

Online Customer Loyalty Modeling Concept in Medan City

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Abstract. This modeling concept intends to address theoretical needs in answering challenges faced by Millennial Y online clients in Medan from the marketing management function of e-commerce enterprises in carrying out their commercial activities. This notion is very effective for e-commerce enterprises, particularly Millennial Generation Y, to create sales and gain consumer loyalty. Because the quality of information gained will build loyalty through textual quality of information, quality of transactions, service quality, and service value echoes, the application of the concept illustrated can make it easier for customers to access information transparently. E-commerce enterprises have indirectly pushed services and developed long-term connections by addressing client requests and needs. Customers can not only sense the value of the company's services, but they can also generate activity by interacting with it, which adds to the customer experience in terms of value creation.

Keywords: Online Customer loyalty, Textual Information Quality, Transactional Related Quality, Service Quality, Service Value Resonance

1. Introduction

Information technology has become an integral aspect of the lives of the Millennial Generation. The Millennial Generation, often known as Generation Y, was born between 1980 and 2000. Because computers and the internet were widely available when they were born, the Millennial Y Generation is the first generation to be conversant with technology. The millennial generation, according to Deloitte Indonesia Perspective (2019), is a generational tsunami. This is due to the fact that Millennial Y has a wave-like pattern, can tolerate any shocks, and has an endless range of access. Millennial Y, on the other hand, has a proclivity for becoming bored quickly, having a shorter attention span, and a drive to obtain something more lucrative. Because of the sophistication of technology, the Millennial Y generation lives in a different way than prior generations.

According to research based on literature studies, Millennial Y has no loyalty, is always connected to social media, and has an attention span of 8 seconds on one e-commerce company before moving to another. Millennial Y is quickly bored, has high brand expectations, is disloyal, favors experiential information over written data, and dislikes reading in general. Millennial Y, on the other hand, is highly collaborative when it comes to obtaining information online and comparing product ratings. Other people's opinions are also important to Millennial Y, and they utilize them as a personal reference when using products and services. Millennial Y has a distinct pattern of using e-commerce services if the service provides features such as promotions, discounted rates, free shipping, and high-quality services, Amin and Rahman

(2015); San, Omar and Thurasamy (2015); Petra (2016); Cavagnaro, Stafggieri and Postma, (2018); Shafiq, Mostafiz and Taniguchi (2019); Ishak, Omar, Khalid, Ghafar and Hussain (2019); Simanjuntak (2019); Bauerova (2019); Kotler, Kartajaya and Setiawan (2019); Porral and Menggoti (2019); Ismail, Nguyen, Chen, Melewar and Mohomad (2020)

Table 1 shows the percentage of customers in Indonesia who visit and shop at e-commerce companies:

Table 1. Shows the percentage of Indonesian customers who visit and shop at e-commerce sites within a month

Tokopedia	Shopee	Lazada	Bukalapak	BliBli	JD.ID
49%	45%	39%	38%	17%	12%

Dailysocial.id.com is the source of this information (2018)

Table 1 shows that Tokopedia was used by 49 percent of customers in Indonesia during the first month, Shoppie came in second with 45 percent, Lazada was third with 39 percent, and Blibli was fourth and third with 17 percent, JD.ID's final 12 percent. Customers may readily compare products and prices since e-commerce companies make purchasing and selling simple. They can also receive direct access to transparent product and price information. Because the information obtained is more symmetrical, the seller's leverage over the buyer is less. Among them are Tokopedia, Bukalapak, Lazada, Blibli, JD.ID, and Shopee. Because of reduced prices, customers who visit merchants (stores) do not necessarily have a stronger allegiance to e-commerce enterprises in the market.

Table 2. E-Commerce User Rankings in Several Indonesian Cities

CATEGORY					
City	Rank	E-Commerce Brands with the Most Memorable Names	E-Commerce Brand with the Most Visits	E-Commerce Purchases on a Regular Basis	Recommendations for E-commerce Brands
Medan	1	Lazada	Lazada	Lazada	Lazada
	2	Shopee	Shopee	Shopee	Shopee
	3	Tokopedia	Tokopedia	Tokopedia	Tokopedia
Semarang	1	Shopee	Shopee	Shopee	Shopee
	2	Lazada	Lazada	Lazada	Lazada
	3	Tokopedia	Tokopedia	Tokopedia	Tokopedia
Makasar	1	Shopee	Shopee	Shopee	Shopee
	2	Lazada	Lazada	Lazada	Lazada
	3	Bukalapak	Bukalapak	Bukalapak	Bukalapak

Marketer.com is the source for this information (2018)

According to the results of the poll, Lazada is an e-commerce firm that dominates Medan since it ranks first. This is due to a strategy that entails spending appropriate funding for marketing costs in order to maintain and grow the Millennial Y market share in Medan City. Purwaningwulan, Suryana, Wahyudin, and Dida (2019); Herliana, Aina, Aliya, and Lawiyah (2019); Xiao, Guo, D'ambra, and Fu (2016). E-commerce business competition is fierce since there are so many competitors who do the same thing, giving customers a wide range of options for purchases and influencing e-commerce enterprises to learn about customer shopping habits.

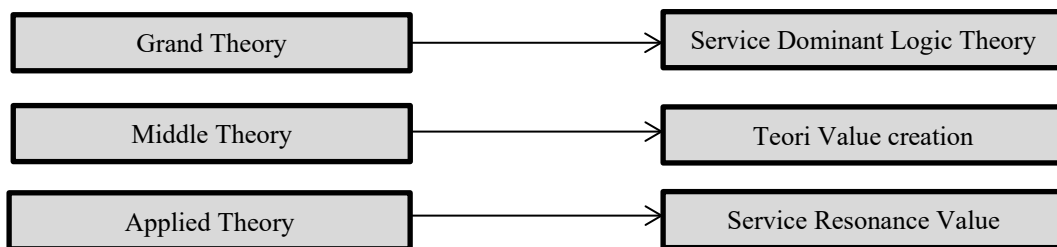
Customer shopping behavior is becoming more complicated as technology becomes more sophisticated. Customers can now effortlessly migrate from one location to another and disseminate information about the company's services thanks to the advent of e-commerce enterprises. As a result, e-commerce businesses must figure out how to persuade customers to do business with them again and again. Customers who conduct repeat transactions behave differently than the findings of Indiani and Fahik, Aprinau (2020) study, which found that the quality of transactions supplied by e-commerce enterprises has no effect on customer loyalty.

Customer loyalty has little bearing on the value that customers obtain. Because of the value proposition, customers go from one e-commerce company to another. The value proposal is created as a result of the firm and customer's value collaboration; it allows the value to be achieved, but the presence or absence of a value proposition is not always evident. The concept of consumer perception leads to the development of value (Skalen, Gummerus, Koskull and Magnusson, (2015); Porral and Menggoti, (2019).

2. Theoretical foundation

2.1. Grand Theory, Middle Theory dan Applied Theory

The problem that becomes the object of this literature review begins with a general theory (grand theory) that examines numerous theories about Service Dominant Logic and is supported by a middle range theory related to the theory of value and applications (applied theory). Figure 1 illustrates the theoretical foundation for research based on basic theory, intermediate theory, and application of theory:



The dominating logic of service is an understanding based on the network's link between customers and companies. Service dominating logic prioritizes resource knowledge and abilities over physical resources, whereas Good Logic prioritizes physical resources, (Lucsh, Vargo and Brien, (2007); Chandler and Vargo, (2011)). The dominating logic of service describes services and the exchange of applied competencies for well-being based on an awareness of the fabric of individuals and organizations that are linked together in networks and communities. This attitude is founded on a commitment to work with customers, partners, and employees, and it is a rationale against management at all levels serving all stakeholders, or a perspective that recognizes a firm and its exchange partners are participants in the co-creation of value through the exchange of services collaboration between the company and its consumers is a set of behaviors that are linked to provide greater value and service solutions for customers. Service is relational and interactive, and it embraces the logic of exchange in its entirety, regardless of whether the exchange process is tangible or ethereal, (Anker, Sparks, Moutinho, and Gronroos, (2015); Scafer and Klammer, (2015); Bolisani, Dono, and Scarso, (2016); Luftenegger, Comuzzi, and Grefen, (2017); Zainuddin and Gordon, (2020)).

The definition of value creation goes beyond a value, and it is developed through a value proposition that is connected to service providers and clients via a service system. Companies, multiple users, and single users cannot create value. Understanding how customers perceive value in their own unique way is a difficult problem to solve (Gronroos et al., (2001); Smyth, Lecoivre and Vaesken, (2018)). Customers are active participants in value creation who provide relevant value (Damacena, Schimdt and Guaze, (2018); Freudenreich, Freund and Schaltegger, (2019)). The customer's perception of value is the sum of the whole value received through experience. A phenomenological phrase with a hidden meaning and numerous meanings is one that is sensed and determined experimentally. Because value is created and assessed in context over time, and the assessment is set by the customer, each value is unique (Gronroos, (2001); Ojasalo and Ojasalo, (2018)).

Service Value Resonance as a service's core business foundation. The logic of value generation is service (logic of value creation). Value creation is a service's mediating factor and a culmination of the belief that the customer is the ultimate purpose of business and marketing (Gronroos, (2001); Kumar, Rajan, Gupta and Pozza, (2019)). On the basis of his personal tastes, value creation will always give judgment on the service offered. Because it provides value, the effect of the customer's perspective is critical. The echo of value is the process of creating value, which is the unit of analysis, thus it can be inferred that value creation has two sides: value in use for customers and value in use for businesses.

2.2. Service Quality

Service quality is the personality of the long-term value given by the client to the company for the service received in accordance with what the customer wants or requires, or it can be understood as a benchmark for services delivered in compliance with expectations. Service locations, service organizations, situations, time, demands, and types of customers, as well as changing consumer expectations, are all factors in determining service quality, (Phuong and Trang, (2018); Yadav and Rai, (2019); Fang, Cao, Chen, Chen, Ni, Ji and Gan, (2020)).

Three features of the service idea are made up of numerous parts: a service activity, a value creation perspective (value creation), the customer as part of the service, and a provider activity (business logic) as part of the service (Gronroos, (2008)). Because customers are the driving force behind the service process, there are three impetuses that benefit customers: discounts, coupons, and customers offering feedback on services they have experienced. Customers feel comfortable getting the benefits of the service channels given, such as the availability of numerous options, according to the operational definition of service quality. Customers' beliefs about the benefits of online shopping channels are based on these factors: convenience, usability, how easy it is to use the online channel due to the availability of several options, and lower prices on e-commerce websites, so they can be classified as online customers at this stage. the first as far as e-channel quality is concerned (Wen et al, 2014).

The size of the system of attributes and services reflects two attributes in the size of the system of attributes and services, which represent the quality of e-services. A set of system qualities focuses on technology elements such as efficiency and speed, as well as security. A series of electronic service quality activities is the evaluative result of a system that still prioritizes the essence of service quality, such as customer service that performs product delivery activities and after-sales service. There were five important dimension factors discovered and measured, according to Zeithaml, Parasuraman, and Malhotra (2002): 1) Information quality refers to the relevance, timeliness, accuracy, and completeness of the data displayed. 2) Services relating to quick response, warranty, empathy, and the next customer. 3)

The system's use in relation to client confidentiality, order point location tracking, customer control transactions, and user security. 4) In terms of consumer contentment, interactive presence, and application characteristics that may make customers focus, playfulness is related to the flavor experienced by customers, customer satisfaction, interactive presence, and application features that can make customers concentrate. 5) System design relating to the regularity of hyperlinks that can be tailored to information seeking, quick access, and ease of error repair.

2.3. Quality

Quality is a tool for increasing the efficiency of a company's operations by improving the appearance of its activities. Quality perceptions are based on information collected or not available prior to making a buying choice. Acceptance comes as a result of quality. Quality is a feature of a product or service that allows it to meet the needs of customers and make them happy. Quality also equates to anything invested and of higher quality, but with a low return on investment. Companies that value quality will develop long-term quality strategies to create an united whole within the firm that affects customer satisfaction and organizational routines. According to Garvin (1984), Rao et al., (2010), there are five methods to quality: 1) a philosophical approach, 2) an approach to purchasing and selling activities in the form of products, 3) a consumer approach to buying and selling transactions, marketing, and operations, 4) an industrial approach, and 5) an operational management value approach

Quality can be measured and compared to the market and the costs associated with achieving a goal through strategic planning. The goal is for the organization to be steadfast in its application of the quality principle; quality is not a short-term profit, but it is the goal's spearhead. To adopt a high standard. As a means of survival and global competitiveness, a higher standard of living is required. If faults are discovered, they cannot be prevented and will limit efficacy. Quality must be developed from the beginning, not in the middle. As an effort to improve the system, we seek out faults and make constant efforts to improve it. The search process is a never-ending quest for better results.

2.4. Online Customer Loyalty

Customer loyalty is the customer's attachment to certain products or services and will not switch despite the efforts of others. It is an activity that is carried out continuously between customers and the company by combining the level of intelligence and level of excitement. These activities have a significant impact on customer satisfaction for a product or service, which can increase customer loyalty to the company, increase the company's creativity in serving customers, and build a strong relationship between the company and its customers (Li, Anyanwu, Tevrizci and Luo, (2015); Hassan, Thurasamy and Loi, (2017); Subaebasni, Risnawaty and Wicaksono, (2018); Thitimajshima, Esichaikul, Krairit, (2018); Suhartanto, Marwansyah, Muflih, Najib and Faturohman, (2019)

Customer loyalty is divided into two categories: customer behavior loyalty, which refers to customers who make repeat purchases, and customer attitude loyalty, which refers to customers who are always loyal to repeated purchases and always have positive emotions toward service by exalting the value of service in order to persuade other customers to buy making use of services (Ma, Jang and Lai, (2020). Loyalty is more than a quality; it is the result of psychological variables. Customers will always recommend and promote positive things and remain loyal even if product and service prices rise. Loyalty is an asset for the company as well

as a competitive advantage for the company's business because customers will always recommend and promote positive things and remain loyal even if product and service prices rise, (Dhisasmito and Kumar, 2020). As a result, service providers are able to win customers' hearts by always meeting customer needs or desires and providing services in accordance with expected expectations, resulting in long-term use, (Ozkan, Suer, Keser and Kocakoc, 2019)

Customers that are happy with the service they receive will suggest it to others (Kumar and Shah, (2014; Aydin and Ozer, (2005), 2015; Fitrizal and Limakrisna, (2019). It is critical to have service experience in order to meet the essence of client loyalty. The customer's perception of communication that leads to trust determines the location of loyalty, (Buttle and Burton, (2001). If the total number of consumers hits saturation, retaining existing customers and acquiring new customers becomes extremely difficult, putting a strain on marketing budgets. As a result, it is critical for the entire sector to boost customer loyalty and value in the future. Disloyalty, intermediate loyalty, conditional loyalty, and ultimate loyalty are the four stages of client loyalty (Vaitone and Skackauskiene, (2020). Client loyalty is comprised of three elements: repurchase, primary behavior, and secondary behavior. Repurchase, word-of-mouth referrals, and the readiness to spend more are all characteristics of client loyalty, according to Khoironi, Syah, Dongoran, (2018); Yadav and Rai (2019). Customer loyalty, according to Das, Nayyar, and Singh (2019), includes customer satisfaction, commitment, trust, and image.

2.5. Textual Information Quality

Customers' perceptions of the information supplied by e-commerce enterprises are referred to as information quality. Customers' happiness in receiving value from information is driven by their information demands. Customers' quality of information gained through e-commerce media comes from comment column reviews and customer ratings by assigning a number of stars to the items or services utilized, in addition to the information obtained is relevant to reliable sources with a large amount of information (Filiari, 2015). Customers can obtain information through two methods: heuristics and systematic processes. Customers who are interested in obtaining information through online media due to the appealing image information that encourages them to do so (Kim, Lee, Shin and Yang, 2017). As a result, textual information is critical because today's communication relies on advanced technology rather than direct interaction (Jung, Lee, Hur and Kim, 2017).

Textual information has an inherent structure that makes communication occur across time, space and context. So it needs to be measured on each page in terms of the presence of text in images, namely the total number of words seen on the page, the total words in the form of images and the total words in the form of images that do not appear elsewhere. There are many unsolved problems with visual images that are closer to the customer's concept, namely the failed similarity measurement between the concept and spatial image causing frequent inappropriate textual information and the size of the similarity between the concept and image that is difficult to define.

One of the main areas of use of text mining is gathering and compressing data through data technology as a basis for decision support. The key advantage of "Information Broker" mining technology is the ability to process massive amounts of textual data fast, which is impossible for readers to accomplish successfully, as well as the objectivity and customisation process by the yield. Text mining technology is completely based on the outcomes of algorithms and statistical computations, as well as the ability to automate time-consuming ordinary operations while leaving more difficult jobs to the reader.

Customers' intentions to buy items online are dependent on textual information that makes them feel safe and secure, but it must also contain substantial textual content that leaves a lasting impression in order for them to want to buy the product. There will be more to follow. The contextual component of information is made up of added value, relevance, timeliness, completeness, and quantity of information (information contextual). Information quality, content completeness (reliable content and integrated content information), and content function (offering information and delivering value) are all qualities of content (Kim, Lee, Shin and Yang, 2017).

Complete, relevant, and intelligible are three elements of information quality (Nirwanto and Andarwati, 2019). Information indicators, according to Boer, Arendsen, and Pieterse (2016), consist of information that is always present on the first page, is correct, reliable, and provides extra information. Accessibility, authority, consistency, understandability, value contributed, reliability, objectivity, navigation, and efficiency are among the information quality indicators identified by Rasool, Warraich, Rorissa, and Tahira (2018).

2.5. Transaction Quality

Transaction quality is a supplementary competence required to sustain trust and reliable transactions with stakeholder partners, and it includes planning, pricing, timeliness, and problem solving. Quality is defined as the comparison between service expectations and actual performance expectations. Transactions, according to Sun, Ni, and Wang (2016), are activities in which customers request and pay for goods or services, or in other words, customers receive services with easy access to make transactions.

The process that reflects the customer's interaction with the seller or customer in the service department on the e-commerce website is the same as the service sent by the store seller in this stage involves the customer's perception of the online retailer's reliability, timely, and professional service delivery, so perceptions about the quality of services and products offered were developed, and it can be defined as the quality perceived by online customers during this stage. The transaction's quality is based on a purchasing interaction that has gone through all stages of the transaction with the company. The transaction process promotes service quality, which has a significant impact on customer trust in performing transactions; also, customers prioritize service providers who deliver high-quality services, (Wen et al, 2014).

Core service quality, project management quality, professionalism, and empathy are the four characteristics of transaction quality, according to Bruhn and Frommeyer (2004). Payment and billing procedures, delivery arrangements, and security and privacy are all components of the transaction, according to Kuster and Canales (2016). Transaction quality factors include efficient service, satisfaction with the service, trust in the security service, and friendliness of the service (Peevers, Douglas, Marshall, Jack, 2011).

3. Research methods

The survey and literature review results are used to discover the notion of online customer loyalty modeling from a variety of articles that have been researched and sought through pathways and milestones aimed at grand theory, intermediate theory, and applied theory, as well as theoretical advances.

4. Research result

The proposition that Online Customer Loyalty can be measured through Textual Information Quality, Transaction Quality, Service Quality, and Service Value Resonance as an integrated approach for e-commerce companies in Medan City that is able to change consumer behavior in conducting transactions by online is based on survey results from the study of scientific literature.

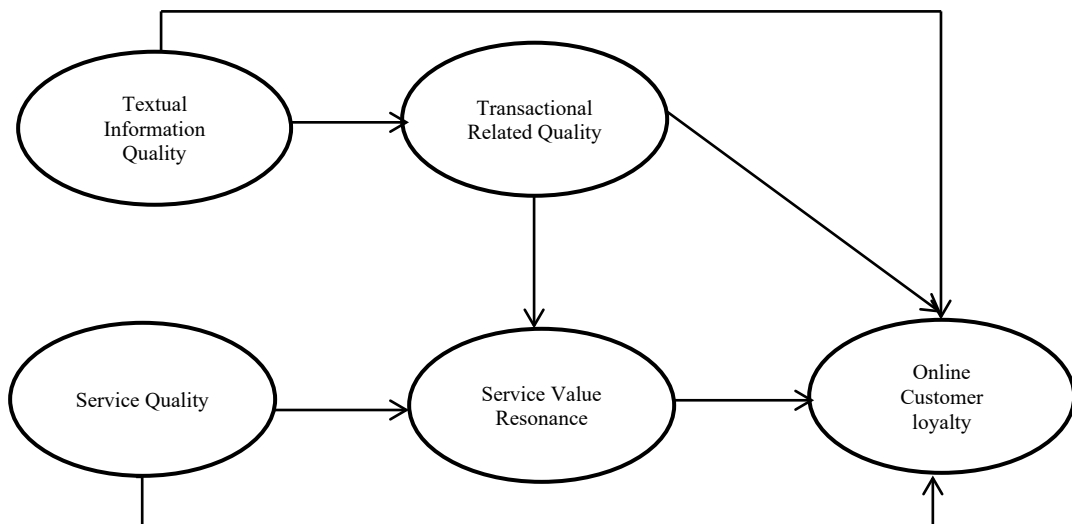


Figure 1. Conceptual Framework

The findings of the testing of the Online Customer Loyalty concept model in Medan City were based on customers who had used an e-commerce company's services at least seven times each month. Customers who use the services of e-commerce enterprises in Medan are members of the Millennial Generation Y (born 1981-2000). The model was deemed valid as a competitive advantage strategy concept to accomplish firm success after being disseminated through a questionnaire on Online Customer Loyalty in Medan City in 2022.

5. Conclusion

The textual quality of information, transaction quality, service quality, and the echo of service value can all boost Millennial Y Generation online consumer loyalty in Medan, according to the findings of the study. The existence of textual information quality will be able to identify customer feedback data with exposure outcomes from diverse linguistic factors in explaining consumer problems. The flow of business activities that observes the process of providing services to clients becomes transaction quality. The dominant service will be able to deliver services that are sought or needed by clients, and it will also provide benefits to the company in the long run because the dominant service has a good effect on all elements of the company. In addition to providing happiness to users and generating echoes of perceived value, value is generated via the participation of all stakeholders who provide value for users to create value for themselves and others.

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