BAB V

PENUTUP

Pada bab ini, peneliti membuat suatu kesimpulan dan saran berkaitan dengan hasil penelitian yang telah dilakukan. Peneliti juga akan menjelaskan implikasi manajerial terkait dengan masing-masing hasil yang diperoleh dari adanya penelitian serta keterbatasan penelitian dan saran yang sekiranya diperlukan bagi penelitian selanjutnya.

5.1. Kesimpulan

Berdasarkan analisis dan evaluasi data statistik responden penelitian yang telah dilakukan, peneliti menyimpulkan bahwa:

a. Responden penelitian ini didominasi oleh mahasiswa yaitu 76% atau setara dengan 137 orang dari 180 total responden.
b. Mayoritas responden bejejenis kelamin perempuan, yaitu 86% atau sebanyak 154 orang dari 180 total responden.
c. Responden pada penelitian ini memiliki rata-rata usia pada rentang usia antara 17 sampai 25 tahun dengan frekuensi 160 orang dari total 180 responden.
d. Sebanyak 49% atau 89 orang responden memiliki pendapatan atau uang saku yang berada pada rentang antara Rp 500.000,00 – Rp 1.000.000,00 dan yang terkecil adalah konsumen yang memiliki pendapatan atau uang saku dengan rentang antara Rp 1.501.000,00 s/d Rp 2.000.000,00 yakni 16% atau sebesar 29 orang dari total 180 responden.

e. Mayoritas responden penelitian ini telah menggunakan aplikasi *mobile commerce* selama lebih dari 1 tahun.
f. Mayoritas responden penelitian sudah pernah melakukan transaksi di aplikasi Shopee lebih dari 10 kali.
g. Rata-rata rentang waktu yang dihabiskan setiap melakukan penelusuran aplikasi *mobile commerce* oleh responden adalah lebih dari 30 menit dengan persentase 34% atau sebanyak 62 orang dan yang terkecil adalah rentang waktu yang kurang dari 5 menit yaitu sebanyak 1% atau 2 orang dari 180 total responden.
h. Barang yang paling banyak dibeli oleh responden penelitian rata-rata adalah produk *fashion* dengan persentase 80,6%, diikuti dengan produk *skin care* sebesar 74,4% dan produk *make-up* sebesar 55,6% dari total 180 responden.

Selanjutnya, berdasarkan hasil evaluasi dari uji hipotesis peneliti memberi kesimpulan bahwa:

a. Hipotesis H1a **mengkonfirmasi bahwa kenikmatan intrinsik (M.a) memberi pengaruh positif sebagai variabel moderator** antara kepuasan konsumen (X) dan *continuance intention* (Y.a).
b. Hipotesis H1b **mengkonfirmasi bahwa kenikmatan intrinsik (M.a) memberi pengaruh positif sebagai variabel moderator** antara kepuasan konsumen (X) dan EWOM (Y.b).
c. Hipotesis H2a **mengkonfirmasi bahwa nilai utilitarian (M.b) memberi pengaruh positif sebagai variabel moderator** antara kepuasan konsumen (X) dan *continuance intention* (Y.a.).

d. Hipotesis H2b **mengkonfirmasi bahwa nilai utilarian (M.b) memberi pengaruh positif sebagai variabel moderator** antara kepuasan konsumen (X) dan EWOM (Y.b).
e. Hipotesis H3a **b mengkonfirmasi bahwa pengalaman temporal (M.c) memberi pengaruh positif sebagai variabel moderator** antara kepuasan konsumen (X) dan *continuance intention* (Y.a).
f. Hipotesis H3b **mengkonfirmasi bahwa pengalaman temporal (M.c) memberi pengaruh positif sebagai variabel moderator** antara kepuasan konsumen (X) dan EWOM (Y.b).
g. Hipotesis H4a **mengkonfirmasi bahwa fasilitas sosial (M.d) memberi pengaruh positif sebagai variabel moderator** antara kepuasan konsumen (X) dan *continuance intention* (Y.a).
h. Hipotesis H4b **mengkonfirmasi bahwa fasilitas sosial (M.d) memberi pengaruh positif sebagai variabel moderator** antara kepuasan konsumen (X) dan EWOM (Y.b).
i. Hipotesis H5a **mengkonfirmasi bahwa daya tanggap (M.e) memberi pengaruh positif sebagai variabel moderator** antara kepuasan konsumen (X) dan *continuance intention* (Y.a).
j. Hipotesis H5b **mengkonfirmasi bahwa daya tanggap (M.e) memberi pengaruh positif sebagai variabel moderator** antara kepuasan konsumen (X) dan EWOM (Y.b).

5.2. Implikasi Manajerial

Hasil penelitian ini menjukkan pengaruh dari seluruh dimensi *customer engagement experiences* sebagai variabel moderator antara kepuasan dan loyalitas konsumen. Seluruh variabel dimensi dari *customer engagement experiences* memiliki kemampuan untuk mempengaruhi hubungan kepuasan dan kedua dimensi variabel loyalitas konsumen (*continuance intention* dan EWOM). Peneliti juga memberikan saran bagi perusahaan besar aplikasi *mobile commerce* dalam menjaga hubungan dengan konsumen untuk menjaga agar pengguna tetap melakukan pemakaian kembali aplikasi belanja yang sama dalam jangka waktu yang panjang serta memberikan stimulus positif EWOM yang akan berdampak baik bagi aplikasi *mobile commerce*. Informasi ini akan membantu perusahaan untuk mengelompokkan pelanggan sesuai dengan pengalaman yang ditunjukkan dan dapat mengembangkan strategi serta pengambilan keputusan yang tepat.

Pertama, penemuan penelitian ini memberikan pandangan yang lebih luas terhadap gagasan tentang hubungan antara kepuasan dan loyalitas. Hubungan kepuasan-loyalitas yang tidak selalu linear membuat perusahaan harus mencari cara lain agar dapat membangun hubungan jangka panjang dengan konsumen untuk tetap menjaga keberlangsungan perusahaan. Peneliti memaparkan 5 dimensi *customer engagement experiences* yang diadaptasi dari penelitian-penelitian sebelumnya untuk dijadikan faktor keterlibatan dari *customer* dengan perusahaan. Penelitian sebelumnya mengeksplorasi keterlibatan pelanggan sebagai variabel lain yang mempengaruhi loyalitas konsumen sehingga penelitian saat ini akan mengidentifikasi pengalaman keterlibatan yang sesuai agar *mobile commerce* dapat

mengidentifikasi peran setiap dimensi *customer engagement experiences* terhadap pengguna aplikasi *mobile commerce* demi menjaga hubungan jangka panjang.

Kedua, hasil penelitian menunjukkan bahwa variabel kenikmatan intrinsik memiliki kemampuan untuk meningkatkan kepuasan konsumen dan mempengaruhi hubungannya dengan *continuance intention* serta EWOM. Keterlibatan yang berkaitan dengan kenikmatan intrinsik memiliki relasi dengan hubungan psikologis konsumen secara afektif atau emosional. Walaupun pengaruh variabel kenikmatan intrinsik dalam memoderasi kepuasan dan *continuance intention* tidak besar, akan tetapi, pengaruhnya terhadap stimulus niat memberikan EWOM cukuplah besar. Kenikmatan intrinsik menjadi gambaran dari pengguna aplikasi *mobile commerce* sebagai sarana hiburan (Thakur, 2016). Pengalaman konsumen dalam menelusuri aplikasi harus menghibur dan meningkatkan *mood* untuk memberikan kesan yang menyenangkan hati. Semakin senang pengguna aplikasi, maka kenikmatan intrinsik mereka juga akan meningkat. Kenikmatan ini bisa didapatkan dari penawaran aktivitas yang menyenangkan dari aplikasi belanja seperti *game* dan penawaran *reward*, desain fitur yang menarik, serta fitur *social networking* yang akan menstimulus pengguna untuk dengan senang hati kembali melakukan penggunaan ulang aplikasi tanpa berbagai pertimbangan (Lu, Liu, & Wei, 2017).

Ketiga, nilai utilitarian memberi pengaruh sebagai moderator antara kepuasan konsumen terhadap *continuance intention* dan EWOM. Dalam meningkatkan nilai utilitarian di dalam keterlibatan konsumen, perusahaan harus bersedia mengembangkan layanan menjadi lebih baik untuk memenuhi kebutuhan dari konsumen. Ketika konsumen dapat mengakuisisi informasi secara efisien, nilai

utilitarian akan meningkat (Fernandes & Barfknecht, 2020). Kemudahan penggunaan yang dirasakan dapat ditingkatkan dengan mengembangkan fitur yang diperlukan pengguna agar dapat menyelesaikan tugas dengan cepat, seperti melakukan pencarian konten, melakukan pembayaran, fitur mesin rekomendasi, dan mengoperasikan aplikasi sehingga akan membantu pengguna secara efektif dan efisien membuat keputusan pembelian yang tepat sesuai dengan kebutuhan mereka (Fernandes & Barfknecht, 2020). Peneliti menyarankan beberapa yang dapat diterapkan oleh perusahaan Shopee untuk meningkatkan dimensi nilai utilitarian. Pertama, penambahan fitur *wishlist* yang dilengkapi dengan notifikasi di dalam aplikasi. Fitur ini diharapkan dapat menstimulus konsumen untuk membeli produk yang mereka inginkan. Ketika terdapat promosi, konsumen mampu dengan cepat mendapatkan informasinya agar bisa membeli produk yang diinginkan. Kedua, sistem lelang. Perusahaan dapat menawarkan sebuah produk dengan harga murah dan membiarkan konsumen untuk memasang harga, yang kemudian pemenangnya adalah pengguna yang memasang harga tertinggi. Hal ini dapat memberi pengalaman yang menyenangkan bagi konsumen dan berpotensi menguntungkan perusahaan jika pembeli memasang harga yang lebih tinggi dari nilai sebenarnya (Chothani, Patel, Dekavadiya, & Patel, 2015). Ketiga, fitur *voice over* untuk mempermudah konsumen mencari produk tanpa harus mengetik. Keempat, membangun *warehouse* produk yang dikelola Shopee dengan lokasi strategis di beberapa daerah yang memiliki tingkat belanja tinggi. Hal ini bertujuan untuk meningkatkan fasilitas pengiriman *same day* bagi konsumen yang menginginkan

produk mereka sampai dengan cepat. Itu lah beberapa hal yang dapat dilakukan oleh perusahaan Shopee untuk mendorong dimensi nilai utilitarian.

Keempat, pengalaman temporal yang memberi kesan kuat di benak konsumen akan meningkatkan *continuance intention* dan EWOM. Pengalaman penelusuran aplikasi dalam jangka waktu singkat harus memberikan rasa senang yang mampu membuat pelanggan meninggalkan rutinitas untuk melepas penat serta menghibur di sela jadwal yang padat. Aktivitas *check out* saat melakukan pembelian barang dapat dibuat menjadi lebih cepat dengan prosedur yang mudah agar pengguna aplikasi tidak merasa telah membuang waktu saat menelusuri konten di dalam aplikasi (Thakur,2019). Perusahaan dapat meningkatkan pengalaman temporal ini dengan cara mengoptimalkan struktur tata letak dan navigasi dari aplikasi, efisiensi pengoperasian aplikasi, desain aplikasi yang lebih menarik, serta mempercepat performa aplikasi (Ye & Liu, 2017).

Kelima, fasilitas sosial berkaitan dengan perilaku suatu individu. Dalam penelitian ini, fasilitas sosial menjadi dimensi terkuat yang paling mempengaruhi kepuasan konsumen dengan EWOM. Peneliti juga mengkonfirmasi pengaruhnya sebagai moderator antara kepuasan konsumen dan *continuance intention*. Konsumen yang memiliki keterlibatan yang tinggi di dalam komunitas sosialnya berpotensi untuk melakukan kunjungan kembali dan meningkatkan niat menulis *online reviews* (Thakur, 2017; Thakur, 2019). Aplikasi *mobile commerce* yang menjadi fasilitator sosial mampu menyediakan topik pembicaraan antar pengguna. Untuk memenuhi faktor ini aplikasi *mobile commerce* dapat menyediakan berbagai jenis produk dan informasi yang lengkap, menyediakan fitur untuk berinteraksi

antar konsumen, selalu aktif di sosial media, penawaran promo dan diskon sebagai fasilitatror bagi konsumen untuk memenuhi kebutuhan sosial mereka di dalam komunitas. Hal ini akan membantu perusahaan untuk membangun EWOM menstimulus konsumen untuk beropini di publik.

Keenam, variabel daya tanggap terkonfirmasi sebagai dimensi terkuat yang menjadi moderator antara kepuasan konsumen dengan *continuance intention* jika dibandingkan dengan dimensi lainnya. Penting bagi aplikasi *mobile commerce* untuk lebih interaktif dan tetap tersedia selama 24 jam dalam sehari. Layanan pelanggan yang bekerja sepanjang waktu sangat penting untuk memecahkan masalah mendesak bagi pelanggan ketika menghadapi suatu kendala. Aplikasi dapat menyediakan sarana interaksi dengan bertukar email, panggilan video langsung, dan obrolan teks langsung agar secara efisien dapat terhubung dengan konsumen dan mampu memberi informasi yang akurat serta relevan. Dengan demikian, organisasi harus mencurahkan upaya yang besar untuk merekrut staf berkualifikasi tinggi, serta melatih dan memberdayakan pekerja dengan keterampilan komunikasi yang baik. Daya tanggap yang tinggi akan meningkatkan interaksi pengguna dan mengarahkan konsumen untuk melakukan penggunaan aplikasi kembali.

Berdasarkan hasil uji, perusahaan yang menginginkan peningkatan pada niat penggunaan aplikasi serta transaksi kembali dapat berfokus pada peningkatan daya tanggap dan fasilitas sosial. Jika ingin meningkatkan interaksi atau niat menyebarkan EWOM, perusahaan dapat berfokus pada peningkatan faktor keterlibatan fasilitas sosial dan kenikmatan intrinsik. Fasilitas sosial menjadi

dimensi terkuat dibandingkan keempat dimensi lainnya. Peran keterlibatan yang tinggi akan mempengaruhi konsumen secara psikologis dan menjadikannya strategi kuat untuk mempertahankan konsumen agar loyal terhadap suatu aplikasi *mobile commerce*.

5.3. Keterbatasan Penelitian dan Saran

Pertama, penelitian ini hanya menguji variabel *customer engagement experiences* sebagai variabel moderator. Penelitian selanjutnya diharapkan juga menguji pengaruh variabel *customer engagement experiences* secara langsung sebagai variabel independen terhadap loyalitas konsumen.

Kedua, penelitian ini memiliki keterbatasan berupa penyebaran kuesioner yang hanya dilakukan secara *online* sehingga responden tidak dapat bertanya langsung pertanyaan-pertanyaan yang tidak dimengerti kepada peneliti.

Ketiga, indikator pertanyaan penelitian tidak melalui prosedur pengalihan bahasa yang benar sesuai *back translation*. Hal ini menimbulkan potensi terjadinya kesalahan interpretasi atas pertanyaan yang telah diberikan peneliti terhadap responden.

Keempat, pengolahan data menggunakan aplikasi SPSS cukup memakan waktu untuk model penelitian ini. Penelitian selanjutnya disarankan untuk menggunakan SmartPLS dalam melakukan pengolahan data agar menjadi lebih mudah dan mempersingkat waktu.

Kelima, temuannya khususnya implikasi manajerial lebih bersifat sugestif bukan konklusif (pasti). Dengan demikian, pembaca harap dapat dengan bijak

untuk melakukan generalisasi seluruh informasi penelitian ini. Terdapat kemungkinan bahwa kondisi lingkungan, rentang waktu penelitian, dan metode penelitian yang digunakan dapat menimbulkan temuan yang juga berbeda. Penelitian selanjutnya dapat melakukan penelitian dengan objek aplikasi *mobile commerce* yang menjual paket *travelling* atau yang bergerak di bidang transportasi untuk mendapatkan pandangan yang lebih luas dan akurat.

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LAMPIRAN I
KUESIONER PENELITIAN

Lampiran Kuisioner Penelitian

Selamat datang di laman pengisian kuisioner skripsi saya. Kriteria responden yang saya cari adalah konsumen yang pernah melakukan transaksi min. 3x di aplikasi Shopee dan masih memiliki aplikasi Shopee di telepon pintar Anda hingga saat ini, baik pria maupun wanita. Apabila Anda termasuk dalam kategori tersebut, saya meminta sedikit waktunya untuk mengisi kuesioner singkat ini. Terima kasih banyak 😊.

Apakah Anda pernah melakukan transaksi min. 3x di aplikasi *mobile commerce* Shopee? (Jika tidak, silahkan berhenti di sini)

◯ Pernah
◯ Tidak Pernah

Apakah Anda masih memiliki aplikasi ini di *handphone* hingga saat ini? (Jika tidak, silahkan berhenti di sini)

◯ Ya, Masih
◯ Tidak ada

Profil Konsumen

Nama (Inisial) :

Status ◯ Pelajar (SD, SMP, SMA) ◯ Mahasiswa ◯ Pekerja

Gender ◯ Perempuan ◯ Laki-Laki

Umur ◯ 12-16 thn ◯ 17-25 thn ◯ 26-35 thn
◯ > 35 thn

Nomor hp :

Pendapatan / Uang saku :

◯ 500.000 – 1.000.000

◯ 1.001.000 – 1.500.000

◯ 1.501.000 – 2.000.000

◯ > 2.000.000

Sudah berapa lama sejak pertama kali Anda menggunakan aplikasi Shopee

◯ 1-6 bulan

◯ 7-12 bulan

◯ > 1 tahun

Banyak transaksi yang sudah dilakukan selama ini :

◯ 3 – 10 kali

◯ > 10 kali

Rata-rata waktu yang dihabiskan ketika menelusuri aplikasi Shopee:

◯ < 5 menit

◯ 5- 10 menit

◯ 10-20 menit

◯ 20- 30 menit

◯ > 30 menit

Barang yang pernah dibeli di aplikasi Shopee (Bisa lebih dari satu)

◯ Pakaian

◯ Makanan

◯ Make up

◯ Skin care

◯ Perlengkapan rumah tangga

◯ Alat tulis

◯ Produk Fashion (Jam tangan, tas, sepatu dll)

◯ Gadget

◯ Yang lainnya : ……

Customer engagement experiences

Kenikmatan Intrinsik

Lampiran 1 Kenikmatan Intrinsik

No.	Pertanyaan	Skala				
		1	2	3	4	5
1.	Menelusuri aplikasi Shopee adalah sebuah hiburan bagi saya.					
2.	Menelusuri aplikasi Shopee meningkatkan mood saya.					
3.	Saya melepas lelah dengan menelusuri aplikasi Shopee.					

Nilai Utilitarian

Lampiran 2 Nilai Utilitarian

No.	Pertanyaan	Skala				
		1	2	3	4	5
1.	Aplikasi Shopee memberikan informasi yang baik mengenai suatu produk.					
2.	Aplikasi Shopee membantu saya membuat keputusan pembelian yang baik.					
3.	Aplikasi Shopee memberikan informasi dari pengguna lain yang membantu saya melakukan keputusan pembelian yang baik.					

Pengalaman Temporal

Lampiran 3 Pengalaman Temporal

No.	Pertanyaan	Skala				
		1	2	3	4	5
1.	Saya suka menelusuri aplikasi Shopee saat sedang beristirahat dari aktivitas penting.					
2.	Saya suka menelusuri aplikasi Shopee saat melakukan *traveling*.					
3.	Saya menelusuri aplikasi Shopee ketika tidak memiliki aktivitas.					
4.	Saya menelusuri aplikasi Shopee sebagai hiburan ketika saya bosan.					

Fasilitas Sosial

Lampiran 4 Fasilitas Sosial

No.	Pertanyaan	Skala				
		1	2	3	4	5
1.	Saya membawa sesuatu yang saya lihat di aplikasi Shopee sebagai topik pembicaraan dengan orang lain.					
2.	Aplikasi Shopee sering memberikan saya topik untuk dibicarakan.					
3.	Saya menggunakan sesuatu yang berkaitan dengan aplikasi Shopee ke dalam topik diskusi dan argument dengan orang-orang yang saya kenal.					

Daya Tanggap

Lampiran 5 Daya Tanggap

No.	Pertanyaan	Skala				
		1	2	3	4	5
1.	Aplikasi Shopee memiliki kemampuan untuk menjawab pertanyaan saya dengan baik.					
2.	Aplikasi Shopee menyediakan fasilitas komunikasi dua arah antara penjual dan pembeli.					
3.	Informasi di aplikasi Shopee sesuai dengan ekspetasi saya.					
4.	Informasi yang ditampilkan aplikasi shopee sudah sesuai dengan kebutuhan saya.					
5.	Ketika menggunakan aplikasi shopee, saya selalu mendapatkan respon atas pertanyaan saya.					

Kepuasan Konsumen

Lampiran 6 Kepuasan Konsumen

No.	Pertanyaan	Skala				
		1	2	3	4	5
1.	Saya berpikir bahwa menggunakan aplikasi Shopee adalah keputusan yang tepat untuk membeli suatu produk.					
2.	Pengalaman saya menggunakan aplikasi Shopee dapat dikatakan memuaskan.					
3.	Secara keseluruhan, saya puas dengan pelayanan yang saya terima dari aplikasi Shopee.					

Continuence Intention

Lampiran 7 *Continuance Intention*

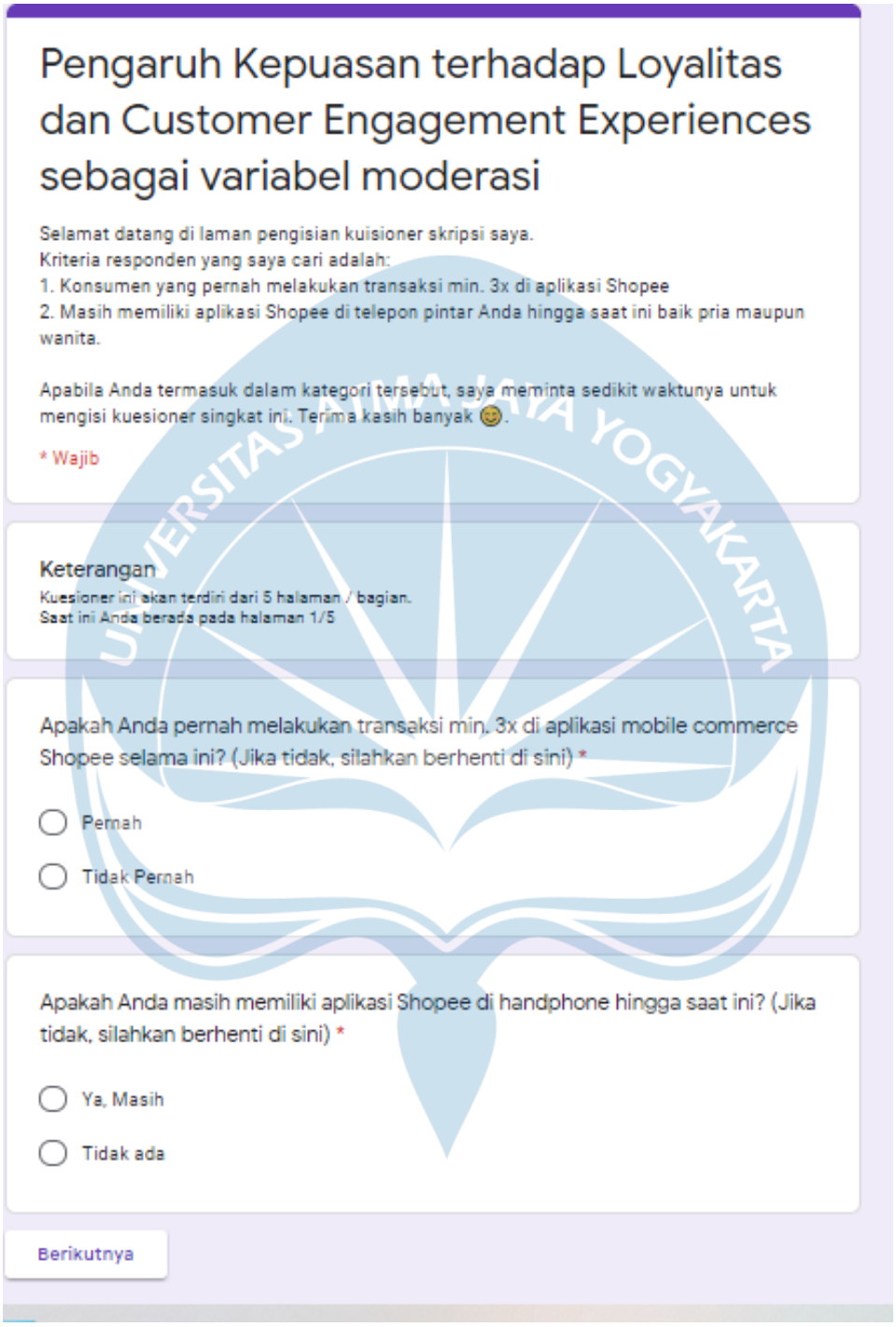
No.	Pertanyaan	Skala				
		1	2	3	4	5
1.	Saya akan terus menggunakan aplikasi Shopee di masa depan.					
2.	Jika diberi kesempatan, saya perkirakan akan menggunakan / melanjutkan penggunaan aplikasi Shopee di masa mendatang.					
3.	Kemungkinan besar saya akan menggunakan / melanjutkan penggunaan aplikasi Shopee di masa mendatang.					

Electronic word of mouth

Lampiran 8 *Electronic Word of Mouth*

No.	Pertanyaan	Skala				
		1	2	3	4	5
1.	Saya bersedia untuk merekomendasikan produk yang saya beli ketika diminta untuk memberi review pada aplikasi Shopee.					
2.	Saya bersedia untuk menulis review di aplikasi Shopee setelah melakukan penggunaaan produk yang sudah dibeli.					
3.	Saya bersedia memberi *feedback* pasca pembelian sesuai pengalaman pembelian saya di aplikasi Shopee di masa depan.					

Lampiran 9 Tampilan Kuesioner



Pengaruh Kepuasan terhadap Loyalitas dan Customer Engagement Experiences sebagai variabel moderasi

Selamat datang di laman pengisian kuisioner skripsi saya.
Kriteria responden yang saya cari adalah:
1. Konsumen yang pernah melakukan transaksi min. 3x di aplikasi Shopee
2. Masih memiliki aplikasi Shopee di telepon pintar Anda hingga saat ini baik pria maupun wanita.

Apabila Anda termasuk dalam kategori tersebut, saya meminta sedikit waktunya untuk mengisi kuesioner singkat ini. Terima kasih banyak 😊.

* Wajib

Keterangan
Kuesioner ini akan terdiri dari 5 halaman / bagian.
Saat ini Anda berada pada halaman 1/5

Apakah Anda pernah melakukan transaksi min. 3x di aplikasi mobile commerce Shopee selama ini? (Jika tidak, silahkan berhenti di sini) *

- Pernah
- Tidak Pernah

Apakah Anda masih memiliki aplikasi Shopee di handphone hingga saat ini? (Jika tidak, silahkan berhenti di sini) *

- Ya, Masih
- Tidak ada

Berikutnya

LAMPIRAN II
KUESIONER PILOT STUDY

Kuesioner Pilot Study :

Pilot Study Penelitian Hubungan antara *Customer Satisfaction* Terhadap Loyalitas Konsumen dengan *Customer engagement* sebagai variabel moderasi.

Profil Sample :

Nama (Inisial) :

Status ◯ Pelajar ◯Mahasiswa ◯Pekerja

Gender ◯ Pria ◯Wanita

Umur ◯ 12-16 thn ◯ 17-25 thn ◯26-35 thn

◯36-45 thn ◯46-55 thn

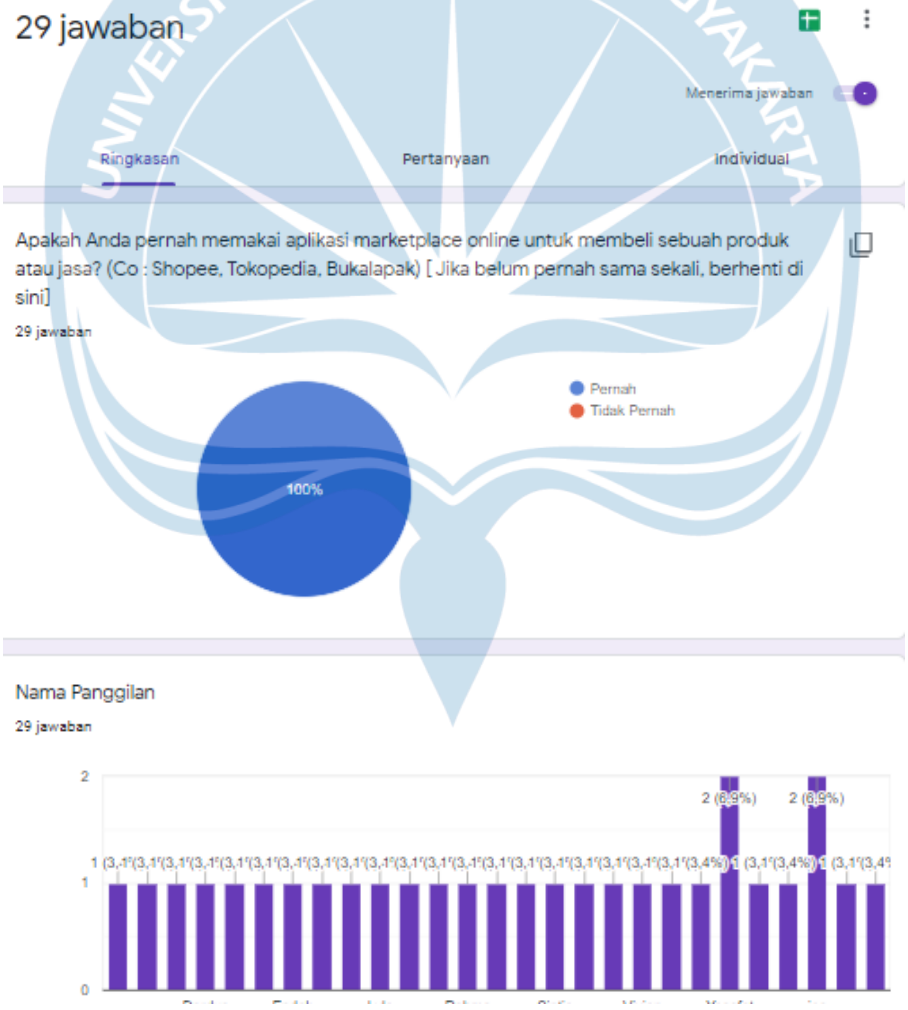
Pertanyaan

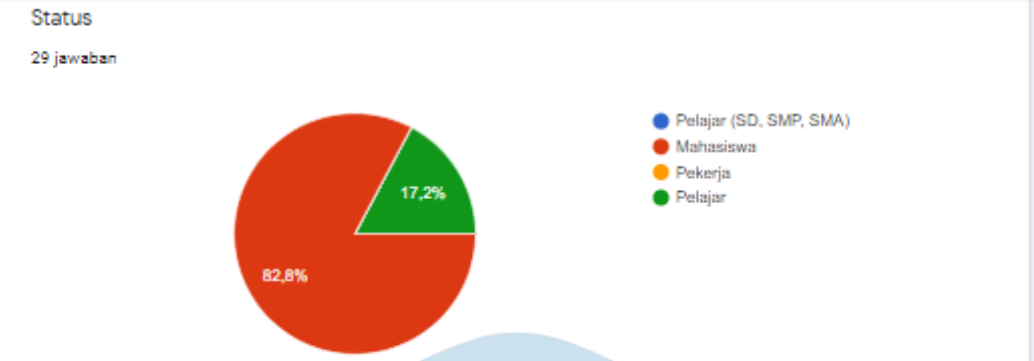
1. Apakah Anda memakai aplikasi online untuk melakukan pembelian sebuah produk atau jasa?
   ◯Ya ◯Tidak
2. Berapa kali Anda telah menggunakan aplikasi online untuk membeli sebuah produk atau jasa dalam 6 bulan terakhir?
   ◯ 1 – 5 kali ◯6-10 ◯> 10 kali
3. Aplikasi *marketplace* online apa yang pernah Anda pakai?
   ◯ Shopee ◯Tokopedia ◯Lazada ◯Bukalapak ◯Jd.id ◯Olx ◯Blibli ◯Zalora
4. Dari seluruh Aplikasi *marketplace* online tersebut, manakah yang paling sering Anda pakai? Mengapa? **(Isian)**
5. Berapa kali Anda membuka aplikasi *marketplace* online dalam seminggu terakhir?
   ◯1-10 kali ◯11-20 kali ◯ >20 kali
6. Berapa lama waktu yang biasanya Anda habiskan jika membuka aplikasi *marketplace* online tersebut?
   ◯5-10 menit ◯11-20 menit ◯21-30 menit ◯> 30 menit

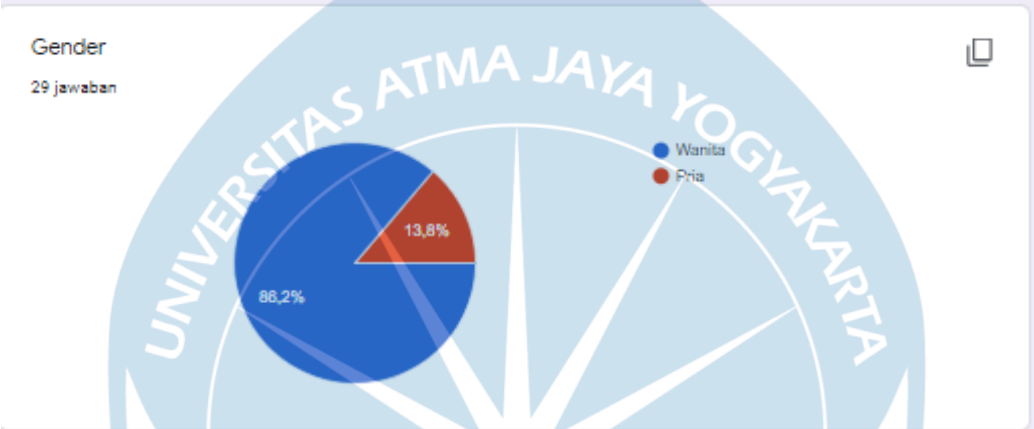
7. Apa tujuan Anda membuka aplikasi *marketplace* online tersebut? (co : hiburan, membeli barang, mengecek harga saja, mengurangi bosan) **(Isian)**
8. Bagaimana pengalaman Anda menelusuri aplikasi *marketplace* online ? (co : mengusir rasa bosan, sangat menghibur saya, memberi banyak pengetahuan, membuat saya nyaman) **(Isian)**

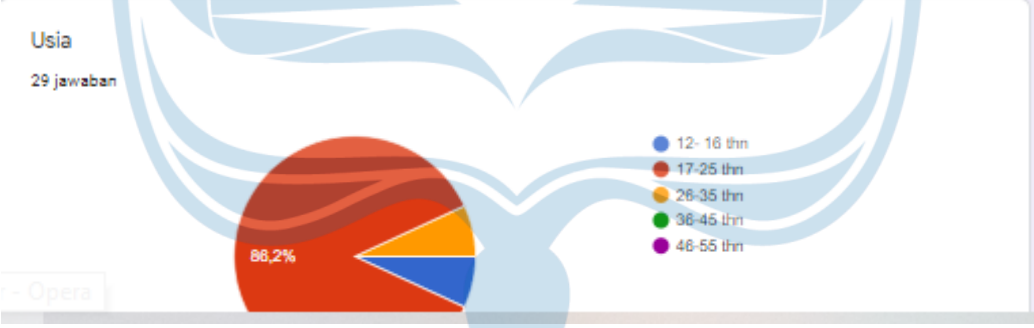
Hasil Kuesioner Pilot Study :

Lampiran 10 **Hasil Kuesioner**



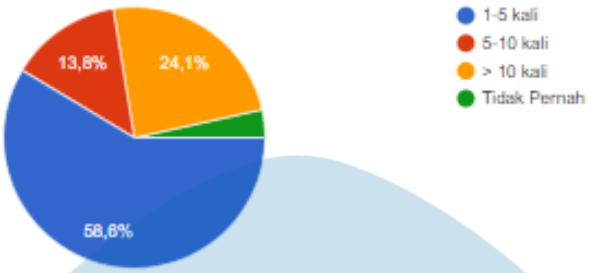






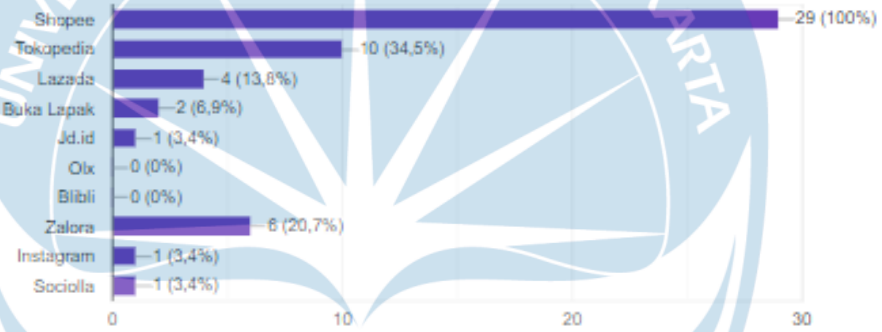
Sudah berapa kali Anda telah menggunakan aplikasi marketplace online untuk membeli sebuah produk atau jasa dalam 3 bulan terakhir?

29 jawaban



Aplikasi marketplace online apa saja yang pernah Anda pakai? (boleh pilih lebih dari satu)

29 jawaban



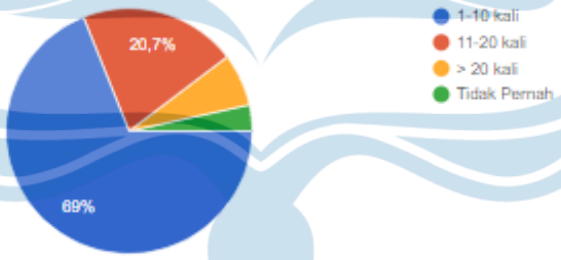
Dari seluruh aplikasi yang telah Anda centang sebelumnya, manakah aplikasi yang paling sering Anda pakai? dan mengapa? (Co : Shopee, karena sekali banyak game di dalamnya, Tokopedia, karena banyak sekali diskon, dll) [Isilah sesuai perspektif Anda]

29 jawaban

- Shoppee karna banyak diskon
- Shopee Tokped Bukalapak Zalora
- Shopee karena banyak pilihan toko dan ada gratis onkir
- Shopee karena biasa ada free ongkir dan barang di shopee lumayan lengkap. Biasa buat cari part otomotif dan keperluan lain. Zalora untuk pembelian barang fashion biasa ada diskon dari brand tertentu.
- Shopee, karena banyak gratis ongkir dan promo.
- shopee, lebih bersahabat
- shopee, karena sudah lama memakai dan lebih familiar cara memakainya, selain itu seringkali ada hadiah tidak terduga
- lazada, karena emang biasanya lebih sering pake lazada

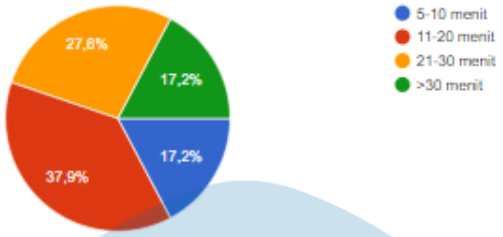
Berapa kali Anda membuka aplikasi marketplace online dalam seminggu terakhir?

29 jawaban



Berapa lama waktu yang biasanya Anda habiskan jika membuka aplikasi marketplace online tersebut?

29 jawaban



Apa tujuan Anda membuka aplikasi marketplace online tersebut? (Co : saya suka melihat-lihat produk dalam aplikasinya, saya suka untuk bermain game di dalam aplikasinya, saya membuka aplikasinya untuk mengurangi rasa bosan, saya membukanya karena ingin membeli kebutuhan, dll [Berikan jawaban sesuai seluruh pengalaman Anda]

29 jawaban

melihat produk yang ingin di beli

mingisi waktu luang

Saya suka melihat-lihat produk dalam aplikasi

Biasa buka marketplace kalo tertarik membeli part motor apa yang bisa dibeli, cari harga barang dengan murah, kadang juga melihat jualan yang ada di ig dan langsung link ke shopee.

Biasanya saya menggunakan untuk membeli token listrik atau membayar indihome. terkadang hanya scroll down untuk melihat lihat.

mencari apa yang sy butuhkan

Ceritakan sedikit pengalaman dan perasaan Anda menelusuri aplikasi marketplace online tersebut? (co : Saya selalu membuka aplikasi olshop tengah malam karena insomnia, dengan begitu saya bisa tidur dengan nyenyak setelah mengantuk berkat membuka aplikasi olshop. Membuka aplikasi ini memberikan saya rasa nyaman ketika berada di tengah keramaian.) [Beri jawaban sesuai dengan pengalaman Anda]

29 jawaban

syaa membuka aplikasi olshop untuk mencari kebutuhan yang sedang saya perlukan dan terkadang untuk menghilangkan rasa suntuk

Saya sering membuka aplikasi hanya karena untuk melihat atau membandi gkan harga saja

Saya sering membuka aplikasi olshop untuk mengisi waktu luang saya karena saya tidak memiliki uang untuk banyak membeli produk

Senang kalau misal mendapatkan potongan harga bila membeli barang yang dibutuhkan.

Hanya biasa saja, saya jarang membuka aplikasi shopee. biasanya jika hanya membutuhkan sesuatu.

saya membuka OS ketika ingin membeli atau mencari barang ketika promo juga

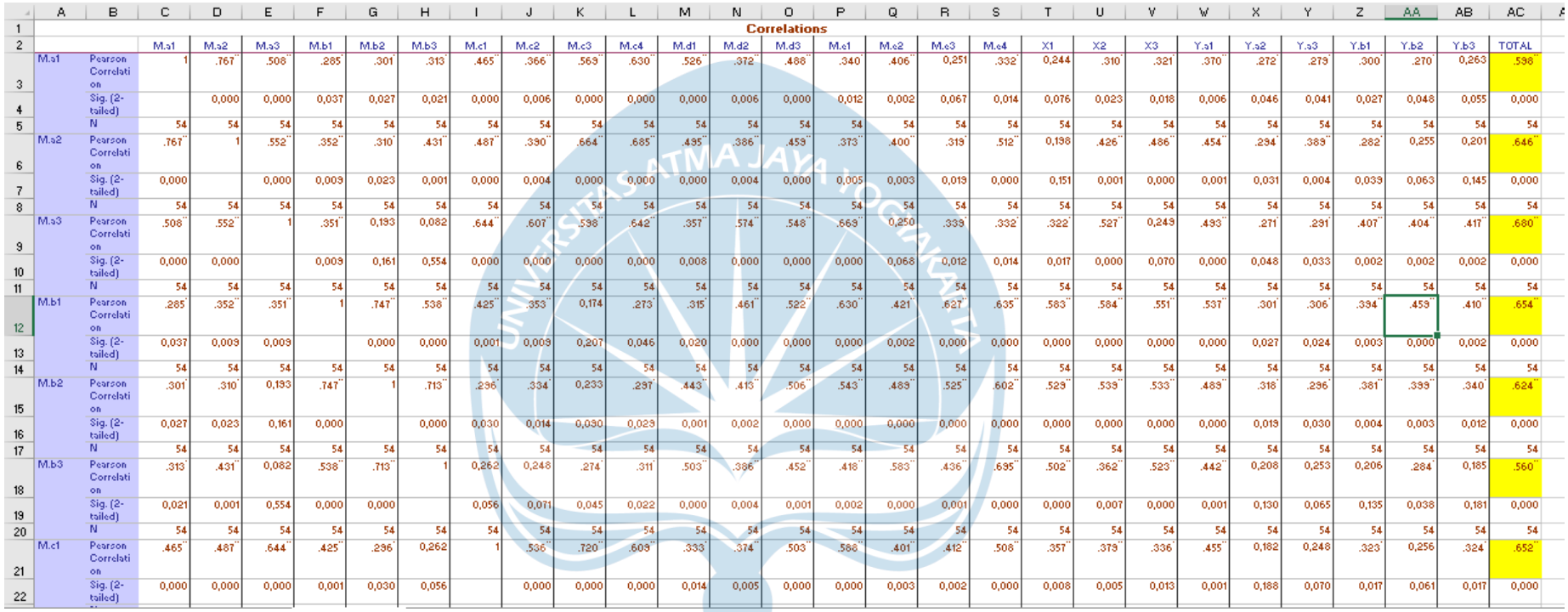
saya membuka untuk mendorong saya untuk menabung, kalau uangnya tidak cukup kan saya bisa menabung, karena saya tipe orang yang sulit menabung kalau tidak ada faktor pendorongnya.

saya suka lihat lihat barang barang yang sekiranya bagus dan bermanfaat, karena sekarang sedang

LAMPIRAN III
HASIL OLAHAN DATA VALIDITAS DAN RELIABILITAS

Lampiran Validitas

Lampiran 11 Hasil uji SPSS Validitas



Correlations

			M.a1	M.a2	M.a3	M.b1	M.b2	M.b3	M.c1	M.c2	M.c3	M.c4	M.d1	M.d2	M.d3	M.e1	M.e2	M.e3	M.e4	X1	X2	X3	Y.a1	Y.a2	Y.a3	Y.b1	Y.b2	Y.b3	TOTAL
M.a1	Pearson Correlation		1	.767**	.508**	.285*	.301*	.313*	.465**	.366**	.563**	.630**	.526**	.372**	.488**	.340*	.406**	0,251	.332*	0,244	.310*	.321*	.370**	.272*	.279*	.300*	.270*	0,263	.598**
	Sig. (2-tailed)			0,000	0,000	0,037	0,027	0,021	0,000	0,006	0,000	0,000	0,000	0,006	0,000	0,012	0,002	0,067	0,014	0,076	0,023	0,018	0,006	0,046	0,041	0,027	0,048	0,055	0,000
	N		54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
M.a2	Pearson Correlation		.767**	1	.552**	.352**	.310*	.431**	.487**	.390**	.664**	.685**	.495**	.386**	.453**	.373**	.400**	.319*	.512**	0,198	.426**	.486**	.454**	.294*	.389**	.282*	0,255	0,201	.646**
	Sig. (2-tailed)		0,000		0,000	0,009	0,023	0,001	0,000	0,004	0,000	0,000	0,000	0,004	0,000	0,005	0,003	0,019	0,000	0,151	0,001	0,000	0,001	0,031	0,004	0,039	0,063	0,145	0,000
	N		54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
M.a3	Pearson Correlation		.508**	.552**	1	.351**	0,193	0,082	.644**	.607**	.538**	.642**	.357**	.574**	.548**	.563**	0,250	.339*	.332*	.322*	.527**	0,243	.493**	.271*	.291*	.407**	.404**	.417**	.680**
	Sig. (2-tailed)		0,000	0,000		0,009	0,161	0,554	0,000	0,000	0,000	0,000	0,008	0,000	0,000	0,000	0,068	0,012	0,014	0,017	0,000	0,070	0,000	0,048	0,033	0,002	0,002	0,002	0,000
	N		54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
M.b1	Pearson Correlation		.285*	.352**	.351**	1	.747**	.538**	.425**	.353**	0,174	.273*	.315*	.461**	.522**	.630**	.421**	.627**	.635**	.583**	.584**	.551**	.537**	.301*	.306*	.394**	.459**	.410**	.654**
	Sig. (2-tailed)		0,037	0,009	0,009		0,000	0,000	0,001	0,009	0,207	0,046	0,020	0,000	0,000	0,000	0,002	0,000	0,000	0,000	0,000	0,000	0,000	0,027	0,024	0,003	0,000	0,002	0,000
	N		54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
M.b2	Pearson Correlation		.301*	.310*	0,193	.747**	1	.713**	.236*	.334**	0,233	.297*	.443**	.413**	.506**	.543**	.483**	.525**	.602**	.529**	.539**	.533**	.483**	.318*	.236*	.381**	.399**	.340*	.624**
	Sig. (2-tailed)		0,027	0,023	0,161	0,000		0,000	0,030	0,014	0,030	0,029	0,001	0,002	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,019	0,030	0,004	0,003	0,012	0,000
	N		54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
M.b3	Pearson Correlation		.313*	.431**	0,082	.538**	.713**	1	0,262	0,248	.274*	.311*	.503**	.386**	.452**	.418**	.583**	.436**	.635**	.502**	.362**	.523**	.442**	0,208	0,253	0,206	.284*	0,185	.560**
	Sig. (2-tailed)		0,021	0,001	0,554	0,000	0,000		0,056	0,071	0,045	0,022	0,000	0,004	0,001	0,002	0,000	0,001	0,000	0,000	0,007	0,000	0,001	0,130	0,065	0,135	0,038	0,181	0,000
	N		54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
M.c1	Pearson Correlation		.465**	.487**	.644**	.425**	.296*	0,262	1	.536**	.720**	.609**	.333*	.374**	.503**	.586**	.401**	.412**	.508**	.357**	.379**	.336*	.455**	0,182	0,248	.323*	0,256	.324*	.652**
	Sig. (2-tailed)		0,000	0,000	0,000	0,001	0,030	0,056		0,000	0,000	0,000	0,014	0,005	0,000	0,000	0,003	0,002	0,000	0,008	0,005	0,013	0,001	0,188	0,070	0,017	0,061	0,017	0,000

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
22		Sig. (2-tailed)	0,000	0,000	0,000	0,001	0,030	0,056		0,000	0,000	0,000	0,014	0,005	0,000	0,000	0,003	0,002	0,000	0,008	0,005	0,013	0,001	0,188	0,070	0,017	0,061	0,017	0,000
23		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
24	M.c2	Pearson Correlation	.366**	.330*	.607**	.353**	.334*	0,248	.536**	1	.500**	.434**	.436**	.538**	.534**	.610**	.349*	.451**	.363**	.359**	.434**	.273*	.325*	.312*	.340*	.382**	.357**	.359**	.646**
25		Sig. (2-tailed)	0,006	0,004	0,000	0,009	0,014	0,071	0,000		0,000	0,000	0,001	0,000	0,000	0,000	0,010	0,001	0,007	0,008	0,001	0,046	0,016	0,021	0,012	0,004	0,008	0,008	0,000
26		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
27	M.c3	Pearson Correlation	.563**	.664**	.538**	0,174	0,233	.274*	.720**	.500**	1	.823**	.507**	.355**	.465**	.444**	.357**	.345*	.500**	0,223	.467**	.519**	.401**	0,242	.275*	.293*	.286*	0,188	.650**
28		Sig. (2-tailed)	0,000	0,000	0,000	0,207	0,090	0,045	0,000	0,000		0,000	0,000	0,008	0,000	0,001	0,008	0,011	0,000	0,096	0,000	0,000	0,003	0,078	0,044	0,032	0,036	0,173	0,000
29		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
30	M.c4	Pearson Correlation	.630**	.685**	.642**	.273*	.297*	.311*	.609**	.434**	.823**	1	.530**	.568**	.642**	.565**	.417**	.489**	.552**	.488**	.483**	.502**	.563**	.393**	.389**	.468**	.423**	.352**	.776**
31		Sig. (2-tailed)	0,000	0,000	0,000	0,046	0,029	0,022	0,000	0,000	0,000		0,000	0,000	0,000	0,000	0,002	0,000	0,000	0,000	0,000	0,000	0,000	0,003	0,004	0,000	0,001	0,003	0,000
32		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
33	M.d1	Pearson Correlation	.526**	.495**	.357**	.315*	.443**	.503**	.333*	.436**	.507**	.590**	1	.781**	.794**	.523**	.397**	.506**	.569**	.447**	.393**	.505**	.453**	.291*	.300*	.342*	.598**	.504**	.735**
34		Sig. (2-tailed)	0,000	0,000	0,008	0,020	0,001	0,000	0,014	0,001	0,000	0,000		0,000	0,000	0,000	0,003	0,000	0,000	0,001	0,003	0,000	0,001	0,033	0,028	0,011	0,000	0,000	0,000
35		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
36	M.d2	Pearson Correlation	.372**	.386**	.574**	.461**	.413**	.386**	.374**	.538**	.355**	.568**	.781**	1	.860**	.755**	.331*	.573**	.554**	.510**	.531**	.439**	.565**	.285*	.271*	.400**	.586**	.564**	.770**
37		Sig. (2-tailed)	0,006	0,004	0,000	0,000	0,002	0,004	0,005	0,000	0,008	0,000	0,000		0,000	0,000	0,015	0,000	0,000	0,000	0,000	0,001	0,000	0,036	0,048	0,003	0,000	0,000	0,000
38		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
39	M.d3	Pearson Correlation	.488**	.459**	.548**	.522**	.506**	.452**	.503**	.534**	.465**	.642**	.794**	.860**	1	.733**	.414**	.643**	.584**	.585**	.545**	.484**	.630**	.322*	.328*	.486**	.673**	.538**	.847**
40		Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	0,001	0,000	0,000	0,000	0,000	0,000	0,000		0,000	0,002	0,000	0,000	0,000	0,000	0,000	0,000	0,018	0,015	0,000	0,000	0,000	0,000
41		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
42	M.c1	Pearson Correlation	.340*	.373**	.669**	.630**	.543**	.418**	.588**	.610**	.444**	.565**	.523**	.755**	.733**	1	.532**	.661**	.640**	.660**	.682**	.507**	.722**	.361**	.412**	.520**	.575**	.581**	.846**
43		Sig. (2-tailed)	0,012	0,005	0,000	0,000	0,000	0,002	0,000	0,000	0,001	0,000	0,000	0,000	0,000		0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,007	0,002	0,000	0,000	0,000	0,000

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
42	M.e1	Pearson Correlation	.340**	.373**	.669**	.630**	.543**	.418**	.588**	.610**	.444**	.565**	.523**	.755**	.799**	1	.532**	.661**	.640**	.660**	.682**	.507**	.722**	.361**	.412**	.520**	.575**	.581**	.846**
43		Sig. (2-tailed)	0,012	0,005	0,000	0,000	0,000	0,002	0,000	0,000	0,001	0,000	0,000	0,000	0,000		0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,007	0,002	0,000	0,000	0,000	0,000
44		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
45	M.e2	Pearson Correlation	.406**	.400**	0,250	.421**	.469**	.583**	.401**	.349**	.357**	.417**	.397**	.331*	.414**	.532**	1	.423**	.543**	.515**	.275*	.487**	.340*	.378**	.460**	.351**	.307*	0,246	.596**
46		Sig. (2-tailed)	0,002	0,003	0,068	0,002	0,000	0,000	0,003	0,010	0,008	0,002	0,003	0,015	0,002	0,000		0,001	0,000	0,000	0,044	0,000	0,012	0,005	0,000	0,009	0,024	0,073	0,000
47		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
48	M.e3	Pearson Correlation	0,251	.319*	.339*	.627**	.525**	.436**	.412**	.451**	.345*	.483**	.506**	.579**	.643**	.661**	.423**	1	.719**	.708**	.560**	.610**	.536**	.371**	.388**	.463**	.601**	.564**	.743**
49		Sig. (2-tailed)	0,067	0,019	0,012	0,000	0,000	0,001	0,002	0,001	0,011	0,000	0,000	0,000	0,000	0,000	0,001		0,000	0,000	0,000	0,000	0,000	0,006	0,004	0,000	0,000	0,000	0,000
50		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
51	M.e4	Pearson Correlation	.332*	.512**	.332*	.635**	.602**	.695**	.508**	.363**	.500**	.552**	.569**	.554**	.584**	.640**	.543**	.719**	1	.638**	.606**	.617**	.585**	0,258	.317*	.325*	.487**	.443**	.760**
52		Sig. (2-tailed)	0,014	0,000	0,014	0,000	0,000	0,000	0,000	0,007	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000		0,000	0,000	0,000	0,000	0,060	0,019	0,017	0,000	0,001	0,000
53		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
54	X1	Pearson Correlation	0,244	0,138	.322*	.583**	.529**	.502**	.357**	.353**	0,223	.488**	.447**	.510**	.585**	.660**	.515**	.708**	.638**	1	.546**	.532**	.655**	.441**	.409**	.504**	.515**	.467**	.705**
55		Sig. (2-tailed)	0,076	0,151	0,017	0,000	0,000	0,000	0,008	0,008	0,036	0,000	0,001	0,000	0,000	0,000	0,000	0,000	0,000		0,000	0,000	0,000	0,001	0,002	0,000	0,000	0,000	0,000
56		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
57	X2	Pearson Correlation	.310*	.426**	.527**	.584**	.539**	.362**	.379**	.434**	.467**	.483**	.393**	.531**	.545**	.682**	.275*	.560**	.606**	.546**	1	.638**	.621**	.495**	.496**	.529**	.586**	.460**	.735**
58		Sig. (2-tailed)	0,023	0,001	0,000	0,000	0,000	0,007	0,005	0,001	0,000	0,000	0,003	0,000	0,000	0,000	0,044	0,000	0,000	0,000		0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
59		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
60	X3	Pearson Correlation	.321*	.486**	0,249	.551**	.533**	.523**	.336*	.273*	.519**	.502**	.505**	.433**	.484**	.507**	.487**	.610**	.617**	.532**	.638**	1	.634**	.461**	.474**	.460**	.486**	.312*	.630**
61		Sig. (2-tailed)	0,018	0,000	0,070	0,000	0,000	0,000	0,013	0,046	0,000	0,000	0,000	0,001	0,000	0,000	0,000	0,000	0,000	0,000	0,000		0,000	0,000	0,000	0,000	0,000	0,022	0,000
62		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
	Y.a1	Pearson Correlati	.370**	.454**	.493**	.537**	.469**	.442**	.455**	.325*	.401**	.563**	.453**	.565**	.690**	.722**	.340*	.596**	.585**	.655**	.621**	.634**	1	.490**	.495**	.602**	.590**	.614**	.781**

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
66	Y.a2	Pearson Correlation	.272**	.284**	.211*	.301**	.318**	0,208	0,182	.312**	0,242	.333**	.291*	.285*	.322**	.361**	.378**	.371**	0,258	.441**	.435**	.461**	.430**	1	.935**	.836**	.532**	.414**	.571**
67		Sig. (2-tailed)	0,046	0,031	0,048	0,027	0,019	0,130	0,188	0,021	0,078	0,003	0,033	0,036	0,018	0,007	0,005	0,006	0,060	0,001	0,000	0,000	0,000		0,000	0,000	0,000	0,002	0,000
68		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
69	Y.a3	Pearson Correlation	.279*	.383**	.291*	.306*	.296*	0,253	0,248	.340*	.275*	.383**	.300*	.271*	.328*	.412**	.460**	.388**	.317*	.403**	.436**	.474**	.435**	.935**	1	.835**	.522**	.427**	.597**
70		Sig. (2-tailed)	0,041	0,004	0,033	0,024	0,030	0,065	0,070	0,012	0,044	0,004	0,028	0,048	0,015	0,002	0,000	0,004	0,019	0,002	0,000	0,000	0,000	0,000		0,000	0,000	0,001	0,000
71		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
72	Y.b1	Pearson Correlation	.300*	.282*	.407**	.334*	.381**	0,206	.323*	.382**	.293*	.468**	.342*	.400**	.486**	.520**	.351**	.463**	.325*	.504**	.523**	.460**	.602**	.836**	.835**	1	.650**	.561**	.674**
73		Sig. (2-tailed)	0,027	0,039	0,002	0,003	0,004	0,135	0,017	0,004	0,032	0,000	0,011	0,003	0,000	0,000	0,009	0,000	0,017	0,000	0,000	0,000	0,000	0,000	0,000		0,000	0,000	0,000
74		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
75	Y.b2	Pearson Correlation	.270*	0,255	.404**	.453**	.399**	.284*	0,256	.357**	.286*	.423**	.538**	.586**	.673**	.575**	.307*	.601**	.487**	.515**	.586**	.486**	.530**	.532**	.522**	.650**	1	.837**	.730**
76		Sig. (2-tailed)	0,048	0,063	0,002	0,000	0,003	0,038	0,061	0,008	0,036	0,001	0,000	0,000	0,000	0,000	0,024	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000		0,000	0,000
77		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
78	Y.b3	Pearson Correlation	0,263	0,201	.417**	.410**	.340*	0,185	.324*	.359**	0,188	.352**	.504**	.564**	.538**	.581**	0,246	.564**	.443**	.467**	.460**	.312*	.614**	.414**	.427**	.561**	.837**	1	.670**
79		Sig. (2-tailed)	0,055	0,145	0,002	0,002	0,012	0,181	0,017	0,008	0,173	0,009	0,000	0,000	0,000	0,000	0,073	0,000	0,001	0,000	0,000	0,022	0,000	0,002	0,001	0,000	0,000		0,000
80		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
81	TOTAL	Pearson Correlation	.538**	.646**	.680**	.654**	.624**	.560**	.652**	.646**	.650**	.776**	.735**	.770**	.847**	.846**	.596**	.743**	.760**	.705**	.735**	.630**	.781**	.571**	.597**	.674**	.730**	.670**	1
82		Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	
83		N	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54	54
84	**. Correlation is significant at the 0.01 level (2-tailed).																												
85	*. Correlation is significant at the 0.05 level (2-tailed).																												
86																													

Lampiran 12 Hasil Uji SPSS Reliabilitas

Case Processing Summary

		N	%
Cases	Valid	54	100,0
	Excluded[a]	0	0,0
	Total	54	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0,955	27

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
M.a1	101,52	310,632	0,564	0,954
M.a2	101,80	305,561	0,609	0,954
M.a3	102,17	297,915	0,635	0,954
M.b1	101,65	311,025	0,627	0,953
M.b2	101,63	311,709	0,595	0,954
M.b3	101,41	314,020	0,527	0,954
M.c1	101,76	305,998	0,616	0,954
M.c2	102,83	302,934	0,604	0,954
M.c3	101,91	303,369	0,609	0,954
M.c4	102,20	295,637	0,745	0,952
M.d1	101,98	298,585	0,701	0,953
M.d2	102,33	296,566	0,739	0,952
M.d3	102,15	296,242	0,828	0,951
M.e1	102,07	299,881	0,829	0,951
M.e2	101,43	312,589	0,565	0,954
M.e3	101,83	306,557	0,719	0,953
M.e4	101,74	308,196	0,740	0,953
M.e5	101,70	307,194	0,678	0,953
X1	101,39	310,393	0,715	0,953
X2	101,37	315,445	0,672	0,954
X3	101,44	311,799	0,766	0,953

Y.a1	101,41	314,133	0,540	0,954
Y.a2	101,43	312,136	0,565	0,954
Y.a3	101,39	311,525	0,649	0,953
Y.b1	101,52	307,688	0,706	0,953
Y.b2	101,63	305,823	0,636	0,953
Y.b3	101,65	307,742	0,638	0,953

Lampiran Hasil *Moderated Regression Analysis*

a. Pengaruh Variabel Kenikmatan Intrinsik

- *Continuance Intention*

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan*Kenikmatan Intrinsik, Kepuasan Konsumen, Kenikmatan Intrinsik[b]		Enter

a. Dependent Variable: Continuance intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.559[a]	0,312	0,301	1,830

a. Predictors: (Constant), Kepuasan*Kenikmatan Intrinsik, Kepuasan Konsumen, Kenikmatan Intrinsik

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	267,805	3	89,268	26,667	.000[b]
	Residual	589,173	176	3,348		
	Total	856,978	179			

a. Dependent Variable: Continuance intention

b. Predictors: (Constant), Kepuasan*Kenikmatan Intrinsik, Kepuasan Konsumen, Kenikmatan Intrinsik

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,905	3,573		0,533	0,595
	Kepuasan Konsumen	0,772	0,284	0,635	2,717	0,007
	Kenikmatan Intrinsik	0,248	0,327	0,307	0,756	0,451
	Kepuasan*Kenikmatan Intrinsik	-0,013	0,025	-0,272	-0,521	0,603

a. Dependent Variable: Continuance intention

- EWOM

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan*Kenikmatan Intrinsik, Kepuasan Konsumen, Kenikmatan Intrinsik[b]		Enter

a. Dependent Variable: EWOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526[a]	0,277	0,265	2,041

a. Predictors: (Constant), Kepuasan*Kenikmatan Intrinsik, Kepuasan Konsumen, Kenikmatan Intrinsik

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	281,009	3	93,670	22,484	.000[b]

	Residual	733,236	176	4,166		
	Total	1014,244	179			

a. Dependent Variable: EWOM

b. Predictors: (Constant), Kepuasan*Kenikmatan Intrinsik, Kepuasan Konsumen, Kenikmatan Intrinsik

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,222	3,986		0,557	0,578
	Kepuasan Konsumen	0,631	0,317	0,478	1,992	0,048
	Kenikmatan Intrinsik	0,282	0,365	0,321	0,771	0,442
	Kepuasan*Kenikmatan Intrinsik	-0,007	0,028	-0,141	-0,263	0,793

a. Dependent Variable: EWOM

b. Pengaruh Variabel Nilai Utilitarian

- *Continuance Intention*

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan*Utilitarian, Kepuasan Konsumen, Nilai Utilitarian[b]		Enter

a. Dependent Variable: Continuance Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557[a]	0,310	0,298	1,833

a. Predictors: (Constant), Kepuasan*Utilitarian, Kepuasan Konsumen, Nilai Utilitarian

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265,577	3	88,526	26,345	.000[b]
	Residual	591,401	176	3,360		
	Total	856,978	179			

a. Dependent Variable: Continuance Intention

b. Predictors: (Constant), Kepuasan*Utilitarian, Kepuasan Konsumen, Nilai Utilitarian

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,336	5,953		1,064	0,289
	Kepuasan Konsumen	0,381	0,480	0,314	0,794	0,428
	Nilai Utilitarian	-0,124	0,490	-0,107	-0,253	0,801
	Kepuasan*Utilitarian	0,018	0,038	0,340	0,480	0,632

a. Dependent Variable: Continuance Intention

- EWOM

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan*Utilitarian, Kepuasan Konsumen, Nilai Utilitarian[b]		Enter

a. Dependent Variable: EWOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.499[a]	0,249	0,236	2,081

a. Predictors: (Constant), Kepuasan*Utilitarian, Kepuasan Konsumen, Nilai Utilitarian

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	252,305	3	84,102	19,427	.000[b]
	Residual	761,940	176	4,329		
	Total	1014,244	179			

a. Dependent Variable: EWOM

b. Predictors: (Constant), Kepuasan*Utilitarian, Kepuasan Konsumen, Nilai Utilitarian

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8,130	6,757		1,203	0,231
	Kepuasan Konsumen	0,174	0,545	0,132	0,319	0,750
	Nilai Utilitarian	-0,241	0,556	-0,192	-0,433	0,665
	Kepuasan*Utilitarian	0,031	0,044	0,530	0,716	0,475

a. Dependent Variable: EWOM

c. Pengaruh Variabel Pengalaman Temporal

- *Continuance Intention*

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan* Pengalaman, Kepuasan Konsumen, Pengalaman Temporal[b]		Enter

a. Dependent Variable: Continuance Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.555[a]	0,308	0,296	1,836

a. Predictors: (Constant), Kepuasan* Pengalaman, Kepuasan Konsumen, Pengalaman Temporal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263,644	3	87,881	26,068	.000[b]
	Residual	593,334	176	3,371		
	Total	856,978	179			

a. Dependent Variable: Continuance Intention

b. Predictors: (Constant), Kepuasan* Pengalaman, Kepuasan Konsumen, Pengalaman Temporal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,005	3,992		1,003	0,317
	Kepuasan Konsumen	0,626	0,310	0,515	2,021	0,045
	Pengalaman Temporal	0,034	0,298	0,057	0,116	0,908
	Kepuasan* Pengalaman	0,001	0,023	0,022	0,034	0,973

a. Dependent Variable: Continuance Intention

- EWOM

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method

1	Kepuasan* Pengalaman, Kepuasan Konsumen, Pengalaman Temporal[b]		Enter

a. Dependent Variable: EWOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.532[a]	0,283	0,271	2,032

a. Predictors: (Constant), Kepuasan* Pengalaman, Kepuasan Konsumen, Pengalaman Temporal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	287,361	3	95,787	23,193	.000[b]
	Residual	726,884	176	4,130		
	Total	1014,244	179			

a. Dependent Variable: EWOM

b. Predictors: (Constant), Kepuasan* Pengalaman, Kepuasan Konsumen, Pengalaman Temporal

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,093	4,419		0,247	0,805
	Kepuasan Konsumen	0,715	0,343	0,542	2,087	0,038
	Pengalaman Temporal	0,329	0,330	0,504	0,997	0,320

	Kepuasan* Pengalaman	-0,014	0,025	-0,350	-0,548	0,584

a. Dependent Variable: EWOM

d. Pengaruh Variabel Fasilitas Sosial

- *Continuance Intention*

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan*Fasilitas Sosial, Kepuasan Konsumen, Fasilitas Sosial[b]		Enter

a. Dependent Variable: Continuance Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574[a]	0,330	0,319	1,806

a. Predictors: (Constant), Kepuasan*Fasilitas Sosial, Kepuasan Konsumen, Fasilitas Sosial

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	282,805	3	94,268	28,896	.000[b]
	Residual	574,173	176	3,262		
	Total	856,978	179			

a. Dependent Variable: Continuance Intention

b. Predictors: (Constant), Kepuasan*Fasilitas Sosial, Kepuasan Konsumen, Fasilitas Sosial

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.

1	(Constant)	5,798	3,586		1,617	0,108
	Kepuasan Konsumen	0,443	0,277	0,365	1,598	0,112
	Fasilitas Sosial	-0,088	0,353	-0,125	-0,249	0,804
	Kepuasan*Fasilitas Sosial	0,016	0,027	0,361	0,593	0,554

a. Dependent Variable: Continuance Intention

- EWOM

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan*Fasilitas Sosial, Kepuasan Konsumen, Fasilitas Sosial[b]		Enter

a. Dependent Variable: EWOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549[a]	0,302	0,290	2,006

a. Predictors: (Constant), Kepuasan*Fasilitas Sosial, Kepuasan Konsumen, Fasilitas Sosial

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	305,952	3	101,984	25,342	.000[b]
	Residual	708,292	176	4,024		
	Total	1014,244	179			

a. Dependent Variable: EWOM

b. Predictors: (Constant), Kepuasan*Fasilitas Sosial, Kepuasan Konsumen, Fasilitas Sosial

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-0,416	3,982		-0,104	0,917
	Kepuasan Konsumen	0,837	0,308	0,633	2,719	0,007
	Fasilitas Sosial	0,607	0,392	0,793	1,548	0,124
	Kepuasan*Fasilitas Sosial	-0,031	0,029	-0,650	-1,046	0,297

a. Dependent Variable: EWOM

e. Pengaruh Variabel Daya Tanggap

- *Continuance Intention*

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan*Daya Tanggap, Kepuasan Konsumen, Daya Tanggap[b]		Enter

a. Dependent Variable: Continuance Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585[a]	0,342	0,331	1,789

a. Predictors: (Constant), Kepuasan*Daya Tanggap, Kepuasan Konsumen, Daya Tanggap

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293,386	3	97,795	30,540	.000[b]
	Residual	563,592	176	3,202		
	Total	856,978	179			

a. Dependent Variable: Continuance Intention

b. Predictors: (Constant), Kepuasan*Daya Tanggap, Kepuasan Konsumen, Daya Tanggap

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-0,641	3,987		-0,161	0,872
	Kepuasan Konsumen	0,779	0,314	0,642	2,482	0,014
	Daya Tanggap	0,414	0,234	0,633	1,766	0,079
	Kepuasan*Daya Tanggap	-0,019	0,017	-0,594	-1,083	0,280

a. Dependent Variable: Continuance Intention

- EWOM

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Kepuasan*Daya Tanggap, Kepuasan Konsumen, Daya Tanggap[b]		Enter

a. Dependent Variable: EWOM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525[a]	0,276	0,263	2,043

a. Predictors: (Constant), Kepuasan*Daya Tanggap, Kepuasan Konsumen, Daya Tanggap

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.

1	Regression	279,486	3	93,162	22,316	.000[b]
	Residual	734,758	176	4,175		
	Total	1014,244	179			

a. Dependent Variable: EWOM

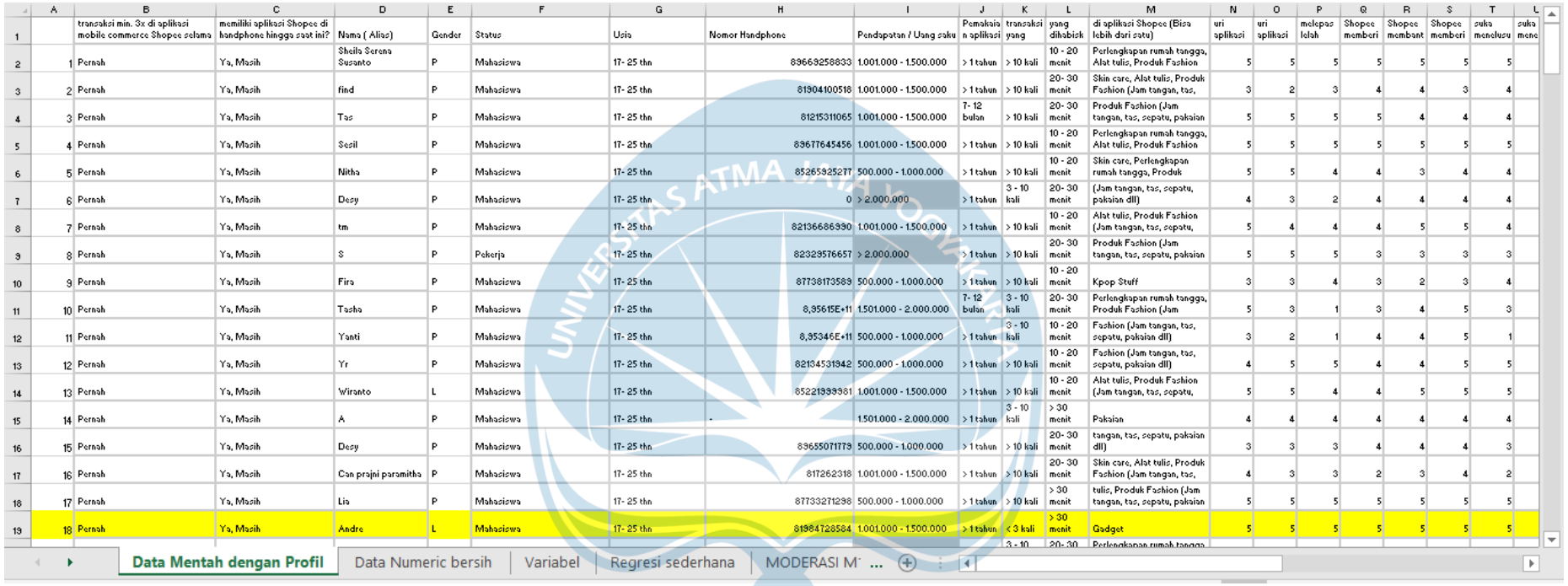
b. Predictors: (Constant), Kepuasan*Daya Tanggap, Kepuasan Konsumen, Daya Tanggap

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,342	4,552		0,734	0,464
	Kepuasan Konsumen	0,415	0,358	0,314	1,158	0,248
	Daya Tanggap	0,204	0,268	0,286	0,761	0,447
	Kepuasan*Daya Tanggap	-0,001	0,020	-0,026	-0,045	0,964

a. Dependent Variable: EWOM

LAMPIRAN IV
DATA RESPONDEN



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1		transaksi min. 3x di aplikasi mobile commerce Shopee selama	memiliki aplikasi Shopee di handphone hingga saat ini?	Nama (Alias)	Gender	Status	Usia	Nomor Handphone	Pendapatan / Uang saku	Pemakain aplikasi	transaksi yang	yang dihabisk	di aplikasi Shopee (Bisa lebih dari satu)	uri aplikasi	uri aplikasi	melepas lelah	Shopee memberi	Shopee membant	Shopee memberi	suka menelusu	suka mene
2	1	Pernah	Ya, Masih	Sheila Serena Susanto	P	Mahasiswa	17- 25 thn	83663258833	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	10 - 20 menit	Perlengkapan rumah tangga, Alat tulis, Produk Fashion	5	5	5	5	5	5	5	
3	2	Pernah	Ya, Masih	find	P	Mahasiswa	17- 25 thn	81904100518	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	20- 30 menit	Skin care, Alat tulis, Produk Fashion (Jam tangan, tas,	3	2	3	4	4	3	4	
4	3	Pernah	Ya, Masih	Tas	P	Mahasiswa	17- 25 thn	81215311065	1.001.000 - 1.500.000	7- 12 bulan	> 10 kali	20- 30 menit	Produk Fashion (Jam tangan, tas, sepatu, pakaian	5	5	5	5	4	4	4	
5	4	Pernah	Ya, Masih	Sesil	P	Mahasiswa	17- 25 thn	83677645456	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	10 - 20 menit	Perlengkapan rumah tangga, Alat tulis, Produk Fashion	5	5	5	5	5	5	5	
6	5	Pernah	Ya, Masih	Nitha	P	Mahasiswa	17- 25 thn	85265325277	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Skin care, Perlengkapan rumah tangga, Produk	5	5	4	4	3	4	4	
7	6	Pernah	Ya, Masih	Desy	P	Mahasiswa	17- 25 thn	0	> 2.000.000	> 1 tahun	3 - 10 kali	20- 30 menit	(Jam tangan, tas, sepatu, pakaian dll)	4	3	2	4	4	4	4	
8	7	Pernah	Ya, Masih	tm	P	Mahasiswa	17- 25 thn	82136686930	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	10 - 20 menit	Alat tulis, Produk Fashion (Jam tangan, tas, sepatu,	5	4	4	4	5	5	4	
9	8	Pernah	Ya, Masih	S	P	Pekerja	17- 25 thn	82329576657	> 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	Produk Fashion (Jam tangan, tas, sepatu, pakaian	5	5	5	3	3	3	3	
10	9	Pernah	Ya, Masih	Fira	P	Mahasiswa	17- 25 thn	81738173583	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Kpop Stuff	3	3	4	3	2	3	4	
11	10	Pernah	Ya, Masih	Tasha	P	Mahasiswa	17- 25 thn	8,35615E+11	1.501.000 - 2.000.000	7- 12 bulan	3 - 10 kali	20- 30 menit	Perlengkapan rumah tangga, Produk Fashion (Jam	5	3	1	3	4	5	3	
12	11	Pernah	Ya, Masih	Yanti	P	Mahasiswa	17- 25 thn	8,35346E+11	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	3	2	1	4	4	5	1	
13	12	Pernah	Ya, Masih	Yr	P	Mahasiswa	17- 25 thn	82134531342	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	5	5	4	4	5	5	
14	13	Pernah	Ya, Masih	Wiranto	L	Mahasiswa	17- 25 thn	85221393381	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	10 - 20 menit	Alat tulis, Produk Fashion (Jam tangan, tas, sepatu,	5	5	4	4	5	5	5	
15	14	Pernah	Ya, Masih	A	P	Mahasiswa	17- 25 thn	-	1.501.000 - 2.000.000	> 1 tahun	3 - 10 kali	> 30 menit	Pakaian	4	4	4	4	4	4	4	
16	15	Pernah	Ya, Masih	Desy	P	Mahasiswa	17- 25 thn	89655071773	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	tangan, tas, sepatu, pakaian dll)	3	3	3	4	4	4	3	
17	16	Pernah	Ya, Masih	Can prajni paramitha	P	Mahasiswa	17- 25 thn	817262318	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	20- 30 menit	Skin care, Alat tulis, Produk Fashion (Jam tangan, tas,	4	3	3	2	3	4	2	
18	17	Pernah	Ya, Masih	Lia	P	Mahasiswa	17- 25 thn	81733271298	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	tulis, Produk Fashion (Jam tangan, tas, sepatu, pakaian	5	5	5	5	5	5	5	
19	18	Pernah	Ya, Masih	Andre	L	Mahasiswa	17- 25 thn	81984728584	1.001.000 - 1.500.000	> 1 tahun	< 3 kali	> 30 menit	Gadget	5	5	5	5	5	5	5	
20											3 - 10	20- 30	Perlengkapan rumah tangga								

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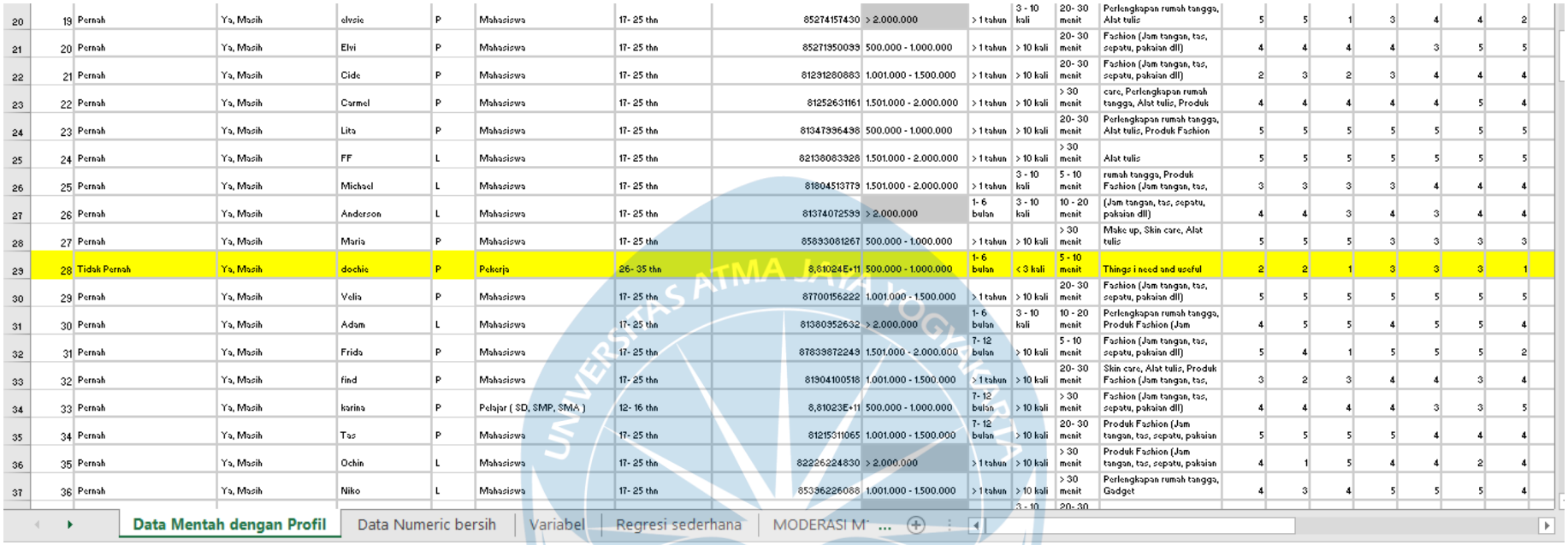

20	19	Pernah	Ya, Masih	elvsie	P	Mahasiswa	17- 25 thn	85274157430	> 2.000.000	> 1 tahun	3 - 10 kali	20- 30 menit	Perlengkapan rumah tangga, Alat tulis	5	5	1	3	4	4	2
21	20	Pernah	Ya, Masih	Elvi	P	Mahasiswa	17- 25 thn	85271350099	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	4	4	4	3	5	5
22	21	Pernah	Ya, Masih	Cide	P	Mahasiswa	17- 25 thn	81291280883	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	20- 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	2	3	2	3	4	4	4
23	22	Pernah	Ya, Masih	Carmel	P	Mahasiswa	17- 25 thn	81252631161	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	4	4	4	4	4	5	4
24	23	Pernah	Ya, Masih	Lita	P	Mahasiswa	17- 25 thn	81347936498	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	Perlengkapan rumah tangga, Alat tulis, Produk Fashion	5	5	5	5	5	5	5
25	24	Pernah	Ya, Masih	FF	L	Mahasiswa	17- 25 thn	82138083328	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	> 30 menit	Alat tulis	5	5	5	5	5	5	5
26	25	Pernah	Ya, Masih	Michael	L	Mahasiswa	17- 25 thn	81804513779	1.501.000 - 2.000.000	> 1 tahun	3 - 10 kali	5 - 10 menit	rumah tangga, Produk Fashion (Jam tangan, tas,	3	3	3	3	4	4	4
27	26	Pernah	Ya, Masih	Anderson	L	Mahasiswa	17- 25 thn	81374072593	> 2.000.000	1- 6 bulan	3 - 10 kali	10 - 20 menit	(Jam tangan, tas, sepatu, pakaian dll)	4	4	3	4	3	4	4
28	27	Pernah	Ya, Masih	Maria	P	Mahasiswa	17- 25 thn	85893081267	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Make up, Skin care, Alat tulis	5	5	5	3	3	3	3
29	28	Tidak Pernah	Ya, Masih	dochie	P	Pekerja	26- 35 thn	8,81024E+11	500.000 - 1.000.000	1- 6 bulan	< 3 kali	5 - 10 menit	Things i need and useful	2	2	1	3	3	3	1
30	29	Pernah	Ya, Masih	Velia	P	Mahasiswa	17- 25 thn	81700156222	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	20- 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	5	5	5	5	5	5
31	30	Pernah	Ya, Masih	Adam	L	Mahasiswa	17- 25 thn	81380952632	> 2.000.000	1- 6 bulan	3 - 10 kali	10 - 20 menit	Perlengkapan rumah tangga, Produk Fashion (Jam	4	5	5	4	5	5	4
32	31	Pernah	Ya, Masih	Frida	P	Mahasiswa	17- 25 thn	87838872243	1.501.000 - 2.000.000	7- 12 bulan	> 10 kali	5 - 10 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	4	1	5	5	5	2
33	32	Pernah	Ya, Masih	find	P	Mahasiswa	17- 25 thn	81904100518	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	20- 30 menit	Skin care, Alat tulis, Produk Fashion (Jam tangan, tas,	3	2	3	4	4	3	4
34	33	Pernah	Ya, Masih	karina	P	Pelajar (SD, SMP, SMA)	12- 16 thn	8,81023E+11	500.000 - 1.000.000	7- 12 bulan	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	4	4	4	3	3	5
35	34	Pernah	Ya, Masih	Tas	P	Mahasiswa	17- 25 thn	81215311065	1.001.000 - 1.500.000	7- 12 bulan	> 10 kali	20- 30 menit	Produk Fashion (Jam tangan, tas, sepatu, pakaian	5	5	5	5	4	4	4
36	35	Pernah	Ya, Masih	Ochin	L	Mahasiswa	17- 25 thn	82226224830	> 2.000.000	> 1 tahun	> 10 kali	> 30 menit	Produk Fashion (Jam tangan, tas, sepatu, pakaian	4	1	5	4	4	2	4
37	36	Pernah	Ya, Masih	Niko	L	Mahasiswa	17- 25 thn	85396226088	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	> 30 menit	Perlengkapan rumah tangga, Gadget	4	3	4	5	5	5	4

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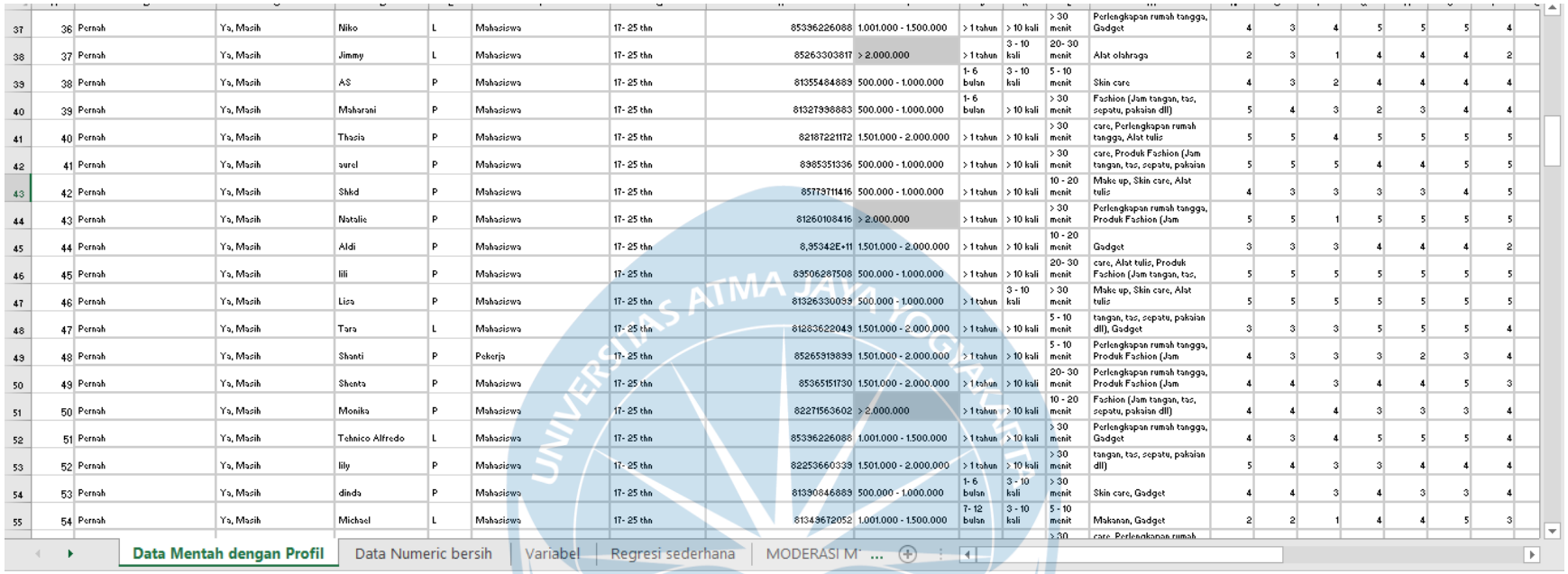

37	36	Pernah	Ya, Masih	Niko	L	Mahasiswa	17- 25 thn	85336226088	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	> 30 menit	Perlengkapan rumah tangga, Gadget	4	3	4	5	5	5	4
38	37	Pernah	Ya, Masih	Jimmy	L	Mahasiswa	17- 25 thn	85263303817	> 2.000.000	> 1 tahun	3 - 10 kali	20- 30 menit	Alat olahraga	2	3	1	4	4	4	2
39	38	Pernah	Ya, Masih	AS	P	Mahasiswa	17- 25 thn	81355484889	500.000 - 1.000.000	1- 6 bulan	3 - 10 kali	5 - 10 menit	Skin care	4	3	2	4	4	4	4
40	39	Pernah	Ya, Masih	Maharani	P	Mahasiswa	17- 25 thn	81327938883	500.000 - 1.000.000	1- 6 bulan	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	4	3	2	3	4	4
41	40	Pernah	Ya, Masih	Thasia	P	Mahasiswa	17- 25 thn	82187221172	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Alat tulis	5	5	4	5	5	5	5
42	41	Pernah	Ya, Masih	aurel	P	Mahasiswa	17- 25 thn	8385351336	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Produk Fashion (Jam tangan, tas, sepatu, pakaian	5	5	5	4	4	5	5
43	42	Pernah	Ya, Masih	Shkd	P	Mahasiswa	17- 25 thn	85773711416	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Make up, Skin care, Alat tulis	4	3	3	3	3	4	5
44	43	Pernah	Ya, Masih	Natalie	P	Mahasiswa	17- 25 thn	81260108416	> 2.000.000	> 1 tahun	> 10 kali	> 30 menit	Perlengkapan rumah tangga, Produk Fashion (Jam	5	5	1	5	5	5	5
45	44	Pernah	Ya, Masih	Aldi	P	Mahasiswa	17- 25 thn	8,35342E+11	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Gadget	3	3	3	4	4	4	2
46	45	Pernah	Ya, Masih	lili	P	Mahasiswa	17- 25 thn	83506287508	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	care, Alat tulis, Produk Fashion (Jam tangan, tas,	5	5	5	5	5	5	5
47	46	Pernah	Ya, Masih	Lica	P	Mahasiswa	17- 25 thn	81326330033	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	> 30 menit	Make up, Skin care, Alat tulis	5	5	5	5	5	5	5
48	47	Pernah	Ya, Masih	Tara	L	Mahasiswa	17- 25 thn	81283622043	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	5 - 10 menit	tangan, tas, sepatu, pakaian dll), Gadget	3	3	3	5	5	5	4
49	48	Pernah	Ya, Masih	Shanti	P	Pekerja	17- 25 thn	85265319893	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	5 - 10 menit	Perlengkapan rumah tangga, Produk Fashion (Jam	4	3	3	3	2	3	4
50	49	Pernah	Ya, Masih	Shinta	P	Mahasiswa	17- 25 thn	85365151730	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	Perlengkapan rumah tangga, Produk Fashion (Jam	4	4	3	4	4	5	3
51	50	Pernah	Ya, Masih	Monika	P	Mahasiswa	17- 25 thn	82271563602	> 2.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	4	4	3	3	3	4
52	51	Pernah	Ya, Masih	Tehnico Alfredo	L	Mahasiswa	17- 25 thn	85336226088	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	> 30 menit	Perlengkapan rumah tangga, Gadget	4	3	4	5	5	5	4
53	52	Pernah	Ya, Masih	lily	P	Mahasiswa	17- 25 thn	82253660339	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	> 30 menit	tangan, tas, sepatu, pakaian dll)	5	4	3	3	4	4	4
54	53	Pernah	Ya, Masih	dinda	P	Mahasiswa	17- 25 thn	81330846883	500.000 - 1.000.000	1- 6 bulan	3 - 10 kali	> 30 menit	Skin care, Gadget	4	4	3	4	3	3	4
55	54	Pernah	Ya, Masih	Michael	L	Mahasiswa	17- 25 thn	81343672052	1.001.000 - 1.500.000	7- 12 bulan	3 - 10 kali	5 - 10 menit	Makanan, Gadget	2	2	1	4	4	5	3
												> 30	care, Perlengkapan rumah							

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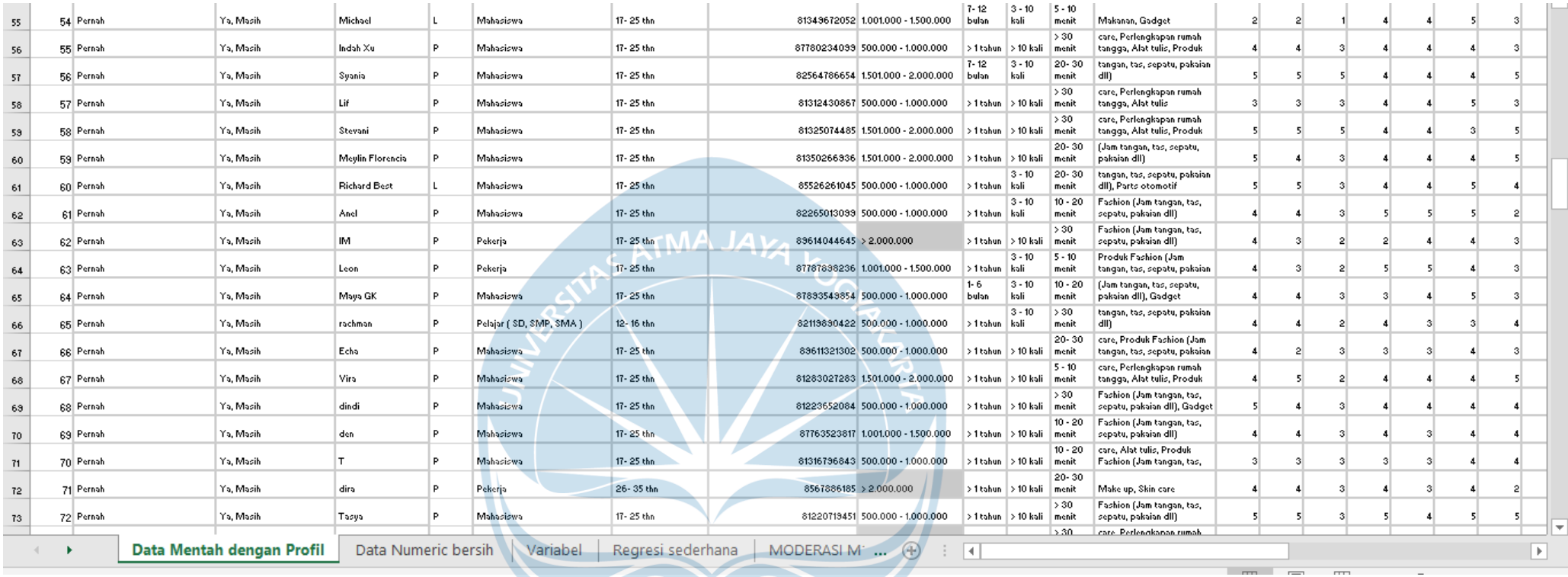

55	54	Pernah	Ya, Masih	Michael	L	Mahasiswa	17- 25 thn	81349672052	1.001.000 - 1.500.000	7- 12 bulan	3 - 10 kali	5 - 10 menit	Makanan, Gadget	2	2	1	4	4	5	3
56	55	Pernah	Ya, Masih	Indah Xu	P	Mahasiswa	17- 25 thn	87780234099	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	4	4	3	4	4	4	3
57	56	Pernah	Ya, Masih	Syania	P	Mahasiswa	17- 25 thn	82564786654	1.501.000 - 2.000.000	7- 12 bulan	3 - 10 kali	20- 30 menit	tangan, tas, sepatu, pakaian dll)	5	5	5	4	4	4	5
58	57	Pernah	Ya, Masih	Lif	P	Mahasiswa	17- 25 thn	81312430867	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Alat tulis	3	3	3	4	4	5	3
59	58	Pernah	Ya, Masih	Stevani	P	Mahasiswa	17- 25 thn	81325074485	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	5	5	5	4	4	3	5
60	59	Pernah	Ya, Masih	Meylin Florencia	P	Mahasiswa	17- 25 thn	81350266936	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	(Jam tangan, tas, sepatu, pakaian dll)	5	4	3	4	4	4	5
61	60	Pernah	Ya, Masih	Richard Best	L	Mahasiswa	17- 25 thn	85526261045	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	20- 30 menit	tangan, tas, sepatu, pakaian dll), Parts otomotif	5	5	3	4	4	5	4
62	61	Pernah	Ya, Masih	Anel	P	Mahasiswa	17- 25 thn	82265013039	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	4	3	5	5	5	2
63	62	Pernah	Ya, Masih	IM	P	Pekerja	17- 25 thn	83614044645	> 2.000.000	> 1 tahun	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	3	2	2	4	4	3
64	63	Pernah	Ya, Masih	Leon	P	Pekerja	17- 25 thn	87787838236	1.001.000 - 1.500.000	> 1 tahun	3 - 10 kali	5 - 10 menit	Produk Fashion (Jam tangan, tas, sepatu, pakaian	4	3	2	5	5	4	3
65	64	Pernah	Ya, Masih	Maya GK	P	Mahasiswa	17- 25 thn	87833543854	500.000 - 1.000.000	1- 6 bulan	3 - 10 kali	10 - 20 menit	(Jam tangan, tas, sepatu, pakaian dll), Gadget	4	4	3	3	4	5	3
66	65	Pernah	Ya, Masih	rachman	P	Pelajar (SD, SMP, SMA)	12- 16 thn	82119830422	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	> 30 menit	tangan, tas, sepatu, pakaian dll)	4	4	2	4	3	3	4
67	66	Pernah	Ya, Masih	Echa	P	Mahasiswa	17- 25 thn	83611321302	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	care, Produk Fashion (Jam tangan, tas, sepatu, pakaian	4	2	3	3	3	4	3
68	67	Pernah	Ya, Masih	Vira	P	Mahasiswa	17- 25 thn	81283027283	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	5 - 10 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	4	5	2	4	4	4	5
69	68	Pernah	Ya, Masih	dindi	P	Mahasiswa	17- 25 thn	81223652084	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll), Gadget	5	4	3	4	4	4	4
70	69	Pernah	Ya, Masih	den	P	Mahasiswa	17- 25 thn	87763523617	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	4	3	4	3	4	4
71	70	Pernah	Ya, Masih	T	P	Mahasiswa	17- 25 thn	81316796843	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	care, Alat tulis, Produk Fashion (Jam tangan, tas,	3	3	3	3	3	4	4
72	71	Pernah	Ya, Masih	dira	P	Pekerja	26- 35 thn	8567886185	> 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	Make up, Skin care	4	4	3	4	3	4	2
73	72	Pernah	Ya, Masih	Tasya	P	Mahasiswa	17- 25 thn	81220719451	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	5	3	5	4	5	5

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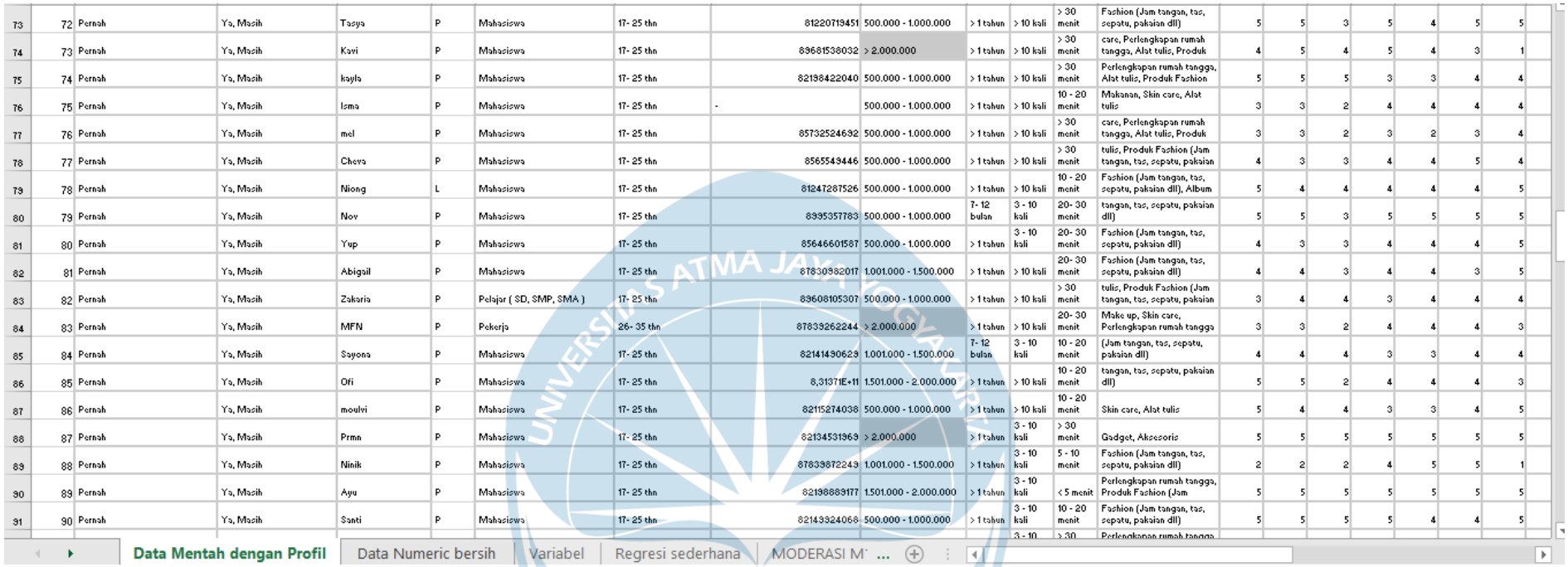

73	72	Pernah	Ya, Masih	Tasya	P	Mahasiswa	17- 25 thn	81220719451	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	5	3	5	4	5	5	
74	73	Pernah	Ya, Masih	Kavi	P	Mahasiswa	17- 25 thn	89681538032	> 2.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	4	5	4	5	4	3	1	
75	74	Pernah	Ya, Masih	kayla	P	Mahasiswa	17- 25 thn	82138422040	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Perlengkapan rumah tangga, Alat tulis, Produk Fashion	5	5	5	3	3	4	4	
76	75	Pernah	Ya, Masih	Isma	P	Mahasiswa	17- 25 thn	-	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Makanan, Skin care, Alat tulis	3	3	2	4	4	4	4	
77	76	Pernah	Ya, Masih	mel	P	Mahasiswa	17- 25 thn	85732524632	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	3	3	2	3	2	3	4	
78	77	Pernah	Ya, Masih	Cheva	P	Mahasiswa	17- 25 thn	8565543446	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	tulis, Produk Fashion (Jam tangan, tas, sepatu, pakaian	4	3	3	4	4	5	4	
79	78	Pernah	Ya, Masih	Niong	L	Mahasiswa	17- 25 thn	81247287526	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll), Album	5	4	4	4	4	4	5	
80	79	Pernah	Ya, Masih	Nov	P	Mahasiswa	17- 25 thn	8395357783	500.000 - 1.000.000	7- 12 bulan	3 - 10 kali	20- 30 menit	tangan, tas, sepatu, pakaian dll)	5	5	3	5	5	5	5	
81	80	Pernah	Ya, Masih	Yup	P	Mahasiswa	17- 25 thn	85646601587	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	20- 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	3	3	4	4	4	5	
82	81	Pernah	Ya, Masih	Abigail	P	Mahasiswa	17- 25 thn	87830382017	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	20- 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	4	3	4	4	3	5	
83	82	Pernah	Ya, Masih	Zakaria	P	Pelajar (SD, SMP, SMA)	17- 25 thn	83608105307	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	tulis, Produk Fashion (Jam tangan, tas, sepatu, pakaian	3	4	4	3	4	4	4	
84	83	Pernah	Ya, Masih	MFN	P	Pekerja	26- 35 thn	87833262244	> 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	Make up, Skin care, Perlengkapan rumah tangga	3	3	2	4	4	4	3	
85	84	Pernah	Ya, Masih	Sayona	P	Mahasiswa	17- 25 thn	82141430628	1.001.000 - 1.500.000	7- 12 bulan	3 - 10 kali	10 - 20 menit	(Jam tangan, tas, sepatu, pakaian dll)	4	4	4	3	3	4	4	
86	85	Pernah	Ya, Masih	Ofi	P	Mahasiswa	17- 25 thn	8,31371E+11	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	10 - 20 menit	tangan, tas, sepatu, pakaian dll)	5	5	2	4	4	4	3	
87	86	Pernah	Ya, Masih	moulvi	P	Mahasiswa	17- 25 thn	82115274038	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Skin care, Alat tulis	5	4	4	3	3	4	5	
88	87	Pernah	Ya, Masih	Prma	P	Mahasiswa	17- 25 thn	82134531969	> 2.000.000	> 1 tahun	3 - 10 kali	> 30 menit	Gadget, Aksesoris	5	5	5	5	5	5	5	
89	88	Pernah	Ya, Masih	Ninik	P	Mahasiswa	17- 25 thn	87833872243	1.001.000 - 1.500.000	> 1 tahun	3 - 10 kali	5 - 10 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	2	2	2	4	5	5	1	
90	89	Pernah	Ya, Masih	Ayu	P	Mahasiswa	17- 25 thn	82138883177	1.501.000 - 2.000.000	> 1 tahun	3 - 10 kali	< 5 menit	Perlengkapan rumah tangga, Produk Fashion (Jam	5	5	5	5	5	5	5	
91	90	Pernah	Ya, Masih	Santi	P	Mahasiswa	17- 25 thn	82143324068	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	5	5	5	4	4	5	
											3 - 10	> 30	Perlengkapan rumah tangga								

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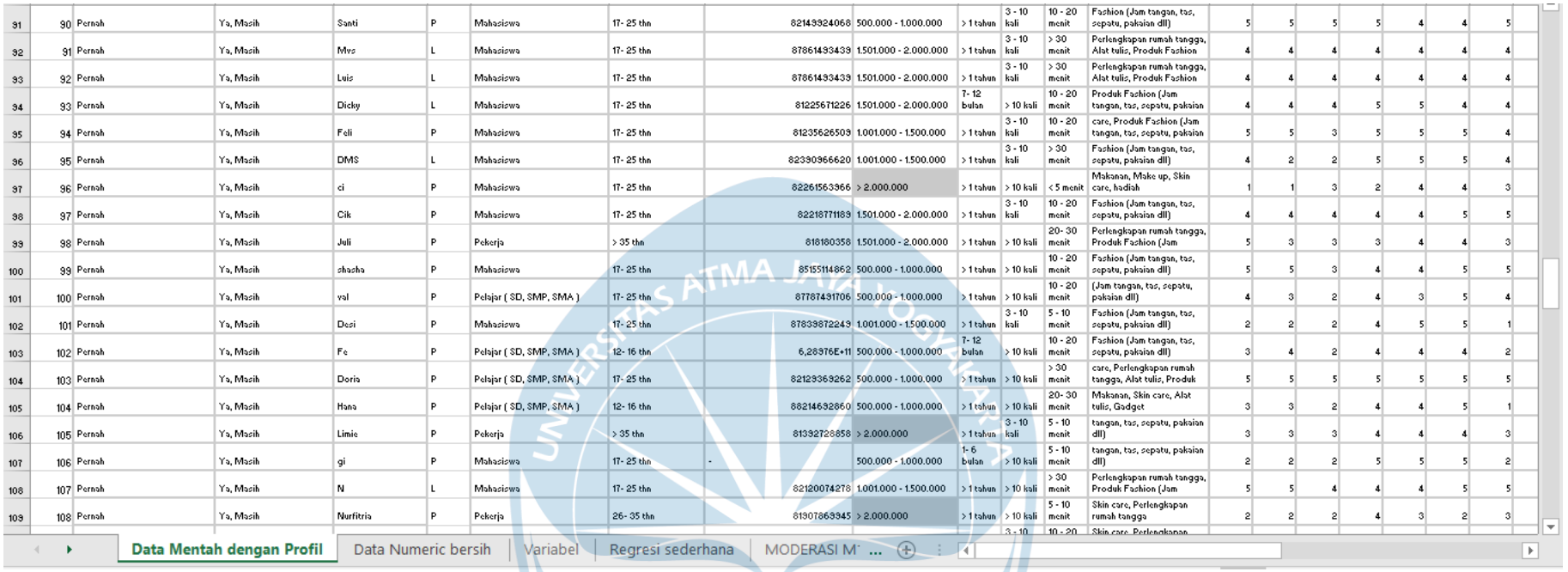

91	90	Pernah	Ya, Masih	Santi	P	Mahasiswa	17- 25 thn	82143924068	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	5	5	5	4	4	5
92	91	Pernah	Ya, Masih	Mys	L	Mahasiswa	17- 25 thn	87861433433	1.501.000 - 2.000.000	> 1 tahun	3 - 10 kali	> 30 menit	Perlengkapan rumah tangga, Alat tulis, Produk Fashion	4	4	4	4	4	4	4
93	92	Pernah	Ya, Masih	Luis	L	Mahasiswa	17- 25 thn	87861433433	1.501.000 - 2.000.000	> 1 tahun	3 - 10 kali	> 30 menit	Perlengkapan rumah tangga, Alat tulis, Produk Fashion	4	4	4	4	4	4	4
94	93	Pernah	Ya, Masih	Dicky	L	Mahasiswa	17- 25 thn	81225671226	1.501.000 - 2.000.000	7- 12 bulan	> 10 kali	10 - 20 menit	Produk Fashion (Jam tangan, tas, sepatu, pakaian	4	4	4	5	5	4	4
95	94	Pernah	Ya, Masih	Feli	P	Mahasiswa	17- 25 thn	81235626503	1.001.000 - 1.500.000	> 1 tahun	3 - 10 kali	10 - 20 menit	care, Produk Fashion (Jam tangan, tas, sepatu, pakaian	5	5	3	5	5	5	4
96	95	Pernah	Ya, Masih	DMS	L	Mahasiswa	17- 25 thn	82390366620	1.001.000 - 1.500.000	> 1 tahun	3 - 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	2	2	5	5	5	4
97	96	Pernah	Ya, Masih	ci	P	Mahasiswa	17- 25 thn	82261563366	> 2.000.000	> 1 tahun	> 10 kali	< 5 menit	Makanan, Make up, Skin care, hadish	1	1	3	2	4	4	3
98	97	Pernah	Ya, Masih	Cik	P	Mahasiswa	17- 25 thn	82218771183	1.501.000 - 2.000.000	> 1 tahun	3 - 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	4	4	4	4	5	5
99	98	Pernah	Ya, Masih	Juli	P	Pekerja	> 35 thn	818180358	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	Perlengkapan rumah tangga, Produk Fashion (Jam	5	3	3	3	4	4	3
100	99	Pernah	Ya, Masih	shasha	P	Mahasiswa	17- 25 thn	85155114862	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	5	3	4	4	5	5
101	100	Pernah	Ya, Masih	val	P	Pelajar (SD, SMP, SMA)	17- 25 thn	87787431706	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	(Jam tangan, tas, sepatu, pakaian dll)	4	3	2	4	3	5	4
102	101	Pernah	Ya, Masih	Desi	P	Mahasiswa	17- 25 thn	87833872249	1.001.000 - 1.500.000	> 1 tahun	3 - 10 kali	5 - 10 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	2	2	2	4	5	5	1
103	102	Pernah	Ya, Masih	Fe	P	Pelajar (SD, SMP, SMA)	12- 16 thn	6,28376E+11	500.000 - 1.000.000	7- 12 bulan	> 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	3	4	2	4	4	4	2
104	103	Pernah	Ya, Masih	Doria	P	Pelajar (SD, SMP, SMA)	17- 25 thn	82123363262	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	5	5	5	5	5	5	5
105	104	Pernah	Ya, Masih	Hana	P	Pelajar (SD, SMP, SMA)	12- 16 thn	88214632860	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	Makanan, Skin care, Alat tulis, Gadget	3	3	2	4	4	5	1
106	105	Pernah	Ya, Masih	Limie	P	Pekerja	> 35 thn	81332728858	> 2.000.000	> 1 tahun	3 - 10 kali	5 - 10 menit	tangan, tas, sepatu, pakaian dll)	3	3	3	4	4	4	3
107	106	Pernah	Ya, Masih	gi	P	Mahasiswa	17- 25 thn	-	500.000 - 1.000.000	1- 6 bulan	> 10 kali	5 - 10 menit	tangan, tas, sepatu, pakaian dll)	2	2	2	5	5	5	2
108	107	Pernah	Ya, Masih	N	L	Mahasiswa	17- 25 thn	82120074278	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	> 30 menit	Perlengkapan rumah tangga, Produk Fashion (Jam	5	5	4	4	4	5	5
109	108	Pernah	Ya, Masih	Nurfitria	P	Pekerja	26- 35 thn	81307869345	> 2.000.000	> 1 tahun	> 10 kali	5 - 10 menit	Skin care, Perlengkapan rumah tangga	2	2	2	4	3	2	3
											3 - 10	10 - 20	Skin care, Perlengkapan							

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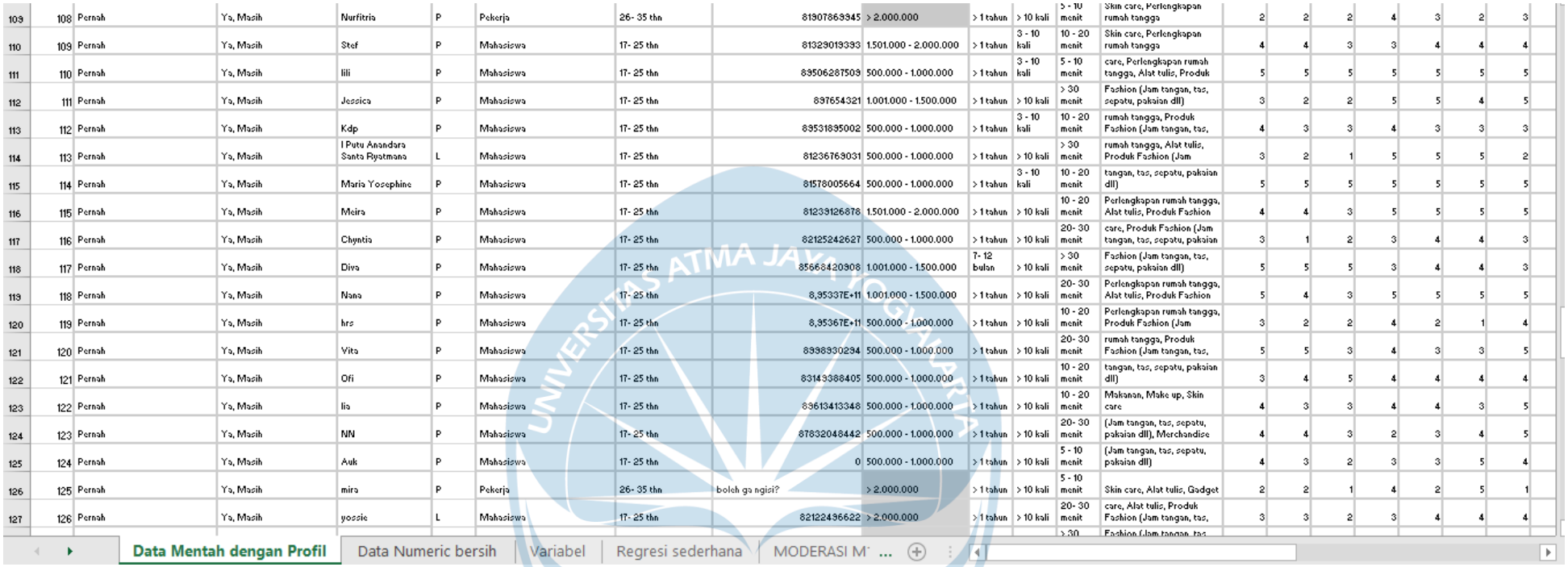

109	108	Pernah	Ya, Masih	Nurfitria	P	Pekerja	26- 35 thn	81307863945	> 2.000.000	> 1 tahun	> 10 kali	5 - 10 menit	Skin care, Perlengkapan rumah tangga	2	2	2	4	3	2	3		
110	109	Pernah	Ya, Masih	Stef	P	Mahasiswa	17- 25 thn	81323013393	1.501.000 - 2.000.000	> 1 tahun	3 - 10 kali	10 - 20 menit	Skin care, Perlengkapan rumah tangga	4	4	3	3	4	4	4		
111	110	Pernah	Ya, Masih	lili	P	Mahasiswa	17- 25 thn	83506287503	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	5 - 10 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	5	5	5	5	5	5	5		
112	111	Pernah	Ya, Masih	Jessica	P	Mahasiswa	17- 25 thn	897654321	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	3	2	2	5	5	4	5		
113	112	Pernah	Ya, Masih	Kdp	P	Mahasiswa	17- 25 thn	83531835002	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	10 - 20 menit	rumah tangga, Produk Fashion (Jam tangan, tas,	4	3	3	4	3	3	3		
114	113	Pernah	Ya, Masih	I Putu Anandara Santa Ryatmana	L	Mahasiswa	17- 25 thn	81236763031	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	rumah tangga, Alat tulis, Produk Fashion (Jam	3	2	1	5	5	5	2		
115	114	Pernah	Ya, Masih	Maria Yosephine	P	Mahasiswa	17- 25 thn	81578005664	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	10 - 20 menit	tangan, tas, sepatu, pakaian dll)	5	5	5	5	5	5	5		
116	115	Pernah	Ya, Masih	Meira	P	Mahasiswa	17- 25 thn	81233126878	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Perlengkapan rumah tangga, Alat tulis, Produk Fashion	4	4	3	5	5	5	5		
117	116	Pernah	Ya, Masih	Chyntia	P	Mahasiswa	17- 25 thn	82125242627	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	care, Produk Fashion (Jam tangan, tas, sepatu, pakaian	3	1	2	3	4	4	3		
118	117	Pernah	Ya, Masih	Diva	P	Mahasiswa	17- 25 thn	85668420908	1.001.000 - 1.500.000	7- 12 bulan	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	5	5	3	4	4	3		
119	118	Pernah	Ya, Masih	Nana	P	Mahasiswa	17- 25 thn	8,35337E+11	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	20- 30 menit	Perlengkapan rumah tangga, Alat tulis, Produk Fashion	5	4	3	5	5	5	5		
120	119	Pernah	Ya, Masih	hrs	P	Mahasiswa	17- 25 thn	8,35367E+11	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Perlengkapan rumah tangga, Produk Fashion (Jam	3	2	2	4	2	1	4		
121	120	Pernah	Ya, Masih	Vita	P	Mahasiswa	17- 25 thn	8338330234	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	rumah tangga, Produk Fashion (Jam tangan, tas,	5	5	3	4	3	3	5		
122	121	Pernah	Ya, Masih	Ofi	P	Mahasiswa	17- 25 thn	83143388405	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	tangan, tas, sepatu, pakaian dll)	3	4	5	4	4	4	4		
123	122	Pernah	Ya, Masih	lia	P	Mahasiswa	17- 25 thn	83613413348	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Makanan, Make up, Skin care	4	3	3	4	4	3	5		
124	123	Pernah	Ya, Masih	NN	P	Mahasiswa	17- 25 thn	87832048442	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	(Jam tangan, tas, sepatu, pakaian dll), Merchandise	4	4	3	2	3	4	5		
125	124	Pernah	Ya, Masih	Auk	P	Mahasiswa	17- 25 thn	0	500.000 - 1.000.000	> 1 tahun	> 10 kali	5 - 10 menit	(Jam tangan, tas, sepatu, pakaian dll)	4	3	2	3	3	5	4		
126	125	Pernah	Ya, Masih	mira	P	Pekerja	26- 35 thn	boleh ga ngisi?	> 2.000.000	> 1 tahun	> 10 kali	5 - 10 menit	Skin care, Alat tulis, Gadget	2	2	1	4	2	5	1		
127	126	Pernah	Ya, Masih	yossie	L	Mahasiswa	17- 25 thn	82122496622	> 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	care, Alat tulis, Produk Fashion (Jam tangan, tas,	3	3	2	3	4	4	4		
												> 30	Fashion (Jam tangan, tas									

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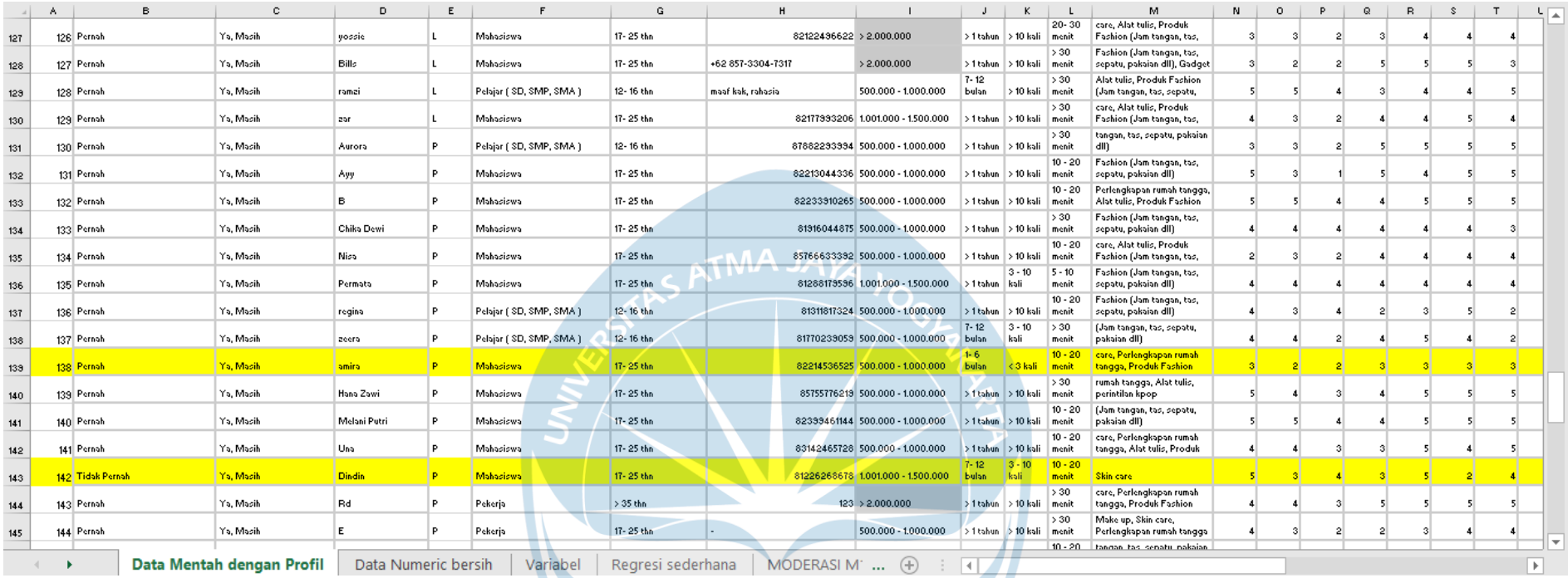

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
127	126	Pernah	Ya, Masih	yossie	L	Mahasiswa	17- 25 thn	82122436622	> 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	care, Alat tulis, Produk Fashion (Jam tangan, tas,	3	3	2	3	4	4	4
128	127	Pernah	Ya, Masih	Bills	L	Mahasiswa	17- 25 thn	+62 857-3304-7317	> 2.000.000	> 1 tahun	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll), Gadget	3	2	2	5	5	5	3
129	128	Pernah	Ya, Masih	ramzi	L	Pelajar (SD, SMP, SMA)	12- 16 thn	maaf kak, rahasia	500.000 - 1.000.000	7- 12 bulan	> 10 kali	> 30 menit	Alat tulis, Produk Fashion (Jam tangan, tas, sepatu,	5	5	4	3	4	4	5
130	129	Pernah	Ya, Masih	zar	L	Mahasiswa	17- 25 thn	82177933206	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	> 30 menit	care, Alat tulis, Produk Fashion (Jam tangan, tas,	4	3	2	4	4	5	4
131	130	Pernah	Ya, Masih	Aurora	P	Pelajar (SD, SMP, SMA)	12- 16 thn	87882233394	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	tangan, tas, sepatu, pakaian dll)	3	3	2	5	5	5	5
132	131	Pernah	Ya, Masih	Ayy	P	Mahasiswa	17- 25 thn	82213044336	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	3	1	5	4	5	5
133	132	Pernah	Ya, Masih	B	P	Mahasiswa	17- 25 thn	82233310265	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Perlengkapan rumah tangga, Alat tulis, Produk Fashion	5	5	4	4	5	5	5
134	133	Pernah	Ya, Masih	Chika Dewi	P	Mahasiswa	17- 25 thn	81316044875	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	4	4	4	4	4	3
135	134	Pernah	Ya, Masih	Nisa	P	Mahasiswa	17- 25 thn	85766633392	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	care, Alat tulis, Produk Fashion (Jam tangan, tas,	2	3	2	4	4	4	4
136	135	Pernah	Ya, Masih	Permata	P	Mahasiswa	17- 25 thn	81288173596	1.001.000 - 1.500.000	> 1 tahun	3 - 10 kali	5 - 10 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	4	4	4	4	4	4
137	136	Pernah	Ya, Masih	regina	P	Pelajar (SD, SMP, SMA)	12- 16 thn	81311817324	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	4	3	4	2	3	5	2
138	137	Pernah	Ya, Masih	zeera	P	Pelajar (SD, SMP, SMA)	12- 16 thn	81770239053	500.000 - 1.000.000	7- 12 bulan	3 - 10 kali	> 30 menit	(Jam tangan, tas, sepatu, pakaian dll)	4	4	2	4	5	4	2
139	138	Pernah	Ya, Masih	amira	P	Mahasiswa	17- 25 thn	82214536525	500.000 - 1.000.000	1- 6 bulan	< 3 kali	10 - 20 menit	care, Perlengkapan rumah tangga, Produk Fashion	3	2	2	3	3	3	3
140	139	Pernah	Ya, Masih	Hana Zawi	P	Mahasiswa	17- 25 thn	85755776213	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	rumah tangga, Alat tulis, perintilan kpop	5	4	3	4	5	5	5
141	140	Pernah	Ya, Masih	Melani Putri	P	Mahasiswa	17- 25 thn	82339461144	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	(Jam tangan, tas, sepatu, pakaian dll)	5	5	4	4	5	5	5
142	141	Pernah	Ya, Masih	Una	P	Mahasiswa	17- 25 thn	83142465728	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	4	4	3	3	5	4	5
143	142	Tidak Pernah	Ya, Masih	Dindin	P	Mahasiswa	17- 25 thn	81226268678	1.001.000 - 1.500.000	7- 12 bulan	3 - 10 kali	10 - 20 menit	Skin care	5	3	4	3	5	2	4
144	143	Pernah	Ya, Masih	Rd	P	Pekerja	> 35 thn	123	> 2.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Produk Fashion	4	4	3	5	5	5	5
145	144	Pernah	Ya, Masih	E	P	Pekerja	17- 25 thn	-	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Make up, Skin care, Perlengkapan rumah tangga	4	3	2	2	3	4	4

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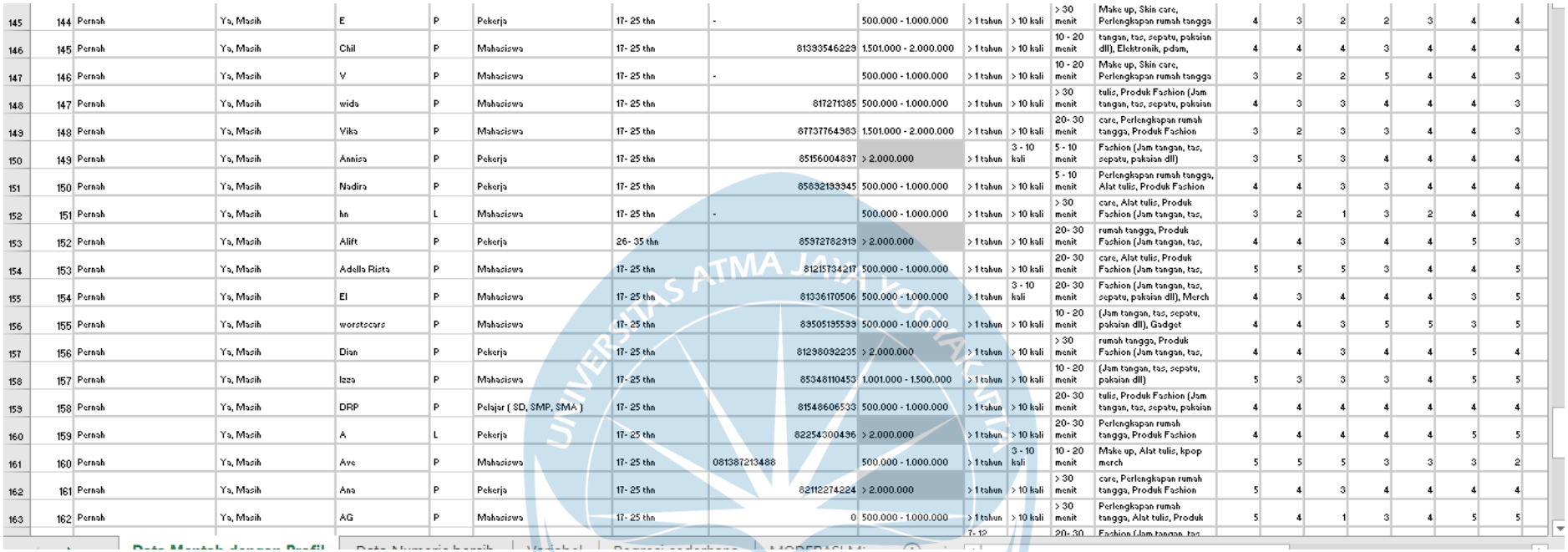
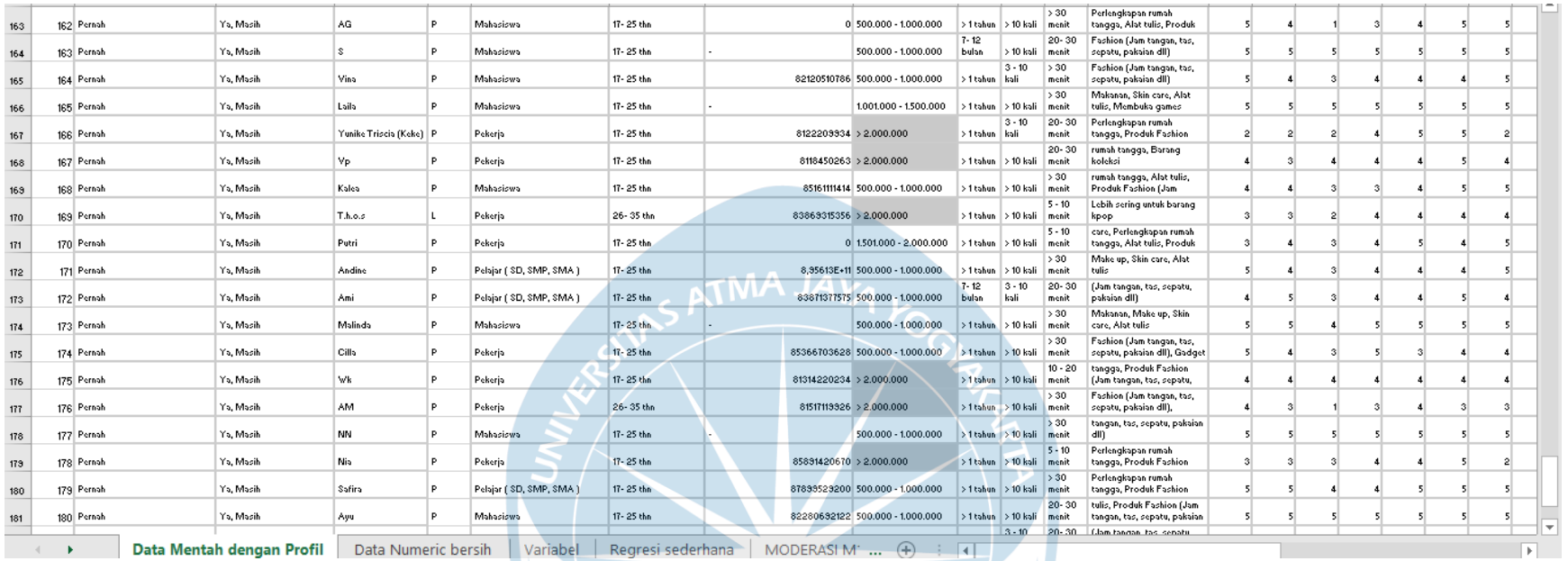


145	144	Pernah	Ya, Masih	E	P	Pekerja	17- 25 thn	-	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Make up, Skin care, Perlengkapan rumah tangga	4	3	2	2	3	4	4
146	145	Pernah	Ya, Masih	Chil	P	Mahasiswa	17- 25 thn	81393546229	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	10 - 20 menit	tangan, tas, sepatu, pakaian dll), Elektronik, pdam,	4	4	4	3	4	4	4
147	146	Pernah	Ya, Masih	V	P	Mahasiswa	17- 25 thn	-	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	Make up, Skin care, Perlengkapan rumah tangga	3	2	2	5	4	4	3
148	147	Pernah	Ya, Masih	wida	P	Mahasiswa	17- 25 thn	817271385	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	tulis, Produk Fashion (Jam tangan, tas, sepatu, pakaian	4	3	3	4	4	4	3
149	148	Pernah	Ya, Masih	Vika	P	Mahasiswa	17- 25 thn	87737764383	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	care, Perlengkapan rumah tangga, Produk Fashion	3	2	3	3	4	4	3
150	149	Pernah	Ya, Masih	Annisa	P	Pekerja	17- 25 thn	85156004837	> 2.000.000	> 1 tahun	3 - 10 kali	5 - 10 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	3	5	3	4	4	4	4
151	150	Pernah	Ya, Masih	Nadira	P	Pekerja	17- 25 thn	85832133945	500.000 - 1.000.000	> 1 tahun	> 10 kali	5 - 10 menit	Perlengkapan rumah tangga, Alat tulis, Produk Fashion	4	4	3	3	4	4	4
152	151	Pernah	Ya, Masih	hn	L	Mahasiswa	17- 25 thn	-	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Alat tulis, Produk Fashion (Jam tangan, tas,	3	2	1	3	2	4	4
153	152	Pernah	Ya, Masih	Alift	P	Pekerja	26- 35 thn	85372782319	> 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	rumah tangga, Produk Fashion (Jam tangan, tas,	4	4	3	4	4	5	3
154	153	Pernah	Ya, Masih	Adella Rista	P	Mahasiswa	17- 25 thn	81215734217	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	care, Alat tulis, Produk Fashion (Jam tangan, tas,	5	5	5	3	4	4	5
155	154	Pernah	Ya, Masih	El	P	Mahasiswa	17- 25 thn	81336170506	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	20- 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll), Merch	4	3	4	4	4	3	5
156	155	Pernah	Ya, Masih	worstcars	P	Mahasiswa	17- 25 thn	83505135539	500.000 - 1.000.000	> 1 tahun	> 10 kali	10 - 20 menit	(Jam tangan, tas, sepatu, pakaian dll), Gadget	4	4	3	5	5	3	5
157	156	Pernah	Ya, Masih	Dian	P	Pekerja	17- 25 thn	81238032235	> 2.000.000	> 1 tahun	> 10 kali	> 30 menit	rumah tangga, Produk Fashion (Jam tangan, tas,	4	4	3	4	4	5	4
158	157	Pernah	Ya, Masih	Izza	P	Mahasiswa	17- 25 thn	85348110453	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	10 - 20 menit	(Jam tangan, tas, sepatu, pakaian dll)	5	3	3	3	4	5	5
159	158	Pernah	Ya, Masih	DRP	P	Pelajar (SD, SMP, SMA)	17- 25 thn	81548606533	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	tulis, Produk Fashion (Jam tangan, tas, sepatu, pakaian	4	4	4	4	4	4	4
160	159	Pernah	Ya, Masih	A	L	Pekerja	17- 25 thn	82254300496	> 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	Perlengkapan rumah tangga, Produk Fashion	4	4	4	4	4	5	5
161	160	Pernah	Ya, Masih	Ave	P	Mahasiswa	17- 25 thn	081387213488	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	10 - 20 menit	Make up, Alat tulis, kpop merch	5	5	5	3	3	3	2
162	161	Pernah	Ya, Masih	Ana	P	Pekerja	17- 25 thn	82112274224	> 2.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Produk Fashion	5	4	3	4	4	4	4
163	162	Pernah	Ya, Masih	AG	P	Mahasiswa	17- 25 thn	0	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Perlengkapan rumah tangga, Alat tulis, Produk	5	4	1	3	4	5	5
										7- 12		20- 30	Fashion (Jam tangan, tas							



163	162	Pernah	Ya, Masih	AG	P	Mahasiswa	17- 25 thn	0	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Perlengkapan rumah tangga, Alat tulis, Produk	5	4	1	3	4	5	5
164	163	Pernah	Ya, Masih	S	P	Mahasiswa	17- 25 thn	-	500.000 - 1.000.000	7- 12 bulan	> 10 kali	20- 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	5	5	5	5	5	5
165	164	Pernah	Ya, Masih	Vina	P	Mahasiswa	17- 25 thn	82120510786	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll)	5	4	3	4	4	4	5
166	165	Pernah	Ya, Masih	Laila	P	Mahasiswa	17- 25 thn	-	1.001.000 - 1.500.000	> 1 tahun	> 10 kali	> 30 menit	Makanan, Skin care, Alat tulis, Membuka games	5	5	5	5	5	5	5
167	166	Pernah	Ya, Masih	Yunike Triscia (Keke)	P	Pekerja	17- 25 thn	8122203934	> 2.000.000	> 1 tahun	3 - 10 kali	20- 30 menit	Perlengkapan rumah tangga, Produk Fashion	2	2	2	4	5	5	2
168	167	Pernah	Ya, Masih	Yp	P	Pekerja	17- 25 thn	8118450263	> 2.000.000	> 1 tahun	> 10 kali	20- 30 menit	rumah tangga, Barang koleksi	4	3	4	4	4	5	4
169	168	Pernah	Ya, Masih	Kales	P	Mahasiswa	17- 25 thn	85161111414	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	rumah tangga, Alat tulis, Produk Fashion (Jam	4	4	3	3	4	5	5
170	169	Pernah	Ya, Masih	T.h.o.s	L	Pekerja	26- 35 thn	83863315356	> 2.000.000	> 1 tahun	> 10 kali	5 - 10 menit	Lebih sering untuk barang kpop	3	3	2	4	4	4	4
171	170	Pernah	Ya, Masih	Putri	P	Pekerja	17- 25 thn	0	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	5 - 10 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	3	4	3	4	5	4	5
172	171	Pernah	Ya, Masih	Andine	P	Pelajar (SD, SMP, SMA)	17- 25 thn	8,35613E+11	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Make up, Skin care, Alat tulis	5	4	3	4	4	4	5
173	172	Pernah	Ya, Masih	Ami	P	Pelajar (SD, SMP, SMA)	17- 25 thn	83871317575	500.000 - 1.000.000	7- 12 bulan	3 - 10 kali	20- 30 menit	(Jam tangan, tas, sepatu, pakaian dll)	4	5	3	4	4	5	4
174	173	Pernah	Ya, Masih	Malinda	P	Mahasiswa	17- 25 thn	-	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Makanan, Make up, Skin care, Alat tulis	5	5	4	5	5	5	5
175	174	Pernah	Ya, Masih	Cilla	P	Pekerja	17- 25 thn	85366703628	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll), Gadget	5	4	3	5	3	4	4
176	175	Pernah	Ya, Masih	Wk	P	Pekerja	17- 25 thn	81314220234	> 2.000.000	> 1 tahun	> 10 kali	10 - 20 menit	tangga, Produk Fashion (Jam tangan, tas, sepatu,	4	4	4	4	4	4	4
177	176	Pernah	Ya, Masih	AM	P	Pekerja	26- 35 thn	81517113326	> 2.000.000	> 1 tahun	> 10 kali	> 30 menit	Fashion (Jam tangan, tas, sepatu, pakaian dll),	4	3	1	3	4	3	3
178	177	Pernah	Ya, Masih	NN	P	Mahasiswa	17- 25 thn	-	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	tangan, tas, sepatu, pakaian dll)	5	5	5	5	5	5	5
179	178	Pernah	Ya, Masih	Nia	P	Pekerja	17- 25 thn	85831420670	> 2.000.000	> 1 tahun	> 10 kali	5 - 10 menit	Perlengkapan rumah tangga, Produk Fashion	3	3	3	4	4	5	2
180	179	Pernah	Ya, Masih	Safira	P	Pelajar (SD, SMP, SMA)	17- 25 thn	87833523200	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Perlengkapan rumah tangga, Produk Fashion	5	5	4	4	5	5	5
181	180	Pernah	Ya, Masih	Ayu	P	Mahasiswa	17- 25 thn	82280632122	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	tulis, Produk Fashion (Jam tangan, tas, sepatu, pakaian	5	5	5	5	5	5	5
											3 - 10	20- 30	(Jam tangan, tas, sepatu,							

Data Mentah dengan Profil | Data Numeric bersih | Variabel | Regresi sederhana | MODERASI M ...

178	177	Pernah	Ya, Masih	NN	P	Mahasiswa	17- 25 thn	-	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	tangan, tas, sepatu, pakaian dll)	5	5	5	5	5	5	5
179	178	Pernah	Ya, Masih	Nia	P	Pekerja	17- 25 thn	85831420670	> 2.000.000	> 1 tahun	> 10 kali	5 - 10 menit	Perlengkapan rumah tangga, Produk Fashion	3	3	3	4	4	5	2
180	179	Pernah	Ya, Masih	Safira	P	Pelajar (SD, SMP, SMA)	17- 25 thn	87833523200	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	Perlengkapan rumah tangga, Produk Fashion	5	5	4	4	5	5	5
181	180	Pernah	Ya, Masih	Ayu	P	Mahasiswa	17- 25 thn	82280632122	500.000 - 1.000.000	> 1 tahun	> 10 kali	20- 30 menit	tulis, Produk Fashion (Jam tangan, tas, sepatu, pakaian	5	5	5	5	5	5	5
182	181	Pernah	Ya, Masih	Magfira Aulia	P	Pelajar (SD, SMP, SMA)	12- 16 thn	83687240047	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	20- 30 menit	(Jam tangan, tas, sepatu, pakaian dll), printilan kpop	4	5	4	4	3	5	4
183	182	Pernah	Ya, Masih	Tsaqilah	P	Mahasiswa	17- 25 thn	8380476814	500.000 - 1.000.000	> 1 tahun	> 10 kali	> 30 menit	care, Perlengkapan rumah tangga, Alat tulis, Produk	3	4	4	4	4	4	4
184	183	Pernah	Ya, Masih	Illegirl	P	Pekerja	26- 35 thn	82247310546	1.501.000 - 2.000.000	> 1 tahun	> 10 kali	> 30 menit	(Jam tangan, tas, sepatu, pakaian dll), Tagihan	5	5	4	4	5	5	5
185	184	Pernah	Ya, Masih	sofhia	P	Mahasiswa	17- 25 thn	87883395256	500.000 - 1.000.000	> 1 tahun	3 - 10 kali	20- 30 menit	(Jam tangan, tas, sepatu, pakaian dll)	5	5	5	4	5	5	5
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The moderating role of customer engagement experiences in customer satisfaction–loyalty relationship

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Abstract

Purpose – This study aims to examine the moderating role of customer engagement experiences in satisfaction–loyalty relationship in the digital business environment. This paper looks at mobile apps for shopping and travel planning to understand these relationships.

Design/methodology/approach – This paper includes the conceptualization and validation of the proposed relationship through multiple studies. An exploratory qualitative study was conducted to identify the relevant engagement experiences. Subsequently, multiple quantitative studies were conducted to examine the proposed relationships.

Findings – The effect of satisfaction on continuance intention is stronger among customers with higher levels of engagement. Further, the propensity to provide electronic word of mouth is non-linear in customers with higher levels of engagement and may not vary directly with satisfaction levels.

Research limitations/implications – The findings of this study contribute to the emerging literature on customer engagement and mobile app-usage domains. Future studies may examine such a relationship in different businesses and on varied digital platforms.

Practical implications – The findings of this paper may provide actionable insights to marketers, giving them a mechanism to segment customers based on engagement levels and using discretion while focusing on satisfaction levels among different segments.

Originality/value – This study validates the proposed moderating role of customer engagement in the satisfaction–loyalty relationship. The non-linear relationship between satisfaction and loyalty is also demonstrated.

Keywords Satisfaction, Mobile apps, Moderation, Loyalty, Customer engagement

Paper type Research paper

Introduction

Along with changing market dynamics, the relationship between organizations and customers is evolving. In the 1990s, companies focused on managing individual customer transactions, but in the early 2000s, they shifted their attention to developing long-term relationships and increasing satisfaction and loyalty by delivering better products and services (Pansari and Kumar, 2017). More recently, managerial focus has shifted once again; it now aims to engage customers as active collaborators in various stages of product development and marketing (Malthouse *et al.*, 2013). The notion of *customer engagement* is becoming increasingly important, especially in digital business environments, in which customers are recipients of and participants in company communications and products. Engaged customers are highly valuable to today's organizations; they have become cocreators of products and communications (Sawhney *et al.*, 2005). Accordingly, firms focus strategically on customer engagement to stimulate active psychological states that

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encourage deeper, more meaningful, long-term connections between companies and customers (Henderson *et al.*, 2014).

Scholars have explored customer engagement from various perspectives, including relationship marketing (Bowden, 2009; Calder *et al.*, 2013), the service-dominant logic (Brodie *et al.*, 2011; Hollebeek *et al.*, 2019) and customer–brand relationships (Hollebeek, 2011; Vivek *et al.*, 2012). Relationship marketing literature broadly assumes that higher satisfaction levels enhance customer loyalty and lead to repeat purchase, positive word of mouth (WOM) and referrals. However, beyond this broad relationship, researchers also observe significant roles of novel constructs, such as customer experience, shopping focus, promotional activities, website interactivity and engagement (Ashraf *et al.*, 2016b; Chou *et al.*, 2015; Moriuchi and Takahashi, 2016; Yu *et al.*, 2017), with specific considerations of the roles of customer experience and customer engagement in the satisfaction–loyalty relationship, as they relate to digital business models. Accordingly, this study explores the role of customer engagement in the relationship between satisfaction and loyalty in a mobile commerce environment.

The intimate, ubiquitous nature of mobile devices provides a study context that differs from brick-and-mortar business or stationary online environments. As a first step in the investigation of this context, we review *expectation-confirmation theory* (ECT) (Oliver, 1980) as it applies to the satisfaction–loyalty relationship; we focus on contemporary dimensions of loyalty in the digital business environment (Anderson and Srinivasan, 2003; Ashraf and Thongpapanl, 2015; Chou *et al.*, 2015). We hypothesize that customer engagement that arises from various experiences is a moderator of the satisfaction–loyalty relationship (Calder *et al.*, 2013; Moriuchi and Takahashi, 2016; Walsh *et al.*, 2013). We base the conceptual model for our research on related literature and empirically validate our exploratory study by conducting multiple large-scale quantitative studies.

In turn, our study makes several contributions. First, it adds to emerging literature on the satisfaction–loyalty paradigm in the digital business environment. The satisfaction–loyalty relationship is not always linear, such that increasing customer satisfaction does not always result in a proportionate increase in customer loyalty. Second, this study is among the first to advance emerging literature on customer engagement experiences by diving deeply into the phenomenon of engagement experience (Calder *et al.*, 2009, 2013; Pagani and Malacarne, 2017) and isolating the roles of various experiences. Third, the findings offer evidence that in mobile commerce, the link between satisfaction and loyalty is contingent on customer engagement; that is, customer engagement moderates the relationship.

We structure the remainder of our article as follows. We first formulate our research questions by reviewing existing literature on the potential role of customer engagement experiences in the relationship between satisfaction and loyalty. Next, we describe our exploratory study, form appropriate hypotheses and develop our conceptual model. We then outline our research methods and describe our data analysis. We discuss our findings; present some theoretical contributions, managerial implications and suggestions for further research; and offer our conclusions.

Background and conceptual framework

Satisfaction

The notion of *satisfaction* refers to a post-choice evaluative judgment of a specific, purposeful decision (Oliver, 1979). Researchers often use it to study the confirmation/disconfirmation paradigm in consumer choice models (Bhattacherjee, 2001; Swan and Oliver, 1989); they consider satisfaction an ultimate goal of marketing. The role of satisfaction in predicting loyalty is well established (Anaza and Zhao, 2013; Calder *et al.*,

2013; Shankar *et al.*, 2003), and researchers have extensively investigated this role in retail environments, including mobile commerce (Demirci Orel and Kara, 2014; Vesel and Zabkar, 2009). Recent research on the satisfaction–loyalty relationship in the mobile commerce environment identifies varying relationship strengths across countries (Aksoy *et al.*, 2013) and different advanced stages of device adoption (Ashraf *et al.*, 2017). These differences may result from network quality, service provision, comfort with platform use or inertia, and they may lead to higher levels of loyalty among satisfied customers. Because overall switching costs and efforts are low for customers in the digital environment (Yang and Peterson, 2004), it is important to understand whether other variables influence the satisfaction–loyalty relationship too. Moreover, novel, emerging nuances of the mobile environment require deeper investigation.

Loyalty

In marketing literature, *loyalty* is a widely researched construct. Although initial product/service trials are critical steps in the adoption process, the ultimate goal of companies is to achieve continuous customer usage. Some early studies define loyalty as the repeat purchase of a particular service or product (Homburg and Giering, 2001); according to ECT, consumers' repurchase intentions are likely influenced by their usage experiences of products and services (Anderson and Sullivan, 1993; Oliver, 1980). Subsequent work expanded the definition of the concept, with authors maintaining that loyalty goes beyond repurchase intentions to include behavioral aspects such as WOM and advocacy and attitudinal dimensions such as psychological attachment (which may include ignoring competitors' offerings) (Auh *et al.*, 2007; De Matos and Rossi, 2008; Toufaily *et al.*, 2013). With the increasing importance of the virtual environment for making purchases, researchers began investigating online loyalty and extended the concept of traditional loyalty to consumers' online behavior (Anderson and Srinivasan, 2003; Toufaily *et al.*, 2013). Customers may express loyalty in the online environment by continuing their use of services, promoting usage among other customers (e.g. spreading positive WOM, demonstrating advocacy, participating in community forums) or responding to companies' requests for product reviews (Anderson and Srinivasan, 2003; Casaló *et al.*, 2008; Kim *et al.*, 2009; Shankar *et al.*, 2003). Accordingly, in this study, we investigate repeat purchase/continuance intentions and electronic word-of-mouth (eWOM) intentions as the two dimensions of loyalty.

Continuance intention

Bhattacherjee (2001) suggests that customer satisfaction determines users' continuance intentions. Dissatisfied customers are likely to "churn," looking for alternatives to meet their needs (Anderson and Srinivasan, 2003; O'Malley and Tynan, 2000). Higher levels of customer satisfaction lead to higher levels of repeat-usage intention (Anaza and Zhao, 2013; Anderson and Sullivan, 1993; Shankar *et al.*, 2003). As mobile devices become increasingly popular for accessing online platforms, researchers explore the relationship between satisfaction and continuance intentions in mobile commerce environments. Recent studies of mobile shopping find that customer satisfaction plays a significant role in repeat purchase intentions (Hung *et al.*, 2012; Lin and Wang, 2006). However, some authors observe that the relationship between satisfaction and continuance intention is not always linear; other constructs may influence it (Aksoy *et al.*, 2013; Ashraf *et al.*, 2017), such as price, experience, culture, retail brand and media engagement (Aksoy *et al.*, 2013; Calder *et al.*, 2013; Thakur, 2016).

Electronic word of mouth (eWOM)

The concept of WOM pertains to "informal consumer communications directed at other consumers about the ownership, usage or characteristics of specific goods and services and/or their sellers (Westbrook, 1987); eWOM is a contemporary version of WOM in the digital era, encompassing online reviews, recommendations and opinions, and it has gained great importance in marketing literature (Serra Cantallops and Salvi, 2014). Users post eWOM about their personal experiences of products that match their individual preferences and usage conditions (Zhou and Duan, 2016). The likelihood that customers will write online reviews depends on:

- the extent to which the performance of the products or services exceeds customer expectations; or
- the extent to which customer expectations are not fulfilled, motivating them to warn others or seek retaliation (De Matos and Rossi, 2008).

Customers use mobile phones as their key mode for accessing online content, reading reviews and shopping, so these devices likely have an important role in generating online reviews. By responding promptly to review requests received through their mobile phones, customers may experience feelings of instant gratification.

Moderators of the satisfaction–loyalty relationship

By exploring the role of moderating variables that go beyond linear relationships, scholars increasingly acknowledge the importance of such variables for predicting consumer behavior (Baron and Kenny, 1986). Although early work on the relationship between customer satisfaction and customer loyalty indicates a positive, direct relationship, more recent studies argue that several variables moderate the relationship (Bloemer and de Ruyter, 1998; Mittal and Kamakura, 2001; Ranaweera *et al.*, 2005; Walsh *et al.*, 2013), including demographic variables (gender, age, income) and psychographic variables (involvement, variety-seeking). Researchers have also explored firm- and customer-specific moderators, such as bargain-hunting propensity, number of visits to primary stores, loyalty cards and critical incidents (Walsh *et al.*, 2013). In studies of both customer engagement and satisfaction as they relate to the customer satisfaction–loyalty relationship (Calder *et al.*, 2013; Thakur, 2016), the results indicate a significant role of the customer engagement construct. Accordingly, it is worthwhile to explore the moderating role of customer engagement in the satisfaction–loyalty relationship.

Customer engagement

One of the first studies of customer engagement examined the possible role of the internet as a medium for engaging with customers to develop new products (Sawhney *et al.*, 2005). The study showed that in physical environments, customer engagement is firm-centric, but in virtual (or digital business) environments, it is customer-centric. As a psychological state, customer engagement leads to frequent interactions with a focal object (brand or medium), beyond the transactional motive of making a purchase. It may include activities such as posting "likes," writing reviews or participating in cocreation of products and services (Brodie *et al.*, 2011; Calder *et al.*, 2009; van Doorn *et al.*, 2010). Of several conceptualizations in emerging customer engagement literature, Sawhney *et al.* (2005) examines customer engagement as a mechanism for collaborative innovation. Other scholars refer to it as a focal medium (Calder *et al.*, 2013) or brand (Hollebeek *et al.*, 2014; Sprott *et al.*, 2009) and a key element of brand community and social networking sites (Wirtz *et al.*, 2013; Zheng *et al.*, 2015). Vivek *et al.* (2012) takes a more comprehensive view, with focal objects that range

from a brand to an organization to a medium. In line with relevant literature, and reflecting our study objective, we conceptualize customer engagement as:

> A psychological state that leads to frequent interactions with the focal object (e.g. mobile shopping apps) that goes beyond the transactional motive of immediate purchase intention. The motives for interactions with the focal object may be utilitarian (e.g. looking for new product launch, promotional offers, deals in a specific category), to obtain information for potential purchase, or hedonic (e.g. entertainment in new market trends, scenic images), with the objective of keeping abreast of the environment.

For this study, focused on mobile phones as a medium for customer–firm interaction, we deem the conceptualization of customer engagement experience suggested by Calder *et al.* (2009) and applied by other scholars to the mobile medium (Pagani and Malacarne, 2017; Thakur, 2016) appropriate. Calder *et al.* (2009) originally defined experience as a consumer's beliefs about how a medium fits into his/her life; subsequent studies on social media, print media, live concerts, mobile media and online retail use their model. Mobile shopping sites and applications provide customers with a convenient, compatible medium for purchasing from their chosen retailers. Engaged customers are likely to interact with mobile apps frequently, beyond the transactional motive of immediate purchase. Higher degrees of engagement among satisfied customers are likely to result in positive outcomes – such as willingness to investigate newly launched products – and such willingness is likely to lead to stronger purchase intentions, impulse purchases, earlier purchases and greater product/service advocacy. In this study, we investigate the moderating role of engagement in the customer satisfaction–loyalty relationship by focusing specifically on mobile apps as a shopping medium.

Customer engagement experiences

Calder *et al.* (2009) demonstrate that customer engagement experiences – stimulation and inspiration, social facilitation, temporal, self-esteem and civic mindedness, intrinsic enjoyment, utilitarian value, participation and socializing and community – have a crucial influence on the effectiveness of company communications. Scholars have explored the role of various experiences in the customer purchase journey and engagement with several focal objects, including firms, platforms, brands, social communities and media (Ashraf *et al.*, 2016a; Malthouse *et al.*, 2016; Pagani and Malacarne, 2017; Zheng *et al.*, 2015). However, they have not established that customer engagement experiences are universal; such experiences may differ according to the engagement object. Moreover, the role of customer engagement experiences in a satisfaction–loyalty relationship is underexplored. To delve deeper into these aspects, we pose the following research questions:

RQ1. What are the key customer engagement experiences that are likely to influence satisfaction–loyalty relationship in the mobile commerce environment?

RQ2. Do the identified customer engagement experiences play a moderating role in the satisfaction–loyalty relationship?

The first step toward answering these questions is to isolate experiences relevant to the satisfaction–loyalty relationship by conducting an exploratory study.

Exploratory study

For this study, we recruited 25 respondents and screened them for suitability (McCracken, 1988), according to their experience using mobile devices for purposes such as reading

newspapers, making purchases, performing banking transactions, booking flights and reading online reviews. Three scholars with research credentials in similar areas reviewed the screening tool before we administered it to participants (see Appendix 1) . Respondents included 15 executive students (6 female) aged 28 to 40 years and 10 undergraduate students (4 female) aged 18 to 22 years. The 18-to-40-year age group represents about 70 per cent of smartphone users in India, where we conducted the study (Ericsson, 2015), so the findings should be reasonably generalizable.

We explained the concept of customer engagement and its underlying experiences (Calder *et al.*, 2009) to the participants, using several examples. We then asked participants to recall past instances of their use of mobile apps or sites. In interviews, they described a variety of mobile app uses, such as buying books, electronics, toys and apparel (using Amazon, Flipkart, Jaypore, Myntra); reading news/information websites (e.g. *The Economist*, Goodlife, Inshorts); buying airline tickets and booking hotels (MakeMyTrip, Yatra); ordering food (Zomato, Swiggy, Foodpanda); and looking for travel information (TripAdvisor, HolidayIQ).

We interviewed each participant for 30 to 60 minutes. Two independent coders, unaware of the specific framework and hypotheses of interest, performed content analyses of the interview transcripts to identify common factors. The coders agreed in 80 per cent of the cases. The lead investigator in the project them reconciled disagreements among coders.

Seven distinct factors emerged from the interviews. Respondents indicated that their mobile activity depends on great enjoyment (60 per cent); benefits associated with product information, promotions and pricing (40 per cent); habitual/ritual browsing during personal time (70 per cent); and getting information for social conversations (66 per cent). We grouped these responses according to four factors – intrinsic enjoyment, utilitarian value, temporal experience and social facilitation – in line with existing literature and similar to the customer engagement experiences identified by Calder *et al.* (2009). About 75 per cent of the interviewees mentioned at least one of these four customer engagement experiences in their interviews, making them suitable as the focus of our study (see Appendix 2). Other less frequently mentioned factors were responses in reaction to alerts, advertisements on other channels and e-mail campaigns. Considering the focus of this study, we retained only the four key experiences for further analysis. In developing the hypotheses, we used theoretical rationales from literature as our foundation and obtained insights from our exploratory study in a procedure similar to that used by Kohli and Jaworski (1990).

Moderating effect of customer engagement experiences: hypotheses development

Intrinsic enjoyment

An *intrinsically enjoyable* experience is rewarding or serves as an end unto itself, without concern for practical considerations (Babin *et al.*, 1994), (Hamilton *et al.*, 1984). People derive intrinsic enjoyment through extreme states of mental stimulation from strong interest, intense involvement and absorbed concentration (Sullivan and Heitmeyer, 2008). Such enjoyment comes from engaging in activities that offer escape from the demands of the day-to-day world. In the retail context, window shopping or other forms of vicarious consumption are examples of intrinsic enjoyment (Mathwick *et al.*, 2001). Intrinsic enjoyment also is a key motivator of consumers in online and social media environments (Calder *et al.*, 2009; Campbell *et al.*, 2011; Mosteller and Mathwick, 2016). In the case of mobile shopping apps, which are fast becoming important modes of shopping, intrinsic enjoyment likely has important influences on customers' decisions to reuse apps, make repeat purchases and respond favorably to requests for online reviews. Compared with other

consumers, satisfied consumers with high levels of intrinsic enjoyment may express higher purchase and eWOM intentions while using apps, because they derive pleasure from making purchases and sharing their purchase/usage experiences with others. This benefit may be especially relevant for non-mundane products such as fashion, dining and travel, compared with routine products such as groceries. Accordingly, we hypothesize:

H1a. Customers' intrinsic enjoyment moderates the relationship between satisfaction and repurchase intentions, such that the effect of satisfaction with retailers on repurchase intentions is stronger for customers with high rather than low intrinsic enjoyment.

H1b. Customers' intrinsic enjoyment moderates the relationship between satisfaction and intention to provide eWOM, such that the effect of satisfaction with retailers on intention to provide eWOM is stronger for customers with high rather than low intrinsic enjoyment.

Utilitarian value

Products and services that have *utilitarian value* are functional, sensible and rational; they are easy to justify because they are associated with necessity. Utilitarian value is not rewarding in itself but is instrumental in the achievement of higher-level goals (Botti and McGill, 2011; Dhar and Wertenbroch, 2000). In the context of shopping for products and services, utilitarian aspects may include functional features (e.g. getting comparative product information about different products/brands) and financial desires (e.g. competitive pricing/promotions). Moreover, customers may regard some of the "softer" aspects of shopping, such as convenient location, supportive sales staff or easy checkout, to be utilitarian.

Utilitarian value is defined as an overall assessment of functional benefits and sacrifices (Overby and Lee, 2006); it plays a key role in the task-specific use of online and mobile platforms, such as purchase deliberation (i.e. considering the product, service and price features before actual purchase). Online and mobile shopping portals typically provide safe, convenient and pleasant online environments that are appropriate for addressing shoppers' functional goals. Consumers may shop online to gain the convenience of locating and comparing merchants, evaluating price/quality ratios and conserving other search-related resources (Grewal *et al.*, 2003; Mathwick *et al.*, 2001). Utilitarian value is a crucial component of customer engagement that may lead to positive customer dispositions toward focal objects (Calder *et al.*, 2009). Customers who have positive feelings about particular shopping portals are more satisfied and more likely to make repeat purchases than those who do not (Bridges and Florsheim, 2008). Scholars have noted that utilitarian value perceived by customers influences loyalty to internet retailers (Overby and Lee, 2006). Satisfied consumers with high utilitarian value orientations may have higher purchase intentions, to obtain more utilitarian benefits in the form of desired outcomes from purchased products. This tendency may be true for both young customers who have limited finances and high aspirations and for mature customers who seek the best products, fairest prices and greatest convenience. Customers who derive high utilitarian value also may have high eWOM intentions, with the objective of helping others make better purchase decisions. Therefore, we hypothesize:

H2a. Utilitarian value perceived by customers moderates the relationship between satisfaction and repurchase intentions, such that the effect of satisfaction with retailers on repurchase intentions is stronger for customers perceiving high rather than low utilitarian value.

H2b. Utilitarian value perceived by customers moderates the relationship between satisfaction and intention to provide eWOM, such that the effect of satisfaction with retailers on intention to provide eWOM is stronger for customers perceiving high rather than low utilitarian value.

Temporal experience

The notion of *temporal experience* relates to people's perceptions about the passage of time (Wallace and Rabin, 1960). It is often an important component of a marketing offering (Hirschman, 1987; Woermann and Rokka, 2015). Scholars have studied consumers' temporal experience extensively in retail and service contexts (Czepiel and Solomon, 1985; Goulding *et al.*, 2008; Taylor, 1994; Woermann and Rokka, 2015). Customers may not always assess time as the real continuum of cosmic time; for example, they often overestimate the time they spend waiting in retail checkout lines, but perceive that little time has passed when they are interacting with pleasurable cues such as soothing scents or enjoyable background music (Knoferle *et al.*, 2012). Consumers often consciously seek consumption experiences that are made attractive by particular temporal flows, such as going to clubs or visiting operas, to disconnect themselves from the routine world and its temporal rhythm (Goulding *et al.*, 2008). Similar temporal perceptions may exist in online environments, such those associated with waiting to check out or losing track of time while browsing content (Lee *et al.*, 2017; Li and Browne, 2006).

Temporal experience also is a component of customer engagement with various media, including online and mobile platforms (Calder *et al.*, 2009; Malthouse *et al.*, 2016; Pagani and Malacarne, 2017). Customers often visit virtual media for temporal experiences that give them pleasure and help them disconnect from routine chores. Consumers may use mobile portals and apps during times of idleness or when they are traveling or taking breaks. Based on their past (satisfactory or otherwise) experiences, customers with high temporal experience may exhibit higher purchase and eWOM intentions, especially for hedonic product categories such as fashion, home improvement or hospitality. Such actions are likely to help customers disconnect from their regular, mundane schedules. Accordingly:

H3a. Customers' temporal experiences moderate the relationship between satisfaction and repurchase intentions, such that the effect of satisfaction with retailers on repurchase intentions is stronger for customers with high rather than low temporal experience.

H3b. Customers' temporal experience moderates the relationship between satisfaction and intention to provide eWOM, such that the effect of satisfaction with retailers on intention to provide eWOM is stronger for customers with high rather than low temporal experience.

Social facilitation

The notion of *social facilitation* relates to the effect of the presence of other individuals on human behavior. One of the first few studies of social facilitation involved Triplett's experiments on pacing and competition, which examined the consequences of the presence of others on individual behavior (Triplett, 1898). Since that study, the role of social facilitation has been examined in several group environments, such as shopping, coffee houses, dining out, attending sports events, gambling and gaming (Uziel, 2007). Scholars

also have investigated social facilitation in virtual environments such as e-learning, online behavior and mobile device usage (Ling *et al.*, 2005; Means *et al.*, 2010; Uziel, 2007).

Social facilitation experience is an important dimension of customer engagement with various media (Calder *et al.*, 2009, 2016), including user-generated content (Malthouse *et al.*, 2016) and mobile applications (Pagani and Malacarne, 2017; Thakur, 2016). Customers are likely to use content from various media as tools to facilitate social facilitation and gather substance for discussion in their social communities. After having satisfactory experiences with mobile apps, customers may return to them to get product information, which acts as social facilitators in their respective communities. Higher-level social facilitation experiences likely increase the likelihood of revisits and repurchases from mobile shopping apps, especially in high-involvement categories such as lifestyle and experiential products. Higher levels of social facilitation also may boost the likelihood of responding to requests to write online reviews. Therefore, we hypothesize:

H4a. Customers' social facilitation experiences moderate the relationship between satisfaction and repurchase intentions, such that the effect of satisfaction with retailers on repurchase intentions is stronger for customers with high rather than low social facilitation experience.

H4b. Customers' social facilitation experiences moderate the relationship between satisfaction and intention to provide eWOM, such that the effect of satisfaction with retailers on intention to provide eWOM is stronger for customers with high rather than low social facilitation experience.

Research program

We conducted our study in India, which in 2017 was the second-largest smartphone market in the world. Indian customers use the mobile internet for various activities, including reading news and shopping. The share of internet subscriptions as a proportion of total mobile subscriptions is projected to grow from 12 per cent in 2015 to 48 per cent in 2020 (Euromonitor Report, 2017), making India a suitable context for this study. The research consists of three quantitative studies: a pilot study to select and validate the scales used in main studies, Study 1 that uses the scenario of a mobile shopping app for lifestyle products and Study 2 that uses the scenario of a mobile app for travel.

Pilot study: scale selection and validation

We conducted a preliminary pilot study to choose appropriate scales, design a data collection tool and validate the tool for the main study. We modified standardized scales to suit the context of mobile apps; they were reviewed by three independent marketing scholars. We measured all items on seven-point Likert scales, ranging from 1 ("strongly disagree") to 7 ("strongly agree").

We first asked respondents to think about a mobile shopping app that they frequently use to purchase products such as books, toys or electronic gadgets. Next, we asked each of them to think of one of their recent purchases and answer questions related to satisfaction with their purchase, intention to continue using the app for future purchases and the likelihood they would respond to a review request sent by the mobile commerce retailer. Finally, we recorded their demographic data.

After pretesting the instrument with five respondents, we administered the questionnaire to Masters' students at a business school in Mumbai. Young customers have a high propensity to shop online, so this sample was an appropriate representation of the

population. We obtained 171 complete, usable responses (80 per cent under the age of 25 years, 68 per cent male, 75 per cent with professional experience of more than one year) for further analysis.

Before proceeding, we tested common method variance using Harman's single-factor test (Podsakoff and Organ, 1986). We performed an exploratory factor analysis using principal axis rotation, followed by a confirmatory factor analysis for model estimation (Hair *et al.*, 2010). We followed standard procedures for establishing the model fit, the validity and reliability of the measurement model and the scales (Fornell and Larcker, 1981; Kline, 2010) (Tables I and II). We used the refined scales validated in this study for data collection and further analyses in our subsequent studies (see Appendix 3).

Study 1

Research design

To examine the moderating role of customer engagement experiences in the relationship between satisfaction and loyalty in an online environment empirically (Figure 1), we start with a scenario of mobile shopping apps of fashion and lifestyle products. The scenario represents a frequent, familiar context for customers across age groups and professions.

Measurement

We designed a data collection tool with existing scales, as validated in the pilot study, to conduct a large-scale quantitative study. It consisted of a questionnaire with four sections. The introductory section explained the purpose of the study and included an overview of

Component	Item	Std. loading	SE	CR	AVE	Construct reliability
Social_Facilitation	SOC1	0.701				
	SOC2	0.699	0.135	7.54		
	SOC3	0.728	0.13	7.75	0.503	0.75
Intrinsic_Enjoyment	IE1	0.804				
	IE2	0.705	0.103	8.595		
	IE3	0.734	0.094	8.889	0.561	0.79
Utilitarian_Level	UT1	0.907				
	UT2	0.939	0.058	18.351		
	UT3	0.676	0.068	10.499	0.720	0.88
Temporal_Experience	TF1	0.845				
	TF2	0.783	0.075	11.899		
	TF3	0.747	0.077	11.11		
	TF4	0.819	0.067	12.718	0.639	0.88
Satisfaction	SAT1	0.723				
	SAT2	0.87	0.119	10.936		
	SAT3	0.875	0.127	10.997	0.682	0.86
Continuance intention	CI1	0.89				
	CI2	0.887	0.059	16.397		
	CI3	0.877	0.061	16.053	0.783	0.92
Electronic word of mouth	eWOM1	0.65	0.118	7.092		
	eWOM2	0.843				
	eWOM3	0.706	0.114	7.374	0.544	0.78

Model fit: (χ2 (188) = 430.667, χ2/df = 2.291, GFI = 0.816, RMSEA = 0.087, NFI = 0.86, CFI = 0.9)

Notes: CR = composite reliability; CFI = comparative fit index; GFI = goodness of fit index; NFI = normed fit index; and RMSEA = root mean square error of approximation

Table I.
The measurement model

popular lifestyle e-commerce sites. The second section asked participants to think about a mobile shopping app that they frequently use to purchase products, such as books, toys or electronic gadgets and to respond to items to measure their customer engagement experiences. We captured the data related to customer engagement experiences before gathering satisfaction- and loyalty-related constructs, to avoid any potential bias from the manipulations and scenarios. The third section asked participants to think of one of their recent purchases and respond to items related to satisfaction, continuance intention and the likelihood of writing online reviews. The final section captured their demographic data. To reduce primacy and recency effects, we designed three versions of the questionnaire that used distinct, randomly assigned sequences of customer engagement items (Section 2). We obtained complete and usable responses from 353 respondents (70 per cent male, 64 per cent under the age of 30 years, 78 per cent with professional experience of more than five years),

Table II.
The correlation matrix and discriminant validity

Constructs	1	2	3	4	5	6	7
Social_Facilitation	*0.709*						
Intrinsic_Enjoyment	0.511***	*0.749*					
Utilitarian_Level	0.538***	0.449***	*0.849*				
Temporal_Experience	0.687***	0.593***	0.781***	*0.799*			
Satisfaction	0.709***	0.67***	0.588***	0.753***	*0.826*		
Continuance intention	0.533***	0.625***	0.635***	0.698***	0.814***	*0.885*	
Electronic word of mouth	0.051	0.218**	0.149*	0.182**	0.24**	0.231**	*0.737*

Notes: Zero-order correlations below diagonal. Square root of average variance extracted (AVE) appears on the diagonal in italic; ***$p < 0.001$; **$p < 0.01$ *$p < 0.05$

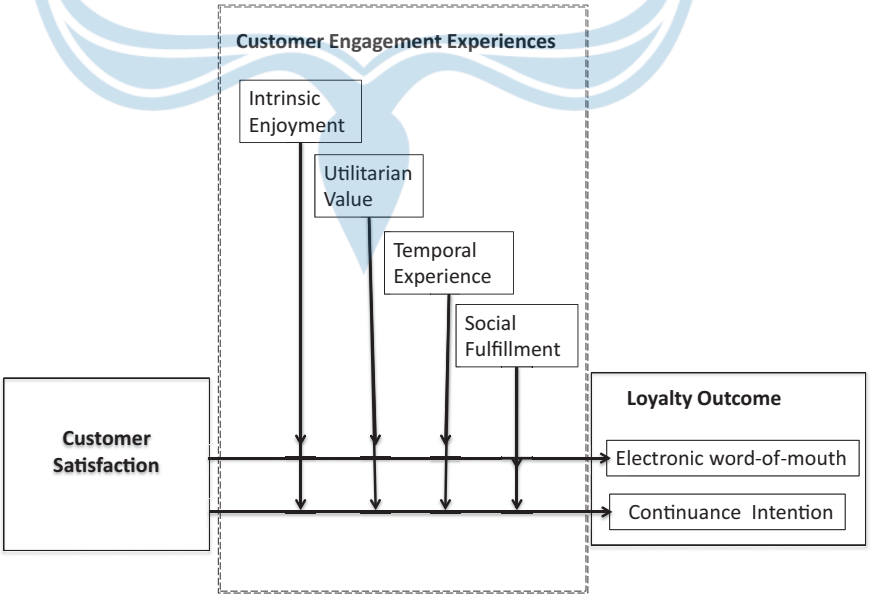


Figure 1.
A model of satisfaction, loyalty outcomes and customer engagement experiences

which is higher than the recommended minimum sample size (Bentler and Chou, 1987; Hair *et al.*, 2010).

Data analysis and findings

We adopted standard procedures to assess the fit, validity and reliability of the measurement model (Fornell and Larcker, 1981; Hair *et al.*, 2010; Kline, 2010) (Tables III and IV). To test the relationships between satisfaction and continuance intention and satisfaction and eWOM, we conducted regression analyses. Next, we tested our hypotheses using multivariate analysis of covariance (MANCOVA), by including satisfaction and customer engagement experience factors as independent variables, continuance intention and eWOM as dependent variables and gender and age as covariates. We computed factor scores for all the constructs as composites of their respective items (Chan *et al.*, 2010). We split customer engagement experience variables into two levels to denote high vs low engagement using a median split method. Furthermore, we split satisfaction into three levels – low, medium and high – using the entire sample, as commonly done in prior literature (Jaworski and Kohli, 1993; Sujan *et al.*, 1994).

The results show that relationships between satisfaction and continuance intention (b = 0.886, $p < 0.001$, $R^2 = 0.7$) and satisfaction and eWOM (b = 0.26, $p < 0.001$, $R^2 = 0.07$) are both statistically significant. Table V summarizes and Figure 2 depicts the results for the moderating role of customer engagement experience factors. We also find significant interaction effects of the three moderators –intrinsic enjoyment, temporal experience and social facilitation – for both outcome variables. However, the interaction effect of utilitarian level is insignificant for both continuance and eWOM intentions. Among the covariates, gender does not significantly affect either of the outcome variables, but age has a significant impact on eWOM intentions.

An additional analysis reveals a consistent increase in continuance intentions, with increased satisfaction levels across intrinsic enjoyment levels, but there is no such increase for eWOM. Therefore, we find support for *H1a* but must reject *H1b*. With regard to the moderating effects of utilitarian level, temporal experience and social facilitation, we find that an increase in satisfaction levels across all scenarios (low and high levels of utilitarian level, temporal experience and social facilitation) results in a consistent increase in the mean value of customer intentions. However, the mean value of eWOM increases only in some scenarios. These results provide full support for *H2a*, *H3a* and *H4a* and partial support for *H2b*, *H3b* and *H4b* (see Appendix 4 for details). One of the key insights from these results is that, across intrinsic enjoyment levels, higher levels of satisfaction lead to higher continuance intentions but not higher intentions to write online reviews when intrinsic enjoyment is lower.

Study 2

Research design

In our second study, we used a scenario of online travel community apps, because customers spend significant amounts of time gathering information and checking reviews on such apps before finalizing their travel plans.

Measurement

We adapted the data collection tool used in the first study to this scenario, retaining the overall structure. Three scholars with similar research interests ratified the scales. As in Study 1, the introductory section of the questionnaire explained the purpose of the study. However, the following section presented an overview of popular travel community and

Table III.
Means, standard deviations and correlations of variables and discriminant validity

Constructs	M	SD	1	2	3	4	5	6	7
Study 1									
Social_Facilitation	4.049	0.957	*0.709*						
Intrinsic_Enjoyment	4.924	1.090	0.425***	*0.749*					
Utilitarian_Level	5.091	1.276	0.362***	0.371***	*0.849*				
Temporal_Experience	5.712	1.241	0.455***	0.465***	0.814***	*0.799*			
Satisfaction	4.559	1.005	0.336***	0.606***	0.582***	0.677***	*0.826*		
Continuance intention	5.304	1.242	0.349***	0.671***	0.638***	0.732***	0.844***	0.885	
Electronic word of mouth	3.805	1.509	−0.191**	0.124*	0.15**	0.094	0.237***	0.176***	0.738
Study 2									
Social_Facilitation	3.911	0.968	*0.661*						
Intrinsic_Enjoyment	4.432	1.070	0.377***	*0.671*					
Utilitarian_Level	4.679	1.305	0.588***	0.366***	*0.847*				
Temporal_Experience	5.119	1.248	0.702***	0.632***	0.661***	*0.749*			
Satisfaction	4.101	0.979	0.509***	0.47***	0.571***	0.558***	*0.791*		
Continuance intention	4.642	1.221	0.646***	0.54***	0.583***	0.713***	0.671***	*0.873*	
Electronic word of mouth	3.481	1.270	0	−−0.091	−0.085	−0.072	0.07	0.005	*0.726*

Notes: Zero-order correlations below diagonal. Square root of average variance extracted (AVE) appears on the diagonal in italic. M = mean and SD = standard deviation *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Table IV. Measurement properties of variables

Constructs/item	Item description	Study 1 B	Study 1 M	Study 1 SD	Study 2 B	Study 2 M	Study 2 SD
Social facilitation		$a = 0.695$	CR = 0.75	AVE = 0.503	$a = 0.675$	CR = 0.694	AVE = 0.437
SOC1	I bring up things I have seen on this application in conversations with other people	0.768	4.620	1.497	0.775	4.609	1.460
SOC2	Mobile shopping applications often gives me something to talk about	0.605	4.223	1.536	0.672	4.222	1.413
SOC3	I use things from mobile shopping applications in discussions or arguments with people I know	0.596	4.584	1.562	0.510	4.558	1.832
Intrinsic enjoyment		$a = 0.732$	CR = 0.79	AVE = 0.561	$a = 0.706$	CR = 0.709	AVE = 0.45
IE1	Browsing a mobile shopping applications is like a treat for me	0.789	5.095	1.527	0.738	4.565	1.651
IE2	Browsing a mobile shopping application improves my mood	0.620	4.409	1.652	0.591	3.789	1.643
IE3	I like to sit back and unwind with mobile shopping applications	0.684	5.153	1.471	0.676	4.940	1.414
Utilitarian_Level		$a = 0.868$	CR = 0.88	AVE = 0.72	$a = 0.874$	CR = 0.883	AVE = 0.718
UT1	Mobile shopping applications give me good product information	0.854	5.218	1.545	0.889	4.752	1.511
UT2	Mobile shopping applications help me make good purchase decisions	0.879	5.229	1.608	0.923	4.820	1.668
UT3	Mobile shopping applications provide information from other users that help me make good purchases	0.768	5.725	1.500	0.715	5.376	1.530
Temporal_Experience		$a = 0.806$	CR = 0.88	AVE = 0.639	$a = 0.822$	CR = 0.835	AVE = 0.561
TF1	I like to browse the mobile device when I am taking a break	0.784	5.090	1.682	0.725	4.148	1.611
TF2	I like to browse the mobile device when I am traveling	0.639	4.594	1.560	0.742	4.226	1.526
TF3	I browse the mobile device when have nothing else to do	0.726	4.889	1.470	0.863	4.473	1.585
TF4	I browse the mobile device for entertainment when I am bored	0.700	5.636	1.552	0.649	5.194	1.574
Satisfaction		$a = 0.86$	CR = 0.86	AVE = 0.682	$a = 0.829$	CR = 0.833	AVE = 0.626
SAT1	I think that I made the correct decision to use mobile application for making purchases	0.735	5.344	1.449	0.782	4.899	1.464
SAT2	The experience that I have had in making purchases using mobile applications has been satisfactory	0.879	5.324	1.453	0.874	4.773	1.476
SAT3	In general, I am satisfied with the service I have received from mobile applications for making purchases	0.841	5.152	1.502	0.708	4.667	1.474

(*continued*)

Table IV.

Constructs/item	Item description	Study 1 B	Study 1 M	Study 1 SD	Study 2 B	Study 2 M	Study 2 SD
Continuance intention		$a = 0.901$	CR = 0.92	AVE = 0.783	$a = 0.9$	CR = 0.906	AVE = 0.763
CI1	I will use/continue using mobile shopping applications in the future	0.823	5.303	1.487	0.922	4.676	1.452
CI2	Given the chance, I predict I will use/continue using mobile shopping applications in the future	0.852	5.338	1.468	0.903	4.704	1.478
CI3	It is likely that I will use/continue using mobile shopping applications in the future	0.918	5.254	1.535	0.789	4.382	1.551
Electronic word -of mouth (eWOM)		$a = 0.833$	CR = 0.78	AVE = 0.544	$a = 0.73$	CR = 0.759	AVE = 0.528
eWOM1	I am likely to recommend the products I bought when the retailer asks for the review on its site/ mobile application	0.728	4.056	1.800	0.547	3.675	1.586
eWOM2	I am likely to write a review on the site/ mobile application after using the products purchased from the retailer	0.908	4.191	1.898	0.951	4.037	1.741
eWOM3	It is likely that I will give online feedback based on my purchases from the retailer's website/mobile application in future	0.741	3.914	1.771	0.616	3.674	1.584
X2 square			563.158			410.51	
X2/df			2.996			2.184	
CFI			0.912			0.921	
GFI			0.872			0.863	
RMR			0.151			0.156	
RMSEA			0.075			0.069	

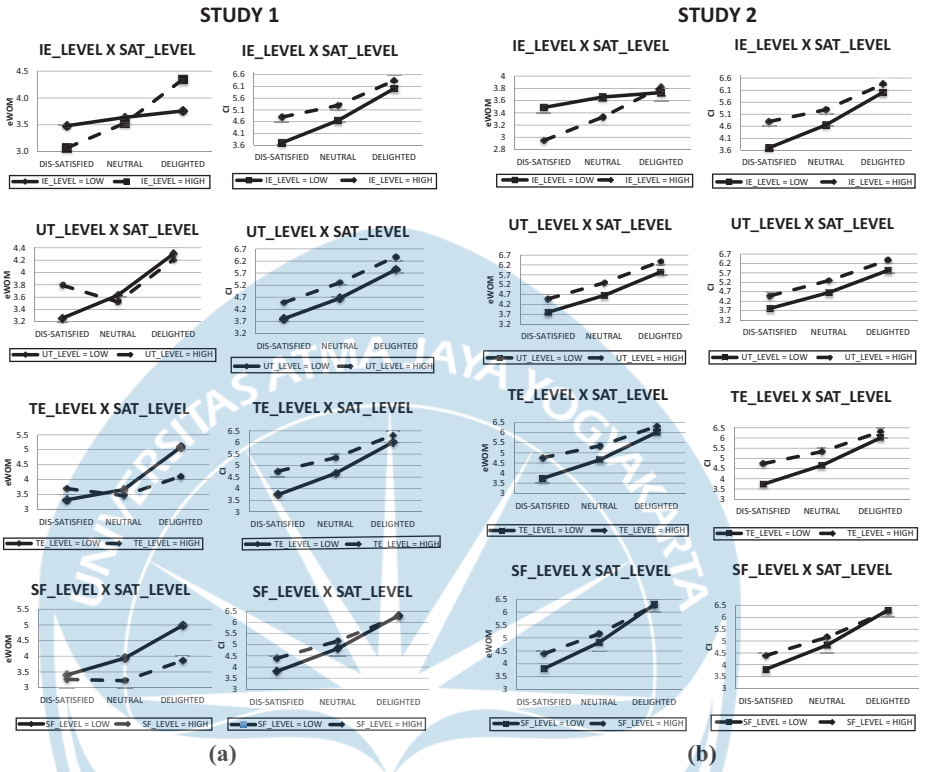
Notes: B = standardized loading; M = mean; SD = standard deviation; a = Cronbach's alpha; CR = composite reliability; CFI = comparative fit index; GFI = goodness of fit index; RMR = root mean square residual; and RMSEA = root mean square error of approximation

Table V.
MANCOVA results for the moderating effects of customer engagement experiences

Study 1

Constructs	F-statistic					Comparison of dependent variable means					
						IE_LEVEL = LOW			IE_LEVEL = HIGH		
	SAT_LEVEL	IE_LEVEL	SAT_LEVEL * IE_LEVEL	GENDER	AGE	DIS-SATISFIED	NEUTRAL	DELIGHTED	DIS-SATISFIED	NEUTRAL	DELIGHTED
eWOM	9.35***	0.11	2.92*	0.56	12.75***	3.48	3.64	3.76	3.07[a]	3.53b	4.35[ab]
CI	146.62***	52.93***	5.48**	0.03	1.12	3.7[a]	4.65[a]	6.01[a]	4.79[a]	5.29[a]	6.35[a]
						UT_LEVEL = LOW			UT_LEVEL = HIGH		
	SAT_LEVEL	UT_LEVEL	SAT_LEVEL * UT_LEVEL	GENDER	AGE	DIS-SATISFIED	NEUTRAL	DELIGHTED	DIS-SATISFIED	NEUTRAL	DELIGHTED
eWOM	7.91***	0.25	1.04	0.71	13.62***	3.26[a]	3.63b	4.3[ab]	3.79	3.52[a]	4.21[a]
CI	129.44***	40.2***	0.05	0.21	1.64	3.81[a]	4.66[a]	5.84[a]	4.48[a]	5.3[a]	6.38[a]
						TE_LEVEL = LOW			TE_LEVEL = HIGH		
	SAT_LEVEL	TE_LEVEL	SAT_LEVEL *TE_LEVEL	GENDER	AGE	DIS-SATISFIED	NEUTRAL	DELIGHTED	DIS-SATISFIED	NEUTRAL	DELIGHTED
eWOM	14.73***	2.93[+]	3.02*	1.04	12.52***	3.32[a]	3.66b	5.09[ab]	3.7	3.46[a]	4.11[a]
CI	100***	38.95***	3.29*	0.39	0.24	3.74[a]	4.66[a]	6.01[a]	4.75[a]	5.34[a]	6.31[a]
						SF_LEVEL = LOW			SF_LEVEL = HIGH		
	SAT_LEVEL	SF_LEVEL	SAT_LEVEL *SF_LEVEL	GENDER	AGE	DIS-SATISFIED	NEUTRAL	DELIGHTED	DIS-SATISFIED	NEUTRAL	DELIGHTED
eWOM	18.77***	13.83***	2.43[+]	1.15	9.42***	3.4[a]	3.94[a]	4.99[a]	3.26	3.22[a]	3.86[a]
CI	166.86***	10.54***	4.53**	1.22	1.59	3.81[a]	4.83[a]	6.3[a]	4.39[a]	5.16[a]	6.27[a]

Notes: IE = intrinsic enjoyment; UT = utilitarian experience; TE = temporal experience; SF = social fulfillment; SAT = satisfaction; CI = continuance intention; eWOM = electronic word of mouth; and MANCOVA = multivariate analysis of covariance; Means in the same row sharing the same letter superscript (a, b) differ at: $p < 0.05$; ***$p < 0.001$; **$p < 0.01$; *$p < 0.05$; $^{+}p < 0.1$



Notes: (a) Study 1; (b) Study 2

Figure 2.
Satisfaction and loyalty outcomes: moderating roles of customer engagement experiences

information portals (TripAdvisor and HolidayIQ). Subsequent sections were similar to the first study.

We administered the questionnaire to middle-management professionals in Mumbai. This sample was appropriate because these professionals take two or three vacations every year, often planning their travel by consulting with people in their social circles and using online information portals. We obtained 250 usable responses from people who had used travel information portals to plan their vacations (66 per cent male, 69 per cent under the age of 30 years, 67 per cent with professional experience of more than five years), which represented a sufficient sample size (Bentler and Chou, 1987; Hair *et al.*, 2010).

Data analysis and findings

Our analysis procedure was similar to that for Study 1. The measurement model provided an acceptable fit to the data (Tables III and IV) and demonstrated the convergent validity and discriminant validity of the model (Fornell and Larcker, 1981). The relationships between satisfaction and continuance intention (b = 0.77, $p < 0.001$, $R^2 = 0.6$) and satisfaction and eWOM (b = 0.15, $p < 0.05$, $R^2 = 0.02$) are statistically significant at 99 per cent and 95 per cent levels of confidence, respectively. Table VI summarizes and Figure 2(b) depicts the results of the moderating effect of customer engagement experiences.

Table VI.
MANCOVA results for the moderating effects of customer engagement experiences

Study 2

	F-statistics					Comparison of dependent variable means					
						IE_LEVEL = LOW			IE_LEVEL = HIGH		
Constructs	SAT_LEVEL	IE_LEVEL	SAT_LEVEL * IE_LEVEL	GENDER	AGE	DIS-SATISFIED	NEUTRAL	DELIGHTED	DIS-SATISFIED	NEUTRAL	DELIGHTED
eWOM	1.57	0.14	0.9	1.33	1.19	3.49	3.66	3.73	2.95[a]	3.33	3.82[a]
CI	34.45***	22.37***	3.25*	0.32	0.01	3.57[a]	4.75[a]	5.41[a]	4.64[a]	5.12[a]	5.98[a]
						UT_LEVEL = LOW			UT_LEVEL = HIGH		
	SAT_LEVEL	UT_LEVEL	SAT_LEVEL * UT_LEVEL	GENDER	AGE	DIS-SATISFIED	NEUTRAL	DELIGHTED	DIS-SATISFIED	NEUTRAL	DELIGHTED
eWOM	1.79	0.58	1	0.94	1.64	3.51	3.48	4.02	3.13	3.47	3.71
CI	47.22***	25.37***	1.53	0.43	0.89	3.55[a]	4.7[a]	5.38[a]	4.37[a]	5.14[a]	6.05[a]
						TE_LEVEL = LOW			TE_LEVEL = HIGH		
	SAT_LEVEL	TE_LEVEL	SAT_LEVEL *TE_LEVEL	GENDER	AGE	DIS-SATISFIED	NEUTRAL	DELIGHTED	DIS-SATISFIED	NEUTRAL	DELIGHTED
eWOM	0.88	0.15	2.91*	1	1.51	3.43[a]	3.57b	3.34ab	3.33	3.38[a]	4[a]
CI	27.74***	47.97***	4.79***	0.02	1.46	3.55[a]	4.67[a]	5.25[a]	4.88[a]	5.26b	6.04ab
						SF_LEVEL = LOW			SF_LEVEL = HIGH		
	SAT_LEVEL	SF_LEVEL	SAT_LEVEL * SF_LEVEL	GENDER	AGE	DIS-SATISFIED	NEUTRAL	DELIGHTED	DIS-SATISFIED	NEUTRAL	DELIGHTED
eWOM	2.03	0.65	0.43	1.22	1.57	3.5	3.61	3.96	3.1[a]	3.42	3.76[a]
CI	44***	37.74***	1.01	0.28	1.22	3.52[a]	4.51[a]	5.34[a]	4.53[a]	5.12[a]	5.99[a]

Notes: IE = intrinsic enjoyment; UT = utilitarian experience; TE = temporal experience; SF = social fulfillment; SAT = satisfaction; CI = continuance intention; eWOM = electronic word of mouth; and MANCOVA = multivariate analysis of covariance Means in the same row sharing the same letter superscript (a, b) differ at $p < 0.05$; ***$p < 0.001$; **$p < 0.01$; *$p < 0.05$; $^{+}p < 0.1$

The interaction effects of the moderators on the outcome variables are non-uniform; the interaction effect of intrinsic enjoyment and satisfaction level is insignificant on eWOM but significant on continuance intention. Moreover, the interaction effect of temporal experience is significant for both eWOM and continuance intentions. However, the interaction effects of utilitarian level and social fulfillment are insignificant for both outcome variables. Neither of the covariates has any significant effect on the outcome variables.

A further analysis shows a consistent increase in continuance intentions as satisfaction increases, across intrinsic enjoyment, utilitarian level and social fulfillment levels, in support of *H1a*, *H2a* and *H4a*. This consistent pattern is absent in the case of temporal experience and occurs only in certain scenarios in the case of continuance intention, thereby providing partial support to *H3a*. In the case of eWOM, the mean values across utilitarian levels do not reflect a consistently increasing pattern with an increase in satisfaction level, so we must reject H2b. With regard to the other experiences, the results provide partial support for *H2b*, *H3b* and *H4b* (see Appendix 5 for details). The key insights we derive from these results are as follows:

- The effect of satisfaction on the likelihood to provide online reviews is higher among customers who have higher levels of intrinsic enjoyment.
- Among customers with high utilitarian orientation, an increase in satisfaction does not yield the desirable effect on eWOM.
- The role of temporal experience in the satisfaction–loyalty relationship requires further investigation.

Discussion

Consumers increasingly use mobile devices for productivity as well as enjoyment. Firms across different industries are using mobile devices to increase engagement and establish long-term relationships and loyalty. Accordingly, in this research, we examine multiple customer engagement experiences and their roles in the relationship between satisfaction and loyalty.

In an exploratory study, we identify customer engagement experiences that are likely to influence the satisfaction–loyalty relationship in the mobile environment. Next, in three comprehensive quantitative studies, we validate customer engagement experience scales that we develop from related literature and demonstrate the effects of customer engagement experiences on the satisfaction–loyalty relationship. Consistent with our predictions, we find that the satisfaction–loyalty relationship is non-linear. Furthermore, customer engagement experiences moderate the relationship. These findings contribute to theory and have implications for marketers who focus on increasing customer satisfaction.

Theoretical implications

First, our study adds to literature that seeks to explain the decline in returns on investments on satisfaction beyond a certain level (Anderson and Mittal, 2000; Hogreve *et al.*, 2017; Liao *et al.*, 2017). Recent research has revisited the notion of a linear satisfaction–loyalty relationship by examining contexts in which increased satisfaction fails to lead to increased repurchase intentions and favorable eWOM (Balabanis *et al.*, 2006; Chen and Tsai, 2008). In line with this emerging research stream, we demonstrate that satisfaction has a non-linear effect on loyalty outcomes. We observe that satisfaction is associated with diminishing returns on continuance intentions beyond certain threshold levels of satisfaction, especially among high-engagement customers. We also observe that the propensity to write online

reviews is non-linear among customers and does not always vary directly with satisfaction level.

Second, whereas existing studies have explored customer engagement as a holistic second-order construct (Calder *et al.*, 2013; Dwivedi, 2015; Pagani and Malacarne, 2017; So *et al.*, 2014), our study dives deeper to investigate specific customer experiences and their roles in the link between satisfaction and loyalty. This is a novel approach where we discover that some experiences such as "Stimulation and Inspiration" and "Self-Esteem and Civic Mindedness" (Calder *et al.*, 2009), may not be equally relevant in all the situations. With the increasing scope of customer engagement construct, it is important to identify appropriate engagement experiences and study their role in different contexts. This study identifies customer engagement experiences that are relevant to mobile apps thereby adding to the body of knowledge on mobile commerce and relationship marketing. We find that intrinsic enjoyment, utilitarian experience, temporal experience and social fulfillment play notable roles in the satisfaction–loyalty relationship.

Third, our findings contribute to the emerging stream of literature on the roles of various moderating variables in the satisfaction–loyalty relationship (Bhattacherjee and Lin, 2015; Chuah *et al.*, 2017; Ranaweera *et al.*, 2005; Walsh *et al.*, 2013). While traditional literature emphasized the strong role of satisfaction in predicting loyalty, recent research has explored possible moderators in the relationship. Some of the studies have investigated moderating role of demographic and behavioral variables such as age, gender, switching costs, customer involvement and relationship length (Chuah *et al.*, 2017; Martins Gonçalves and Sampaio, 2012). Building on this emerging stream of literature, we tested a plausible moderating role of customer engagement experiences in satisfaction–loyalty relationship. We observe that the effect of satisfaction on continuance intentions is stronger among customers with higher levels of engagement experiences. However, the role of engagement experiences in influencing satisfaction–eWOM relationship may not be very consistent. While "utilitarian value" and "intrinsic enjoyment" experiences are likely to influence the satisfaction–eWOM relationship strength, "temporal experiences" and "social fulfillment" may not have similar effects. These frameworks may be of special interest to scholars who seek to understand the role of customer engagement in digital businesses platforms.

Managerial implications

Historically, firms prided themselves in their focus on customer satisfaction with a strong belief that "satisfaction leads to loyalty." In recent times, however, firms are focusing on delivering customer experiences beyond basic satisfaction to build customer engagement. Many organizations have customer experience as core to their service delivery with designated "Customer Experience" departments. Delivery of relevant customer engagement experiences may have a strong role in building loyalty and propensity to spread positive WOM. Our study offers insights to firms on the roles of various engagement experiences in building customer loyalty.

To encourage repeat purchases and generate positive WOM, firms often focus on customer satisfaction by assuming a linear relationship with loyalty (Mittal and Kamakura, 2001; Serra Cantallops and Salvi, 2014). However, our findings indicate that the satisfaction–loyalty relationship is non-monotonic and may be contingent on the role of customer engagement experiences. The effect of satisfaction at different engagement levels also may not be the same across all service contexts; it may depend on the motivating customer engagement experiences of customers. Accordingly, firms that wish to identify specific engagement experiences and their roles in building loyalty can use analytical and text mining tools to capture customers' browsing, shopping and online review patterns. They

can use this information to segment customers according to demonstrated experiences and to develop appropriate strategies.

Our findings also indicate that though satisfaction may increase the continuance intentions of highly engaged customers, it does not necessarily generate more eWOM. We observe that customers have a non-uniform appreciation for different engagement experiences that may lead to differences in the likelihood of posting online reviews. Therefore, firms segmenting customers based on distinct engagement experiences and differentially focusing on increasing their satisfaction may translate into a higher likelihood of getting favorable eWOM. Customers who seek higher levels of utilitarian value and intrinsic enjoyment are more likely to provide online reviews. Accordingly, to encourage favorable online reviews, firms should strive to increase satisfaction among customers who exhibit high intrinsic enjoyment and work to prevent dissatisfaction among customers who demonstrate high utilitarian value traits. Among customers who seek temporal experiences and social fulfillment, higher satisfaction levels are unlikely to increase the likelihood of generating eWOM. By focusing on increasing satisfaction, while the firms may be able to get usage continuance, these customers are unlikely to post online reviews. Accordingly, firms should focus on attracting these customers for repeat visits to their apps rather than sending multiple requests for posting reviews. Firms can regard these customers as potential mascots for spreading offline information about new product launches and good candidates for purchase of novel products.

Limitations and further research

This study uses consumer surveys for data collection, as are frequently used to examine satisfaction, customer engagement and related outcomes (Calder *et al.*, 2013; Pagani and Malacarne, 2017; Shankar *et al.*, 2003; Wang *et al.*, 2013). Researchers also could conduct lab and field experiments to establish causation in more realistic environments. Furthermore, our exploratory study investigated only two participant groups – students and middle-management professionals. The insights on experiences from these sample profiles may not be generalizable to other consumer groups, such as adolescents, homemakers, senior professionals or older customers. Researchers could explore other participant profiles and experiences that may manifest the satisfaction–loyalty relationship differently. Also, our study explores a few engagement experiences that emerge as relevant for lifestyle and travel apps. Researchers might explore more engagement experiences for other services, such as gaming apps or community platforms that have strong components of engagement.

Conclusion

This research contributes to emerging academic literature on customer engagement, satisfaction and loyalty outcomes of mobile business platforms. It has especially important implications for firms that are investing in mobile commerce services to build engagement and strengthen relationships. It reveals the role of engagement in generating eWOM, which is very important in societies in which product information from fellow consumers on online and mobile platforms plays a critical role in consumer decision-making. The growing importance of mobile app use during the customer purchase journey and the growing prominence of eWOM suggests that our findings about the influence of customer engagement experiences in such settings have important implications for both marketing managers and researchers.

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Appendix 1

Type	Description
Screening questions	
Usage status	Do you use your mobile apps for making purchases, reading news, checking travel portals (such as Amazon, Flipkart, *The Times of India*, Inshorts, MakeMyTrip and TripAdvisor)
Demographic information	Gender, age, occupation (the data were available to the researcher and hence not asked)
Psychographic	How often do you use your phone to browse these sites? How many times have you purchased on these sites in the past six months?
In-depth interview structure	
Phase	Description/questions
Opening	This research is aimed to understand "customer engagement" while using mobile apps, based on "customer experiences." The research explores varied customer experiences that could be functional (utilitarian) or emotional Which apps do you browse on your mobile phone? Which products or services do you check on these sites on your mobile phone? Think of some frequently used apps that you find "highly engaging" and answer the next few questions keeping that in mind
Questioning phase	Describe your purposes of browsing these apps (predetermined) Describe your experiences while browsing these apps (predetermined)
Probing	Do you look at the experience beyond the utility of convenience and price benefit? (Predetermined) What do you mean by "personal shopping trip"? (Unstructured based on respondent's answer) What do you mean by "a talking point"? (Unstructured based on respondent's answer) What are the usual times of the day, occasions or places that you browse these sites? (Predetermined)
Psychographic	Thanks for your participation Do you have any questions?

Table AI.

Appendix 2

Category	Illustrative quotes
Utilitarian value	I get good product information on these sites. Also, the company and not a salesperson give the information on this site
	This portal increases my knowledge about the product. Also, it helps me compare prices of different brands in the same product category
	I can compare several products as this site provides a lot of product information. I browse through a lot of products and develop good knowledge
	That helps me in getting better deals. Also, as I can place the order anywhere, I don't miss those deals
	I get better deals from the retailer on the mobile app as compared to their online portal on the desktop
	I get a large number of brands to choose from – many brands are not even available in stores
	Expensive branded products are available on as much as 40-60% discount. Who cares even if it is last season's product, I can buy a good branded shirt at an affordable price.
	Hostel food is very boring. I order food from the app and its delivered in the college on time
Social facilitation	On the lunch table, new products and trends information on the site gives me a talking point to others. It makes me feel good as it helps me build discussion and arguments in my social circle
	Not only it helps me in making good purchase decisions for myself, but it also helps me in advising others. My friends now ask for my opinion on brands in kitchen appliances
	The product knowledge gained helps me in coming up with interesting discussion points during parties and gatherings. It helps me in projecting myself as up-to-date with trends
	What's hot on some of the apps is always discussed in my friend circle. So one has to be aware of what's going on out there
	Most of my friends buy clothes and gadgets using apps, and we often discuss the new products and deals
Intrinsic enjoyment	During long travel to work, browsing on the site is like a personal shopping trip for me
	The mobile phone is my intimate device, and nobody is watching when I am shopping
	When I am bored or taking a break, I like to check out this site to kick back and wind down. I may not have any plan to buy stuff, but it helps me relax and feel good. And sometimes I find something nice to buy also
	If you go to a shop and look at ten things, you feel pressurized to buy even if you don't like anything. There is no pressure while using apps – it's like a personal shopping trip with no one to interfere
	Between long lectures, it's a way to take a break and unwind
Temporal experience	While traveling on a bus, I check the apps on a mobile phone as I have nothing else to do
	When I am taking a break or having lunch, there is nothing much to do. I browse the mobile shopping app downloaded on my phone for entertainment and to kill boredom
	I sometimes browse mobile apps to do time-pass. Not all the time there has to be a purpose
	It could be a news app or a social app or a shopping app. It doesn't matter – I sometimes check things out for no purpose, just browsing
Others	I get periodic alerts on time-bound offers and new launches
	I don't like others to keep an eye on me when I am shopping. Mobile apps help me shop discretely

Table AII.
Selected interview quotes from the exploratory study

Appendix 3.

Constructs/ items	Item description	Source
Social facilitation		
SOC1	I bring up things I have seen on this application in conversations with other people	(Calder *et al.*, 2009; Pagani and Malacarne, 2017; Thakur, 2016)
SOC2	Mobile shopping applications often give me something to talk about	
SOC3	I use things from mobile shopping applications in discussions or arguments with people I know	
Intrinsic enjoyment		
IE1	Browsing a mobile shopping application is like a treat for me	(Calder *et al.*, 2009; Pagani and Malacarne, 2017; Thakur, 2016)
IE2	Browsing a mobile shopping application improves my mood	
IE3	I like to sit back and unwind with mobile shopping applications	
Utilitarian level		
UT1	Mobile shopping applications give me good product information	(Calder *et al.*, 2009; Pagani and Malacarne, 2017; Thakur, 2016)
UT2	Mobile shopping applications help me make good purchase decisions	
UT3	Mobile shopping applications provide information from other users that help me make good purchases	
Temporal experience		
TF1	I like to browse the mobile device when I am taking a break	(Calder *et al.*, 2009; Pagani and Malacarne, 2017)
TF2	I like to browse the mobile device when I am traveling	
TF3	I browse the mobile device when I have nothing else to do	
TF4	I browse the mobile device for entertainment when I am bored	
Satisfaction		
SAT1	I think that I made the correct decision to use mobile application for making purchases	Brockman (1998); Janda *et al.*, (2002)
SAT2	The experience that I have had in making purchases using mobile applications has been satisfactory	
SAT3	In general, I am satisfied with the service I have received from mobile applications for making purchases	
Continuance intention		
CI1	I will use/continue using mobile shopping applications in the future	Algesheimer *et al.*, (2005) and Teo *et al.*, (2003)
CI2	Given the chance, I predict I will use/continue using mobile shopping applications in the future	
CI3	It is likely that I will use/continue using mobile shopping applications in the future	
Electronic word of mouth (eWOM)		
eWOM1	I am likely to recommend the products I bought when the retailer asks for the review on its site/mobile application	Brown *et al.*, (2005)
eWOM2	I am likely to write a review on the site/mobile application after using the products purchased from the retailer	
eWOM3	It is likely that I will give online feedback based on my purchases from the retailer's website/mobile application in future	

Table AIII.
Measurement scale

Appendix 4. Data analysis with detailed interpretation

Study 1

Analysis of the data found significant interaction effects of three moderators – intrinsic enjoyment, temporal experience and social facilitation – for both the outcome variables (IE_LEVEL X SAT_LEVEL → eWOM: F = 2.92, $p < 0.05$; IE_LEVEL X SAT_LEVEL → CI : F = 5.48, $p < 0.001$; TE_LEVEL X SAT_LEVEL → eWOM: F = 3.02, $p < 0.05$; TE_LEVEL X SAT_LEVEL → CI : F = 3.29, $p < 0.05$; SF_LEVEL X SAT_LEVEL → CI : F = 4.53, $p < 0.01$; SF_LEVEL X SAT_LEVEL → eWOM: F = 2.43, $p = 0.08$). Interaction effect of utilitarian level (UT_LEVEL), however, was insignificant on both the outcome variables ($p > 0.1$). Among the covariates, while gender does not significantly affect either of the outcome variables, age significantly affects eWOM intention.

With reference to *H1a* and *H1b*, for customers with high intrinsic enjoyment IE, eWOM increases significantly ($p < 0.05$) when satisfaction level increases from low ($eWOM_{\text{high IE, low}}$ SAT = 3.07) or medium ($eWOM_{\text{high IE, medium\_SAT}} = 3.53$) to high ($eWOM_{\text{high IE, high\_SAT}} = 4.35$), but not in case of low-to-medium IE level. CI, however, increases significantly ($p < 0.05$) when satisfaction level increases from low ($CI_{\text{high IE, low SAT}} = 4.79$) to medium ($CI_{\text{high IE, medium\_SAT}} = 5.29$) and high ($CI_{\text{high ability, high\_SAT}} = 6.35$), as well as from medium to high satisfaction levels. Similarly, at lower levels of IE, CI increases significantly ($p < 0.05$) when satisfaction level increases from low ($CI_{\text{low\_IE, low SAT}} = 3.7$) to medium ($CI_{\text{high ability, medium\_SAT}} = 4.65$) to high ($CI_{\text{high ability, high\_SAT}} = 6.01$) and medium to high. However, no significant differences occur ($p > 0.05$) across the three levels of satisfaction for eWOM ($eWOM_{\text{low role, low SAT}} = 3.48$; $eWOM_{\text{low role, medium\_SAT}} = 3.64$; $eWOM_{\text{low role, high SAT}} = 3.76$). These results support *H1a* but provide insufficient support to *H1b*.

While the moderating effect of UT_LEVEL on eWOM and CI is not significant (eWOM: F = 1.04; CI = 0.05; $p > 0.1$), consistent with *H2a* and *H2b*, for low UT_LEVEL, both low-SAT condition ($eWOM_{\text{low\_UT, low SAT}} = 3.26$) and medium-SAT condition ($eWOM_{\text{low\_UT, medium SAT}} = 3.63$) report significantly ($p < 0.05$) lower mean values for eWOM than the high-SAT condition ($eWOM_{\text{low\_UT, high SAT}} = 4.3$); however, the difference in eWOM for low and medium-SAT conditions is not significant ($p > 0.5$). In case of high UT level, mean eWOM significantly increases from medium-SAT condition ($eWOM_{\text{high\_UT, medium SAT}} = 3.52$) to high-SAT condition ($eWOM_{\text{high\_UT, high SAT}} = 4.21$), whereas the difference between low SAT ($eWOM_{\text{high\_UT, low SAT}} = 3.79$) and higher levels of SAT is not significant. Further, in case of CI, the outcome variable value significantly ($p < 0.05$) increases from low ($CI_{\text{low\_UT, low SAT}} = 3.81$) to medium ($CI_{\text{low\_UT, medium SAT}} = 4.66$) to high level ($CI_{\text{low\_UT, high SAT}} = 5.84$) of satisfaction for low UT_LEVEL. Similarly, for the high UT_LEVEL, mean value of CI significantly increases from low ($CI_{\text{high\_UT, low SAT}} = 4.48$) to medium ($CI_{\text{high \_UT, medium SAT}} = 5.3$) to a high level ($CI_{\text{high \_UT, high SAT}} = 6.38$) of satisfaction. These results support *H2a* and partially support *H2b*.

Consistent with *H3a* and *H3b*, for low TE_LEVEL, both low-SAT condition ($eWOM_{\text{low\_TE, low SAT}} = 3.32$) and medium-SAT condition ($eWOM_{\text{low\_TE, medium SAT}} = 3.66$) report significantly ($p < 0.05$) lower mean values for eWOM than the high-SAT condition ($eWOM_{\text{low\_TE, high SAT}} = 5.09$); however, the difference in eWOM for low and medium SAT conditions does not differ significantly. In case of high TE level, mean eWOM significantly increases from medium-SAT condition ($eWOM_{\text{high\_TE, medium SAT}} = 3.46$) to high-SAT condition ($eWOM_{\text{high\_TE, high SAT}} = 4.11$), whereas the difference between low SAT ($eWOM_{\text{low\_TE, low SAT}} = 3.7$) and higher levels of satisfaction is not significant. Further, in case of CI, the outcome variable value significantly ($p < 0.5$) increases from low ($CI_{\text{low\_TE, low SAT}} = 3.74$) to medium ($CI_{\text{low\_TE, medium SAT}} = 4.66$) to high level of satisfaction ($CI_{\text{low\_TE, high SAT}} = 6.01$) for low TE_LEVEL as well as for high TE_LEVEL as SAT_LEVEL increases from low ($CI_{\text{high\_TE, low SAT}} = 4.75$) to medium ($CI_{\text{high\_TE, medium SAT}} = 5.34$) to high level ($CI_{\text{high\_TE, high SAT}} = 6.31$). These results support *H3a* and partially support *H3b*.

Regarding social facilitation, consistent with *H4a* and *H4b*, for low SF_LEVEL, means of both the outcome variables, eWOM as well as CI, increase significantly as the satisfaction levels move from low ($eWOM_{low\_SF,\ low\ SAT} = 3.4$; $CI_{low\_SF,\ low\ SAT} = 3.81$) to medium ($eWOM_{low\_TE,\ medium\ SAT} = 3.94$; $CI_{low\_TE,\ medium\ SAT} = 4.83$) to high level ($eWOM_{low\_TE,\ high\ SAT} = 4.99$; $CI_{low\_TE,\ high\ SAT} = 6.3$). In case of high SF level, mean eWOM significantly increases from medium-SAT condition ($eWOM_{high\_SF,\ medium\ SAT} = 3.22$) to high-SAT condition ($eWOM_{high\_SF,\ high\ SAT} = 3.86$), whereas the difference between low-SAT ($eWOM_{high\_TE,\ low\ SAT} = 3.26$) to high-SAT condition ($eWOM_{high\_TE,\ high\ SAT} = 3.26$) is not statistically significant ($p > 0.5$). Further, CI mean value significantly ($p < 0.5$) increases from low ($CI_{high\_SF,\ low\_SAT} = 4.39$) to medium ($CI_{high\_SF,\ medium\_SAT} = 5.16$) to high level ($CI_{high\_SF,\ high\_SAT} = 6.27$) of satisfaction for high SF_LEVEL. These results support *H4a* and partially support *H4b*.

Appendix 5. Data analysis with detailed interpretation

Study 2

Analysis of the data in Study 2 reflected mixed interaction effects of moderators on the outcome variables. While the interaction effect of intrinsic enjoyment and satisfaction level was insignificant on eWOM, the same was significant on CI. Further, the interaction effect of temporal experience was significant on both eWOM and CI (IE_LEVEL X SAT_LEVEL → eWOM: $F = 0.9$, $p > 0.1$ (insignificant); IE_LEVEL X SAT_LEVEL → CI : $F = 3.25$, $p < 0.001$; TE_LEVEL X SAT_LEVEL → eWOM: $F = 2.91$, $p < 0.05$; TE_LEVEL X SAT_LEVEL → CI : $F = 4.79$, $p < 0.001$).

Interaction effects of utilitarian level and social fulfillment (UT_LEVEL and SF_LEVEL), however, were insignificant on both the outcome variables. Neither of the covariates had any significant effect on the outcome variables.

With reference to *H1a* and *H1b*, though the moderating effect of intrinsic enjoyment on eWOM (eWOM: $F= 0.9$; $p > 0.1$) is insignificant, in case of high intrinsic enjoyment level, intrinsic enjoyment significantly affects eWOM ($p < 0.05$) from low ($eWOM_{high\ IE,\ low\ SAT} = 2.95$) to high levels ($eWOM_{high\ IE,\ high\ SAT} = 3.82$) of satisfaction but not from low to medium and medium to high levels of satisfaction. Further, effect of intrinsic enjoyment on eWOM for low level of intrinsic enjoyment is insignificant across different levels of satisfaction. With reference to CI, the mean value of CI significantly ($p < 0.05$) increases from low ($CI_{low\_IE,\ low\ SAT} = 3.57$) to medium ($CI_{low\_IE,\ medium\ SAT} = 4.75$) to high level ($CI_{low\_IE,\ high\ SAT} = 5.41$) of satisfaction for low IE_LEVEL as well as for high IE_LEVEL as SAT_LEVEL increases from low ($CI_{high\ IE,\ low\ SAT} = 4.64$) to medium ($CI_{high\ IE,\ medium\ SAT} = 5.12$) to high level ($CI_{high\ IE,\ high\ SAT} = 5.98$). These results support *H1a* and partially support *H1b*.

Regarding *H2a* and *H2b*, similar to study 1, study 2 reported that the effect of satisfaction is rendered insignificant in the intention to write online reviews ($p > 0.05$) across the three satisfaction level conditions for eWOM for both low utilitarian level ($eWOM_{low\ UT,\ low\ SAT} = 3.51$; $eWOM_{low\ UT,\ medium\ SAT} = 3.48$; $eWOM_{low\ UT,\ high\ SAT} = 4.07$) and high utilitarian level ($eWOM_{high\ UT,\ low\ SAT} = 3.13$; $eWOM_{high\ UT,\ medium\ SAT} = 3.47$; $eWOM_{high\ UT,\ high\ SAT} = 3.71$). Subsequently, utilitarian level significantly affects CI values ($p < 0.05$) from low ($CI_{low\_UT,\ low\ SAT} = 3.55$) to medium ($CI_{low\_UT,\ low\ SAT} = 4.7$) to high levels ($CI_{low\ UT,\ high\ SAT} = 5.38$) of satisfaction for both low utilitarian level and high utilitarian level ($CI_{high\_UT,\ low\ SAT} = 4.37$), ($CI_{high\_UT,\ medium\_SAT} = 5.14$) and ($CI_{high\ UT,\ high\ SAT} = 6.05$). These results support *H2a* but do not support *H2b*.

With reference to *H3a* and *H3b*, for low temporal experience, both low-satisfaction condition ($eWOM_{low\_TE,\ low\ SAT} = 3.4$) and medium-satisfaction condition ($eWOM_{low\_TE,\ medium\ SAT} = 3.57$) report significantly ($p < 0.05$) different likelihoods of eWOM than the high-satisfaction condition ($eWOM_{low\_TE,\ high\ SAT} = 3.34$); however, the difference in eWOM for low- and medium-satisfaction

conditions is not significant. Further, the eWOM intention reduces at high satisfaction level as compared to low and medium satisfaction levels. In case of high temporal experience level, mean eWOM significantly increases from medium-satisfaction condition ($eWOM_{high\_TE,\ medium\ SAT} = 3.38$) to high-satisfaction condition ($eWOM_{high\_TE,\ high\ SAT} = 4.0$), whereas the difference between low satisfaction and higher levels of satisfaction is not significant. Further, in case of CI, the outcome variable value significantly ($p < 0.5$) increases from low ($CI_{low\_TE,\ low\ SAT} = 3.55$) to medium ($CI_{low\_TE,\ medium\_SAT} = 4.67$) to high level ($CI_{low\_TE,\ high\_SAT} = 5.25$) of satisfaction for low temporal experience level. Similarly, for high temporal experience level, mean value of CI significantly increases from low ($CI_{high\ TE,\ low\ SAT} = 4.88$) to high ($CI_{high\ TE,\ high\_SAT} = 4.88$) and from the medium ($CI_{high\ TE,\ medium\_SAT} = 5.26$) to a high level of satisfaction. However, the difference between the mean value for CI at the low and medium levels of satisfaction is insignificant. Therefore, both *H3a* and *H3b* are only partially supported. Also, such patterns require further investigations.

Regarding *H4a* and *H4b*, though the moderating effect of social fulfillment on eWOM and CI is not significant (eWOM: $F = 0.43$; $CI = 1.013$; $p > 0.1$), the data demonstrate social fulfillment significantly increases mean values of CI in case of both low social fulfillment level ($p < 0.05$) as satisfaction levels increase from low ($CI_{low\_SF,\ low\ SAT} = 3.52$) to medium ($CI_{low\_SF,medium\ SAT} = 4.51$) to high ($CI_{low\_SF,\ high\ SAT} = 5.34$) and at high social fulfillment level ($p < 0.05$) for satisfaction varying from low ($CI_{high\ SF,\ low\ SAT} = 4.53$) to medium ($CI_{high\ SF,medium\ SAT} = 5.12$) to high levels ($CI_{high\ SF,\ high\ SAT} = 5.99$). However, the positive effect of satisfaction is rendered insignificant in the intention to write online reviews, such that no significant differences occur ($p > 0.05$) across the three satisfaction level conditions for eWOM ($eWOM_{low\ SF,\ low\ SAT} = 3.5$; $eWOM_{low\ SF,\ medium\ SAT} = 3.61$; $eWOM_{low\ SF,\ high\ SAT} = 3.96$) in case of low social fulfillment level. In case of higher social fulfillment level, the value of eWOM increased significantly from low satisfaction level ($eWOM_{high\ SF,\ low\ SAT} = 3.1$) to high satisfaction level ($eWOM_{high\ SF,\ high\ SAT} = 3.76$). At the same time, while in the middle, the mean value of eWOM at medium satisfaction level ($eWOM_{high\ SF,\ medium\ SAT} = 3.42$) was not significantly different from that at the other two levels of satisfaction. These results support *H4a* and partially support *H4b*.

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Examining the impact of mobile interactivity on customer engagement in the context of mobile shopping

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Abstract

Purpose – This study aims to examine the impact of mobile interactivity dimensions (active control, personalization, ubiquitous connectivity, connectedness, responsiveness and synchronicity) on customer engagement.
Design/methodology/approach – A quantitative field survey study was conducted to collect the required data from actual users of mobile shopping in three countries: Jordan, the United Kingdom (UK) and Saudi Arabia.
Findings – The results are based on structural equation modelling and support the impact of five dimensions of mobile interactivity: active control, personalization, ubiquitous connectivity, responsiveness and synchronicity. The impact of connectedness is not supported. The results also support the significant impact of customer engagement on customer loyalty.
Research limitations/implications – This study only considered the shopping activities conducted by mobile channels, while other channels (e.g., online channels, traditional channels and social media shopping channels) are not considered. Furthermore, the current model does not consider the impact of personal factors (e.g., technology readiness, self-efficacy and user experience). The results of the current study present a foundation that can guide marketers and practitioners in the area of mobile shopping.
Originality/value – This study enriches the current understanding of the impact of mobile interactivity on mobile shopping, as well as how mobile interactivity can enhance the level of customer engagement.

Keywords Mobile shopping, Mobile interactivity, Customer engagement
Paper type Research paper

1. Introduction

With the number of smartphone users worldwide expected to exceed five billion by the end of 2019 (Statista, 2018), people are engaging more with smart channels to conduct many

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different activities, such as shopping, social media, entertainment, health, learning, traveling and food ordering (Dwivedi *et al.*, 2016; Liébana-Cabanillas *et al.*, 2017; Marriott *et al.*, 2017; Rathore *et al.*, 2016; Slade *et al.*, 2015; Tseng and Wei, 2020; Zheng *et al.*, 2019). The growth of smartphone usage represents a new and promising trend for different business sectors across the world, especially those operating in the retail sector (Kapoor and Vij, 2018; Lal and Dwivedi, 2008). According to eMarketer (2018), by the end of 2017, more than the half (58.9 per cent) of global online sales ($2.304 trillion) was conducted using mobile shopping channels. Online sales undertaken using mobile shopping channels are estimated to reach US$3.5 trillion by the end of 2021 (eMarketer, 2018).

The remarkable growth of mobile shopping sales could also be related to the high level of interactivity of such channels. For instance, mobile shopping channels enjoy several benefits in terms of mobility, cost and time saving, novelty, real-time response, customization and increased connectedness. Such benefits have dramatically transformed the nature of the relationships and interactions between organizations and their customers (Lee, 2005). However, retailing organizations are always in the challenge of knowing the feasibility of adopting mobile shopping channels to reach their customers. Another challenge that could be recognized by these organizations is to discover the most important aspects of mobile interactivity which should be considered to enrich the customers' shopping experience. Accordingly, more efforts are requested to fully understand the main features of perceived interactivity of mobile shopping and how these features could shape the customers' interaction and experience. The aim of this study is to examine the impact of the interactive nature of mobile shopping channels on consumer behaviour and reactions. This research is especially necessary given the limited number of studies that have tested the role of mobile interactivity in the mobile shopping context.

It is also important to note that people are more engaged with their smartphones and spend considerable time using smartphone apps (Alalwan *et al.*, 2016; Lal and Dwivedi, 2009; Shareef *et al.*, 2012). According to a US report by Flurry Analytics (2016), about five hours per day are spent using smartphones by American adults, and 4.5 of those hours are taken up by using mobile apps. Consequently, business organizations are exploring how to use mobile shopping channels to attract their customers and to enable them to be more emotionally, cognitively and behaviourally engaged with the business's brands and activities. In light of this, the current study addresses another question pertaining to the level of customer engagement with mobile shopping and how customer engagement can be predicted by the level of mobile interactivity in mobile shopping channels. The relationship between mobile interactivity and customer engagement has not been fully covered by prior studies, so this research constitutes a valuable contribution to the literature.

2. Literature review

A careful reviewing of the relevant literature leads to a noticeable number of themes that have been considered and examined by mobile shopping studies. For example, the common focus of the vast majority of these studies has been on the customers' intention and adoption of mobile shopping (i.e., Groß, 2018; Marriott *et al.*, 2017; Natarajan *et al.*, 2018). A part of mobile shopping literature has also considered the main outcomes of using mobile shopping on the customers' satisfaction, loyalty and entertainment (i.e., Pappas *et al.*, 2014; Thakur, 2016). The impact of mobile shopping on customer engagement has also been the focus of attention by a number of mobile shopping studies (Thakur, 2016, 2018). Also, customer buying behaviour and patterns (e.g., size of order, order rate and money spent) have derived an attention over the related body of mobile shopping literature (i.e., Kim *et al.*, 2017).

The largest part of mobile shopping studies has focused on the customers' intention and adoption of mobile shopping. For instance, Groß (2018) focused on the main factors predicting

the actual usage of mobile shopping in Germany. Groß's proposition was based on factors from the technology acceptance model (TAM), along with enjoyment, social influence, trust and satisfaction. Factors from TAM and Rogers' (2003) model (Theory of Diffusion of Innovations) were proposed by Natarajan *et al.* (2018) to see how they could impact and behave differently according to differences in terms either of mobile phone type or of age categories.

The impact of mobile shopping on customers' satisfaction, attitudes, loyalty and entertainment has been considered by Pappas *et al.* (2014); and Thakur (2016). For instance, Pappas *et al.* (2014) demonstrated that the users are more likely to be pleased about their experience of using mobile shopping channels if they perceive these channels are more useful and productive.

Aspects related to perceived risk and trust were found by Marriott and Williams (2018) to predict the customer's intention to use mobile shopping. A comparative study of Chinese and American mobile shopping adopters was conducted by Lu *et al.* (2017), who found that there are significant differences between United States (US) and Chinese customers in terms of the impact of perceived privacy on the customer's intention to keep using mobile shopping, which could be attributed to cultural values relating to individualism and collectivism.

Kim *et al.* (2017) aimed to discover the impact of a customer's digital and mobile experience on the customer's mobile buying behaviour. They found that smartphone users familiar with online and mobile applications are more likely to engage with the purchasing process of mobile shopping. From a different perspective, Wang *et al.* (2015) argued that using mobile shopping could impact on customer buying patterns (e.g., size of order, order rate and money spent). In line with uses and gratifications theory, Huang and Zhou (2018) discussed the role of customers' motivation to use mobile shopping in the adoption of web personalization research.

However, customer engagement has been rarely considered by mobile shopping studies. For example, Thakur (2016) investigated how mobile shopping channels could help organizations to have more engagement with their customers, which, in turn, would contribute to customer loyalty. The results from Thakur's (2016) study proved the significant impact of customer engagement with mobile shopping on the customer's continued intention to keep using such applications. Later, in 2018, Thakur (2018) empirically approved that customer engagement with mobile shopping partially mediates the relationship between customers' satisfaction and intention to online review. In the same study, Thakur (2018) also approved a significant relationship between trust in online retailers and the level of customer engagement with mobile shopping.

The most important aspect related to mobile shopping channels, that is, the role of mobile interactivity features, has not been fully covered and there is still a need to see the impact of such important features on the customers' experience in terms of customer engagement and loyalty. This gap is really worth being considered and validated as mobile interactivity features have been commonly reported to play a crucial role in shaping the customer's experience over the mobile technology area but not for mobile shopping particularly (Lee, 2005; Yang and Lee, 2017; Yang *et al.*, 2018). Further, only two studies have addressed the concept of customer engagement and both were by Thakur (2016; 2018) who considered five main dimensions of customer engagement: social-facilitation, self-connect, intrinsic enjoyment, time-filler, utilitarian and monetary evaluation experiences. However, Thakur did not cover the behavioural component as well as considered the impact of mobile interactivity dimensions.

3. Conceptual model

In the current conceptual model, mobile interactivity is considered a focal component that predicts customer engagement, which, in turn, contributes to customer loyalty (see Figure 1).

3.1 Interactivity

Analysis of the relevant literature reveals that there is no standard definition of the concept of interactivity. Some scholars have conceptualized interactivity as a unidimensional construct (e.g., Jiang *et al.*, 2010; Wu, 2005; Zhao and Lu, 2012), whereas others have examined interactivity as a multidimensional construct (e.g., Lee, 2005; Liu, 2003; Wu, 2005).

For instance, interactivity was theorized in terms of responsiveness by Zhao and Lu (2012), who concentrated on the individual's perception of how other users quickly and consistently receive and reply to his or her messages. On the other hand, Lee (2005) considered interactivity as a multidimensional construct comprising six features: user control, responsiveness, personalization, connectedness, contextual offer and ubiquitous connectivity. Synchronicity, active control and two-way communication were formulated by Liu (2003) as integral features of website interactivity.

As this study intends to validate the role of mobile interactivity from the customers' perspective as well as given the nature of mobile technology, six mobile interactivity dimensions were considered in the current model: active control (e.g., Lee, 2005; Wu, 2000); ubiquitous connectivity (e.g., Lee, 2005; Yang and Lee, 2017); connectedness (e.g., Lee, 2005); responsiveness (e.g., Lee, 2005; Yang and Lee, 2017; Zhao and Lu, 2012); personalization (e.g., Dholakia *et al.*, 2000; Lee, 2005; Wu, 2000); and synchronicity (e.g., Liu, 2003).

3.1.1 Active control. Active control was defined by Liu (2003, p. 208) as 'a user's ability to voluntarily participate in and instrumentally influence a communication'. Active control was also argued by Wu (2005) to involve navigation empowered by online technical features (e.g., hyperlink and visual layout) that allow users to fully recognize and control where they are going over the website. Thus, active control pertains to the extent to which a user is able to cognitively control the interactive contact either with other users or with online organizations (Tan *et al.*, 2018).

The impact of active control on customers' perception and behaviour has been demonstrated by different researchers (e.g., Lee, 2005; Kim *et al.*, 2011; Tan *et al.*, 2018). For instance, according to Kim *et al.* (2011), trust in electronic shopping is largely predicted by the customers' feeling that they fully control their online shopping experience. Lee (2005) also supported the role of active control in shaping customers' trust and attitudes towards mobile commerce. Recently, Tan *et al.* (2018) provided further evidence to support the validity of active control as an important dimension of perceived interactivity in the area of online advertising.

Accordingly, it can be proposed that as long as a customer has a sense that they effectively control their shopping experience using a mobile shopping channel, they will be more cognitively, emotionally and actively engaged with the mobile shopping organization. Therefore, the following hypothesis is proposed:

H1. Active control will positively influence customer engagement with mobile shopping.

3.1.2 Personalization. One of the most innovative aspects that makes mobile shopping applications more attractive is the ability of such systems to tailor and personalize the platform features (design, information, interface, services, products, recommendations, etc.) in line with the customers' preferences and style (Dholakia *et al.*, 2000; Lee, 2005).

Instead of a mass marketing approach which could be less effective in the current digital economy, personalization could be a more practical and significant way of contributing both to customers' shopping experience (Alalwan, 2018). In other words, a high level of customers' expectations and needs matching could be attained by a high level of personalization on the targeted online platforms (Arora *et al.*, 2008; Lal and Dwivedi, 2010; Shareef *et al.*, 2017). For instance, Alalwan (2018) found that the level of customization existing in social media advertising predicts not only the customer's purchase intention but also the customer's perception that such ads are really useful as well as entertaining.

Accordingly, it can be suggested that customers are more likely to engage with mobile shopping if they perceive such systems and the attached marketing activities (design, information, interface, services, products, recommendations, etc.) to be more personalized and relevant to their needs, preferences, expectations and value system. Therefore, the following hypothesis is proposed:

H2. Personalization will positively influence customer engagement with mobile shopping.

3.1.3 Ubiquitous connectivity. Ubiquitous connectivity can be defined as the mobile user's ability to approach any type of content, products and services using the mobile internet wherever the user needs to Lee (2005). This interactive feature provides customers with more flexibility to do their shopping from anywhere (e.g., home or work) they can connect to the internet (Lee, 2005; Yang and Lee, 2017). This, in turn, helps customers to save time and effort, which, in turn, contributes to the utilitarian and hedonic aspects perceived in using mobile shopping.

Thus, ubiquitous connectivity was found by Mallat *et al.* (2008) to be the most important characteristic in mobile technology for shaping the customers' perception and intention to use mobile ticketing technology. There is more flexibility with respect to time and location and it is highly requested by customers in order for them to be cognitively and emotionally engaged with organizational and brand activities. Mobile shopping channels, on the other hand, give customers more flexibility and convenience to engage at a time and place of their choosing. Accordingly, the following hypothesis is proposed:

H3. Ubiquitous connectivity will positively influence customer engagement with mobile shopping.

3.1.4 Connectedness. Connectedness was conceptualized by Lee (2005) as the ability of interactive platforms to empower their users to be socially involved and interconnected with each other. In light of technological revaluation in terms of web 2.0 and highly interactive applications, online communities have been the focus of attention from the perspectives of customers and marketers. Indeed, connectedness empowers both to find out other customers whose interests, values and experiences are relevant and common to their own (Zhao and Lu, 2012). In fact, customers' perception and feeling that they are closely attached and connected with others using the same platforms will shape their satisfaction regarding their need for social interaction (Zhao and Lu, 2012). In addition, customers always look at the feedback and information provided by other customers as more credible and useful for making their own purchasing decisions (Alalwan *et al.*, 2017).

Accordingly, it could be argued that customers are more likely to engage with mobile shopping if they feel that there is an opportunity to build their own community and to actively and socially interact with each other. Thus, the following hypothesis is proposed:

H4. Connectedness will positively influence customer engagement with mobile shopping.

3.1.5 Responsiveness. Another related and complementary component with connectedness is the level of responsiveness captured over the interactive platform. According to Zhao and Lu (2012) and Lee (2005), responsiveness is related to the user's perception of how often other users and marketers respond to his or her messages and questions. Johnson *et al.* (2006) also discussed the importance for the customer's need for information over the interactive web of other users and marketers providing suitable, pertinent and comparable answers and responses. Users usually look to attract other users' attention regarding what they post and share. Therefore, with a high level of responsiveness, customers will feel that they are emotionally and socially connected to each other over the interactive platform (Zhao and Lu, 2012). In their empirical study, Yang and Lee (2017) provided further evidence to demonstrate the role of responsiveness in accelerating the customer's feeling of playfulness and enjoyment when using mobile commerce.

Accordingly, it could be argued that customers are more likely to engage with mobile shopping if they perceive a high level of responsiveness and feel that mobile shopping is able to provide them with updated, relevant and comparable responses to their information needs. Thus, the following hypothesis is proposed:

H5. Responsiveness will positively influence customer engagement with mobile shopping.

3.1.6 Synchronicity. The responsiveness features will not be enough to provide users with a full value and positive shopping experience without a high level of real-time and speedy responses to the customers' questions and information requests (Liu, 2003). Synchronicity was addressed by Johnson *et al.* (2006, p. 41) as 'the extent to which a response to a communication event is perceived to be immediate, or without delay'. Indeed, the time it takes to receive and answer any question or enquiry from the customer will largely shape the quality of the communication process, and, accordingly, will impact the customers' satisfaction. Liu (2003), therefore, formulated synchronicity as a dimension of perceived interactivity and provided statistical evidence supporting the validity of this construct. Yang and Lee (2017) also statistically confirmed the impact of synchronicity on the level of enjoyment perceived in using mobile commerce.

Accordingly, the extent to which customers receive instant or fast feedback to their enquiries and questions will motivate these customers to be emotionally, cognitively, socially engaged with mobile shopping. Thus, the following hypothesis is proposed:

H6. Synchronicity will positively influence customer engagement with mobile shopping.

3.2 Customer engagement

The concept of customer engagement has been operationalized to clarify and address how customers can actively interact with organizations, brands and media tools (e.g., Harrigan *et al.*, 2017). This interest can be related to the importance of customer engagement on the financial (sales revenue) and non-financial marketing performance (loyalty; e.g., Algharabat *et al.*, 2019; Thakur, 2016); and brand equity (e.g., Algharabat *et al.*, 2019).

It is also important to consider the level of interactivity of smartphone applications (e.g., mobile shopping), which represent new platforms that help organizations to attract and engage their customers in more effective ways (Thakur, 2016). In the digital marketing literature, various studies have extensively discussed the related issues of customer engagement (e.g., Dessart *et al.*, 2015; Kumar *et al.*, 2018; Mollen and Wilson, 2010).

However, there is no agreed and unified definition of the concept of engagement (e.g., Algharabat, 2018; Harrigan *et al.*, 2017). For example, the customer engagement concept was operationalized by Patterson *et al.* (2006) as the extent to which customers are behaviourally, perceptually and emotionally present in an interactive relationship with organizations. One of the most comprehensive definitions of online engagement was provided by Mollen and Wilson (2010, p. 923): *Online engagement is a cognitive and affective commitment to an active relationship with the brand as personified by the website or other computer-mediated entities designed to communicate brand value.*

The current study considers the multidimensional proposition of the customer engagement due to the interactive nature of mobile shopping that allows customers and organizations to have bidirectional contact (Lee, 2005). Mobile shopping also enriches the experience of customers to be value co-creators by providing their feedback in online reviews, ratings and rankings. Furthermore, to be actively engaged, a high level of constant exchanges and interactions are also required from customers. Therefore, the customer is required to invest emotionally, behavioural, cognitively and socially in such an engagement process (Hollebeek, 2011; Mollen and Wilson, 2010).

Using mobile shopping generates different kinds of hedonic, functional, social and financial benefits (Natarajan *et al.*, 2018). This, in turn, provides further reasons that motivate customers to engage more with such innovative channels (Irani *et al.*, 2012; Sajjad *et al.*, 2011). Therefore, and in line with propositions suggested by several scholars (e.g., Dessart *et al.*, 2015; Hollebeek, 2011; Mollen and Wilson, 2010; Patterson *et al.*, 2006), three main dimensions – the cognitive, emotional and behavioural – were considered in the current study to examine the concept of customer engagement with mobile shopping. These three dimensions of customer engagement have been commonly mentioned and confirmed in prior literature on marketing (e.g., Dessart *et al.*, 2015; Hollebeek, 2011; Mollen and Wilson, 2010). These three dimensions will be treated as second-order factors for customer engagement, which is itself considered as the first-order factor. Each of these dimensions is further discussed in the following subsections.

3.2.1 Cognitive engagement. Dessart *et al.* (2015, p. 35) defined the cognitive dimension of engagement as 'a set of enduring and active mental states that a consumer experiences with respect to the focal object of his/her engagement'. Cognitive engagement has been separated into two main sub-dimensions: attention and absorption. Attention relates to the individual ability to be cognitively present, willing to contemplate and conscious regarding the targeted object of engagement (Dessart *et al.*, 2015). Absorption concerns the extent to which an individual is mentally focused on and preoccupied with the targeted object (e.g., the brand, organization, system, product or service) (Ahn and Back, 2018; Dessart *et al.*, 2015; Mollen and Wilson, 2010).

3.2.2 Emotional engagement. Dessart *et al.* (2015, p. 35) discussed the concept of emotional engagement under the name of affective engagement, which is conceptualized as 'the summative and enduring levels of emotions experienced by a consumer with respect to his/her engagement focus'. According to Dessart *et al.* (2015), enthusiasm and enjoyment are the main sub-dimensions of the emotional component of engagement. Indeed, enthusiasm and enjoyment complement each other. Enthusiasm pertains to the extent to which an individual is intrinsically motivated and willing to pay attention to the object targeted in the engagement process (Dessart *et al.*, 2015). The second complementary object is enjoyment, which relates to the hedonic outcomes (e.g., joy, playfulness, pleasure) resulting from the engagement process with the targeted object (Baabdullah, 2018; Dessart *et al.*, 2015; Patterson *et al.*, 2006).

3.2.3 Behavioural engagement. Behavioural engagement is a strong and critical component in the engagement process and reflects the extent to which a customer actively participates and engages with brands, firms, products and services (Dessart *et al.*, 2015). Behavioural engagement has been addressed under different terms, such as vigour (Dwivedi, 2015), activation (Hollebeek *et al.*, 2014) and interaction (Patterson *et al.*, 2006). However, all of these terms revolve around the idea of how much time, energy and effort the customer can or does spend and invest in his or her interaction with a particular brand or organization (Dwivedi, 2015; Hollebeek *et al.*, 2014). Indeed, behavioural engagement cannot simply be abbreviated as the buying process. Rather, it is related to the customer's ability to share and support the particular brands (Dessart *et al.*, 2015). Accordingly, and in relation to social media, Dessart *et al.* (2015) articulated behavioural engagement as comprising three main activities: sharing, learning and endorsing.

Customer engagement is not a goal in itself; rather, it is a means of helping organizations and brands to enhance their marketing performance in terms of customer empowerment and loyalty (Harrigan *et al.*, 2017; Hollebeek, 2011). Further, customer loyalty has been commonly considered as a multidimensional construct comprising two main aspects: attitudinal loyalty and behavioural loyalty (Thakur, 2016). Therefore, three main components of customer engagement – the cognitive, emotional and behavioural – could considerably serve both the attitudinal and behavioural aspects of customer loyalty (Thakur, 2016). This proposition has recently been supported by Harrigan *et al.* (2017) who successfully validated the predictive power of customer engagement on loyalty in the social media area. More specifically, Thakur (2016) demonstrated a strong relationship between customer engagement and customer loyalty. Likewise, France *et al.* (2016) provided further evidence that supports the role of customer brand engagement in predicting customer loyalty.

Accordingly, a direct impact of customer engagement on customer loyalty can be proposed. Thus, the following hypothesis is proposed:

H7. Customer engagement will positively influence customer loyalty towards mobile shopping.

4. Methodology

4.1 Research design

The current study model was built based on a solid theoretical foundation, and therefore, the nature of the current study is more to be theory testing rather than theory building. Thus, the positivist research paradigm was selected as an appropriate research approach to the nature of the current study (Choudrie and Dwivedi, 2005; Orlikowski and Baroudi, 1991). Likewise, in the light of the need to collect a large amount of statistical evidences to test the research hypotheses, a quantitative field survey study was conducted to collect the required data from actual users of mobile shopping in three countries: Jordan, the UK and Saudi Arabia (Dwivedi *et al.*, 2006). Over five months from December 2018 to

April 2019, the researchers distributed questionnaires to a convenience sample size of 500 international and local university students from the three countries. All the students had experience of using mobile shopping.

In fact, there was number of restrictions that hindered the applicability of probability sampling techniques especially over the Jordanian and Saudi context. As such, it was really difficult to have an accredited and inclusive list of all customers (students) who have used mobile shopping in Jordan and Saudi Arabia (Dwivedi *et al.*, 2006). Accordingly, the convenience sampling technique was found to be more applicable to capture the current study data from the targeted participants over the three countries (i.e., Jordan, Saudi Arabia and the UK). In this regard, it is important to report that a set of procedures were taken into account to avoid all concerns related to sampling bias that could mitigate the validity and generalisability of the yielded results. For example, a large sample size (500 participants) was approached over three countries to capture more generalisability. Furthermore, it took into account the differences and variances in the respondents' characteristics (age, gender, income level and educational level) during the data collection process.

According to what has been recommended by Armstrong and Overton (1977), a non-response bias test was undertaken for the current study sample. The main findings in this regard showed that there is no significance among participants ($p > 0.05$) for sub-constructs of perceived interactivity, customer engagement and loyalty. As the nature of the current study is cross-sectional where independent and dependent factors were addressed by participants, Harman's single factor was tested to ensure that the data did not have any common method bias concerns (see subsection 5.3.2, common method bias test).

The reasons behind section of three countries could be returned to the fact that Jordan and Saudi Arabia are a promising market in the field of mobile commerce and shopping (AMEinfo, 2019). The UK was also considered in the current study to capture the point of view of customers over a highly developed culture rather than just considering users of mobile shopping over the developing countries. Another reason behind the selection of these countries is the fact that the residences of the members of the research team of this paper fall within these countries, and thus, the process of gathering information is more smooth and easy.

4.2 Measurement scale

Six dimensions of mobile interactivity were considered in the current study. The items used to measure these dimensions were extracted from the prior literature as follows: items of active control were derived from Tan *et al.* (2018), Liu (2003), Lee (2005) and Wu (2005); items of personalization were derived from Lee (2005) and Kim and Ko (2012); items of ubiquitous connectivity were derived from Lee (2005); items of connectedness were derived from Lee (2005); items of responsiveness were derived from Johnson *et al.* (2006) and Lee (2005); and items of synchronicity were extracted from Lee (2005), and Liu (2003) and Yang and Lee (2017). Three main dimensions – the cognitive, emotional and behavioural – were considered to test customer engagement. Items for testing these three dimensions were extracted from Ahn and Back (2018) and Harrigan *et al.* (2017). For loyalty, the scale used by Lee and Chung (2009) and Baabdullah *et al.* (2019) was adopted in the current study questionnaire to test customer loyalty towards mobile shopping.

4.3 Pilot study

The questionnaire was validated by a number of experts in the area of digital marketing and information systems prior to conducting the main survey (Dwivedi *et al.*, 2006). All experts have approved the quality and validity of the main scale items used in the current study

questionnaire. Further, a pilot study with 35 Master's students was conducted to check the reliability of the scale items. The results of Cronbach's alpha largely supported the reliability of all the constructs, as the minimum Cronbach's alpha value was 0.75, which is higher than the cut-off point of 0.70 as suggested by Nunnally (1978).

5. Results

5.1 Descriptive statistics of respondents' demographic characteristics

The total number of questionnaires allocated was 500, of which 323 were fully completed and returned by participants. Of the respondents, 60.4 per cent were male while 39.6 per cent were female. Most respondents were within the age group of 21–29; those aged over 60 represented only 1.9 per cent of the sample. In relation to educational level, 46.7 per cent of respondents had a bachelor's degree and were studying for a postgraduate qualification. Finally, 57.3 per cent of respondents had mobile shopping experience ranging from 1 to 2 years; the second largest group (18.5 per cent) were those with experience ranging from 2 to 3 years.

5.2 Mean and standard deviation measurement items

As Table I shows, all scale items were positively valued by the study participants. For example, mobile connectedness was positively rated by the vast majority of respondents, as the least mean value was for CON5 (Mean: 5.0031). Participants also positively rated the level of responsiveness existing in the mobile shopping; in this regard, RSP3 accounted for the smallest mean value of 5.1641. The largest mean for personalization items was for PRS5 with a value of 4.9412 and. The scale items of active control were all positively ranked by participants; the lowest mean value (5.1765) was recorded for ACV4. The respondents also positively valued the level of synchronicity items, which all captured mean values of not less than 5.1253 (i.e., SYN1). Remarkably, all the items of ubiquitous connectivity had mean values larger than 5.3096 (i.e., UBC4). Items for the three dimensions of customer engagement were adequately valued by respondents. For example, emotional engagement items captured values not less than 5.0248 (i.e., EMO3); behavioural engagement items captured values not less than 5.3932 (i.e., BEH5); cognitive engagement items captured values not less than 5.1920 (i.e., COG1). Lastly, four items of loyalty had values not less than 5.0805 (i.e., LOY1).

5.3 Structural equation modelling (SEM)

Ten constructs and 54 scale items were subjected to SEM analyses. A two-stage SEM approach was adopted for the analysis. The reasons behind selecting SEM to analyse the current study data is related to the ability of such statistical approach to assure more validity and reliability of the yielded results. Accurately, by using SEM, researchers are more able to test aspects related to each latent factor alone such as the unidimensionality, goodness of fit reliability and validity of each construct individually (Hair *et al.*, 2010). As it will be presented in the forthcoming subsections, Confirmatory Factor Analysis (CFA) will be firstly targeted to assure the issues pertaining to model goodness of fit to the observed data as well as composite reliability, average variance extracted, convergent validity and discriminant validity. Secondly, the conceptual model will be validated by considering the results of path coefficient alongside the structural model goodness of fit (Hair *et al.*, 2010).

5.3.1 Confirmatory Factor Analysis of Customer Engagement. Following other studies that have addressed customer engagement as a multidimensional construct (e.g., Dessart *et al.*, 2015; Harrigan *et al.*, 2017), customer engagement was validated as a second-order factor, while its cognitive, emotional and behavioural dimensions were validated as the first-order factors. Further explanations will be provided in the following subsections (see Figure 2). For

Construct	Item	Mean	Standard Deviation (SD)
Connectedness	CON1	5.1981	1.35743
	CON2	5.1858	1.16210
	CON3	5.1765	1.09338
	CON4	5.2260	1.12909
	CON5	5.0031	1.14615
Personalization	PRS1	4.8762	1.07923
	PRS2	4.8824	1.07993
	PRS3	4.8947	1.05504
	PRS4	4.8607	1.07589
	PRS5	4.9412	1.10037
	PRS6	4.8390	1.09435
Responsiveness	RSP1	5.2043	1.12083
	RSP2	5.2322	1.19729
	RSP3	5.1641	1.14521
	RSP4	5.2322	1.19729
	RSP5	5.1981	1.13843
Active Control	ACV1	5.2570	1.06566
	ACV2	5.2229	1.09764
	ACV3	5.2477	1.10643
	ACV4	5.1765	1.13791
	ACV5	5.2415	1.11896
	ACV6	5.2539	1.08517
	ACV7	5.2136	1.18251
Synchronicity	SYN1	5.1253	0.86226
	SYN2	5.5427	0.90314
	SYN3	5.2123	0.76935
	SYN4	5.2067	0.88300
	SYN5	5.2158	0.91670
	SYN6	5.2605	0.75447
Ubiquitous Connectivity	UBC1	5.3096	1.02005
	UBC2	5.3313	1.13054
	UBC3	5.3684	1.02023
	UBC4	5.3189	1.10075
	UBC5	5.3622	1.03453
	UBC6	5.3313	1.10554
Emotional Engagement	EMO1	5.1486	1.07609
	EMO2	5.0344	1.10026
	EMO3	5.0248	1.10308
	EMO4	5.2229	1.15821
	EMO5	5.1517	1.10556
Behavioural Engagement	BEH1	5.5170	1.18303
	BEH2	5.4180	1.14014
	BEH3	5.4520	1.17954
	BEH4	5.4025	1.21031
	BEH5	5.3932	1.09922
Cognitive Engagement	COG1	5.1920	1.10349
	COG2	5.2229	1.11449
	COG3	5.2322	1.04493
	COG4	5.2136	1.15863
	COG5	5.2570	1.15516
Loyalty	LOY1	5.0805	1.07759
	LOY2	5.1517	1.18684
	LOY3	5.2043	1.04334
	LOY4	5.1424	1.15754

Table I.
Mean and standard deviation of the scale items

three sub-dimensions, unremoved scale items had standardized regression weight values of not less than 0.50 (Hair *et al.*, 2010).

The main fit indices of the revised version of the CFA of ENG were within their acceptable levels, as follows: goodness-of-fit index (GFI) = 0.94; adjusted goodness-of-fit index (AGFI) = 0.901; comparative fit index (CFI) = 0.98; normed chi-square (CMIN/DF) = 2.014; normed-fit index (NFI) = 0.931; and root mean square error of approximation (RMSEA) = 0.031 (Hair *et al.*, 2010). With regard to construct validity and reliability, Table II shows that three sub-constructs of customer engagement had a composite reliability (CR) value of not less than 0.70 (Fornell and Larcker, 1981). The average variance extracted (AVE) value for three sub-constructs were also within their suggested value of not less than 0.50 (Fornell and Larcker, 1981; Hair *et al.*, 2010). Furthermore, all constructs met the condition related to discriminant validity, as the values of intercorrelation between customer engagement dimensions were less than the values of squared roots of AVE for each construct (see Table II). Finally, as Figure 2 shows, the first-order factors (BH, EMO and COG) were largely and significantly loaded on their second-order factor (ENG).

5.3.2 Confirmatory Factor Analysis of the whole model constructs. As seen in Table III, a number of indices (i.e., GFI; AGFI; NFI; and RAMSEA) from the first version of the measurement model were not within their acceptable level, so the model was revised by dropping the most problematic items (Hair *et al.*, 2010). The revised version of the measurement model was then tested again and all fit indices were found within their recommended values as follows: GFI = 0.915; AGFI = 0.865; CFI = 0.951; CMIN/DF = 2.541; NFI = 0.925; and RMSEA = 0.051.

As shown in Table IV, all constructs were found to have a CR value higher than the recommended value of 0.70 (Fornell and Larcker, 1981). For example, the lowest CR value was for connectedness (0.859). Like the CR results, connectedness had the smallest Cronbach's alpha

value of 0.852 (Nunnally, 1978). The highest AVE value was for ubiquitous connectivity (0.836), followed by personalization (0.827); the lowest AVE was for connectedness (0.605) (Fornell and Larcker, 1981; Hair *et al.*, 2010).

The results presented in Table V highly support the discriminant validity extracted for all constructs. Furthermore, Table VI shows that unremoved items were found to have a regression weight (factor loading) value not less than the threshold value of 0.50 (Hair *et al.*, 2010).

5.3.2.1 Common method bias. Harman's single factor was tested to ensure that the data did not have any common method bias concerns. Forty items of the ten latent constructs (CON; ACV; SYN; RSP; PRS; UBC; LOY; COG; EMO; and BH) were loaded into exploratory factor analysis (Harman, 1976; Podsakoff *et al.*, 2003). About 47.12 per cent of variance was reordered by the first factor, which is not higher than the recommended value of 50 per cent according to Podsakoff *et al.* (2003). Further, the findings extracted in this regard indicated that there was no single factor appearing. Overall, the data did not present any problem in terms of the common method bias.

Fit indices	Recommended value	Measurement model (first version)	Measurement model (second version)
CMIN/DF	≤ 3.000	3.941	2.541
GFI	≥ 0.90	0.864	0.915
AGFI	≥ 0.80	0.764	0.865
NFI	≥ 0.90	0.887	0.925
CFI	≥ 0.90	0.924	0.951
RMSEA	≤ 0.08	0.075	0.051

Table III. Fit indices

	CR	Cronbach's alpha	AVE
ACV	0.899	0.897	0.689
LOY	0.918	0.916	0.736
ENG	0.901	0.899	0.753
UBC	0.952	0.947	0.836
PRS	0.949	0.942	0.827
RSP	0.898	0.897	0.687
SYN	0.864	0.862	0.620
CON	0.859	0.852	0.605

Table IV. Constructs' validity and reliability

	ACV	LOY	ENG	UBC	PRS	RSP	SYN	CONC
ACV	*0.830*							
LOY	0.706	*0.858*						
ENG	0.801	0.824	*0.868*					
UBC	0.581	0.597	0.794	*0.914*				
PRS	0.571	0.717	0.722	0.565	*0.910*			
RSP	0.795	0.660	0.814	0.560	0.541	*0.829*		
SYN	0.702	0.674	0.761	0.613	0.594	0.721	*0.787*	
CON	0.552	0.504	0.597	0.415	0.460	0.623	0.681	*0.778*

Table V. Discriminant validity

		Estimate
EMO	ENG	0.895
COG	ENG	0.897
BH	ENG	0.808
BEH1	BH	0.721
BEH2	BH	0.987
BEH3	BH	0.720
BEH5	BH	0.985
EMO1	EMO	0.796
EMO3	EMO	0.820
EMO4	EMO	0.815
EMO5	EMO	0.831
COG1	COG	0.837
COG2	COG	0.834
COG3	COG	0.854
COG5	COG	0.795
LOY1	LOY	0.852
LOY2	LOY	0.905
LOY3	LOY	0.852
LOY4	LOY	0.820
UBC1	UBC	0.661
UBC2	UBC	0.998
UBC4	UBC	0.965
UBC6	UBC	0.990
PRS1	PRS	0.999
PRS2	PRS	0.980
PRS3	PRS	0.985
PRS4	PRS	0.617
RSP1	RSP	0.818
RSP2	RSP	0.842
RSP3	RSP	0.815
RSP5	RSP	0.841
SYN1	SYN	0.658
SYN2	SYN	0.695
SYN3	SYN	0.790
SYN4	SYN	0.969
ACV3	ACV	0.810
ACV4	ACV	0.871
ACV6	ACV	0.826
ACV7	ACV	0.812
CON1	CON	0.690
CON2	CON	0.844
CON3	CON	0.799
CON5	CON	0.771

Table VI.
Regression weights

5.3.3 Structural model analyses. The second stage of the SEM analysis was conducted to inspect the goodness of fit and predictive validity of the current conceptual model. First, all fit indices matched their threshold values (CMIN/DF = 2.741; GFI = 0.908; AGFI = 0.831; NFI = 0.909; CFI = 0.949; and RMSEA = 0.061). As shown in Figure 3, five dimensions of mobile interactivity – UBC, SYN, PRS, RSP and ACV – were able to predict about 0.76 of variance in customer engagement. Likewise, about 0.47 of variance was found for customer loyalty.

As demonstrated in Table VII, e-satisfaction was significantly predicted by the role of ACV ($\gamma = 0.431$, $p < 0.000$); PRS ($\gamma = 0.441$ $p < 0.000$); UBC ($\gamma = 0.504$, $p < 0.000$); RSP ($\gamma = 0.279$, $p < 0.000$); and SYN ($\gamma = 0.212$, $p < 0.023$). However, the path coefficient indicated

that there was no significant impact for connectedness on customer engagement ($\gamma = 0.034$, $p < 0.594$). Finally, the path coefficient results highly supported the impact of customer engagement on customer loyalty ($\gamma = 0.683$, $p < 0.000$). Accordingly, hypotheses H1, H2, H3, H5, H6 and H7 are strongly supported.

The structural model was also conducted for each country sample individually (see Table VIII). Active control was able to account for the largest impact on the customer engagement in the case of the UK sample ($\gamma = 0.575$, $p < 0.000$) and the Saudi Arabia sample ($\gamma = 0.454$, $p < 0.000$). In the case of the Jordanian sample, the ACV accounted for the lowest but still a significant impact on the level of customer engagement ($\gamma = 0.374$, $p < 0.000$). UBC was also noticed to be a significant factor predicting customer engagement over three countries, yet, the largest impact was recorded in the case of Saudi Arabia ($\gamma = 0.640$, $p < 0.000$) and the UK ($\gamma = 0.554$, $p < 0.000$) followed by Jordan ($\gamma = 0.338$, $p < 0.000$). The results of SYN were found to be significantly consistent over the three countries; the highest coefficient value was noticed between SYN and ENG for the Saudi Arabia participants ($\gamma = 0.426$, $p < 0.003$) while the lowest value registered in the case of Jordanian respondents ($\gamma = 0.333$, $p < 0.007$). The role of PRS was found to be fluctuating over the three countries;

while PRS had a significant coefficient value with ENG for participants from Saudi Arabia ($\gamma = 0.355$, $p < 0.000$) and the UK ($\gamma = 0.426$, $p < 0.000$), the impact of PRS on ENG was non-significant for Jordanian participants ($\gamma = 0.174$, $p < 0.073$). As for the role of RSP on the ENG, the path coefficient was able to account for a significant value for the Jordanian participants ($\gamma = 0.229$, $p < 0.007$) and the UK participants ($\gamma = 0.240$, $p < 0.020$), yet, this path was disapproved for Saudi Arabia participants ($\gamma = 0.166$, $p < 0.224$).

For the three samples, the results of path coefficient analyses disapproved the significant role of CON on ENG. In detail, this path was noticed to have a negative but non-significant value in the case of Jordan ($\gamma = -0.178$, $p < 0.088$) and Saudi Arabia ($\gamma = -0.1133$, $p < 0.232$) while a positive but non-significant value in the case of the UK ($\gamma = 0.074$, $p < 0.992$). A strong significant path coefficient between ENG and LOY was proven for participants of the three countries: the UK ($\gamma = 0.798$, $p < 0.000$); Saudi Arabia ($\gamma = 0.757$, $p < 0.000$); and Jordan ($\gamma = 0.619$, $p < 0.000$).

6. Discussion

As seen in Figure 3, 76 per cent and 47 per cent of variance were predicted for customer engagement and customer loyalty respectively. Ubiquitous connectivity was the most influential factor contributing to customer engagement. This means that customers are more likely to engage with mobile shopping due to the high level of mobility of this technology. Whereas other kinds of online channels request a specified place to do the shopping process, ubiquitous connectivity (mobility) is a distinctive feature that makes the mobile shopping experience more attractive. Furthermore, so as to be emotionally, cognitively and actively engaged, customers need to be fully free to select a convenient time and place for shopping. This is easily facilitated by the ubiquitous connectivity of mobile shopping. Several studies (e.g., Lee, 2005; Mallat *et al.*, 2008; Yang and Lee, 2017) have supported the impact of ubiquitous connectivity (mobility) on the customer's perception of and decision to use and interact with different mobile commerce applications.

As expected, personalization is one of the most important aspects of mobile interactivity for driving customers to engage with mobile shopping. This means that as long as mobile shopping applications give customers a sense that products, services, information and interface are tailored and customized to the individual customer's own preferences and expectations, the customers will be more motivated to engage thoughtfully, emotionally and actively with mobile shopping activities. Additionally, a high level of personalization in mobile shopping will give customers a feeling of uniqueness, which, in turn, enriches the hedonic and emotional aspect of customer engagement. These results parallel those of studies that have found the role of personalization to be significant (e.g., Alalwan, 2018; Lee, 2005).

The third important mobile interactivity dimension is active control, which significantly contributes to the level of customer engagement with mobile shopping. The results indicate that the level of customer engagement reaches the highest level among those customers who are able

Table VII.
Path coefficient results

#	Hypothesized path			Estimate	SE	CR	*P*
H1	ENG	←	ACV	0.431	0.041	5.763	***
H2	ENG	←	PRS	0.441	0.053	6.550	***
H3	ENG	←	UBC	0.504	0.053	7.341	***
H4	ENG	←	CON	0.034	0.039	0.532	0.594
H5	ENG	←	RSP	0.279	0.042	3.541	***
H6	ENG	←	SYN	0.212	0.068	2.273	0.023
H7	LOY	←	ENG	0.683	0.066	13.853	***

#	Hypothesised path			Jordan				Saudi Arabia				UK			
				Estimate	SE	CR	*P*	Estimate	SE	CR	*P*	Estimate	SE	CR	*P*
H1	ENG	↓	ACV	0.374	0.051	3.94	***	0.454	0.079	3.34	***	0.575	0.054	4.46	***
H2	ENG	↓	PRS	0.174	0.095	1.795	0.073	0.355	0.063	4.09	***	0.426	0.093	3.41	***
H3	ENG	↓	UBC	0.383	0.084	3.403	***	0.640	0.122	4.70	***	0.554	0.084	5.58	***
H4	ENG	↓	CON	−0.178	0.045	−1.70	0.088	−0.113	0.052	−1.195	0.232	0.013	0.074	−0.098	0.922
H5	ENG	↓	RSP	0.229	0.051	4.44	0.007	0.166	0.075	1.21	0.224	0.240	0.051	2.31	0.020
H6	ENG	↓	SYN	0.333	0.089	2.15	0.007	0.426	0.091	2.96	0.003	0.369	0.091	2.14	0.032
H7	LOY	↓	ENG	0.619	0.118	7.299	***	0.757	0.165	7.695	***	0.798	0.093	11.12	***

Table VIII.
Path Coefficient Results for each country individually

to clearly navigate and to have full control of their experience while using mobile shopping apps. In addition, they empower customers to control the information they want, as well as how and when to obtain it. In the prior literature, several studies have found that user control has a considerable impact on customer perception and experience (Lee, 2005; Tan *et al.*, 2018).

Customers noticeably pay considerable attention to the level of responsiveness in mobile shopping. This is related to the ability of mobile shopping channels to provide users with comprehensive, accurate and relevant responses to their questions and inquiries. Therefore, a high level of responsiveness will stimulate the cognitive aspect of customer engagement as customers will pay careful attention to all the information and responses to their questions. Furthermore, the bidirectional communication in mobile shopping channels enhances the level of customer interaction, which represents more behavioural engagement on the customer side. Importantly, a high level of responsiveness perceived by users means that mobile shopping channels are able to match customers' expectations. Accordingly, customers are more likely to have a pleasurable experience (emotional engagement) by interacting with mobile shopping apps.

The time spent in addressing customers' questions and inquiries is also a focus of customers' attention. The participants in this study were found to highly value the ability of mobile shopping to process and address their questions and their requests for information quickly and instantaneously. Either the role of responsiveness or the role of synchronicity has been shown by different studies to address the impact of interactivity on customer reaction and perception (e.g., Dholakia *et al.*, 2000; Lee, 2005; Yang and Lee, 2017; Zhao and Lu, 2012).

On the other hand, the empirical results did not demonstrate an association between connectedness and customer engagement. In other words, customers could actively engage with mobile shopping activities even with a low level of interaction and connection with other users in the mobile shopping community. This could be related to the particular nature of mobile shopping as a more self-service technology (Alalwan *et al.*, 2017). Moreover, mobile shopping is still a new and unique technology in Jordan and Saudi Arabia, so customers are not fully aware of the technology; in addition, mobile shopping communities may be in the early stage of formation in these countries' mobile shopping platforms. Therefore, the customers may be more independent while engaging with mobile shopping activities.

In line with the conceptual model, the level of loyalty increased among those participants who are highly engaged with mobile shopping activities. This supports the important role of the three dimensions of customer engagement (i.e., the cognitive, emotional and behavioural dimensions) in contributing to the attitudinal and behavioural aspects of customer loyalty. In their study examining the impact of customer engagement with social media platforms on customer loyalty, Harrigan *et al.* (2017) empirically demonstrated the association of customer engagement with customer loyalty. Likewise, both Thakur (2016) and France *et al.* (2016) provided further evidence supporting the role of customer brand engagement in predicting customer loyalty.

6.1 Theoretical contribution

The review of literature on mobile shopping revealed that there is a scarcity of studies that have addressed the related issues of mobile interactivity as a multidimensional construct. Accordingly, this study has considerable theoretical value, since it has investigated and provided empirical evidence that supports the role of mobile interactivity dimensions (ACV, UBC, PRS, RSP, SYN and CON) in the area of mobile shopping. In the light of importance of these aspects in shaping the customers' perception, reactions and behaviour, this study was empirically able to enrich the current understanding regarding interactivity aspects over mobile shopping area.

Mobile interactivity is important for increasing customer engagement with mobile shopping channels as well as with the targeted brands. However, the relationship between mobile interactivity and customer engagement has not been well covered in the literature on mobile shopping. Therefore, another significant contribution of the current study is that it validates the important association between mobile interactivity and customer engagement.

The related issues of mobile shopping in general and mobile interactivity and customer engagement in particular have received little attention in Jordan, Saudi Arabia and Arab countries in general. Thus, the current study addresses the related issues both from the international perspective and by considering customers from Jordan and Saudi Arabia as developing countries; the latter is especially important, since most prior studies have been conducted in relation to developed countries (see Section 2 above). This will hopefully provide a solid theoretical foundation both for researchers and for practitioners, as will be discussed in the next subsection.

6.2 Practical implications

The results of the current study present a foundation that can guide marketers and practitioners in the area of mobile shopping. In particular, it is of value both to designers of mobile shopping platforms, since it can inform their decisions about what features to include in these platforms, and to those responsible for promoting and marketing mobile shopping, since the results indicate how they can enhance the level of customer engagement. For example, more attention should be given to the level of personalization in mobile shopping channels. In this regard, once customers download mobile shopping apps on their smartphones, they will be requested to provide their personal information and to register in order to log in. This will help organizations to accurately and more personally respond to customers' needs and questions. Moreover, the innovative features of mobile shopping (e.g., cookies) will help organizations to track customer behaviour (e.g., how often customers do their shopping via mobile shopping; how much time customers spend on each visit to the mobile shopping platform; which product categories receive the most attention by customers). Accordingly, rich information is available, which can lead to a deeper understanding about each individual customer. This, in turn, helps all aspects of the marketing mix (i.e., product, price, promotion and delivery channel) to be adapted and modified according to the customers' preferences and needs.

One of the most successful marketing practices is the predictive behaviour models adopted by Amazon.com. Users of mobile shopping should be empowered to personally modify the features related to the services required, payment methods, interface properties and the type of information provided. This will not only accelerate the level of personalization but will also give customers control over their experience with mobile shopping. For example, users should be requested to create their personal account to use a mobile shopping platform as well as to select their preferred interface properties (e.g., colour, font size and style and layout). A high level of personalization can also be achieved by enabling customers to select and identify product characteristics and features. Customers could choose how to communicate and which kind of information they would like to receive. By implementing features like these, a more personalized customer experience can be attained, which, in turn, will guarantee a high level of customer engagement.

Participants in the current study appreciated not only the level of responsiveness in mobile shopping but also how much they were able to capture real-time and rapid responses to their questions and inquiries. Various practices could be adopted to enhance both responsiveness and synchronicity. It is important that more interactive and constant communication channels have 24-h availability to customers on every day of the week. Although mobile shopping is a more self-service channel, existing customer service call centres working around the clock are very important to solve any urgent problems that customers could face. Using online channels (e.g., swapping emails, live online dialogue, live video call and live text chat) can help to efficiently and

constantly address all customers' questions, requests and inquiries. More importantly, customers' questions and inquiries should receive accurate and relevant responses. Thus, organizations should devote considerable effort to recruiting highly qualified staff, as well as to training and empowering their staff with communication and technical skills.

The current study demonstrates the importance of ubiquitous connectivity for mobile interactivity. Thus, more time and effort should be given by organizations to enhance this dimension. Given the proliferation of mobile and internet services, mobile shopping apps should be easily downloaded to different digital platforms (e.g., mobile devices, smartphones, or personal digital assistants). In addition, users should be able to access mobile shopping either by using a mobile internet browser (e.g., Google Chrome, Internet Explorer, Firefox and Safari). Organizations should also ensure that their mobile shopping channels are available to their customers at all times without any problems like disconnection or downtime. This would entail organizations continuously maintaining and improving the quality of their mobile platforms. It is also important to collaborate and coordinate with companies working in the field of mobile services to enhance the level of ubiquitous connectivity.

6.3 Limitations and future research directions

This study makes several contributions; however, this study only considers the shopping activities conducted by mobile channels, while other channels (e.g., online channels, traditional channels and social media shopping channels) are not considered. Accordingly, future studies could examine the main interactive features of these channels. Moreover, it would be useful to undertake a comparison study to see how interactivity aspects might act differently from one platform to another. Furthermore, the current model does not consider the impact of personal factors (e.g., technology readiness, self-efficacy, user experience). In this regard, future studies could address how factors like self-efficacy could moderate the role of active control in predicting customer engagement. In addition, the non-significant impact of connectedness could raise a concern about the validity of this factor in the area of mobile shopping. Thus, there is a need for further tests of this construct for different mobile applications and in different cultural contexts. In this respect, it could be useful to see how cultural factors like collectivism and individualism could hinder or contribute to the role of connectedness.

Finally, even though this study has considered customers from two developing counties: Jordan and Saudi Arabia, and one developed country: the UK, the current study does not fully examine the differences among these countries in depth. Thus, future studies could pay more attention to conduct a detailed comparative study to discover the differences among these countries. In this regard, a cross-cultural study could be useful to see how the cultural differences among these countries could moderate the impact of interactivity features on the customer engagement and customer loyalty toward mobile shopping.

7. Conclusion

The fundamental purpose of the current study was to examine the impact of mobile interactivity on the customer engagement with mobile shopping. A number of the most important aspects of mobile interactivity were considered in the current study model. These aspects are active control, personalization, ubiquitous connectivity, connectedness, responsiveness and synchronicity. Customer engagement was also operationalized as a multidimensional construct comprising three main components: cognitive, emotional and behavioural. A relationship between customer engagement and loyalty was proposed in the current study's model. The empirical part of this research was conducted in three countries (Jordan, the UK and Saudi Arabia) using a convenience sample of actual users of mobile shopping. The statistical results based on the SEM analyses largely support the goodness of fit and predictive power of the conceptual model.

Moreover, the model was able to predict about 76 per cent and 47 per cent of variance in customer engagement and loyalty respectively. With the exception of connectedness, the dimensions of mobile interactivity (i.e., active control, personalization, ubiquitous connectivity, responsiveness and synchronicity) were found to have a significant impact on customer engagement, which also significantly predicts customer loyalty.

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Constructs	Items		Source
Active control	ACI	I was in control of my navigation through mobile shopping apps	Tan *et al.* (2018), Liu (2003), Lee (2005), Wu (2005)
	AC2	While surfing the mobile shopping apps, my actions decided the kind of experiences I get in using mobile shopping apps	
	AC3	I felt that I had a lot of control over my experience with mobile shopping apps	
	AC4	While surfing the mobile shopping app, I had absolute control over what I can do on the mobile shopping apps	
	AC5	I was in total control over the pace of my visit to mobile shopping apps	
	AC6	I felt that I had a lot of control over my using mobile shopping apps	
	AC7	While I was on the mobile shopping apps, I could choose freely what I wanted to see	
Personalization	PRS1	Mobile shopping apps enable me to order products or services that are tailor-made for me	Lee (2005), Kim and Ko (2012)
	PRS2	The advertisements and promotions that mobile shopping apps send to me are tailored to my situation	
	PRS3	Mobile shopping apps make me feel that I am a unique customer	
	PRS4	Personalized offers are given by mobile shopping apps	
	PRS5	Personalized messages are sent by mobile shopping apps	
	PRS6	Mobile shopping apps offers customized information search	
Ubiquitous connectivity	UBC1	I can access to mobile shopping apps anytime for the necessary information or service	Lee (2005)
	UBC2	I can use mobile shopping apps "anywhere", "anytime" at the point of need	
	UBC3	Mobile shopping apps enables me to order products or service anywhere at any time	
	UBC4	I can access mobile shopping apps anywhere for the necessary information or service	
	UBC5	I feel that I am always connected with mobile shopping apps	
	UBC6	I can easily communicate with mobile shopping apps regardless of time and place	
Connectedness	CON1	Customers share experiences about the product or service with other customers of the mobile shopping apps	
	CON2	Customers of mobile shopping apps benefit from the community sponsored by the same mobile shopping apps	
	CON3	Customers share a common bond with other members of the customer community sponsored by mobile shopping apps	
	CON4	Being part of Mobile shopping apps community makes me feel more connected to the brand that I love	
	CON5	Being part of Mobile shopping apps community makes me feel more connected to other consumers of the same brands that I love	

(*continued*)

Table AI.

Table AI.

Constructs	Items		Source
Responsiveness	RSP1	The mobile shopping apps have the ability to respond to my specific questions relevantly	Jiang *et al.* (2010), Johnson *et al.* (2006), Lee (2005)
	RSP2	Mobile shopping apps facilitates two-way communication between the customers and the firms	
	RSP3	The information shown when I interacted with the mobile shopping apps meet my expectations	
	RSP4	The information shown when I interacted with the site are appropriate	
	RSP5	When I use mobile shopping apps, I can always count on getting a lot of responses to my questions and comments	
Synchronicity	SYN1	The mobile shopping apps process my input very quickly	Yang and Lee (2017), Lee (2005), Liu (2003)
	SYN2	Getting information from the mobile shopping apps is very fast	
	SYN3	I can obtain the information I want without any delay	
	SYN4	I feel I am getting instantaneous information	
	SYN5	The mobile shopping apps seem to be very quick in responding to my requests	
	SYN6	When I click on the links on mobile shopping apps, I feel I am getting instantaneous information	
Cognitive engagement	COG1	Using the mobile shopping apps gets me to think about it	Ahn and Back (2018), Harrigan *et al.* (2017)
	COG2	I think about my using mobile shopping apps a lot when I'm using it	
	COG3	I like to learn more about mobile shopping apps	
	COG4	Using mobile shopping apps stimulates my interest to learn more about these apps	
	COG5	I pay a lot of attention to anything about mobile shopping apps	
Emotional engagement	EMO1	I feel very positive when I use mobile shopping apps	
	EMO2	Using mobile shopping apps makes me happy	
	EMO3	I feel good when I use mobile shopping apps	
	EMO4	I'm proud to use mobile shopping apps	
	EMO5	I am enthusiastic about mobile shopping apps	
Behavioural engagement	BEH1	I spent a lot of time using mobile shopping apps compared with other apps	
	BEH2	Whenever I'm using telecommunication services I usually use mobile shopping apps	
	BEH3	I use mobile shopping apps the most	
	BEH4	Mobile shopping apps is one of apps I usually use when I use smartphones	
	BEH5	I often participate in activities of the mobile shopping apps (i.e., online rating, ranking and reviewing brands)	

(*continued*)

Constructs	Items		Source
Loyalty	LOY1	I will recommend using mobile shopping to other people	Lee and Chung (2009), Baabdullah *et al.* (2019)
	LOY2	I intend to continue using mobile shopping	
	LOY3	I prefer using mobile shopping above other shopping channels	
	LOY4	I will choose mobile shopping even if alternative shopping options are available	

Table AI.