

# ANALYSIS OF E-MARKETPLACE'S LOYALTY FORMING SO CAN BE APPLIED IN E-MARKETPLACE USAHAMODALDENGKUL.COM

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## ABSTRACT

*This research aimed to discover e-marketplace's loyalty forming so can be applied in e-marketplace usahamodaldengkul.com. This research using qualitative approach with semi-structured interview. The three key informants of this research are a web developer, an information technology business practitioner, and an e-marketplace user. This research found that loyalty of e-marketplace's users is formed through 10 stages of the process, those are : forming of trustworthy, cognitive stage, forming of quality e-marketplace, fulfillment of user expectations, forming of user satisfaction, affective stage, forming of trusted, conative stage, action stage, and loyalty itself.*

**Keywords** : e-marketplace; process; forming; loyalty; satisfaction; quality; trust.

## Introduction

The globalization is shown by the fading of regional boundaries (Steger, 2017). Internet is one alternative that can be used to eliminate boundaries in the globalization, so that information can be accessed by anyone, anywhere, and anytime using the internet (Mueller, 2017). So According to Taib, Udin & Gani. (2015) companies are required to implement technology in order to survive in competition.

The globalization must be faced by entrepreneurship. The majority of Indonesian people have prepared themselves to face the globalization. MSMEs (Micro, Small & Medium Enterprises) can grow into a corporate business. One of them is by market expanding, but unfortunately many MSMEs have limitations in market expanding. Franchising is often constrained by government policies and royalty fees. Business Opportunity Ventures (BO) is another solution in business development. Business Opportunity Ventures (BO) does not require a number of things that are applied to the franchise system. E-marketplace is one example of the globalization, where business vacancies that were traditionally done nowadays are enough to be done through electronics (computers, laptops, tablets, handphones). The role of the online marketplace for finding business partners is very important, because it fulfills three main internet functions, those are communication, promotion, and research (Muessig, et al., 2015). Therefore there are a lot of e-marketplace popping up. The tight competition of e-marketplace makes many marketplaces lack of popularity. Usahamodaldengkul.com which operates starting on October 26, 2018, is one of those that is not well known in the public.

Based on these problems, this study aims to determine the process of forming loyalty to e-marketplace to be applied to the e-marketplace usahamodaldengkul.com.

## Research Methods

The research used a descriptive qualitative approach. The approach was chosen based on Bungin's statement (2014: 6) that qualitative is more exploratory and is expected to be able to make science more renewable, sophisticated, applicable, and workable and according to Bogdan and Taylor (1975, in Moleong, 2017: 4) is a study with the results of data in the form of words.

The research was conducted in Surabaya, East Java, Indonesia. The research took around March 2019. Informants were selected by purposive sampling method. The method was chosen because according to Bungin (2014: 107) informants were selected based on the relevance of the informant's

criteria to the research problem. The informant criteria used in this study are: 1) experts / practitioners in the Information Technology Business, chosen with the expectation that the informants understand the knowledge about the needs of e-marketplace; 2) web developers who have made more than 2 e-marketplaces, chosen with hope that informants understand the needs of the preceding e-marketplace; 3) commercial portal e-marketplace of business opportunities' users, who have used e-marketplace at least once, chosen with the expectation that informants understand the reasons for being loyal or not loyal in using e- marketplace.

The data source used in the reseach is primary data. Bungin (2017) said that primary data is data obtained directly from data sources at the location or object of research. Data collection techniques carried out in the research are in-depth interviews conducted openly. Bungin (2014: 112) stated that open interviews are where the informant knows the interviewer where he is as a researcher.

The method used to test the validity and reliability of data in the research is by source-triangulation method. Source-triangulation according to Sugiyono (2012, in Muchson, 2017: 27) is a method of checking data that has been received from various sources or different informants to achieve the same method so as to reduce bias or errors during data analysis. Research is considered valid and reliable if data obtained from several sources have similarities. **Results**

Interview with 3 informants, researchers found that loyalty to e-marketplace is formed through several stages of the process which are analyzed in depth as follows:

### **1. Stage 1: Forming of Trustworthy**

E-marketplace requires users to achieve their goals and objectives. Users need to have trustworthy in order to use e-marketplace.

*"Yes, that was it. because I was recommended by a friend, so I tried to believe in trying to use it."*

Someone wants to use e-marketplace if it is based on a belief. Therefore e-marketplace must try to bring trustworthy to prospective users.

### **2. Stage 2: Cognitive Stage**

Someone is willing to try an e-marketplace when trustworthy has been formed. In the Cognitive stage, someone's trust is formed through information obtained about the other;s experiences of using e-marketplace.

*"First time my college friend told me, he said his friends had opened it."*

A person's beliefs initially arise because of information from other people's experiences.

Good information will shape the trust of prospective e-marketplace users.

### **3. Stage 3: Forming of E-marketplace Quality**

The quality of e-marketplace can be assessed after using the e-marketplace. The e- marketplace's quality evaluation can be different from one people to other people, because quality is a comparison between the reality that the user gets to the expectations of the user about what will they get.

*"Yes (using usahamodaldengkul.com) so that the business can develop, there are those who want to become partners. Try it for free, but how come you know it can really develop."*

The quality of e-marketplace is compared to users based on consumer expectations about what will be obtained with the reality obtained.

### **4. Stage 4: Fulfillment of User Expectations**

E-marketplace that can fulfill the expectations of its users, is a qualified e-marketplace.

*"Um ... what is it ... The quality is ... The servant, if the service is good, it means that what is needed or what the customer expects will be fulfilled, if it is not fulfilled, the service for complaint handling is good, someone will be satisfied, if there is no complaint anyway. Like the existing e-marketplace, although often the items don't arrive but the consumer money is returned, yes they still*

*want to use it again because after all my money is back too.”*

To obtain user loyalty, e-marketplace must be able to become a quality e-marketplace. The e-marketplace must be able to meet the needs of its users so that they are considered qualified and users feel satisfied.

### **5. Stage 5: Forming of User Satisfaction**

A qualified e-marketplace that is trying to give the best so can make users satisfied by fulfilling their expectations.

*“Yes, give the best you can ... Yes, what are the needs of consumers in using these services? E-marketplace is a service right? But not only services, the goods are the same. Surely what is needed is definitely the quality. So if an e-marketplace can provide good quality, of course the consumers or users will surely feel their needs are fulfilled and satisfied.”*

E-marketplace needs to provide the best quality so that it can meet the expectations of its users. User satisfaction that is due to fulfilled expectations will make them loyal.

### **6. Stage 6: Affective Stage**

Affective stage is the user's trust that is formed when the user feels satisfied and likes after using e-marketplace.

*“Well after their beliefs are formed by other people, in this attitudinal they use and they will believe because they are satisfied with the results.”*

Someone trust of e-marketplace appears after using it. Trust in an affective stage formed when someone feels satisfied and likes the e-marketplace used.

### **7. Stage 7: Forming of Trusted**

E-marketplace users want to reuse (loyal) if they have trusted because of their experience using.

*“Then when the trust is used, and they believe in the e-marketplace, they will continue to use it.”*

Someone wants to use it again or become a loyal e-marketplace user if you trust e-marketplace. This trust will arise after getting results from his experience using e-marketplace.

### **8. Stage 8: Conative Stage**

Conative stage in the process of forming loyalty is a stage when someone reuses an e-marketplace when a need intentioning because of trust based on his experience.

*“After they are satisfied, then when they need to do online transactions or need to use online so ... they will believe to use the e-marketplace only.”*

The stage when someone believes is to reuse because they believe when needs arise.

Trust arises because of the experience of being satisfied and like when using.

### **9. Stage 9: Action Stage**

An user's highest loyalty is at the action stage, where someone is loyal to the e-marketplace even though there are weaknesses. At this stage, users will not leave the e-marketplace because they believe that weaknesses can be fixed, so they want to participate in fixed those weaknesses.

*“Now the highest trust is because they have used it and are already satisfied, so when there is an error from an e-marketplace they will not just leave but they try to help build it by giving advice or something. Then ... what's more ... um ... yes ...”*

A person's highest trust in e-marketplace is seen when there are weaknesses in e-marketplace but still loyal. At this stage users believe that weaknesses can be overcome, so that users want to participate in overcoming existing weaknesses.

## 10. Stage 10: Loyalty

Customer loyalty has a special characteristic that will benefit e-marketplace, so that e-marketplaces flock to form user loyalty. E-marketplaces can form user loyalty by giving satisfaction.

*“Yes, because I am already satisfied with usahamodaldengkul.com, if I try something else, it is not necessarily satisfied that it can even have a bad impact on my business later.”*

E-marketplace must be able to provide satisfaction to its customers. This satisfaction will make users become loyalty users, because they want to continue to feel satisfied, and believe that the e-marketplace used can continue to provide satisfaction.

### Discussion

The results of the analysis of the statements of 3 informants, the researchers found that there were 10 stages in the loyalty formation process in the e-makretplace illustrated as follows:

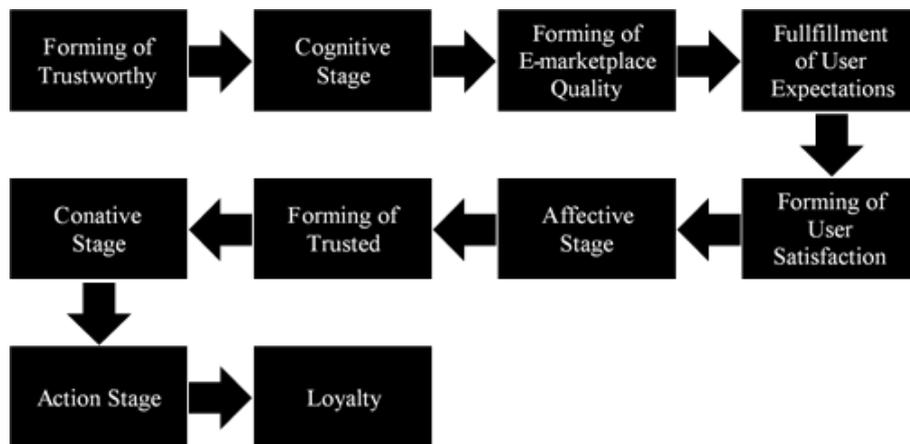


Figure 1 Process of Loyalty Forming Source : Author’s Own Work (2019)

The loyalty formation process as shown in Figure 1 is analyzed in depth as follows:

### 1. Stage 1: Forming of Trustworthy

The success and effectiveness of e-marketplaces according to Levine, et al. (2018) influenced by public trust so they want to use e-marketplace (trustworthy). The results of data analysis indicate that someone wants to use an e-marketplace because a belief is formed at the beginning. In fact, many user are selective in using e-marketplace. The e-marketplace chosen is certainly what is believed, so e-marketplace must try to make people believe in using it.

### 2. Stage 2: Cognitive Stage

The cognitive stage in forming trust for loyalty according to Ng, Wong, & Ma (2017) is that someone will look for information about other people's experiences before using. The results of data analysis indicate that the earliest stages of establishing trust are prospective users seeking information about other user experiences. In fact, someone's believe to use because of a belief. Prospective users to believe in an e-marketplace must look for experiences that are obtained through information from other people who have used it.

### 3. Stage 3: Forming of E-marketplace Quality

A quality e-marketplace, according to Rasyid (2017), is valued by users by comparing user expectations about what will be obtained with the facts obtained by users. The results of data analysis show that the quality of e-marketplace is valued by users by comparing expectations with reality. In fact, someone will compare expectations with the reality obtained to assess a quality. Therefore, the quality of e-marketplaces can be viewed differently from the point of view of everyone. This makes e-marketplace

must be able to meet different expectations.

#### **4. Stage 4: Fulfillment of User Expectations**

E-marketplace user satisfaction will be achieved when their needs are met (Rasyid, 2017). Similar to the results of the data analysis which found information that e-marketplace user satisfaction can be established when e-marketplaces are able to meet their needs. In fact, e-marketplace is used when someone needs something. When their needs are not met in an e- marketplace, they will feel dissatisfied, eventually choosing to use another e-marketplace.

#### **5. Stage 5: Forming of User Satisfaction**

Rasyid (2017) and Nguyen (2015) stated that providing satisfactory quality makes e- marketplace able to meet the needs of its users by giving the best. The statements of informants were analyzed that e-marketplace was able to bring user satisfaction when able to show satisfactory quality. In fact, if the e-marketplace is of quality, the users will feel satisfied. The satisfied user will eventually become loyal.

#### **6. Stage 6: Affective Stage**

Ng, Wong, & Ma (2017) stated that the affective stage is where someone believes in an e-marketplace because they feel satisfied and like after using it. The results of data analysis of US informants and BS statements indicate that users will trust e-marketpalce because they are satisfied and like after using. In fact, someone's trust in an e-marketplace will emerge based on his personal experience. Users will trust an e-marketplace when satisfied and like after using.

#### **7. Stage 7: Forming of Trusted**

E-marketplace according to Levine, et al. (2018) users must be trustworthy so they want to use it continuously, this is to achieve the success and effectiveness of e-marketplace. The results of data analysis are found that e-marketplace users want to use continuously if they have believed because of their experience using the e-marketplace. In fact, someone wants to use repeatedly when having a good experience. E-marketplace must try to bring up someone's trust by providing a good experience for users to want to continue using.

#### **8. Stage 8: Conative Stage**

The conative stage stage in the process of forming loyalty according to Ng, Wong, & Ma (2017) that is when users have intention because of their needs, they will use e-marketplace that has been trusted because of an experience. The results of data analysis show that when a user has trusted an e-marketplace, it will reuse when an intention arises to fulfill needs. In fact, someone wants to use it again when the intention arises to fulfill the needs when the e- marketplace is trusted because they have been satisfied and like when their experience is using.

#### **9. Stage 9: Action Stage**

Ng, Wong, & Ma (2017) states that one's trust is highest in the loyalty formation process, namely at the action stage, where users remain loyal and participate in overcoming the weaknesses of e-marketplace. The results of data analysis are someone's highest trust is seen when there are weaknesses in the e-marketplace, but still loyal and willing to participate in overcoming existing weaknesses. In fact, when users have been very confident in an e- marketplace, they believe that there is no perfect e-marketplace. So that when there are weaknesses they will consider things that are natural and want to participate in resolving weaknesses. This is because users believe that weaknesses can be overcome by e-marketplace, and feel they need the e-marketplace.

#### **10. Stage 10: Loyalty**

Loyalty users according to Rasyid (2017) can be obtained by means of e-marketplace providing customer satisfaction. Data analysis found that providing user satisfaction can make users loyal to e-marketplace. In fact, human nature will continue to seek satisfaction to get it. When users get satisfaction from an e-marketplace, they will tend to choose the e-marketplace as the first choice when they need it, so that the user can be called loyal.

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