The Effect of Special Treatment Benefits and Confidence Benefits on Consumer Commitment and Consumer Loyalty: A Study on Shopee Users in the Covid 19 Pandemic

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ABSTRACT

This study aims to determine the effect of Special Treatment Benefits and Confidence benefits on Consumer Commitment and Consumer Loyalty to Shoppe users in the Pandemic Era. Tests in this study using 210 respondents. The sampling technique used in this research is purposive sampling. This study uses the Structural Equation Modeling (SEM) data analysis technique which was developed to test the research hypothesis which was processed using the AMOS version 24 program. The data variables used in this study are Special Treatment Benefits, Confidence Benefits, Consumer Commitment, Consumer Loyalty, these variables form five hypotheses. And the results of the analysis in this study indicate that Special Treatment Benefits have a positive effect on Consumer Commitment, Special Treatment Benefits have a positive effect on Consumer Loyalty, Confidence Benefits have a positive effect on Consumer Commitment, Confidence Benefits have a positive effect on Consumer Loyalty, and Consumer Commitment has a positive effect on Consumer Loyalty.

Introduction

In today's era, as time goes by, technology is increasingly advanced and many advanced technologies. Technologies have been created and developed; therefore, people today have a desire to find their daily needs effectively and efficiently or quickly and easily obtainable. Currently, many companies are competing to create services to make it easier for people to transact and buy so that they can meet their daily needs with virtual shopping without having to come physically to get their needs.

In addition, during this pandemic period, due to the covid-19 virus which is being spread widely in various parts of the world, including Indonesia, where the number of infections continues to increase every day. Therefore, people in general will prefer to shop through e-commerce which is easier and faster, because the risk of
transmission when people shop in public places is very high, so people now prefer to use e-commerce to shop or buy goods that are needed for their life. According to Hidayat, A et al., (2016) E-commerce can be defined as users of electronic networks with the aim of simplifying and accelerating all phases of business processes, from the production of goods to their sales and delivery.

In addition, according to Lai (2014), the speed with the development of technology, communication, information in e-commerce allows consumers to buy products and services online. e-commerce is very important for the survival of the company because with e-commerce companies can improve their performance by adding services to customers throughout technology media, as well as increasing promotions for the company itself and making it easy to find out product prices and product descriptions making it easier for customers to find out product-related information.

In Indonesia, including a country that has a fairly high growth of e-commerce every year. In 2014, Euromonitor noted that the Central Statistics Agency (BPS), online sales in Indonesia reached US$ 1.1 billion, in addition to the Central Statistics Agency (BPS) census data also stated that e-commerce in Indonesia in the last 10 years has increased 17% with the number of e-commerce businesses reaching 26.2 million units (www.wartaekonomi.co.id). In Indonesia, there are many kinds of e-commerce that can be found such as Shoppe, Tokopedia, Bukalapak, Lazada, etc. This research will be shown to Shopee users, from (Wikipedia). Shopee is a commercial electronic site headquartered in Singapore under the auspices of the SEA Group (formerly known as Garena), founded by Li (2009). Shopee was first launched in 2015 in Singapore and has since expanded its reach to other countries, such as Malaysia, Thailand, Taiwan, and Indonesia, Shopee has also been in Brazil since 2019, which is the first country for Shopee in South America and outside Asia. Shopee is an e-commerce application that has developed rapidly and has many users, for consumers in Indonesia, a survey said by The Asian Parent in 2017 that Shopee is the first shopping platform for mothers in Indonesia (73%), followed by Tokopedia (54 %), Lazada (51%), and Instagram (50%)

Shopee has a unique strategy to get consumers. In 2019 Shopee demonstrated its success with a successful strategy that it used to provide a social and engaging shopping experience. Shopee has several features, namely a popular in-app game that is shown to Shopee users to get coins and these coins are used to shop on Shopee app. Affirming its status as an e-commerce platform in Indonesia, Shopee managed to record more than 138 million orders in the third quarter of 2019, or an average of more than 1.5 million orders per day, Shopee's year-on-year growth of 117.8%. Shopee Indonesia has succeeded in exporting thousands of local goods from selected SMEs (Small and Medium Enterprises) to reach a wider market, the destinations of which are Malaysia and Singapore. www.industry.co.id/ with this strategy, Shopee certainly won't get it easily, it needs evaluation and attaches the strategy to consumer perception.
But there are surveys that show that a significant thing that affects people not to shop online is that there is no good experience about the online company, Kotler and Keller (2008), or what is expected by customers does not match reality or their wishes, so it doesn't close. Possibility of customers to switch to the other e-commerce.

Of course, the Shopee company needs a strategy to maintain its customers and maintain it so that it doesn't lose to compete with the other companies. Therefore, the company needs to have Relational Benefits, one of which consists of Special Treatment Benefits, Confidence Benefits to Shopee e-commerce customers, because according to Thorsten et al., 2002 The benefits of special treatment aim to give consumers a sense of satisfaction because the good services provided by the company by providing discounts can also influence consumers to make repurchases in the future. In addition, it affects the benefits of confidence, it can have the impact of decreasing the anxiety that will be experienced by consumers and will form confidence and trust in service providers and can increase consumer satisfaction in the use of information technology (Gwinner et al., 1998). According to Bowo, (2003) Flexible communication and good commitment in serving consumers, as well as the ability to handle complaints are important roles in building and increasing consumer trust. By providing good quality assurance to consumers, so that consumers give trust and commitment to continue using Shopee.

So that customers will be interested in making repeat purchases, with this it will lead to consumer loyalty, according to Smith and Wright, (2004) Repurchase interest will have an impact on consumer loyalty, so previous consumers must get a higher priority than getting new customers. Shopee is currently getting a lot of customers with its strategies such as free shipping discounts throughout Indonesia, claiming voucher discounts for a minimum purchase, and special discounts for every use of Shopee Pay.

The main aim of Relational benefit theory is to identify the important outcome influences for the firm and a better understanding of the causal relationships as these drivers and outcomes. The relationship quality approach is based on the assumption that customer loyalty is largely determined by “the degree of relationship suitability” (Hennig-Thurau and Klee, 1997) from the customer perspective. Thus, although relationship quality focuses on the nature of the relationship and relational benefits focuses on receiving benefits in a utilitarian orientation, both concepts view meeting customer needs as central to successful customer relationships.

According to Schiffman and Wisenblit (2015), customer loyalty is loyalty in business describing the customer's willingness to remain with the company in the long term, according to Schiffman and Wisenblit (2015), and recommend the company's products to others. Meanwhile, according to Kotler and Keller (2016) loyalty as a commitment to maintain a strong attention to the customer, so that customers can repurchase or revisit some of the selected products or services for a long period of
time, even though it has a certain impact on the company's marketing efforts that can potentially affect customer habits that can change.

Shopee needs to increase customer loyalty because it is important for Shopee itself, the reason it is important to increase customer loyalty according to Khan et al. (2016), “namely customer loyalty is one of the important factors to foster relationships between customers and brands.” In addition, according to Yadav and Rahman (2017) “customer loyalty is important to maintain the relationship between customers and brands.” Therefore, customer loyalty is a customer trust to re-purchase or reuse Shopee e-commerce.

From the description above, the researcher conducted research which was a replication of the combined previous research conducted by Hennig-Thurau (2002), building the model based on the relational benefits that exist in marketing relationships where the variable there is a confidence benefit that affects customer loyalty and commitment, the benefits of special treatment affect consumer loyalty and commitment. In addition, this research was also developed based on previous research such as, Tracey S., et al (2011), Khoa (2020).

This study aims to find out how to integrate research on relational benefits and relationship quality in developing a comprehensive model. Specifically, this study proposes and tests a model in which consumer commitment is used as a mediating relationship between two variables, namely the benefits of special treatment and the benefits of confidence as relational benefits and which will result in customer loyalty.

Literature Review

Consumer Loyalty

The definition of loyalty according to Oliver (1999) is a strong commitment to re-purchase and subscribe to products that are carried out consistently in the future, so that this will lead to repeated product purchases, besides that according to Durianto, et al. (2001) “Consumer Loyalty is a measure of how attached consumers are to a product or service / brand that exists within a company.” Customers are said to be loyal if they show a stable purchase or consumers buy at least twice in a certain time interval (Griffin, 2010). Customer loyalty occurs when customers see the quality and performance of a product/service or company with maximum results and in accordance with customer desires, so that customers will make purchases of these products regularly and repeatedly.

Online customer loyalty does not seem much different from conventional or offline customer loyalty. According to Gommans et al. (2001) “Loyalty is based on trust, website security and technology and customer service.” In the context of e-commerce, customer satisfaction and trust have an impact on customer loyalty. So, it can be concluded that customers who have confidence in the online shop and buy repeatedly and are committed to the product, it can be said that the customer is loyal.
Several studies that have been done by previous researchers, such as: Research (Hennig-Thurau, 2002), build the model based on the relational benefits that relationship marketing where the variable is that there are confidence benefits that affect consumer loyalty and commitment, special treatment benefits affect consumer loyalty and commitment. In addition, this research was also developed based on previous research such as, Tracey S. Dagger et al., (2011), Khoa, B. T. (2020). In Hennig-Thurau's research, the object of research uses the type of service. From previous research studies, many have conducted research on consumer loyalty in the service business or services. Then the object in this study will be associated with consumer loyalty in online business or Shopee e-commerce.

Although this study modifies the previous research model, there are several things that distinguish previous research from this research, namely that research (Hennig-Thurau 2002) has 7 variables, namely Confidence Benefits, Social Benefits, Special Treatment Benefits, Satisfaction, Commitment, Word of Mouth, customer Loyalty, while this study takes 4 variables from previous studies, in addition to previous research the results show that the concepts of customer satisfaction, trust benefits, commitment, and social benefits significantly contribute to Relationship Marketing results in services, while the results in this study are related to customer loyalty. Confidence Benefits, Special Treatment Benefits and consumer commitments that will affect Consumer Loyalty to Shopee users.

Factors Affecting E-Commerce Consumer Loyalty

Consequences of Special Treatment Benefits

Special Treatment Benefits is a form of preferential treatment for customers in the form of services that are different from other customers in general (Hennig-Thurau et al., 2002). Special treatment Benefits to consumers, such as providing more discounts or services tailored to the wishes of consumers, then consumers will not show emotional or cognitive transitions that are willing to move to another company (Fornell 1992; Guiltinan 1989) and can result in an increase or effect on consumer commitment on the part of the consumer himself (Selnes, 1993). In that case, Special Treatment Benefits have an influence on customer loyalty, which is in line with the arguments made by Reynolds and Beatty (1999), namely that service companies that carry out Special Treatment Benefits are part of the service performance itself, and will result in the benefits received from special treatment, which is expected and can affect customers positively in the service. Based on the arguments above, there are the following hypotheses:

H1: Special Treatment Benefits positively and significantly affect customer commitment

H2: Special Treatment Benefits have a positive and significant effect on Customer Loyalty.
Confidence Benefits

Confidence Benefits are reduced consumer anxiety perceptions by increasing comfort by knowing what consumers expect through the service (Gwinner et al., 1998). In addition, according to Patterson and Smith, (2001) to understand customer desires aimed at stabilizing relationships and trust in service provision. Trust and commitment are the main keys in the study of Relationship Marketing (Palmatier et al., 2006). The benefits of trust reduce risk and increase knowledge about the services to be obtained (Kinard and Capella, 2006). In addition, the benefits of trust will also promote better relationships, through reduced transaction costs to customers which in turn, can foster customer commitment (Hennig-Thurau et al., 2002). Similar to trust, commitment shows customers will cooperate and agree (Morgan & Hunt, 1994), as well as commitment to improve company performance (Brown, Lusch, & Nicholson, 1995; Ramaseshan, Yip, & Jae, 2006). According to Anderson & Weitz, (1992); Dyer & Chu, (2000); Fredendall et al., (2005); Ganesan, (1994) argues that commitment affects trust positively. And that there may be a reciprocal effect between trust and commitment (Seppänen et al., 2007). According to Dickey et al. (2007) commitment builds trust by reducing uncertainty regarding the fulfillment of interrelated needs in the future. Supported by research (Brown et al., 2019) that trust and commitment are at the core of the Relationship Marketing model as a relational mediator, and show that trust increases commitment, the results show that trust increases commitment. From previous research, it can be concluded the following hypothesis:

H3 : Confidence Benefits have a positive and significant effect on consumer commitment.

According to Mowen (2002) trust is all the knowledge that exists within the consumer and all the results formed by the consumer himself about the product or company and its benefits. Trust / confidence in the interaction of service companies with consumers will reduce excessive anxiety about transactions that will be carried out by consumers, so that consumers can show their satisfaction (Hennig-Thurau et al., 2002). Loyalty to the company will be greater when consumers have a perception of trust or strengthen confidence in the service provider (Hennig-Thurau et al., 2002). Bitner (1995) suggests that every service encounter is an opportunity for the provider to build trust and thereby increase customer loyalty. According to Berry (1995) in Customers who trust service providers based on the experience gained by consumers have good reasons to stay with the service provider. This implies that consumer loyalty to the company will be even greater when consumers have a perception of trust or confidence in service providers besides that according to Bitner (1995) every service meeting is an opportunity for service providers to build trust and thereby increase consumer loyalty. According to Sirdeshmukh et al., (2002) suggests that trust is the main determinant of consumer purchase intentions. When customers give their trust to the company, it will result in customer loyalty and customers will return to the company. In research Lin et al., (2010) trust on loyalty proves to be interrelated
and has a positive and significant effect. So, in accordance with the research above, it can be concluded the following hypothesis:

**H4:** Confidence Benefits have a positive and significant effect on consumer loyalty.

**Consequences of customer commitment / Consumer commitment**

The definition of customer commitment according to Bloemer and Schroder (2002) is commitment is the desire that exists in consumers to remain in a relationship or maintain a relationship with a company with a willingness to make efforts to maintain the company. In addition, according to Morgan & Hunt, (1994), Palmmatier et al., (2006) Commitment itself is the belief that the relationship is so important that it requires "maximum effort" to maintain it. Customer commitment is recognized as important for long-term relationships (Dwyer et al., 1987; Garbarino and Johnson, 1999). Therefore, they have a desire to maintain relationships and strive to maintain relationships (Morgan and Hunt, 1994). According to (Wang et al., 2006), if the customer and the company become more committed to each other, then the relationship between the customer and the company becomes better, thus maintaining a long-term relationship. In running a business, creating and maintaining customer loyalty is very important (Homburg and Giering, 2001). Loyalty is important because it has a positive impact on sales, market share and customer retention (Oderkerken-Schro¨ der et al. 2003; Hennig-Thurau et al. (2002). The definition of loyalty according to Oliver (1999) is a strong commitment to re-purchase or subscribe to the preferred product, causing repeated purchases of the same product. In addition, according to Durianto, er al. (2001). Consumer Loyalty is a measure of how attached consumers are to a product or service/brand that exists within a company. Customers are said to be loyal if they show stable purchases or consumers buy at least twice in a certain time interval (Griffin, 2010). Customer loyalty occurs when customers see the quality and performance of a product/service or company with maximum results and in accordance with customer desires, so that customers will make purchases of these products regularly and repeatedly commitment has been shown to be positive for aspects of customer loyalty (Hennig-Thurau et al., 2002). In addition, a recent study by Pritchard et al., (1999) found that commitment is highly correlated with customer loyalty. Based on the results of the above discussion, it is concluded that the research hypothesis is as follows:

**H5:** Consumer commitment has a positive and significant effect on Consumer Loyalty

Based on the above mentioned theory, as well as research conducted by Hennig-Thurau (2002), this study aims to analyse the effect of special treatment benefits and confidence benefits on consumer commitment and consumer loyalty: a study on
Shopee users in the pandemic era. The hypothesis in this study is in accordance with Figure 1. The following is the research model:

**Figure 1: Research Framework**

Source: Hennig-Thurau (2002) Adapted

**Methods**

This study uses quantitative methods that use statistical or mathematical analysis. This research was obtained from the results of a questionnaire using the object in this study, namely Shopee users. Location: This research was conducted in Indonesia, and the questionnaires were distributed through online media. The data collection of the questionnaire was distributed online to respondents and then disseminated using social media such as Instagram, Whatsapp, and Line. Dissemination via Whatsapp and Line by providing a questionnaire link on the existing Whatsapp group or Line group or providing a link to relatives or personal contacts on Whatsapp or Line, because by distributing it personally, respondents will be more interested in filling out. Then distribute the questionnaire through Instagram by providing a questionnaire link to relatives via Direct Message or listed in the personal Instagram bio and using Insta Story to distribute the questionnaire. By using Instagram reach to get bigger respondents as well as more Instagram users.

The data collection technique in this study is the purposive sampling method, which is a particular consideration of the sampling technique. In purposive sampling, a group of subjects will be selected, based on several characteristics that are closely related to the characteristics of the population that already exist or are already known. Then the sample units will be linked and adjusted to certain criteria that will be adjusted to the research objectives. According to statistics, if a study requires special criteria so that the samples to be taken are in accordance with the research objectives and can solve problems, then purposive sampling is more appropriate for researchers to use, so that to conduct research the techniques to be taken can meet the actual goals. The test in this study used 210 respondents, who had used Shopee E-commerce and
had filled out a questionnaire that had been distributed via Google Form with a Likert scale. After that, the instrument testing of 50 respondents was conducted using the SPSS program.

According to Ghozali, (2017) the measure of the extent to which an indicator can be measured is called a validity test. Questions from the questionnaire can be declared valid if they can reveal what will be measured. If it has a standardized regression weight value of ≥ 0.05. Then the indicator can be said to be valid. This study used 50 respondents to be tested using SPSS version 26 which aims to see how the indicators on the questionnaire can measure accordingly. Validity measurement is to test each question in the questionnaire so that it can be in accordance with its measuring function, while the validity scale is to measure and reveal the data studied correctly (Ghozali, 2017). Meanwhile, according to Ghozali, (2017) the reliability test is to measure variables that are free from errors or to test the consistency of the measurements. Reliability is a tool to measure the existing questionnaire which is an indicator of these variables. Cronbach’s alpha is a statistical test tool to measure reliability. Questionnaires can be said to be reliable if someone's answers are stable over time. If Cronbach's alpha 0.70 in the SPSS of a variable, it can be said to be reliable (Ghozali, 2017). Before being distributed to the research sample, the questionnaire which will be used as a data collection tool will be tested for validity and reliability.

Analysis Data Technique

Descriptive analysis

Descriptive analysis in this study serves as an explanation or description of unprocessed or raw data into information that is easy to understand clearly and briefly without changing the general conclusions. This analysis is also carried out based on the results of the questionnaires that have been distributed by researchers to respondents which include identity, service insight and research variables.

Statistic analysis

Statistical analysis is an analysis that applies statistical methods in testing the hypothesis to be tested. The analytical tool in this study that will be used is structural equation modeling (SEM) and processed using the AMOS program, while SEM is a combination of two separate statistical methods, among others, namely factor analysis developed in psychology and psychometrics and a simultaneous equation model called structural equation modeling (SEM) (Ghozali, 2017). Then processed using the AMOS program developed in econometrics (Ghozali, 2017). This study uses the analysis used to prove the hypothesis by calculating the Structural Equation Model (SEM) with AMOS 24 software.

Result and Discussion

Normality Test
The majority of univariate normality tests are normally distributed because the critical ratio (C.R) value is in the range of ± 2.58. While the multivariate data meet the normal assumption because the result value is 1.890 the result is already between + 2.58 and – 2.58. In this study, the model suitability test was carried out in several stages, namely Chi-Squares, probability, CMIN/Df, GFI (Goodness of Fit Index), TLI (Trucker Lewis Index), CFI (Comparative Fit Index), PGFI (Parsimonious Goodness Fit Index). ), PNFI (Parsimonious Normal Fit Index).

Outliers

Outliers can be evaluated using multivariate outliers analysis seen from the AMOS output Mahalanobis Distance value. Outliers are data that have different characteristics from other data observations and appear in several forms in extreme values, both variables and combination variables. The Mahalanobis Distance test can be calculated with the chi-square value on the degree of freedom of 21 indicators at the level of p < 0.001 with the formula $X^2 (21; 0.001) = 38.93$.

Confirmatory Analysis Validity and Reliability Test

The confirmatory analysis serves as a test of the concept to be built with several measurable indicators. In this analysis, first look at the value of the loading factor of each indicator, the loading factor itself is used to see whether the construct validity of a questionnaire can be said to be valid, if the questions in the questionnaire are able to show something that is measured by the questionnaire. According to Hair et al. (2010) if the loading factor value is still below 0.5, it will be excluded from the analysis, because the minimum loading factor value is 0.5 and ideally 0.7. In the Confirmatory Test, the Reliability test is also carried out. The higher the reliability coefficient or close to 1, the more reliable the measuring instrument is, because the reliability coefficient ranges from 0-1. According to (Yamin & Kurniawan, 2009), if the construct reliability shows the construct reliability value > 0.7 and the variance extracted value > 0.5 then it can be said to be good. The following table shows the results of the analysis of the validity and reliability tests in this study, It can be concluded that from table 1 above, all indicators in this study have a loading factor value of more than 0.5, so all indicators in this study can be said to be valid. In addition, the construct reliability in this study all variables showed a value of ≥ 0.7 and the variance extracted already showed a value of ≥ 0.5. So the questionnaire used in this study is reliable. Shown in table 1:

<table>
<thead>
<tr>
<th>Table 1 Validity and Reliability Test Result</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Variables</strong></td>
</tr>
<tr>
<td>Indicator</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Special Treatment Benefits</td>
</tr>
<tr>
<td>STB3</td>
</tr>
<tr>
<td>STB2</td>
</tr>
<tr>
<td>STB1</td>
</tr>
<tr>
<td>STB4</td>
</tr>
</tbody>
</table>
### 4.5 Modification Model and Final Model GOF Test

This research model has been modified which refers to the modified index table by providing a covariance relationship or eliminating indicators that have a high MI (modified index) value. In the modification process there are indicators that must be removed because they have a high MI, namely the LK4 indicator (consumer loyalty 4). The modification results are shown in Figure 2 below:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Indicator</th>
<th>Standard Loading</th>
<th>Standard Loading²</th>
<th>Measurement Error</th>
<th>Construct Reliability</th>
<th>Variance Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Confidence Benefits</strong></td>
<td>CB3</td>
<td>0,815</td>
<td>0,664</td>
<td>0,336</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CB2</td>
<td>0,706</td>
<td>0,498</td>
<td>0,502</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CB1</td>
<td>0,76</td>
<td>0,578</td>
<td>0,422</td>
<td>0,9</td>
<td>0,6</td>
</tr>
<tr>
<td></td>
<td>CB4</td>
<td>0,819</td>
<td>0,671</td>
<td>0,329</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CB5</td>
<td>0,822</td>
<td>0,676</td>
<td>0,324</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KK3</td>
<td>0,876</td>
<td>0,767</td>
<td>0,233</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KK2</td>
<td>0,788</td>
<td>0,621</td>
<td>0,379</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KK1</td>
<td>0,794</td>
<td>0,630</td>
<td>0,370</td>
<td>0,9</td>
<td>0,7</td>
</tr>
<tr>
<td></td>
<td>KK4</td>
<td>0,806</td>
<td>0,650</td>
<td>0,350</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KK5</td>
<td>0,818</td>
<td>0,669</td>
<td>0,331</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LK5</td>
<td>0,821</td>
<td>0,674</td>
<td>0,326</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LK6</td>
<td>0,771</td>
<td>0,594</td>
<td>0,406</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LK7</td>
<td>0,799</td>
<td>0,638</td>
<td>0,362</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LK4</td>
<td>0,853</td>
<td>0,728</td>
<td>0,272</td>
<td>0,9</td>
<td>0,6</td>
</tr>
<tr>
<td></td>
<td>LK3</td>
<td>0,845</td>
<td>0,714</td>
<td>0,286</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LK2</td>
<td>0,599</td>
<td>0,359</td>
<td>0,641</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LK1</td>
<td>0,719</td>
<td>0,517</td>
<td>0,483</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Figure 2 Results of Modified Confirmatory Analysis](Image)
Based on Figure 2, it can be concluded that the results of the Goodness of Fit analysis are as follows:

Table 2. Goodness of Fit Models

<table>
<thead>
<tr>
<th>Fit Index</th>
<th>Goodness of Fit</th>
<th>Criteria</th>
<th>Cut-off value</th>
<th>description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absolute Fit</td>
<td>Chi-square</td>
<td>Small</td>
<td>230,069</td>
<td>Fit</td>
</tr>
<tr>
<td>Probability</td>
<td>≥ 0.05</td>
<td>0,056</td>
<td>Fit</td>
<td></td>
</tr>
<tr>
<td>RMSEA</td>
<td>≤ 0.08</td>
<td>1,667</td>
<td>Fit</td>
<td></td>
</tr>
<tr>
<td>Incremental Fit</td>
<td>CFI</td>
<td>≥ 0.90</td>
<td>0,956</td>
<td>Fit</td>
</tr>
<tr>
<td>TLI</td>
<td>≥ 0.90</td>
<td>0,968</td>
<td>Fit</td>
<td></td>
</tr>
<tr>
<td>Parsimony Fit</td>
<td>PGFI</td>
<td>≥ 0.60</td>
<td>0,596</td>
<td>Marginal Fit</td>
</tr>
<tr>
<td></td>
<td>PNFI</td>
<td>≥ 0.60</td>
<td>0,672</td>
<td>Fit</td>
</tr>
</tbody>
</table>

It can be seen in the table above that the results of the Goodness of Fit value after the modification have met all the criteria, although there is 1 marginal fit, namely PGFI, but according to Hair et al. (2010) marginal fit can be tolerated; it can be concluded that this research model can be said to be fit.

Hypotesis Testing

Results Hypothesis testing can be done by looking at the value of the Critical Ratio (CR) and the value of probability (P) from the results of data processing. The relationship between variables can be seen from the estimated value, if the estimated value is positive then the variable relationship is positive, whereas if the estimated value is negative, the variable relationship is also negative. Furthermore, if the relationship between exogenous/independent variables and endogenous/dependent variables is significant, the test results show the CR value above 1.96 and the probability value (P) below 0.05/5%. Hypothesis Testing in detail the research will be discussed in stages according to the hypothesis that has been proposed.

Table 3 Regression Weight Test Results

<table>
<thead>
<tr>
<th>Conclusion</th>
<th>Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>KK &lt;--- STB</td>
<td>.172</td>
<td>.082</td>
<td>2.096</td>
<td>.036</td>
<td>Significantly positive</td>
</tr>
<tr>
<td>LK &lt;--- STB</td>
<td>.254</td>
<td>.067</td>
<td>3.802</td>
<td>***</td>
<td>Significantly positive</td>
</tr>
<tr>
<td>KK &lt;--- CB</td>
<td>.879</td>
<td>.081</td>
<td>10.890</td>
<td>***</td>
<td>Significantly positive</td>
</tr>
<tr>
<td>LK &lt;--- CB</td>
<td>.280</td>
<td>.080</td>
<td>3.508</td>
<td>***</td>
<td>Significantly positive</td>
</tr>
<tr>
<td>LK &lt;--- KK</td>
<td>.585</td>
<td>.080</td>
<td>7.275</td>
<td>***</td>
<td>Significantly positive</td>
</tr>
</tbody>
</table>

The results of the analysis in the image above show that: STB (Special Treatment Benefits) Has a positive and significant impact on KK (Consumer Commitment). This result is evidenced by a positive estimate value of 0.172, a t-statistic value above 1.96,
which is 2.096 and a P-Value value below 0.05, which is 0.036. So that H1 in this study is supported.

STB (Special Treatment Benefits) has a positive and significant effect on LK (Consumer Loyalty). These results are evidenced by a positive estimate value of 0.254, a t-statistic value above 1.96, which is 3.802 and a P-Value value below 0.05, which is 0.000. So that H2 in this study is supported.

CB (Confidence Benefits) has a positive and significant effect on KK (Consumer Commitment). This result is evidenced by a positive estimate value of 0.879, a t-statistic value above 1.96, which is 10.890 and a P-Value value below 0.05, which is 0.000. So that H3 in this study is supported.

CB (Confidence Benefits) has a positive and significant effect on LK (Consumer Loyalty). This result is evidenced by a positive estimate value of 0.280, a t-statistic value above 1.96 which is 3.508 and a P-Value value below 0.05, which is 0.000. So that H4 in this study is supported.

KK (Consumer Commitment) has a positive and significant effect on LK (Consumer Loyalty). This result is evidenced by a positive estimate value, namely 0.585, the t-statistic value is above 1.96, which is 7.275 and the P-Value value is below 0.05, which is 0.000. So that H5 in this study is supported.

Discussion

The Effect of Special Treatment Benefits on Consumer Commitment

The results of the analysis in this study indicate that the Special Treatment Benefits variable has a positive and significant effect on the Consumer Commitment variable for Shopee users in the pandemic era. This shows that if the company provides special treatment or Special Treatment Benefits that are different from other customers to Shopee users, it will lead to a continuous commitment, because users feel comfortable and feel valued or treated specifically or differently by Shopee companies and receive or get benefits. more than that company, so that it will reduce consumer thinking to switch to another company or other E-commerce and still choose to use Shopee. The higher the company performs Special Treatment Benefits to consumers, the higher the commitment obtained from consumers. As stated by previous research by Hennig-Thurau et al., (2002) in their research, the wider the use of special treatment benefits, the consumers will not show emotional or cognitive transitions that want to switch to other companies, this will have an effect or will result in the nature of commitment to consumers. And previous research says that special treatment benefits have a positive and significant effect.

The Effect of Special Treatment Benefits on Consumer Loyalty
The results of the analysis in this study indicate that the special treatment benefits variable has a positive and significant effect on the Consumer Loyalty Variable. Special Treatment Benefits are special treatment given to special consumers by the company. Special Treatment Benefits in addition to determining factors that can affect Consumer Commitment is also a determining factor that can affect Consumer Loyalty. After getting some special treatment or benefits from the company to consumers, some consumers will tend to choose to remain loyal or loyal to the company that has given the special treatment, because the expectations of consumers are in accordance with what the company provides, causing a Loyal attitude towards the company. This is in line with the argument that has been made by Reynolds and Beatty (1999) in the research of Henning-Thurau (2002), namely that Special Treatment Benefits have an influence on Customer Loyalty, namely companies that perform Special Treatment Benefits are part of the service performance part and the benefits that will be received from special treatment (special treatment benefits) affect customer satisfaction (customer loyalty) positively and significantly.

The effect of Confidence Benefits on Consumer Commitment

The results of the analysis in this study indicate that the Confidence Benefits variable has a positive and significant effect on Consumer Commitment. This shows that the higher the company provides Confidence Benefits, the higher the consumers who will commit to the company. Confidence Benefits itself is useful as reducing excessive anxiety experienced by consumers and will know in advance the information related to services that will be obtained whether in accordance with consumer expectations or not. Consumers are not solely committed to the company; they need things that can convince or attract consumers’ attention so that consumers become committed. In making consumer decisions, it is necessary to give good confidence to continue using the services that consumers choose. This is in line with previous research by Brown (2019) Who said that Confidence Benefits had a positive & significant effect on Consumer Commitment.

The Effect of Confidence Benefits on Consumer Loyalty

The results of the analysis in this study indicate that the Confidence Benefits Variable has a Positive and Significant effect on the Consumer Loyalty Variable. This shows that the higher the company provides Confidence Benefits to consumers, the higher consumers will be loyal to the company. According to Hennig-Thurau et al, (2002) loyalty to the company will be greater when consumers have a perception of trust or strengthen confidence in service providers. So, we need things that make consumers believe whether consumers have received good service, trusted services and services that are in accordance with what is expected by these consumers, so that consumers do not feel disappointed or anxious, this leads to the nature of Consumer Loyalty within the company, the more consumers trust the company the more loyal and loyal consumers are to the company. This is in accordance with previous research.
in Hennig-Thurau's (2002) research, which proves that trust in loyalty is interrelated and has a positive and significant effect.

The Effect of Consumer Commitment on Consumer Loyalty

The results of the analysis in this study indicate that the variable of consumer commitment has a positive and significant effect on consumer loyalty. It can be said that the higher consumers show commitment to the company, the higher consumers are loyal to the company. Commitment to the company or service provider shown by consumers is very important for the loyal attitude shown by consumers, if consumer commitment is well formed it will have an impact or will affect consumer loyalty where consumers will show a positive attitude towards others about company or service provider, will recommend to close relatives to use and make repeated purchases at the same company. Commitment and loyalty are very important things for companies, to maintain consumer commitment, maximum and good efforts are needed for long-term relationships for the company, so that consumers show their loyalty to the company. This is in line with previous research by Hennig-Thurau et al., (2002) commitment has a positive and significant effect on aspects of consumer loyalty.

Conclusion

Special Treatment Benefits have a positive and significant impact on consumer commitment. Therefore, it can be concluded that the higher or often the company performs Special Treatment Benefits well, the Consumer Commitment of Shopee users will increase as well. Special Treatment Benefits have a positive and significant effect on consumer loyalty. Therefore, it can be concluded that the higher the level of the company doing Special Treatment Benefits to consumers, the consumer loyalty of Shopee users will increase well. Confidence Benefits have a positive and significant effect on consumer commitment. Therefore, it can be concluded that the higher the level of Confidence Benefits carried out and provided by the company, the higher the commitment of Shopee users. Confidence Benefits have a positive and significant impact on consumer loyalty. Therefore, it can be concluded that the higher the level of Confidence Benefits provided by the company/service provider, the higher the loyalty of Shopee users towards service providers. Consumer commitment has a positive and significant effect on consumer loyalty. Therefore, it can be concluded that the higher the consumer's sense of commitment from Shopee users, the higher the consumer loyalty to the company/service provider.

This study has the most powerful and dominant variable, namely Confidence Benefits to Consumer Commitment. While the weakest variable is Special Treatment Benefits on Consumer Commitment.
Benefits and Managerial Implications

This research can be input or consideration and benefits for Shopee companies to find out good and right strategies for Shopee companies, and to encourage Shopee to increase consumer commitment and customer loyalty to Shopee companies. This is useful to encourage Shopee companies to provide good service by providing special treatment benefits and confidence benefits by providing discounts or confidence as expected by consumers so that Shopee companies can increase consumer commitment and customer loyalty for good long-term relationships with Shopee companies and can be used as an evaluation to improve strategies that are even better than before for Shopee companies.

Limitations and future research

The author suggests that to increase consumer loyalty, Shopee companies need to develop and improve strategies that exist in these variables. This study still has several limitations that will be evaluated by researchers in the future, namely, in this study only looking at respondents at one time when shopping online, so they can only see behaviour at a certain time, not knowing what changes will be made experienced by subsequent consumers towards this Shopee, it is recommended for further research to conduct research comparing changes in consumer attitudes from a certain period of time in the long term. Then in this study the variables used were not enough, it is recommended for future research by adding variables so that the research is more detailed and complete, besides that the majority of respondents in this study are women, so male respondents cannot be analysed how their responses to this Shopee company. In addition, the limitations of this study are that in the descriptive analysis of the respondents in this study, the majority were dominated by young people with student status because the distribution was only done through relatives of the researchers, so they could not find out opinions about Shopee for parents, so it is recommended for further research to disseminate questionnaire in general and evenly distributed. In addition, this research has limitations, namely adapting using journals that are quite old, so it has limitations related to current issues regarding e-commerce, because the use of online media has been intensively discussed from 2010 until now, therefore it is recommended for further research using the latest journals.

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