



## **CONSEQUENCES OF ACCES CONVENIENCE AND SEARCH CONVENIENCE: ON E-COMMERCE APPLICATIONS**

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### **ABSTRACT**

This research aims to analyze the positive influence of search convenience and access convenience on customer satisfaction and the positive influence of customer satisfaction on customer loyalty. The unit of analysis used in this research is individuals who have made purchases through e-commerce applications such as Tokopedia, Shoppe, Lazada, Blibli, and Bukalapak. At least 4 purchases have been made through the e-commerce application in the last 3 months. This research uses a cross-sectional time dimension, which means data is collected only once, perhaps over several days, weeks or months to answer research questions. The analytical tool used is the structural equation model (SEM).

**Keywords:** search convenience; convenient access; customer satisfaction; and customer loyalty

### **INTRODUCTION**

*Ecommerce* in Indonesia it has become a very promising business such as e-commerce in Indonesia such as (Tokopedia, Shoppe, Lazada, Blibli, Bukalapak). This is because the number of internet and social media users is increasing rapidly (Ramdhany, 2019). According to market analysis, the global Ecommerce market will be worth \$45,000 Billion by 2023 (Shamsi et al., 2023). In 2017, internet users in Indonesia reached 84 million people and it is estimated that this will increase to 150 million people in 2023. This situation can be a big opportunity, because the internet can be useful in buying and selling activities and retail business. (Ramdhany, 2019).

Business retail electronics related to the sale of goods retail Business to Consumer (B2C) via the internet. Consumers can pay digitally or when the goods arrive (Delivery). Delivery facilities provide consumers with relief and comfort. If the consumer does not receive the goods that have been ordered or they are not suitable, the consumer can notify them to exchange the goods or services that have been ordered (Shamsi et al., 2023). Retail Electronics can make it easier for consumers who have busy activities, therefore consumers choose to shop online as an alternative to save time and energy, this can be a key factor in consumer comfort. (Shamsi et al., 2023).

Convenience in online shopping is one of the main factors that encourages consumers to access websites retail online. Many previous studies on e-commerce have used the construct of convenience as one of the predictor variables, such as customer service and trust, which influences outcome variables, such as customer satisfaction and consumers' desire to reuse products or services continuously. (Jiang et al., 2018). E-retail You must also pay attention to online consumer purchasing decision behavior. According to research, experts show that beliefs about trust and enjoyment are the main factors that influence online purchasing decisions. Shopping enjoyment greatly estimates the intention to return to a website and measures dimensions in terms of a pleasant, interesting and comfortable experience, which will influence customer satisfaction. (Crown et al., 2018).

Consumer satisfaction is the most important thing in online business for every e-commerce, because if consumers are satisfied with the products and services, then these consumers will become loyal and may recommend the company's products or services to their environment. Consumers feel satisfied when performance meets their expectations and can be very satisfied if



it exceeds their expectations. One of the things that can create customer satisfaction online is that e-commerce companies must be able to create convenience online (Bongso et al., 2022). Online comfort in e-commerce companies is very important, having comfort makes consumers willing to spend a long time browsing/exploring sites/websites. So that consumers can choose products comfortably and are willing to buy as many products as possible, online convenience can also create customer loyalty in online business (Bongso et al., 2022).

*Customer loyalty* It is important in E-commerce that the brand can increase the profits of a business due to repeat purchases if consumers are satisfied with a product *customer loyalty* will be achieved (Hertiwi Khasanah et al., 2021). Previous research proves that the customer satisfaction variable has a positive effect on *customer loyalty* make consumers personally feel that the products offered are very suitable and the same as what consumers need which indirectly also makes consumers feel satisfied (Aymar & Joseph, 2019).

## LITERATURE REVIEW

### *Access Convenience*

In ordinary retail, convenience access can be improved by changing the locality of the store, however, in online retail, store locality has no effect because consumers can shop from any location via the internet. Consumers are becoming efficient in accessing goods, stores, and brands that are not available where they live or work. However, website accessibility is considered the main key in shaping the convenience of online shopping that consumers feel. (Shamsi et al., 2023). Convenient access can create a sense of satisfaction in online shopping because consumers feel satisfied if they can easily access it via their smart gadgets such as cellphones by utilizing mechanisms, activities that can be done anywhere and at any time. (Saputra, 2022). Convenience of access to the platform is characterized as the speed and ease with which consumers can connect with service providers. The comfort dimension of access to the platform is one of several dimensions of comfort. Several previous studies conducted showed a relationship between the comfort dimension of access to the platform and satisfaction (Agnesy Aridinta & Widijoko, 2019).

*Access convenience* which is also the result of pleasure and happiness during the online shopping experience, not when the shopping process is complete. Access convenience is where a comfortable feeling condition is created by consumers responsively after accessing or opening an e-commerce, the key to Access convenience makes it easier for consumers to reach an online market on the internet and avoid difficulties such as having to open e-commerce by entering an email and there are provisions specifically long-winded and complicated. This can show that comfort can influence customer satisfaction (Taruna, 2020). Access convenience can be said to be the most important aspect of local convenience, because if consumers cannot access it, then consumers will not have the opportunity to reach the products they want. Thus, easy access can help retailers get off to a good start with consumers (Bongso et al., 2022).

*Access convenience* can be interpreted as ease and comfort in accessing a product and service. In today's digital era, convenient access is very important because almost all information and services can be accessed via the internet. Good access convenience will make it easier for users to access the information or services they need (Erina, 2021). Access convenience is related to accessibility factors. If resources or services are only available on a limited basis or have high access barriers, customers will experience difficulty in accessing a retail store. In the digital era, online availability, broad internet access, and responsive design that suits various devices are important factors in creating convenient access (Almarashdeh et al., 2018).

### *Search Convenience*

*Search Convenience* can be defined as the speed and ease with which consumers identify



and select any product they wish to purchase in a store. The ease with which online shoppers can search for products and assess their prices without having to physically visit multiple stores. The internet has provided various tools that help retailers in improving communication with potential consumers by strengthening the website to provide customized data, by placing it on the company website and adding paid advertising, or by spreading and circulating the data on social media, therefore, helping companies in recognizing and choosing the right business relationships (Shamsi et al., 2023). In an e-commerce website there must be features that make it easier for consumers to find the goods they want, therefore technicians and web designers are needed who are experts in managing e-commerce websites with the aim of reducing impacts that can reduce consumer comfort (Saputra, 2022).

Lack of this online search convenience has a big impact on consumer comfort on e-commerce websites, namely adding the "search" mark to the website page which can make it easier for consumers so that it is not difficult for them to find the item they want, they just press the "search" mark and search for it, the next drawback namely the lack of education in using the internet, usually consumers from the elderly to the elderly. Search convenience is also supported by layout placements that can make it easy for consumers to find their products, such as the layout of clothes and trousers must be separated so that consumers can easily find the items they want. (Economic Education et al., 2022).

*Search convenience* leads to ease and satisfaction in finding the desired products and services, products or services. In today's digital era, access to a variety of information sources is plentiful, but without the convenience of a good search, individuals can have difficulty finding what they are looking for. (Erina, 2021). and also related to the presentation and display of search results. Search results that are presented in a structured, informative and easy to read manner can increase access comfort for users. Apart from that, the use of visual features such as images, graphics, or icons can also help users understand and select search results that suit their needs. By presenting search results in a clear and attractive manner, search convenience can be increased, and users can easily explore information in an efficient manner. (Agnesy Aridinta & Widijoko, 2019).

### ***Customer Satisfaction***

*Customer satisfaction* is an evaluation of services that have been experienced by consumers according to their expectations. The formation of consumer behavior is influenced by service discomfort, if the service offered exceeds expectations then consumers will feel satisfied. Szymanski and Henard stated that positive disconfirmation causes satisfaction while negative disconfirmation causes dissatisfaction. Customer satisfaction is often described as a comparison between expectations before purchase and the actual performance of the product. E-retail can achieve customer satisfaction by increasing service convenience. (Shamsi et al., 2023) defines customer satisfaction as a post-purchase comparison between expectations before purchase and actual performance (Bayu Sayeti et al., 2022).

*Customer satisfaction* is also the result of the interaction between consumer expectations and the experiences they have with the product. Consumers form expectations about products based on previous experiences, advertising, recommendations, and other factors. When actual experiences exceed expectations, consumers will feel satisfied. Conversely, if the actual experience does not meet expectations, consumers will feel dissatisfied. In this context, effective management of consumer expectations is an important key in creating customer satisfaction (Agnesy Aridinta & Widijoko, 2019).

*Customer satisfaction* refers to a customer's level of satisfaction or satisfaction with the product, service, or experience they receive from a company. This involves customer perceptions and assessments of the quality, value, responsiveness and fulfillment of needs provided by the company (Aymar & Joseph, 2019). To achieve high customer satisfaction, companies need to



understand customer needs, preferences and expectations. Conducting market research and collecting customer feedback regularly can help a company to understand areas that need improvement and to identify opportunities to increase customer satisfaction.(Bongso et al., 2022).

### ***Customer Loyalty***

*Customer loyalty* is a reflection of consumer behavior, with the satisfaction experienced by consumers, a sense of loyalty arises which can lead to repeat purchases. Customer loyalty is important for the survival of a company, consumers have subjective attitudes and norms towards goods. Where consumers have good perceptions, so consumers will see these actions as positive and will continue to purchase the brand and will form loyalty to a product(Chomsiah Nurul, 2020).*customer loyalty*It can also be considered as a form of commitment inherent in consumers to carry out purchasing activities of a brand repeatedly. According to the previous opinion, customer loyalty is a process where consumers learn to purchase a particular brand without looking or looking for other alternatives in the same type of brand(Hertiwi Khasanah et al., 2021).

*Customer loyalty* also refers to the level of consumer loyalty to a brand, where consumers tend to choose and continue to buy brands from that company. There are several important factors in building customer loyalty. First, brand quality is consistent and meets consumer expectations in order to achieve satisfaction. tend to remain loyal to brands that consistently provide high-quality products and positive experiences. Apart from that, positive interactions between brands and consumers also play an important role. brands that succeed in building emotional relationships with consumers, such as through good customer service and effective communication, can generate strong loyalty (Moosa & Kashiramka, 2022).

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### ***Conceptual Framework***

Based on previous research related to online shopping convenience by combining the dimensions of online convenience, as well as testing the influence of access convenience and search convenience on customer satisfaction(Agnesya Aridinta & Widijoko, 2019a). Previous research also tested the influence of customer satisfaction on customer loyalty(Moosa & Kashiramka, 2022). Based on previous research, a hypothetical model was developed to carry out this research. The influence of the service comfort construct on customer satisfaction is shown in the hypothesis model for e-retailing in Indonesia(Shamsi et al., 2023).

The following is the conceptual framework of this research:



**Figure 1. Conceptual Framework**

### **The influence of convenience access on customer satisfaction**

*E-commerce* namely a form of transaction in the trade of goods or services via electronic media (Cadt, 2020). Access convenience is known as the ease and speed with which consumers communicate with service providers. Previous research states that convenience of access has a positive influence on consumer satisfaction. Access convenience is an important aspect of service convenience. The more consumers feel the comfort of services that meet expectations and exceed consumer needs, the greater consumer satisfaction will be. (Agnesya Aridinta & Widijoko, 2019a). Convenience can be interpreted as ease where someone believes that if they use something e-commerce they will feel free from effort, relating to someone feeling easy when carrying out online transactions. (Saputra, 2022).

**H<sub>1</sub>: Access convenience has a positive effect on customer satisfaction.**

### **The influence of search convenience on customer satisfaction**

Writer previously showed that search convenience is the speed and ease that consumers can feel in determining the product choices that consumers want (Agnesya Aridinta & Widijoko, 2019). Convenience factor analysis relates to convenience which shows consumers' buying interest is on a good scale with an average of 70.3%, on this scale consumers feel ease and comfort in using an online shopping application when searching. (Bayu Sayeti et al., 2022). Search convenience where online customers can search for products and compare costs without using physical factors or visiting store locations to find the products they want to buy. The main obstacle to online shopping is consumer discomfort in conducting online searches (Almarashdeh et al., 2018).

**H<sub>2</sub>: Search Convenience has a positive effect on customer satisfaction.**

### **The influence of customer satisfaction on customer loyalty**

The author previously researched customer satisfaction and customer loyalty, the researcher found that customer satisfaction is a direct antecedent of consumer loyalty. When consumer satisfaction is achieved, consumers tend to choose to be loyal, recommend the brand, and are likely to repurchase the brand. Customer satisfaction increases brand loyalty when operationalized as the number of consecutive purchases from the same brand (Aymar & Joseph, 2019). Previous research also shows that the evaluation of a product purchased and consumed results in two specific aspects *customers loyalty* and customer satisfaction are both positively related and *customers loyalty* determine whether repeat purchases are obtained (Moosa & Kashiramka, 2022).

**H<sub>3</sub>: Customer satisfaction has a positive effect on customer loyalty.**



## RESEARCH METHODS

This research uses the structural equation model (SEM) analysis method, the sampling technique in this research uses a non-probability sampling method with a purposive sampling technique, namely a non-probability sampling design where the required information is collected from certain targets or groups of people on several rational grounds (Sekaran U & Bougie R, 2016). The criteria or considerations in question are respondents who have made purchases through e-commerce applications such as (Tokopedia, Shoppe, Lazada, Blibli, Bukalapak). Respondents must have made purchases at least 4 times in the last 3 months.

In research There are 4 variables, including; access convenience, search convenience, customer satisfaction, customer loyalty. The type of measurement in this research is an interval scale, which has definite levels and distances between one category and another. By using statement items from the Likert scale, which can be used to measure individual attitudes, opinions and agreement. These four variables are modified form variables that have been used by previous researchers (Shamsi et al., 2023) And (Moosa & Kashiramka, 2022).

### Data Collection Procedures

The data used in this research is primary data obtained directly by distributing questionnaires online via the Google Form link. In this research, the data collection method used was non-probability sampling with a purposive sampling technique, namely sampling based on certain criteria (Sekaran U & Bougie R, 2016). The criteria for respondents to this research are consumers who have made purchases through e-commerce applications (Tokopedia, Shoppe, Lazada, Blibli, Bukalapak) and respondents must have made purchases at least 4 times in the last 3 months. The number of studies can be calculated, namely 10 times more than the total number of indicators for the variables discussed previously (Hair et al., 2019). The analytical tool used in this research is SEM, the recommended number of representative samples is a minimum of 130 respondents (J. Hair et al., 2009). This research contained a sample of 232 respondents.

### Respondent Profile

It is known that the total number of respondents to this study was 232 respondents who met the criteria for answering the questionnaire in this study. Based on the e-commerce applications that are frequently used, it can be seen that the majority of respondents most often use the Shopee application, 95 respondents with a percentage value of 40.9%, in second place, 66 respondents often use the Tokopedia application with a percentage value of 28.4%, in third place, respondents often use the Tokopedia application. 29 respondents use the Lazada application with a percentage value of 12.5%, in fourth place 24 respondents often use the Blibli application with a percentage value of 10.3%, in fourth place 18 respondents often use the Bukalapak application with a percentage value of 7.8%.

Based on frequency of use, it can be seen that the majority of respondents used e-commerce applications >4 times in the last 3 months, totaling 140 respondents with a percentage value of 60.3%. and in second place, 91 respondents used e-commerce applications 4 times in the last 3 months with a percentage value of 39.2%

Based on the gender of the respondents, it can be seen that the majority of respondents were male, namely 131 respondents with a percentage of 56.5% and the minority of respondents were female, namely 101 respondents with a percentage of 43.5%.

Based on age, it is known that the majority of respondents are aged 17-23 years, numbering 100 respondents with a percentage value of 28.9%, in second place respondents aged 24-30 years, totaling 56 respondents with a percentage value of 24.1%, in third place respondents aged >37 years who there were 39 respondents with a percentage value of 16.8%, in last place were



respondents aged 31-37 years, totaling 37 respondents with a percentage value of 15.9%.

Based on the latest education, it can be seen that the majority of respondents' education is a bachelor's degree, 102 respondents with a percentage value of 44%, in second place, the most recent education of respondents is high school/equivalent, 75 respondents with a percentage value of 32.3%, in third place, the last education of respondents is a diploma. 36 respondents with a percentage value of 15.5%, in last place the respondents' last education was postgraduate, 19 with a percentage value of 8.2%.

Based on domicile, it can be seen that the majority of respondents' domicile is the Jakarta area with 97 respondents with a percentage value of 41.8%, in second place the respondent's domicile is the Tangerang area with 64 respondents with a percentage value of 27.6%, in third place the respondent's domicile is the Bekasi area with 32 respondents the percentage value is 13.8%, in fourth place the respondent's domicile is the Bogor area with 22 respondents with a percentage value of 9.5%, in fifth place the respondent's domicile is the Depok area with 17 respondents with a percentage value of 7.3%.

Based on income, it can be seen that the majority of respondents have a monthly income of >Rp. 4,000.00 as many as 100 respondents with a percentage value of 43.1%, in second place respondents have a monthly income of Rp. 1,000,000 - Rp. 2,000,000 as many as 74 respondents with a value of percentage of 31.9, in third place respondents have a monthly income of IDR 3,000,001 - IDR 4,000,000 as many as 37 with a percentage value of 15.9%, in last place respondents have a monthly income of IDR 2,000,001 - IDR 3,000,000 as many as 21 respondents with a percentage value of 9.1%.

### Instrument Test

NO	Variables and Statement Items	Factor Loading	Cronbach's Alpha	Note.
<b>1</b>	<b><i>Access Convenience</i></b>		0.886	Reliable
	The e-commerce application is always accessible	0.882		Valid
	Consumers can access e-commerce applications at any time	0.915		Valid
	Consumers can order products via e-commerce applications anywhere	0.911		Valid
<b>2</b>	<b><i>Search Convenience</i></b>		0.804	Reliable
	Consumers can search for the goods they want easily through e-commerce applications	0.836		Valid
	This e-commerce application uses a user friendly system	0.850		Valid
	Products in e-commerce applications can be differentiated and categorized	0.866		Valid
<b>3</b>	<b><i>Customer Satisfaction</i></b>		0.888	Reliable
	Consumers are satisfied with e-commerce application service providers	0.892		Valid
	Consumers are satisfied with the services provided by e-commerce	0.938		Valid



	applications			
	Consumers are satisfied with the overall purchasing experience through e-commerce applications	0.884		Valid
<b>4</b>	<b><i>Customer Loyalty</i></b>		0.836	Reliable
	Consumers are willing to provide positive comments about e-commerce application services to other people	0.615		Valid
	Consumers recommend family and friends to use e-commerce applications	0.876		Valid
	Consumers recommend this e-commerce app to people looking for shopping advice	0.906		Valid
	Consumers are willing to continue to use e-commerce applications	0.857		Valid

Source: SPSS 25 Output (Attached)

The validity test results show that all indicators of Access Convenience, Search Convenience, Customer Satisfaction, Customer Loyalty have a factor loading value of  $> 0.40$ , which means that all indicators in this variable are declared valid. The results of the reliability test show that all variables have a Cronbach's Alpha value  $> 0.6$ , which means that all indicators in the variables are declared reliable.

### Goodness of Fit Test

#### Goodness of Fit Models Test Results

Measurement Type	Measurement	Recommended Acceptance Limits	Mark	Conclusion
<b><i>Absolute Fit Measures</i></b>	P	$\geq 0.05$	0,000	<i>Poor Fit</i>
	RMSEA	$< 0.1$	0.116	<i>Poor Fit</i>
	GFI	$\geq 0.90$	0.871	<i>Poor Fit</i>
<b><i>Incremental Fit Measures</i></b>	IFI	$\geq 0.90$	0.925	<i>Goodness of Fit</i>
	NFI	$\geq 0.90$	0.903	<i>Goodness of Fit</i>
	TLI	$\geq 0.90$	0.904	<i>Goodness of Fit</i>
	CFI	$\geq 0.90$	0.925	<i>Goodness of Fit</i>
	RFI	$\geq 0.90$	0.877	<i>Poor Fit</i>





<b><i>Parsimonius Fit Measures</i></b>	CMIN/DF	Lower limit 1, Upper limit 5	4,124	<i>Goodness of Fit</i>
	AIC	Closer to saturated value compared to independent	311,576	<i>Goodness of Fit</i>

Source: AMOS 25 output

The Goodness of Fit results were 6 measurements, namely IFI, NFI, TLI, FCI, RFI, CMIN/DF, AIC which met the criteria. Thus, the model used in this research is feasible and can be submitted to the next testing stage, namely hypothesis testing.

## RESULTS AND DISCUSSION

### Descriptive statistics

That access convenience has a mean or average value of 4.1897, which means that on average respondents gave a positive assessment of the experience in accessing the application. Meanwhile, the standard deviation value of convenience access is 0.98104, which means that respondents' responses regarding convenience access are quite varied.

That search convenience has a mean or average value of 4.1092, which means that on average respondents gave a positive assessment of the experience in searching for a product on the application. Meanwhile, the standard deviation value of search convenience is 0.90933, which means that respondents' responses regarding search convenience are quite varied.

That customer satisfaction has a mean or average value of 4.0618, which means that on average respondents give a fairly positive assessment of satisfaction with using the application. Meanwhile, the standard deviation value of customer satisfaction is 0.98254, which means that respondents' customer satisfaction responses are quite varied.

That customer loyalty has a mean or average value of 2.8653, which means that on average respondents give a positive assessment of consumer loyalty in terms of reusing and recommending the application. Meanwhile, the standard deviation value of Customer loyalty is 0.69663, which means that the responses of Customer loyalty respondents are quite varied.

### Hypothesis testing

<b>Hypothesis</b>	<b>Estimate</b>	<b>P-Value</b>	<b>Decision</b>
H1. Access Convenience has a positive effect on Customer Satisfaction	0.424	0.016	H1 is supported
H2. Search Convenience has a positive effect on Customer Satisfaction	0.424	0.007	H2 is supported
H3. Customer Satisfaction has a positive effect on Customer Loyalty	0.520	0,000	H3 is supported



Source: Amos Output 25 (attached)

Based on the results of hypothesis testing that have been obtained, the first hypothesis shows that Access Convenience has a positive effect on Customer Satisfaction. This shows that the higher the consumer's perceived convenience of access to the application, the higher the resulting customer satisfaction, meaning that if the consumer feels that the application is always accessible, the application can be accessed at any time, consumers can order products on the application at any time. Vice versa, the lower customer satisfaction will be.

Consumers feel comfortable in accessing e-commerce applications such as the e-commerce application is always accessible, can always access the e-commerce application at any time and can always order products via the e-commerce application anywhere. This can mean that consumers feel good comfort in the e-commerce application, which will have an impact on the experience felt by consumers, which means consumers feel a satisfying experience in accessing the application. This is in line with previous research which shows that convenience access has a positive effect on customer satisfaction. (Shamsi et al., 2023).

Based on the results of hypothesis testing that have been obtained, the second hypothesis shows that search convenience has a positive effect on Customer Satisfaction. This shows that the higher the consumer's perceived search convenience on the application, the higher the resulting customer satisfaction, meaning that if the consumer finds it easy to search for the product they want on the application, the consumer feels it is easy to use the application, and it is easy for consumers to differentiate and categorize products. . Vice versa, the lower customer satisfaction will be.

Consumers feel comfortable in searching for a product they want, e-commerce applications such as e-commerce applications provide unambiguous designs and the application is user friendly. This can be interpreted as meaning that consumers feel good comfort in the e-commerce application, which will have an impact on the experience felt by consumers, which means consumers feel a satisfying experience when searching on the e-commerce application. This is in line with previous research which shows that search convenience has a positive effect on customer satisfaction. (Shamsi et al., 2023).

Based on the results of hypothesis testing that have been obtained, the second hypothesis shows that Customer Satisfaction has a positive effect on Customer Loyalty. This shows that the higher the Customer Satisfaction on the application that consumers feel, the higher the Customer Loyalty generated, meaning that if consumers feel satisfied using the e-commerce application and are satisfied with the services provided, this will have an impact on consumers to continue using and recommend the e-commerce application. Vice versa, the lower customer loyalty will be.

Consumers will continue and recommend using this e-commerce application, because there is satisfaction, satisfactory service and a positive experience. This can mean that consumers feel satisfied with the e-commerce application, which will have an impact on the experience felt by consumers, which means consumers feel like continuing and recommending other people to use the e-commerce application. This is in line with previous research which shows that customer satisfaction has a positive effect on customer loyalty.

## CONCLUSION

Based on the results of the research and discussion of the previous chapter, conclusions can be drawn as follows:

1. *Access convenience* has a positive effect on customer satisfaction, this means easy and comfortable application access for consumers, the e-commerce application is always



accessible, can be accessed at any time, and consumers can order products anywhere via the e-commerce application which will increase consumer satisfaction in the future come.

2. *Search convenience* has a positive effect on customer satisfaction, this means ease and comfort in searching for applications for consumers, the e-commerce application uses a user friendly system, the storefronts in the e-commerce application can be differentiated and categorized, and consumers can easily find the goods they want through the application e-commerce will increase consumer satisfaction in the future.
3. *Customer satisfaction* has a positive effect on customer loyalty, this means that consumer satisfaction in using e-commerce applications, consumers are satisfied with the service, and feel a positive buying experience through e-commerce applications will increase their sense of loyalty in the future

### **Managerial Implications**

Based on the results of this research, there are several managerial implications that can be considered by e-commerce marketing management which has applications to improve its performance in the future, namely as follows:

1. *Access convenience*: so managers can increase customer satisfaction by increasing access convenience. The way to do this is to improve the quality of the application by avoiding server crowding which causes the application system to go down.
2. *Search convenience*: so managers can increase customer satisfaction by increasing search convenience. The way to do this is by providing a simple and simple interface or interior so that consumers are not confused when searching.
3. *Customer satisfaction*: so managers can increase customer loyalty by increasing customer satisfaction. This is done by providing services with safe and reliable applications, thereby avoiding fraud.

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