

FACTORS AFFECTING THE QUALITY OF ONLINE RELATIONSHIPS AND ITS CONSEQUENCES ON SHOPEE AND LAZADA E-MARKETPLACE CUSTOMERS

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ABSTRAK/ABSTRACT

The purpose of this study is to test a model to predict antecedents and consequences of relationship quality in online purchases. Novelty: The importance of this research for the online community is to provide a series of the quality of online relationships factors and the consequences for the quality of online relationships so that e-marketplaces can choose suitable guidelines to maintain their relationships with online customers and ultimately gain customer participation in creating value and strengthen competitive status. Research Methods: This research used explanatory survey method. The hypothesis was tested using the Partial Significance Test. Finding/Results: The results showed that the online system quality and social ties have a positive effect on the online relationships quality. While the results of the research variables of online service quality, online information quality, financial influence, structural ties and vendor reputation have no influence on the online relationships quality. The results also show that the online relationships quality has a positive effect on electronic word of mouth, online customer loyalty, and online customer reviews. Limitations / implications in this research, the online relationships quality is considered a construct that includes trust, commitment and satisfaction with the relationship. However, to achieve more accurate results, further researchers can investigate the separate impact of each dimension of relationship quality (commitment, trust, and satisfaction).

INTRODUCTION

In modern times, technology is increasingly fast due to the existence of the internet, there are many activities that take the advantage of it, one of which is business activities. Currently, business people are starting to switch from traditional marketing to modern marketing by utilizing internet technology. Business people open online stores through e-marketplace websites and applications.

With e-marketplace sellers can reach a wider market, on the other hand, buyers can save time and effort because transactions can be done online. Information needed by potential buyers can also be obtained easily through the internet. Anyone can use the e-marketplace by meeting the terms and conditions. And nowadays e-marketplaces are increasingly emerging, various attractive offers are offered by e-marketplaces to buyers through

advertisements on television, social media, etc. An interesting experience in online shopping on an e-marketplace will give the e-marketplace an image. James and Taylor (2004) found that in creating customer delight, companies need to provide a certain experience for customers related to the perceived service quality, the company's reputation image for customers, and efforts to foster long-term relationships. The existing e-marketplaces are competing for the first position to become the best e-marketplace. To get that position in the e-marketplace, you must be able to create good quality relationships for customers.

From the point of view of most connoisseurs, relationship quality is an important factor in building reliable relationships with customers, and ultimately, improving company performance. Relationship quality is at the core of relationship quality research (Palmatier et al., 2006). Information obtained before, during, and after online purchases leads to further manifestation of the quality of online relationships between customers and businesses (Hsu et al., 2016). Relationship quality is a superstructure consisting of three dimensions, namely satisfaction, trust, and commitment, which reflect the overall nature of the relationship between the company and customers (Palmatier et al., 2006; Zhang et al., 2016; Yap et al., 2012). Improvement of relationship quality in ongoing traditional transactions is influenced by factors such as shared value, communication, customer relationship investment, sales expertise, length of relationship, market orientation and relationship advantage. In addition, the consequences of relationship quality are considered to include loyalty, repeat purchases, and word of mouth advertisement (Anderson et al., 1994; Palmatier et al., 2006).

However, a limited number of studies have been set to determine the factors that affect the quality of the relationship in internet-based transactions. Some of the following factors are entertainment, convenience, pleasure, security, risk taking and customer

relationship investment. In addition, among the consequences of online relationship quality, factors such as online loyalty and WOM have been extensively studied (Monzo et al., 2015; Blut et al., 2015).

In 2019 the research title Antecedents and the Consequences of Online Relationship Quality in Internet Purchasing conducted by (Mohamed Reza Kouseshi et al 2019) in the Department of management, Tabriz Branch, Islamic Azad University Tabriz, Iran with showed that online system quality, online information quality, online service quality, financial bonds, social ties, structural ties, and vendor reputation have a positive effect on the quality of online relationships. The results also showed that the quality of online relationships has a positive effect on EWOM (electronic word of mouth), online customer loyalty, and online customer reviews.

From the results of previous research in Iran, researchers are interested in conducting research in Indonesia with the title "Factors that affect the quality of online relationships and its consequences for Shopee and Lazada e-marketplace customers". The importance of this research for the online community is to provide a series of the quality of online relationships factors and the consequences for the quality of online relationships so that e-marketplaces can choose suitable guidelines to maintain their relationships with online customers and ultimately gain customer participation in creating value and strengthen competitive status. The problem Formulations are:

1. How is the effect of the online system quality on online relationships quality?
2. How is the effect of the online information quality on online relationships?
3. How is the effect of online services quality on the online relationships quality?
4. How is the effect of financial bonds on the online relationships quality?
5. How is the effect of social ties on the online relationships quality?

6. How is the effect of structural ties on the online relationships quality?
7. How is the effect of vendor reputation on the online relationships quality?
8. How is the effect of the online relationships quality on EWOM?
9. How is the effect of the online relationships quality on online customer loyalty?
10. How is the effect of the online relationships quality on online customer reviews?

LITERATURE REVIEW AND HYPOTHESES

Online Relationships Quality

The online relationships quality shows the level of customers' satisfaction, trust, and commitment to the seller as well as the seller's expectations for repeated transactions. The seller-buyer relationship is considered quality only if the previous interaction is positive, and there are expectations for future transactions with the seller (Zhang et al., 2011). In an online environment, just like a physical environment, creating a strong relationship with customers is an important factor in the success of an online service provider. So as in traditional environments, satisfaction, trust and commitment can be studied as the most important elements of the quality of online relationships (Brun et al., 2014).

Online Trust

Online trust has been defined as a mental condition in which individuals are placed in a vulnerable situation because they continue to carry out electronic transactions (Salo et al., 2007). According to Simamora (2008) trust is a descriptive thought someone has about something. Trust can be in the form of knowledge, opinion or simply belief.

According to Pavlou and Gefen in Baskara and Hariyadi (2014) a very important factor that can influence purchase interest which can then trigger online purchasing decisions by consumers is the trust factor. Without trust, a relationship will not last a long period of time (Widyawati, 2018).

Online Satisfaction

Customer satisfaction is their overall evaluation of the product and service experience purchased from the website. Satisfaction is a feeling of pleasure or disappointment for someone who arises after comparing the performance (results) of the product that is thought of against the expected performance (or results) (Kotler & Keller, 2007: 177). Satisfied customers will show the possibility of buying the same product again (Lupiyoadi, 2001). There are four methods to measure customer satisfaction, namely; Complaints and suggestions system, Ghost shopping, Lost customer analysis, and Consumer satisfaction survey (Tjiptono, 2005).

Online Commitment

Commitment is an essential part of a successful long-term relationship (Morgan and Hunt, 1994). Meanwhile, Berry and Parasuraman in Morgan Hunt (1994) stated that customer relationships are built on the basis of mutually beneficial commitments. Dwyer et al. (1987) regard commitment as "an implicit requirement to maintain the relationship between two parties." Roberts et al., in defining the importance of this element, stated that among the various types of commitments, only emotional commitment determines how much customers are willing to maintain online relationships with internet businesses (Fullerton, 2005).

Factors Affecting The Online Relationships Quality

Website Quality

Lin (2007) suggests that website quality is a multi-dimensional construction that includes information quality, system quality, and service quality. Measuring the dimensional quality of this website can be one of the main factors affecting customer expectations and perceptions when evaluating website quality (Lin, 2007; Chen and Cheng, 2009; Wen, 2012). According to (Laudon and Traver, 2012) website quality is a method or technique for measuring the quality of a website based on the perceptions of end users. Website quality can be seen as an attribute of a website that contributes to its usability to consumers. There are five

dimensions of website quality, namely: 1) Information includes content quality, usability, completeness, accuracy and relevance, 2) Security includes trust, privacy and security guarantees, 3) Ease of use includes easy to operate, easy to understand, and speed, 4) Comfort includes visual appeal, emotional appeal, creative and attractive designs, and 5) Service quality includes online completeness, and customer service.

Online System Quality

System quality is one of the leading dimensions in DeLone and McLean's (1992) model, system quality measures technical success, namely the accuracy and efficiency of a system that produces information. System quality is manifested in the overall performance of the website system and can be measured by the level of customer perception as the level of user friendliness when buying from online retailers (Lin, 2007). Furthermore, the quality of the online system includes features such as fast accessibility, ease of use, security and reliability (Lin, 2007; Kwon and Kim, 2012).

Studies show that improving system quality and interactions between customers and online retailers leads to increased website success and has a positive impact on the online relationships quality (Chen and Cheng, 2009; Wu and Hsu, 2015).

H1. The online system quality has a positive effect on the online relationships quality.

Online Information Quality

The information quality is the level of measure where the information generated by the system can assist users in completing a given task. The information quality shows the quality of the product produced by the information system (Mason, 1978) in (Hartono, 2007). Information quality refers to the time accuracy, publication and accuracy (reliability) of information. In online purchasing, the information quality has a strong and significant influence on the online relationships quality (Hsu and Kumar, 2016). Chen and Cheng (2009) and Wu and Hsu (2015) stated that the quality of information received by online

buyers will have a positive effect on the online relationships quality (Hsu and Kumar, 2016; Chen and Cheng, 2009; Wu and Hsu, 2015). Hence, the hypothesis is:

H2. The online information quality has a positive effect on the online relationships quality.

Online Service Quality

The effect of service quality in online purchasing decisions is the level of good and bad conditions of the offerings provided by the seller in order to satisfy consumers by providing answers or conveying messages according to their wishes or requests that exceed what consumers expect (Tjiptono, 2011). The service quality perceived by customers is the results of a comparison between individual expectations and their perceptions of actual service performance (Parasuraman et al., 1984). According to (Lin, 2007) and (Kim et al. 2011), as online consumers transact with invisible retailers, service quality plays a key in providing such services such as fast and on time delivery, easy return of goods and facilitating easy purchases in the electronic purchasing process.

H3. The online service quality has a positive effect on the online relationships quality.

Online Relationship Ties

Adamson & Handford (2003) defines relationship marketing as the introduction of each customer more closely by creating two-way communication by managing a mutually beneficial relationship between the customer and the company. The purpose of relationship marketing (Christopher et al., 1991) as cited by Ryals and Knox (2001) is to increase long-term profitability through a change from transaction-based marketing, with an emphasis on finding new customers, becoming customer retention through effective customer relationship management.

Roberts argues that the construction of relationship marketing consists of relationships that are best defined as the bond-creator between the company and the customer. He categorized bonds into three groups of financial bonds, social bonds, and

structural bonds. According to Berry and Parasuraman (1991) and Berry (1995), the first layer of relational marketing is based on price incentives to win over online customers (financial bonds). This is generally considered the first as well as the lowest level in online relationship marketing, as competitors can easily create the price stability twice as much. The second layer is centered on social constituents created through the possibility of privatization of online relationships and less often imitated by competitors (social ties). The third level of relational marketing presents a structural online solution to online customer problems by providing maximum capacity for competitive differences.

Financial Influence

Berry (1995) defines financial bonds as incentives to motivate customers to consume goods and to gain customer loyalty through the use of financial incentives. Financial bonds can provide positive results for companies and online retailers, such as customer trust in online purchases and satisfaction with internet shopping, and can lead to improved quality of online relationships (Chiu et al., 2005). Online service providers often offer discounts in response to intense price competition. In addition, to increase the perceived value as well as to improve the quality of online relationships, most of the electronic business firms offer free services to customers (Yoffie and Cusumano, 1999). Therefore, the next hypothesis is put forward as follows:

H4. Financial influence has a positive effect on the online relationships quality

Social Ties

Han (1992) conceptualizes social ties as a situation in which a strong relationship unites retailers and customers in the form of individual (sentimental-emotional) relationships. Zeithaml and Bitner (2012) stated that repeated virtual space interactions lead to an increase and the creation of acquaintances between transacting parties and create interest not only in related parties (Liang and Wang, 2008). Liang et al. (2008) and Wu and Lin (2014), in their research, came to the

conclusion that social ties positively affect the quality of relationships (Liang and Wang, 2008; Wu and Lin, 2014). The hypothesis is as follows:

H5. Social ties have a positive effect on the online relationships quality

Structural Ties

According to Smith, structural ties are considered as a link related to the structure, leadership, and administration of norms in a relationship. Companies can offer integrated services to customers based on their exclusive organizational systems and technology, or they can provide innovative services in online businesses which meets online customer demand. In this way the company creates psychological and legal relationships, and through these structural ties, increases the cost of customers leaving the company. Liang et al. (2008) and Wu and Lin (2014) show that structural ties have a positive impact on the quality of the relationship (Liang and Wang, 2008; Wu and Lin, 2014). Therefore, we have the following hypothesis:

H6. Structural ties have a positive effect on the online relationships quality.

Vendor Reputations

The image and reputation of the company can be defined as the customer's perception of how the company seeks customer perceptions of the company trying to retain customers and maintain their welfare and comfort (Li et al., 2011). Increasing the desired vendor reputation is an important thing for relationship-oriented companies and is an important factor for creating quality online relationships (Zhang et al., 2011). Zhang et al. (2011), Dehdashti (2013) and Echakoui (2016) demonstrated in their studies that understanding vendor reputation is an important and effective factor for the quality of online relationships (Zhang et al., 2011; Shahrokh et al., 2013; Echchakoui, 2016). The hypothesis is as follows:

H7. Vendor reputation has a positive effect on the online relationships quality.

Consequences of Online Relationships Quality

The response of customer behavior is the result of efforts to improve the quality of the relationship (Palmatier et al., 2006). Behavioral reactions can be divided into two categories: economic and social behavior. Economic behavior refers to behaviors that affect the financial aspects of the company such as repetition of purchasing behavior, willingness to pay more, and increasing customer share. Social behavior includes behavior that influences the reaction of potential and current customers as well as complaints and word of mouth advertisement (Bendall-Lyon and Power, 2004).

EWOM (electronic word of mouth)

Electronic Word of Mouth (EWOM) is defined as all informal communication from customers via internet-based technology regarding the application or characteristics of certain goods, services or retailers (Blut et al., 2015). Word of mouth is of great importance in the service delivery sector because of the intangible nature of services. In the service industry, customers rely heavily on tips and recommendations from those who have experienced services (Ng et al., 2011). The findings of researchers such as Ng (2011) and Aisyah Salim (2011) show that the quality of relationships and their dimensions (trust, commitment, and satisfaction) have a positive effect on EWOM (Ng et al., 2011; Aisyah Salim, 2011). The hypothesis is as follows:

H8. The relationships quality has a positive effect on EWOM

Online Customers' Loyalty

Cyr et al. (2007) define online loyalty as a continuing psychological sense of ownership from customers towards online service providers. True customer loyalty results from differences in behavior, namely the number of purchases, the length of time spent visiting the website, and the number of website visits (Cyr et al., 2007). According to a study conducted by Zhang et al. (2016) stated that the quality of online relationships has a positive effect on online customer loyalty. So the hypothesize is;

H.9 The online relationships quality has a positive effect on online customer loyalty

Online Customers Review

Customer views are usually considered more relevant than information provided by manufacturers, which tends to overestimate product characteristics (Elwalda et al., 2016). According to research conducted in 2008, 70 percent of Americans comment that before making a purchase, they usually use reviews provided by online customers or by product ratings.

Chen and Xie (2008) believe that an online view of the consequences of relationship quality is desirable, and they point to it as an important factor in firm survival (Chen and Xie, 2008). So the hypothesize is

H10. The online relationships quality has a positive effect on online customers' reviews.

Theoretical Framework

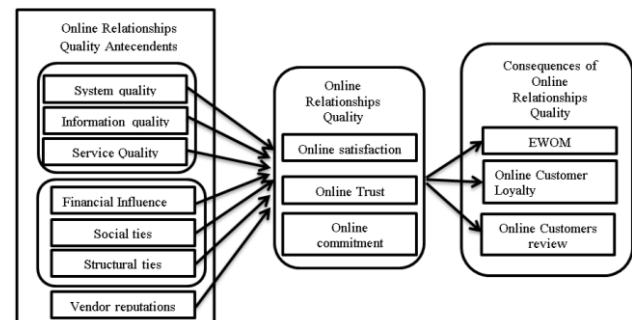


Figure1. Theoretical Framework

RESEARCH METHOD

This method is an explanatory survey, the data is quantitative because the data was collected through a questionnaire method and processed using statistical tools (SPSS). According to Sekaran (1994) regarding the type of design, this research is causal because researchers conduct

research to find existing variables and leverage data through questionnaires to obtain data that supports and proves the hypothesis.

The objective of this research is to know how antecedents and consequences of online relationship quality in internet purchases using respondents from Indonesia and Malaysia. This research was conducted in an e-marketplace, namely a website or online shopping application for Shopee and Lazada

The data used in this study are primary data obtained by distributing questionnaires to respondents who have made purchases through the e-marketplace via Google form. The number of respondents is 100 people who have made purchases through the e-marketplace. 50 respondent comes from Malaysia (students of KUIS Selangor) and 50 respondents come from Indonesia (Subang and Bandung Regent). To analyze data from the measurement results of the independent and dependent variables through a questionnaire, the authors use a numeric scale / multiple rating list scale. In this study, the numeric scale used has 7 weigh points.

RESULTS AND DISCUSSION

Hypothesis test

Table 1. The partial hypothesis Testing 1

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.518	2.157		.704	.483					
Online System Quality	.870	.257	.329	3.390	.001	.867	.333	.138	.175	5.710
Online Information Quality	.216	.288	.104	2.055	.956	.714	-.006	-.002	.290	3.453
Online Service Quality	.437	.173	.211	2.522	.013	.814	.254	.103	.237	4.228
Financial Influence	.256	.247	.076	1.734	.304	.758	.107	.042	.303	3.300
Social Ties	.710	.181	.290	3.928	.000	.825	.379	.160	.303	3.301
Structural Ties	.295	.241	.092	1.725	.224	.764	.127	.050	.296	3.376
Vendor Reputations	.309	.158	.035	1.798	.620	.739	.052	.020	.331	3.024

a. Dependent Variable: Online Relationship Quality

Source: Data processed (2020)

The next explanation will discuss about the hypothesis result based on the calculation of SPSS 22. From table above, it can be seen that the Online System Quality Variable has a significant level of 0.001 <0.05 and a t count of 3.390 > 1.66055, it can be said that Hypothesis H1 is accepted, meaning that the Online System Quality affects the online relationships quality. The online Information Quality Variable has a significant level of 0.956 > 0.05 and a t count of 2.055 > 1.66055, it can be said that Hypothesis H2 is rejected,

meaning that the Variable Online Information Quality has no effect on the online relationships quality.

The online Service Quality Variable has a significant level of $0.013 > 0.05$ and t count of $2.522 > 1.66055$, it can be said that Hypothesis H3 is rejected, meaning that the Online Service Quality has no effect on the online relationships quality. The financial influence variable has a significant level of $0.304 > 0.05$ and the t count is $1.734 > 1.66055$, it can be said that Hypothesis H4 is not accepted, meaning that the Financial Influence has no effect on the online relationships quality. The social ties variable has a significant level of $0.000 < 0.05$ and a t count of $3.928 > 1.66055$, it can be said that Hypothesis H5 is accepted, meaning that the social ties affects the online relationships quality. The structural ties variable has a significant level of $0.224 > 0.05$ and the t count is $1.725 > 1.66055$, so it can be said that Hypothesis H6 is not accepted, meaning that the structural ties has no effect on the quality of online relationships quality. The vendor reputation variable has a significant level of $0.620 > 0.05$ and a t count of $1.798 > 1.66055$, it can be said that Hypothesis H7 is not accepted, meaning that the vendor reputation has no effect on the online relationships quality.

Table 2. The partial hypothesis testing 2

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.333	.593		2.246	.027					
	Online Relationship Quality	.221	.013	.871	17.621	.000	.871	.871	.871	1.000	1.000

a. Dependent Variable: EWOM

Source: Data processed (2020)

From the table above, it can be seen that the EWOM variable has a significant level of $0.000 < 0.05$ and a t count of $17.621 > 1.66055$, it can be said that Hypothesis H8 is accepted, meaning that the online relationships quality has an effect on the EWOM.

Table 3. The partial hypothesis Testing 3

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.690	1.136		1.488	.140					
	Online Relationship Quality	.215	.024	.669	8.960	.000	.669	.669	.669	1.000	1.000

a. Dependent Variable: Online Customer Quality

Source: Data Processed (2020)

From table 5 it can be seen that the customer loyalty variable has a significant level of $0.000 < 0.05$ and a t count of $8.960 > 1.66055$, it can be said that Hypothesis H9 is accepted, meaning that customer loyalty has an effect on the online relationships quality.

Table 4. The partial hypothesis Testing 4

Coefficients ^a												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	3.729	.797		4.680	.000						
	Online Relationship Quality	.176	.017	.725	10.478	.000	.725	.725	.725	1.000	1.000	

a. Dependent Variable: Online Customer Review

It can be seen from the table, that the customer review variable has a significant level of $0.000 < 0.05$ and a t count of $10.478 > 1.66055$, it can be said that Hypothesis H10 is accepted, meaning that customer review has an effect on the quality of online relationships quality.

CONCLUSIONS

Based on the research results and data analysis carried out, it can be concluded that online relationship quality is much influenced by the system quality and social ties. It indicates that when talking about relationship quality, customers do not always pay attention to information, service, financial quality and structural ties.

IMPLICATIONS AND SUGGESTIONS

Building system quality and strengthening social ties are much more beneficial for the company to gain more customers. Meanwhile, the online relationship quality influences EWOM, online customer reviews and loyalty. It means that to get positive reviews loyalty from the customers, Lazada and shoppee must maintain the relationship quality for their customers by maintaining the quality of their online system and keeping in touch with the customers through any kinds of media in order to maintain good relationship with them.

Thus, further research can investigate the separate impact of each dimension of relationship quality (commitment, trust, and satisfaction). Alternatively, the next may consider how to keep in touch with customers and what

media in order to strengthen the customers' relationship.

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