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## Determinants of Consumer Loyalty at Market Place

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*Abstract:*

*In the midst of intense competition, e-commerce companies must be astute in seeing every opportunity to grow and effectively create new breakthroughs so that people do not move and continue to make transactions with the company. One way to develop a buying and selling business rapidly nowadays is to sell herbal products online, both from social media and on e-commerce buying and selling platforms. The aim of this research is to analyze and test the influence of service quality, customer experience and trust on the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace. This research uses quantitative methods with multiple regression analysis. Sampling applied a purposive sampling method and the number of samples in this research was 87 respondents obtained by distributing online questionnaires via WhatsApp to online herbal medicine consumers in the Lazada marketplace. Consumers know the Lazada marketplace and have purchased herbal medicine online on the Lazada marketplace at least 3 times. Data were analyzed using IBM SPSS version 26 through several tests, namely: validity test, reliability test, classical assumption test, multiple linear regression analysis and coefficient of determination test. The results of this research show that service quality, customer experience and trust have a positive and significant effect, both partially and simultaneously, on the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace. It is hoped that Lazada will further adjust the menu displayed in its application according to needs in order to increase consumer confidence. This can be done by changing the appearance of the application to add to a good shopping experience for consumers.*

**Keywords:** Service Quality, Customer Experience, Trust, Loyalty, Lazada

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### 1. Introduction

Technology that continues to develop has an impact on various aspects, especially trade issues. The resulting consequences could lead to the development of unlimited free trade. The use of information technology can be seen from the presence of e-commerce (electronic commerce) which uses the internet as a medium (Maulana et al., 2015). Without being limited by space and time, many industries use it as a product marketing medium. For both large and medium companies, online product sales have been implemented as an effective and economical marketing medium (Permana,

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2017). During the Covid-19 pandemic, e-commerce has become increasingly advanced and has great opportunities for business people. Rapid development in e-commerce occurred in Indonesia because branding was carried out through advertising in order to introduce the platform it owned. Various types of e-commerce are an option for the public by offering the best prices so that many users are interested in becoming customers (Sumaryana et al., 2023).

The industry most affected by advances in information technology is trade, because many traders have switched to marketing products via online media. Before the emergence of e-commerce, people bought goods through shops, but the emergence of online shops made it easier to shop without leaving the house (Dewi et al., 2020). Changing habits have resulted in online stores developing and growing rapidly. B2C (Business to Consumer) is a business system implemented by Lazada where consumers can visit online shops because these shops sell various types of products desired by consumers, such as selling herbal products.

Herbal medicine is a natural healing tradition originating from Indonesia. It involves the use of various herbs, spices, roots, leaves, fruits, and other natural substances for medicinal, preventive, or health maintenance purposes. Jamu has been around for centuries and is an important part of Indonesian culture and heritage. Methods for making herbal medicine can vary, from consuming fresh plant ingredients to using ingredients that have been dried, boiled, or processed into powder. Over time, many variations of herbal medicine have been developed to treat various health problems, such as digestive disorders, headaches, fever, and various other complaints. Although herbal medicine is known as a natural form of treatment, its efficacy and safety can vary. Therefore, it is important to consult with an experienced medical professional or herbalist before consuming herbal medicine, especially if you have serious health problems or are taking other medicines. Herbal medicine continues to be an important part of Indonesian health culture and is used by many people to maintain their health and wellbeing.

There are various well-known marketplaces in Indonesia, for example Lazada, Bukalapak, Shopee, Tokopedia, Blibli and so on.

**Table 1. E-commerce Competition Survey (Lazada, Tokopedia and Shopee) 2023**

No.	IndiCator	Lazada	Tokopedia	Shopee
1	Brand use Most Often	13%	30%	54%
2	Top of Minda	12%	27%	54%
3	Share of Order	16%	34%	41%
4	Market share and transaction value	16%	30%	40%

Source: <https://www.ipsos.com/>, 2023.

Based on table 1, Lazada is below Shopee and Tokopedia, indicating that Lazada customer loyalty is still high. Based on data from <https://www.similarweb.com/>, in 2023 Shopee will achieve an average of 157.9 million visits per month and far exceed

its competitors. Tokopedia gets an average of 117 million visits and Lazada gets an average of 83.2 million visits per month.

Customer loyalty can be influenced by many factors, such as service quality, customer experience and also trust in the producer or service provider. Service quality in the context of e-commerce is a customer's comprehensive evaluation of the quality of electronic service as an online shopping experience. Service quality also means the website's ability to provide effective and efficient service when customers shop and receive products on the spot (Ciputra & Prasetya, 2020). Companies that provide services for online stores must provide the best service by providing a website that is complete, easy to operate and safe for transactions to create satisfaction and loyalty when shopping at online stores. The target that online business people want to achieve is to have many customers who loyally buy from their online shop. When consumers want to make a transaction, the quality of the service provided can be seen, even though there is not necessarily an agreement to make a purchase. In order to guarantee consumer satisfaction and loyalty, the provision of service quality aspects must be given great attention (Juanda & Rino, 2023).

On the other hand, customer experience factors are also able to increase consumer loyalty. One of the obstacles when shopping online is that customers only see products through photos provided by the seller. Good experiences with products that have been purchased can increase consumers' desire to continue making transactions on the Lazada marketplace (Febriani & Ardani, 2016). In an effort to maintain the quality of the products sold, Lazada measures product quality based on ratings obtained, product returns and consumer complaints. The current millennial generation is paying great attention to the purchasing experience as the basis for forming their loyalty (Bilgihan, 2016). Tight competition between businesses requires companies to create the best shopping experience so that consumers become loyal. Lazada also strives to provide the best experience, for example product accuracy. When buyers receive goods as expected, there is an opportunity for repeat purchases and recommendations to many people around them. Through product accuracy, it will also produce the best reviews for shop owners which will generate more new customers.

Apart from the service quality and customer experience aspects, the trust factor also greatly contributes to increasing consumer loyalty. The success of buying and selling is influenced by consumer trust in service providers, especially when online purchases occur in the marketplace, because there is no face-to-face contact between the buyer and the seller. No online transactions will be formed if there is no customer trust (Siregar, 2019). If the number of visits to the online shop website is high, it can cause customer trust in the marketplace to also be high so that consumers are confident in making online purchases. Trust assessment is the extent to which a consumer gives a positive attitude to their desires amidst the changing situations they face (Japarianto & Adelia, 2020). The aspect of trust is very important in the e-commerce sector, because in the process consumers face risks, such as losing funds due to fraud or receiving products that do not match the expected quality (Nisa et al., 2022).

Based on the results of interviews with several friends, they are always satisfied shopping through Lazada because the products are complete and easy to find, such as herbal medicine, and so on. Easy website operation, as well as fast seller response when consumers ask about products. The on-site payment system can also be an option for consumers, and many promotions and discounts are provided. The aim of this research is to analyze and test the influence of service quality, customer experience and trust on the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace.

## **2. Theoretical Background**

### **Loyalty**

Mowen & Minor (2002) loyalty is a condition where a customer shows a positive attitude towards a brand, has commitment and intends to continue using it in the future. Loyalty can be shown through repeat purchases, retention and referrals. Meanwhile, according to the opinion of (Triandewo & Yustine, 2020), customer loyalty is a function of satisfaction where loyal consumers can still contribute to the company's profitability by using more of the company's products and services and recommending them to other consumers. Loyalty can give rise to customer behavior that provides recommendations to invite other people to use the product and consumers make transactions in the form of services offered by the marketplace.

Consumers make online shops their main choice for shopping, building customer loyalty is a policy in order to win the competition with competitors. Consumer loyalty is a behavioral encouragement to carry out sustainable transactions so as to form customer loyalty to the products and services provided by online stores, this requires a long process and time (Oktarini & Wardana, 2018). If this event is connected to the e-commerce business, especially in Indonesia, companies are required to give their best efforts to get loyal consumers because it will bring various benefits. As it is difficult for customers to switch to competitors, and what is most certain is that they will always recommend their choice to others.

### **Service Quality**

The offer that e-commerce provides to customers as an effort to gain buyer interest with the best service is called service quality. As rapid technological advances result in increasingly tight competition to acquire and retain customers, it is mandatory for e-commerce providers to provide quality services so that customer trust can be gained.

Based on the statement (Wilis & Nurwulandari, 2020), the success of e-commerce in its efforts to provide the best service is carried out through service quality analysis. Service quality shows the level of difference obtained from customer expectations regarding service from the seller. The analysis is carried out by comparing customer perceptions based on the service received and their expectations. Companies are required to consider this quality aspect because it is the basis of the company which involves all the resources it has (Hendrawan et al., 2021).

Providing quality service is expected to determine consumer decisions and provide a positive impression of the service received by consumers, because this determines the formation of loyal consumers. Fulfilling service quality aspects is an effort to fulfill customer desires, even though these desires always change over time, they will continue to develop and be different (Wijaya & Warnadi, 2019). Service quality assessment using a service quality model includes three elements, namely interaction quality, physical environment quality and outcome quality. Everything can be explained through modifications depending on the business sector being studied, then used as a basis for assessing corporate performance (Tanisah & Maftuhah, 2015).

### **Customer Experience**

Based on the opinion of (Saputra, 2021), the definition of customer experience is the customer experience obtained when receiving services both from facilities and interactions with sellers which then creates emotional, cognitive, and even responses that can shape the experience in the customer's mind. Meanwhile, according to (Zaid & Patwayati, 2021), customer experience is consumer recognition of the results of previous experiences with e-commerce and can stimulate motivation from a consumer so that it can increase other consumers' perceptions of the value of the products and services provided by the company. Company management must pay attention to customer experience because it can have an impact on satisfaction, loyalty and profits for the company.

One way to form customer loyalty is through experience (Graciela, 2021). In order to gain loyalty, consumer satisfaction must be achieved. In discussing online business, satisfaction is defined as the consumer's feelings when purchasing and using goods or services obtained through purchases in online stores. The formation of satisfaction occurs when expectations are in line with the reality obtained by customers. Satisfaction will be formed when a positive experience is obtained when shopping.

### **Trust**

Building trust is very important as the basis for sustainable brand strength. Trust acts as a key variable in developing an online business so that the relationship between consumers and business people continues to run. This trust arises when consumers' satisfaction and experience when they shop is well received. The large risk when deciding to shop online is a challenge for the marketplace to build consumer trust so that they always apply the services provided by the company (Bilgihan, 2016). When customers feel happy and comfortable using the company's application or website, a view will be formed that the company is reliable and consumer trust will be formed. Simply put, trust is consumer knowledge about the object, benefits and attributes of the product. Trust is an element that must get the attention of e-commerce providers to create shopping comfort for customers. It is important to build customer trust, especially amidst the emergence of various forms of fraud and dishonesty making consumers reluctant to make online transactions (Sitorus & Yustisia, 2018). When customers have confidence in using e-commerce, loyalty will automatically form to make transactions through the same media. This trust is a reflex action regarding the results of someone's evaluation.

### **The Influence of Service Quality on Loyalty**

As a service standard from producers to consumers, service quality becomes important when optimal online transactions occur (Chase & Jacobs, 2014). There are various dimensions of service quality that companies provide to their consumers when online transactions occur. Several dimensions of service quality are First, the fulfillment dimension, namely the company's efforts to fulfill promises to customers and their expectations. Second, the dimension of responsiveness, namely the company's ability to serve and provide responsive services to customers. Third, the dimension of application creation (application design) which is able to attract consumers to use the product. Fourth, the security dimension is the actions of e-commerce owners to maintain the security of customer data (Azzahro et al., 2020). Based on research results (Jaolis & Magdalena, 2018; Tobagus, 2018) it indicates that service quality has a significant positive impact on consumer loyalty. In research, (Pradata & Puryandani, 2022) found that there is a positive influence of service quality on consumer loyalty. The hypothesis in this research is: H1: Service quality has an influence on loyalty

### **The Influence of Customer Experience on Loyalty**

Experience is when a consumer gets a sensation through various interactions with various elements that the service provider provides. This is then subconsciously imprinted in the consumer's memory. Experience is defined as events that a person experiences when responding to a stimulus, such as when shopping (Lyna & Prasetyo, 2021). Through this experience, consumers' lives are involved in the product, so when they have a positive experience, a person's quality when socializing will increase. Through a good customer experience, consumers will always be emotionally involved in every activity to create the best experience for consumers so that loyalty is achieved. In line with research results (Dewi et al., 2020; Febriani & Ardani, 2021) it is stated that customer experience has a positive and significant effect on consumer loyalty. So, the hypothesis proposed in this research is: H2: Customer experience has an influence on loyalty

### **The Influence of Trust on Loyalty**

Satisfaction is the first step in the emergence of consumer trust in the services or products used. Consumer satisfaction is influenced by consumers' affective feelings in the form of emotions, feelings, moods and evaluations which can influence cognitive responses such as knowledge and beliefs used in making purchasing decisions. With high consumer trust, consumers are involved in purchasing activities over a long period of time (Sitorus & Yustisia, 2018). When consumers shop online at Lazada but are disappointed with the quality of product materials, the service provided and the product items ordered are incomplete, the level of consumer trust can decrease. If customers trust the company, they tend to make sustainable purchases and share information with those around them. Trust is a determinant of loyalty and is related to consumer confidence that the brand will be reliable in the interests of customers. Trust regarding product reliability. Apart from that, trust is a core variable for maintaining a trademark. This fact is in line with the results of studies (Meida et

al., 2022; Nisa et al., 2022) which state that trust has a positive and significant effect on consumer loyalty. So, the hypothesis proposed in this research is: H3: Trust has an influence on loyalty.

### 3. Methodology

This research uses quantitative methods with regression analysis to explore correlations between variables. In this research, the author used primary data and sample collection using a purposive sampling method so that the total sample in this research was 87 respondents obtained by distributing online questionnaires via WhatsApp to customers who had shopped online at the Lazada marketplace. Consumers know the Lazada marketplace and have purchased goods at least 3 times.

There are 2 variables in this study, namely the independent variable (free) and the dependent variable (bound).

- a) Independent Variable : The independent variables are Service Quality (X1), Customer Experience (X2) and Trust (X3).
- b) Dependent Variable : The dependent variable is Loyalty (Y).

After all the data was obtained, it was then analyzed using SPSS 22 for Windows software. Using several test methods, namely validity, reliability, classical assumptions, multiple linear regression analysis and the coefficient of determination test.

### 4. Empirical Findings/Result

#### Validity and Reliability Test

The purpose of carrying out a validity test is to ensure that each questionnaire question that has been distributed by researchers is valid so that it can be used to obtain data correctly. Obtained from a comparison between r-count and r-table where  $df = n-2$  with alpha 0.05. If the Pearson Correlation value  $>$  r-table, then it can be said to be valid.

**Table 2. Validity Test**

<b>VariabLe</b>	<b>Pearson Correlation</b>	<b>R-tabel (<math>\alpha = 5\%</math>)</b>	<b>Hasil Validitas</b>
Loyalty	0,666	0,210	Valid
Service Quality	0,696	0,210	Valid
Customer Experience	0,725	0,210	Valid
Trust	0,672	0,210	Valid

Source: SPSS Processed Data, 2023

Based on the results obtained in table 2, it is concluded that customer loyalty, service quality, customer experience and trust have Pearson Correlation scores  $>$  r-table. So, it can be said that all of these questions are valid so they can be a valid measuring tool.

The reliability of a variable is determined if the Cronbach's Alpha score is  $> 0.6$ . If the reliability is  $< 0.6$  it is considered not good, but if it is  $0.7$  it is categorized as quite good and the reliability in the good category is more than  $0.8$ .

**Table 3. Reliability Test**

Variable	Cronbach's Alpha	N of Items	Keterangan
Loyalty	0,802	9	Reliabel
Service Quality	0,817	8	Reliabel
Customer Experience	0,814	8	Reliabel
Trust	0,791	8	Reliabel

Source: SPSS Processed Data, 2023

Based on table 3, the Cronbach's Alpha scores for customer loyalty =  $0.802$ , service quality =  $0.817$ , customer experience =  $0.814$  and trust =  $0.791$ . It can be concluded that this research data is acceptable and reliable.

### Normality test

This test can be used using the One Sample Kolmogorov Smirnov test, namely if the Asymp Sig (2-tailed) score is  $> 0.05$ , the data is said to be normally distributed. However, if the Asymp Sig (2-tailed) score is  $< 0.05$ , it indicates that there is no normal distribution in the data.

**Table 4. Normality Test**

		Unstandardized Residual
N		87
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,51685326
Most Extreme Differences	Absolute	,068
	Positive	,042
	Negatif	-,068
Kolmogorov-Smirnov Z		,898
<b>Asymp. Sig. (2-tailed)</b>		<b>,228</b>

a. Test distribution is Normal

b. Calculated from data.

Source: SPSS Processed Data, 2023

Based on table 4, the significance score (2-tailed) was obtained at  $0.228$ . Because the significance value (2-tailed) is  $0.228 > 0.05$ , so it is stated that there is a normal distribution, the data can be used.

### Multicollinearity Test

In the regression equation, multicollinearity problems are not found if  $VIF < 10$  and  $Tolerance > 10$ .

**Table 5. Multicollinearity Test**

Model	B	Unstandardized Coefficients	Standardized Coefficients	Collinearity Statistics	
		Std. Error	Beta	Tolerance	VIF



1	(Constant)	2,950	1,533			
	Service Quality	,274	,112	,303	,896	1,116
	Customer Experience	,373	,133	,302	,786	1,273
	Trust	,201	,082	,060	,857	1,166

a. Dependent Variable: Loyalty

Source: SPSS Processed Data, 2023

Referring to table 5, the overall independent variable in this study has a value of > 0.10 (tolerance > 0.10). The VIF value is less than 10 (VIF < 10). It can be concluded if symptoms of multicollinearity are not found among the independent variables.

### Autocorrelation Test

In this study, the author used the Durbin-Watson Test to test autocorrelation. If  $D-W > (dU)$  and  $< (4-dU)$  indicates that no autocorrelation is found

**Table 6. Autocorrelation Test Results**

Model	R	R Square	Adjusted R Square	Durbin-Watson
1	,778 <sup>a</sup>	,605	,591	2,271

a. Predictors: (Constant), SQ, CE, T

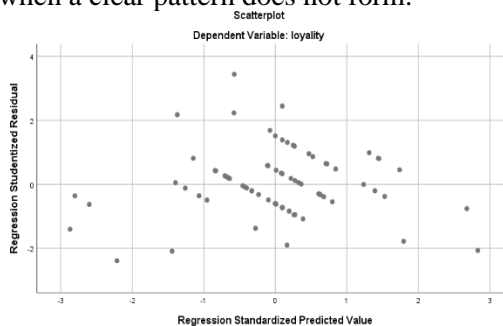
b. Dependent Variable: L

Source: SPSS Processed Data, 2023

Based on table 6,  $1.560 < 2.271 < (2.284)$  and an autocorrelation of 0 is obtained, indicating that autocorrelation does not occur.

### Heteroscedasticity Test

The heteroscedasticity test in this research uses scatterplot graphs between the predicted values of the dependent variables, namely ZPRED and SRESID. Heteroskedasticity is not found if the point spread occurs above or below the number 0 on the Y axis and when a clear pattern does not form.



**Figure 1. Heteroscedasticity Test Results**

Based on Figure 1, there is an irregular distribution in the scatterplot and no pattern is formed. The distribution of points is not only in one location but is spread around the number 0, so the conclusion is that heteroscedasticity is not formed.

### Multiple Linear Regression Analysis

**Table 7. Multiple Linear Regression**

Source: SPSS Processed Data, 2023

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	2,545	2,979		,854	,000
	Service Quality	,382	,071	,478	5,375	,000
	Customer Experience	,175	,066	,192	2,630	,010
	Trust	,296	,092	,290	3,205	,002

a. Dependent Variable: Loyalty

Based on table 7, the constant value ( $\alpha$ ) is 2.545 while obtained ( $\beta$ ) 0.382 for Service Quality, score ( $\beta$ ) 0.175 for Customer Experience and score ( $\beta$ ) 0.296 obtained by Trust, then an equation is formed, namely:

$$Y = 0.478X_1 + 0.192X_2 + 0.290X_3$$

Information:

1. The value of the Service Quality coefficient ( $X_1$ ) is positive, namely 0.478, meaning that every increase in Service Quality causes an increase in the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace
2. The Customer Experience coefficient ( $X_2$ ) value is positive, namely 0.175, meaning that if there is an increase it will be accompanied by an increase in the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace.
3. The Trust coefficient value ( $X_3$ ) is positive, namely 0.296, meaning that if there is an increase it will be accompanied by an increase in the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace.

## Hypothesis test

### Simultaneous Test (F Test)

When the significance is  $<0.05$ , it means  $H_0$  is rejected, meaning the independent and dependent variables have a significant effect. If the significance value is  $> 0.05$ , it indicates that  $H_0$  is accepted, so it can be stated that the independent and dependent variables have no influence

**Table 8. Simultaneous Test**

Model	Sum of Squares	df	Mean Square	F	Sig.
<b>Regression</b>	3316,017	3	1105,339	73,060	0,000 <sup>b</sup>
<b>Residual</b>	1255,730	83	15,129		
<b>Total</b>	4571,747	86			

a. Dependen Variable: Loyalitas Costomer

b. Predictors: (Constant), Service Quality, Customer Experience, Trust

Source: SPSS Processed Data, 2023

Based on the results obtained from table 8, it can be stated that the F-count value is  $73.060 > F\text{-table } 2.71$ , systematically a significant value of  $0.000 < 0.05$  significance level is obtained, so it can be said that simultaneously Service Quality, Customer

Experience, Trust influence loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace.

### Partial Test (t Test)

If the resulting probability is  $<0.05$ , it is stated that there are significant implications from the independent variable to the dependent variable. If the resulting probability is  $> 0.05$ , it is said that it will not have a significant effect.

**Table 9. Partial Test (t Test)**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	2,545	2,979		,854	,000
	<i>Service Quality</i>	,382	,071	,478	5,375	,000
	<i>Customer Experience</i>	,175	,066	,192	2,630	,010
	<i>Trust</i>	,296	,092	,290	3,205	,002

a. Dependent Variable: Loyalty

Source: SPSS Processed Data, 2023

Referring to table 9, Service Quality (X1) has a significance of  $0.000 < 0.05$ . This indicates that H1 is accepted and Ho is rejected, so that the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace is influenced by service quality.

Customer Experience (X2) has a significance of  $0.010 < 0.05$ . Hypothesis H2 is approved and Ho is rejected, so that the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace is influenced by the customer experience aspect.

Trust (X3) has a significance of  $0.002 < 0.05$ . This indicates that H3 is accepted and Ho is rejected, so it can be concluded that the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace is influenced by trust

### Coefficient of Determination Test

It is hoped that this test will produce an r squared score that is greater than 0.5, because a good value is between 0 and 1.

**Table 10. Coefficient of Determination Test (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,778 <sup>a</sup>	,605	,591	1,618

a. Predictors: (Constant), *Service Quality*, *Customer Experience*, *Trust*

Source: SPSS Processed Data, 2023

Based on table 10, it is known that the Adjusted R Square value is 0.591, indicating that the independent variables (service quality, customer experience and trust) influence the dependent variable (purchasing decisions), namely 59.1% and the remaining 40.9% researchers did not study in the research, such as: prices, promotions, etc.

## **5. Discussion**

### **The Influence of Service Quality on Loyalty**

Based on the results of data analysis, service quality has a positive and significant effect on the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace as proven by the probability of  $0.000 < 0.05$ . The quality that Lazada provides to consumers provides proof of service quality with the ease of using the Lazada website, the large selection of products offered, the ease of customers communicating with the marketplace and the security guarantees offered. As a service standard between sellers and customers, service quality plays a role in determining online customer transaction decisions (Chase & Jacobs, 2014). Service providers in online stores are obliged to provide the best service, namely by providing a website that is complete, safe and easy to operate so that customers will be satisfied and ultimately loyalty can be formed. Business people definitely want loyal consumers who always buy products repeatedly. This is in line with research results (Jaolis & Magdalena, 2018; Tobagus, 2018) showing that service quality has a positive and significant effect on consumer loyalty.

### **The Influence of Customer Experience on Loyalty**

Based on the results of data analysis, customer experience has a positive and significant effect on the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace as proven by the probability of  $0.010 < 0.05$ . In an effort to maintain the quality of the products sold, Lazada measures product quality based on ratings obtained, product returns and consumer complaints. The current millennial generation is paying great attention to the purchasing experience as the basis for forming their loyalty (Bilgihan, 2016). Tight competition between businesses requires companies to be able to create a pleasant experience so that consumers use their services continuously. Through a good customer experience, consumers will always be emotionally involved in every activity, giving rise to memorable and unique experiences, which have an impact on their desire to use the service on an ongoing basis. In line with research by Dewi et al., (2020); Febriani & Ardani, (2021) that customer experience has a positive and significant effect on consumer loyalty.

### **The Influence of Trust on Loyalty**

Based on the results of data analysis, trust has a positive and significant effect on the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace as proven by the probability, namely  $0.002 < 0.05$ . The success of buying and selling is influenced by consumer trust in service providers, especially when online purchases occur in the marketplace, because there is no face-to-face contact between the buyer and the seller. If customers trust the company, they tend to make

sustainable purchases and share information with those around them. Trust is a determinant of loyalty and is related to consumer confidence that the brand will be reliable in the interests of customers. Trust regarding product reliability. Apart from that, trust is a core variable for maintaining a trademark. This is in line with the research results of Meida et al., (2022); Nisa et al., (2022) stated that trust has a positive and significant effect on consumer loyalty.

## 6. Conclusions

Based on the results of the analysis, service quality, customer experience and trust have a positive and significant effect on the loyalty of herbal medicine consumers who have shopped online on the Lazada marketplace, which is very good, fast service when buyers need help and responsive in handling customer complaint responses, of course in accordance with the order and applicable procedures. Customer experience in the Lazada marketplace can be seen from the product accuracy results provided by buyers and people who visit the store, so this becomes an assessment for potential buyers. Lazada's trust encourages consumers to make purchases on social media, so trust is very important. Lazada tries to provide the best service, one of which is related to building customer trust, including honest reviews included in the product description and the products sold also match the description. This is done with the aim of convincing potential buyers.

It is hoped that Lazada will further adjust the menu in its application display according to needs to increase consumer trust. This can be done by changing the appearance of the application to add to a good shopping experience for consumers.

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