

The Moderating Effect of E-Shopping Experience on E-Customer Loyalty in Generation Z

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Abstract

The objective of this study is to explore the behavior of Generation Z (Gen-Z) in the post-pandemic era. The study will examine the impact of E-Shopping Experience (E-SE) on the relationship between E-Customer Satisfaction (E-CS) and E-Customer Loyalty (E-CL). Additionally, the study will investigate other factors that influence E-CL, such as Website Image (WI) and Innovativeness (IN). Statistical analysis is conducted using Structural Equation Modeling (AMOS-SEM) on up to 200 samples of Gen-Z online shoppers. The results found that WI factors have a significant impact on E-CL, but IN does not have a significant enough impact. E-CS partially mediates both lines of this relationship. The E-SE has a positive and significant moderation impact that can increase the impact of E-CS on E-CL. This research provides insights into creating better E-Shopping Experiences for Gen-Z users, improving E-CS and E-CL.

Keywords: *Website Image, Innovativeness, E-Shopping Experience, E-Satisfaction and E-Loyalty*

1. Introduction

Current technological advances have created a new marketplace through online media, so consumers can easily find products they want to buy, ranging from cosmetics, clothing, ticket booking, e-banking services, and others (Ling et al., 2010). Online shopping is a different platform from traditional shopping in modern life. In traditional shopping, consumers usually do not utilize all elements in the purchase process. In online stores, consumers can observe each sub-purchase process in detail before deciding on it (Ayuni, 2019). Consumers find it easier to find information about products without visiting the store, so they can spend as much time as they want in e-retail stores. To order goods, they only need to transfer the order money, which will be sent directly to the address (Sin et al., 2012). With the development of e-commerce, online shopping has now become a trend, so maintaining customer satisfaction and loyalty in the electronic market has become an important topic for researchers and marketing practitioners (Varadarajan et al., 2022; Omar et al., 2021); (Mofokeng, 2023). This causes e-commerce players in Indonesia to compete to strengthen competitiveness through innovations, the latest web features through discount offers, and the completeness of product choices to attract more users (Varadarajan et al., 2022).

The pandemic that has lasted for two years has made consumers more often do online activities. Nowadays, shopping online is not just a solution or the primary alternative that provides convenience; it has become part of people's lifestyles, as reported by [e-Conomy SEA 2022](#), which states that 80 percent of

internet users in Indonesia have shopped online at least once. The results of research conducted by Hootsuite, We Are Social, and Statista also show that Gen-Z currently dominates the number of active internet users with around 170 million users out of a total of 202.6 million internet users in Indonesia (<https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/>).

Indonesia's population is dominated by Generation Z. Based on data from the Central Statistics Agency (BPS), around 27.94% of the population in the country comes from the generation born between 1997-2012 (Gen-Z). 25.87% are millennials, 21.88% are Gen X, 11.56% are baby boomers, and 10.88% are post Gen-Z. Gen-Z is a generation that can be categorized as a digital native generation, a term introduced by (2010) nickname for those born in the digital era when the development of technology such as computers, the internet, and social media (Djafarova & Bowes, 2021);(Priporas et al., 2017); (Ayuni, 2019).

In this study, we will examine the moderating impact of gen-z E-shopping experience on the relationship between E-customer satisfaction and E-customer loyalty but without neglecting the direct and indirect impact of Website image, Innovativeness on E-customer satisfaction and E-customer.

2. Literature Review and Hypothesis

Website Image

As one of the characteristics of the site that supports the appearance of an online retailer, graphics or images must be made attractive so that consumers who visit the site will be interested in exploring it (Lohse & Spiller, 2000). Unattractive or poor design elements can confuse and discourage consumers from purchasing. Shopping online is fun and satisfying to consumers when the site design is neat, easy to navigate, and fast. The neatness, ease of navigation, and speed of the site can save time in shopping and not drain the minds of consumers in making transactions (Saputra et al., 2020). In the context of online marketing, the exchange of information occurs in the virtual sphere, providing more space to explore so that the possibility of uncertainty and risk of more significant information gaps compared to offline market purchases so that the WI is essential for marketing success (Oh et al., 2008), furthermore, according to Oh et al., (2008). The image presented on the website is also a support that creates a sense of comfort and provides a perception of an item's quality. Links, colors, and graphics also positively impact intent, while menus negatively impact the passion and pleasure of online shopping (Koo & Ju, 2010). In addition, the design and layout of products on a website can significantly increase CS. Website image is an essential dimension of online relationships as it is considered a key element in influencing E-CS and E-CL (Pereira et al., 2016). WI is believed to impact customer satisfaction and E-CL related to online purchases. Therefore, we propose:

H1; H2; H3: *WI has a positive and significant impact on E-CS and E-CL directly and indirectly.*

Innovativeness

IN means an organization will pursue new ideas and concepts in process, product, or service development. Proactive refers to organizations with forward-looking and responsive characteristics in the industry environment involved. IN is the process or result of developing the mobilization of knowledge, skills, and experience to create or improve new products, processes, or systems that provide meaningful or significant value (Pereira et al., 2016). Because consumer needs are constantly changing, customers who have a high level of innovation will tend to abandon purchases with the same method; marketers must be observant of digital technology-based innovation because digital business model innovation, platform innovation, product innovation, and marketing innovation have had a significant impact on the company's marketing strategy in many ways. Digital product innovation and digital marketing innovation, such as distribution, promotion, and pricing elements in the marketing mix, have allowed companies to compete in fundamentally new ways (Varadarajan et al., 2022). Product innovation influences consumer loyalty, meaning that the better the quality of product innovation, the better consumer satisfaction will be Varadarajan et al., (2022); Pereira et al., (2016). IN is believed to impact E-CS and E-CL related to online purchases. Therefore, we propose:

H4; H5; H6: *IN has a positive and significant impact on E-CS and E-CL directly and indirectly.*

E- Customer Satisfaction

Parasuraman first introduced the concept of CS, which is the difference between expectations before purchase and evaluation after purchase (Parasuraman et al., 2005). In e-commerce, electronic satisfaction refers to a customer's evaluation of their experience when making online and offline transactions (Alonso et al., 2017). Satisfaction is a consumer assessment of the features of products or services sold by the website

store to CS for what they expect is correct or even more than expected (Pereira et al., 2016). Website satisfaction refers to a well-designed website's navigation experience and positive perception (Jin et al., 2013). CS should be the priority as a fundamental determinant in maintaining long-term customer relationship behavior (Al-maamari & Abdulrab, 2017). Finally, E-CS has an impact on E-CL. Therefore, we propose:

H7: *E-CS has a positive and significant impact on E-CL.*

E-Shopping Experience

E_SE customer experience has become a central topic in digital marketing today; their success depends mainly on how they provide services that can provide a positive experience to customers and maintain them (Becker & Jaakkola, 2020). Previous shopping experiences can affect the satisfaction or failure of the first purchase, and then they will evaluate and redo it later. While not all experiences are good, the positive impact of a good experience can affect satisfaction and lead to addiction to subsequent purchases with new methods (Mofokeng, 2023). Online shopping is an essential factor in determining the reliability of a website in predicting online purchase intent. After the Trust factor and combined with social presence features, we will have three factors (convenience, e-service quality, and lifestyle) that mutually influence the decision-making process and the intention to buy online. Previous purchases can provide a quality customer web shopping experience (Saputra et al., 2020). A positive customer experience is vital in generating desired outcomes for a business, such as a strong emotional attachment to the brand and increased customer satisfaction that leads to customer loyalty (Anshu et al., 2022). Online shopping experiences and e-shopping significantly moderate the impact of product variation on trust. The impact of on-time delivery on loyalty is significantly moderated by the online shopping experience (Mofokeng, 2023). The E-SE impacts E-CS and positively creates E-CL and online purchases. Therefore, we propose:

H8: *E-Experience Shopping moderates positively and significantly on E-CS and E-CL*

E-Loyalty

E-CL can be defined as the willingness to buy back a product in the future despite the influence of competitors' situations and marketing efforts. However, Gen Z members show low loyalty value (Omar et al., 2021). Winning their hearts and minds will benefit the Company (Ayuni, 2019). E-loyalty focuses not only on price but also on repetitive behavior in visiting and purchasing products/services online by accessing a company's website as the first choice among alternatives, supported by good faith and positive emotions online. The Company, despite situational influences and marketing efforts, leads to transfer behavior (Molinillo et al., 2022). To build and maintain customer trust and loyalty, online vendors should focus on the quality of electronic services before, during, and after transactions to guarantee their satisfaction (Pereira et al., 2016). WI is a direct antecedent of overall E_CS, directly and positively impacting destination E-CL.

2.1. Research Framework

Figure 1 presents a research model integrating the moderation effect of E-SE on E-CS and E-CL, with WI and IN as exogenous predictors and E-CS as mediators. Based on the theoretical and empirical research outlined earlier, this hypothesis is formulated as follows.

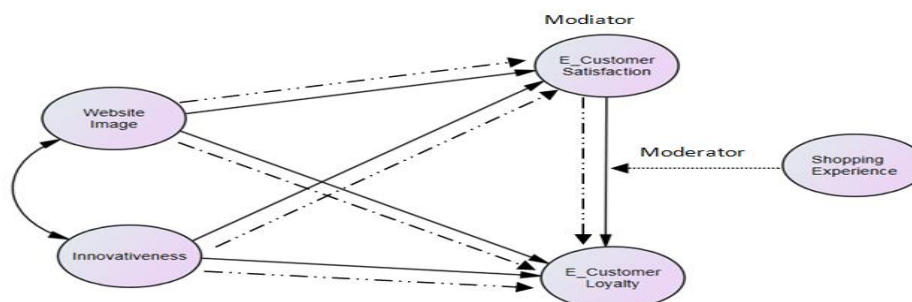


Figure 1. Research Framework

Notes:

- Direct Effect →
- Indirect Effect →
- Moderating Effect →

3. Research and Methodology

3.1. Data

This study is conducted on the Gen-Z of Aceh Province, Indonesia. Gen-Z are those born from 1997 to 2012 (Linnes & Metcalf, 2017). A quantitative research design is applied to this study because it is exploratory in nature (Stadtländer, 2009; Pantano & Priporas, 2016). His research methodology includes primary surveys conducted by submitting and collecting individual questionnaires online through Google Forms, then sent directly to the social media used. Those actively making online purchases for the past six months are in the target sample. This survey was conducted for one month, targeting around 500 online shopping users. Obtained as many as 250 finally responded. Of these, 50 people had not purchased in the past six months and were excluded from the study.

3.2. Data Analysis Method

Pealatan analisis data dalam penelitian ini menggunakan perangkat lunak AMOS degan metode Struktural Equation Modeling (SEM).

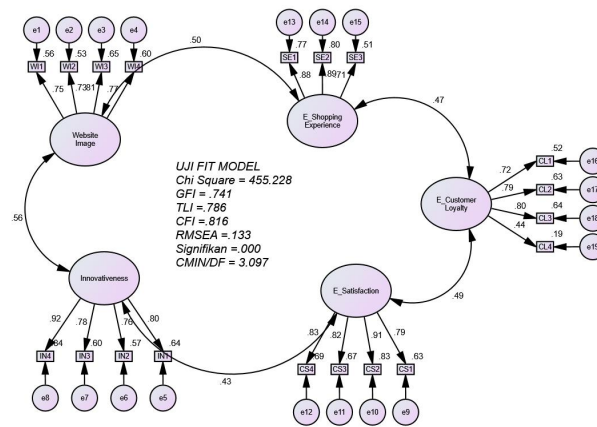
4. Result And Discussions

Before construct testing, the instrument was tested for initial validation with an elimination process so that only valid instruments believed to represent the variables studied were used.

4.1. Confirmatory Factor Analysis (CFA)

CFA is used to see the extent to which the model is acceptable, and validation construct testing where the loading factor at a level greater than 0.50 is used to see to what extent the indicator can represent the model and the variables tested. Reliability can be seen from the CR value, which is more than 0.7. Variance extracted (VE) measures how much variance of an indicator is extracted by the variable formed. With an intervention value greater than 0.50 (Hair et al., 2014).

1. UJI CONFIRMATORY FACTOR ANALYSIS (CFA)



Standardized Regression Weights: (Group number 1 - Default model)

The goodness of the Fit Model is acceptable, where the GFI value is 0.741, AGFI 0.909, TLI 0.786, CFI 0.816, RMSEA 0.133, CMIN-DF 3.097 and p-Value 0.102, AGFI 0.909 and Chi-Square value 455.228 lower than table df 95 = 118.751. So that model evaluation does not need to be done (Hair et al., 2014). Using 4-5 goodness of fit criteria as long as it contains Absolute Fit Indices, Parsimony Fit Indices, and Incremental Fit Indices, the SEM model of this study is accepted (Hair et al., 2014).

Table 1. Construct Validity

		Estimate
WI1	<--- Website_Image	.750
WI2	<--- Website_Image	.731
WI3	<--- Website_Image	.807
WI4	<--- Website_Image	.773
IN1	<--- Innovativeness	.802
IN2	<--- Innovativeness	.755
IN3	<--- Innovativeness	.775
IN4	<--- Innovativeness	.917
CS1	<--- E_Satisfaction	.793
CS2	<--- E_Satisfaction	.908
CS3	<--- E_Satisfaction	.819
CS4	<--- E_Satisfaction	.829
SE1	<--- E_Shopping_Experience	.876
SE2	<--- E_Shopping_Experience	.895
SE3	<--- E_Shopping_Experience	.711
CL1	<--- E_Customer_Loyalty	.723
CL2	<--- E_Customer_Loyalty	.793
CL3	<--- E_Customer_Loyalty	.797
CL4	<--- E_Customer_Loyalty	.439

The results of the construct validation test show that all variable items used have a high construct value obtained a CR value much more significant than 0.70, so it can be declared excellent reliability. Valid and constructively reliable has been fulfilled because all items' VE value is above 0.50.

4.2. Hypothesis Test Result

Hypothesis testing is done through three stages: first, direct impact testing, then impact mediation, and finally, impact moderation of the buying experience. Terms of admission if the C.R value is more significant than 1.98 and significantly less than 0.05.

Table 2. Regression Weights

Eksogent	Endogent	Std Estimate	Estimate	S.E.	C.R.	P
Direct Effects						
E_Customer_Satisfaction <---	Website_Image	0,256	0,308	0,107	2,879	0,004
E_Customer_Satisfaction <---	Innovativeness	0,250	0,272	0,092	2,935	0,003
E_Customer_Loyalty <---	Website_Image	0,188	0,223	0,107	2,073	0,038
E_Customer_Loyalty <---	Innovativeness	0,112	0,120	0,091	1,316	0,188
E_Customer_Loyalty <---	E_Customer_Satisfaction	0,282	0,278	0,093	2,991	0,003
Indirect Effects						
E_Customer_Loyalty <---	E_Customer_Satisfaction <---	0,071	0,075	0,041	2,073	0,038
E_Customer_Loyalty <---	E_Customer_Satisfaction <---	0,072	0,086	0,035	2,102	0,035
Moderation Effects						
E_Customer_Loyalty <---	Shopping_Experience	-0156	-0,182	0,117	-1,563	0,118
E_Customer_Loyalty <---	ZInteraksi	0,464	0,449	0,096	4,663	0,000

Source: AMOS Output (Processed)

H1: WI has a positive and significant impact on E-CS

The test results showed that the C.R value for the first line was 2.879, which is greater than 1.90. The probability value obtained is 0.004, which is less than 0.005. Thus, website image significantly impacts consumer satisfaction in shopping online. Gen Z consumers show that they are interested in using e-commerce with good website quality to achieve their expectations in shopping online. Online shopping is fun and satisfying to consumers when the site design is neat, easy to navigate, and fast. The neatness, ease of navigation, and speed of the site can save time in shopping and not drain the minds of consumers in making transactions (Saputra et al., 2020).

H2: Website Image has a positive and significant impact on E-CL

The test results showed that the C.R value for the second line was 2.073, more significant than 1.90. Furthermore, the probability obtained of 0.038 is minor compared to 0.005. Thus, website image positively and significantly impacts Gen-Z customer loyalty in online shopping. Koo & Ju (2010) state that the design and layout of products on a website can significantly increase customer loyalty. Website image is an essential dimension of online relationships as it is considered a key element in influencing customer satisfaction and loyalty (Pereira et al., 2016).

SH3: E-CS Mediates the Impact of WI on E-CL.

The mediated effect of satisfaction on website image relationships on loyalty obtained a C.R value of 2.073 or greater than 1.90. At the same time, the probability value is 0.038 or less than 0.05. Thus, it can be stated that indirectly satisfaction plays a significant important role in connecting the impact of website image on customer loyalty in online shopping. Indirectly, job satisfaction influences this pathway by 0.071%. By (Koo & Ju, 2010) and (Pereira et al., 2016), website image is viewed is considered an important dimension of online relationships as it is viewed as a key element in influencing customer satisfaction and customer loyalty.

H4: IN has a positive and significant impact on E-CS

The test results show that the C.R. value for the second line is 2.935, which is greater than 1.90. Furthermore, the probability obtained 0.003 is less than 0.005. Thus, Innovativeness positively and significantly impacts Gen Z customer satisfaction in shopping online. Consumers at a higher level will look for different menus and displays, of course, which makes it easier for them to navigate. Because consumer needs are constantly changing, customers who have a high level of innovation will tend to abandon purchases with the same method; marketers must be observant of digital technology-based innovations because digital business model innovation, platform innovation, product innovation, and marketing innovation have had a significant impact on the company's marketing strategy in many ways. Digital product innovations and digital marketing innovations, such as distribution, promotion, and pricing elements in the marketing mix, have allowed companies to compete in fundamentally new ways (Varadarajan et al., 2022). Product innovation influences consumer loyalty. This means that the better the quality of product innovation, the better consumer satisfaction will be Varadarajan et al., (2022); Pereira et al., (2016)

H5: IN has a positive and significant impact on E-CL

The test results show that the C.R. value for this line is 1.316, less than 1.90. Furthermore, the probability obtained 0.188 is more significant than 0.005. Thus, Innovativeness has a positive but insignificant impact on Gen Z customer loyalty. Gen Z tends to get bored quickly; they have a higher level of curiosity, but when they have more experience, they will leave it quickly and look for new things, so the level of loyalty to a product decreases (Düzenli, 2021). These results reject different findings by (Varadarajan et al., 2022; Pereira et al., 2016). Product innovation influences consumer loyalty.

H6: Satisfaction mediates the Impact of IN on E-CL.

The mediating effect of satisfaction on relationships Innovation on loyalty obtained a C.R value of 2.035 or greater than 1.90. At the same time, the probability value is 0.035 or less than 0.05. Thus, indirect satisfaction plays a significant influential role in combining the impact of Innovation on customer loyalty in online shopping. Digital product and digital marketing innovations, such as distribution, promotion, and pricing elements in the marketing mix, have allowed companies to compete in new ways (Varadarajan et al., 2022). Product innovation influences consumer loyalty. This means that the better the quality of product innovation, the better consumer satisfaction will be Varadarajan et al., (2022); Pereira et al., (2016)

H7: E-CS has a positive and significant impact on E-CL.

The effect of satisfaction on loyalty obtained a C.R value of 2.991, which is greater than the requirement of 1.90. Next, the probability value is 0.003 or less than 0.05. Thus, satisfaction is significantly the determinant of loyalty. Customer satisfaction should be the priority as a fundamental determinant in maintaining long-term customer relationship behavior (Al-mamari & Abdulrab, 2017). Web image is a direct antecedent of overall satisfaction, directly and positively impacting loyalty (Pereira et al., 2016).

H8: E- SE moderates positively and significantly on the E-CS relationship on E-CL

The content-mediating effect on the Innovativeness relationship on loyalty obtained a C.R value of 2.102 or greater than 1.90. At the same time, the probability value is 0.035 or less than 0.05. Thus, indirect satisfaction plays an important role that is quite significant in connecting the impact of Innovativeness on customer loyalty in online shopping. Indirectly, job satisfaction influences this pathway by 0.072%. Product innovation influences consumer loyalty. This means that the better the quality of product innovation, the better consumer satisfaction will be (Varadarajan et al., 2022; Pereira et al., 2016). Innovation is believed to influence customer satisfaction and loyalty related to online purchases. Website satisfaction refers to a well-designed website's navigation experience and positive perception (Jin et al., 2013). Experiences have a moderating effect on relationship satisfaction and intent to repurchase (Pappas, 2014).

4.3. Managerial Implication

As one of the characteristics of the site that supports the appearance of an online retailer, graphics or images must be made attractive so that consumers who visit the site will be interested in exploring it (Lohse & Spiller, 2000). Shopping online is considered fun and satisfying to consumers when the site design is neat, easy to navigate, and fast; images, links, colors, and graphics presented on the website are attractive. The neatness, ease of navigation, and speed of the site can save time in shopping and not drain the minds of consumers in making transactions. In addition, the design and layout of products on a website can significantly increase satisfaction and loyalty (Saputra et al., 2020); Oh et al., (2008); Koo & Ju, (2010).

However, Innovativeness has a positive but insignificant impact on influencing customer loyalty of Gen Z. Gen Z tends to get bored quickly. They have a higher level of curiosity, but when they already have the experience, they will leave it quickly and look for new things, so the loyalty to a product decreases (Düzenli, 2021). A positive customer experience is vital in generating expectations for businesses, such as a strong emotional attachment to the brand and increased customer satisfaction that leads to customer loyalty (Anshu et al., 2022). Online shopping experience and e-shopping can increase customer satisfaction and loyalty (Mofokeng, 2023).

5. Conclusion

Based on the results of the discussion in the previous chapter, it can be concluded that:

1. The results of this study conclude that website image and innovativeness have a direct impact on shopping satisfaction.
2. Website image and satisfaction influence Gen-Z loyalty.
3. Innovativeness has no significant effect on Gen-Z consumer loyalty.
4. Shopping satisfaction indirectly influences the relationship between website image and innovativeness on Gen-Z consumer loyalty.
5. Furthermore, well-conducted found that the shopping experience positively and significantly moderates in increasing shopping satisfaction and realizing Gen-Z consumers' online shopping loyalty.

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