THE INFLUENCE OF E-DISTRUST, E-NEGATIVE BELIEFS, E-SELF INEFFICACY, E-LOGISTIC EASE, E-CONVENIENCE, E-ENJOYMENT AND SATISFACTION TOWARD LOYALTY BERRYBENKA CUSTOMERS

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Abstract: The aim of this research is to discover the influence of E-distrust, E-negative beliefs, E-self inefficacy, E-logistic ease, E-convenience, E-enjoyment on Satisfaction, and to discover the influence of Satisfaction on Loyalty. The design of this research is made with descriptive research and causal research. This research is a quantitative study by taking population from consumers who have accounts and shopping experience at Berrybenka website. The samples are taken from the population using purposive sampling method through questionnaires. Total of samples used in this study are 208 respondents. This study uses structural equation model (SEM) with the help of SmartPLS 3.0 analysis program. The results of this research are E-distrust, E-negative beliefs, E-self inefficacy, E-logistic ease, E-enjoyment has impact towards Satisfaction, E-convenience has no impact to Satisfaction, and Satisfaction has impact towards Loyalty.

Keywords: E-distrust, e-negative beliefs, e-self inefficacy, e-logistic ease, e-convenience, e-enjoyment, satisfaction, loyalty

Abstrak: Tujuan penelitian adalah untuk mengetahui pengaruh E-distrust, E-negative beliefs, E-self inefficacy, E-logistic ease, E-convenience, E-enjoyment terhadap Satisfaction, dan untuk mengetahui pengaruh Satisfaction terhadap Loyalitas. Desain penelitian ini dibuat dengan penelitian deskriptif dan penelitian kausal. Penelitian ini merupakan penelitian kuantitatif dengan mengambil populasi dari konsumen yang memiliki akun dan pengalaman berbelanja di website Berrybenka. Pengambilan sampel dari populasi dengan menggunakan metode purposive sampling melalui kuesioner. Jumlah sampel yang digunakan dalam penelitian ini adalah 208 responden. Penelitian ini menggunakan model persamaan struktural (SEM) dengan bantuan program analisis SmartPLS 3.0. Hasil dari penelitian ini adalah E-distrust, E-negative confidence, E-self inefficacy, E-logistic convenience, E-enjoyment berpengaruh terhadap Satisfaction, E-convenience tidak berpengaruh terhadap Satisfaction, dan Satisfaction berpengaruh terhadap Loyalty.

Kata kunci: E-distrust, e-negative beliefs, e-self inefficacy, e-logistic ease, e-convenience, e-enjoyment, satisfaction, loyalty

INTRODUCTION

Along with current technological developments in the digital era, they influence the lifestyle of today's society. Based on data from the Indonesian Internet Service Providers Association (APJII) in 2018, it shows that the increase in internet use in Indonesia is 10.12% from 2017 to 2018. From the increasing use of the internet, it is quite evident that one of the modern lifestyles of today is quite clear, namely online shopping, where there are now quite a lot of shopping platforms in cyberspace and making humans meet their primary survival needs.

One of the e-commerce in Indonesia with a B2C (Business to Customer) basis is Berrybenka. The Berrybenka site was founded in 2012, they only focuses on the market for women only, but in 2015 the market began to expand by selling collections for men. Berrybenka continues to pursue a strategy of achieving satisfaction for its customers but based on data from the Top Brand Index since 2015 until 2019 suggesting Berrybenka never came in first or second place at sequences, Berrybenka is always beaten by the latest games Zalora and Lazada. IPrice Insight's research also shows that the Berrybenka site has experienced a decrease in the number of monthly visitors from the fourth quarter of 2017 to the second quarter of 2019. This can prove that there is a reduction in the interest of consumers to make purchases on the Berrybenka site which may be due to dissatisfaction. Berrybenka is also further developing offline retail, which is in contrast to the current online trend.

This study aims to find answers to whether e-distrust, e-negative beliefs, e-self inefficacy, e-logistic ease, e-convenience, and e-enjoyment have an effect on satisfaction, and whether satisfaction has an effect on loyalty to Berrybenka consumers in DKI Jakarta.

E-distrust

E-distrust is defined as a sense of distrust, suspicion and doubt about something (Schultz 2019:3). According to Ryan (2019:23), e-distrust is "distrust arises when there is a feeling that someone or something is dishonest and untrustworthy", a feeling that arises when there is a premonition of something that is lies or that cannot be trusted. Hornby (2010:442) also expressed the opinion that e-distrust is "a feeling of not being able to trust someone / something". It is because this e-distrust is a sense of suspicion which causes people to distrust the security of the website.

E-negative beliefs

Belief according to Kotler and Keller (2016:67) is a descriptive thought that is held by an individual regarding something that can influence purchasing behavior. According to Schiffman and Wisenblit (2015:176), belief is one of the components included in a person's cognitive attitudes. Belief can be a concept or value that is used as a reference for individuals to carry out actions, communication, and interaction (Kusume and Gridley 2013:19). It is concluded that e-negative beliefs are negative self-concepts that cause consumptive behavior in online purchases.

E-self inefficacy

Berkowitz et al. (2018:3) stated that inefficacy is a "feeling of incompetence and a lack of productivity". Inefficacy can be mentioned as a sense of individual helplessness in solving a problem (Candra et al. 2017:305). According to Cervone and Pervin (2016:420) perceived inefficacy is the condition of a person unable to carry out tasks and face existing situations. It can be concluded that e-self-efficacy is one's awareness of a lack of competence in the technology sector so that they are unable to complete online purchases independently.

E-logistic ease

Market logistic is infrastructure planning to meet demand then implement and control the flow of goods from the point of origin to the point of consumers to make a profit by meeting consumer needs (Kotler and Keller 2016:586). According to Hornby (2010:479) "ease is the state of feeling relaxed or comfortable without worries, problems, or pain. Faqih (2016) states that logistic ease is related to the ease of logistics in terms of delivery accuracy and policies for returning goods.

E-convenience

"Convenience is a key driver of channel choice for the majority of consumers" (Lovelock and Wirtz 2018:126). According to Laudon and Traver (2017:342) convenience affects consumer decisions and motivation to make purchases because of cost savings when shopping online. Convenience value is "saving time and money, improving efficiency, and making life easier" (Schiffman and Wisenbilt 2015:224). It can be concluded that e-convenience is a sense of convenience for individuals, namely the acquisition of time and money savings when shopping online.

E-enjoyment

Clow and Baack (2018:78) reveal that enjoyment is the attitude of customers who enjoy shopping activities in the form of a more thorough and thorough search for goods and services. Enjoyment of shopping is "people who enjoy shopping are more likely to spend time searching for products, resulting in increased product knowledge" (Solomon 2018:252). According to Kartajaya (2015:23) enjoyment is a condition when consumers are able to feel their needs and desires have been fulfilled from the products or services provided by the company. It can be concluded that e-convenience is consumers' enjoyment when shopping online and feels happy to settle on an online shopping site.

Satisfaction

Satisfaction stated by Lovelock and Wirtz (2018:53) appears simultaneously with consumer assessments of interactions with their products. Kotler and Keller (2016:153) express satisfaction as a feeling of pleasure or disappointment resulting from comparing the performance of a product or service with what is felt with the desired expectations for the product. The sense of satisfaction that arises and is felt by consumers leads to the relationship between expectations and the reality of product or service performance that consumers get (Schiffman and Wisenbilt 2015:41). Customer satisfaction is the degree to which customer are satisfied or dissatisfied with a business, product, or specific aspect of a product or service provided by a business (Best 2014:4). Customer satisfaction to extent to which a customer's expectations of product quality, service quality and price are met (Chaffey and Chadwick. 2012:654).

Loyalty

The attitude of consumer loyalty will naturally grow in consumers by introducing products to friends or colleagues around them they know (Lovelock and Wirtz 2018, 56-57). Kotler and Keller (2016:153) argue that loyalty is an attitude of commitment that is firmly held by customers to make repeat purchases of products or services, regardless of the influence of situations and marketing efforts that have the potential to cause switching behavior. In the attitude of loyalty, it means that consumers make repeated purchases consciously buying products from the same brand (Salomon 2018:572).

RESEARCH METHODS

This research uses descriptive and causal research. The object used is Berrybenka, which is e-commerce specifically for fashion in Indonesia. The non-probability sampling technique with purposive sampling is

the sampling method used in this study. The number of samples used in this study was 208 respondents. Respondents were collected by distributing questionnaires.

Respondents used are Berrybenka consumers with the following criteria, 1) Have had shopping and experience shopping at the Berrybenka website at least once in the last 3 months, 2) At least 18 years old, 3) Have an account at Berrybenka. This study uses a Likert scale measurement with a range from one to five. This research method is the Structural Equation Model (SEM) with the SmartPLS 3.0 analysis program.

RESEARCH FINDINGS

Table 1 R-Square Value

Variable	R Square
Satisfaction	0.838
Loyalty	0.603

The R-Square value on the satisfaction variable is 0.838 which indicates that the e-distrust, e-negative beliefs, e-self-efficacy, e-logistic ease, e-convenience, and e-enjoyment variables contribute to the influence of satisfaction by 83.8 %. The loyalty variable has an R-Square value of 0.603 which indicates that the satisfaction variable can contribute to influencing loyalty by 60.3%.

Table 2
Prediction Relevance Test (Q² Value)

Variable	Q^2 (=1-SSE/SSO)
Satisfaction	0.405
Loyalty	0.498

The Q² result value on the satisfaction variable shows the number 0.405> 0 and the loyalty variable shows the number 0.498> 0 which means that it can be stated that the total existing indicators have shown good relevance to endogenous variables.

Table 3
Summary of the Structural Model

Hypothesis	Path	T-statistics	P-values
H_1	ED→S	3.732	0.000
H_2	ENB→S	2.807	0.005
H_3	ESI→S	7.617	0.000
H_4	ELE→S	4.017	0.000
H_5	EC→S	0.943	0.346
H_6	EE→S	3.504	0.000
H_7	S→L	23.913	0.000

The results of testing the first hypothesis show that the t-statistic is 3,732 > 1.96 and has a p-value of 0.000 < 0.05. So, there is an effect of e-distrust on satisfaction with Berrybenka consumers in DKI Jakarta.

The results of testing the second hypothesis show that the t-statistic is 2.807 > 1.96 and has a p-value of 0.005 < 0.05. Thus, there are influence of e-negative beliefs on satisfaction in Berrybenka consumers in DKI Jakarta.

The results of testing the third hypothesis show that the t-statistic is 7,617 > 1.96 and has a p-value of 0.000 < 0.05. So, there is an effect of e-self inefficacy on satisfaction with Berrybenka consumers in DKI Jakarta.

The results of testing the fourth hypothesis show that the t-statistic is 4.017 > 1.96 and has a p-value of 0.000 < 0.05. So, there is an effect of e-logistics ease on satisfaction with Berrybenka consumers in DKI Jakarta.

The results of testing the fifth hypothesis show that the t-statistic is 3.504 < 1.96 and has a p-value of 0.346 > 0.05. So, there is an effect of e-convenience on satisfaction with Berrybenka consumers in DKI Jakarta.

The results of testing the sixth hypothesis show that the t-statistic is 3,732 > 1.96 and has a p-value of 0.000 < 0.05. So,

there is an effect of e-enjoyment on satisfaction with Berrybenka consumers in DKI Jakarta.

The results of testing the seventh hypothesis show that the t-statistic is 23,913 > 1.96 and has a p-value of 0.000 < 0.05. So, there is an effect of satisfaction with loyalty to Berrybenka consumers in DKI Jakarta.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the research that has been obtained and the discussion carried out using sample calculations obtained from Berrybenka consumers in DKI Jakarta, it can be concluded as follows: 1) There is an effect of e-distrust on satisfaction with Berrybenka consumers in DKI Jakarta, 2) There is an effect of e -negative beliefs on satisfaction in Berrybenka consumers in DKI Jakarta, 3) There is an effect of e-self inefficacy on Berrybenka consumer satisfaction in DKI Jakarta, 4) There is an effect of e-logistic ease on Berrybenka consumer satisfaction in DKI Jakarta, 5) There is no influence e -convenience on Berrybenka consumer satisfaction in DKI Jakarta, 6) There is an effect of e-enjoyment on customer satisfaction at Berrybenka in DKI Jakarta, and 7) There is an effect on satisfaction with Berrybenka consumer loyalty in DKI Jakarta.

This research is inseparable from limitations, namely the limitations in the implementation of distributing questionnaires to respondents who can only go through online media considering that this research was conducted at the time of the Covid-19 pandemic outbreak, besides that there was also a limited time to conduct research so that research could only take variables in a limited number. Based on the research that has been done, the researcher proposes several suggestions for the next researcher, it is suggested for the next researcher to propose additional independent variables such as perceived value, customer expectation, and price perception. In addition, further researchers are advised to use more samples so that the samples taken can better represent the population.

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