognitive online experience statement "the attractive features, services, and convenience that was provided by online shops" has a mean score as many as 4,42 and classified very good, and the statement "received a lot of knowledge and lessons in online

shopping sites has a lowest mean score as many as 3,98, but still classified good. We argue that online shops have become favorite stores when customer prefers to buy a product or service, but the content still not yet educated for customers, only focus in the level of marketing to get new buyers and maintaining customer loyalty. In affective online experience, the statement “using online shops sites affects customer emotions” has a highest mean score as many as 4,42 and classified very good, while the statement “enjoy the process of shopping online has a lowest mean score as many as 3,98 and still classified good. We argue that the customers will have high emotions when their shopping online, they will encourage to buy and even not aware they have buy much of products offered, but the process little bit complicated to the beginners, in current situations customer demand high even into the simplicity that provides.

In customer satisfaction, the statement “satisfied with the buying experience when shops online has highest mean score among the items, as many as 4,17 and classified good, while the statement “satisfied with online experience post purchase has lowest mean score as many as 3,97. Based on the satisfaction instruments, we argue that satisfaction provided not yet maximally, because online experience felt still has complicated process that make millennial generation little bit uncomfotable. Meanwhile, in customer loyalty, the statement that stated “happy to use online shopping sites” has highest mean score as many as 4,10 and classified good, then lowest mean score is the statement “not considering to buy in another stores when online shop sites can maintain their services as many as 3,83 and classified good. We argue the loyalty not really strong for now, its due to technological advancement have provides a lot of comparison about product and service offered.

In regard to analysis algorithm at PLS by ensuring the model can continued, the validity test conducted to find out the indicators proposed, in which the Average Variance Extracted (AVE) scores should > 0,5 for convergent validity, and the scores of goal constructs in Fornell and Larcker criterion have to greater than previous and exceeded 0,7 to assess discriminant validity (Hair et al., 2010). Meanwhile, the reliability test conducted to measure the internal consistency of indicators proposed, in which Cronbach Alpha and Composite Reliability scores should > 0,7 as prerequisites (Hair et al., 2010). The following table 2 shows.

Tabel 2.
Validity, Reliability, R-square, and Fornell and Larcker Criterion

	AVE	CA	CR	R Square	AOE	COE	CL	CS
Affective Online Experience	0.628	0.881	0.910		0.792			
Cognitive Online Experience	0.629	0.803	0.871		0.623	0.793		
Customer Loyalty	0.632	0.708	0.837	0.520	0.658	0.589	0.795	
Customer Satisfaction	0.632	0.806	0.873	0.530	0.683	0.622	0.633	0.795

*Note: AVE = Average Variance Extracted, CA = Cronbach Alpha, CR = Composite Reliability

According to the table 2 above, we stated all prerequisites are met, in which each variable tested have AVE scores greater than 0,6, cronbach alpha > 0,7, and composite reliability scores > 0,7. Regarding discriminant validity test, we found scores of goal construct have greater that previous, and up to 0,7. Based on validity and reliability scores above, thus stated our variable can continious to analysis bootstraping at PLS to find the effects among variables.

Furthermore, the scores of R-square customer loyalty was announced that as many as 52% affects by customer satisfaction, AOE, and COE. Meaning that if any problem related customer loyalty e-commerce sites, or want to enhance the level of customer loyalty, the first thing have to be checks are the three predictor variables in this research, because the number of simultant effect was greater than 50%. Meanwhile, two dimensions of customer online experience simultaneously affect as many as 53% to customer satisfaction, it means if there any efforts to enhancing the level of satisfaction of millennnial at e-commerce sites, thus first thing to be checks are the two independent predictors in this study, while another effects come from untested variables in this study.

In bootstraping analysis, we will know the effects and relationship among variables, and the answering of the hypothesis in this research. The prerequisites stated significant when t-value score greater than 1,96 and p-value score less than 0,05 (Hair et al., 2010), and the original sample score indicates positive or negative directions of variables. If all prerequisites are met, thus hypothesis stated supported, and vice versa (Hair et al., 2014). The following table 3 shows.



Table 3.
Hypothesis Results

H		O	M	SD	T Values	P Values	Information
H1	AOE -> CL	0.476	0.478	0.083	5.725	0.000	Supported
H2	COE -> CL	0.293	0.294	0.095	3.068	0.002	Supported
H3	AOE -> CS	0.484	0.495	0.075	6.471	0.000	Supported
H4	COE -> CS	0.320	0.311	0.088	3.657	0.000	Supported
H5	CS -> CL	0.268	0.271	0.107	2.498	0.013	Supported
H6	AOE -> CS -> CL	0.130	0.133	0.054	2.399	0.017	Supported
H7	COE -> CS -> CL	0.086	0.086	0.047	1.826	0.068	Not Supported

*Note: H = Hypothesis, O = Original Sample, M = Mean Sample, SD = Standard Deviation, AOE = Affective Online Experience, COE = Customer Online Experience, CS = Customer Satisfaction, CL = Customer Loyalty

Table 3 shows the direct effects among the variables in this study. Affective online experience has a significant effects on customer loyalty and satisfaction with t-value score 5,725 > 1.96 and p-value 0.000 < 0.05 for customer loyalty, t-value score 6,471 > 1.96 and p-value 0.000 < 0.05, meaning that H1 and H2 are supported. Meanwhile, customer online experience has a positive and significant effects on customer loyalty and satisfaction with t-value score 3,068 > 1.96 and p-value 0.002 < 0.05 for customer loyalty, and t-value score 3,657 > 1,96 and p-value 0,000 meaning that H3 and H4 are supported. Customer satisfaction has a positive and significant effect on customer loyalty, with t-value score 2,498 > 1.96 and p-value 0.013 < 0.05, thus stated H5 is supported.

In regards with indirect effects that have tested in this research, customer satisfaction have contribution in the relationship between affective online experience and customer loyalty significant and positively, with t-value score 2,399 > 1,96 and p-value 0,017, thus stated H6 is supported. While, the contribution of customer satisfaction in the relationship between cognitive online experience and customer loyalty has positive but not significant, with t-value score 1,826 < 1,96 and p-value 0,068 > 0,05 thus stated H7 is not supported. The justifications related findings explained in discussion section.

3.1 Discussion

a. AOE to CL and CS

Various efforts are conducted by online stores company to build the customer loyalty such as struggling to increase and maintain finance performance and protects the sustainable competitive advantages. We found customer loyalty and customer satisfaction both affected by affective online experience positive and significantly. There are several reasons that triggered this result for millennials of West Sumatera, including feel immerse, happy, look as entertain user, and affects millennial emotions into positive mind. We also found that millennial generation of West Sumatera stated that online shopping sites are the favorites choice when they want to shops online, because it's due to the majority of millennials have educated in bachelor level will be more understand and have sensitive feelings to established the places to shop, and due to their dominantly have a work than unemployment, so quick and simplicity which needed has encourage them to shops in online stores. We argue that, when millennials purely have experienced pleasures with what the online shopping provides to fulfill their expectation, thus it will impact on their commitment to stay shopping in online stores. Furthermore, it's not only strengthening their loyalty, but also as representation of their satisfaction in online shop sites.

In the effect of affective OE to customer loyalty, we support study of Pandey et al. (2015) which shows that convenience and enjoyment obtained from affective experiences in online shopping can be a trigger for someone to be loyal to the online site, because they like the convenience and security of these customers, so that the desire to switch to offline stores will decrease and impact on changes in the lifestyle and hedonic attitude of consumers to shop on online shopping sites. While, in the effect of affective OE to customer satisfaction, we support study of Molinillo et al. (2019); Rose et al. (2012) and Alnawas and Aburub (2016), they found affective OE has a positive and significant effects on customer satisfaction. Means that, when consumers feel immersed and have good emotional levels such as a sense of pleasure, happiness, convenience, security, and enjoyment in online shops, thus it encourages the emotional reaction to stated satisfy with their experience.

b. COE to CL and CS

Consumer responses towards this alternative to purchase using mobile phones were supported by their experience and possession of a smartphone and their familiarity with technology advancements (Pantano & Priporas, 2016). We found cognitive online experience have positive and significant effects on customer loyalty and satisfaction. These results are analysis due to the features, services, and conveniences provided by online shopping sites are very attractive felt by the millennials of West Sumatera, in which the levels of education and dominantly have occupations have made millennials mindset became advantages in valuing affordably of online stores to the customers, especially almost half of the participants not yet married. We argue that our participants little bit advantage compared with other millennials, because totally millennials have participated earned monthly over than IDR 2,5 million, and well educates high school and above. We also assume if the millennials of West Sumatera behaving hedonic, in which the value of hedonic has a strong influence on building attitudes towards technologies and subsequent the digital transactions, while it positively correlates with convenience and information quality that impact on satisfaction and the level of loyalty.

On the other hand, we've detected the information from online stores site are very useful for millennials to directing them into their want or need related product or services, so they can settle their budget with their expectations. By these statements, satisfaction will guarantee when online shops can maintain their quality of websites, content, and even as technical operational such as safety, quick transaction, and clear information, thus it will impact on sustainable loyalty and satisfaction. In the effects of cognitive OE to customer loyalty, we've been support several studies, including Molinillo et al. (2019) and Yosephine Simanjuntak and Purba (2020), which finds cognitive online experience have positive and significant effects on customer loyalty. Means that, cognitive online experience perceived such as feels enjoyment, pleasure, excitement, safety, and convenience when using online shopping sites have proven as one of the keys to make customer more engage and become loyal. While, for affective OE to customer satisfaction, we have support previous findings by Pantano and Priporas (2016); Molinillo et al. (2019) and Farida (2019) which shows when consumers feel that online shopping sites are indeed attractive and impressive for them to shops, it is can be stated as representative of their satisfaction.

c. CS to CL

Customer satisfaction is determined by the development of product and quality conducted by the company, also the service and improvement in order to meet the customer expectation (Hwang & Kim, 2018). We found customer satisfaction has a positive and significant effect on customer loyalty, means that customer loyalty can be stated as impact of online sites were fulfilled millennial expectation, the highest satisfaction of millennials, thus it will strengthen their loyalty to online shop sites. We found the millennials have recognized if for overall they've feels satisfy with their experience when shopping at online stores, it makes the millennials happy and established if the online stores are the best place to shopping in current situation. Although our research not specifically directing to COVID 19, but the positive effects related situation has impact on advantages for the digital, thus encourage people to prefer online shops. Hidayat et al. (2021) also stated that as long as COVID 19 pandemic, people tend to behave individual either in work and daily life, and more interesting using technology based than physical activities.

In the midst of quick adapting and intelligence of millennial which so different with past generation, we argue the current situation related millennials demanded simplicity and quick in transaction when their shopping. We also argue if our participants also comparing with physical stores, traditional market, and event physical retails before they preferred to shopping at online. We have support previous study by Usmed et al. (2021) and Konečnik Ruzzier et al. (2014), in which satisfaction has created by expectation met the reality, result in strengthen customer loyalty of e-commerce. Farida (2019) also found positive and significant effect of customer satisfaction to customer loyalty. Means that, when customers have a pleasant experience when their shopping in online sites, it indicates they won't to switch back to physical stores, and then when consumers feel online shops is a good idea to shopping, it will automatically encourage them to repurchase and recommend to others.

d. AOE to CL through CS

Technological advances have produced smaller devices that are faster, cheaper, and more efficient than their predecessors. the dynamics of e-commerce has been changing (Jay et al., 2016). More consumer uses the internet for shopping by using various devices in the purchasing process, for example, before, during and after their online purchase (Svatosova, 2013). Advances in mobile technology and its adoption by many



consumers has rendered it essential for firms to redesign interaction and service delivery features to achieve optimum online user experience. We found customer satisfaction have contributes significant and positively in the effects of affective online experience on customer loyalty of millennials in West Sumatera. Means that, when customer feel their expectation are met in the context of emotions and pleasures that they feel when shopping has strengthening millennials loyalty to the online shops.

We have indicated several reasons which support our finding in the context of this research, we accept the recognitions of the millennials regarding positive reaction in their emotions related online shopping sites, prestige when shopping looks like sophisticated personality, and feel fun. We argue the millennials behavior that still on processing to adult personality still looking self-proud and stylist in their life, they want instant and simple when shopping, the easiness, faster, and believable of online store sites also have assist the millennials comparing until getting the products or services amid their busyness, in which they are dominantly focus on work and study. They are also tending behave calm and individualistic, in which impact on their shopping styles.

Event though, when we look by millennials monthly incomes they are classified enough. We argue affective experience will creates unforgotten memories when online stores continuous to upgrades both products and services. We support study of Molinillo et al. (2019); Simanjuntak and Purba (2020) and Yolandari and Kusumadewi (2018), in which their found customer satisfaction has positive and significantly contributes in the effect of affective online experience on customer loyalty. They argue the tendency millennials spend their rest times with mobile phone have changes the behavior that leads into shopping at online stores, in which the comparison easy and quick have increase satisfaction which in turn to keep shopping at online stores. The satisfaction which built the loyalty in this context is related feeling immerse and enjoyment which customer experienced when shopping at online stores.

e. COE to CL through CS

Online shopping enables consumers to purchase products and services at any point of time and wherever consumers are located, and online shopping allows consumers to save money, effort, and time when purchasing products (Al-Debei et al., 2015). We found customer satisfaction has a positive but not significant mediates the effect of cognitive online experience on customer loyalty at online stores of West Sumatera. Means that, the satisfaction has reduced the strong direct effect of cognitive online experience to customer loyalty. We argue that received a lot of lessons and knowledge from using online shopping sites is really important for the millennials generation which mostly educated at bachelor level and above, because the educates content will becoming their reference to valuing the image and quality of brand. Hussain (2016) in his research found the creativity and educate contents have strong impact on sustainable satisfaction, which in turn into strong loyalty.

Meanwhile, the low level of satisfaction related post-purchase experience at online shopping sites have to recognized, it's needed upgrading as long as millennials demand growth in the digital era, because the level of business competitiveness has more stretched. All of the needs related services either pre of post have to be fix soon, because we found its impact on the loyalty which have requirement, such as online shops have to maintain their availability of product, and upgrading their services. Event tough, the millennials who participated mostly has a profession, including civil servant, entrepreneurs, student, and even work as private workers. We argue that the participants of this research are advantage persons who demand perfectly and the best offered by online shopping sites.

These findings contradict with the research by Molinillo et al. (2019) and Yosephine Simanjuntak and Purba (2020), they were found when the customers look the features, service, and useful information in online store sites have made their satisfied, thus it can be stated as representation of their overall satisfaction, and which in turn to strengthen loyalty to the online stores. The millennials of West Sumatera really consist to the educates content that their satisfaction has a strong influenced by the item, when the contents and information continuous to not well educated, thus it will impact on distrust and result in decreasing loyalty to online shopping sites.

4. Conclusion

The millennials demand growth related their expectations when shopping have chalenging the online stores to stay competitive, the threats of innovation in physical retails, traditional market, and SMEs sectors have seriously impact on online stores, including e-commerce sites, instagram business, and messenger apps

business. So that, customer loyalty is difficult to ensured. Suprisingly, educates content become main focus to enhance and maintaing the loyalty and satisfaction of the millenials at online shops, then experience related service pre and post purchased too. We concludes that the features, speed, and digital transaction have detected strengthen the online stores because its make the millenials enjoy, feel immerse, and fun when their shopping at online store sites, while the weakness identified regarding expectations of innovativeness related information and educates content. We found sixth hypothesis suported and one is rejected.

Implications for study, further research are expected to examining several factors that affect consumer behavior both affective and cognitive when shops online in different and for a specific gender even another generation such as Y generation, we ensure it will provides clear and specifics information then stengthen value added to e-commerce sites in maintaining and increase the loyalty and customer satisfaction. In addition, we also recommend further research to add other variables such as trust, product assortment provided, price establishment as moderating variables.

Implications for practice, the findings in this research important and can be uses as a part of consumer behavior lessons, in which if e-commerce actors want to achieve or enhancing the level of customer loyalty and satisfaction, the knowledge and understanding about customers experience both affective and cognitive post-purchase are needed to ensure repurchase and gain wide market share. Especially in West Sumatera, millennials are little bit complaint about the complexity process, ask for sustainable excellent services, not much enjoy when shop online in e-commerce sites, and not really satisfied with the post-purchase. If the e-commerce sites still let millennial complaints, and even ignore it, thus result in decreasing in loyalty that makes them look for another choice, even back to shopping at physical stores or retails.

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