THE ROLE OF CONSUMER DELIGHT MODERATING THE EFFECT OF CONTENT MARKETING AND PRICE DISCOUNT ON ONLINE SHOPPING DECISION AND LOYALTY OF GENERATION Z

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Abstract

The phenomenon of the covid 19 pandemics has changed consumer behavior, especially Generation Z who are proficient with social media, but there needs to be a trigger to want to shop at the marketplace. The purpose of this research is to find out empirically about the role of online shopping as mediation, the effect of content marketing, and price discounts on loyalty. consumers, as well as testing consumer delight as a moderator. This study uses a population of students who have shopped online at least 3 times using a sample of 100. Using the incidental sampling technique, you are ready to fill out the google form link. The results of this study found that online shopping has a positive effect on consumer loyalty, but online shopping needs encouragement from content marketing and price discounts that make consumers interested. The finding from moderation is that consumer pleasure weakens the effect of content marketing on online shopping, although not significantly. Meanwhile, consumer delight strengthens the effect of price discounts on online shopping, although it is not significant. Based on this research, it is proven that discounted prices are more attractive to consumers because they can perform efficiently during this pandemic.
Keywords: content marketing; price discount; consumer delight; consumer loyalty.

Abstrak

Fenomena terjadinya pandemi covid 19 membuat perilaku konsumen berubah, terlebih generasi Z yang mahir dengan medsos, namun perlu adanya pemicu agar mau belanja di marketplace.Tujuan penelitian untuk mengetahui kejelasan secara empiris tentang peran belanja online sebagai mediasi, pengaruh content marketing dan potongan harga pada loyalitas konsumen, serta menguji kesenangan konsumen sebagai pemoderasi. Penelitian ini dengan populasi mahasiswa/i pernah belanja online minimal 3 kali pakai sampel 100. Menggunakan teknik sampling incidental, siap saja mengisi link google form. Hasil penelitian ini menemukan bahwa belanja online pengaruh positif pada loyalitas konsumen, namun belanja online perlu dorongan dari content marketing dan potongan harga yang membuat konsumen tertarik. Temuan dari moderasi yakni bahwa kesenangan konsumen memperlemah pengaruh content marketing pada belanja online, miskipun tidak signifikan. Sedangkan kesenangan konsumen menguatkan pengaruh potongan harga terhadap belanja online, walaupun tidak signifikan. Berdasarkan penelitian ini terbukti bahwa potongan harga lebih tertarik bagi konsumen, karena dapat melakukan efisiensi saat adanya pendemi ini.
Kata kunci: *Content marketing; potongan harga; kesenangan; loyalitas.*

INTRODUCTION

The internet is growing rapidly in Indonesia which is supported by the development of a demographic bonus every year from the younger generation. The average productive age, the internet, and technology are part of the joints of life that cannot be separated and affect attitudes, mentality, and ethics because their way of thinking only uses various information on the internet. According to APJII data, the number of internet users in Indonesia in early 2021 was 202.6 million, or 73.7% of Indonesia's population of 274.9 million. The number of internet users in Indonesia is the 4th largest in the world after America, India, and China.

According to Wikipedia Indonesia (2020) that Generation Z is the generation born between 1998 and 2010 and some think that from 1996-2012 early, there are still different opinions on when Generation Z appeared, but the majority of opinions say Generation Z was born in 1998-2010 (Age 10). -22 years). Generation Z (Zoomer) is a transitional generation from generation Y, namely the descendants of generation X and including parents from generation Y. The Internet is widely used by people aged 15 to 19 years.

Hidvégi and Kelemen-Erdős (2016) regarding Generation Z in Hungary found that 99.34% use the internet every day and 82.1% source purchasing information from the internet and 30.4% are very happy to shop via the internet. Social media affects Generation Z in terms of looking for brands and buying with efforts to see advertisements in online promotional media. For this reason, online media can increase Generation Z's interest in brands and purchases.

Kotler and Keller (2018) say that consumer engagement is consistent, often marketers create content that indirectly contributes to its brand equity or increases its sales, but is valuable to consumers. *Content Marketing* that is good and contains interesting information tends to be more likely to be in demand by consumers.

Content marketing receives a lot of customer attention, as well as the goal of improving company performance. In determining a product, prospective customers are more likely to consume it and learn about it. After studying then leading to a change in human thinking, which leads to movement, the type of movement that is large will increase sales even in the absence of demand.

The year 2019 ended with a disaster with the coronavirus. Coronavirus disease 2019 is a new kind of disease. SARS-CoV-2 is called a coronavirus and causes a compromised respiratory system, with mild symptoms such as flu, lung infection, or pneumonia. The Covid-19 pandemic has had a huge impact on the world economy. The virus originated from China, precisely in the province of Wuhan, quickly spread throughout the world, including Indonesia. As a result of this pandemic, all economic activities will be disrupted, of course, it will have a huge impact on economic growth in Indonesia. Until now covid 19 is still endemic and mutated into the Indian delta virus, almost a syndicate of life has a serious impact on health, education, and the economy. People's purchasing power is declining, businesses are stagnant and many entrepreneurs have gone out of business.

In the COVID-19 pandemic situation, which limits the movement of online trading transactions, it is an alternative and even the main choice today. Many e-commerce performs digital payment services, this situation needs to be exploited because it is not clear. To provide promotions for users to encourage local products as well as the Indonesian economy to turn around. Gojek presents a promotion from Foodiskon with a 25% discount for all restaurants and a 50 thousand discount at all well-known restaurants on GoFood. Now Gojek is collaborating or merging with Tokopedia to become GoTo. GoPay promotions provide shopping promotion vouchers for local products such as midnight sales,

Youtube Launch Promo, and 47 thousand discount promotions for paying using a visa card when using GoBluebird, GoRide, and GoCar.

Eight marketplaces with the best discount offers, attract consumers to shop online through e-commerce so that sales turnover will increase. The marketplace in question is (1) Lazada provides a 90% discount for various products on its platform. Lazada has been distributing discount vouchers until now. (2) Jakmall lowers product prices to date 95% during the national online shopping day, for online electronic products, fashion beauty, food beverages, home furnishings, automotive discounts are given. (3) Elevenia provides discounts of up to 90%, even provides daily discounts and provides free shipping vouchers that can be used 10 times. (4) World Price reduces the price of foreign products by up to 90% and provides an additional 12 percent discount voucher that can only be used once. (5) Blibli provides attractive promotions and will conduct auctions starting from 12 thousand and advertising banners displaying Mini Cooper cars. (6) Periplus provides discounts of up to 90% for various books and discounts do not apply at physical stores. (7) Bukalapak provides 70% discount on electronic products, 80% fashion products for mobile phones 70%. (8) Shopee doesn't want to lose by giving 80% discount. Shopee adds discounts with cashback and free shipping.

According to Katadata reports (2018) the behavior of Indonesian e-commerce customers, with result that the trust of people who shop online is getting higher in using digital payment methods. Increased transactions during the covid 19 pandemics because of the safest and most effective way. According to the same report in the last year, most Indonesians have bought online. The percentage of the population who buys online is 57.6%, meaning that 6 out of 10 Indonesians have bought online. The majority of the online shopping generation comes from younger millen- nials 63.8%, dissertations by older millennials 62%, younger gen X 60.2%. This means that the majority of Millennials and Younger Gen X buy products online this year.

Wanting to run a successful business and satisfy consumers and customer delight is to make consumers satisfied with the products and services provided so that they continue to make purchases over and over again. Customer delight is a condition for doing business in a way that satisfies consumers more than consumer expectations. Pleasure can be achieved not only by making quality products but optimal service, thereby creating an emotional bond between consumers and the products issued in a particular brand. Building a consumer-oriented strategy, namely consumer delight, even providing services that surprise consumers because they were not previously predicted. Because of satisfaction, the services provided to consumers will share the experience with their closest friends, social media, and others. This consumer delight has also become a kind of word-of-mouth marketing field which is usually more effective from a strategy than other methods. The basis of consumer satis- faction is due to the intervention of emotional relationships and not just giving discounts or low product prices and complete content marketing.

In addition to launching word-of- mouth marketing and consumer delight benefits for businesses, namely streng- thening brand loyalty, increasing revenue, creating a good image (on social media, word of mouth), differentiating our business from competitors, and ensuring consumers will be loyal to buy products from the effort. However, the connection with good and easy-to-understand content marketing and the many price discounts offered by online stores, makes consumers happy, even though the COVID-19 pandemic has not disappeared from Indo- nesia.

Consumers are satisfied because there are many influencing factors including adequate and easy-to-digest content marketing to find out about a product or service. The coronavirus has ravaged the business world and human health, so the company is trying to maintain the continuity of its business so that it doesn't get destroyed. With the emergence of the role of online stores that collaborate with many entrepreneurs to sell their products, an interesting phenomenon occurs, namely, all marketplaces provide discounted prices, can pay on the spot, and free shipping. The existence of the COVID-19 pandemic makes people afraid to buy directly, so all human needs shop online to avoid the transmission of Covid 19, which makes people afraid, anxious, and infected with the virus.

Discount concentration data for human needs that give discounts in the top 5 include toys 22.81%, clothing & accessories 21.67%, equipment 9.50%, computers & cellphones 7.64%, and jewelry 7.49%. All the necessities of human life issue discounts during the covid 19 pandemics, to maintain financial cash flow by reducing profits while maximizing profits. The price strategy is important because people's purchasing power is low, so giving discounts on each item so that sales can still be achieved, even though the target is difficult to realize.

Based on the background of the formulation of the problem is whether content marketing and price discounts affect online shopping decisions and the role of consumer pleasure and consumer loyalty?. Research conducted by Weerasinghe, KPW. D. R. (2018), about content marketing and its results have a positive and significant impact on online shopping decisions. The findings that are in line with the same results were revealed by Jassim A. Al-Gasawneh and Khalid M. Omar (2020). However, the findings are not the same as the results by Sudarsono et.al (2020) that content marketing has a positive and insignificant impact on online

buying decisions. Generation Z needs to be treated to interesting content marketing to see offers in online stores, so transactions will occur. The results of the research by Dewi, Indri Kartika Dewi, and Kusumawati, Andriani (2018), that price discounts have a positive and significant impact on online business purchases. The findings are in line with Yosepha, Sri Yanthy, et al (2021), price discounts have a positive and significant impact on blibli.com purchases. While the results are not the same by Rosmaniar, Aulia, et al (2020), that the discount has a positive and insignificant impact on buying online. Giving a relatively large discount will result in a significant increase in sales volume but the discount only has an effect, it does not have an impact on sales. Research on loyalty by Idris (2017), online buying experience has a positive and significant effect on customer loyalty. The findings are in line with Theresia, MD, and Wardana, Made (2019), online shopping has a positive and significant impact on consumer loyalty. For the moderating role by Cokorda, Istri Agung, and Sudiksa, Ida Bagus (2018), customer delight moderates the relationship between online business needs and online purchase intentions. The findings by Hidayani (2019), that customer delight moderates the price discount on consumers' purchase intentions with positive and significant results. The role of moderation in research to the level of online purchase intention shows positive and significant results. For this research up to the decision stage, the results are positive and insignificant at the price discount, while the results for content marketing are negative. The research gap is the results of different findings which include content marketing, price discounts, and the results of the use of moderation which according to the researchers are the novelties of this research.

The purpose of this study is to prove empirically the effect of content marketing, price discounts on online shopping decisions, consumer delight, and consumer

loyalty. With the hope that the results can provide useful information in the application of content marketing and discounted prices to improve online shopping behavior and consumer delight so that consumer loyalty is getting better and for the community, especially generation Z, they can still meet the needs of life even when the covid-19 pandemic occurs in Indonesia.

LITERATURE REVIEW

According to Kotler and Keller (2018), consumer loyalty is a situation where consumers consistently spend their entire budget to buy products and services from the same seller. If the performance does not match expectations, the consumer is not satisfied. A performance meets expectations, if it can satisfy consumers. If performance exceeds expectations, consumers are very satisfied and happy. Meanwhile, Tjiptono, Fandy (2014) repeat purchases and regularly have felt the benefits of products and services that have been received by a company, usually will have the intention of repurchasing. The characteristics of consumer loyalty are a reliable measure of predicting the growth of sales and consumer loyalty based on consistent buying behavior. If consumer satisfaction with a product makes them tend to continue to buy,

Pulizzi's opinion (2013) states that content marketing is a business and marketing process for creating and distributing valuable content to attract, acquire, engage people with clear and understandable targets to encourage profitable customer behavior. Meanwhile, Gunelius, Susan (2011) said that content marketing is a process of promotion and business as well as brands through text, video, or audio content of more value for businesses both online and offline. According to Pulizzi, Joe, and Handley, Ann (2013), content marketing is something created or shared by individuals or organizations to tell customer stories like a conversation. Digital marketing is an era where marketers must be able to create relevant content, useful and attractive to consumers in the form of text, video, photos, audio, and others through the company's website or social media platforms without carrying out direct sales so that companies can attract the attention of many consumers and encourage consumer behavior that benefits the company. The development of modern marketing has changed to the digital era and marketers must be able to adapt to existing strategies, to face and keep brands competitive in the competition.

Content marketing captures more attention potential consumers consume far more. Consumers learn a content will lead to a change of mind, then a movement that will generate sales. To do content marketing organizations must be careful. Karr (2016) says that companies that spend a lot of time compiling and promoting content, so that prospects for customers, often underestimate the cost of content to produce.

Previous empirical studies Weeringhe (2018), the result is that content marketing has a positive and significant influence on online shopping decisions. The results of research by Al-Gasawneh and Omar (2020), show that content marketing has a positive and significant influence on online shopping intentions. While Said et. al (2020) content marketing has a positive and insignificant influence on online buying decisions. The results of the study show that there is a direct influence of content marketing on online purchasing decisions (Rahman, 2019). Bunpis and Haron (2014), added that content marketing has a direct and significant influence on the purchase of herbal cosmetics online and has a strong relationship. Hypothesis 1 is formulated as follows:

H.1: Content marketing influences online shopping decisions.

Based on the theory of online shopping decisions, the opinion of Andrade (2000) states that online purchasing is a process of selecting a combination of knowledge to evaluate two possible alternative behaviors from the character of website quality, personal service, and attitudes when shopping online. Meanwhile, according to Hardiawan (2013), before deciding to purchase online, there are many aspects to consider such as trust, quality of information, and convenience. The opinion of Kotler and Keller (2018) that price discount is to offer consumers savings from the normal price of the product, listed on the packaging or label of the product. Meanwhile, according to Sutisna (2018), the price discount is a reduction in product prices from the normal price for a certain period. The results are Yosepha, Sri Yanthy, et al (2018), show that discounted prices have a positive and significant influence on blibli.com purchasing decisions. The results of research by Dewi, Indri Kartika Dewi, and Kusumawati, Andriani (2018), results of price discounts have a positive and significant influence on online business purchasing decisions. Research by Rosmaniar, Aulia et al (2020), with the result that discounts have a positive but not significant effect on purchasing decisions.Hypothesis 2 with the following formulation:

H.2: Price discount affects online shopping decisions.

Consumer delight is the consumer's emotional response to the consumer's expression of service. According to Kotler and Armstrong (2014) say when it comes to customer satisfaction make that customer delight. The pleasure of the company if it is successful if the needs, desires, and expectations of consumers are met and even feel very satisfied (Kotler; (2007). The results of previous research by Cokorda, Istri Agung and Sudiksa, Ida Bagus (2018), show that customer delight is moderating the relationship between esteem needs, including online business needs and consumer purchase intentions. Azizi's previous research, Muhammad Haddid et.al (2020), stated that hedonic pleasure had a positive and insignificant effect on impulse buying. Hypothesis 3 is formulated as follows:

H.3: Consumer delight moderates the effect of content marketing on online shopping decisions.

Based on the theory from Belch & Belch (2012) that the promotion of discounted prices has an impact on profits, can trigger consumers to buy in large quantities, anticipate competitor promotions, encourage trade in larger quantities. While Kotler and Keller (2018), companies usually do not give discounts for all products. Discounts are given according to the time or type of product purchase. Sales during Eid for clothing are discounted after the Eid period and discounts are given to buying products in large quantities. The results of previous research by Hidayani (2019) show that customer delight is proven to moderate the effect of price discounts on consumers' purchase intentions with positive and significant results. The results to research by Susanti, Febsri, and Aziz, Nazaruddin (2017), shopping pleasure has a positive and significant effect on the variation of changes that occur in the online shopping intention variable. For hypothesis 4 is formulated as follows:

H.4: Consumer delight moderates the effect of a price discount on online shopping decisions.

The opinion of Lam et al., (2004) that consumer loyalty can be shown in the behavior of customers who defend and recommend service providers to others is an indication of customer loyalty. While the opinion of Yang and Peterson (2004) says that customer loyalty is generated by offering high value and benefits from

products or services. Consumer loyalty is customer loyalty to the company, product, or brand (Rangkuti, Freddy; 2002). While Sutisna (2018) that loyalty is an attitude that likes a brand that is presented when making a purchase consistently on a brand forever. Wiardi, AH et.al (2020) said that customer behavior in coming back is an important indicator of the concept of loyalty as an aspect that triggers people's behavior. The results of previous research by Ling et.al (2010).stated that online purchasing experience has a positive and significant influence on online purchase intention. Research by Endang Tjahjaningsih (2013) that promotion (including content marketing) has a positive and significant impact on customer loyalty. The results by Mahandra

& Idris (2017), regarding customer experience, will have a significant effect on customer loyalty. The results of research by Theresia, MD, and Wardana, Made (2019)), the online shopping experience is positive and significant on consumer loyalty. Hypothesis 5 with the following formulation.

H.5: Online shopping decisions influence consumer loyalty.

In theory, exogenous variables consist of content marketing and price discounts and moderating variables of consumer delight and endogenous variables are online shopping decisions, consumer satisfaction with the following conceptual framework (Figure 1).
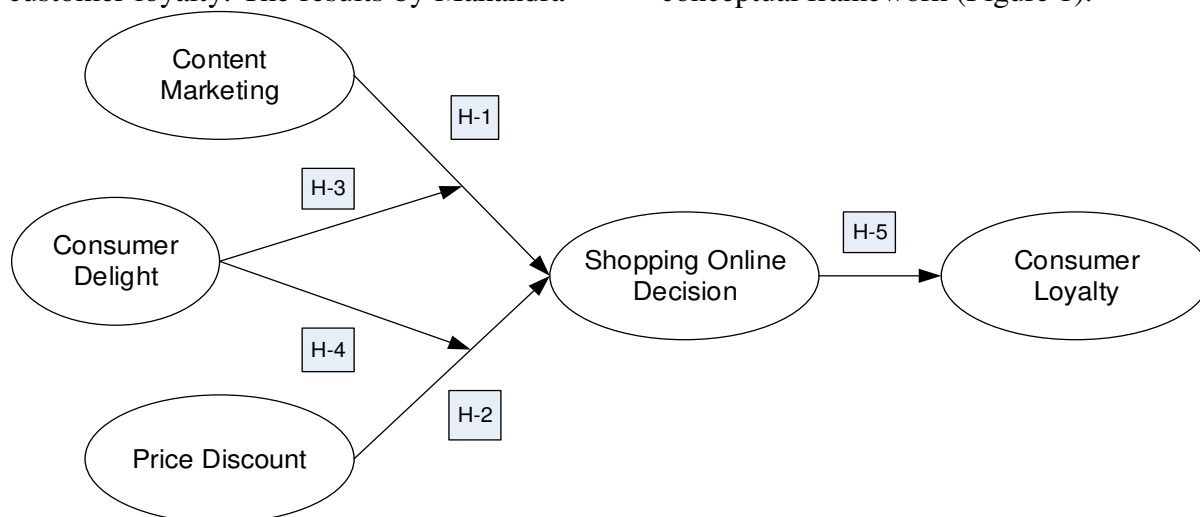

Figure 1. Conceptual Framework

RESEARCH METHODS

The design is made as a framework in detailing the relationship between variables in this study to outline each procedure, from hypothesis to data analysis. The research design also provides instructions to researchers on how to interpret and write research reports of the entire research process. The population is a generalization consisting of objects or subjects that have certain qualities and characteristics in the determination of researchers to study and then draw conclusions (Sugiyono, 2019). The population is all students who are studying

in the metropolitan city of Surabaya and the satellite cities of Sidoarjo and Gresik.

Using sample criteria for this research are (1) college students and college students aged 18-22 years. (2) Have made online purchases at least 3 times online shopping. Incidental sampling is a technique used in determining the sample, based on chance, and anyone who coincidentally fills out the available google form can be a sample and suitable as a data source. Sugiyono's opinion (2019) states that the sample is part of the total and has the characteristics of the population. Suggestions about sample size are said to

be feasible for research of 30 to 500 (Sugiyono, 2019). According to Ferdinand (2014), the sample size of less than 500 and greater than 30 is generally sufficient for research. Researchers set a sample of 100 respondents.

The operational definition of exogenous variables, according to Karr (2016), content marketing is measured by three indicators (1) reader cognition (2) sharing motivation (3) decision making. Otherwise, Sutisna explains (2018) price discount is measured by indicators (1) amount of discount (2) type of discounted product (3) frequency of discount (4) price competition. Kwong and Yau (2002) explains consumer delight with indicators (1) Justice (2) esteem (3) finishing touch. While the endogenous variable, namely online shopping decisions is measured by indicators (a) amount of time shopping (b) payment system (3) interested in posting messages. According to Tjiptono (2014) consumer loyalty is measured by (a) repeat purchases (b) product consumption habits (c) the product is still selected (d) sure the best product (e) recommends (Tjiptono, 2014).

The data analysis method is using Structural Equation Modeling PLS version 3.0 SmartPLS program application. PLS can estimate the model path using latent constructs with multiple indicators. PLS is a factor of indeterminacy with a powerful analytical method because there is no mandatory data assumption with a certain scale measurement. The total sample is small and eliminates the assumptions of OLS regression, for example, the data must be normally distributed in a multivariate manner and there is no problem of multicollinearities between exogenous variables. Using PLS for theory confirmation. The PLS program aims to help researchers make predictions. Defining a formal model of latent variables is a linear aggregate of various indicators used.

Validity And Reliability Test

Stating a valid indicator, if it has a loading factor value of 0.5 and above (Wiyono, 2011). In theory confirmation research is a standard value in determining whether or not an indicator is valid. A valid indicator to measure the construct formed. In the results of model algorithm 1, it can be seen that invalid indicators must be eliminated to obtain adequate model results according to research rules with the result that X.2.2 and Y.2.3 are invalid, then they must be deleted.

Model After Removing the Indicator.

After deleting invalid indicators, the results are as in the following Figure 2. The results of the Algorithm 2 model show that the results of all indicators are declared valid because the numbers are greater than those required in the PLS. More in the following Table 1. The results from the Table 1 show that the loading factor value gives the value above the recommended value, namely 0.5 (Wiyono, 2011), that the indicators used in this study are valid or have met the requirements of convergent validity.

Outer Loadings After Elimination

After eliminating the indicators that do not meet the requirements, the second Algorithm Model test is then carried out to see whether all indicators have met the requirements or not, it can be seen in Table 1 that all indicators have exceeded the standard outer loading value limit, which is > 0.5. It means that all indicators used are valid so that further analysis can be carried out so that this research has meaning and can be used as a basis for making decisions according to the results obtained.

Discriminant validity

Based on the value of the relationship between cross-loading and mandatory latent, it is greater than the correlation on other latent variables. The Smart PLS test results show that the content marketing variables with accompanying indicators all

have a greater value than the price discount, consumer delight, online shopping decision, and consumer loyalty variables. While the price discount variable with only 3 indicators left and all of them have a greater value than the variables of content marketing, consumer delight, online shopping decision, and consumer loyalty. The consumer delight variable with the indicators owned, then all have a greater value than the content marketing, price discount, online shopping decision, and consumer loyalty variables. Variable shopping online decision with indicators owned, then all have a greater value than the variables of content marketing, price discount, consumer delight, and consumer loyalty. The consumer loyalty variable from the elimination results means that there are only four indicators left and all of them have a greater value than the variables of content marketing, price discount, consumer delight, and online shopping decision.

Average variance extracted

Terms Test the validity of the next by looking at the AVE value. Table 2 gives the AVE value above the value > 0.5 (Ghozali, 2018), all variables in the research model. The results of the AVE test for all latent variables have a value > 0.5. It can be concluded that all latent variables and indicators are declared valid.

Composite reliability

Composite reliability is the part used to test the reliability value of several indicators on the variable. Variables can be declared to meet composite reliability if the value is > 0.7. The composite reliability value of each variable is used in this study. From the test results for Table 3, it can be seen that the composite reliability value of all variables is > 0.7. The results of each variable have met composite reliability, so it is concluded that all variables are said to be adequate to measure the measured latent variables/ constructs so that they can be used for further analysis.
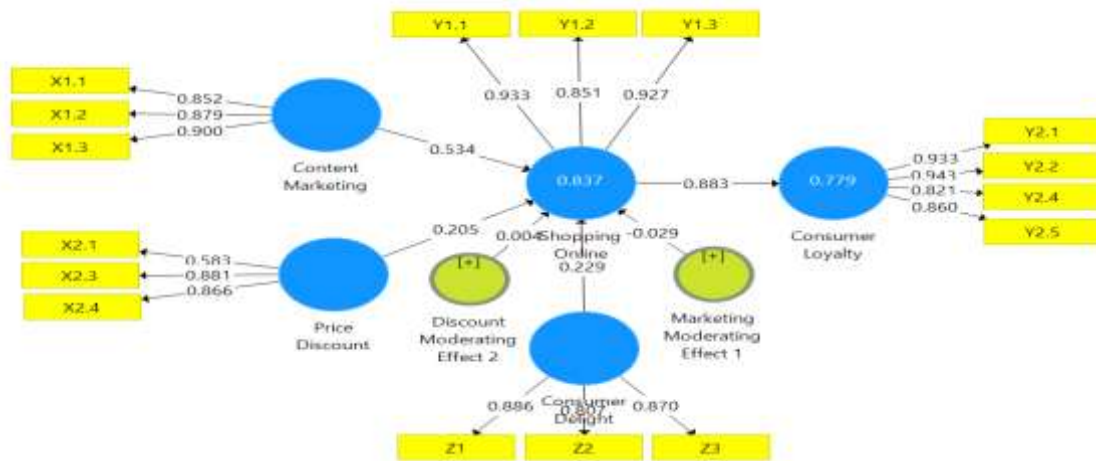

Figure 2. Output Line Fit Coefficient/Model Algorithm 2

Table 1. Test Result of Factor Loading After Deleting Items X.2.2 and Y.2.3

Indicator	Research Variable				
	Content Marketing	Price Discount	Consumer Delight	Online Shopping	Consumer Loyalty
X.1.1	0.852				
X.1.2	0.879				
X.1.3	0.900				
X.2.1		0.583			
X.2.3		0.881			
X.2.4		0.866			
Z.1			0.886		
Z.2			0.807		
Z.3			0.870		
Y.1.1				0.933	
Y.1.2				0.851	
Y.1.3				0.927	
Y.2.1					0.933
Y.2.2					0.943
Y.2.4					0.821
Y.2.5					0.860

Table 2. Average Variance Extracted (AVE) Before and After Deletion of X.2.2 and Y.2.3.

Variable	AVE before deletion	AVE after deletion
Content Marketing	0.769	0.767
Price Discount	0.579	0.622
Consumer Delight	0.731	0.731
Online Shopping	0.818	0.818
Consumer Loyalty	0.641	0.793

Table 3. Composite Reliability Before and After Deletion of X.2.2 and Y.2.3.

Variable	Composite Reliability before deletion	Composite Reliability after deletion
Content Marketing	0.909	0.909
Price Discount	0.835	0.827
Consumer Delight	0.890	0.890
Online Shopping	0.931	0.931
Consumer Loyalty	0.887	0.939

RESULTS AND DISCUSSION
Respondent Profile

All respondents used in this study were 100 respondents and students who knew to buy online at least 3 times as shown in the following Table 4. Based on Table 4, according to gender, respondents are dominated by 66% of women and only 34% of men. This means that most women shop online because they need more grooming, clothing, and accessories. For ages 18 and 19 to 72% and the remaining 28% over the age of 20 years, because the researched Generation Z is still in college status. Using the dominant internet for 10 hours and above means that students often use it to see the marketplace displaying goods in online stores that are needed and what percentage of the discount is offered. Even though they have used the internet

for a long time, consumers sometimes shop for up to 66%, meaning that it depends on their needs and available goods. While the platform targeted by Shopee is 73% according to the gender of the shopper.

Hypothesis Test

The model that will be estimated to meet the outer model requirements is then tested for the Inner Model. The next step is the value of the R-Square construct, to find out the function of the endogenous latent variable which indicates that the model is good or weak, see the following table.

R-Square or coefficient of determination is used to measure the goodness of fit of the regression equation which gives the proportion of total variation for the dependent variable and then explains the independent variable. The value of R2 is between 0 – 1, and the fit of the model is stated to be better if R2 is getting closer to 1. R2 means that exogenous variables affect endogenous variables as follows.

The value of 0.779 consumer loyalty variable (Y2) means that the content marketing variable (X1), price discount (X2), consumer delight (Z), and online shopping decision (Y1) can explain the consumer satisfaction variable of 77.9%. That the magnitude of the influence of all variables on the Y2 variable is only 77.9%, while the remaining 22.1% is influenced by other factors that are not included in this study.

The value is 0.837 for the online shopping decision variable (Y1) which means that the content marketing variable (X1), price discount (X2), consumer delight (Z) are able to explain the online shopping decision variable by 83.7%. This means that how much influence the X variable has on the Z variable is only 83.7%, while the remaining 16.3% is influenced by other aspects that are not examined (Table 5).

Based on the results of Bootstrapping, we can see the magnitude of the influence and significance between the variables used in this study. Using a 95%

confidence level means that df = 0.05 in determining the significant limit, and when using T-table = 1.69 it is the limit for determining significance.

The Table 6, which is related to Figure 3, can test the following effect and test the following hypotheses. To test the effect of content marketing on online shopping, it shows the original sample value of 0.534. Meanwhile, in testing the hypothesis that the t-statistic is 3.992 and the results of the hypothesis test show that T-statistic > T-table and a significance level of 5%, then this hypothesis can be accepted and that the content marketing variable has a positive and significant effect on online shopping or content marketing. have a significant and significant influence on online shopping decisions in a positive direction.

Testing the effect of a price discount on online shopping decisions shows the original sample value of 0.205. Meanwhile, in testing the hypothesis that the t-statistic is 2,023 and the results of the hypothesis test show that T-statistics > T-table and a significance level of 5%, then this hypothesis is accepted and the price discount variable has a positive and significant effect on online shopping or price discount has an effect and significant on online shopping decisions as well as a positive direction.

Consumer delight moderates the influence of content marketing on online shopping decisions with an original sample value of -0.029. Meanwhile, in testing the hypothesis that the t-statistic is 0.488 and the results of the hypothesis test show that the T-statistic < T-table and a significance level of 5%, this hypothesis is rejected and the consumer delight variable has a negative and insignificant effect on online shopping or consumer pleasure. and insignificant influence on online shopping decisions has a negative direction.

Consumer delight moderates the effect of price discounts on online shopping decisions with an original sample value of 0.004. Meanwhile, in testing the

hypothesis that the t-statistic is 0.055 and the results of the hypothesis test show that the T-statistic < T-table and a significance level of 5%, this hypothesis is rejected and the consumer delight variable has a positive and insignificant effect on online shopping or that consumer pleasure has a significant and insignificant effect on online shopping in a positive direction.

Testing the effect of online shopping decisions on consumer loyalty shows the original sample value of 0.883.

Meanwhile, in testing the hypothesis that the t-statistic is 25,084 and the results of the hypothesis test show that T-statistic > T-table and a significance level of 5%, then this hypothesis can be accepted and the online shopping decision variable has a positive and significant influence on the consumer loyalty variable or decision online shopping has a significant and significant effect on consumer loyalty in a positive direction.

Table 4. Profile of Respondents

Description	Amount	%
Gender :		
• Men	33	33
• Woman	67	67
Total	100	100
Age :		
• <17 Years	0	0
• 18 years	38	38
• 19 years old	34	34
• 20 years	13	13
• 21 years	9	9
• 22 years old	6	6
Total	100	100
Internet access :		
• Under 6 hours	16	16
• 6 – 10 hours	40	40
• Over 10 hours	44	44
Total	100	100
Shopping frequency:		
• Sometimes	66	66
• Often	27	27
• Very often	7	7
Total	100	100
Shopping platforms:		
• Lazada	11	11
• Shopee	73	73
• Tokopedia	8	8
• Instagram	3	3
• More…	5	5
Total	100	100

Table 5. R-Square Value

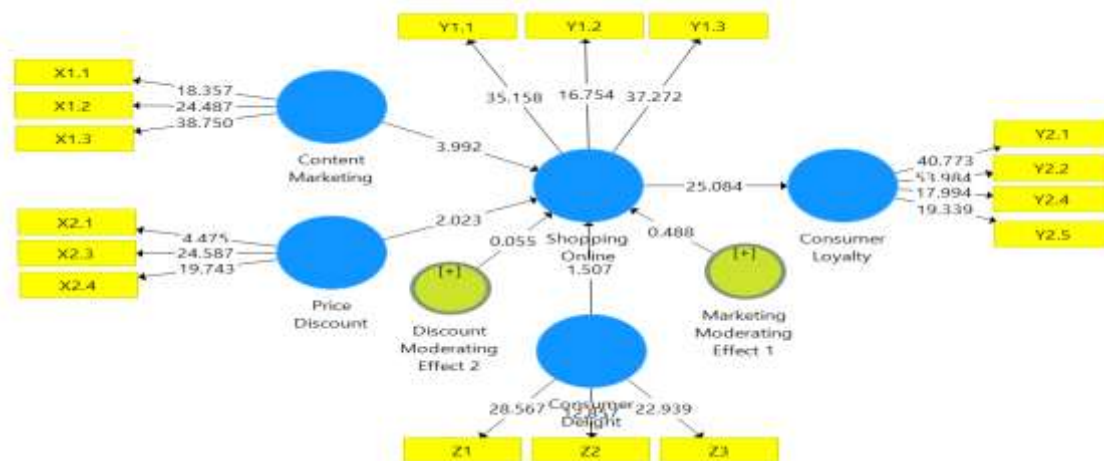| Endogenous Variables	R-Square
Shopping Online Desicion	0.837
Consumer Loyalty	0.779

Figure 3. Bootstrapping Output

Table 6. Results of Hypothesis Testing

Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (Stdev)	T-Statistics (|O/Stdev|)	P-Values	Description
Content Marketing→ Online Shopping	0.534	0.506	0.134	3.992	0.000	Significant
Price Discount→ Online Shopping	0.205	0.210	0.102	2,023	0.044	Significant
Content Marketing * Consumer Delight → Online Shopping	-0.029	-0.018	0.060	0.488	0.626	Not significant
Price Discount* Consumer Delight→ Online Shopping	0.004	0.005	0.068	0.055	0.956	Not significant
Online Shopping→ Consumer Loyalty	0.883	0.884	0.015	25,084	0.000	Significant

Discussion

Based on the results of bootstrapping that exogenous variables affect endogenous variables and intervening variables as well as moderating variables after testing hypotheses 1 to 5, then discussing the test results with previous researchers who became a reference for researchers to improve the accuracy of the results of this study. The results of testing the influence between content marketing on online shopping decisions show a positive influence value because the regression coefficient value is positive and the results of hypothesis testing using the T-test, the results T-count > T-table, then the content marketing has a significant effect, while the probability test with the criteria of 5%, then the calculated results greater than. The interpretation is that the content

marketing variable is proven to have a significant and significant influence on online shopping decisions or content marketing has a significant and positive influence on online shopping decisions. For this reason, consumers see content marketing formed from reader cognition, namely the process of seeing, paying attention, and remembering, and absorbing reading from various content presented in social media, especially through WhatsApp, Instagram, Facebook, YouTube, and others. Meanwhile, sharing motivation is sharing experiences so that consumers do not experience negative events or get positive information, encouraging other consumers not to make the wrong buying decision. Consumers in making decisions need accurate data from available content marketing so that in deciding online shopping they can be careful and precise so that the goods received are as expected. Improving content marketing through reader cognition, sharing motivation, and decision making, entrepreneurs must always update data and messages to be conveyed to target consumers such as Generation Z. Always make changes to the appearance of the content so that consumers are interested, so consumers try to find out what online stores have to offer. Weeringhe, KPW. DR (2018), the results show that content marketing has a positive and significant impact on online shopping. Research from Al-Gasawneh and Omar (2020), that content marketing has a positive and significant influence on online shopping intentions. The results of research from Taufiqur Rahman, (2019) that there is a direct influence of content marketing on online buying decisions. Meanwhile, Bunpis and Haron, (2014), adding that content marketing has a direct and significant influence on the purchase of herbal cosmetics online and has a strong relationship. Not supporting this research, namely from Said, et. al (2020) content marketing has a positive and insignificant effect on online buying decisions. But

having the same direction is positive but still has a different meaning.

The results of the test of the effect of price discounts on online shopping decisions show a positive influence value because the regression coefficient value is positive and the results of hypothesis testing using the T-test that the results of T-count > T-table, then the price discount has a significant effect, while the probability test with the criteria of 5%, then the probability results count smaller. It can be explained that the price discount variable has proven to affect online shopping decisions or price discounts have a significant influence on online shopping decisions in a positive direction. Indicates that the discounted price of the number of discounts offered is up to 90% by marketplaces operating in Indonesia, meaning that tactics to attract consumers, even if real discounts don't arrive because of free shipping and cashback, etc., are still included in the 90% count. For the types of products that are discounted, almost all, but mostly toys, clothing, accessories, and equipment, etc., are due to human needs and desires to be fulfilled. The frequency of discounts carried out by e-commerce is that there is a limit on the time of the discount to only 5 hours, but at certain times it reappears, there are discounts or promos that apply regularly, but the amount always changes according to products that have a lot of demand, the discount amount can decrease. Price competition in the world will determine the success of a business, if it can set an efficient price for entrepreneurs and consumers, then the company will develop even when the covid 19 pandemics has not ended and is very disturbing for the business world. The causes of changes in online shopping behavior due to the discounts offered include the number of discounts, types of discounted products, the frequency of discounts, and price competition to attract consumers, especially Generation Z. Supporting this research conducted by Yosepha, Sri

Yanthy, et al (2018), price discounts have a positive and significant on the decision to buy blibli.com. The results of research from Dewi, Indri Kartika Dewi, and Kusumawati, Andriani (2018), the results show that price discounts have a positive and significant impact on online business purchasing decisions. The result is there are changes in online shopping behavior due to the discounts offered include the number of discounts, types of discounted products, the frequency of discounts, and price competition to attract consumers, especially Generation Z. The result is there are changes in online shopping behavior due to the discounts offered include the number of discounts, types of discounted products, the frequency of discounts, and price competition to attract consumers, especially Generation Z. Thus, Rosmaniar, Aulia, et al (2020), stated that discounts have a positive but not significant effect on online buying decisions.

The results of the consumer delight test moderate the effect of content marketing on online shopping, with a negative regression coefficient value, the effect is negative and the results of the hypothesis test are that the results of T-count < T-table, then consumer delight has no significant effect on online shopping, while the probability test with the criteria of 5%, then the result of the count probability is smaller. It can be interpreted that consumer delight is proven to affect online shopping or that pleasure has an insignificant and insignificant effect on online shopping in a negative direction. Consumer delight weakens the influence of content marketing on online shopping but it is not real, that consumers are still quite helped by content marketing in making online shopping decisions in various marketplaces that open online stores in Indonesia. Consumers can get complete and correct information about products and services, so consumers feel they are being treated fairly and do not feel cheated. The assumption that pleasure weakens the

influence of content marketing on online shopping is that Generation Z consumers are still not fully convinced because in Indonesia some consumers do not believe in content marketing shown in the media. Business people have not specially treated consumers because there are still bad services by unscrupulous persons, but online, consumers feel that service is not optimal, so it has a weak effect on online shopping For this reason, the ability of online stores to collaborate with other parties to improve service excellence in the process of delivering products or services. Supporting research results from Azizi, Muhammad Haddid et.al (2020), states that hedonic pleasure has a positive and insignificant effect on impulse buying, but the direction of the results is not the same but not significantly the same. This does not support research results from Putri, Cokorda Istri Agung and Sudiksa, Ida Bagus (2018), show that customer delight is a moderating the relationship between esteem needs, including online business needs and consumer purchase intentions. There is no previous research that is the same but almost the same so that it can help researchers to analyze. Due to the COVID-19 outbreak, many consumers enjoy content marketing, which is an attractive offer through social media content, so researchers want to prove through research on Generation Z that the results are debilitating.

The results of the consumer delight test moderate the effect of price discounts on online shopping, with a positive regression coefficient value, with a positive influence, and the results of hypothesis testing that the results of T-count < T-table, then consumer delight has no significant effect on online shopping, while the probability test with the criteria of 5% the result of the count probability is smaller. The explanation is that consumer delight is proven to affect online shopping or that pleasure has an insignificant and insignificant effect on online shopping in a positive direction. Consumer delight

strengthens the effect of discounted prices on online shopping but is not very strong. For consumers, there are very happy and satisfied price discounts offered by marketplace players, namely online stores in Indonesia. Consumers feel that the discount given does not seem reasonable, because up to 95% discount is considered unrealistic in the business world. Consumer delight at various discounts offered by online businesses has not given complete pleasure and satisfaction, but consumers are happy and satisfied because it is difficult to find discounts in cyberspace and now open mobile phones that appear are advertisements that offer discounts, cashback, and free shipping. The government supports and facilitates and encourages MSMEs to sell their products online so that economic growth in Indonesia can grow positively and people's purchasing power increases. This coronavirus outbreak can be anticipated by MSMEs so that they can develop an online sales become a mainstay so that businesses do not go out of business. Supporting research results from Hidayani (2019) shows that customer delight is proven to moderate the effect of price discounts on consumer purchase intentions with positive and significant results. As a result, Susanti, Febsri, and Nazaruddin Aziz, (2017), shopping pleasure has a positive and significant effect on the variation of changes that occur in the online shopping intention variable. There is no previous research that is the same but almost the same so that it can help researchers to analyze. The COVID-19 pandemic has changed consumers to have fun and be satisfied because there are fantastic discounts that don't even make sense, but consumers welcome them with pleasure and want to shop online, especially clothes, toys, and equipment, etc. Based on the analysis of hypotheses 3 and 4, the researcher would like to convey that the two hypotheses are the novelty of this study.

The results of testing the influence between online shopping decisions on consumer loyalty show a positive influence value because the regression coefficient value is positive and the results of hypothesis testing using the T-test, the results T-count > T-table, the online shopping decision factor has a significant effect, while the probability test with the criteria of 5%, then the result of the calculation probability is greater. From the results of the PLS output, it can be explained that the online shopping decision variable has succeeded in proving the influence on the consumer loyalty variable or that the online shopping decision has a significant and positive influence on customer loyalty. The explanation of consumer loyalty must be built with the process of consumer efforts occurring repeated purchases based on the good and correct information and realistic pricing such as discounts. Strive to provide goods that are usually needed by consumers in adequate quantities and product choices. Provide a variety of products so that consumers continue to choose how to shop online by offering easy services. Making consumers believe that the products sold in online stores are the best that provide pleasure and satisfaction for consumers, especially Generation Z, which is more influenced by discounts, cashback, and on-site payments. With correct and valid information, offering discounts and excellent service, easy payment methods, consumers will recommend to friends, family, and other consumers who have the same needs. Support research from Ling, et.al (2010) stated that online buying experience positively and significantly influences online purchase intention. From Endang Tjahjaningsih (2013) that promotion (including content marketing) has a positive and significant influence on consumer loyalty. The results of Mahendra & Idris (2017), regarding customer experience, will have a significant effect on customer loyalty. The results of research from Theresia, MD, and Wardana,

Made (2019), the online shopping experience has a positive and significant influence on consumer loyalty.

CONCLUSION AND RECOMMENDA-TION

This study aims to obtain empirical clarity about the influence of online shopping as a mediation on consumer loyalty. The result is the effect of online shopping on consumer loyalty as expected, where an increase in online shopping will increase consumer loyalty. The role of consumer pleasure as moderating the effect of negative content marketing and positive price discount, but not significant on online shopping.

The results of the content marketing and price discount variables have a positive and significant effect on online shopping decisions. Proving that exogenous variables have an effect and are significant, meaning that an increase in exogenous variables will increase online shopping and have an impact on consumer loyalty. While the consumer service variable is positively influenced by the online shopping decision variable. It shows that consumer loyalty variables are not directly influenced by content marketing and price discounts, so online shopping must be published massively so that consumer loyalty increases.

The theoretical implication is to strengthen existing theories and concepts regarding content marketing, price discounts, online shopping, loyalty, and consumer delight. The results show that some theories and concepts are supported and some are rejected from the influence between variables, so the research is more dynamic and the findings are more and more to open up insights for researchers. The managerial implication is that this result provides information that online business people must consider the number of discounts offered, the more consumers are interested and feel happy. However, content marketing is not ignored because it weakens but is still used and the existing content must be improved according to current conditions so that consumers continue to visit the online store. The pleasure of consumers when there is covid 19 and online shop actors must still be maintained because it is the best choice right now to avoid contracting the deadly coronavirus. The weakness of this research is that it cannot be carried out in generations X and Y and during the Covid-19 endemic because consumers prefer to buy directly. The recommendation is that online business actors always provide quality products and services to be liked by consumers and are needed today so that consumers do not hesitate to shop online to fulfill all their needs. All marketplaces should provide realistic discounts so that consumers are not apathetic to online businesses. For further researchers, to review especially the moderating variable, namely consumer delight on the same variable because the results of this study are positive but not significant and negative but not significant or use other variables that have conformity with the object under study.

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