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## The influence of shopping experience on customer satisfaction and its impact on loyalty of the millennial generation for cosmetic products moderated by personality traits

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### Abstract

This study aims to analyze the determinant factors of online shopping loyalty for cosmetic products in the Lazada market place, how the Shopping Experience and Customer Satisfaction factors will have an impact on increasing online shopping customer loyalty. The number of samples taken in this study were 200 people. The sampling technique used for data collection was done by convenience sampling technique. From these findings, it can be seen that all the hypotheses proven in this study are accepted. The mediating role of customer satisfaction on the effect of customer experience on customer loyalty also has a significant influence. In the

moderation test of the two hypotheses tested, only one is significant, namely the moderating role of Personality Traits on the influence of Customer Satisfaction on Customer Loyalty. While the hypothesis of the moderating role of Personality Traits on the influence of Customer Experience on Customer Loyalty. In contrast to previous studies that have not specifically discussed the behavior of the millennial generation in making online purchases in the cosmetic product category, this study specifically conducted research by taking respondents only from the millennial generation.

**Keywords:** Shopping Experience, Customer Satisfaction, Customer Loyalty, Millennial Generation, Online Shopping and Personality Traits

### 1. Introduction

Many companies enforce work from home policies for their employees, in order to reduce the risk of transmission of the corona virus. In addition, people are also asked not to leave their homes except for very urgent matters. In these conditions, online shopping becomes an alternative to meet the needs (Fabeil, Pazim, & Langgat, 2020). Along with the widespread implementation of social distancing, online shopping is also increasing because it is the main alternative for many people such as Lazada Market Place, for example, ensuring the comfort and safety of consumers as a top priority. Online business people in Indonesia realize that there are community needs that have increased dramatically during the current implementation of social distancing, such as products for health needs and daily food that are crucial to have at home. Consumers don't have to worry about erratic offline supplies, because now there are alternatives to online shopping (Sandy, 2021) <sup>[25]</sup>. People can easily find needed goods through various online applications, including Lazada. This is certainly safer, because there is no need to leave the house and shop in the center of the crowd.

E-market places also continue to improve and help build the e-commerce ecosystem of small and medium-sized businesses which is one of the main drivers of the economy, including building logistics facilities in several areas, to bring products closer to potential buyers in an effort to reduce the delivery time of these products to their customers (Mia Chitra Dinisari, 2020) <sup>[21]</sup>.

In 2018 Lazada experienced a decrease in visitors to its market place from 41 million people in September 2018 to 31.4 million in December 2019 (Are & Setyorini, 2019) <sup>[3]</sup>. The decrease in the number of visitor's shows that many Lazada customers are moving to competitors' market places. This is one indicator of the low level of customer loyalty Lazada. Another indicator that can also be seen as the inability of Lazada and other online shopping market places in maintaining the quality of their services, is the increasing number of complaints. The Indonesian Consumers Foundation (YLKI) said the portion of complaints against online shopping increased from 9% in 2016 to 16% in the following year (2017)

Each association in any industry shares one objective practically speaking: to fulfill their clients (Basiya R & Rozak, 2012) <sup>[6]</sup>. Consumer loyalty is a metric that actions how cheerful clients are with items, administrations and business capacities. It reflects how clients feel while cooperating with an advertiser's image: helpless consumer loyalty prompts negative audits, while fulfilled clients help in brand building.

Then, at that point what are the elements that impact consumer loyalty and what are the effects in case clients are fulfilled? The three fundamental factors that impact present day consumer loyalty are client getting, administration, and innovation. In the interim, the effect for a brand when the client is fulfilled is dedication. All in all, fulfilled clients will consistently purchase from a similar brand again and again (Andreassen & Lindestad, 1998) <sup>[1]</sup>.

This study aims to analyze the determinant factors of online shopping loyalty for cosmetic products in the Lazada market place, how the Shopping Experience and Customer Satisfaction factors will have an impact on increasing customer loyalty in online shopping. In contrast to previous research that has not specifically discussed the behavior of the millennial generation in making online purchases in the cosmetic product category, this study specifically conducts research by taking respondents only from the millennial generation (Praharjo, 2019) <sup>[23]</sup>. The reason is because this millennial generation is very consumptive. This is one of them influenced by digital culture and internet usage. According to (CNN Indonesia, 2018) <sup>[8]</sup> of all internet users, 49 percent of them are from the millennial generation. In addition, to deepen the analysis, the writer places the personality trait variable as a moderating variable, to see its impact on the effect of shopping experience on customer loyalty. This is based on the results of research conducted by (Ji, Wong, Eves, & Scarles, 2016) <sup>[15]</sup> stated personal traits to be a good moderator to increase customer loyalty by its determinant variable.

## 2. Literature Review

### Shopping Experience

A positive client experience is vital to the achievement of our business in light of the fact that cheerful clients are clients who are probably going to become steadfast clients who can assist with expanding income. The best advertising spending designation that can be contributed is done towards the development of client reliability who deliberately advance our business. Brand faithful clients will advance our business through informal showcasing, and backing the brand and the items or administrations we give. The manner in which we ponder the client experience can massively affect the manner in which we see our business all in all. This is only one reason why making and fixating on an extraordinary client experience implies to such an extent (Verhoef *et al.*, 2009) <sup>[29]</sup>. Or then again, If the current client experience isn't satisfactory, how to further develop it and where should the advertiser start. The initial step that should be taken is to give a charming client experience.

What is client experience? Customer experience is the impression that customers have on our brand in totality in all aspects when they make transactions with sellers. This creates their thinking about the brand and affects aspects related to the company's profit or income if we look closely (Mbama & Ezepeue, 2018) <sup>[20]</sup>. The main touch points (main contact points) that produce customer experiences when they are dealing with front liners are staff who directly serve customers such as bank tellers and the product itself. Are we satisfied with the performance of our products? Are we happy with the attention given by customers and always provide feedback on our shortcomings? These are some universal examples of what aspects must be enabled if you are to deliver and produce a great customer experience. Research on the effect of shopping experience on customer satisfaction

has been conducted (Trini & Salim, 2018) <sup>[27]</sup>. The results showed that; Customer experience has a significant influence on customer satisfaction.

**H1:** *Shopping Experience has an effect on Customer Satisfaction*

**H2:** *Shopping Experience affects Customer Loyalty*

### Customer Satisfaction

Consumer loyalty is characterized as a measurement that decides how the item or administration given by the business can meet client assumptions or assumptions. Consumer loyalty is quite possibly the main markers of procurement aim and buyer dependability (Park *et al.*, 2000) <sup>[22]</sup>. Excellent client assistance can win the hearts of customers and make us generally ready to satisfy the needs and assumptions for clients who consistently pray fervently for their inclinations. That's what they aim for in transactions with marketers. Today social media plays a significant and important position in helping customers make purchasing decisions, and it is very important for marketers to monitor the quality of services provided to customers. If we do not heed the expectations of customers who want to get satisfaction (Bowen & Chen, 2001) <sup>[1]</sup>.

Today customers or clients easily switch brands. This is often caused by poor customer service. Clients wait a long time to get feedback or opinions on a brand. But marketers do not accept when complained. Incidents like this still happen frequently. To gain client confidence it takes up to 12 positive experiences to make up for just one unresolved negative experience. When customers share their disappointment stories, they don't just share their disappointment points. They actually teach marketers how to make products, services, and businesses better (Angelos Pantouvakis, 2013; Bowen & Chen, 2001) <sup>[1]</sup>.

**H3:** *Customer Satisfaction affects Customer Loyalty*

### Customer Loyalty

Customer loyalty is a condition where customers or customers regularly or continue to make purchases at a business. This is because consumer loyalty can provide information and assessment for a businessman in predicting sales and purchases that remain competitive (Kandampully & Suhartanto, 2000) <sup>[18]</sup>. Therefore, it is not surprising that business people take various ways to attract repeat customers. Having customers who are regular or loyal to the business you run will keep your business strong in various situations. These customers will become business supporters when the business is experiencing economic turmoil.

Maintaining customer loyalty is quite difficult and provides a great responsibility. Business people must consistently improve the quality of their business so that customers remain loyal (Bachri, Lubis, Nurdasila, & Majid, 2016) <sup>[4]</sup>. If you want a business to run well then communication must be improved. Although the goods offered are of high quality, but there is no initiative to communicate well, customers will feel neglected. Communication that does not go well will make customers turn to business people. For this reason, it is necessary to have good communication between business people and their customers. It doesn't have to be done every day, this communication can be done periodically. The content in question is the content and product reviews offered to customers. Even though the products offered are good but not with reviews as customer considerations, it's useless.

Even though the products offered will not be purchased by consumers, at least they will visit the business site. Consumers will look for information about a product through online sites. Knowing that there is quality content on a business site can generate site visitors which provides another advantage. Read here to find out how to create effective content marketing. A business requires confidence in running it. High self-confidence will make you superior and different from its competitors. Through self-confidence, customers glance at the business because of the quality it offers.

Customer loyalty will be formed when they believe in the products offered. To realize a successful business with loyal customers, it is necessary to make changes to several business components. The thing that many business people underestimate is replying to messages or emails from customers. In fact, if we reflect on our self, when we send a message, someone will definitely expect a reply as soon as possible. This is also felt by consumers where they send messages to confirm something. For that, for those who have a large enough business, there needs to be employees assigned to handle these problems. If not, at least there is a special notification system in place. This will greatly help communication between sellers and buyers to get customer loyal (Deng, Lu, Wei, & Zhang, 2010; Jiang & Zhang, 2016; Tamia & Soediono, 2020) <sup>[9, 16, 20]</sup>.

**H4:** *Customer Satisfaction mediates the influence of Shopping Experience on Customer Loyalty*

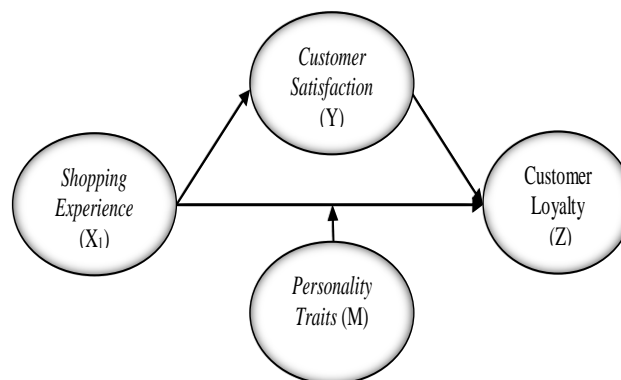
### Personality Traits

A person's personality is formed from infancy and never changes. It develops over time. Research has shown that personality remains constant and serves as a tool to help determine how you will react to situations. This is a way of recognizing consistent personality traits. A person's personality indicates the basic way a person approaches the world around them, and there are many serious implications. (Ji *et al.*, 2016) <sup>[15]</sup> Medieval philosophers further developed the concept. Personality is named after the four bodily fluids of ancient medical theory: sanguine, melancholic, plematic, and choleric, with specific personality traits associated with each (Reb, Narayanan, & Chaturvedi, 2014) <sup>[24]</sup>.

**H5:** *Personality Traits moderate the influence of Shopping Experience on Customer Loyalty*

### Research Framework

Hair, Black, Babin, Anderson, & Tatham, (2006) <sup>[14]</sup> contend that the hypothetical system is the establishment on which all exploration projects are based. From the hypothetical structure, theories can be fostered that can be tried to distinguish if the planned hypothesis is substantial. Then, at that point after that the following can be estimated by the proper measurable examination. Alluding to the hypothesis and past research, there is a connection between the factors that have been portrayed already (Ghozali, 2005).



**Fig 1:** Research Model

### 3. Research Method

#### Research Instruments

All measurement items were taken from previous studies to ensure validity; however, slight changes to the statement were made to suit the current analysis. The statement of measurement items for the variables Customer Experience, Customer Satisfaction, Customer Loyalty and Personality Traits was adapted from the measurement items introduced by (Ji *et al.*, 2016); (Verhoef *et al.*, 2009) <sup>[29]</sup>; (Park *et al.*, 2000) <sup>[22]</sup> and (Kandampully & Suhartanto, 2000) <sup>[18]</sup>. A questionnaire with a 5-point Likert scale was used to collect data. In addition, this study uses in-depth interviews with several sources (informants) who represent the elements of providers and customers. This is done to obtain in-depth information related to the research variables and to support the results of quantitative analysis.

#### Sample Design and Data Collection

The population in this study are all Millennial Generation Customers on Online Shopping for Cosmetic Products. The sample that the author uses in this research is Millennial

Generation Customers on Online Shopping for Cosmetic Products. Based on Hair's opinion above, the number of samples taken in this study was 200 people. The sampling technique is convenience sampling (Hair, Black, Babin, Anderson, & Tatham, 1998) <sup>[13]</sup>.

#### Data analysis

The data analysis technique in this research is descriptive and verification. Descriptive analysis was conducted to assess the demographic profile of the respondents and the internal consistency of construction (Ghozali, 2008) <sup>[12]</sup>. While the verification analysis uses SEM (Structural Equation Modeling) (Hair *et al.*, 2006) <sup>[14]</sup> to verify the path of the relationship between tourist experiences, destination image, and place attachments with environmentally responsible behavior. In addition, the SEM analysis software is IBM SPSS-AMOS version 24.

### 4. Research Results and Discussion

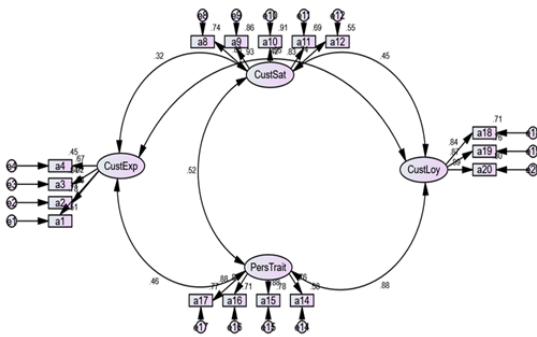
#### Characteristics of Respondents

Of the 130 respondents, male respondents amounted to 7.7%

and as many as 92.3% female respondents. In terms of age, 84.53% were between 20-29 years old, 9.5% of respondents were 30-39 years old, and 1 person or 2.7% of respondents were 40-49 years old. Based on marital status, 47.7% were unmarried and 41.4% of respondents were married and 10.9% were widowed/widowed. Then in terms of education, the most are those with undergraduate education as much as 48%, and 19% Diploma/Academic graduates.

**Validity with Measurement Model**

Convergent validity aims to identify the validity between items and their latent constructs or variables. In this research, a loading factor limit of 0.50 will be used. Indicators with LF values <0.50 are removed. From the test results, it turns out that there are 6 indicators that do not meet the requirements because they have a loading factor number below the required one, namely 0.5. So indicators a5, a6, a7, a13, a21 and a22 must be eliminated. The measurement model after the 6 indicators have been eliminated is shown in the following figure:



**Fig 2: Measurement Model**

**Table 1: Loading Factor**

			Estimate
a1	<---	CustExp	.714
a2	<---	CustExp	.880
a3	<---	CustExp	.916
a4	<---	CustExp	.673
a8	<---	CustSat	.863
a9	<---	CustSat	.929
a10	<---	CustSat	.952
a11	<---	CustSat	.832
a12	<---	CustSat	.743
a14	<---	PressTrait	.765
a15	<---	PressTrait	.881
a16	<---	PressTrait	.844
a17	<---	PressTrait	.878
a18	<---	CustLoy	.841
a19	<---	CustLoy	.873
a20	<---	CustLoy	.894

Source: AMOS Output Primary Data, 2021

Because it has a loading factor number > 0.50 all indicators in this research variable are declared valid to be continued in the next research stage.

**Reliability Test**

The reliability test intended in this research is to identify the extent to which the measurement results are always statistically tested, namely by calculating the magnitude of the composite reliability of the information based on the estimated output obtained using Cronbach alpha. The results

are as described in the following table which shows that the instrument in this research is professional because its coefficient of reliability is greater than 0.60 (Kahle & Malhotra, 1994) [17]; (Mathwick, Malhotra, & Rigdon, 2002) [19].

**Table 2: Research Variable Reliability Using Cronbach Alpha**

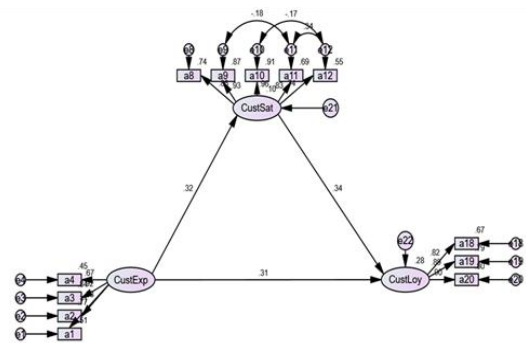
No	Variable	Cronbach Alpha	Information
1	CE	.799	Reliable
2	CS	.938	Reliable
3	CL	.872	Reliable
4	PT	.828	Reliable

Source: Primary Data 2021 (processed)

Based on the reliability analysis, it can be seen that the alpha for each variable the respondent's opinion can be seen from several variables, Customer Experience is 79.9%, Customer Satisfaction is 93.8%, Customer Loyalty is 87.2% and Personality Traits is 82.8%.

**Hypothesis test**

Hypothesis test verification in this study was conducted to test and analyze the effect of about Customer Experience, Customer Satisfaction, Customer Loyalty and Personality Traits as moderating variables. The verification hypothesis testing consists of testing the direct influence hypothesis and testing the indirect effect hypothesis.



**Fig 3: Structural Model**

**Table 3: Direct Effect Hypothesis Testing**

			CR	P	Beta
CustSat	<---	CustExp	5.087	***	.321
CustLoy	<---	CustSat	5.680	***	.342
CustLoy	<---	CustExp	4.969	***	.313

Source: Primary data processed, 2021

**H1: The Influence of Customer Experience (CE) on Customer Satisfaction (CS)**

The test results show the CR value of 5.087 and with a p value of \*\*\*. Thus, it can be stated that the influence of CE on CS is significant. The coefficient of the influence of CE on CS is 0.321 so that between CE and CS, the influence is directly proportional to the direction and remains significant. This means that the higher the CE will have an impact on the increase in CS by 32.1%.

**H2. The Influence of CE on Customer Loyalty (CL)**

The test results show a CR value of 4,969 and with a p of \*\*\* Thus it can be stated that the influence of CE on CL is significant. This means that if you want to increase CL, then



CE must be improved. The magnitude of the influence of CE on CL is 0.313 or 31.3%. So that CL will get better if the influence of this CE is improved in quality.

**H3. The Influence of CS on CL**

The test results of the influence of CS on Chow a CR value of 5,680 and a probability value of \*\*\*. Thus it can be stated that the influence of CS on CL is significant. The magnitude of the coefficient of influence of these two variables is 0.342. Thus, the greater the increase in CS will have an impact on the increase in CL by 34.2%.

**Mediation Hypothesis Testing**

In this study, indirect testing was carried out using the Sobel test on the existing indirect hypothesis.

**H4. The Influence of CE on CL through CS**

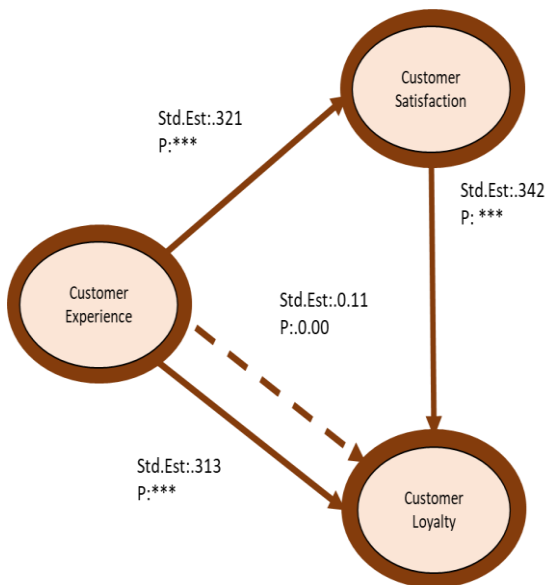


Fig 4: The Influence of CE on CL through CS

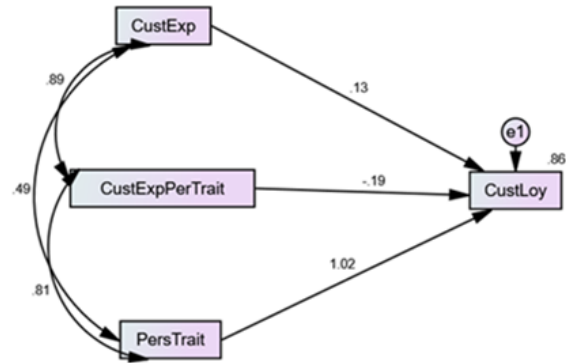
From the results of the Sobel test calculation, it is obtained that the parameter value is estimated for the Influence of CE on CL through CS showing the Sobel test p value of 0.00. The sobel test p value obtained has fulfilled the conditions for acceptance of Ha which is less than 0.05. Thus, it can be stated that the influence of CE on CL through CS is significant. The magnitude of the coefficient of influence between these two variables is 0.11 or 11%. Thus CL can be said to increase if CE through CS can also be increased. The position of CS on this indirect influence is a partial mediation,

**Moderation Test**

The moderating variable is created from the relationship between the independent variable and the dependent variable. The moderating variable is a variable that can strengthen or weaken the relationship between the dependent and independent variables directly. The moderating variable is a type of variable that has an influence on the direction of the relationship or the nature of the variables. The direction of the relationship or nature between the independent variable and the dependent variable can be positive or negative, depending on the moderating variable. This makes the moderating variable also referred to as a contingency variable. When there is a moderating variable, then there is an influence of the independent variable on the dependent

variable. However, if there is no moderating variable, then the influence of the independent variable on the dependent variable does not occur (Baron, R.M. & Kenny, 1986; Ghozali, 2008) [5, 12].

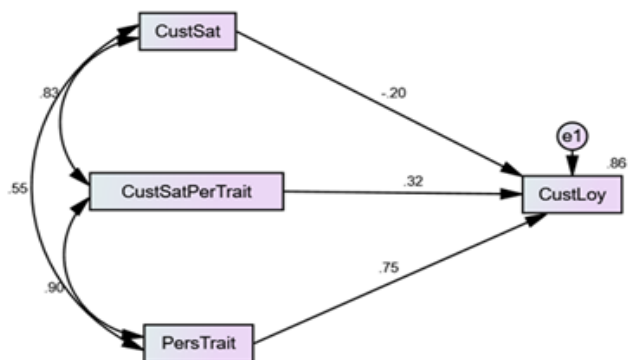
**H5. The moderating role of Personality Traits on the influence of CE on CL**



			CR	P
CustLoy	<---	CustExp	1,350	.177
CustLoy	<---	CustExpPerTrait	-1.409	.159
CustLoy	<---	PressTrait	14,069	***

Based on the output of the analysis, the interaction variable between Personality Traits and CE has no significant effect on CL because the P value of the interaction variable (CustExpPerTrait on CL is 0.159 > 0.05. So it can be concluded that the Personality Trait variable is not a moderating variable or personality trait variable does not play a role in strengthening or weakening the influence of CE on CL in the Lazada Indonesia market place.

**H6. The moderating role of Personality Traits on the influence of CS on CL**



			CR	P
CustLoy	<---	PressTrait	7,560	***
CustLoy	<---	CustSat	-2,635	.008
CustLoy	<---	CustSatPerTrait	2.114	.035

Based on the output of the analysis, the interaction variable between Personality Traits and CS has a significant effect on CL because the P value on the interaction variable (CustSatPerTrait on CL is 0.035 < 0.05. So it can be concluded that the Personality Trait variable is a moderating variable or personality trait variable plays a role in moderating the influence of CE on CL in the Lazada

Indonesia market place.

The conclusion of hypothesis testing for this research, there are 10 hypotheses tested, namely 7 hypotheses to test the direct effect and there are 3 to test the indirect effect. The results can be seen in the following table:

**Table 4:** Results of Hypothesis Testing

No	Hypothesis	CR	P value	Desc.
1	CE -> CS	5.087	***	Accepted
2	CE -> CL	5.680	***	Accepted
3	CS -> CL	4.969	***	Accepted
4	CE->CS->CL	3.853	***	Accepted
5	PT Mod CE->CL	1.409	.197	Rejected
6	PT Mod CS->CL	2.114	0.035	Accepted

From Table 4.25 above, it can be seen that all the hypotheses proven in this study are accepted, except the moderating hypothesis. The moderating role of Personality Traits on the influence of CE on CL. This means that Lazada's CL does have a determinant variable, CE, CS, which affects loyalty directly or indirectly. The Personality Traits variable only moderates the role of CS on CL.

### Discussion

From the discussion that has been carried out in the previous section, research findings related to hypothesis testing were carried out either directly or indirectly, as well as those related to the role of personality traits as moderating variables. The result is that all hypotheses proven in this study are accepted, except for the moderating hypothesis.

The moderating role of Personality Traits on the influence of CE on CL. This means that Lazada CL does have a determinant variable, CE, CS, which affects loyalty directly or indirectly. The Personality Traits variable only moderates the role of CS on CL. Especially for the direct hypothesis, from the 3 hypotheses tested, the direct effect of the largest coefficient is the influence of CS on CL, which is 34%. While the effect of CE on CL is only 3%. This means an increase in Lazada CL, especially the millennial segment, it will be better if it intervenes through increasing CS compared to CE. Although an increase in a pleasant experience for customers will also have a direct and indirect impact on increasing CL. The mediating role of CS on the influence of CE on CL also has a significant impact. The influence of CE on CL through CS has a standard coefficient of 11 percent. Although not large enough, its contribution in increasing CL along with the role of other variables is quite important to solve the problem of loyalty to Lazada customers.

Meanwhile, the moderating role played by the personality traits variable on the influence of CE on CL is not significant. Unlike the case with the moderating role of Personality Traits on the influence of CS on CL, which has a significant impact. This finding again supports the finding of a direct influence where CS directly or supported by the moderating role of personality traits remains the main determinant in increasing millennial CL in the Lazada market place.

### 5. Conclusion

From the findings of the existing research, it can be seen that all the hypotheses proven in this study are accepted. This means that the CE and CS variables affect the CL of millennial customers at Lazada, either directly or indirectly. The mediating role of CS on the influence of CE on CL also has a significant impact. The influence of CE on CL through

CS has a standard coefficient of 11 percent. In the moderation test of the two hypotheses tested, only one is significant, namely the moderating role of Personality Traits on the influence of CS on CL. While the hypothesis of the moderating role of Personality Traits on the influence of CE on CL,

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