Consumer Loyalty to the Use of e-Marketplaces in Indonesia: A Systematic Literature Review

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Abstract

To find out what factors significantly affect consumer loyalty in using e-marketplaces and what methods can be used to obtain loyalty data. Technological developments play a major role in humans and have a changing impact on the business world. Electronic commerce today is known to continue to increase every year and this is realized by the increasing number of developments in information technology. Consumer loyalty in using e-marketplace applications can be observed from the actions taken repeatedly in using the same application. The research method used in this study is to use a systematic literature review on research journals published in 2017–2021 with three research questions and use 11 journals to conduct further analysis and discussion. The results obtained based on 11 journals that have been analyzed state that there are various factors that influence consumer loyalty and e-service quality is the most significant and most discussed factor and the data collected mostly uses quantitative methods.

Keywords:
Consumer Loyalty, E – marketplace, Systematic Literature Review.

1. Introduction

Technological developments play a major role in humans and have an impact on changes in the business world, especially in e-commerce (Rakhmat Romadhan et al. 2019). There has been a development in the trade sector which was initially carried out conventionally and gradually transitioned to digital. This is the basis for the emergence of the e-commerce industry which acts as an intermediary for sellers and buyers to conduct transactions (Suleman 2018). E-commerce is the process of buying and selling products using electronic data via the internet (Grandon and Pearson 2004). E-commerce can help consumers buy goods quickly and can be done anytime and anywhere if they have an internet connection to connect them (Erawati 2020; Puji Lestari 2018)

Electronic commerce is currently known to continue to increase every year and this is realized from the increasing number of developments in information and communication technology and infrastructure networks for better communication in Indonesia (Lukito 2017). When comparing e-commerce with other traditional business models, e-commerce has great advantages. This can be seen from the automation of the entire process, including the transportation of goods and services, so as to reduce costs (Phani Bhaskar & Prasanna Kumar 2016). Covid-19 is one of the events that has an impact on the global economy. Several economic sectors in Indonesia have experienced a decline such as the export and import industry, but the e-commerce sector has experienced rapid growth due to people who tend to be interested in shopping online to avoid the spread of the virus and as an effort to implement health protocols (Ayu & Lahmi 2020; Indarthi et al. 2015). In 1995 in the United States was the beginning of the establishment of a marketplace that began with the emergence of E-bay and Amazon, then in 1998 appeared Paypal. In China, it started with the emergence of Alibaba in 1999. In Indonesia itself, the marketplace has existed since 1996. This was marked by the establishment of Dyviacom Intrabumi or D-Net, which at that time acted as a pioneer in online transactions (Prasetyo Budi Widagdo 2016) Some examples from markets in Indonesia such as Tokopedia, Shopee, Lazada, Blibli, Bukalapak and so on. (Widyayanti 2019)

Intangible assets are the definition of customer loyalty which is still significant for many companies (Jiang and Zhang 2016). Thakur (2016) defines attitudinal loyalty as a customer's intention to remain committed to a particular provider in the market by repeating their purchase experience. Marketing scholars have given different meanings to the definition of customer loyalty (Ali et al. 2016). while Casidy and Wymer (2016) conceptualized customer loyalty as a feeling of attachment aimed at the object of loyalty, rather than repeated commercial

transactions. Oliver defines customer loyalty as a deeply held commitment to repurchase or re-patronize a preferred product/service consistently in the future, thereby leading to purchase of the same brand or the same set of brands, regardless of situational and marketing influences. efforts that have the potential to cause switching behavior. A literature review reveals that many marketing experts have adopted Oliver's definition of customer loyalty (Haryanto et al. 2016).

1.1 Research Question.
The following is a research question related to the research topic that will be discussed:
1. RQ1: What are the factors that influence consumer loyalty in the use of e-marketplaces?
2. RQ2: What are the factors that significantly affect consumer loyalty in using e-marketplaces?
3. RQ3: What method is used to obtain consumer loyalty data from existing e-marketplaces?

1.2 Research purposes.
The purpose of this study was to determine what factors significantly influence consumer loyalty in using e-marketplaces and what methods can be used to obtain loyalty data.

2. Literature Review
Customer loyalty is defined by Kotler & Keller (Rafiah 2019) as a held commitment to repurchase or subscribe to a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause behavior change. One of the common forms of e-commerce is online shopping, therefore, it is important to understand the variables involved in online shopping, especially customer loyalty which is influenced by various factors (Phani Bhaskar & Prasanna Kumar 2016).

According to Kandampully et al. (2015). customer loyalty consists of two types, among others: a) passive loyalty and b) active loyalty. Companies can have passive and active loyal customers, both types are very important but active loyalty is becoming more important due to the widespread use of the internet and social media applications (Kandampully et al. 2015). Currently, customers are increasingly dependent on online reviews and electronic word of mouth (E-WOM) in determining the various brands and products of their choice. Loyal customers are very actively motivated to share their opinion about the timing of their buying experience with other people, it can be family or friends.

According to Chang & Wong (Sfenrianto et al. 2018) e-marketplace is defined as an online intermediary designed to build a relationship between buyers and sellers and to facilitate the transactions they carry out. This involves a trilateral relationship such as being a buyer, a seller, and being managed by an e-marketplace provider.

3. Method
3.1. Research Design.
According to Webster & Watson (Sarjono et al. 2020) an effective literature review should create a strong foundation for advancing science. The research method used in this study used a systematic literature review method. According to Petticrew & Roberts (Bhimani et al. 2019) a systematic literature review summarizes the existing evidence, identifies gaps and directions for future research.

The systematic literature review research in this study consisted of four stages, namely 1) planning, divided into the purpose of the literature review and standardization, 2) selection, divided into searching for the literature and literature screening, 3) extraction, divided into quality appraisal and data extraction, 4) execution, divided into analysis of finding and writing the review.

3.2. Search Process.
The process of searching for data used for research is obtained through a search using the https://scholar.google.com/ site. The keywords used to search the research data are "consumer loyalty" and "e-marketplace".

3.3. Quality Assessment.
The following is a quality assessment that will be evaluated according to the journal data that has been found as follows:
1. QA1: Are the journal papers published in the 2017-2021 timeframe?
2. QA2: Does the journal paper discuss consumer/customer loyalty to the use of e-marketplaces in Indonesia?
3. QA3: Are journal papers obtained from the https://scholar.google.com site?

The picture on the side shows the flow of the systematic in conducting the Review, which is explained as follows:

1. *Purpose of the Literature Review*
   In this stage the researcher determines the purpose of conducting a review of the study in this study

2. *Standarization*
   Because this research involves more than one person, it is necessary to negotiate to set standards and equalize the perceptions of each researcher

3. *Searching for the Literature*
   At this stage the researcher conducts a search for the literature to be explained in more depth

4. *Literature Screening*
   Explain about what factors make the literature acceptable or excluded from the category of literature being studied

5. *Quality Appraisal*
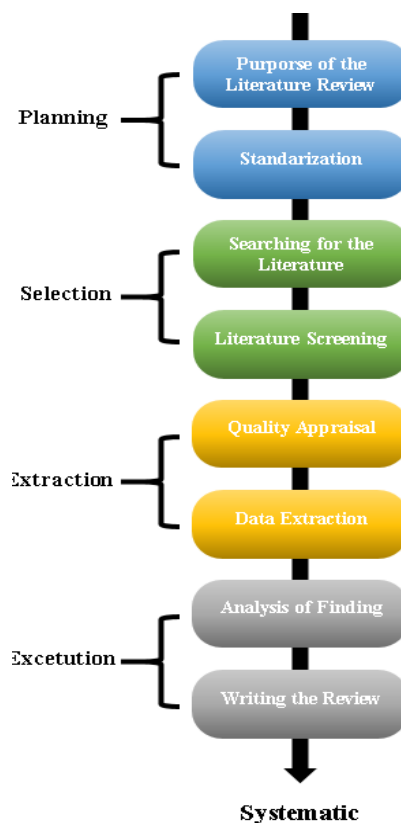   Explain what factors make the literature not fall into the category of literature being studied

6. *Data Extraction*
   Entering information from the literature that has been declared to be included in the category of literature being studied

7. *Analysis of Finding*
   Conduct a thorough analysis of the previously entered information

8. *Writing the Review*

The literature search process that will be used for research by researchers is to use one of the Google Scholar scientific publication sites, the filters or conditions specified in the literature search are as follows:
- Using the publication year "Since 2017"
- Using the "Research Article" type
- The keywords used are "Systematic Literature Review", "Consumer loyalty" and "e-marketplace".

4. Data Collection.

The data collected for the analysis process is carried out by determining the eligibility criteria for information by setting the time span for publishing sources in the last 5 years, starting from 2017 to 2021. In addition, the data used for research information is only taken from journals related to e-commerce, marketplace and consumer loyalty.

4.1. Search and Inclusion and Exclusion Criteria.

The results of the search process and inclusion and exclusion criteria conducted in this study took as many as 11 journals published in the 2017-2021 period which had discussions related to consumer loyalty and e-marketplace. The following is the journal data that has been obtained which is then grouped into several types.

Table 1. Grouping of Journal Types

No	Journal Types	Year	Total
1	Humanities and Social Sciences Letter Vol.7, No. 4.	2019	1
2	Journal Ekonomi Bisnis, Vol.20 No.2.	2021	1
3	Journal Eksekutif, Vol.18 No.1.	2021	1
4	International Journal of Civil Engineering and Technology, Vol.18, No. 1.	2019	1
5	International Journal of Advanced Science and Technology, Vol.10, No. 3.	2020	1
6	Journal of Marketing and Consumer Research, Vol.42.	2018	1
7	Journal Manajemen Strategi dan Aplikasi Bisnis, Vol.2, No.1.	2019	1
8	Journal Minds: Manajemen Ide dan Inspirasi, Vol.8, No.2.	2021	1

9	Journal of Management and Business Environment, Vol.3, No.1.	2021	1
10	Sosial Sains Journal,Vol.1 No.10.	2021	1
11	e-Proceeding of Management Vol.4 No.3.	2017	1

5. Results and Discussion
5.1. Results of RQ1: Influencing Factors
Consumer loyalty is a positive attitude given by consumers to a product or company caused by consumer satisfaction with the product or company which is manifested by repeat buying behavior to recommend it to anyone they know.
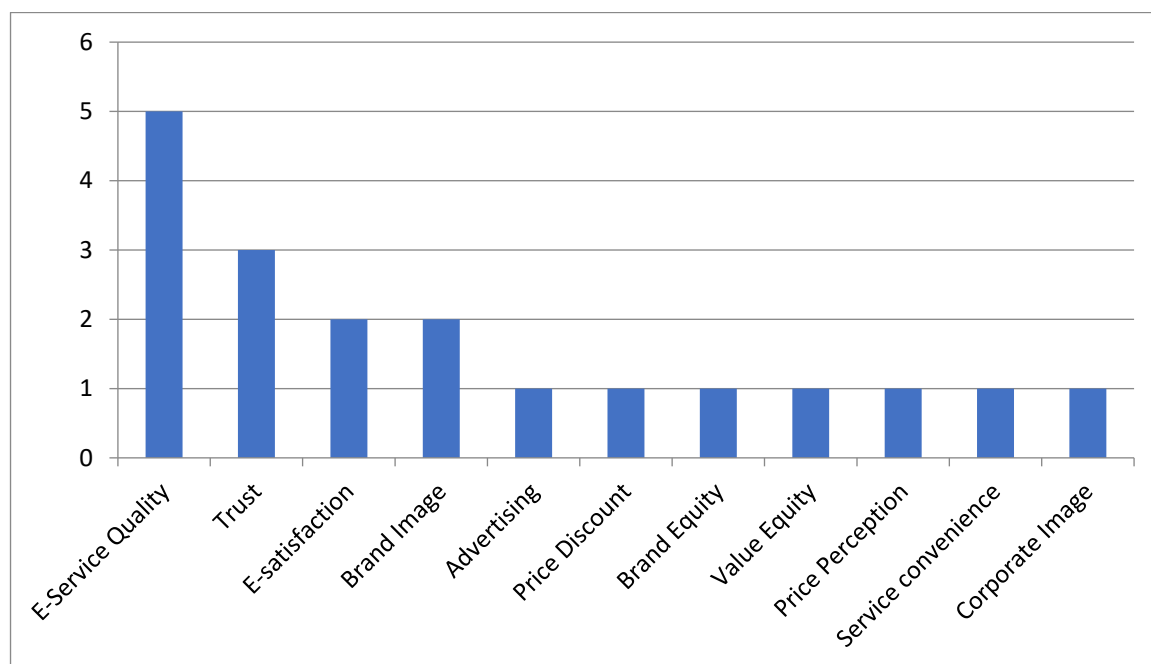

Figure 1. Influencing Factors

In Figure 1, it can be seen that which greatly affects consumer loyalty to the use of e-marketplaces is the e service quality factor, which is 5 papers, while the factors that have the least influence are advertising, price discounts, brand equity, value equity, price perception, service convenience and corporate image, where only 1 paper.

Table 2. Related papers

No	Factors affecting	Research Paper	Total
1	E-service Quality	Wibowo (2019), Ferdinand et al. (2019), Yasa (2018), Muharam et al. (2021), Wijiutami & Octavia (2017)	5
2	Trust	Rachbini et al. (2019), Candraputri et al. (2020), Pohan & Aulia, (2019), Muharam et al. (2021)	3
3	E-satisfaction	Yasa (2018), Wijiutami & Octavia (2017)	2
4	Brand Image	Nugroho (2021), Candraputri et al. (2020)	2
5	Advertisement	Nugroho (2021)	1
6	Price Discount	Nugroho (2021)	1
7	Brand Equity	Rachbini et al. (2019)	1
8	Value Equity	Rachbini et al. (2019)	1
9	Price Perception	Nugroho (2021)	1
10	Service Convenience	Nugroho (2021)	1
11	Corporate Image	Yasa (2018)	1

Based on the paper that has been obtained, e-service quality is the most influential factor on e-commerce customer loyalty where this factor was found to have an effect on customer loyalty in five journals, namely the journal written by Wibowo (2019), Ferdinand et al. (2019), Yasa (2018), Muharam et al. (2021), Wijiutami & Octavia (2017). Then, followed by other factors such as trust, e-satisfaction, brand image, advertising, price discounts, brand equity, value equity, price perception, service convenience, and corporate image.

5.2. Results of RQ2: Significant factors

E-service quality, advertising, brand equity, value equity, trust, corporate image, brand image, e-satisfaction are factors that significantly affect consumer loyalty in the use of e-marketplaces. However, the most significant factor stated that e-Service Quality was the most contributing factor, where it was found that there were 5 journals in the research of Wijiutami & Octavia (2017), Pramuditha, Hudayah, & Indriastuti (2021), Muharam, et.al. (2021), Yasa (2018), Ferdinand, and Aransyah, & Bharata (2021) which have a significant and positive effect on consumer loyalty in the use of e-marketplaces. Can be seen in the image below.
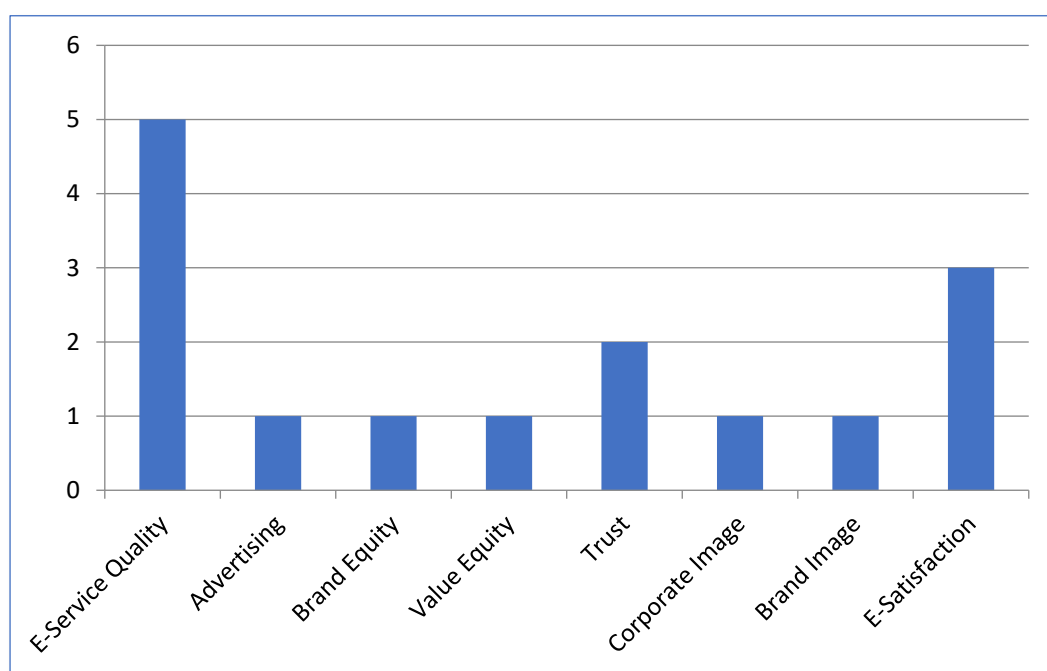

Figure 2. Significant Factors

5.3. Results of RQ3: Methods Used

Table 3. Related papers

No	Journal Types	Total	Method
1	Humanities and Social Sciences Letter, Vol.7, N0. 4.	1	Qualitative and Quantitative
2	Journal Ekonomi Bisnis, Vol.20, No.2.	1	Qualitative
3	Journal Eksekutif, Vol.18, No.1.	1	Quantitative
4	International Journal of Civil Engineering and Technology, Vol.18, No.1.	1	Quantitative
5	International Journal of Advanced Science and Technology, Vol.10, No.3.	1	Qualitative and Quantitative
6	Journal of Marketing and Consumer Research, Vol. 42.	1	Qualitative and Quantitative
7	Journal Manajemen Strategi dan Aplikasi Bisnis, Vol. 2 , No.1.	1	Quantitative
8	Journal Minds: Manajemen Ide dan Inspirasi, Vol.8, No.2.	1	Quantitative
9	Journal of Management and Business Environment Vol.3, No.1.	1	Quantitative
10	Journal Sosial Sains, Vol.1, No.10.	1	Quantitative
11	e-Proceeding of Management, Vol.4, No.3.	1	Quantitative

Based on 11 journals that have been found, most of them use quantitative methods. Three of the eleven journals found used a combination of qualitative and quantitative methods. One journal uses a qualitative method. And the remaining seven journals use quantitative methods. Collecting data for research in journals that use quantitative methods is by distributing questionnaires and processing the data. Meanwhile, in journals that use qualitative methods, Data collection is obtained by analyzing the results of research from previously conducted journals or other data obtained from the internet.

6. Conclusion

Based on the results of the research that has been done, it can be seen that the systematic literature review research method can be used to analyze consumers in the e-commerce industry and provide comprehensive analysis results. From the research that has been done, it can be concluded as follows:

1. Found factors that influence customer loyalty, namely the existence of e-service quality, trust from customers, e-satisfaction, brand image owned, advertising, price discounts, brand equity, value equity, perception of price, convenience of services provided, as well as corporate image.
2. The most significant factor influencing customer loyalty is e-service quality which is the factor with the most contribution.
3. The research method that is focused on examining customer loyalty factors is mostly quantitative methods. However, there are several studies that also use quantitative methods or a combination of both.

The limitations experienced when creating this systematic literature review were based on a generally limited set of key words, and using the Google Scholar database to compile journal papers from 2017 to 2021.

7. Suggestion

From the conclusions that have been made, the following are suggestions that we can give for further research:

1. The next systematic literature review would be better if using topics that have a larger number of samples and topics that are easier to find so that more data can be obtained.
2. E-commerce in Indonesia must prioritize and focus on the e-service quality provided in order to increase or maintain the loyalty of its customers.

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