

# **Increasing E-Loyalty of Facebook Marketplace Users: The Role of Ease of Use, User Experience and E-Satisfaction**

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**Abstract.** This research aims to determine the influence of ease of use, user experience and e-satisfaction on e-loyalty of Facebook marketplace users. The population of this study are active users of the Facebook marketplace in Ponorogo Regency. The sampling method uses probability sampling with simple random sampling techniques. The data collection method was carried out by distributing questionnaires online via Google Form and distributed to 100 respondents. Variable measurement uses a five-point Likert scale. The analysis technique uses structural equation modeling (SEM) based on partial least squares (PLS) using the SmartPLS 3.0 application. The results of this research show that ease of use, user experience and e-satisfaction have a significant positive effect on e-loyalty of Facebook marketplace users. The implications of this research can be an important reference for boost the Facebook marketplace system so that the Facebook marketplace can build more effective strategies to retain and attract more users.

**Keywords:** Ease of Use; User Experience; E-Satisfaction; E-Loyalty; and Facebook Marketplace

## **1. Introduction**

The world of technology and information today has a huge impact and change for all countries. Currently, we often encounter digital intermediaries that provide facilities for users to exchange information in the form of writing, photos and videos, which we usually call social media. Facebook is a social media network website that allows users to join communities to interact with each other [1]. Apart from being a lifestyle, Facebook also presents a marketplace that is used as a promotional medium and acts as a party that brings sellers and buyers together [2]. Facebook marketplace plays

an important role in increasing sales volume and reaching a wider market [3]. Facebook marketplace is a place that channels people's needs in online transactions especially in the field of promotion [4]. Facebook established the marketplace feature in 2007 and began to develop into a more perfect feature in 2016 and in 2019 the Facebook marketplace was in great demand by users [5].

The Facebook marketplace can be used at a low cost and can be used anytime and anywhere. In addition the Facebook marketplace provides product search features, sells products and searches in the surrounding area so that the product search process that appears first is a product that is closer to the user's location. Even so the Facebook marketplace does not guarantee products through the application but has hundreds to thousands of users who join it. Based on this users are facilitated by the features available in the Facebook marketplace application. So that this ease of use can attract the attention of Facebook marketplace users in Ponorogo Regency in making transactions on the Facebook marketplace. Ease of use is an important aspect to influence customer loyalty in aspects of life [6]. Ease of use has a significant positive impact on loyalty [7]. but in contrast to the study conducted [8] which concluded that ease of use has a significant negative effect on user loyalty.

Transacting is one of the important activities in human life namely by selling or buying a product with the aim of getting a benefit and satisfaction from the transaction activity [9]. Transaction activities can not only be done offline but can be done online, transaction activities can now be done while sitting and relaxing without having to leave the house and incur transportation costs [10]. Of the many Facebook marketplace users in Ponorogo Regency who participate in transactions on the Facebook marketplace. Users who take sides as sellers and buyers certainly have experience in transactions, the experience in question is that if the user takes sides as a buyer, of course, he has experience in using the Facebook marketplace application starting from finding a product, product information and product prices. In addition, if the user sides as a seller, of course, he has experience in post products, providing product information, providing prices and most importantly users know the market price of a product. So that the product to be promoted can be adjusted in terms of price and quality offered.

The Facebook marketplace does not provide payment method services through the application, but the people of Ponorogo participate in enjoying the ease of transactions in the Facebook marketplace. Based on this, users already have experience in using the Facebook marketplace application, so that it automatically creates a sense of security in using the Facebook marketplace application. User experience when consuming products and services is a source and key factor for creating user loyalty [11]. User experience has a significant positive effect on user loyalty [12]. but this research contradicts previous research conducted [13] which concluded that user experience has a negative and insignificant effect on user loyalty. Users have an important role as consumers in a digital application, without the user a system will not work as it should [14]. Of the many Facebook

marketplace users in Ponorogo Regency of course they already know the convenience and have used the Facebook marketplace application so that directly they have felt satisfaction in using the application, starting from application services, information accuracy to information updates. However, Facebook marketplace users in Ponorogo Regency do not always use the Facebook application for transactions, sometimes only digging up information about products, product prices or just looking at a product.

Nevertheless, the Facebook marketplace is not always used for transactions but users do not delete or make changes to the Facebook marketplace features. Based on this users have felt satisfaction in transactions, causing comfort in transacting in the Facebook marketplace. If customer satisfaction increases, user loyalty will also increase directly [15]. User satisfaction has a significant positive effect on user loyalty [16]. But the conclusion of this study is different from the research conducted [17] which explains that satisfaction has a negative and insignificant effect on user loyalty. The loyalty of the Ponorogo community in transacting in the Facebook marketplace is a problem that needs to be discussed, this is because the Facebook marketplace is still exist and able to withstand changes in the digitized business environment. Loyalty plays an important role in a business because maintaining loyalty means improving the image and quality of the company and maintaining its existence [18]. Based on this background, it is important to identify the factors that influence the loyalty of Facebook marketplace users. The purpose of this study is to determine the effect of ease of use, user experience and e-satisfaction on e-loyalty of Facebook marketplace users.

## **2. Literature Review**

### **Consumer Culture Theory**

Consumer culture theory is a scientific study of consumer behavior and decision making from a social and cultural perspective and is related to psychological and economic perspectives [19]. Consumer culture theory spans a wide range of research that focuses on the experience, social and cultural aspects of consumption and covers areas related to distribution channels, market prices and customer loyalty [20]. Consumer culture theory can structure the nature of work and the relationship between companies and consumers through the use of consumer resources can influence buyers or consumers in utilizing the resources provided by the company. Consumers have three types of resources [21] : (a) Social resources, namely ties, partners and social relationships in an organization or consumer location. (b) Cultural resources, namely the skills and experiences gained after they consume. (c) Physical resources, namely the mental and physical condition of consumers.

## **E-Loyalty**

E-loyalty is the willingness of users to visit a system or online site again to carry out transaction activities on the system or site. E-loyalty refers to the loyalty and openness of users to continue to choose to subscribe to a company or platform over a long period [22]. User loyalty can be formed through positive experiences, consistent quality, good service, and emotional relationships that exist between companies and users. Strong loyalty is a useful basis for institutions to improve the quality of the company itself [23]. User loyalty has a very important role for a company, namely to maintain the sustainability of a company itself [24].

## **Ease of Use**

Ease of use is a person's feeling in believing a system is easy to use and does not arise complexity or difficulty [25]. Ease of use is used as a benchmark for someone in accepting systems or technology and information from the level of complexity of users in using systems or technology and information [26]. Ease of use can consider user interest in using digital services without making it difficult for users [27]. Systems that have a high level of ease of use tend to be preferred by users because they minimize the time needed to learn and use and reduce the level of frustration and user error. The better the user feels the convenience provided by the application, the greater the loyalty felt by the user. Ease of use has a significant positive effect on user loyalty [28]. Based on the above, the hypothesis is as follows:

**H<sub>1</sub>:** Ease of Use is suspected to have an effect on E-loyalty of Facebook Marketplace users in Ponorogo Regency.

## **User Experience**

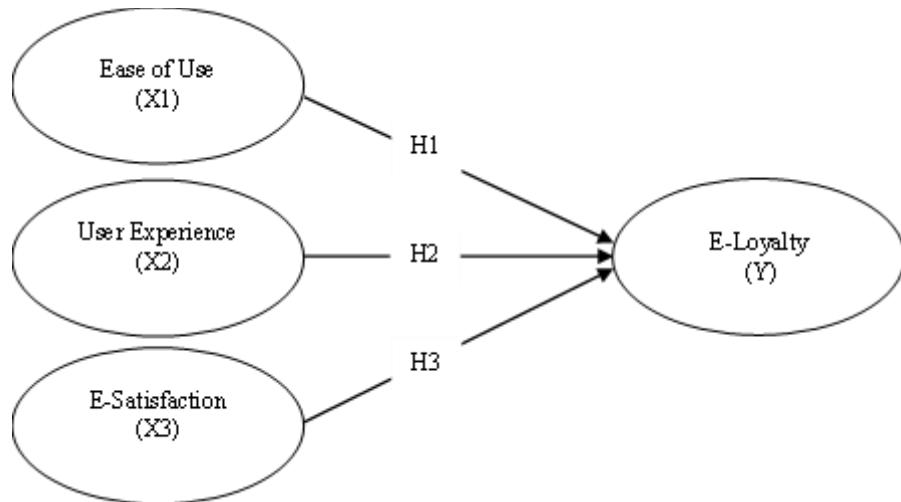
User experience is what users feel after consuming a product, service or system so that it creates an experience [29]. User experience is used to measure the level of user knowledge after using a service, product or system [30]. The results of a good user experience can increase user loyalty to the services or products provided [31]. Thus the function of user experience is to ensure that the system not only meets technical and functional needs, but also provides a satisfying and enjoyable experience for users. This is important for the long-term success of a system or a company. User experience has a significant positive effect on loyalty [32]; [33]. based on the above, the following hypothesis is proposed:

**H<sub>2</sub> :** User Experience is suspected to have an effect on E-loyalty of Facebook Marketplace users in Ponorogo Regency.

### **E-Satisfaction**

E-satisfaction is a response or feedback that arises from users after using and experiencing information systems [34]. Feedback from satisfied users provides valuable insight into what has been done well and what needs to be improved, this helps the development team in designing new features and making improvements that are truly appreciated by users and encourages continuous innovation. Maintaining satisfaction is the key to retaining users and improving system quality. The higher the satisfaction felt by users, the more user loyalty levels will be formed [35]. Satisfaction has a significant positive effect on loyalty. Therefore, the hypothesis is:

$H_3$ : E-satisfaction is thought to have an effect on E-loyalty of Facebook Marketplace users in Ponorogo Regency.



**Figure 1.** Conceptual framework of the research

### **3. Research Method**

This research uses quantitative methods. The current research and study was conducted to determine and examine the effect of ease of use, user experience and e-satisfaction on e-loyalty of Facebook marketplace users in Ponorogo Regency. The population involved in this study were Facebook marketplace users in Ponorogo Regency, the number of research samples used was 100 samples, the

entire sample was considered to have represented the data source for this study. The data collection method used was a questionnaire. Questionnaire questions were conducted via google form and then distributed to respondents online. Respondents were asked to fill in all question items using a 5-point Likert scale. The data analysis method uses partial least square (PLS) with the help of SmartPLS version 3.0 operation.

Convergent validity and discriminant validity are used as validity testing, composite reliability with Cronbach's alpha is used as reliability testing, while r-square and hypothesis testing are used to predict the relationship between latent variables [36]. In the convergent validity test, an indicator is considered valid if the outer loading number has a value of  $>0,7$ . In addition, an indicator can be declared valid in the discriminant validity test if the average variant extracted (AVE) column number is  $>0,5$ . R-square is used to see the predictive power of the structural model. The r-square column numbers 0,75, 0,50 and 0,25 indicate a moderate and weak strong influence. Meanwhile, to test the hypothesis seen from the results of the path coefficient based on the t-statistics number and the p-values number, a hypothesis can be concluded to be accepted if the t-statistics column number shows  $>1,96$  and the value of the p-values column is  $<0,05$ . While the positive and negative results of a variable can be seen in the original sample table, positive numbers indicate positive direction and negative numbers indicate negative direction.

The measurement indicators of the research variables used in this study are as follows:

**Table 1.** Research Variables and Indicator

Variable	Indicator	Source
Ease of Use (X1)	1. Easy to use 2. Easy to learn 3. Clear and understandable	[37]; [25]
User Experience (X2)	1. Sense (Experience around display, facilities and products) 2. Task success (Experience around the duration of completing a task, the perfection of the presentation of the completed task and the failure rate) 3. Earning (Experience around the benefits and advantages gained in the app)	[41]; [42]

Variable	Indicator	Source
E-Satisfaction (X3)	1. Content (User satisfaction is observed based on the content of an application system) 2. Accuracy (user satisfaction reviewed of the accuracy of information data presented by the application) 3. Timelines (user satisfaction based on timeliness in displaying information)	[43]; [44]; [39]
E-Loyalty (Y)	1. Repeat purchase (Loyalty to the use of facilities) 2. Not affected by environmental conditions 3. Recommend sites to others	[45]; [40]; [39]

#### 4. Result and Discussion

The table shows that this study involved 100 respondents. From this data, the number of female respondents is higher than the number of male respondents, the percentage of female respondents reached 62% while male respondents were 38%. This is because Facebook marketplaces often offer products that appeal to women, such as clothing, jewelry, or household items that attract more attention from women than men. Respondents in terms of age are mostly filled by respondents aged 21-30 years by 76%, respondents in terms of age <21 years 20%, respondents based on age 31-40 years 8%, respondents in terms of age >41 years 6%. At the age of 20-30 years is a generation that has grown up with digital technology and social media so that activities on the Facebook marketplace can be used as a form of social interaction for the younger generation. They can share product recommendations, find the items they want, and interact with other sellers and buyers through the platform.

Respondents based on occupations who participated in this study were students namely 59%, 5% civil servant, 20% private employees, 7% entrepreneurs, and others by 9%. This states that the Facebook marketplace is mostly favored by students. This is because the majority of students already have a Facebook account and access the platform regularly so that using the Facebook marketplace makes it easier for them to get information and find items that suit their needs on a platform. Respondents based on Shopping Frequency who participated in this study are users who have transacted in the Facebook marketplace, namely 2-5 times 77%, 1 time 0%, 6-9 times 15%, >10

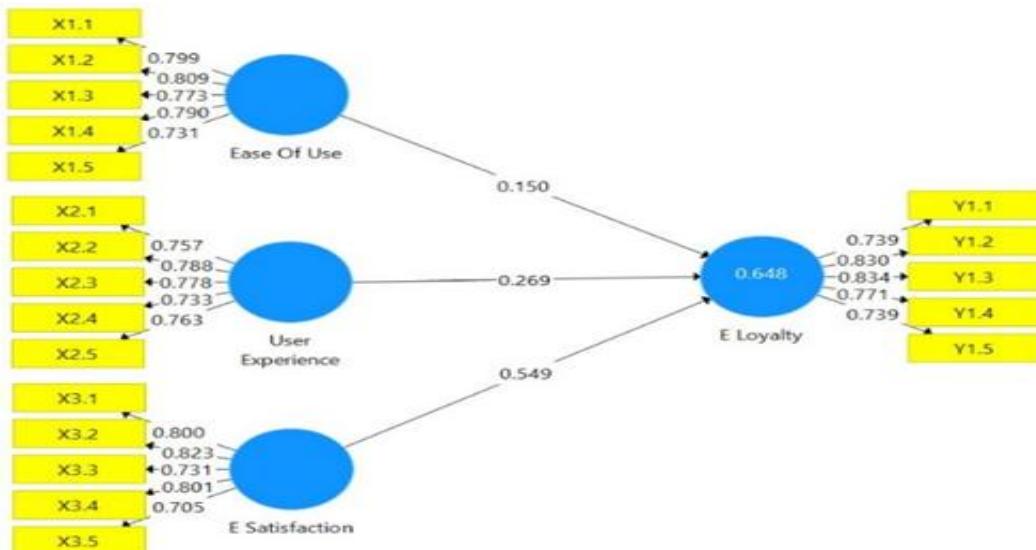
times 8%. This means that many Ponorogo people are experienced in transacting in the Facebook marketplace and enter the loyal category because they have made transactions at least 2 time.

The following table shows the answers to the respondent's identity questionnaire results:

**Table 2.** Respondent's Identity

Criteria	Frequency	Percentage
<b>Gender</b>		
Man	38	38%
Woman	62	62%
<b>Age</b>		
< 21 years	10	10%
21-30 years	76	76%
31-40 years	8	8%
>41 years	6	6%
<b>Job</b>		
Student	59	59%
State Employee	5	5%
Private Employee	20	20%
Entrepreneur	7	7%
Miscellaneous	9	9%
<b>Shopping Frequency</b>		
1 time	0	0%
2-5 times	77	77%
6-9 times	15	15%
>10 times	8	8%
<b>Purchasing Category</b>		
Vehicles	10	10%
Electronics	23	23%
Fashion	45	45%
Home & Property	5	5%
Miscellaneous	17	17%

*Schematic of the tested PLS model*



**Figure 2.**Output SemPLS

### Convergent Validity

Outer loading or outer factor is an instrument as a convergent validity tester. Whether an indicator is valid or not if the outer loading number for each indicator is  $>0.7$ . The following are the outer loading numbers for each indicator and variable:

**Table 3.** Output Outer Loading

	E-Loyalty	Ease of Use	User Experience	E-Satisfaction
Y1.1	0,739			
Y1.2	0,830			
Y1.3	0,834			
Y1.4	0,771			
Y1.5	0,739			
X1.1		0,799		
X1.2		0,809		

	<b>E-Loyalty</b>	<b>Ease of Use</b>	<b>User Experience</b>	<b>E-Satisfaction</b>
X1.3		0,773		
X1.4		0,790		
X1.5		0,731		
X2.1			0,757	
X2.2			0,788	
X2.3			0,778	
X2.4			0,733	
X2.5			0,763	
X3.1				0,800
X3.2				0,823
X3.3				0,731
X3.4				0,801
X3.5				0,705

From the table 3 above, it can be seen that each part of the indicator item already has an outer loading number which is  $>0,7$ . Therefore, it can be concluded that all research indicators have met the requirements and are determined to be valid so that they can be used for further analysis.

#### ***Discriminant Validity***

Discriminant validity testing is done using the average variant extracted (AVE) number. Each indicator is considered to fulfill the model if the average variant extracted (AVE) number is  $>0,5$ . The average variant extracted (AVE) number is shown at table 4.

**Table 4.** Output Average Variant Extracted

<b>Variable</b>	<b>Average Variant Extracted (AVE)</b>	<b>Remark</b>
E-Loyalty	0,614	Valid
Ease of Use	0,610	Valid
User Experience	0,584	Valid
E-Satisfaction	0,598	Valid

From this table it can be seen that the average variant extracted (AVE) numbers for all variables are  $>0,5$ . Therefore, it can be said that the four variables above meet the validity test criteria and are suitable for use as research.

#### 4.1 Data Proces

The component part needed in assessing the reliability of a variable is composite reliability. Indicators can be declared reliable if the composite reliability number for each variable is  $>0,7$ . The composite reliability numbers based on each variable item are in the following table 5.

**Table 5.** Output Composite Reliability

Variable	Composite Reliability	Remark
Ease of Use	0,850	Reliable
User Experience	0,823	Reliable
E-Satisfaction	0,833	Reliable
E-Loyalty	0,849	Reliable

The table shows that the composite reliability numbers of all variables are  $>0,7$ . Therefore, all variables can be used in this study.

#### *Cronbach's Alpha*

Composite reliability testing can be supported through analyzing the numbers in the Cronbach's alpha column. The Cronbach's alpha numbers for this study are as shown in the table 6.

**Table 6.** Output Cronbach's Alpha

Variable	Cronbach's Alpha
E-Loyalty	0,842
Ease of Use	0,841
User Experience	0,822
E-Satisfaction	0,831

From this table, it can be seen that the Cronbach's alpha value shows the number for each variable, which is  $>0,7$ . Which means that all variables can be considered feasible and can be used for further research.

## Inner Model Analysis

The inner model can be seen from the r-square (R2) number to get the dependent construct with the t-statistics value of the path test (Path coefficient) provided that the superior the number of r-square, the superior the prediction model proposed in the study. The path coefficients number states a level of significance in testing a hypothesis. This analysis indicates the accuracy of the estimate between latent variables or constructs.

### R-Square

The r-square column value can be used in evaluating how much influence the influencing variable has on the influencing variable, whether it has a significant impact. With r-square numbers of 0,75, 0,50 and 0,25 it can be said that all variables fall into the strong, moderate and weak categories. Based on the results of the r-square number, it illustrates the proportion of variance based on the constructs that the model has shown. The output of r-square shown at table 7.

**Table 7.** Output R-Square

	R-Square	R-Square adjusted
E-Loyalty	0,648	0,637

From the table, the model qualification shows that the r-square value in each structural model (Inner model) is moderate. This states that all variables can show the Y variable as much as 0,648. the rest is described by separate variables outside the scope of this study.

### Hypothesis Testing

A hypothesis can be tested by looking at the path coefficient number t statistics and probability numbers (p-values). A hypothesis can be concluded to be accepted or concluded to be rejected, namely seen based on the analysis of the level of significance between constructs, t-statistics as well as p-values. These numbers can be considered based on the results of the bootstrapping process. The measurement used is t-statistics which is  $>1,96$  and the level of significance of p-values is 0,05. The following table shows the hypothesis testing of this study:

**Table 8.** Output Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (0/STDEV)	P values	Hypothesis
Ease of Use-> E-Loyalty	0,150	0,161	0,056	2,688	0,007	Accepted
User Experience-> E-Loyalty	0,269	0,264	0,101	2,657	0,008	Accepted
E-Satisfaction -> E-Loyalty	0,549	0,551	0,095	5,764	0,000	Accepted

## Discussion

### **The Influence of Ease of Use on E-Loyalty of Facebook Marketplace Users in Ponorogo Regency.**

The results of research that have been conducted on the ease of use variable show the t-statistics number  $2,668 > 1,96$  while the p-values number 0,007 is far from the significance number  $< 0,05$  therefore H1 is declared accepted, besides that the original sample column shows a positive number of 0,150. The higher the level of ease of use provided by the Facebook marketplace, the more loyal users are and even recommend the Facebook marketplace to others, this is evidenced by respondents' responses which are shown through indicators that are easy to use, easy to learn and clear and understandable.

The majority of Ponorogo people are active social media users, including Facebook, so accessing the Facebook marketplace is not something that is difficult for the people of Ponorogo. Ease of use includes ease of validation, relevance of search results, ease of learning key features, ease of understanding additional features and ease of understanding available icons. When users find that accessing the Facebook marketplace is easy this can create comfort and efficiency for users. If users are comfortable with the interface and features provided by the Facebook marketplace, users will tend to be more active and engaged in various activities on the platform such as leaving reviews/comments, sharing products, or interacting with other users. These activities can strengthen user engagement and increase their loyalty to the Facebook marketplace.

Loyal users can be a valuable asset for the Facebook marketplace and contribute to its growth and success. This study provides support for the results of research that has been conducted by [7]; [28]; [18] which concludes that ease of use has a significant positive effect on loyalty, this research contradicts the research conducted by [8] which states that ease of use has a significant negative effect on loyalty.

### **The Influence of User Experience on E-Loyalty of Facebook Marketplace Users in Ponorogo Regency**

The findings of the research that has been conducted on the user experience variable show the t-statistics number  $2,657 > 1,96$  and the p-values number  $0,008 < 0,05$ , therefore H2 is accepted. In addition, the original sample column shows a positive value of 0,269. The greater the experience that users have, the greater the loyalty of Facebook marketplace users, this can be proven through respondents' responses shown through the Sense indicator (Experience around display, facilities and products), Task success (Experience around the duration of completing a task, the perfection of the presentation of the completed task and the failure rate), Earning (Experience around the benefits and advantages gained in the app).

People in Ponorogo are generally familiar with and use the Facebook marketplace, so users have directly experienced negative and positive experiences in using the platform. User experience includes experiences related to system response, experience finding products, experience searching for products, experience selling products, experience finding local seller products. A positive user experience can build the reputation of the Facebook marketplace as a reliable, user-friendly platform. Users who feel the platform is reliable and provides a good experience will be more likely to remain loyal and motivate users to return to transactions.

Thus the relationship between user experience and Facebook marketplace user loyalty is clearly visible in this discussion, where a positive user experience can build higher loyalty to the platform. This research is in line with the CCT (Consumer culture theory) theory which states that consumer resources including skills and experience can influence consumer culture, especially loyalty [21]. This means that companies can strengthen relationships with consumers through consumer resources. Consumer resources include skills and experience. A positive experience can increase consumer loyalty. This study provides support for previous research that has been conducted by [12]; [32]; [33] which states that user experience has a significant positive effect on loyalty, the current study contradicts previous researchers who have done [13] previous researchers said user experience has a negative and insignificant effect on loyalty.

## **The Influence of E-Satisfaction on E-Loyalty of Facebook Marketplace Users in Ponorogo Regency**

This study found that the e-satisfaction variable shows the t-statistics number  $5,764 > 1,96$  and the number of p-values, namely 0,000 far from the number  $< 0,05$ , so H3 is accepted, besides that the original sample column shows a positive value of 0.549. The superior the satisfaction experienced by users, the superior the level of loyalty of Facebook marketplace users. This can be proven through respondents' responses which are shown through indicators such as Content (User satisfaction is observed based on the content of an application system), Accuracy (user satisfaction reviewed of the accuracy of information data presented by the application) and Timelines (user satisfaction based on timeliness in displaying information).

After users make transactions in the Facebook marketplace, of course, users feel positive or negative satisfaction from these transaction activities. Positive satisfaction is created when users' expectations or expectations are met or exceeded when they transact in the Facebook marketplace. Positive satisfaction includes satisfaction with product diversity, product description display satisfaction, product information display satisfaction, notification speed and product information update. When users feel satisfaction with their positive experience, they will tend to use the platform again which overall increases their loyalty

Thus, user satisfaction plays an important role in building high loyalty, platforms that are able to maintain user satisfaction well often experience higher levels of loyalty and have a strong and faithful user base. This study provides support to research that has been conducted by [16]; [35]; [15] which concluded that satisfaction has a significant positive effect on loyalty. This study contradicts the study conducted by [17] which concluded that satisfaction has a negative and insignificant effect on loyalty.

## **5. Conclusion**

Based on the results of research that has been carried out regarding the influence of ease of use, user experience and e-satisfaction on the e-loyalty of Facebook marketplace users in Ponorogo Regency, it can be concluded as follows:

1. Ease of use has a significant positive effect on e-loyalty of Facebook marketplace users in Ponorogo Regency.
2. User experience has a significant positive effect on e-loyalty for Facebook marketplace users in Ponorogo Regency.
3. E-satisfaction has a significant positive effect on e-loyalty Facebook marketplace users in Ponorogo Regency.

Based on the research that has been done, the authors suggest to various parties, namely as follows:

1. This research suggests the Facebook marketplace to further improve the ease of use for users, especially the ease of validation because there still be discovered users who find it difficult to validate.
2. This research suggests the Facebook marketplace to further improve the user experience, especially the quick response because there is still be discovered a user experience that does not feel a quick response to the command given.
3. This study suggests the Facebook marketplace to further increase user satisfaction, especially product diversity, because there still be discovered users who feel dissatisfied with the diversity of products offered by the Facebook marketplace.
4. For Facebook marketplace users are expected to maintain good communication with buyers, provide fast responses and clear information to avoid confusion. After making a transaction, it is expected to give a review because reviews can provide insight into the reputation of the seller or buyer.
5. For further researchers, the r-square determination value of this study, the effect of influencing variables on influenced variables is explained by 64.8%. While 35.2% is a variable outside this study that is not included, therefore future researchers are expected to provide other variables so that they can have a stronger influence on the loyalty of Facebook marketplace users.

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