

The Influence of Visual Appeal and Perceived Enjoyment on Brand Loyalty Through Customer Trust for Shopee Users in Yogyakarta

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Abstract

Facing increasingly fierce competition, one of the main strategies is to increase customer loyalty. Customers are the lifeblood of a business, because from customers a business gets income. Customer loyalty is the tendency for customer attitudes and behavior to favor one brand over another. Loyal ones will show an attitude of wanting to maintain relationships with service providers, such as a willingness to provide contact numbers, receive information/promotions, or provide recommendations. The population in this study were all students using Shopee in Yogyakarta. The sampling technique was purposive sampling with a sample size of 130 people. Data collection was carried out using questionnaires and data analysis in this research used Smart PLS. The influence of visual appeal, perceived enjoyment and customer trust is stated to be positive and significant because the original sample value obtained is positive and the p value is <0.05 . The test results using the PLS approach produced a coefficient value for the influence of visual appeal on brand loyalty through customer trust with a value of 1.809 (p value $0.070 > 0.05$), so it can be concluded that visual appeal has no effect on brand loyalty through customer trust. The test results using the PLS approach produced a coefficient value for the influence of perceived enjoyment on brand loyalty through customer trust with a value of 3.742 (p value $0.000 < 0.05$), so it can be concluded that perceived enjoyment has a positive and significant effect on brand loyalty through customer trust.

Introduction

E-Commerce is not something new in Indonesia, the development of E-Commerce in Indonesia is very rapid with the population in Indonesia reaching approximately 270 million people, currently almost 150 million people are exploring E-Commerce, and the number of visitors will continue to increase. Currently the top 5 E-Commerce in Indonesia have hired approximately 13,000 workers. Online buying and selling transactions on online markets such as marketplaces are very widely used nowadays, there are several that are often used in Indonesia, namely Shopee (Wijaya, 2021).

There are various online shopping applications in Indonesia. One of these applications is Shopee. Shopee is an online shopping application that provides various product sales media to meet people's needs such as fashion, household appliances, and so on. Shopee is the first online shopping application that allows application users to explore, shop and sell various types of products. There are quite a lot of Shopee users in Indonesia, namely 30,843,400 visits (Saidani et al., 2019).

One of the phenomena experienced by Shopee is the decline in purchases and the number of Shopee users in the first quarter of 2021 according to figure 1.1. Iqbal (2021) explained that in Indonesia Shopee experienced a drastic decline in the number of uses and purchases on this platform, so that Shopee was ranked second after its competitor, namely Tokopedia, with 117

million monthly visitors and recorded market traffic control of 29.73% (Iqbal , 2021) . In contrast to Tokopedia, this online shopping application in March 2021 was ranked first with 126.4 million visitors and a traffic share of 33.07% in Indonesia. There is a decrease in Shopee monthly visits and an increase in Tokopedia monthly visits in 2021, allegedly due to a lack of consumer loyalty. This situation occurs where consumers behave positively towards other products or producers (service providers) and are accompanied by consistent purchasing patterns with other e-commerce companies (Anggraini, 2018) .

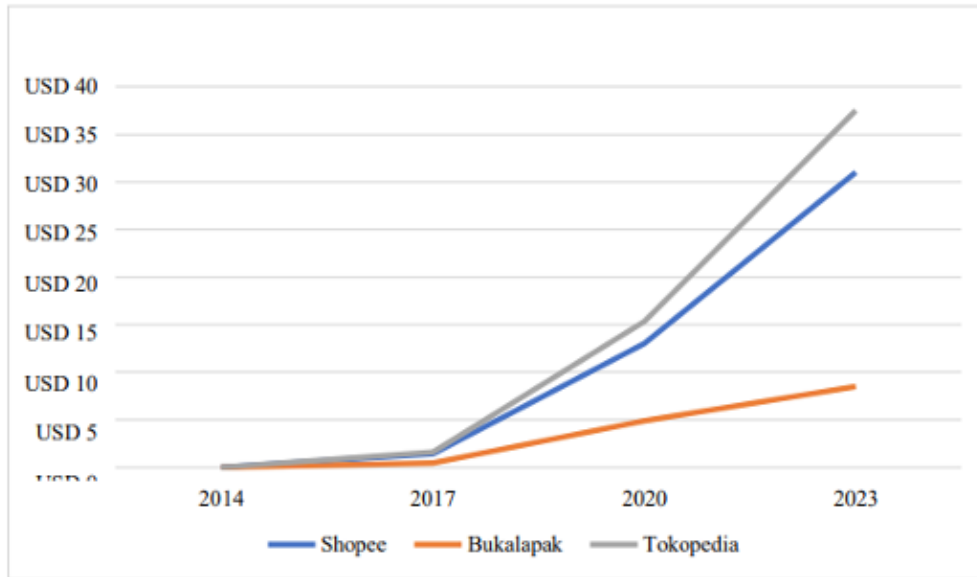


Figure 1. Transaction Value of Tokopedia, Bukalapak and Shopee 2014 – 2023

Source: CSLA Indonesia (2020)

The next phenomenon is based on the increasing difference in transaction value from year to year between Shopee and its competitor Tokopedia. Based on data held by databoks.katadata.co.id. The data states that in 2017 Shopee and Tokopedia had transaction values that were not much different, with Tokopedia leading by having the largest transaction value in Indonesia at 1.6 billion US\$ and followed by Shopee with a transaction value of 1.4 billion US\$ in 2017. (Yunitasari et al., 2022) . Based on these data, it is important for a company to pay attention to brand loyalty so that it can respond to threats from competitors and be able to compete with competitors.

Facing increasingly fierce competition, one of the main strategies is to increase customer loyalty. Customers are the lifeblood of a business, because from customers a business gets income. Customer loyalty is the tendency for customer attitudes and behavior to favor one brand over another. Loyal ones will show an attitude of wanting to maintain relationships with service providers, such as a willingness to provide contact numbers, receive information/promotions, or provide recommendations (Novianingsih, 2019) . This research aims to find out whether visual appeal has a positive and significant effect on customer trust among Shopee users in Yogyakarta.

Visual apple is visual information through the elements used such as color, text and images. Visual Apple is also known as a website appearance that consists of neat colors, graphics and text (Yohanes, 2017). According to Linaard et al (2011) in (Yohanes, 2017) visual apples have been proven to greatly influence the user's desire to use or choose an interesting object. It

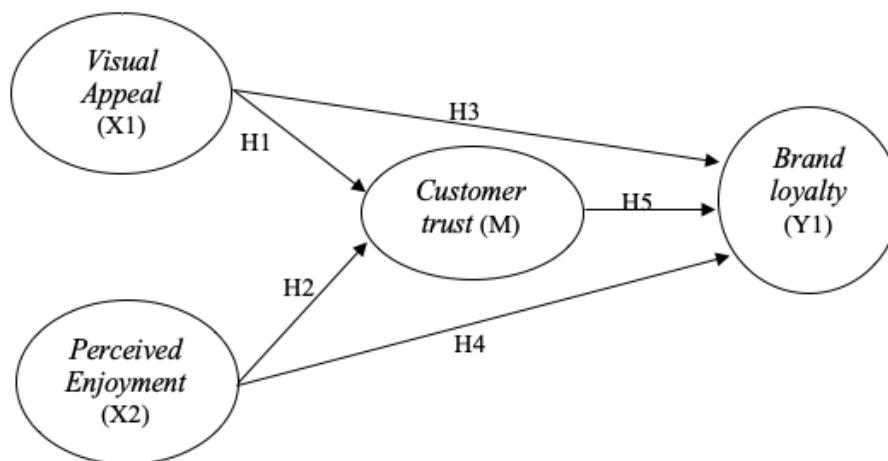
seems that visual appeals contribute to perceived quality, and may in turn precede trustworthiness, usefulness, emotional appeal, and usefulness of the system.

Perceived enjoyment is an activity that uses the system as something that is personally enjoyable (Pritayanti). Enjoyment of using an application is an important factor that users consider when reusing the application in the future. Perceived enjoyment has a very important influence on customers, due to the enjoyment factor felt by customers (Patra, 2018). explained that the higher the level of comfort possessed by information technology users, the better the user's attitude which will later be related to the acceptance of the system technology.

Customer loyalty means a manifestation of purchasing behavior that chooses a particular product or service for the umpteenth time, based on special considerations obtained from the previous purchasing process. Consumers can be said to be loyal customers because there are several factors that determine loyalty to a product or service (Aminudin & Tasrif, 2020).

Trust is the belief that one will find what one wants in an exchange partner. Trust as the desire to rely on exchange partners who are trusted. The measurement of trust is that the company's overall performance meets expectations, the quality of the services provided by the company is consistently maintained, and trust that the company will last a long time (Faradiba & Astuti, 2013).

With a description of all the variables raised in this research, a research model framework can be created as shown in the following image:



Methods

This research uses data collected through a survey of directly targeted respondents using a questionnaire. Distribution of the questionnaire was carried out using Google Form. Respondents in this study were student Shopee users in Yogyakarta. The number of samples in this study was 30 respondents and the instrument was tested for validity and reliability using SPSS and 130 respondents as research data. The sampling technique uses purposive sampling. Statistical data processing in this research uses data processing tools with Smart PLS 3.2.9.

Results and Discussion

Measurement Model (Outer Model)

PLS Validity Test

The validity test can be called a measurement model or outer model with reflective indicators evaluated with convergent validity and discriminant validity of the indicators using SmartPLS 4 software. The results of calculations using PLS are as follows:

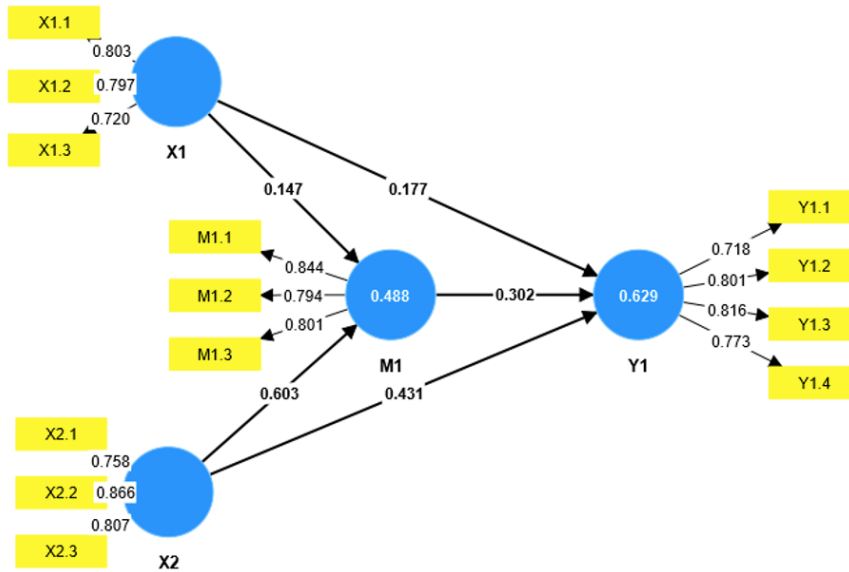


Figure 2. Outer Model

Convergent Validity Testing

Table 1. Outer Loading

Indicator	Customer trust	Visual appeal	Perceived enjoyment	Brand Loyalty
M1.1	0.844			
M1.2	0.794			
M1.3	0.801			
X1.1		0.803		
X1.2		0.797		
X1.3		0.720		
X2.1			0.758	
X2.2			0.866	
X2.3			0.807	
Y1.1				0.718
Y1.2				0.801
Y1.3				0.816
Y1.4				0.773

Average Variance Extracted (AVE) Testing

Table 2. Results of Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Customer trust	0.662
Visual appeal	0.599
Perceived enjoyment	0.658
Brand Loyalty	0.605

Based on the presentation of the results above, it shows that all constructs can be said to be valid, both the AVE value and the outer loading value for each indicator have shown >0.5 .

PLS Reliability Test

The reliability test is measured using two criteria, namely Cronbach's Alpha and Composite Reliability.

Table 3. Results of Cronbach's Alpha and Composite Reliability

Construct	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Customer trust	0.744	0.748	0.854
Visual appeal	0.667	0.677	0.817
Perceived enjoyment	0.738	0.740	0.852
Brand Loyalty	0.782	0.786	0.860

The results of the analysis show that Cronbach's Alpha and Composite Reliability for all constructs have satisfactory values, namely the value of each variable is above 0.8. Based on this value, it shows that the consistency and stability of the instrument used is high, in other words it can be concluded that the reliability of the instrument is good.

Structural Model Testing (Inner Model)

Structural or inner model testing can be carried out after the data is declared valid and reliable, then hypothesis testing continues with the bootstrapping step and is described in the following figure:

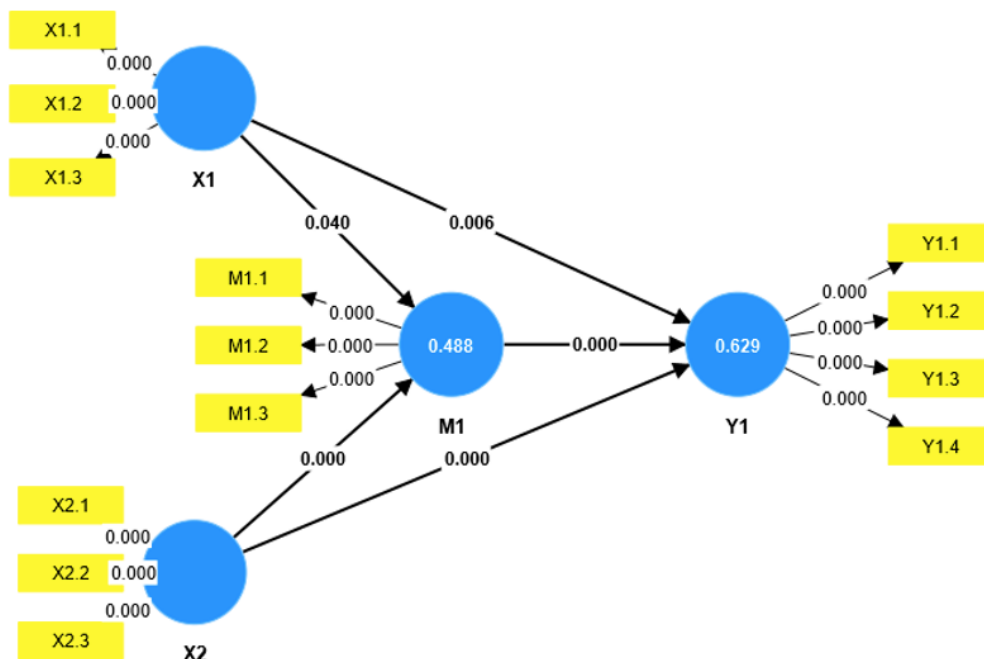


Figure 3. Inner Model

Hypothesis test

Judging from the 3 points of the Original Sample, T Statistics, P Values as well as the Path Coefficients of the structural or inner model in the following table:

Table 4. Path Coefficient

Construct	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
M1 -> Y1	0.302	0.305	0.074	4,066	0,000	Significant
X1 -> M1	0.147	0.150	0.072	2,054	0.040	Significant
X1 -> Y1	0.177	0.181	0.064	2,756	0.006	Significant
X2 -> M1	0.603	0.602	0.061	9,910	0,000	Significant
X2 -> Y1	0.431	0.430	0.086	5,025	0,000	Significant

Table 5. Indirect Effect

Construct	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Y1	0.044	0.045	0.025	1,809	0.070
X2 -> Y1	0.182	0.183	0.049	3,742	0,000

R-Square

Evaluation of the inner model or structural model in PLS is assessed using the R-Square table which is presented as follows:

Table 6. R-Square

Construct	R-square	R-square adjusted
Customer Trust	0.488	0.480
Brand Loyalty	0.629	0.620

Based on table 4.6, the R Square value is 0.488, this means that 48.8% of variations or changes in customer trust are influenced by visual appeal and perceived enjoyment while the remaining 51.2% is explained by other causes.

R Square is 0.692, this means that 62.9% of variations or changes in brand loyalty are influenced by visual appeal and perceived enjoyment while the remaining 37.1% is explained by other causes.

The Effect of Visual Appeal on Customer Trust among Shopee Users in Yogyakarta

The test results using the PLS approach produced a coefficient value for the influence of visual appeal on customer trust with a value of 1.278 (p value $0.040 < 0.05$). Based on the statistical t-test results of 2.054, because the t-statistic value is greater than the t-table 2.00, the hypothesis which states "Visual Appeal has a positive and significant effect on customer trust among Shopee users" is accepted.

Research conducted by Wijaya & Kuswoyo (2022) shows the influence of visual appeal and consumer trust on purchasing decisions at Shopee (Wijaya & Kuswoyo, 2022). In line with the results of this research, it can be concluded that the trust variable has a positive and significant effect on online purchasing decisions for Shopee consumers. Risk perception has a positive and significant effect on online purchasing decisions for Shopee consumers. Trust and Risk Perception together have a positive and significant influence on Online Purchasing Decisions among Shopee consumers in Bengkulu City (Rahmadhana & Ekowati, 2022).

The Influence of Perceived Enjoyment on Customer Trust among Shopee Users in Yogyakarta

The test results using the PLS approach produced a coefficient value for the influence of visual appeal on customer trust with a value of 1.278 (p value $0.000 < 0.05$). Based on the statistical t-test results of 9.910, because the t-statistic value is greater than the t-table 2.00, the hypothesis which states "Visual Appeal has a positive and significant effect on customer trust among Shopee users" is accepted.

Trust is the foundation of business. A business transaction between two or more parties will occur if each person trusts the other. This trust cannot simply be recognized by other parties/business partners, but must be built from the start and can be proven. Trust has been considered as a catalyst in various transactions between sellers and buyers so that consumer satisfaction can be realized as expected (Yousafzai, SY, Pallister, JG, & Foxall, 2003) . Research (Juniwati, 2015) explains that perceived enjoyment influences trust.

Trust in a brand is a consumer's willingness to trust a brand with all its risks, because there is hope that the brand can provide positive results for him. Brand loyalty cannot be achieved without examining trust in the brand and how it relates to loyalty. So trust in the brand is important and is one of the key factors in developing loyalty to Shopee.

The Influence of Visual Appeal on Brand Loyalty among Shopee Users in Yogyakarta

The test results using the PLS approach produced a coefficient value for the influence of visual appeal on brand loyalty with a value of 2.756 (p value $0.006 < 0.05$). Based on the statistical t-test results of 2.756, because the t-statistic value is smaller than the t-table of 2.00, the hypothesis which states "Visual Appeal has a positive and significant effect on brand loyalty among Shopee users" is accepted.

The visual appeal of e-commerce applications helps consumers effectively search, browse, and evaluate the products they want and need. Based on the findings of (Xu, C., Peak, D., & Prybutok, 2015) they suggest for application development to focus on interface design and making the application visually more attractive to strengthen the perceived value among users. The visual aesthetics associated with an application can increase the perceived value of consumers' online shopping (Chopdar, PK, & Balakrishnan, 2020) . Aesthetic appeal reflects the level of enjoyment, satisfaction, and entertainment that consumers obtain from a website (Zheng et al., 2019) .

Once at the customer stage, marketers need to build good relationships with customers to create good customer relationships. Because retaining customers is one of the keys to increasing company profits. Marketers need to recognize each customer as an individual and offer products and information tailored to each customer's unique needs. Every interaction should be viewed as an opportunity to add value. Marketing interactions with repeat customers will be beneficial in deepening the relationship. These customers in turn will respond by providing more information about themselves, becoming more loyal, and continuing to drive increases in company sales and profits.

The Influence of Perceived Enjoyment on Brand Loyalty among Shopee Users in Yogyakarta

The test results using the PLS approach produced a coefficient value for the influence of perceived enjoyment on brand loyalty with a value of 5.025 (p value $0.000 < 0.05$). Based on the statistical t-test results of 5.025, because the t-statistic value is greater than the t-table 2.00, the hypothesis which states "Perceived enjoyment has a positive and significant effect on brand loyalty among Shopee users" is accepted.

Perceived enjoyment is intrinsic motivation that emphasizes the process of use and reflects the pleasure and enjoyment associated with using the system. Customers who have experienced the pleasure of conducting online transactions have a greater tendency to make repeat purchases and infer customer trust and loyalty. The results of research conducted by (Trisnawati et al., 2012) show that perceived enjoyment is a consistent and strong predictor of online shopping.

The Influence of Customer Trust on Brand Loyalty among Shopee Users in Yogyakarta

The test results using the PLS approach produced a coefficient value for the influence of customer trust on brand loyalty with a value of 4.066 (p value $0.000 < 0.05$). Based on the statistical t-test results of 4.066, because the t-statistic value is greater than the t-table 2.00, the hypothesis which states "Customer trust has a positive and significant effect on brand loyalty among Shopee users" is accepted.

The results of research written by Edwin Japariato Fenicia Agatha (2020) are that all the variables in this research show an influence, and the calculation results also show that customer satisfaction plays a role as an intervening variable in this research which can strengthen the relationship between brand trust and customer loyalty.

Competition for customer loyalty among locally branded products is increasing as the market moves towards higher levels of saturation. However, there are arguments that having an established brand image and brand personality can provide a competitive advantage to a company by generating the highly desired brand loyalty (Sahin et al. 2011; Sze & Hamid 2012).

Lin and Lee's (2012) research show that the design and interactivity of a website environment will result in higher brand loyalty through increasing brand influence and brand trust. Brand trust is considered a key factor in long-term relationships with consumers, leading to increased brand loyalty. Although most studies show a positive influence between brand trust and brand loyalty, other studies report mixed results (Mabhkot, 2012).

The Effect of Visual Appeal on Brand Loyalty Through Customer Trust among Shopee Users in Yogyakarta

The test results using the PLS approach produced a coefficient value for the influence of visual appeal on brand loyalty through customer trust with a value of 1.809 (p value $0.070 > 0.05$). Based on the statistical t-test results of 1.809, because the t-statistic value is smaller than the t-table 2.00, the hypothesis which states "Visual Appeal has a positive and significant effect on brand loyalty through customer trust in Shopee users" is rejected.

Visual appearance is very important because it is the first impression on the e-commerce platform for consumers before making a purchasing decision. Consumers tend to perceive visual attractiveness earlier, and this perception will influence their perception of other attributes of activities on e-commerce application services (Chopdar, PK, & Balakrishnan, 2020). The visual appeal of e-commerce applications helps consumers effectively search, browse, and evaluate the products they want and need.

The Influence of Perceived Enjoyment on Brand Loyalty Through Customer Trust among Shopee Users in Yogyakarta

The test results using the PLS approach produced a coefficient value for the influence of perceived enjoyment on brand loyalty through customer trust with a value of 3.742 (p value $0.000 < 0.05$). Based on the statistical t-test results of 3.742, because the t-statistic value is greater than the t-table 2.00, the hypothesis which states "Perceived enjoyment has a positive and significant effect on brand loyalty through customer trust in Shopee users" is accepted.

Perceived enjoyment refers to the level of perception that a person can feel satisfied and happy with something they get (Puspitasari & Briliana, 2017). The higher the user's perceived enjoyment, the lower the user's concern is when using a technology (To & Trinh, 2021). From the previous statement, high perceived enjoyment can increase users' trust in the technology they use. This idea is in line with research conducted by Yuliana and Wahyudi (2021). He shows that perceived enjoyment has a positive effect on users' trust in Zalora. Furthermore, according to Masri et al. (2021), Perceived enjoyment was also found to have a positive influence on user trust in online vendors in Taiwan.

Conclusion

Visual appeal has a positive and significant effect on customer trust among Shopee users in Yogyakarta. This shows that the higher the visual appeal, the higher the influence on customer trust among Shopee users in Yogyakarta. Perceived enjoyment has a positive and significant effect on customer trust among Shopee users in Yogyakarta. This shows that the higher the perceived enjoyment, the higher the influence on customer trust among Shopee users in Yogyakarta. Visual appeal has a positive and significant effect on brand loyalty among Shopee users in Yogyakarta. This shows that the higher the visual appeal, the higher the influence on brand loyalty among Shopee users in Yogyakarta. Perceived enjoyment has a positive and significant effect on brand loyalty among Shopee users in Yogyakarta. This shows that the higher the visual appeal, the higher the influence on customer trust among Shopee users in Yogyakarta. Customer trust has a positive and significant effect on brand loyalty among Shopee users in Yogyakarta. This shows that the higher the customer trust, the higher the influence on brand loyalty among Shopee users in Yogyakarta. Visual appeal has no effect on brand loyalty through customer trust among Shopee users in Yogyakarta. This proves that even though the visual appeal is higher or lower, it is not able to influence brand loyalty through customer trust among Shopee Yogyakarta users. Perceived enjoyment has a positive and significant effect on brand loyalty through customer trust among Shopee users in Yogyakarta. This shows that the higher the perceived enjoyment, the higher the influence on brand loyalty through customer trust among Shopee users in Yogyakarta.

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