



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



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ISSN: 2222-6990

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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v11-i10/11057> DOI:10.6007/IJARBSS/v11-i10/11057

**Received:** 17 August 2021, **Revised:** 20 September 2021, **Accepted:** 01 October 2021

**Published Online:** 12 October 2021

**In-Text Citation:** (Ariffin et al., 2021)

**To Cite this Article:** Ariffin, N. H. M., Nasir, N. N. A. M., & Nasrudin, Z. A. (2021). A Survey on Customer Loyalty in Online Shopping. *International Journal of Academic Research in Business and Social Sciences*, 11(10), 360–366.

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**Vol. 11, No. 10, 2021, Pg. 360 - 366**

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## A Survey on Customer Loyalty in Online Shopping

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### Abstract

Every online shopping organization needs to have a strong loyalty bond between its customers to secure their business. To have stronger customer loyalty, online shopping organizations need to precisely identify the factors that contribute to customer loyalty and the types of customer loyalty. Several previous studies were analyzed, and a conceptual model was adapted. This study adopted a research framework with four phases: knowledge acquisition, data collection, data analysis, and documentation. This study intends to analyze factors that contribute towards customer loyalty and the relationship among the factors themselves. The location of this study area was in Klang Valley, West Malaysia and involved a survey as data collection from 100 respondents using convenience sampling. All the data collected were analyzed through quantitative analysis techniques using the Statistical Package for Social Sciences (SPSS) tool based on descriptive and inferential tests. Hence, several factors of customer loyalty were identified and tested with quantitative methods such as customer experiences, customer satisfaction, customer service, value and quality. Furthermore, the relationships between the factors were tested using a correlation test. It is revealed that some of the relationships, such as value and quality, were not contributed to customer loyalty. On the other hand, customer experiences, customer service, and customer satisfaction are factors that influence customer loyalty in online shopping. As a suggestion, more studies on factors such as value and quality should be explored because these can be future factors for gaining customer loyalty in online shopping.

**Keywords:** Customer Loyalty, Customer Service, Online Shopping, Customer Satisfaction, Customer Experience

### Introduction

Recent changes in customers' way of life have initiated them to lean toward online shopping rather than customary shopping. Online shopping goes about as a noteworthy development in Electronic Commerce and unquestionably is the future buzz of shopping worldwide. As defined by Market Business New, a customer can be defined as "a person or company that receives, consumes or buys a product or service and can choose between different goods and suppliers. Customers can be individuals and businesses who spend their cash on those products and enterprises from organizations that address their issues. Pulling in such customers by exceptional items ought to be the essential objective of each business since the customers make a request, what is more, spend the cash on those products and ventures.

The customers who feel content with the organizations' enterprises are always expected to purchase the items constantly. It means satisfied customers are the organizations' loyal customers who want repurchases over and over from a similar organization over an extensive period.

Customer loyalty is necessary to continue the business. The business divisions' advancement and achievement depend on their loyal customers. They should have the aphorism of 'Serve first, sell second.' Customer loyalty is the critical component or driving marker of each business to elevate to create loyal customers. Along these lines, the requirements of customers ought to be minded by each business. In this 21st century, numerous organizations are getting set up to rival one another. Customer loyalty is vital to the organization or company in the business environment. They need to understand the environment and conditions of their customers because everyone has their unique characteristics (Rauyruen & Miller, 2007).

Relationship bonding stresses establishing affectionate relationships, like friendship, with clients, meaning the service staff of a business developing friendship or caring interpersonal relationships with clients or offering the clients the same brand attitudes and creating customer loyalty (Yuniari, 2020). In addition, Tai(2015) mentioned that relationship bonding was the interpersonal friendship between buyers and sellers; strong interpersonal relationships revealed significant effects on brand attitudes and customer loyalty, which was similar to the research of (Sharma & Narang, 2011). Moreover, Zhang et al (2011) pointed out relationship bonding as the bonds between customers and brand attitudes to enhance customer loyalty, whereas (Chen, 2015) considered that relationship bonding developed with the accumulation of investment and conventional techniques. As a result, a great deal of research attention has focused on identifying effective actively enhancing loyalty (Lach, 2000).

Customer loyalty is considered a critical key to various levelled accomplishments and efficiency (Divett et al., 2003). Those customers that display the best elements of trustworthiness toward the thing or organization development will, as a rule, repurchase even more habitually and spend more money. In this way, much research has focused on the conspicuous confirmation of practical methods for adequately overhauling unwavering quality, including commitment ventures, such as point remunerate plans (Divett et al., 2003). Instead of these reward plots, a couple of researchers have fought that "customer faithfulness can be extended by asking purchasers to whimper" (Fornell & Wernerfelt, 1988). Loyal customers are additionally the verbal business publicist and continuously will, in general, talk about the business. They continually acquire new customers in the company. The fulfilled customers with the brands or items consistently purchase similar items and incline toward others to utilize the items. They generally give the constructive head beginning of brands to those individuals who are not acquainted with the business (Rob et al., 2015). Customer loyalty assumes a job of showcasing, which pulls in new customers to utilize more items products. Loyal customers talk about products with other individuals, and it brings new customers. Today the new business spends more cash for showcasing and promoting; however, customer's loyalty serves to talk about merchandise and items openly with no expense. Loyal customers go about as a brand minister.

The people are probably aware that things do not go correctly, even in the best business. Sometimes, the company will get off-base requests; in some cases, it does not comply with a time constraint to convey the items to customers. These sorts of errors are hazardous for the business and harm notoriety according to new customers. It additionally loses the customers,

yet if the customers are faithful to the business, at that point, they give the benefit of the uncertainty. If the business keeps up a high degree of client support and quality to accomplish brand dedication from the first run-through, the customers will excuse the business when awful things occur. It is tough to fulfil each customer like wrong conveys, not convey products in time, harm items, and harm business's notoriety. On the off chance that there is a steadfast customer, at that point, they will pardon the organization when troubles happen (Khan et al., 2015). Customers give legitimate and positive criticism of the organization, so it changes negative things. Loyal customers are significant and help ensure the business in this cutting-edge time because numerous organizations give more offices and administrations. Along these lines, customer loyalty does stable business and provides a push to contend with different businesses. Loyal customers consistently show legit furthermore, brilliant criticism. Loyal customers always help to improve the business' items and benefits by giving request input (Kaura et al., 2015).

Many retail organizations have not understood the reason why customers do business with them. Potential causes may include verbal referrals, the arrangement of good and quality items and administrations, aggressive valuing, or just being the only retail outlet found in that locality. The decrease in customers, the low return on investment and the need for sustainability within tense competition have necessitated the retail organization to adopt Customer Relationship Management against transactional marketing (Sibanda et al., 2018). One motivation behind why electronic business associations face the battle while building loyalty with the client is because a merchant and a buyer do not have any colleagues with each other. It takes a couple of exchanges, time, and much exertion to assemble client trust and faithfulness. Therefore, it showed that online shopping organizations did not know precisely the factors that contributed to customer loyalty. As a result, it caused low customer loyalty between online shopping's organization and their customer.

## **Method**

Based on a previous study, several factors contribute to customer loyalty. Below is Table 1 showing the findings of earlier authors.

Table 1: Factors Contribute to Customer Loyalty

<b>Factors</b>	<b>Authors</b>	<b>Meaning</b>
Customer Experience	Gangadhar(1970), Donnelly(2021)	The customer experience (CX) is the product of an interaction between an organization and a customer throughout their relationship
Customer Service	Ivascu & Coica(2021), Donnelly(2021) Jameel & Mohamed Ali(2016), Azami(2019)	Customer Service is the commitment to providing value-added services to external and internal customers, including attitude knowledge, technical support and quality of service, promptly
Customer Satisfaction	Gangadhar(1970) Donnelly(2021) Ivascu & Coica(2021), Reketye(2001) Ali Raza(2012)	Customer satisfaction is a consumer's perception of how well an organization has delivered on their communicated value proposition
Value	Gangadhar(1970), Donnelly(2021) Yee & Faziharudean(2010)	Value is the perception of what a product or service is worth to a customer versus the possible alternatives.
Quality	Gangadhar(1970) Donnelly(2021) Ivascu & Coica(2021), Jameel & Mohamed Ali(2016),	Quality is the degree to which a set of inherent characteristics fulfils requirements.

The conceptual model from Gangadhar(1970) and Donnelly(2021) was adopted as the framework of this study that consists of four factors: customer experiences, customer satisfaction, value, and quality. Furthermore, customer experiences are divided into three sub-factors: mechanic, humanic clues, and functional. Below are the details of the subfactors that were mentioned above.

#### Functional Clues

It is enormous that administration fulfils the necessities and prerequisites of clients. Just if the necessities and requirements of customers have been met, they buy those administrations (Peppers & Rogers, 2016). In the setting of telecom, business fulfilment of whatever is ensured by the administrator is essential, whether that client will stay with that administration or not. Suppose an administrator fails to pass on what has been guaranteed, every open door that the customer could change to its opponent. Along these lines streamlining continuous prioritization of client needs should be high on the plan for telecom administrators.

### Mechanic Clues

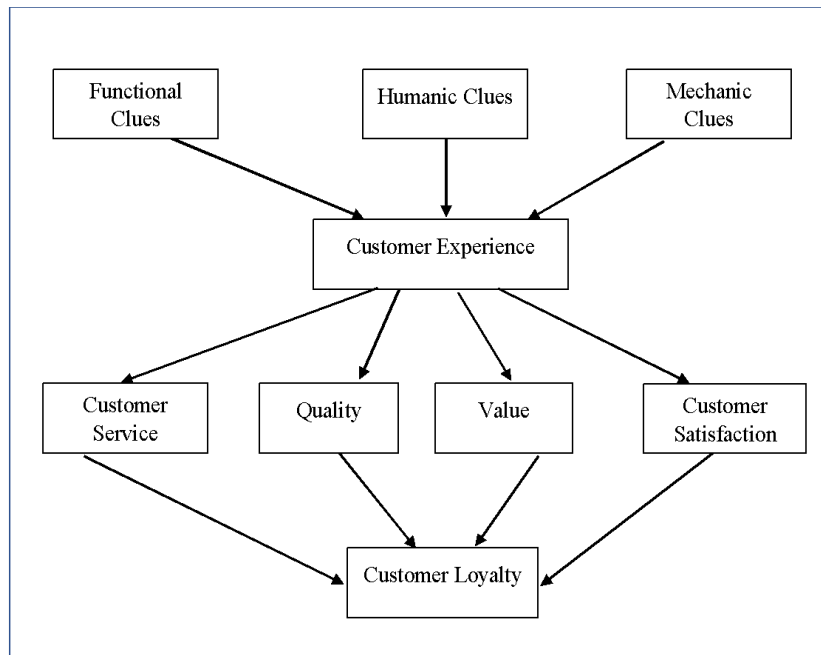
Mechanic clue incorporates setting up physical condition, advancing methodologies, administration condition, and explicit client channels. It is necessary to make clients helpful at the essential spot with the objective that associations can give their organizations. Clients need extended administrations, and therefore there can be different issues. Most of the events seen that client administrations cannot understand client questions and consequently cannot resolve them. The guideline reason behind this is standard concerning bound together with a response to every client. Therefore, it is fundamental to overhaul advances and stages to have a better client relationship with the board. There is a need to develop a positive perception about the client and serve them as indicated by their needs and necessities [14]. It is generally about making technician plans to give quality help to the clients.

### Humanic Clues

It is related to representatives' conduct and execution at the workplace. It can consolidate how agents banter with clients, oversee them, and how adequate they are vis-à-visors over virtual calls. There is an immediate impact on how representatives treat clients' inquiries. The client administration can make a hole between the longing and perspective on the clients. A superior administration quality closes the gap between the customer's desire and recognition, developing an excellent client administration. An ideal client administration improves client experience and subsequently dedicates the administrator (Lai, 2004). On the intricacy, if specialists' correspondence with clients does not go well, there is an open entryway lost for administrators to serve even better, withstanding giving a better contribution to the client. It moreover further strengthens when administrators miss the opportunity to make dependability among their clients. It moreover impacts the decency of the brand (Gangadhar, 1970).

Besides that, one more factor also selected is customer service. Customer service was chosen as one of the factors because it was suggested by Azami(2019) for factors affecting consumers' online shopping behaviour online shopping. Furthermore, it is also supported by other previous studies from Ivascu & Coica (2021), Jameel & Mohamed Ali(2016), Rekettye(2001) and Yee & Faziharudean(2010). Therefore, based on findings from the previous study, below is the conceptual model used for this study.





**Figure 1** A Research Conceptual Model

The examples of functional clues were brushing and dissecting customer data, administration requests, characterizing organization parameters, improving system limits, quick charging, snappy and perpetual help availability, and better organization techniques. Mechanic clues incorporate setting up physical conditions, promoting strategies, organization conditions, and direct customer channels. It is necessary to make customers convenient at the essential spot so organizations can give their administrations and humanic clues fundamentally related to delegates' conduct and exhibitions at the work spot. It can consolidate how specialists chat with customers, oversee them, how satisfactory they are up close, and personal or over virtual calls (Gangadhar, 1970).

For customer service, the examples were the websites providing good responses and reliable service to their customers. There has been some research on the relationship between loyalty and customer service, which has found that customer service significantly affects building customer loyalty (Azami, 2019).

This study intends to analyze factors that contribute to customer loyalty and test its relationships. There are four objectives to be achieved. The first objective is to identify the factors that contribute to online customer loyalty. The second objective is to investigate the relationship between customer loyalty and customer experience. The third objective is to identify and analyze the current customer experience based on functional (core product or services), mechanic clue (physical environment), and the humane clue (employee behaviours' or interaction). Finally, the fourth objective is to study the relationship between customer service, quality, value, satisfaction, and loyalty based on nine previously discussed hypotheses. Therefore, based on objectives, the following hypothesis is considered to be developed for this research:

- H1. There is a significant relationship between functional clues and customer experience.
- H2. There is a significant relationship between mechanic clues and customer experience.
- H3. There is a significant relationship between humane clues and customer experience.
- H4. There is a significant relationship between customer experience and customer service.

- H5. There is a significant relationship between customer experience and customer satisfaction.
- H6. There is a significant relationship between customer service and customer loyalty.
- H7. There is a significant relationship between quality and customer loyalty.
- H8. There is a significant relationship between value and customer loyalty.
- H9. There is a significant relationship between customer satisfaction and customer loyalty.

This study used a set of questionnaires that have been adapted from Gangadhar(1970) and been rephrased to fit the analysis of customer loyalty. The purpose of this questionnaire is to determine factors that contribute to customer loyalty in online shopping. This set of the questionnaire has two parts: Section A about demographics, and Section B is about factors that contribute to customer loyalty. The pilot study has been conducted for a reliability test before the questionnaires are distributed. Furthermore, this study used convenience sampling type, which is a nonprobability or nonrandom sampling where members of the target population that meet specific practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate, were included for the study (Etikan, 2016). Therefore, the population of this study involved 100 respondents who live in the Klang Valley area. The reason for selecting Klang Valley is the ease of availability of customers who use online shopping in their daily lives, making it even easier for the researcher to collect data quickly and efficiently.

All the data collected was analyzed through quantitative analysis techniques using the Statistical Package for Social Sciences (SPSS) tool using descriptive and inferential tests (Landau & Everitt, 2004). The questionnaires were designed based on a five-point Likert scale. The five-point Likert scale ranges from (1) to (5) representing strongly agree and strongly disagree, respectively, (2) and (4) represent moderately agree and disagree, while (3) represent neutral. A total of 120 questionnaires were administered, and 20 were returned; therefore, the response rate is 83 per cent. SPSS software was the statistical tool used to capture and analyze the data from the questionnaire.

### **Results and Discussion**

A pilot study was conducted among ten randomly selected participants outside the final sample to assure internal consistency in their responses to the last instrument (Bougie & Sekaran, 2020). The result showed that the Cronbach alpha ( $\alpha$ ) value was 0.91. The reliability mentioned above demonstrates that the Cronbach coefficient alphas were acceptable, as suggested by (Mang'unyi et al. (2017), implying that the measurement instruments were reasonably reliable. The reliability analysis permitted the researcher to proceed with the main study. For this study, there is one dependent variable: customer loyalty and five independent variables: customer experiences, customer satisfaction, customer service, value, and quality.

### **Overview of Section A**

Quantitative data analysis involves many methodologies for categorizing, coding and assigning meaning to data, typically numeric or statistical measures. The most popular analysis of statistics is inferential statistical analysis, according to (Kiliner et al., 2017). The results gathered from descriptive statistics were demographic profile and the inferential statistics, which included Spearman's Rho Correlation Analysis used as the involvement of the hypothesis. Below are the findings for section A which is about the demographics profile of the respondents.



**Table 2** Respondent Demographics

Profile		Percent (%)
Gender	Male	44
	Female	56
Age	Below 21 years	3
	21 – 30 years	97
Likeable of Online Shopping	Yes	90
	No	10
Frequency of Online Shopping	Everyday	4
	2-4 times	62
	More than five times	5
	Other	29
	Games/Books/Hobbies	32
Types of Product Bought	Groceries	8
	Clothes/Fashion	71
	Accessories	
	Home appliances	23
	Computers and Accessories	40
Preferred online shopping websites/apps	Mobile and Gadgets	58
	Health and Beauty	40
	Shopee	93
	Lazada	53
	Mudah. my	15
	Amazon	3
	Zalora	11
	GoShop	4
	Carousell	2

Based on Table 1, female respondents were the most dominant, representing 56% of respondents compared to 44% of male respondents; therefore, male respondents are the least prevalent in this research. Furthermore, it showed that most of the respondents' age below 21 years old represented 97%, while 21-30 years old respondents represented 3%. Therefore, it can be concluded that age below 21 was the dominant age in this research. Finally, the percentage of respondents' liking online shopping showed that 90% of the respondents like to do online shopping compared to 10%. Therefore, most of the respondents want to do online shopping.

The frequency of online shopping per month showed that the 2-4 times was the dominant frequency among the others because it has 62% of the respondents, 29% for others such as once in a month, 5% for more than five times and the least is every day which is represented by 4%. Hence it can be determined that most of the respondents will be buying online 2-4 times a month.

Types of products usually bought in online shopping showed that most respondents bought clothes/fashion accessories. It has a higher percentage, 71%, followed by mobile and gadgets represented by 58%. For the health and beauty, it has the same percentage with the computer and accessories that was 40%, 32% for games/book/hobbies, 23% of the respondents chose home appliances, groceries represented 8%, and the rest of the types of products such as children's toys, motorcycles essentials, and smoke were 1%. From this data, it can be concluded that clothes/fashion accessories have most of the respondents chosen as their types of products when they shopped online. The preferred online websites showed that most respondents chose Shopee as their preferred online website, represented by 93%, followed by Lazada, which held 53% of the respondents. Mudah has 15%, and Zalora has 11% of the respondents who chose it as their preferred online website. For GoShop, it has 4% of the respondents and 3% for Amazon websites. The respondents who chose Carousel websites were 2%, and the least online websites were Google, Tesco, and social media that have 1% of the respondents. From this data, it can be assumed that the three dominant online websites were Shopee, Lazada, and Mudah.my as the respondents' preferred online websites.

#### Overview of Section B

Several findings for Section B seek to determine the factors that contribute to customers' loyalty in online shopping. Below are the findings for Section B. Table 34 illustrates descriptive statistics for each of the variables. There are six variables: customer service, quality, value, customer satisfaction, customer experience, and customer loyalty. Each of the variables has its own set of questions, mean and standard deviations. For example, table 4 shows that all variables contributing to customer loyalty in online shopping with Customer Service have the highest mean value of 4.59. In contrast, the value has the lowest mean value of 3.70.

**Table 3** Mean Rankings

	N	Mean
Customer Service	100	4.59
Customer Experience	100	4.36
Customer Satisfaction	100	4.21
Quality	100	3.85
Value	100	3.70

Spearman Rho's correlation coefficient is the test statistics that measure the statistical relationship, or association, between two continuous variables [29]. It is a measure of the strength of the association between the two variables. Therefore, this research was used for hypothesis testing. Table 4 below illustrates the relationship between hypotheses and their value.

**Table 4** Hypotheses Result

Item	Hypothesis	Value	Results
H1	There is a significant relationship between Functional Clue and Customer Experience	0.893	Accepted
H2	There is a significant relationship between Mechanic Clue and Customer Experience	0.858	Accepted
H3	There is a significant relationship between Humanic Clue and Customer Experience.	0.950	Accepted
H4	There is a significant relationship between Customer Experience and Customer Service.	0.575	Accepted
H5	There is a significant relationship between customer experience and customer satisfaction.	0.656	Accepted
H6	There is a significant relationship between customer service and customer loyalty.	0.463	Accepted
H7	There is a significant relationship between quality and customer loyalty.	-0.132	Rejected
H8	There is a significant relationship between value and customer loyalty.	-0.007	Rejected
H9	There is a significant relationship between customer satisfaction and customer loyalty	0.504	Accepted

Based on Table 5, the correlation coefficient  $r$  between Functional Clue and Customer Experience was 0.893. Therefore, it can be concluded that the relationship between these two variables was strongly positive. As the coefficient value was positive, the Value of Functional Clue will increase as the Customer Experience value because of the direct relationship between both variables. In addition, the correlation of determination value ( $R^2$ ) is 0.7974, which indicated that 79.74% of the variation in Functional Clue could be attributed to Customer Experience. Thus, the hypothesis ( $H_1$ ) that there was a significant relationship between Functional Clue and Customer Experience is accepted, and  $H_0$  is rejected.

Then, the correlation coefficient  $r$  between Mechanic Clue and Customer Experience was 0.858. Therefore, it can be concluded that the relationship between these two variables was strongly positive at this point. As the coefficient value was positive, the Value of Mechanic Clue will be increasing as the increasing of Customer Experience value increases because of the direct relationship between both variables. Moreover, the correlation of determination value ( $R^2$ ) is 0.7362, which indicated that 73.62% of the variation in Mechanic Clue could be attributed to Customer Experience. Thus, hypothesis ( $H_2$ ) that there was a significant relationship between Mechanic Clue and Customer Experience is accepted, and  $H_0$  is rejected.

Next, the correlation coefficient  $r$  between Humanic Clue and Customer Experience was 0.950, and it can be concluded that the relationship between these two variables was strongly positive. As the coefficient value was positive, the Humanic Clue value will increase as the customer experience value increases because of the direct relationship between variables. Moreover, the correlation of determination value ( $R^2$ ) is 0.9025, which indicates that 90.25% of the variation in the Humanic Clue could be attributed to Customer Experience. Thus, hypothesis ( $H_3$ ) that there was a significant relationship between Humanic Clue and Customer Experience is accepted, and  $H_0$  is rejected.

Besides, the correlation coefficient  $r$  between Customer Experience and Customer Service was 0.575. Therefore, it can be concluded that the relationship between these two variables was moderately positive at this point. As the coefficient value was positive, the Customer Experience value will increase as Customer Service value increases because of the direct relationship between both variables. Moreover, the correlation of determination value ( $R^2$ ) is 0.3306, which indicates that 30.06% of the variation in Customer Experience could be attributed to Customer Service. Thus, hypothesis ( $H_4$ ) that there was a significant relationship between Customer Experience and Customer Service is accepted, and  $H_0$  is rejected. The correlation coefficient  $r$  between Customer Experience and Customer Satisfaction was 0.656; it can be concluded that the relationship between these two variables was moderate positive at this point. As the coefficient value was positive, the Value of Customer Experience will be increasing as the increasing of Customer Satisfaction value increases because of the direct relationship between both variables. Moreover, the correlation of determination value ( $R^2$ ) is 0.4303, which indicates that 43.03% of the variation in Customer Experience could be attributed to Customer Satisfaction. Thus, hypothesis ( $H_5$ ) that there was a significant relationship between Customer Experience and Customer Satisfaction is accepted, and  $H_0$  is rejected.

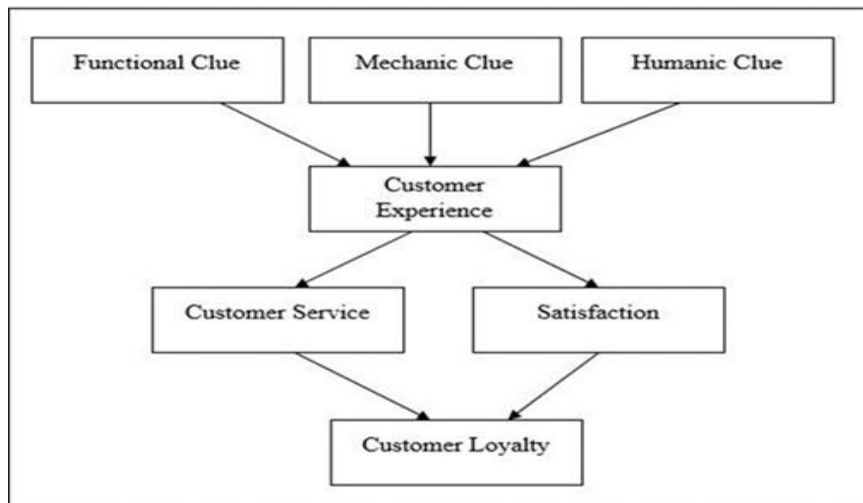
Likewise, the correlation coefficient  $r$  between Customer Service and Customer Loyalty was 0.463. Therefore, it can be concluded that the relationship between these two variables was moderately positive at this point. Although the coefficient value is not strictly to 1, there is a slight relationship. As the coefficient value was positive, the Customer Service value will increase as the Customer Loyalty value increases because of the direct relationship between both variables. Moreover, the correlation of determination value ( $R^2$ ) is 0.2143, which indicates that 21.43% of the variation in Customer Service could be attributed to Customer Loyalty. Thus, hypothesis ( $H_6$ ) that there was a significant relationship between Customer Service and Customer Loyalty is accepted, and  $H_0$  is rejected. In contrast, the correlation coefficient  $r$  between Quality and Customer Loyalty was  $-0.007$ ; it can be concluded that the relationship between these two variables was low negative at this point. As the coefficient value was negative, the Value of Quality will be increasing as the decreasing of Customer Loyalty value decreases and vice versa because of the non-direct relationship between both variables. Moreover, the correlation of determination value ( $R^2$ ) is 0.0005, which indicates that 0.05% of the variation in quality could not be attributed to Customer Loyalty. Thus, hypothesis ( $H_7$ ) that there was no significant relationship between Quality and Customer Loyalty is accepted, and  $H_0$  is rejected.

Besides, the correlation coefficient  $r$  between Value and Customer Loyalty was 0.132; it can be concluded that the relationship between these two variables was low negative at this

point. As the coefficient value was negative, the Value of Value will be increasing as the decrease of Customer Loyalty value decreases and vice versa because of the non-direct relationship between both variables. Moreover, the correlation of determination value ( $R^2$ ) is 0.0174, which indicated that 1.74% of the variation in value could not be attributed to Customer Loyalty. Thus, hypothesis ( $H_8$ ) that there was no significant relationship between Value and Customer Loyalty is accepted, and  $H_0$  is rejected.

Furthermore, the correlation coefficient  $r$  between Customer Satisfaction and Customer Loyalty was 0.504. Therefore, it can be concluded that the relationship between these two variables was moderately positive at this point. Although the coefficient value is not strictly to 1, there is a slight relationship. As the coefficient value was positive, the Value of Customer Satisfaction will be increasing as the increasing of Customer Loyalty value increases because of the direct relationship between both variables. Moreover, the correlation of determination value ( $R^2$ ) is 0.2540, which indicates that 25.40% of the variation in Customer Satisfaction could be attributed to Customer Loyalty. Thus, hypothesis ( $H_9$ ) that there was a significant relationship between Customer Satisfaction and Customer Loyalty is accepted, and  $H_0$  is rejected. Hence, findings show that only two hypotheses are rejected, meaning that there is no significant relationship with customer loyalty for factors such as quality and value. In other words, quality and value did not contribute to customer loyalty in online shopping. Therefore, only customer experience, customer service and customer satisfaction influenced customer loyalty in online shopping.

Furthermore, this study identified and investigated three significant aspects of customer service, namely, functional (core product or service), mechanic clue (physical environment), and humane clue (employee behaviours or interaction). In this study, the relationship dynamics of all these three clues and building customer loyalty were explored because they mediate other significant variables: customer service and satisfaction. Quality and value were not contributed to customer loyalty due to the negative relationship between Spearman's Rho correlation coefficient. Therefore, this study reveals that a new factor contributing to customer loyalty is customer service. In the findings, it is shown that there was a significant relationship between customer experience and customer service and a significant relationship between customer loyalty. Therefore, it can be concluded that customer service is also one factor contributing to the customer loyalty of online shopping's customers in Malaysia. Figure 2 illustrates the Customer Loyalty model in online shopping for this study.



**Figure 2** Customer Loyalty model of online shopping in Malaysia

### Conclusion

Overall, this study focuses on identifying the factors of customer loyalty in online shopping and relationship among the factors themselves. The five variables, namely customer experience (three clues; mechanic, functional and humanic), customer service, value, quality and satisfaction, were shortlisted from the literature review because these factors help build customer loyalty. It was analyzed using a statistical test to seek the hypotheses based on the relationship among the factors.

The findings in this study can be used as a guideline for developing a loyalty bond with the customers to strengthen customer bonding for some online shopping organizations. Hence, online organizations can improve their customer relationship management by implementing plans for growing loyalty bonds with the customers for the online shopping organization. Furthermore, this study revealed that customer loyalty in online shopping depends on customer service, satisfaction, and experience.

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