

Customer Satisfaction and Customer Retention on Indonesian E-Commerce Sites: Role of Utilitarian Value and Hedonic Value

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ABSTRACT

This research aims to investigate the influence of utilitarian and hedonic values on customer satisfaction and customer retention in Indonesian e-commerce platforms. The research was conducted using a quantitative approach with Structural Equation Modeling (SEM) and data analyzed through WarpPLS 6.0. A total of 270 valid responses were collected through an online survey from users of major Indonesian e-commerce sites. This study fills the research gap by integrating both utilitarian and hedonic values in explaining customer satisfaction and retention, which are often studied separately in previous literature. The results show that both utilitarian and hedonic values have a significant positive impact on customer satisfaction. However, only hedonic value significantly influences customer retention. Furthermore, customer satisfaction has a strong positive effect on customer retention. The findings imply that e-commerce providers must focus not only on functional aspects but also on emotional shopping experiences to ensure customer loyalty.

INTRODUCTION

Nowadays the use of internet is rapidly developed and spurred the rapid shift in the marketing scheme for all aspect of worldwide business industries. Marketing using the power of internet, which popularly called as “e-Marketing” becomes a new means for the sharp marketers to notice the market changes happening lately. Through the e-Marketing, the local and small-scale companies, with their limited resources, were able to perform a global marketing and then developed rapidly. Several big companies all over the world have changed their marketing strategy from the traditional marketing system to the internet-based marketing system. Several well-developed companies in the all over the world had also further utilized the internet in their marketing systems.

In the last decades the internet users in the world tended to increase, in 2019 it was recorded that the internet user in all over the world have reached 4 billion 536 million people (source: www.internetworldstats.com, June 2019) and at this time the online market share is the one need to be further considerate. From the internet user all over the world, we may take a note that Asia is one of geographic region who's the highest number of internet users for approximately 2.300.469.859 or 54,2% from all the worldwide internet users. This large number of internet users in Asia could be seen in the world population statistics cited from www.internetworldstats.com version, per July 2019.

Asia is a region whose large number of populations in the world approximately 4.241.972.790 people or as much as 55.0% from the worldwide total population with the internet users' number at this region reached as much as 2.300.469.859 users. Along with this large number, a country with the highest number of internet users in Asia is Indonesia. Indonesia is a newly developed country with the estimation number of total population reached approximately 269.536.482 people, the fifth highest from all over the world with the highest number of internet users in 2019 by the version of www.internetworldstats.com. Data from the year of 2019 showed that the internet users in Indonesia had reached 143.260.000 users to which showed the considerable potency in Indonesia for the development of online market share. By the growth rate from the year of 2000 to 2019 reached as much as 7,063% showed that Indonesia has gone through a rapid development compared to several other countries in the world and in Asia so that Indonesia has become one country which should be further considerate especially in the number of its internet users for the business purposes.

Survey results from the www.internetworldstats.com(2019), data taken per Hune 30, 2019 reported that the internet users' number in Indonesia reached as much as 143.260.000 or the fifth highest internet user all over the world. It showed how exposed Indonesia population towards the internet access. Based on the www.smartbisnis.co.id (2018) the survey by the Indonesian Internet Service Providers Association (APJII) showed that in as much as 63,1 million people in Indonesia (or approximately 47,6% from the total population of Indonesia) had accessed internet through their smartphone, meanwhile as much as 67,2 million people (50,7%) had accessed internet from both of the cellular phone and computer, and from the total of internet users only 2,2 million people

($\pm 1,7\%$) only used computer to access the internet. The high number of internet users in Indonesia stimulated the great growth of online business in Indonesia. The growth of online business through the e-commerce in Indonesia had showed its great development. E-commerce is the abbreviation for electronic marketing which mean the trading system which done electronically. The book entitled Introduction to Information Technology (Turban et al., 2005) stated that, e-commerce implies the electronic trading or commerce including the process of selling, purchasing, transferring, or exchanging of product, service, or information through the computer network, including internet.

The growth of e-commerce had showed the significant growth, based on Business Insider by the version of bisnis.liputan6.com (accessed on November, 16 2017), the transaction value of e-commerce in Indonesia was estimated reached as much as US\$ 130 million or equal to Rp 1,7 trillion (exchange rate: Rp 13.114 per AS dollar). This number pushed Indonesia to be the greatest e-commerce market in Southeast Asia. Moreover, it made Indonesia as the three greatest e-commerce market after China and India. The phenomena of the transaction value of e-commerce trade from the years showed the significantly increasing number. The transaction value of e-commerce in Indonesia in 2016 was \$5.780 (in million), this value was increased to \$7.056 (in million) in 2017. In 2018, the e-commerce transaction value in Indonesia was estimated as much as \$8.591 (in million) and predictably would be increasing until 2020 (www.statista.com, accessed in January, 14 2018). The increasing phenomena of e-commerce transaction value in Indonesia which had occurred lately was probably due to several factors, such as the number of population and also the consumptive characteristic of Indonesian people especially in shopping habit, the increasing number of internet and smartphone users in Indonesia, the wide and practical range, and the infrastructure development facilitated to access the e-commerce (www.smartbisnis.co.id, accessed in January, 14 2018).

The increasing transaction value of e-commerce trading is also affected by the customer as the user of products or services offered in the e-commerce, opinions as well as input are unable to be ignored since they could help e-commerce to formulate the appropriate marketing strategy. The presence of the consumer itself showed such impact on the companies' final goals, specifically the high profitability from both of product and service purchasing. It then required the company to discover the factors affecting the customers to decide which product they should purchase. Customer as the user will contribute in the selling and comparing process as well as sharing several products and services in both online and offline marketing system (Chunmei and Weijun, 2017). Customers will not only learn how to evaluate the products and services, yet they will ask opinion from others before purchasing and sharing about their experience especially about the product and service they had purchased. The e-commerce needed to pay attention on the motif which pushed the customer involved in the e-commerce activities especially to focus on the perceived value in the consumer behaviour as the customer.

Furthermore, to predict the consumer behaviour, there was an underlying theory, one of them was the Theory of Reasoned Action (TRA). This theory was stated by Fishbein and Ajzen (1975) which later were used to predict the intention as well as the behaviour of the customer, using the will component on their research. The integration of the overall attitude components in the intended structure will result better explanation as well as better estimation regarding the behaviour. This theory was used to increase the capability of the attitude model towards the object to predict the consumer behaviour. Studies relating to the TRA had been explored by several researcher especially in the field of e-commerce. TRA studies about the e-commerce had been explored especially about the more specific of consumers' behaviour. Customer as the user will contribute in the selling and comparing process as well as sharing several products and services in both online and offline marketing system (Chunmei and Weijun, 2017). Consumers will not only learn how to evaluate the products and services, yet they will ask opinion from others before purchasing and sharing about their experience especially about the product and service they had purchased. The e-commerce vendor needed to pay attention on the motif which pushed the customer involved in the e-commerce activities especially to focus on the perceived value in the consumer behaviour.

Utilitarian value was becoming an important factor to evaluate the customer behaviour in e-commerce (Chunmei and Weijun, 2017; Avcilar and Özsoy, 2015). Consumer who will decide to purchase by considering the utilitarian value will be more objective in evaluating the product (Kesari and Atulkar (2016)). Hedonic value was also becoming an important factor to evaluate the customer behaviour in e-commerce. Hedonic value as the received value based on the pleasant experience and pleasure. Hedonic value was more subjective and personal compared to the utilitarian value and more to the pleasure than to the task composition. Studies about the effect of the hedonic value to the customer satisfaction had also reported by Avcilar and Özsoy (2015) whose research about the effect of the perceived hedonic value to the customer satisfaction on the intensity of online shopping in Osmaniye, Turkey. The higher the perceived value by the customer based on the pleasant experience and pleasure from the e-commerce, the more satisfied the customers. However, previous studies often focused on either utilitarian or hedonic values separately in explaining customer satisfaction and retention. There is a lack of integrative research that simultaneously examines both values in the context of Indonesian e-commerce users, especially by linking them to both satisfaction and retention. This study addresses this gap by providing a holistic model that incorporates both utilitarian and hedonic values as antecedents of satisfaction and retention.

Guo and Wang (2015) had examined the effect of customer satisfaction to the customer retention in the manufacturer company in United States of America. Tamuliene and Gabryte (2014) had examined the effect of customer satisfaction to the customer retention of the mobile operator customer in Lithuania. On the similar field, Edward and Sahadev (2011) had explored about the effect of satisfaction to the customer retention of the mobile phone provider service in India. The results of those three researches showed that the satisfaction

significantly affected the customer retention. The higher the satisfaction rate of a customer, the higher the customer retention would be.

THEORETICAL REVIEW

E-commerce

E-commerce or electronic commerce is a technology which have been rapidly developed in the internet world. Users of e-commerce is known to benefit many parties, both the consumer, and the producer and the retailer parties. For the consumers, the use of e-commerce affected the shopping time a lot shorter. Laudon and Laudon (2009) stated that e-commerce was the process of purchasing and retailing electronically products to the consumer and from one company to the other companies through the computer as the business transaction intermediaries. E-commerce played important roles in reducing the administration cost and cycle time of the business process, and enhanced the relationship between the business partner and the customers.

Utilitarian Value

Utilitarian value as the comprehensive assessment related to the functional benefits and sacrifices (Overby and Lee, 2006). Literature studies explained that the utilitarian value is an important variable which affected the online shopping (Avcilar and Özsoy, 2015). The customer value is the emotional bonding happened between the customer and the producer following the usage of the products and services generated by the seller and that these products gave the additional values (Butz and Goodstein, 1996).

Hedonic Value

The hedonic value is related to the desire for pleasure and self-expression which related to the individuals' emotional needs for experiencing pleasant and interesting shopping. Arnold and Reynolds (2003) stated that hedonic value is the perception perceived by the customer throughout the shopping which related to the intrinsic reason, multisensory, fantasy and emotional aspects in satisfying the needs.

Customer Satisfaction

Mowen (1995) also explained that the customer satisfaction is the overall attitude towards any products or services following the acquisition and their usage, so that the customer satisfaction is the evaluative assessment after purchase resulted from the specific purchasing selection. Satisfaction is already identified as the important factor which affected the desire of purchasing in the commercial context Hsu and Lin, (2016). Avcilar and Özsoy (2015) reported that the satisfaction showed significant effect to the online shopping by the customers.

Customer Retention

Ranawera and Prabhu (2003) explained that customer retention is the tendency of the customers' future to stay with the service provider. The majority of companies spent almost their time, energy, as well as resources to chase for a

new business by searching for new customers to grow and develop companies (Weinstein (2002)). Customer retention is an action implemented by the company party to retain the existing customers so they will not move to the competing companies

Theoretical Model and Research Hypotheses

Figure 1. illustrated the theoretical model in this research. Based on the previous research, this study aimed to explore the role of the utilitarian value and the hedonic value to the customer satisfaction as well as to the customer retention in the Indonesian e-commerce sites.

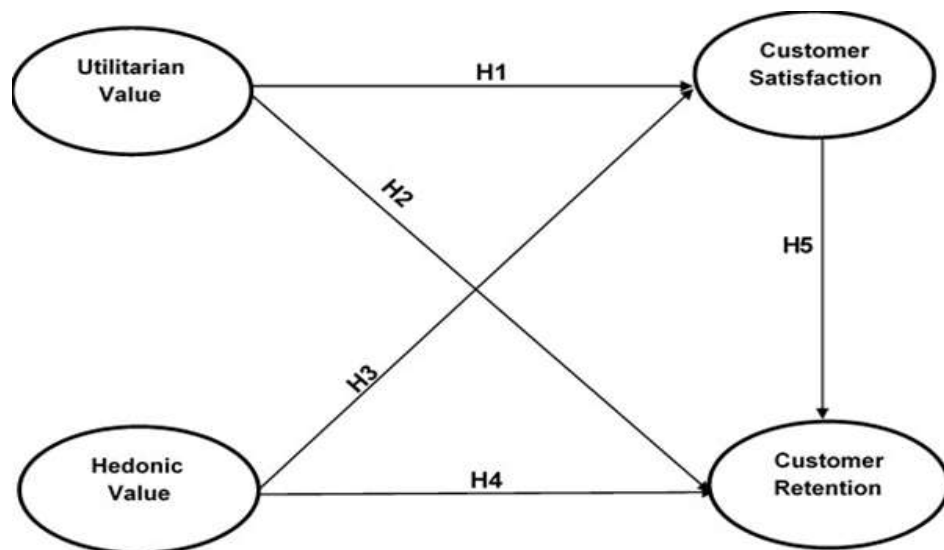


Figure 1. Theoretical Model

The relation between the utilitarian value and the customer satisfaction can be explained by Solomon (2002:104), if the customer purchased the products based on the functional purposes or its function so that the consumer considered the utilitarian function of the products. Utilitarian value emphasized on the objectivity and the real form of a product. Consumers will be satisfied if they obtained such products which fulfil their needs efficiently. Based on that purpose we can formulate a hypothesis as follows:

H1. Utilitarian value is positively affected the customer satisfaction.

The relation of the utilitarian value to the customer retention can be explained by Levit (1987) who stated that the main purpose of businesses is to create and maintain the customers. Creating and maintaining the customers will be accomplished if the consumers perceived great functions of the purchased products and services. Mimouni- Chaabane and Volle (2010) stated that consumers can perceive the utilitarian function, hedonic, and symbolic as the company efforts to maintain and enhance the relationship with the customers. Based on that purpose we can formulate a hypothesis as follows:

H2. The utilitarian value is positively affected the customer retention.

Hedonic value is the emotional response subjectively and personally which related to the desire for pleasure and self-expression in the shopping experience (Jones et al., 2006). During the pleasant and enjoyable shopping experience, it can

be stimulating the emotional response in the form of satisfaction. This is due to the equality of performance and expectation or the superfluous performance so that the customers will be satisfied or very delighted. So that we can formulate a hypothesis as follows:

H3. The hedonic value is positively affected the customer satisfaction.

To maintain the customers, companies had gone through several efforts with the orientation for the customers. Childers et al. (2001) stated that consumers purchased any products online to obtain convenience and pleasure. Customers with the satisfying online purchasing as well as the high pleasure from the products they obtained will enhance the customer loyalty for not trying to move to the competing companies. Moreover, if the customers did not obtain the pleasant experience nor pleasure as their expectation, so that reason will make the customers to immediately move to the other companies. So that we can formulate a hypothesis as follows:

H4. The hedonic value is positively affected the customer retention.

The consumers' satisfaction is the important concept in the marketing, since the consumers which satisfied with a product, they tend to continuously purchase and will use the same products and they also will tell the other people about their pleasant experience after using such products with any particular brand (Peter and Olson, 2000). If they are not satisfied, they tend to change to the other brands and stated their objection to the producer, retailer, and even told their experience to the other customers.

H5. The customer satisfaction is positively affected the customer retention.

METHODOLOGY

This study employed a quantitative research approach with a survey method. Data were analyzed using Structural Equation Modeling (SEM) through the WarpPLS 6.0 software. This technique was selected to examine complex relationships among latent variables. The constructs in this study –utilitarian value, hedonic value, customer satisfaction, and customer retention–were measured using previously validated instruments adapted from prior studies.

Measurement Development

This research models consisted of 4 variables namely: utilitarian value, hedonic value, customer satisfaction, and customer retention. The number of overall items which measured all the variables were items. The utilitarian value consisted of 8 items. The hedonic value consisted of 12 items. The customer satisfaction consisted of 6 items. And the customer retention consisted of 4 items. 5-points Likert scale used in this research with the assessment 1 ("very disagree") until 5 ("very agree"). The respondent's characteristics consisted of gender, age, educational background, employment state, e-commerce online shopping frequency in the last month and the most often used e-commerce.

Data Collection

The data of this research collected through the online survey with the respondent's characteristics of (1) customers who had purchased e-commerce products and services inasmuch as 2 times in the last month; (2) with the minimal ages of 18 years old; (3) the customer and the user of the e-commerce products and services. The populations in this research were the customer purchasing products and services in the e-commerce namely Lazada.co.id, Blibli.com, Tokopedia.com, Elevenia.co.id, MatahariMall.com, Shopee.co.id, Bukalapak.com, Zalora.co.id, and Blanja.com in Indonesia. As much as 270 respondents' answers were obtained and were worth to be analysed.

From the 270 respondents 52.22% was women and the 47.78% was men. Based on the age, 53% was dominated from the respondents with the age ranging from the 18 – 35 years old, marriage state was showed customers that already marriage inasmuch as 65.93%, the educational degree showed that the majority was master graduates with the percentage of 45.19%, the employment state showed that it was dominated with the entrepreneurs for 22.59%. the e-commerce shopping frequency for the last month was 2 times (14.44%), 3 time (33.70%), 4 times (39.63%) and > 4 times (12.22%). The most accessed and used e-commerce were Tokopedia.com, Bukalapak.com, Shopee.co.id, Lazada.co.id, Blibli.com, Zalora.co.id, Elevenia.co.id, Blanja.com, and MatahariMall.com, respectively

RESULTS

WarpPLS 6.0. was used to validate the model measurement and test on the structural model. The validity and reliability tests were done prior to the use of instrument for overall data collection. The result from the instrument validity test showed the correlation coefficient of each item to the total item was ≥ 0.3 so that the instrument showed the validity of the obtained data (Sekaran, 2011). The reliability test result showed the Cronbach Alpha value ≥ 0.60 which mean that the instrument was reliable (Maholtra, 2010). The Figure 2. and Table 2. showed the results of hypothesis tests. This research has formulated 5 hypotheses and the hypotheses' tests which was done by comparing the p-value with the alpha value of 5%, if the p-value ≤ 0.05 , the hypothesis was accepted or supported meanwhile if the p-value > 0.05 so that the hypothesis was unaccepted or not supported.

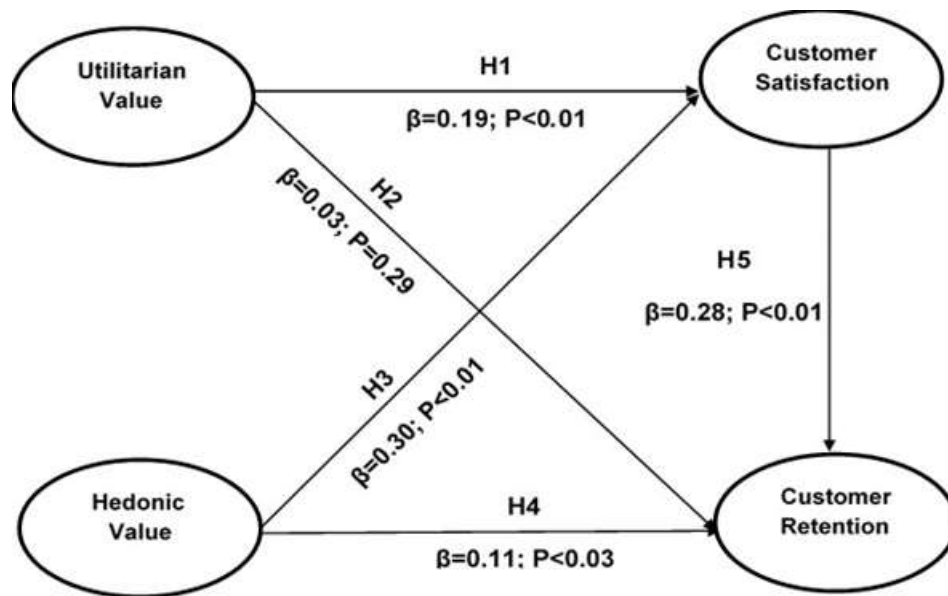


Figure 2. The structural model tests
Table 1. The Result of Hypotheses Tests

Hypotheses	Path	Path coefficient	p-Values	Significance level
H1	Utilitarian Value → Customer Satisfaction	0.192	<0.001	Supported
H2	Utilitarian Value → Customer Retention	0.033	0.294	Not Supported
H3	Hedonic Value → Customer Satisfaction	0.300	<0.001	Supported
H4	Hedonic Value → Customer Retention	0.111	0.032	Supported
H5	Customer Satisfaction → Customer Retention	0,282	<0,001	Supported

H1 stated that the utilitarian is positively affected the customer satisfaction. The result of this study showed that the p-value was <0.001 (<0.05), which means that the H1 was supported. The positive coefficient showed that the utilitarian value had significantly affected the customer satisfaction. The H2 stated that the utilitarian value is positively affected the customer retention, the result of this

study showed that the p-value was 0.294 (>0.05), which means that the H2 was not supported meaning that the utilitarian value did not significantly affect the customer retention. H3 stated that the hedonic value is positively affected the customer satisfaction. The result of this study showed that the p-value was <0.001 (<0.05), which means that the H3 was supported. The positive coefficient showed that the hedonic value had significantly affected the customer satisfaction. H4 stated that the hedonic value is positively affected the customer retention. The result of this study showed that the p-value was 0.032 (<0.05), which means that the H4 was supported. The positive coefficient showed that the hedonic value had significantly affected the customer retention. H5 stated that the customer satisfaction is positively affected the customer retention. The result of this study showed that the p-value was <0.001 (<0.05), which means that the H5 was supported. The positive coefficient showed that the customer satisfaction had significantly affected the customer retention.

DISCUSSION

The analysis results showed that the utilitarian value had significantly affected the customer satisfaction with the path coefficient inasmuch as 0,192 with the p-value of $<0,001$. The results of this study confirmed and expanded the utilitarian value concept explained by Avcilar and Özsoy (2015) stating that utilitarian value is an important factor to predict the consumers' behaviour especially in purchasing. The utilitarian value played important role in affecting the determination process of online shopping in the e-commerce sites. These results showed that the utilitarian value was insignificantly affected the customer retention. This finding was an important contributor to understand the relation between utilitarian value and customer retention.

Hedonic value had significantly affected the customer satisfaction with the path coefficient inasmuch as 0,300 with the p-value of $<0,001$. The positivity of coefficient value showed that the hedonic value was significantly affected the customer satisfaction. This finding supported the previous statement by Arnold and Reynolds (2003) stating that the hedonic value is the perception perceived by the customers during the online shopping which was related to the intrinsic reason, multisensory, fantasy and emotional aspect in fulfilling their needs. The hedonic value as the mark received by the customers based on the pleasant experience and pleasure.

The result of this study supported the concept previously explained by Wolfinbarger and Gilly (2001) which stated that pleasure is the hedonic element during the online shopping process by the customers. If the customers in the process of e-commerce products purchasing experienced such a pleasant one, so that it will increase the customers' satisfaction. The result of this study supported the previous research done by Jones et al. (2006); Chunmei and Weijun (2017) which stated that hedonic value significantly affected the customer retention, this finding had confirmed the previous research by Childers et al. (2001), consumers purchasing through the e-commerce were to obtain convenience and pleasure. Customers with the pleasant experiences and the high pleasures from the

purchased products will support the loyalty of the customers not to move to the other competing companies.

The last result showed that the customer satisfaction had significantly affected the customer retention; this finding supported the concept stated by Peter and Olson (2000). There was a relation between the satisfactions with the customer retention. Both of the satisfaction and the retention of the customers were the key factors which were really important in the relation qualities (Hennig-Thurau, 2000). The better the customer satisfaction, the higher the customer retention would be. Therefore, the customer will stay loyal to the previous company.

CONCLUSIONS AND RECOMMENDATIONS

This research aimed to explore the role of the utilitarian value as well as the hedonic value to both of the customer satisfaction and customer retention in the e-commerce sites in Indonesia. The result of hypotheses tests showed that the utilitarian value had significantly affected the customer satisfaction. The second finding, the utilitarian value had not significantly affected the customer retention. The third stated that the hedonic value had significantly affected the customer satisfaction. The fourth result stated that the hedonic value had significantly affected the customer retention while the fifth result stated that the customer satisfaction had significantly affected the customer retention.

The practical implementation of the results stated that to satisfy the customers and to keep the customers staying loyal for the long-term use of e-commerce products and services. The e-commerce vendor needed to particularly pay attention to the utilitarian value as the determining factor of the direct satisfaction of the e-commerce users, as well as the hedonic value as the instrument which reflected the entertainment value of shopping. The customers who were happy and amused with the e-commerce sites as the result of online shopping will be fully satisfied.

Recommendations

Based on the findings of this study, it is recommended that e-commerce platforms in Indonesia enhance both the utilitarian and hedonic aspects of their services. Specifically, platforms should improve functionality, ease of use, and efficiency to meet utilitarian expectations. Simultaneously, providing engaging, personalized, and enjoyable online shopping experiences can strengthen emotional bonds with users and increase customer satisfaction and retention. Future research could also consider additional psychological and social factors that influence consumer behavior in e-commerce environments.

FURTHER STUDY

This research had several limitations which can be further developed in the next research. Firstly, this research was only done to the 10 highest e-commerce sites in Indonesia whose same characteristics, thus the selected e-commerce variation in this research was limited. Secondly, the data collection process was done using online survey so that sometimes there were any

difference in the writer perception with the research respondent's perception in filling the questionnaire.

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