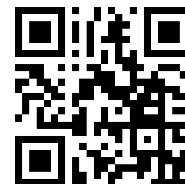


Analysis Learning, Novelty, Escapism, Enjoyment, Social Value, and Value for Money, Against Purchase Growth Informing Costumer Loyalty in the users of Tokopedia in Surabaya



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ABSTRACT: The growth of the digital industry or e-commerce industry in Indonesia itself can be said to be experiencing rapid growth, where it has develop very quickly and has become one with our daily activities, where it used to be If you want to make a purchase, the buyer makes a direct purchase at the store, but now e-commerce itself has become something that become our daily habits, where when buyers or consumers want something they (consumers or buyers) can directly open apps and search through apps them self then buy and do payments with ease through the application. This research aims to know how learning, novelty, escapism, enjoyment, social value, and value for money, towards Purchase Growth in forming Costumer Loyalty in Tokopedia users in Surabaya. It is hoped that this research can contribute to forming new theories and new research towards forming new strategy for Tokopedia Purchase Growth.

KEYWORDS: novelty, escapism, enjoyment, social value, value for money, Purchase Growth, Costumer Loyalty

1. INTRODUCTION

Generally the development of technology that became an important part of our lives or other wise known as e – commerce. The development of the e – commerce industry in Indonesia it self has been rapid, this growth can be seen in its rapid integration with the daily lives of many Indonesians. According to we are social (<https://wearesocial.com/>) Indonesia is the current fastest growing country in term of e – commerce users in southeast Asia (in the year of 2020) leading by 88% while the second place belonging to Thailand with 82% growth and third being Malaysia by 81%, other then that according to lokadata (<https://lokadata.beritagar.id/>) the rapid growth of Indonesian e – commerce growth can be seen in the year by year when the first growth of users in the year 1998 with 500.000 users and by 2019 there were a recorded 196.700.000 user's for e – commerce in the country. This growth can and will be one of the best opportunity for growth and development that can be used by the government and other parties, this is because the rapid growth and development will lead to a more rapid integration .Development such as this is what lead to the formation of Tokopedia as the leading e – commerce company in Indonesia itself is founded in the year 2009 6 February , it was founded by 2 people by the name of William Tanuwijaya and Leontinus, later that year by August 7th the company went public. After going public the company itself perience rapid growth do to the rapid expansion of internet users especially in the e – commerce sector this can be seen the companys number of users and the number and amount of investment the company itself received of investment it received both from inside the country and from foreign investors. That is why this research has its focus about customer loyalty to see why the users keep coming back and uses the same platform repeatedly. The research gap between the current The Research Gap in previous research between the Value for variables Money and Purchase Growth variables conducted by Teng (2018), which stated that there was no significant effect on Value for Money and Purchase Growth variables. This is contrary to research conducted by Rafsanjani (2018,) which states that there is significant relationship between Value for Money and Purchase Growth variable where it is said that the two variables are related because a feeling of benefit for what is earned and what is spent.

2. LITERATURE REVIEW

Learning

According to Demetriou (2020) learning is the ability possessed by an organization or group to be able to adapt to circumstances and can maintain its relevance amid changes. Lau (2015) learning is a way an organization or group can adapt to a change that

Analysis Learning, Novelty, Escapism, Enjoyment, Social Value, and Value for Money, Against Purchase Growth Informing Costumer Loyalty in the users of Tokopedia in Surabaya

occurs so that it may be able to support the development of an organization. Based on previous research we can conclude that Learning has a positive effect towards Purchase Growth.

H1 : Learning has significant effects towards Purchase Growth

Novelty

According to Pappu and Quester (2016) a novelty is one of the key aspects of innovation by a company that can be a differentiator factor for said company. According to Hekkert (2018) novelty is differences that can be seen by consumers that are unique or different from other platforms. Based on previous research we can conclude that Novelty has a positive effect towards Purchase Growth.

H2 : Novelty has significant effect towards Purchase Growth

Escapism

According to Cova (2018) Escapism is a pleasure that arises from the use of services or products that evoke feelings detachment from the circumstances surrounding the user or buyer. According to Hsu (2017) Escapism is a process that creates or increase the user's intention to use the internet platform to conduct remote interaction between two or more parties. Based on previous research we can conclude that Escapism has a positive effect towards Purchase Growth.

H3 : Escapism Has Significant effect towards Purchase Growth

Enjoyment

According to Arens (2018) enjoyment is a form of pleasure arising from consumer shopping activities either digitally or online that is essentially the same as shopping physically or offline which in the end have an influence on the shopping behavior that is shown by consumer. According to Merhi (2017) enjoyment has a strong influence in the process of influencing users or potential buyers to purchase or use of applications, especially in e-mail settings commerce. Based on previous research we can conclude that Enjoyment has a positive effect towards Purchase Growth.

H4 : Enjoyment has significant effect towards Purchase Growth.

Social Value

According to Goh (2016) social value is a process the establishment of a relationship, either directly or indirectly between two different parties. According to Zhang (2017) social value is a process of interaction that occurs where there is the sharing or dissemination of information either between individual users or groups that can influence decisions that are made. Based on previous research we can conclude that Social Value has a positive effect towards Purchase Growth.

H5 : Social Value has significant effect towards Purchase Growth

Value for Money

According to Rajaguru (2016) Value for money is a benefit that consumers or users receive from products or services received by users or consumers who give the impression profit or get something more than what is spent. According to Zeithaml (2016) value for money is a view held by consumers or users regarding what is sacrificed and what is gained from the things sacrificed and whether it is equal or greater with what consumers get. Based on previous research we can conclude that Value for money has a positive effect on Purchase Growth.

H6 : Value for Money has significant effect towards Purchase Growth.

Purchase Growth

According to Monroe (2016) purchase growth is behavior which is continuously driven by user desires or consumers to add value or get value from something good it's goods or services. According to Matthews (2020) . purchase growth is the result or impact of commitment from consumers or users to increase interaction and engagement with an specific platform or company. Based on previous research we can conclude that Purchase Growth has a positive effect towards Costumer Loyalty

H7 : Purchase Growth has a significant effect towards Costumer Loyalty

Customer Loyalty

According to Moliner (2018) customer loyalty is a decision taken by users or consumers to continue to buy or use a product or service continuously over a period continuously. According to Bela (2016) customer loyalty is a deep commitment that users have or hold on to or consumers towards a product or service that is supported on an ongoing basis either by buying or continuing to use the goods or services.

Analysis Learning, Novelty, Escapism, Enjoyment, Social Value, and Value for Money, Against Purchase Growth Informing Costumer Loyalty in the users of Tokopedia in Surabaya

Previous Research

This study uses the main journals studied by Ching (2018) entitled Look to The Future: Enhancing Online Gamer Loyalty from The Perspective of The Theory of Consumption Values. This research conducted in Taiwan. This study collects data using an online survey that posted on a local Taiwanese gaming website where they do a lottery for survey participants. The similarity of this research and previous research is in the use of variable learning, novelty, escapism, enjoyment, social and value, value for money, while the difference is in the variables adapted for This research is the variable purchase growth and customer loyalty, which previously character growth and gamer loyalty. While the audio-visual variable the design is not used because it cannot be used on the object of this research.

3. RESEARCH METODELOGY POPULATION AND SAMPLE

According to Sekran (2000) population is whole groups, events, or interests that wants to investigate further by a researcher. Sugiyono (2010) a population is a generalization area consisting of objects and subjects that have certain characteristics defined by the researcher to be studied and then conclusion drawn. The population in this study is all Tokopedia customers and users in Surabaya. Notoatmojo (2005) a sample is apart from the population that can represent the population that will be studied further by researcher. According to Sekran (2003) in multivariate studies (including analysis of multiple regression) sample size should be several times(preferably 10 times or more)of the number of variables in research, there are 7 variables in this research with a minimum sample size of 100, for this research the amount of sample targeted is 108 samples. Below is the proposed research model based on the previous variabels

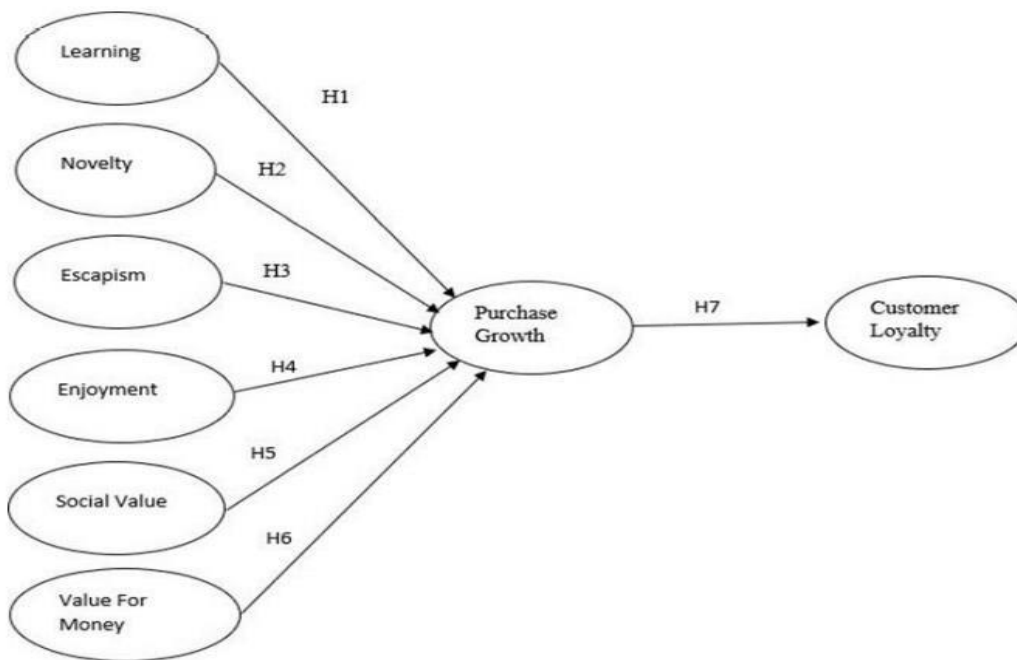


Fig1. Research Model

The data collection technique used in this research is the distribution of data questionnaire. Questionnaires will be distributed to Tokopedia customers at Surabaya. In the process of facilitating data collection, respondents' perceptions will be measured using the Likert measurement scale , on a scale of 1 to 5, with 1 being Strongly disagree and 5 being Strongly agree. After selection, the selected questionnaire data will be tabulated and further processed. The tabulated data then tested on the research model using software IBM® SPSS®.

4. RESULTS

Data Validity Test

Bellow are the results for the data validity test

Analysis Learning, Novelty, Escapism, Enjoyment, Social Value, and Value for Money, Against Purchase Growth Informing Costumer Loyalty in the users of Tokopedia in Surabaya

Table 1. Data validity test

Variabel	Butir	Pearson Corelation	r Tabel	Keterangan
<i>Customer Loyalty</i>	1	0,954	0,254	Data Valid
	2	0,946	0,254	Data Valid
	3	0,967	0,254	Data Valid
<i>Purchase Growth</i>	1	0,838	0,254	Data Valid
	2	0,862	0,254	Data Valid
	3	0,836	0,254	Data Valid
<i>Value for Money</i>	1	0,831	0,254	Data Valid
	2	0,846	0,254	Data Valid
	3	0,746	0,254	Data Valid
<i>Escapism</i>	1	0,744	0,254	Data Valid
	2	0,867	0,254	Data Valid
	3	0,782	0,254	Data Valid
<i>Enjoyment</i>	1	0,572	0,254	Data Valid
	2	0,817	0,254	Data Valid
	3	0,791	0,254	Data Valid
<i>Social Value</i>	1	0,671	0,254	Data Valid
	2	0,810	0,254	Data Valid
	3	0,711	0,254	Data Valid
	4	0,797	0,254	Data Valid
<i>Novelty</i>	1	0,764	0,220	Data Valid
	2	0,752	0,220	Data Valid
	3	0,777	0,220	Data Valid
<i>Learning</i>	1	0,566	0,220	Data Valid
	2	0,665	0,220	Data Valid
	3	0,699	0,220	Data Valid

In this study, the overall validity test was carried out with the test sample (n) = 108 and $\alpha = 0.05$ (5%) so that $r_{table} = 0.254$ is obtained. Based on the test on the table of validity test results, it is known that the value of Pearson Correlation of all variable indicators is greater than r_{table} . Therefore, it can be concluded that all variable indicators in the study this is valid.

Reliability Test

Below are the results for the Reliability test

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha Based on Standardized Items	Standard	Criteria
<i>Customer Loyalty</i>	0,977	>0,6	Data Reliabel
<i>Purchase Growth</i>	0,907	>0,6	Data Reliabel
<i>Value for Money</i>	0,878	>0,6	Data Reliabel
<i>Escapism</i>	0,871	>0,6	Data Reliabel
<i>Enjoyment</i>	0,810	>0,6	Data Reliabel
<i>Social Value</i>	0,864	>0,6	Data Reliabel
<i>Novelty</i>	0,842	>0,6	Data Reliabel
<i>Learning</i>	0,713	>0,6	Data Reliabel

Based on the test in the table of reliability, the test results, it is known that the value of Cronbach's Alpha Based on Standardized Items of all indicators are greater than 0.6. Therefore, it can be concluded that all indicators the variable in this study is reliable.

Analysis Learning, Novelty, Escapism, Enjoyment, Social Value, and Value for Money, Against Purchase Growth Informing Costumer Loyalty in the users of Tokopedia in Surabaya

Classical Normality Assumption Test

Below are the results for the classic normality test

Table 3. The Classic Normality Test Results

Model	Sig Smirnov	Kolmogorov	Standard	Criteria
LR, NV, SV, EJ, ES, VM*PG	0,200		>0,05	Normal
PG*CL	0,072		>0,05	Normal

Kolmogorov Smirnov that the significance value for all models is greater than 0.05. So, it can be concluded that the regression model of Learning (LN), Novelty (NV), Social Value (SV), Enjoyment (EJ), Escapism (ES), and Value for Money (VM) on Purchase Growth (PG); and the Purchase Growth (PG) regression model on Customer Loyalty (CL) is normally distributed.

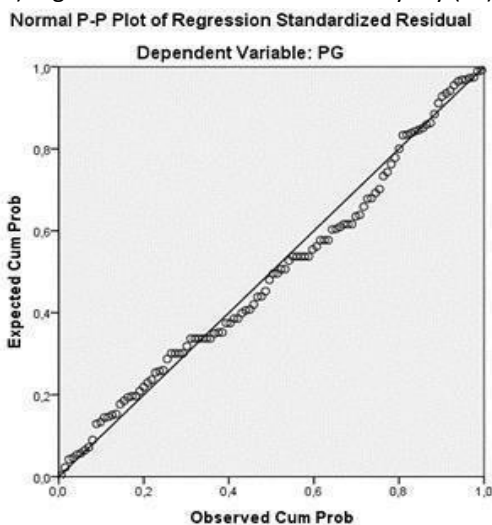


Fig 2. Scater Plot Normality Test LN, NV, SV, EJ, ES, VM*PG

Based on fig 2 above we can see that the points spread around the diagonal line, it can be concluded that the regression model of Learning (LN), Novelty (NV), Social Value (SV), Enjoyment (EJ), Escapism (ES), and Value for Money (VM) on Purchase Growth (PG)) is normally distributed.

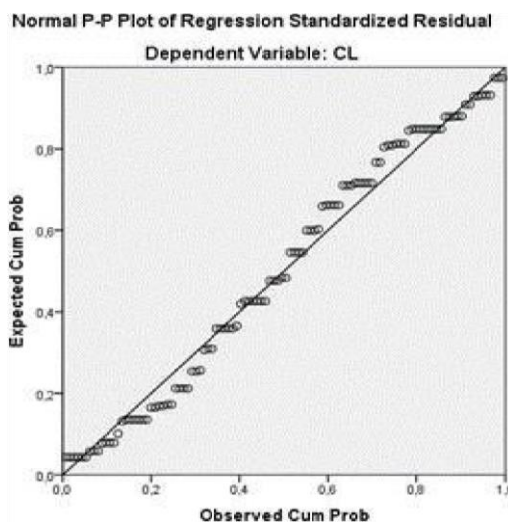


Fig 3. Scater Plot Normality Test PG*CL

Based on fig 3 above we can see that that the points spread around the diagonal line, it can be concluded that the Purchase Growth (PG) regression model on Customer Loyalty (CL) is normally distributed.

Classical Heteroscedasticity Assumption Test

The following is a heteroscedasticity test based on the Spearman's Rho statistical test:

Analysis Learning, Novelty, Escapism, Enjoyment, Social Value, and Value for Money, Against Purchase Growth Informing Costumer Loyalty in the users of Tokopedia in Surabaya

Table 4. Heteroscedasticity Test Results

Model	Sig Spearman's Rho	Standar	Criteria
LN*PG	0,788	>0,05	Homogen
NV*PG	0,988	>0,05	Homogen
SV*PG	0,880	>0,05	Homogen
EJ*PG	0,895	>0,05	Homogen
ES*PG	0,496	>0,05	Homogen
VM*PG	0,515	>0,05	Homogen
PG*CL	0,760	>0,05	Homogen

Spearman's Rho can be seen that the significance value of all models is greater than 0.05, so it can be concluded that the regression model is Learning (LN), Novelty (NV), Social Value (SV), Enjoyment (EJ), Escapism (ES), and Value for Money (VM) to Purchase Growth (PG); and the Purchase Growth (PG) regression model on Customer Loyalty (CL) is free from heteroscedasticity.

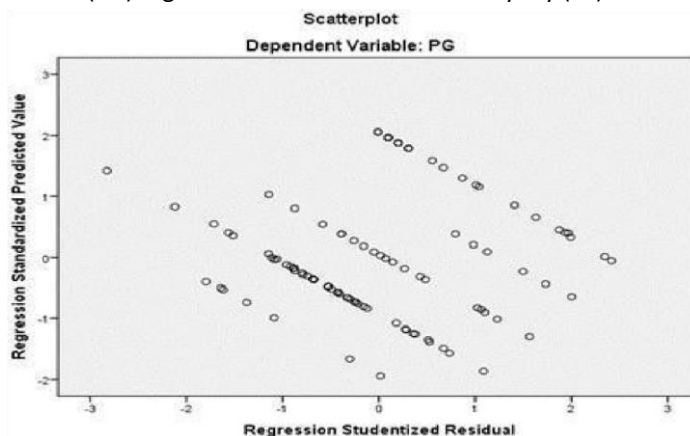


Fig 4 . Scater Plot Heteroscedasticity Test LN, NV, SV, EJ, ES, VM*PG

Based on fig 4 above we can see that there is no clear pattern and the points spread above and below the number 0 on the Y axis, it can be concluded that the regression model is Learning (LN), Novelty (NV), Social Value (SV), Enjoyment (EJ), Escapism (ES), and Value for Money (VM) to Purchase Growth (PG) is free from heteroscedasticity.

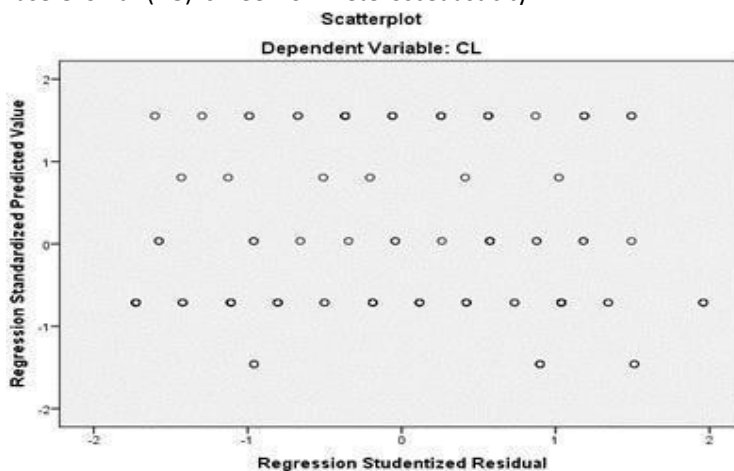


Fig 5. Scater Plot Heteroscedasticity Test PG*CL

Based on fig 5 above we can see that there is no clear pattern and the points spread above and below the number 0 on the Y axis, it can be concluded that the Purchase Growth (PG) regression model for Customer Loyalty (CL) is free from heteroscedasticity.

Analysis Learning, Novelty, Escapism, Enjoyment, Social Value, and Value for Money, Against Purchase Growth Informing Costumer Loyalty in the users of Tokopedia in Surabaya

Classical Linearity Assumption Test

Below are the results for the classical linearity assumption test

Table 5. Classical Linearity Assumption Test

Variabel	Sig Linearity	Sig Deviation from Linearity	Standar	Criteria
LR*PG	0,229	0,652	>0,05	Linear
NV*PG	0,000	0,008	<0,05	Linear
SV*PG	0,000	0,162	<0,05	Linear
EJ*PG	0,000	0,001	<0,05	Linear
ES*PG	0,000	0,026	<0,05	Linear
VM*PG	0,000	0,503	<0,05	Linear
PG*CL	0,031	0,292	<0,05	Linear

Bases on the table above we can see that in the linearity column it can be seen that the deviation from linearity value exceeds 0.05 and linearity is less than 0.05, so it can be concluded that in the Learning (LN), Novelty (NV) regression model, Social Value (SV), Enjoyment (EJ), Escapism (ES), and Value for Money (VM) to Purchase Growth (PG); and the Purchase Growth (PG) regression model on linear Customer Loyalty (CL).

Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis Effect of Learning (LN), Novelty (NV), Social Value (SV), Enjoyment (EJ), Escapism (ES), and Value for Money (VM) on Purchase Growth (PG)

Model / Variabel	R	Adj R ²	F sig	Standardized Coefficients Beta	tsig	Hipotesis
LN, NV, SV, EJ, ES, VM*PG	0,758	0,550	0			
LN				0,076	0,254	Rejected
NV				0,236	0,004	Accepted
SV				0,134	0,103	Rejected
EJ				0,119	0,241	Rejected
ES				0,371	0,000	Accepted
VM				0,071	0,392	Rejected

Based on the table above we can conclude that :

1. Learning has a significant effect on Purchase Growth rejected with a sig level of 0.254 > 0.05
2. Novelty has a significant effect on Purchase Growth received with a sig level of 0.004 < 0.05
3. social Value has a significant effect on Purchase Growth rejected with a sig level of 0.103 > 0.05
4. Enjoyment has a significant effect on Purchase Growth rejected with a sig level of 0.241 > 0.05
5. Escapism has a significant effect on Purchase Growth received with a sig level of 0.000 < 0.05
6. Value for Money has a significant effect on Purchase Growth rejected with a sig level of 0.392 > 0.05

Table 6. Simple Linear Regression Analysis Effect of Purchase Growth (PG) towards Customer Loyalty (CL)

Model / Variabel	R	R ²	F sig	Standardized Coefficients Beta	tsig	Hipotesis
PG*CL	0,207	0,043	0	0,207	0,032	Accepted

Based on the table above we can conclude that :

1. Purchase Growth has a significant effect on Customer Loyalty rejected with a sig level of 0.032 > 0.05

5. DISCUSION

Analysis Learning, Novelty, Escapism, Enjoyment, Social Value, and Value for Money, Against Purchase Growth Informing Costumer Loyalty in the users of Tokopedia in Surabaya

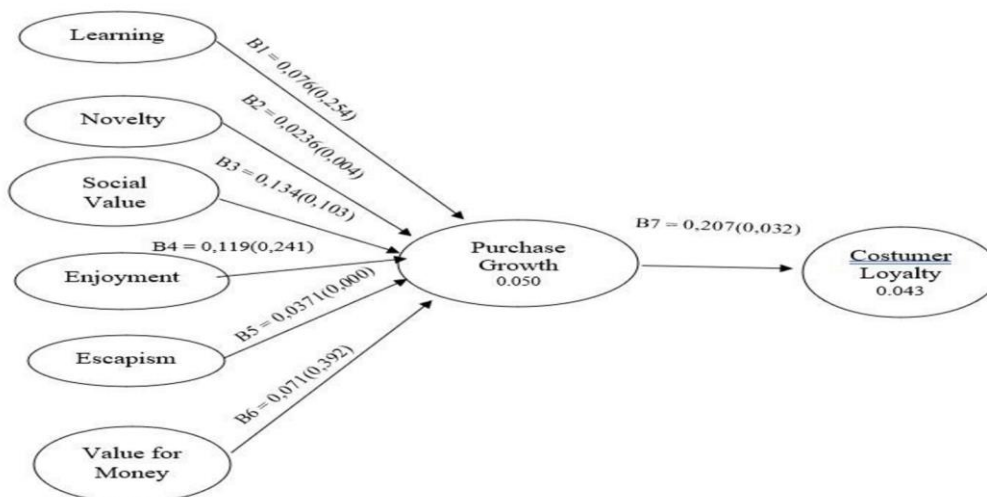


Fig 6. Results

Based on the results of the overall model analysis, it is known that the Customer Loyalty variable is formed by the Purchase Growth variable. This means that the better the attitude that Tokopedia users have towards increasing purchases, then this will increase Customer Loyalty. While the Purchase Growth variable is formed by 6 variables, namely Learning, Novelty, Social Value, Enjoyment, Escapism, and Value for Money. Based on the results of the study, it was found that Escapism had the greatest influence on Purchase Growth, followed by Novelty, Social Value, Enjoyment, Learning, and Value for Money variables. This is because Tokopedia users are more emotionally influenced which can be seen from their desire to seek uniqueness and different situations which can be seen from the Escapism and Novelty variables, while the logically influential variables are in a lower position such as Learning.

Purchase Growth (PG) has a significant effect on Customer Loyalty (CL) of 0.207. This is the same as what Liao and Teng (2017) say that Purchase Growth is the desire of consumers or users to increase purchases from providers or sellers. In this study showed significant results. This is because Tokopedia users feel the compatibility with Tokopedia so that they start increase purchases to or at Tokopedia itself.

Escapism has the biggest influence on the Purchase Growth variable of 0.371. This is the same as Merhi (2016). Escapism is a temporary feeling that makes individuals who feel this feeling feel like they are in a different place. In this study, it has a significant effect. This happens because Tokopedia users can give the feeling of being in a different place from where they are now.

Novelty has the second biggest influence on the Purchase Growth variable, which is 0.236. This is the same as what Pappu and Quester (2016) said that novelty is one of the key aspects of innovation carried out by a company that can be a differentiator. In this study showed significant results. This happens because of the differences that have become innovations from Tokopedia, such as the unique top quest feature for Tokopedia users which provides something different from Tokopedia's competitors.

The third biggest influence on the Purchase Growth variable is Social Value of 0.134. This is the same as what Hamari and Keronen (2017) say is a phenomenon that can influence users or buyers of a platform to build relationships with other users or buyers regarding a thing or trend. In this study, the results were not significant. This happens because Tokopedia users feel that outside influences don't really influence the decision to use or use the website shop at Tokopedia.

The fourth largest influence on the Purchase Growth variable is owned by Enjoyment of 0.119. This is the same as Merhi (2017) said that enjoyment has a strong influence in the process of influencing users or prospective buyers in making purchases or using applications, especially in e-commerce settings. In this study did not have a significant effect. This happens because the pleasure that users can feel in using Tokopedia is almost or can be felt on their competitor's platforms as well.

The fifth biggest influence on the Purchase Growth variable is owned by Learning of 0.076. This is the same as what Demetriou (2020) said that learning is an ability possessed by an organization or group to be able to adapt to circumstances and be able to maintain its relevance amid changes that occur. In this study, the results were not significant. This is because most features from Tokopedia itself have a level of difficulty or learning that is almost the same as their competitors.

The sixth largest influence on the Purchase Growth variable is owned by Value for Money of 0.645 This is the same as what Zeithaml (2016) said that Value for Money is a view held by consumers or users regarding what is sacrificed and what is obtained from what is received. Sacrificed and whether it is commensurate with what consumers get. In this study, the results were not

Analysis Learning, Novelty, Escapism, Enjoyment, Social Value, and Value for Money, Against Purchase Growth Informing Customer Loyalty in the users of Tokopedia in Surabaya

significant. This is because the majority of Tokopedia users feel that the difference in prices offered by both Tokopedia and its competitors does not have a big difference or has almost the same price.

6. CONCLUSIONS

Through this research which has been conducted on 108 male and female respondents aged 17 – 65 years based on the research that has been done, the results obtained are that the Purchase Growth variable has a significant positive effect on Customer Loyalty, Learning has a significant positive effect on Purchase Growth, Novelty has a significant positive effect. on Purchase Growth, Escapism has a significant positive effect on Purchase Growth, Enjoyment has an insignificant positive effect on Purchase Growth, Social Value has a positive and insignificant effect on Purchase Growth, and Value for Money has an insignificant positive effect on Purchase Growth. In addition, in this study, in the results of this study, Tokopedia users focus more on the emotional side or factors than logic. This can be seen in the results of this study where emotionally influential variables such as novelty and escapism are significantly positive, while logical variables such as learning have no significant positive effect.

Based on the research, the Purchase Growth variable has a significant positive effect on the Tokopedia Customer Loyalty variable. Novelty and Escapism variables have a significant positive effect on the Purchase Growth variable. So that managerial implications should be more focused on important variables that have a significant influence. The managerial implications developed from the findings are as follows:

First, Purchase Growth is an important element in the context of increasing or improving Customer Loyalty. This happens because if consumers feel there is a bond with Tokopedia, they will keep coming back many times to make new purchases repeatedly at Tokopedia.

Both Learning Variables are elements that are not too important to increase or improve Purchase Growth. This is because in this study the results were not significant. This is because the learning process for using features such as additional features is not very important in increasing Tokopedia purchases or transactions.

The three Novelty variables are important elements to increase or improve Purchase Growth. This is because in this study showed significant results. This is because Tokopedia's uniqueness that makes it different from competitors is the main attraction for users to use Tokopedia.

The four Escapism variables are important elements to increase or improve Purchase Growth. This is because in this study showed significant results. This is because Tokopedia can provide different feelings and sensations from what is usually felt every day, such as the feeling of being in a different place.

The five Enjoyment variables are elements that are not too important to increase or improve Purchase Growth. This is because in this study the results were not significant. This is because the fun or entertainment that may be obtained from using Tokopedia can also be obtained from the use of their competitors' platforms.

The six Social Value variables are elements that are not too important to increase or improve Purchase Growth. This is because in this study the results were not significant. This happens because users feel that the influence of family and friends does not really affect the desire to use or buy at Tokopedia.

The seven Value for Money variables is elements that are not too important in order to increase or improve Purchase Growth. This happens because in this study showed insignificant results. This happens because even if compared to other platforms, Tokopedia may have more users, but in terms of categories, Tokopedia has similar product categories with similar price ranges.

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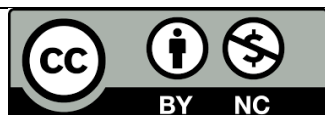
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