The Influence of Consumer Innovatively, Company Reputation, and E-Trust on E-Loyalty of E-Commerce Customers in Aceh

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Authors’ contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/AJEBA/2021/v21i1630483
Editor(s):
(1) Dr. María-Dolores Guillamón, University of Murcia, Spain.
Reviewers:
(1) Margarita Išoraitė, University Applied Sciences, Lithuania.
(2) Eddy Winarso, Jenderal Achmad Yani University, Indonesia.
Complete Peer review History: https://www.sdiarticle4.com/review-history/75802

ABSTRACT

**Aims:** This study aims to examine the effect of consumer innovation, corporate reputation, and e-trust on e-loyalty and the ability of e-trust to mediate the effect of consumer innovation and corporate reputation on e-loyalty on e-commerce customers in Aceh.

**Study Design:** A quantitative research.

**Place and Duration of Study:** The population in this study is the people of Aceh as users of e-commerce marketplace services from 2017 to 2021. Sampling covers the Banda Aceh Lhokseumawe area. While the sampling technique used is Non-Probability Sampling with accidental sampling approach, with a sample of 200 respondents.

**Methodology:** The data analysis method used is multiple linear regression. Data analysis begins with descriptive statistics of variables, normality test then joint testing and partial test and path analysis.

**Results:** Consumer innovation has a significant effect on e-loyalty to e-commerce customers in Aceh with the magnitude of the significant value of consumer innovation for e-loyalty is 0.020 and the t-value is 2.348. The company's reputation has a significant effect on e-loyalty to e-commerce customers in Aceh, the results of this study indicate that the significance obtained by the company's...
reputation for e-loyalty is 0.037 with a t value of 2.097. E-Trust has a significant effect on e-loyalty for e-commerce customers in Aceh, this is because the significance value of e-trust on e-loyalty is 0.000 with a t-value of 19.539. E-trust mediates the effect of consumer innovation and corporate reputation on e-loyalty on e-commerce consumers in Aceh. This can be seen from the value before mediation of 0.618 or 61.8% and in the second model after mediation (2) of 0.870 or 87%. This indicates a change in the value from 0.618 before mediation to 0.870 after mediation.

**Conclusion:** The results showed that consumer innovatively has a significant effect on e-loyalty to e-commerce customers in Aceh. Company reputation has a significant effect on e-loyalty in e-commerce customers in Aceh. E-trust has a significant effect on e-loyalty to e-commerce customers in Aceh and e-trust mediates the effect of consumer innovatively and company reputation on e-loyalty to e-commerce customers in Aceh.

**Keywords:** Consumer Innovatively; company reputation; E-Trust; E-Loyalty.

1. **INTRODUCTION**

The development of e-commerce in Indonesia in the past 2 years has grown rapidly and is very promising. Even though the world is being hit by the Covid 19 pandemic, so is Indonesia, this is an obstacle for the development of e-commerce. It can be said that the current pandemic situation plays a very important role in the development and growth of e-commerce in the world and of course in Indonesia. The policies implemented by the government to inhibit the development of Covid 19 with the implementation of activity restrictions have resulted in people tending to stay at home and even work. This encourages people to meet their needs using e-commerce media more intensively than before.

The number of visitors to the 10 largest e-commerce marketplaces in Indonesia in Q1 2020 was 242 million visitors, while in 2021 in Q1 there was an increase in the number of visitors by 125.8 million or 52%, of which the number of visitors was 367.8 million. This data is also in line with what the Assistant Governor, Head of the Payment System Policy Department of BI (Bank Indonesia) said, said "In February 2021, the nominal e-commerce transactions reached Rp 27.2 trillion, an increase of 45.28%. The data shows a significant increase in e-commerce marketplace visitors in the last 2 years. In addition to good news with the fact that e-commerce is growing in Indonesia, it turns out that failing to beat competitors is also a very important thing that needs to be considered, especially since the strategy that many e-commerce players use is to burn money.

In the last 4 years, there have been several e-commerce closures due to defeat or fear of competing, even e-commerce under the big names Telkom Indonesia and E-bay does not want to compete. This certainly shows a very high level of competition in the e-commerce business. If the company cannot develop its strategy properly and has its uniqueness from its competitors, then the ghost of bankruptcy is not just a dream.

One of the strategies that must be carried out by e-commerce companies is to maintain the level of their customers by maintaining the level of loyalty to the company. Sustained business success is closely related to customer loyalty. Loyal customers are very important for the survival of online stores in this modern information technology society because now the very serious business competition is determined only at the touch of a customer's finger [1]. E-loyalty is an individual commitment of customers who consistently and continuously visit a site address with the aim of shopping without switching to another site [2]. Regarding e-loyalty, experts have researched e-loyalty with various specific approaches [2-5]. While some other researchers [6] examined e-loyalty in the context of video conferencing.

Of the many factors associated with loyalty by researchers, one of the factors that determine loyalty is trust [7,8]. Similar to e-loyalty, Trust in the world of digital information is also known as E-Trust (E-Trust) [9]. E-trust is the customer's belief in his expectations towards online business or its activities in the digital world will be fulfilled [10]. Many studies have been conducted to prove that E-Trust (E-Trust) is an antecedent of e-loyalty [11,12]. In the context of e-loyalty, several studies have included e-trust as a mediating factor that affects e-loyalty [13,12].

E-Trust as an antecedent of e-loyalty in the digital business context by some researchers has linked it with consumers innovatively [14,15].
According to [16] individual innovation is the extent to which individuals can accept new knowledge and make innovative decisions without the influence of others, and highlight their independence from communicated experiences, situational effects, and product categories. Technologically innovative consumers tend to trust online sellers more and are more willing to adopt new information systems [17]. Consumer innovatively as an antecedent of trust and loyalty [18].

In addition to Consumer innovatively, some researchers also link E-Trust with company reputation [19,20]. Company reputation in the context of e-commerce can be defined as consumer perceptions of e-commerce companies about honesty and concern for their customers, as well as having the ability to fulfill their promises [21]. E-reputation is generated from the perceptions of online communities who discover, their intrinsic motivation, and their retention of online content [22]. Reputation when e-commerce companies have to build significant relationships with clients considering the end goal to portray their image in the general public. Reputation also allows e-commerce companies to spread their name among a pool of inexperienced online customers who can become their potential clients in the future [20]. Corporate reputation is an antecedent of E-Trust [23,19,20]. Furthermore, the company's reputation is also an antecedent of E-Loyalty [24,19].

Currently, research on E-loyalty in the context of e-commerce has indeed been done a lot, but if we refer to some of these studies it provides direction for future research to consider the context of the situation and research area. Therefore, it is interesting for us researchers to research e-loyalty and e-commerce in the Aceh region, which on the one hand, during the turbulent COVID-19 pandemic situation, the e-commerce marketplace is growing rapidly with transaction growth reaching more than 40%.

2. CONSUMER INNOVATIVELY

Consumer innovatively is a major topic that has received great attention from researchers [25,26]. The response to new products is closely related to consumers innovatively, which means exploring individual Consumers innovatively is very important [27]. The first study related to individual innovation was conducted by [28], individual innovation is the extent to which individuals can accept new knowledge and make innovative decisions without the influence of others, and highlight their independence from communicated experiences, situational effects, and product categories.

Consumer innovatively is a concept related to the adoption of innovation. Individual innovation is the extent to which individuals can accept new knowledge and make innovative decisions without the influence of others, and highlight their independence from communicated experiences, situational effects, and product categories. Technologically innovative consumers tend to trust online sellers more and are more willing to adopt new information systems [17].

The success of an innovation is only possible by determining who has the potential to consume it and by accurately identifying their needs [28]. Two categories of individual innovation, (1) innate innovation related to personality traits, and (2) actualized innovativeness involved in innovative behavior. Personal innovation is a personality trait that also expresses an individual's innate attitude towards innovation. Product-based innovation is defined as the level of innovation that individuals have for a particular product category. Personal innovation and product-based innovation are influenced by many factors. Consumer innovatively as an antecedent of trust and loyalty. Based on this description, the hypotheses in this study are:

H1: Consumer innovatively has a significant effect on e-loyalty to e-commerce customers in Aceh

3. COMPANY REPUTATION

Company reputation in the context of e-commerce can be defined as consumer perceptions of e-commerce companies about honesty and concern for their customers, as well as having the ability to fulfill their promises. E-reputation is generated from the perception of evaluating online communities, their intrinsic motivation, and their retention of online content. Reputation is reflected when e-commerce companies have to build significant relationships with their clients considering the ultimate goal to enrich their image in the general public. Reputation also allows e-commerce companies to spread their name among a pool of inexperienced online customers who can become their potential clients in the future [20]. Corporate reputation is an antecedent of e-trust.
Furthermore, the company’s reputation is also an antecedent of e-loyalty [24,19]. Based on this description, the hypotheses in this study are:

**H2**: Company reputation has a significant effect on e-loyalty in e-commerce customers in Aceh

### 4. E-Trust

E-trust is a general trust or an intention to trust that brings another party to be trusted or provides a party’s willingness to be sensitive to an action taken by another party [29]. The increasing online consumer trust in an e-commerce website, both from the security of transactions, the privacy that is maintained by online vendors who can be trusted to trust the information on the site, will increase E-loyalty on the e-commerce website. can be marked by repeat purchases on the same website to refer others. Loyal consumers will use the product or service continuously from the same company [30]. E-trust can affect e-loyalty to customers [29-31].

**H3**: E-Trust has a significant effect on e-loyalty to e-commerce customers in Aceh

Trust is considered an important factor for success in the digital world. Customer trust is closely related to customer confidence. Trust is defined as the confidence that a person has in the reliability and integrity of his exchange partner [32]. Trust is a psychological state that is willing to accept damage based on the expected intentions or behavior of others [33]. Along with the emergence of the fourth industrial revolution, the topic of trust in a digital context is known as an online trust or e-trust. E-trust has provided new theoretical and practical issues [34]. E-trust is a customer’s belief that his hopes for an online business or its activities in the digital world will be fulfilled [35]. Many studies have been conducted to prove that E-Trust is an antecedent of e-loyalty [35-38]. In the context of e-loyalty, several studies have included e-trust as a mediating factor that affects e-loyalty. Based on this description, the hypotheses in this study are:

**H4**: E-trust mediates the effect of consumer innovatively and company reputation on e-loyalty to e-commerce customers in Aceh

Based on the above hypothesis, the following empirical model is formed:

### 5. RESEARCH METHODS

#### 5.1 Type of Research

This type of research is causal associative. Causal associative is research that aims to analyze the relationship between one variable to another or how one variable affects another variable.

#### 5.2 Population and Sample

The population in this study is the people of Aceh as users of e-commerce marketplace services from 2017 to 2021. For the research to be more general, sampling was taken at 4 regional points in Aceh Province which included (1) Banda Aceh and (2) Lhokseumawe. Meanwhile, the sampling technique used is non-probability sampling with an accidental sampling approach. The number of samples studied amounted to 200 respondents.
5.3 Variable Operations

The operational variables in this study consist of independent variables, namely Consumer Intelligence (X1) and Corporate Reputation (X2), then E-Trust moderation variables (Z), and dependent variables, namely E-Loyalty (Y). The explanations and indicators of each variable are:

Consumer innovatively (X1) is the extent to which individuals can receive new knowledge and make innovative decisions without the influence of others, and highlights their independence from communicated experiences, situational effects, and product categories. With indicators of how to experiment, information technology, love challenges, like to experiment.

The Company’s reputation (X2) is a consumer’s perception of e-commerce companies about honesty and concern for their customers and having the ability to deliver on their promises. With indicators: well-known, positive character, decent and reputable business.

E-Trust (Z) is the customer’s belief in his expectations of the business online or its activities in the digital world will be fulfilled. With product indicators, safe, service, and trustworthiness.

E-Loyalty (Y) is a customer’s commitment to consistently revisit a site for a specific purpose without switching to another site. With indicators: buy, offer, positive things, and recommend.

5.4 Data Analyst

Before the test of data analysis has been done testing classical assumptions. The data analysis method used in this study is Path Analysis. The equations used are simple linear regression models and multiple linear regression methods that are formulated as follows with structural:

\[ Y = a + b_1X_1 + b_2X_2 + b_3Z + b_4X_1X_2 + \varepsilon \]  for hypothesis 1, 2 and 3

\[ Y = a + b_1X_1 + b_2X_2 + b_3Z + b_4X_1X_2 + \varepsilon \]  for hypothesis 4

Information:

Y = E-Loyalty;
Z = E-Trust;
X_1 = Consumer Innovativeness;
X_2 = Company Reputation;
b_1, b_2, b_3, b_4 = Regression coefficient;
X_1*X_2 = Interaction;
a = Constant; and
\varepsilon, \varepsilon_1 = Error term.

Hypothesis testing is used to understand the relationship between two variables: between free variables and bound variables. If the probability of a value T or significance < 0.05, then there is a partial influence between the free variable to the bound variable. However, if the probability value of T or significance > 0.05, then there is no major partial influence between each variable freed from the bound variable [34,35].

6. DISCUSSION

The test results of hypotheses 1, 2, and 3 show:

From the results presented in Table 1 can be built a regression equation as follows:

\[ Y = a + 0.090X_1 + 0.820X_2 + 0.716Z + \varepsilon_1 \]

The coefficient of determination shown in Table 1 of 0.87 or 87% means that the consumer innovative variable and the company’s reputation can explain e-loyalty by 87% the ability to explain this independent variable is relatively large because the smaller percentage of 13%, explained by other variables not included in the study.

Table 1. Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>.523</td>
<td>.117</td>
<td></td>
<td>4.485</td>
</tr>
<tr>
<td>X1</td>
<td>.090</td>
<td>.039</td>
<td>.080</td>
<td>2.348</td>
</tr>
<tr>
<td>X2</td>
<td>.082</td>
<td>.039</td>
<td>.091</td>
<td>2.097</td>
</tr>
<tr>
<td>Z</td>
<td>.716</td>
<td>.037</td>
<td>.810</td>
<td>19.539</td>
</tr>
<tr>
<td>F hitung</td>
<td>438,631</td>
<td></td>
<td></td>
<td>Sig = 0.000</td>
</tr>
<tr>
<td>R = .933</td>
<td>R² = 0.870</td>
<td>Adjusted R = .868</td>
<td></td>
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</tbody>
</table>

a. Dependent Variable: Y

Source: SPSS data processing results (2021)
Based on the regression results in Table 1 it is known that the magnitude of the significant value of consumer innovatively with e-loyalty is 0.020 with a value of t of 2.348. The value of 0.020 is smaller than $\alpha = 5\%$ or 0.020<0.05. Thus, H01 is rejected and Ha1 is accepted, meaning that consumer innovatively has a positive effect and significance on e-loyalty. The coefficient value of consumer innovatively variables with e-loyalty of 0.090 explains that if consumer innovatively rise 1 (one) percent, it will result in an increase in e-loyalty by 0.090 percent, assuming other variables are constant.

The value of the company's reputation significance with e-loyalty is 0.037 with a t value of 2.097. The value of 0.037 is smaller than $\alpha = 5\%$ or 0.037<0.05. Thus, H02 was rejected and Ha2 accepted, meaning that the company's reputation had a positive influence and significance to e-loyalty. The variable coefficient value of a company's reputation with e-loyalty of 0.082 explains that if company's reputation rise 1 (one) percent, it will result in an increase in e-loyalty by 0.082 percent, assuming other variables are constant.

The value of the significance of e-trust with e-loyalty is 0.000 with a t value of 19.539. The value of 0.000 is less than $\alpha = 5\%$ or 0.000<0.05. Thus, H02 is rejected and Ha2 is accepted, meaning that e-trust has a positive effect and significance to e-loyalty. The variable coefficient value of e-trust with e-loyalty of 0.716 explains that if e-trust rise 1 (one) percent, it will result in an increase in e-loyalty by 0.716 percent, assuming other variables are constant.

Hypothesis 4 testing is presented in Table 2.

The Adjusted R Square coefficient value is shown in Table 2 in the first model (1) before mediation is 0.618 or 61.8% and in the second model after mediation (2) is 0.870 or 87%. This shows a change in value from 0.618 before mediation to 0.870 after mediation. Thus, H04 is rejected and Ha4 is accepted, which means that the influence of Consumer innovatively and company reputation on e-loyalty to e-commerce customers can be mediated by e-trust. For more clearly the influence between variables can be seen in Table 3.

Based on the table above, it can be concluded that:

1. Consumer innovation has a significant effect on e-loyalty to e-commerce customers in Aceh with the magnitude of the significant value of consumer innovation for e-loyalty is 0.020 and the t-value is 2.348. The results of the study are similar to studies conducted previously by several researchers [38,39,40,41,42].

2. The company's reputation has a significant effect on e-loyalty to e-commerce customers in Aceh, the results of this study indicate that the significance obtained by the company's reputation for e-loyalty is 0.037 with a t value of 2.097. And the results of the study show that it supports previous research [36-38].

3. E-Trust has a significant effect on e-loyalty for e-commerce customers in Aceh, this is because the significance value of e-trust on e-loyalty is 0.000 with a t-value of 19.539. The results of this study are in line with the results of previous studies [37-45].

4. E-trust mediates the effect of consumer innovatively and company reputation on e-loyalty to e-commerce customers in Aceh. Hal ini dikarenakan before mediation is 0.618 or 61.8% and in the second model after mediation (2) is 0.870 or 87%. This shows a change in value from 0.618 before mediation to 0.870 after mediation. The results of this study support several previous studies [39,40,36,41,43].

<table>
<thead>
<tr>
<th>Table 2. Model Summary</th>
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<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>Force</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors: (Constant), X2, X1  
<sup>b</sup> Predictors: (Constant), X2, X1, Z  
<sup>c</sup> Dependent Variable: Y  
Source: SPSS data processing results (2021)
7. CONCLUSION

1. Consumer innovation has a significant effect on e-loyalty to e-commerce customers in Aceh with the magnitude of the significant value of consumer innovation for e-loyalty is 0.020 and the t-value is 2.348.

2. The company’s reputation has a significant effect on e-loyalty to e-commerce customers in Aceh, the results of this study indicate that the significance value obtained by the company’s reputation for e-loyalty is 0.037 with a t value of 2.097.

3. E-Trust has a significant effect on e-loyalty for e-commerce customers in Aceh, this is because the significance value of e-trust on e-loyalty is 0.000 with a t-value of 19.539.

4. E-trust mediates the effect of consumer innovatively and company reputation on e-loyalty. hal ini dikarenakan before mediation is 0.618 or 61.8% and in the second model after mediation (2) is 0.870 or 87%. This shows a change in value from 0.618 before mediation to 0.870 after mediation.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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Peer-review history:
The peer review history for this paper can be accessed here:
https://www.sdiarticle4.com/review-history/75802