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# Consumer Loyalty of Shopee's User in South Sumatera through Experiential Marketing

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**Abstract:** The ease of getting information on the internet makes the consumers easy to move to other brands. Experiential Marketing is one of the alternative solutions that can be used by Shopee -as one of the players in the online trading industry in South Sumatera- to increase their consumer loyalty. Through 5 aspects of experiential marketing namely Sense, Feel, Think, Act, and Relate. Shopee can build lasting relationships with their consumers. This study aims to determine the effect of Experiential Marketing on Consumer Loyalty of Shopee Users in South Sumatera. The population of this study is Shopee users in South Sumatera who have made transactions through Shopee more than once with a total sample of 120 samples. This research will use multiple linear regression analysis with SPSS. The results of the study showed that simultaneous experiential marketing had a significant effect on loyalty of Shopee consumer in South Sumatera. The results also showed, in partially that variable of Think did not significantly influence loyalty of Shopee consumer in South Sumatera.

**Keywords:** Experiential, Loyalty, Market Place, Online, South Sumatera

## Introduction

Along with advances in technology, the use of internet as a place of online trading looks high. Based on 2016 APJII data (Asosiasi Penyelenggara Jasa Internet Indonesia) it is known that 130.8 billion of internet users know the internet as a place for trading (Rosa, Iisnawati, & Daud, 2018). The rise of e-commerce business and marketplace in Indonesia indicates that e-commerce business and marketplace is a promising business. Some players of e-commerce business and marketplace in Indonesia and widely used in Palembang are MatahariMall.com, Zalora, Lazada, Tokopedia, Blibli, Shopee and Buka Lapak. Based on previous research it is known that among these sites, Shopee is the most widely used site (Rosa et al., 2018).

The number of e-commerce and market place choices continue to grow and make the competition become tougher. Information that is easily obtained from the internet, makes

buyers easy to move from one brand to another. Easy to move or lack of loyalty from consumer in the online world is a problem that must be immediately solved so it will not have a negative impact on the sustainability of a company. One approach that can be done to create positive and unforgettable experiences or experiential marketing approaches. Experiential marketing is a marketing approach that involves the emotions and feelings of consumers by creating positive and unforgettable experiences so that consumers consume and are fanatical about these products (Schmitt, 1999). Experiential marketing can build a lasting relationship with customers through 5 aspects namely sense, feel, think, act, and relate. Based on this background, a study was conducted to see the magnitude of the influence of experiential marketing on Shopee users' customer loyalty, especially in the South Sumatera region. The purpose of this study was to determine the effect of experiential marketing on consumer loyalty of Shopee users in South Sumatera. The urgency of this research is that in the online trading industry which is very open at this time, buyers are very easy to turn away from brands, so it needs to be proven whether experiential marketing has a major effect on customer loyalty from market places and e-commerce in Palembang.

## Literature Review

Experiential marketing is a marketing approach that involves the emotions and feelings of consumers by creating positive and unforgettable experiences so that consumers consume and are fanatical about these products (Schmitt, 1999). According to Schmitt, experiential marketing can be measured using five factors, namely:
1. Sense Experience, as an effort to create experiences related to the five senses through sight, sound, touch, taste and smell.
2. Feel Experience, strategies and implementation to give brand influence to consumers through communication (advertising), products (packaging and their contents), product identity.
3. Think Experience, encourage consumers to be interested and think creatively.
4. Act Experience, a technique of creating consumer experiences related to the physical body, behavior patterns, and lifestyle.
5. Relate Experience is a combination of the four aspects of experiential marketing namely sense, feel, think, and act.

The main focus of experiential marketing is on the senses' responses, influences, actions and relationships. Therefore, a business entity must be able to create experiential brands that are connected with the real life of consumers. Experiential marketing can be used effectively if it is applied to certain situations. There are several benefits that can be received and felt by a business entity when implementing experiential marketing (Schmitt, 1999), including :
1. To revive a declining brand,
2. To differentiate one product from competing products,
3. To create the image and identity of a company
4. To promote innovation
5. To persuade trials, purchases and consumer loyalty

Customer loyalty is a repurchase made by a customer because of a commitment to a brand or company (Kotler & Keller, 2012). Loyalty is literally interpreted as loyalty to an object. The attitude of customer loyalty will be formed because of the customer's experience after

feeling satisfied with the product that has been used either through the impression of quality, association or a well-known name. Loyalty is a behavior of customers that is influenced by various factors and cannot be identified easily, only in one survey (Thompson, 2014) .

Indicator of consumer loyalty is (Zeithalm, 2013):

a. Say positive things, is to say positive things about the products that have been consumed.
b. Recommend friend, recommend the product that has been consumed to a friend.
c. Continue purchasing, making purchases continuously for the products that have been consumed.

## *Hipothesis Development*

Experiential marketing is a marketing approach that involves the emotions and feelings of consumers by creating positive and unforgettable experiences so that consumers consume and are fanatical about these products (Schmitt, 1999). Experiential marketing is a marketing concept that aims to form customers to be loyal to their services and products (Kartajaya, 2010). This means customer loyalty can be formed through experiential marketing. Previous research related could be found in the following table:

Table 1. **Relevant Previous Research**

| No. | Author | Title | Year | Research Result |
|---|---|---|---|---|
| **1.** | Rina Nur Chasanah, Oktafalia Marisa Muzammil, Janny Rowena (Chasanah, Muzammil, & Rowena, 2018) | The Effect of Experiential Marketing on Millennial Generation Consumer Purchasing Decisions on the E-Commerce Platform | 2018 | Experiential Marketing variables ( Sense, Feel, Think, Act, and Relate) significantly influence purchasing decisions. |
| **2.** | Ambara Reza Sujudi1, Dr. Gadang Ramantok (Sujudi & Ramantoko, 2017) | The Effect of Experiential Marketing on Customer Satisfaction of Ezytravel Online Travel Agents | 2017 | Simultaneous experiential marketing has a significant positive effect on customer satisfaction. But partially, only four sub-variables that affect customer satisfaction, namely sense, feel, act, and relate. While the think sub-variable does not have a significant effect on customer satisfaction. |
| **3.** | Budi Astuti, Desti Sumayanti (Astuti & Sumayanti, 2015) | Analysis of the Effect of Experiential Marketing and Consumer Satisfaction on Consumer Commitment | 2015 | Based on the F test and t test, there is a significant effect of experiential marketing variables consisting of sense, feel, think, act, and relate together and partially on customer satisfaction |
| **4.** | Mei-Ying Wu1, Li-Hsia Tseng (Wu & Tseng, 2014) | Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective | 2015 | The results showed that the perception of experiential marketing differed significantly on several demographic variables; experiential marketing has a positive relationship with customer |

| No. | Author | Title | Year | Results |
|-----|--------|-------|------|---------|
| | | | | satisfaction and customer loyalty; customer satisfaction and customer loyalty have a positive relationship; and experiential marketing is a significant predictor of customer satisfaction and customer loyalty. |
| 5. | Indrawatia, Ulfa Shafira Fatharani (Indawati & Fatharani, 2016) | The Effect of Experiential Marketing Towards Customer Satisfaction on Online Fashion Stores in Indonesia | 2016 | The results showed that Experiential Marketing had a significant simultaneous effect on Customer Satisfaction. But only partially four sub-variables from Experiential Marketing have a significant effect on Customer Satisfaction. The sub-variables are Feel, Think, Act, and Relate, while Sense has no significant effect on Customer Satisfaction |
| 6. | Jashen Chen, Russell K.H. Ching, Margaret Meiling Luo, Chu-Chi Liu (Chen, Luo, Ching, & Liu, 2008) | Virtual Experiential Marketing on Online Customer Intentions and Loyalty | 2016 | The results show that of the five VEM elements, three of them have a positive effect on roaming intentions, and two on buying interest. Both roaming and buying interest have a positive effect on customer loyalty. |
| 7. | Tengku Firli Musfar and Vivi Novia | The Effect Of Experiential Marketing Against Customer Loyalty In Customer Restaurant Koki Sunda in Pekanbaru | 2012 | The result show that experiential marketing simultaneously and partially has significant effect on loyalty of the customer in restaurant |

The conceptual framework described in this study is as follows:

Figure 1. **Framework of Research**
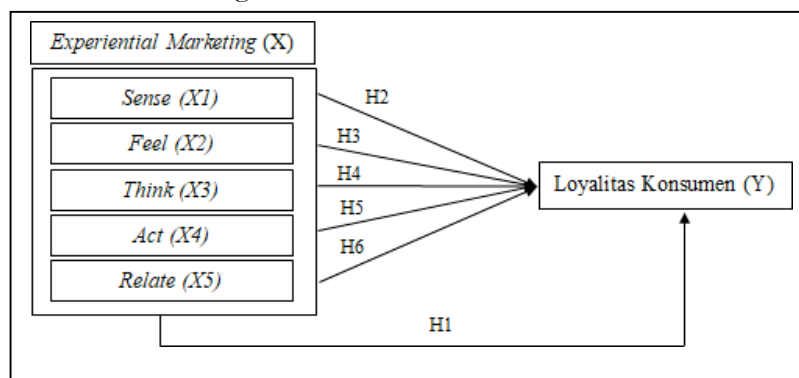


The research framework above is a formulation to clarify the mindset in conducting research on the Effect of Experiential Marketing on Consumer Loyalty where the independent variable is Experiential Marketing (X) consisting of Sense (X1), Feel (X2),

Think (X3), Act (X4), and Relate (X5) affect the dependent variable, Consumer Loyalty (Y).

Based on the above research framework, the following hypotheses can be formulated as follow:

Previous research found that experiential marketing along with the sense, feel, think, act and relate simultaneously has significant effect to consumer loyalty (Musfar & Novia, 2012) it also found that experiential marketing not only has a direct significant effect to consumer loyalty but also could effecting through customer satisfaction (Wu & Tseng, 2014).
*H1: Experiential marketing has significant on consumer loyalty in simultaneously.*

From the previous research also found that in partially, variable of Sense has a significant effect on consumer loyalty (Musfar & Novia, 2012). Some of research found that variable of Sense has a significant effect on customer satisfaction (Sujudi & Ramantoko, 2017), (Astuti & Sumayanti, 2015). But, there is a research gap found in this variable, where variable of Sense found not significant in affecting the consumer satisfaction specially on online fashion stores in Indonesia (Indawati & Fatharani, 2016).
*H2: Sense has a significant effect on consumer loyalty*

Feel as one of element in experiential marketing found to be a significant variable that affecting consumer loyalty in partially (Musfar & Novia, 2012).
*H3: Feel has a significant effect on consumer loyalty*

Variable of Think found as significant variable on affecting the consumer loyalty in partially (Musfar & Novia, 2012). Some of research found that variable Think has significant effect on consumer satisfaction (Astuti & Sumayanti, 2015), (Indawati & Fatharani, 2016). But, a research gap also found in this research, where variable of Think found not significant in affecting the customer satisfaction (Sujudi & Ramantoko, 2017).
*H4: Think has a significant effect on consumer loyalty*

Act as one of the element in experiential marketing found has significant effect on consumer loyalty (Musfar & Novia, 2012).
*H5: Act has a significant effect on consumer loyalty*

From the previous research found that variable of Relate has significant effect on consumer loyalty (Musfar & Novia, 2012).
*H6: Relate has a significant effect on consumer loyalty*

## Methods

This study uses primary data sources obtained from respondents' answers to questionnaires that have been distributed by researchers. The questionnaire will be distributed to 120 Shopee users in South Sumatera. The object of this research is one of the online trading sites, Shopee. The scope of the research only covers the issue of experiential marketing conducted by Shopee and regarding the loyalty of Shopee customers domiciled in South Sumatera. The population of this study is all Shopee users in South Sumatera. The study used samples taken from the existing population due to limited time and research costs, this sample will be taken from the city of Palembang and 3 districts in South Sumatera,

namely Lahat, Ogan Ilir, Ogan Komering Ilir districts with a total sample of 120 samples. This sample was taken 10 times bigger than the number of variables in the study. To get the maximum results, 20 times larger sample was taken from 6 variables. So that the number of samples to be used is 120 respondents. Criterias for selecting respondents in this study are as follows:
• Respondents domiciled in South Sumatera
• Respondents have been purchased at Shopee more than once in the past year.

In this study, researchers chose a semantic differential scale with 5 point scales. This semantic differential scale has two opposing poles, positive and negative. This differential scale will measure the attitude where the respondent's choice of answers will be arranged in a continuum line where the answer "very positive" is located on the right side of the line and the answer "very negative" is located on the left side of the line, or vice versa.

Based on literature review and relevant previous research, operational variable had been definite as follow:

*Experiential Marketing* (X) defined as the marketing approach taken by Shopee that involves the emotions and feelings of customers by creating positive and unforgettable experiences so that customers consume and are fanatical about Shopee. Indicators of this variable are sense, feel, think, act and relate.

*Sense ($X_1$)* defined as the experiences that Shopee creates that can be felt by the five senses in the form of styles, verbal and visual symbols that create the integrity of a message. Indicators of this variable are verbal symbols, style and visual.

*Feel ($X_2$)* defined as an experience created by Shopee that involves the feelings, emotions and moods of Shopee customers. Indicators of this variable are comfortable feeling, safe feeling and happy feeling.

*Think ($X_3$)* defined as an experience created to encourage Shopee's customers to engage in creative thinking. Indicators of this variable are create new challenges, encourage use and attract consumers to find out more

*Act ($X_4$)* defined as the experiences created by Shopee to shape the behavior, long-term lifestyle and interactions of Shopee customers with others. Indicators of this variable are convenient location, lifestyle, affected individuals

*Relate ($X_5$)* defined as the experience that Shopee created by connecting Shopee's customers with other customer to build their tendency towards Shopee. Indicators of this variable are convenience in dealing with customer service, services according to customer idealization, ease of connecting with other customers

*Consumer loyalty (Y)* defined as the level of loyalty and commitment from customers towards Shopee. Indicators of this variable are recommend the product to a friend, repurchase, do not want to change brands.

## Findings

### *Profile of Respondent*

Respondent of this research is 120 users of Shopee application in South Sumatera. Based on data of respondents that distributed to 4 cities/districts namely Palembang, Ogan Ilir, Lahat and Ogan Komering Ilir (OKI). Data results show the respondent's gender dominates by women (65%). The age of respondents is dominated by respondents aged 15-24 years (71.7%) and most are students / students (63.3%). Most of the respondents obtained information about Shopee from advertisements on the Internet (39.2%) and have

been using this applications for about 1-2 years (43.3%). The duration of time they spent exploring Shopee applications averaged around 30 minutes (49.2%) and more than half of respondents often bought clothing products at Shopee (60.8%). The average transaction of respondents in Shopee is Rp. 100,000-500,000 per transaction and using transfer either through bank / atm / alfamart as their payment method (85.8%).

Before conducting the analysis, a validity and reliability test was carried out using SPSS for questions of the distributed questionnaire. Based on the Cronchbach's Alpha value, the research variables are reliable because the value of Cronchbach's Alpha> 0.7. And based on the value of the corrected item-total correlation generated from the SPSS calculation, all of the variables in this study were valid because the value of r calculated or corrected item-total correlation resulted in the value> r table value for df = n-2 = 120-2 = 118. The value of r table for df = 118 = 0.15.

Table 2. **Test of Validity and Reliability**

| Variable | Corrected Item-Total Correlation | Validity | Cronbach's Alpha if Item Deleted | Reliability |
|---|---|---|---|---|
| X1.1 | 0.690 | Valid | 0.945 | Reliable |
| X1.2 | 0.732 | Valid | 0.944 | Reliable |
| X1.3 | 0.760 | Valid | 0.943 | Reliable |
| X2.1 | 0.773 | Valid | 0.943 | Reliable |
| X2.2 | 0.579 | Valid | 0.946 | Reliable |
| X2.3 | 0.708 | Valid | 0.944 | Reliable |
| X3.1 | 0.657 | Valid | 0.945 | Reliable |
| X3.2 | 0.611 | Valid | 0.946 | Reliable |
| X3.3 | 0.765 | Valid | 0.943 | Reliable |
| X4.1 | 0.713 | Valid | 0.944 | Reliable |
| X4.2 | 0.575 | Valid | 0.948 | Reliable |
| X4.3 | 0.633 | Valid | 0.946 | Reliable |
| X5.1 | 0.764 | Valid | 0.943 | Reliable |
| X5.2 | 0.796 | Valid | 0.943 | Reliable |
| X5.3 | 0.693 | Valid | 0.945 | Reliable |
| Y1.1 | 0.731 | Valid | 0.944 | Reliable |
| Y1.2 | 0.772 | Valid | 0.943 | Reliable |
| Y1.3 | 0.668 | Valid | 0.946 | Reliable |

*Source: SPSS Output, 2019*

*Normality test*
Normality test is used to test whether the respondent's answers are normally distributed or not. The results of data tests using Kolmogrov-Smirnov, showing a significance value of 0.00 <0.05, it can be seen that the data are normally distributed.

Table 3. **Kolmogrov-Smirnov Value**

| | Unstandardized Residual |
|---|---|
| Asymp. Sig. (2-tailed) | 0,000 |

*Source: SPSS Output, 2019*

### *Classic assumption test*

The variables of this study will be tested before being analyzed using the classic assumption test which consists of several tests as follows:

*Multicollinearity Test*
From data result found that VIF value of X1 (2.679), X2 (3.107), X3 (2.683) and X4 (2.931). From the results of data analysis, the VIF value is between 1-10. This value indicates that there is no multicollinearity among the independent variables.

*Heteroscedasticity Test*
In a scatter plot image (*see Appendix 1*), the points are scattered and not patterned, the distribution of data points is above and below, the data points do not collect and the scatter points do not form a broad, then narrow, then widened pattern. This means that regression does not occur heteroscedasticity.

*Regression equation:*

Table 4. **Unstandardized Coefficients**

| Model | Unstandardized Coefficients |
| --- | --- |
| | **B** |
| Constant | -0.464 |
| X1 | 0.214 |
| X2 | 0.413 |
| X3 | 0.037 |
| X4 | 0.166 |
| X5 | 0.254 |

*Source: SPSS Output, 2019*

So based on the results of the data above, the following regression equation:
Multiple Regression Equation: $Y = a + b1 X1 + b2 X2 + e$
$Y = -0.464 + 0.214 X1 + 0.413 X2 + 0.037X3 + 0.166 X4 + 0.254 X5 + e$

a = regression constant
b1, b2 = regression coefficient
e = residual
Y = purchase decision variable
X1 = Sense variable
X2 = Feel variable
X3 = Think variable
X4 = Act variable
X5 = Relate variable

### *Hypothesis testing*

*Hypothesis 1:*
*Experiential marketing simultaneously has a significant effect on customer loyalty.*
The significance of variables simultaneously can be known by looking at the value of F or significant value that can be seen in the following table :

Table 5. **ANOVA with F Value and Significance**

| Model | | F | Sig. |
|---|---|---|---|
| 1 | Regression | 48.395 | 0,000 |

*Source: SPSS Output, 2019*

Based on the significance value of the SPSS output results, all variables simultaneously have the Sig. 0.00. This significance value indicates the number <0.05, this means that all independent variables simultaneously have a significant effect to customer loyalty as the dependent variable.

*Coefficient Determination*

Table 6. **R and R Square Values**

| Model | R | R Square |
|---|---|---|
| 1 | 0,824 | 0,680 |

*Source: SPSS Output, 2019*

The output results show the value of R Square (R2) of 0.680 which means that all variables in simultaneously can explain variable consumer loyalty at 68%. While the remaining 32% is influenced or explained by other variables not included in this research model.

*Partial Test*

Table 7. **Hypothesis Testing**

| Model | Significance |
|---|---|
| Constant | 0.120 |
| $X_1$ | 0.041 |
| $X_2$ | 0.001 |
| $X_3$ | 0.694 |
| $X_4$ | 0.079 |
| $X_5$ | 0.031 |

*Source: SPSS Output, 2019*

Based on data result, it's also show the significant effect on each of the variable in partially. The significance value of the SPSS output results, if the Sig. <0.05 then the independent variable has a significant effect on the dependent variable and if the Sig. > 0.05 then the independent variable does not have a significant effect on the dependent variable.

*Hypothesis 2:*
*Sense has a significant effect on consumer loyalty*
From the output it is known that the significance value of the Sense (X1) variable is 0.041 <0.05. This means that the H1 hypothesis is accepted. It could be stated that Sense has a positive significant effect on Shopee customer loyalty in South Sumatera both in partially and simultanously

*Hypothesis 3:*
*Feel has a significant effect on customer loyalty*

In the variable (X2) the significance value of 0.001> from 0.05. This means the H2 hypothesis is accepted. In this study stated that Feel partially and simultaneously has an influence on Shopee customer loyalty in South Sumatera.

*Hypothesis 4:*

*Think has a significant effect on consumer loyalty*

In the variable (X3) the significance value of 0.694> from 0.05. This means that the H3 hypothesis is not accepted. It means that variable Think has no significant effect on Shopee customer loyalty in South Sumatera in partially but has a significant effect in simultaneously.

*Hypothesis 5:*

*Act has a significant effect on consumer loyalty*

In the variable (X4) the significance value of 0.079> from 0.05. This means the H4 hypothesis was not accepted. It means that Act has no significant effect on Shopee customer loyalty in South Sumatera in partially but has significant effect in simultaneously

*Hypothesis 6:*

*Relate has a significant effect on consumer loyalty*

In the variable (X5) the significance value of 0.041 <of 0.05. This means that the H5 hypothesis is accepted. It means that Relate has a significant effect on Shopee customer loyalty in South Sumatera both in partially and simultaneously.

*Variable Contributions*

To see the effect of each independent variable on the dependent variable, the following calculations are made:

The contribution of each variable can be calculated by multiplying the Beta Standardized Coefficients value with the Pearson Correlation value.

Table 8. **Beta Standardized Coefficients and Pearson Correlation Value**

| Model | Standardized Coefficients Beta | Pearson Correlation |
|-------|-------------------------------|---------------------|
| $X_1$ | 0.180 | 0.709 |
| $X_2$ | 0.329 | 0.757 |
| $X_3$ | 0.034 | 0.659 |
| $X_4$ | 0.161 | 0.677 |
| $X_5$ | 0.228 | 0.753 |

*Source: SPSS Output, 2019*

Herewith the calculation contribution on each of variable:

X1 = 0,180 x 0,709 = 0,127
X2 = 0.329 x 0.757 = 0.249
X3 = 0.034 x 0.659 = 0.022
X4 = 0.161 x 0.677 = 0.109
X5 = 0.228 x 0.753 = 0.171

The total contribution of each variable will be equal to the total R Square of 0.68. From the calculation of each independent variable contribution, it can be seen the variable that has the biggest contribution to Shopee user loyalty is variable of Feel.

## Discussion

Based on the results of the questionnaire, it can be seen experiential marketing has a significant effect on the loyalty of Shopee users in South Sumatera simultaneously. Some do the research by looking at the effect of experiential marketing on loyalty but through another variable such us customer satisfaction (Wu & Tseng, 2014) or online browsing intention (Chen et al., 2008) and from the previous research (Wu & Tseng, 2014), it is known that experiential marketing can directly influence consumer loyalty without going through intermediate variables.

Based on the data result found that variable of Sense can influence consumer loyalty of Shopee user significantly. Design of the Shopee application and image content in the application are interesting and significantly can affecting loyalty of Shopee user. This found support the previous research (Musfar & Novia, 2012).

Based on this research, it is known that experience that created by Shopee to involve the feelings, emotions and moods of their customers in the form of variable "Feel" is the most influential variable among other variable to loyalty of Shopee's users in South Sumatera. Pleasant, comfortable and safety feeling when shopping online at Shopee is the most dominant factor why respondents prefer shopping at Shopee rather than other shopping application. Pleasant feeling while using application of Shopee shows from the customer's usage duration which is about 30 minutes till 1 hour and most of the users are loyal customers because almost of the users use this application more than a year. This found also support the previous research (Musfar & Novia, 2012).

The results of this study also show that in partially, experiences created by Shopee to encourage customers to engage creative thinking in the form of variable "Think" is not significant in effecting loyalty of Shopee's user. It means that user has not been influenced by features that created by Shopee to encourage users to think creatively. Challenge activity that created by Shopee is not significant enough to effected loyalty of the user. This found support the previous research which state that variable "Think" is not significant variable in affecting customer satisfaction (Sujudi & Ramantoko, 2017), where customer satisfaction is state as the intervening variable in affecting consumer loyalty (Wu & Tseng, 2014).

Act variables which is the experiences created by Shopee to form behavior, long-term lifestyles and customer interactions with others, is another variable that found not significant in affecting loyalty of Shopee's user. This means that Shopee users in South Sumatera currently have not made an online shopping application as a place to interact with other customers or even making it become their lifestyle. Following of being followed by other user is not significant enough to influence loyalty of Shopee's user.

Variable of relate as the experience that created by Shopee to connect with their customer in order to build their preference with Shopee found significantly influence the loyalty of their user. Help center that provided in application of Shopee makes the costumer easy to connect with Shopee whenever they need assistance. Private message between buyer and seller provided by the application makes the customer easy to coordinate and getting the information about the product they intent to buy. These experiences found significantly influence the loyalty of Shopee's user. This found support the previous research (Musfar & Novia, 2012).

## Conclusion

Based on the results of the research and discussion above it can be concluded that an experience that involves the feelings, emotions and moods of customers in online shopping experience should be created in order to build the loyalty of the customer. This experience could be indicated by the customer comfortable and safety feeling in making transaction also pleasant feeling while searching for their need. This "Feel" experience is the most dominant experience that build the consumer loyalty, so it would be better if marketplace companies or any other company that offer online shopping applications can create strategies that highlight security and create a sense of comfort and pleasure for its users specially for the user in South Sumatera.

To build a stronger loyalty bond, Shopee need to improve their feature that challenge the customer to engage in creative thinking. Shopee need to create feature that challenging enough for the customer so they would be joined the challenge and become loyal because of it. Besides that, Shopee also need to improve or create feature that forming behave of their customer and makes the using of Shopee application as a life style and become follower or being followed is an experience that can build a stronger loyalty bond.
From this result, it also can be concluded that to build a consumer loyalty in online shopping application, company should create an application that could bring a positive and unforgettable experience that could involving emotions and feeling by using the element of sense, feel, thinking, act and relate, so the costumer will consume and fanatic.

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**Appendix 1**

Figure 2. **Test of Heterokedasticity**