Analyzing Factors Affecting Loyalty and Decisions to Open an Online Store of Indonesian Sellers through Marketplace (Case Study of Fashion Product Sellers in E-Commerce Lazada Indonesia)

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Abstract: *Business actors can now market their items on a variety of channels thanks to technological advancements. Lazada is one of them. The software provides a platform for sellers to connect with their ideal clients. In 2018, Lazada is expected to face a drop. In truth, the e-commerce industry has always grown, particularly since the COVID-19 pandemic. Lazada is a well-known e-commerce company that frequently competes with other major players such as Shopee, Tokopedia, and others. Despite fierce competition, Lazada has managed to stay afloat thus far by focusing on transaction prices and delivery services. Through this, the goal of this study was to see how transaction prices and delivery service affected customer loyalty and sales decisions. A survey is utilized as a quantitative method. Structural equation modeling is the data analysis technique that was used. The findings reveal that transaction prices and service quality have a favorable and considerable impact on customer loyalty and decision to open.Transaction costs and delivery service will be the main factors that are considered by sellers before deciding to open a store at Lazada and give their commitment to be loyal.*

Keywords: Technology, Transaction Cost, Delivery Service, Loyalty, Decision To Open

1. Introduction

The use of the internet is increasing so fast all across the world (Rashica, 2018). The digital landscape presents commercial opportunities as a result of this development. E-commerce, according to Yakasai (2017)is a sort of digital business that attempts to profit from the internet's use. Traditional commerce or retail is an extension of e-commerce.

Figure 1: APJII's Survey

Source:Asosiasi Penyelenggara Jasa Internet Indonesia (2021)

The overall number of internet users in Indonesia has reached 196.7 million, this data is obtained from the Indonesian Internet Service Providers Association (APJII) for the 2019-quarter II/2020 timeframe. In compared to the previous year, this number has risen by 23.5 million, or 8.9%. According to the results of the Asosiasi Penyelenggara Jasa Internet Indonesia (2021)survey, the number of internet users in Indonesia reached 196.7 million in the 2019-quarter II/2020 timeframe, increasing 23.5 million or 8.9% from 2018.

With a total of 35.1 million internet users, West Java was the most populous province in Indonesia. With a population of 26.5 million people, Central Java is the most populous province in Indonesia. In a split second, this figure keeps rising. Then there's East Java, which has a population of 23.4 million people, compared to 11.7 million internet users in North Sumatra. Furthermore, Banten has a population of 9.98 million people. Meanwhile, 8.9 million individuals in Jakarta use the internet on a daily basis. APJII polled 7,000 people via questionnaires and interviews, with a 1.27 percent margin of error. The research took place between June 2 and June 25, 2020. (Read: APIJI: Java is still the most widely used programming language on the Internet.)

The internet has influenced the growth of Indonesia's digital economy. Especially after the COVID-19 pandemic which enforced PSBB (Large-Scale Social Restrictions) and PPKM (Enforcement of Restrictions on Community Activities), where everyone on the Indonesian islands of Java and Bali is
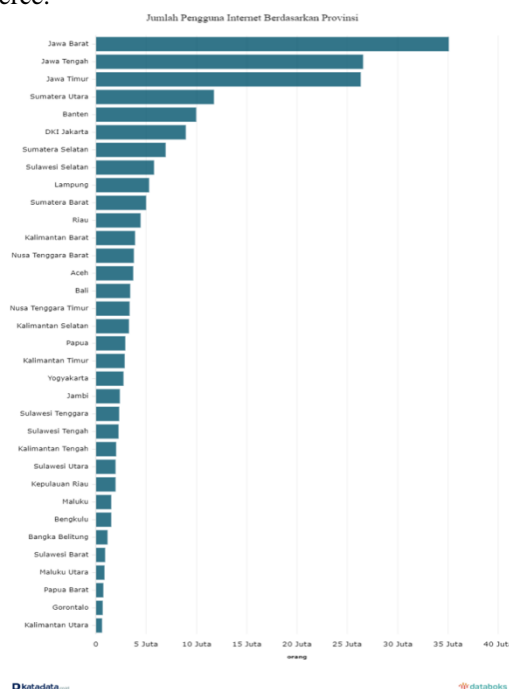
encouraged to stay at home and not go areas where they are not needed (Muhyiddin & Nugroho, 2021). This has repercussions for the small and medium-sized business sector. Fashion has been the most popular halal item in the e-commerce market during the year of 2020. This is according to the LEKSI 2020 Sharia Economic and Financial Report.

According to Kaiser (2019), Fashion, which encompasses clothing, footwear, lifestyle, accessories, makeup, haircuts, and posture, can be viewed as a form of self-expression and autonomy in certain times and places. As it is known, fashion is one of the thing that almost every individuals need. As the times goes by, fashion product transactions account for around 86.63 percent of all halal product transactions in e-commerce. The number will keep increasing in time.

Meanwhile, according to Bank Indonesia (BI), when compared to the same period the previous year, the shift in halal goods buying preferences to e-commerce grew by 49.52 percent from May to December 2020. There was a surge in halal goods e-commerce transactions during that time, which amounted more than IDR 1.1 trillion in May 2020.Thispeak is said to occurred between Ramadan and Eid al-Fitr in 1441 H.
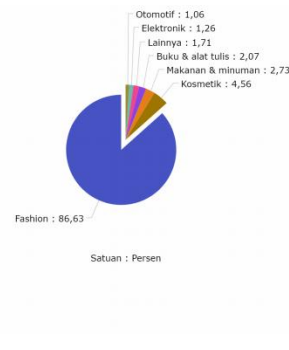

Figure 2: Fashion Industry Growth Percentage

COVID-19 has an impact on fashion product suppliers who, due to operational constraints, are unable to sell directly(Zhao & Kim, 2021). Stores can still operate in the digital era by creating an online store in the marketplace or leveraging existing technologies to launch e-commerce. Furthermore, because of the availability of e-commerce, transactions between sellers and customers no longer need to be completed physically or face to face, but can instead be conducted through existing application technology.

Tahun 2017							
Q1		Q2		Q3		Q4	
Toko Online	Pengunjung	Toko Online	Pengunjung	Toko Online	Pengunjung	Toko Online	Pengunjung
Lazada	51.134.000	Lazada	58.334.000	Lazada	96.343.000	Lazada	131.848.000
Tokopedia	46.534.000	Tokopedia	50.667.000	Tokopedia	93.783.000	Tokopedia	115.270.000
Bukalapak	28.367.000	Bukalapak	30.334.000	Bukalapak	60.542.000	Bukalapak	80.089.000
Blibli	25.700.000	Blibli	27.334.000	Blibli	49.126.000	Blibli	52.464.000
Shopee	9.100.000	Shopee	9.100.000	Shopee	18.920.000	Shopee	27.879.000
Tahun 2018							
Q1		Q2		Q3		Q4	
Toko Online	Pengunjung	Toko Online	Pengunjung	Toko Online	Pengunjung	Toko Online	Pengunjung
Lazada	117.572.000	Tokopedia	111.484.100	Tokopedia	153.639.700	Tokopedia	168.000.000
Tokopedia	117.297.000	Bukalapak	85.138.900	Bukalapak	95.932.100	Bukalapak	116.000.000
Bukalapak	93.589.900	Lazada	49.990.700	Lazada	38.882.000	Lazada	67.677.900
Blibli	45.940.000	Shopee	30.843.400	Shopee	36.405.200	Shopee	58.288.400
Shopee	34.510.800	Blibli	29.044.100	Blibli	31.303.500	Blibli	53.097.200
Tahun 2019							
Q1		Q2		Q3		Q4	
Toko Online	Pengunjung	Toko Online	Pengunjung	Toko Online	Pengunjung	Toko Online	Pengunjung
Tokopedia	137.200.900	Tokopedia	140.414.500	Tokopedia	65.953.400	Tokopedia	72.973.300
Bukalapak	115.256.600	Shopee	90.705.300	Shopee	55.964.700	Shopee	67.900.000
Lazada	74.995.300	Bukalapak	89.765.800	Bukalapak	42.874.100	Bukalapak	39.263.300
Shopee	52.044.500	Lazada	49.620.200	Lazada	27.995.900	Lazada	28.383.300
Blibli	32.597.200	Blibli	38.453.000	Blibli	21.395.600	Blibli	26.863.300

Figure 3: E-Commerce Visitor Data

As it can be seen, from Q1 2017 to Q1 2018, Lazada was the e-commerce with the most online visitors, but from Q2 2018 to today, Lazada's e-commerce visits have fallen. According to Santoso & Napitupulu (2018), the following elements have an impact on seller satisfaction in the e-marketplace industry, namely satisfaction, image, cost, promotion, and value of supplementary services.

According to Tivani et al., (2020), the factors that have had the most contribution effects on seller loyalty in B2B e-marketplaces are promotion, cost, and satisfaction. According to Aziz & Tiarawari (2021), the reputation of the seller has a substantial impact on purchase decisions, the

trust variable has a significant impact on purchasing decisions, and convenience variables have no significant impact on purchasing decisions.

Jauhari (2019) said that consumer happiness with Lazadaapplication can be increased by the quality of the website that delivers usability, detailed information, and also excellent services. This has been supported by Bakti et al., (2020)whom prove that the quality of service, products, and prices have a positive influence on buying interest at the Lazada Online Store. existing research on the factors that influence seller loyalty and store opening decisions in the

Lazada Indonesia marketplace, on the other hand, has not been adequately examined.

According to Williamson in (Berg et al., 2018), transaction costs are an important aspect of the company's strategy for tracking and controlling transaction costs between vendors and purchasers. This, of course, must be taken into account by e-commerce in order for people to have confidence in the platform given. Lovelock and Wirtzin (Halima & Gayatri, 2018) believe that, in addition to transaction costs, delivery service is the most important aspect that sellers will evaluate. A delivery service refers to the location, timing, and manner in which a product is delivered to customers. In this scenario, it's critical to provide a quick and secure delivery option, as this will increase user confidence and serve as a motivator for loyalty and sales.

Basically, transaction costs and delivery services are the most important parts of buying and selling transactions. A platform provides a place for sellers and buyers to use so there will be fees that need to be paid by sellers who use the place. In this case, transaction costs play a role in providing control and delivery services play a role in ensuring that sellers get comfort while using the application so that they can remain loyal in using the application.

According to Petrescuin (Santoso & Napitupulu, 2018), transaction fees, membership or license fees, advertising, professional service fees, and value-added service fees are some of the charges that are often implement in an e-Marketplace. According to Rossignoli et al., (2006), by cutting their transaction costs, then retailers may make their offerings on the e-Marketplace more competitive. As a result of this, favoring online will gives offers over those found elsewhere.

According to Chang et al., (2020), e-commerce aids in the reduction of supply chain inefficiencies, inventory requirements, and delivery delays, resulting in increased confidence in business collaboration with suppliers and service providers.

In this study, the theory used by the researcher is marketing strategy as the grand theory. Based on the theory according to Kotler & Armstrong (2012), a marketing strategy is a marketing philosophy in which a firm aims to provide value to customers and establish lucrative connections with them. It is the act of consuming commodities and services in order to meet one's basic needs. According to Bukhari (2018), marketing is a broad term that refers to a system of industries or economic operations aimed at organizing, distributing, supporting, and also supplying goods and services to customers in order to make them feel happy and satisfied.

Therefore, based on the explanation provided above, the purpose of this study is to determine the effect of transaction costs and service delivery on loyalty and sales decisions. It is hoped that this research can provide the development of marketing science and enable companies to better understand the interrelationships of factors that can influence seller loyalty and decisions.

Research Methodology

The research method used in this study is quantitative. Quantitative method, according to Sugiyono (2015), is a research method based on the positivist philosophy that is used to examine specific populations or samples. Data collection using research instruments, quantitative or statistical data analysis with the goal of testing hypotheses that have been applied. The decision to open and loyalty of the seller are the dependent variables in this study, whereas delivery service and transaction costs are the independent variables.

Indicators that can be useon the independent variable for transaction costs are uncertainty, frequency and specifications(Connelly et al., 2018), while indicators on delivery service are delivery time, flexibility, accuracy, stock service, after-sales service, order management and e-information(Dinitzen & Dhorthe, 2010). Indicators on the dependent variable for the seller's loyalty variable are transaction habits, repeat purchases,recommendations and commitments(Putri et al., 2019), while the seller's decisions are willingness, comprehension, creative problem solving, compromise, consequentality, correctiveness of choice, credibility, consistency and commitment(Mann et al., 1989).

The population used in this study were all fashion product sellers who opened stores and create sales in the Lazada Indonesia marketplace. The sampling technique used by the researcher is purposive sampling where the determination of the sample with certain considerations and criteria (Sugiyono, 2015:124). The data collection technique used by the researcher is a survey through a questionnaire to the target respondents. The data analysis technique used by the researcher is structural equation modeling. In the SEM analysis technique, the researcher will first test the goodness of fit of each indicator.

2. Results and Discussion

PT. EcartWebportal Indonesia or often known as Lazada Indonesia was founded in 2012 and has its head office located in Jakarta. Lazada is one of SoutheastAsian e-commerce which is currently owned by Alibaba Group and become one of the application that are often use by customers.

Lazada's mission is to Accelerate Progress in Southeast Asia through the implementation of Trade & Technology. In addition, Lazada also has a vision of (1) serving 300 million customers, (2) creating millions of jobs in the e-commerce ecosystem and (3) strengthening real and profitable SMEs throughout Southeast Asia.

Based on iPrice data in the first quarter of 2018, Lazada is in the top position as e-commerce with the most visitors, reaching 117.57 million visitors. However, from the second quarter to the fourth quarter of 2021, Lazada has entered the top 5 e-commerce sites, where the first and second places are occupied by Tokopedia and Shoppe.

Table 1: Classification of Respondents by Gender

JenisKelamin	Frekuensi	Presentase
Laki-Laki	36	36%
Perempuan	104	74%
Total	140	100%

Source: Primary data is processed, 2022

Based on the data collected from survey, the majority of respondents in this study were mostly women, namely in the total of 74 percent (about 104 people). While male respondents were 36 percent (about 36 people). This data shows that most of those who make sales on the Lazada e-commerce platform are women. Based on a report from the Central Statistics Agency (BPS), as many as 50.70 million people aged 15 years and over who work are women in 2020.

The attributes in this study were rated from 1 to 10 with 1 being the lowest score (strongly disagree) and 10 being the highest score (strongly agree). The following formula can be used to determine consumer assessment criteria for the variables evaluated (Ferdinand, 2014):

$$NilaiIndeks=((\%F1x1)+(\%F2x2)+(\%F3x3)+(\%F4x4)+(\%F5x5)+(\%F6x6)+$$

Where:
F1 is the frequency of respondents who answered 1
F2 is the frequency of respondents who answered 2

And so on until F10 for those who answered 10 of the scores used in the list of questions. After calculating the index value, grouping and interpretation are carried out based on the interval.

Table 2: Measurement of Transaction Cost

Indicator	Frequency										
	1	2	3	4	5	6	7	8	9	10	Indeks
X1_1	0	0	0	5	9	26	29	45	19	7	73.21%
X1_2	0	0	0	3	11	26	33	46	14	7	72.71%
X1_3	0	0	0	6	11	28	35	32	17	11	72.21%
X1_4	0	0	1	7	8	22	30	44	19	9	73.07%
Rata – Rata											72.80%
Interpretasi : Tinggi											

Source: Primary data is processed, 2022

According to the results of the descriptive analysis in table above, the average response on the Transaction Cost variable is 72.8. This respondent's assessment is included in the high criteria since it falls within the 70.01-100 range (Ferdinand, 2014). In light of the facts, this might be considered as a high level of transaction expenses in the seller's decision to open a shop on Lazada.

Table 3: Measurement of Delivery Cost

Indicator	Frequency										
	1	2	3	4	5	6	7	8	9	10	Indeks
X1_1	0	0	1	3	10	23	31	47	17	8	73.50%
X1_2	0	0	2	3	7	30	29	41	17	11	73.36%
X1_3	0	0	1	7	7	27	33	41	14	10	72.36%
X1_4	0	0	2	4	9	38	28	35	14	10	71.21%
X1_5	0	0	1	3	11	34	24	38	18	11	72.71%
Rata – Rata											72.63%
Interpretasi : Tinggi											

Source: Primary data is processed, 2022

The average response on the delivery service variable is 72.63, according to the results of the descriptive analysis in the table above. This is because it falls within the 70.01-100 range, this respondent's assessment is included in the high criteria (Ferdinand, 2014). This can be viewed as a high level of delivery service in influencing the seller's decision to start a business on Lazada in light of the conditions.

Table 4: Validity and Reliability Test

No	Variabel	Indikator	Standard Loading (Loading Factor)	Standar Loading^2	Measurement Error (1-Std Loading^2)	Construct Reliability	Average Variance Extracted (AVE)
1	Transaction Cost	X1_1	0.796	0.634	0.366	0.909	0.716
		X1_2	0.846	0.716	0.284		
		X1_3	0.850	0.723	0.278		
		X1_4	0.889	0.790	0.210		
		Sigma	3.381	2.862	1.138		
		Sigma^2	11.431				
2	Delivery Service	X2_1	0.863	0.745	0.255	0.929	0.724
		X2_2	0.828	0.686	0.314		
		X2_3	0.864	0.746	0.254		
		X2_4	0.833	0.694	0.306		
		X2_5	0.865	0.748	0.252		
		Sigma	4.253	3.619	1.381		
		Sigma^2	18.088				

Source: Primary data is processed, 2022

Based on the results of the validity tests carried out, it appears that all items are valid because they have a loading factor value greater than 0.5. The transaction cost variable gets a loading factor of 0.909 while the delivery service gets a value of 0.929. In addition, it is also seen that all variables are valid because they have an AVE value greater than 0.5. The Ave value in the transaction cost variable is 0.716 while the delivery service is 0.724. All variables are also said to be reliable because they have a CR value of more than 0.7.
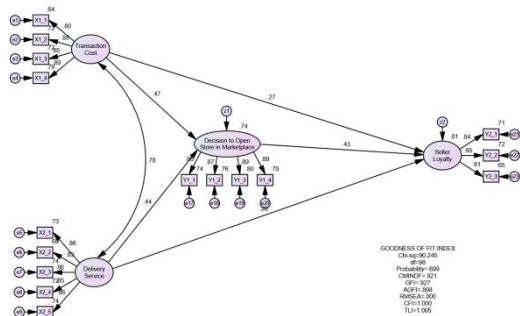
Figure 4: Variable Model

The picture above is a model image that shows the results of the influence of the independent variable on the dependent variable which will later be tested for the level of goodness of fit.

Table 5: GOF Test

Goodness of Fit Indeks	Cut off Value	Hasil	Evaluasi Model
Chi – Square	≤ 122,108	90,245	Good Fit
Probability	≥ 0,05	0,699	Good Fit
CMIN/DF	≤ 2,00	0,921	Good Fit
GFI	≥ 0,90	0,927	Good Fit
AGFI	≥ 0,90	0,898	Marginal Fit
RMSEA	≤ 0,08	0,000	Good Fit
CFI	≥ 0,90	1,000	Good Fit

| TLI | ≥ 0,90 | 1,005 | Good Fit |

Source: Primary data is processed, 2022

According to the Goodness of Fit test findings, the entire model meets the criteria. As a result, no changes or improvements to the model are required. This is due to the fact that the known RMSEA value is 0.000, which is less than 0.08.

Table 6: Standardized Regression Weights

			Estimate
Decision to Open Store in Market place	<---	Transaction Cost	.468
Decision to Open Store in Market place	<---	Delivery Service	.442
Seller Loyalty	<---	Transaction Cost	.269
Seller Loyalty	<---	Delivery Service	.258
Seller Loyalty	<---	Decision to Open Store in Market place	.435

Source: Primary data is processed, 2022

The table above is the result of model testing where the estimated ilia for transaction costs for the decision to open is 0.468. Meanwhile, the delivery service scored 0.442. Transaction cost for seller loyalty is 0.269 and delivery service for seller loyalty is 0.258. Finally, the decision to open for seller loyalty gets a value of 0.435.

Table 7: Hypothesis testing

			Estimate	S.E.	C.R.	P	Label
Decision to Open Store in Market place	<---	Transaction Cost	.567	.125	4.522	***	par_13
Decision to Open Store in Market place	<---	Delivery Service	.499	.116	4.323	***	par_14
Seller Loyalty	<---	Transaction Cost	.307	.131	2.343	.019	par_15
Seller Loyalty	<---	Delivery Service	.275	.119	2.305	.021	par_16
Seller Loyalty	<---	Decision to Open Store in Market place	.408	.115	3.564	***	par_17

Source: Primary data is processed, 2022

Based on the test results obtained, it was found that Transaction Cost has a positive and significant effect on Decision to Open Store in Marketplace because the CR value is 4.522 where this value is greater than 1.96 and the p value is much smaller than 0.05. Delivery Service has a positive and significant effect on Decision to Open Store in Marketplace because the CR value is 4.323 where this value is greater than 1.96 and the p value is much smaller than 0.05.

Transaction Cost has a positive and significant effect on Seller Loyalty because the CR value is 2.343 where this value is greater than 1.96 and the p value is 0.019 or less than 0.05. Delivery Service has a positive and significant effect on Seller Loyalty because the CR value is 2.305 where this value is greater than 1.96 and the p value is 0.021 or less than 0.05. Decision to Open Store in Lazada Marketplace has a positive and significant effect on Seller Loyalty because the CR value is 3.564 where this value is greater than 1.96 and the p value is much smaller than 0.05.

Azhar et al., (2019)support the results of this study by stating that there is a positive influence between transaction costs and service on loyalty. This is also got support fromthe study done by Lisani & Indrawati (2020)which obtains a path coefficient value of 0.105 which proves that there is a significant influence between transaction costs towards customer loyalty. Basically, in forming a loyalty, it is necessary to have a transaction cost so that customers can benefit when using the products offered(Maryono et al., 2020).

The factors that influence a delivery service according to Dinitzen & Dhorthe (2010)are delivery time, delivery flexibility, delivery accuracy, stock service, after time sale, order management, marketing and communication and e-information. Basically, the delivery time from the point where the customer orders the product to the point where the product arrives at the customer is a top priority that needs to be considered by the company.

In addition, it is also necessary to assess the flexibility of the services provided and also the level of accuracy. Stocking of the products sold must also always be considered so that they do not run out at the time of ordering. Lazada must also be able to provide an attractive sales strategy but still provide a defense against the quality of service.

Every customer will sometimes have a change of mind regarding their purchase. Therefore, e-commerce parties

must be able to control this so that customers cannot make any cancellations. Marketing strategy is also known to be the responsibility of e-commerce, so it is necessary to implement the right marketing strategy to help increase company profits (Siagian, 2021). In this case, the company must also be able to provide detailed information to the seller so as not to cause mistakes. Information that must be provided in the form of product info, how to order, quality, payment and order status.

Sikdar et al., (2021) supports this result by mentioning that product listing is one of the dimensions that will provide a satisfactory experience to users. Handoko (2016) also stated that delivery service has a big influence on customer satisfaction. Of course, through this customer satisfaction, will later form a desire to be more confident in providing a commitment to be loyal.

Jati et al., (2021) stated that service delivery has a positive influence on customer loyalty. In fact, Munawar et al., (2021) argues that delivery service has a greater influence on customer loyalty because of the trust that can be instilled in the minds of customers.Every customer will pay attention to the delivery service system offered by the platform so that customers can find out where the product is.

3. Conclusion

So, based on the results of the study, it can be concluded that transaction costs and delivery services have an influence on the loyalty and decision to open of the sellers. Furthermore, the advice that can be given to LazadaIndonesia Marketplace is to develop a management strategy that is focused on transaction costs and delivery services.

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