

The Impact of Brand Equity, E-Brand Experience, and Web Entertainment Toward E-Satisfaction and E-Loyalty on Marketplace

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ABSTRACT

The recent internet development and technology have changed people's perspectives of online shopping. Not only consumers only use the marketplace to purchase but also to compare price, quality, benefit, features, or after-sales services that a company provides. This research aims to determine the effect of brand equity, e-brand experience, and web entertainment on consumer satisfaction and loyalty. This quantitative study uses the Structural Equation Model method, data processing, and analysis using SPSS 24 and Lisrel 88 software. The respondents in this research are 207 millennial generations in Indonesia and have filled out questionnaires distributed online through Google Forms. The result of this study indicates that perceived quality, brand association, e-brand experience, and web entertainment variables affect the e-satisfaction variable. E-satisfaction variable has a substantial impact on the e-loyalty variable in the marketplace. In contrast, the brand awareness variable does not affect the e-satisfaction variable. The managerial implication given from this research to marketplace management in Indonesia is to improve the quality, level of entertainment, and performance of the marketplace to increase consumer satisfaction. This consumer satisfaction will increase consumer loyalty to the market they use.

Keywords: Brand Equity, Web Entertainment, E-Satisfaction, E-Loyalty, Millennial Generation, Marketplace

1. INTRODUCTION

During this modern era, all of the activities in Indonesia are affected by technological development. As for this current situation, technology innovation significantly impacts the development of business transactions [1]. The use of the marketplace is only an example of technology development that has been used by society. It goes along with

the statement of Vijay, Prashar, and Sahay [2], which states that the internet's development has changed how individuals shop and buy a product/service. Many companies use the marketplace in their marketing strategy to reduce the cost of marketing activities. Companies use the internet to connect, communicate, and disseminate information to consumers and potential customers and receive feedback about satisfaction/dissatisfaction with their products or services.

During the pandemic, people use the marketplace more for shopping than coming directly to the store. Currently, the number of marketplaces in Indonesia is quite large, such as Tokopedia, Shopee, Bukalapak, Lazada, and Blibli. They are competing to win the hearts of their users in various ways to become the most superior marketplace in Indonesia.

Consumers not only use the marketplace to buy things through online platforms but also to compare price, quality, benefit, features, or after-sales services the company provides [2]. In addition, consumers will also compare one brand to another. According to Aaker [3], five brand equity assets consist of brand loyalty, brand awareness, perceived brand quality, brand association, and other proprietary brand assets that explain a brand. Kumar [4] also states that brand awareness, loyalty, association, and perceived quality impact customer satisfaction. Furthermore, Quan et al. [5] research shows a strong relationship between brand awareness and sensed quality variable on brand loyalty.

Since the development of the internet and technology has changed people's perspective on online branding [6], [7], [8], e-brand experience is also one of the factors that influence e-satisfaction and e-loyalty. When a brand generates more various dimensions of experience for consumers, that brand can have a higher overall rating due to the consumer's expertise get may provide more value to a brand if consumers are satisfied with that brand [9]. Therefore, this research aims to further understand the brand experience phenomenon (in an online context) by researching the impact of the e-brand experience variable on e-satisfaction and e-loyalty. Brakus et al. [9], Dharviandi and Syah [10], and Klaus and Maklan [11] also state that brand experience influences consumer satisfaction and loyalty.

Furthermore, brand equity and brand experience, web entertainment also play an essential part in effectively communicating with consumers and affect consumer satisfaction and loyalty. They emphasizes developing and testing a website's systematic models as a communication platform with consumers [12]. According to Mazaheri, Richard, and Laroche [13], consumers will explore a website if they consider it informative, functional, and entertaining. Vijay et al. [2] state that web atmospheric cues variables (web informativeness, web effectiveness, and web entertainment) significantly impact the e-satisfaction variable. The web effectiveness variable is the most significant influence on e-satisfaction along with a mediating role of e-satisfaction between web atmospheric cues with e-loyalty; this also confirms the result of research from Mazaheri et al. [13].

Kumar [4]; Quan et al. [5]; Wang and Prompanyo [14] state that brand equity has a strong relationship with e-satisfaction. However, few previous researchers have examined the relationship between a brand's web atmospheric cues to e-satisfaction [15], [2]. Therefore, the web entertainment variable will be added to this research and will focus on the millennial generation in Indonesia. According to Sponaugle [16], the millennial generation was born in 1981-1996. The millennial generation has been chosen as an object in this research because, according to Ruangkanjanases et al. [17] they are familiar with technology development and often use it to obtain information about specific products or services when making a purchase decision. The difference is made to expand research that explores these variables' influence, to validate the scale used in this research, and to validate the results of research that has been done previously.

The purpose of this research is to determine the influence of variable brand equity, brand experience, and web entertainment on the variable e-satisfaction and e-loyalty in the marketplace in Indonesia. In addition, during the Covid-19 pandemic development, the use of marketplaces in Indonesia is also increasing rapidly, so researchers feel that this research needs to be done.

2. LITERATURE REVIEW

2.1 Brand Awareness

Brand awareness means consumers' ability to identify and remember a brand in different conditions or situations [18]. Brand awareness is an essential but sometimes overlooked component of brand equity. In some contexts, this can be a driving factor when choosing a brand and affect consumer loyalty. Brand awareness reflects an essential meaning of a brand that will stay on the consumer's mind [19]. Sasmita and Suki [20] also state that brand awareness is a condition when consumers can associate a brand with specific products they want to own. Currently, brand awareness also has an essential role in the decision-making process because the more superior brand awareness is, the consumers will consider the brand through mobile phones, online advertising, or online media [21]. Increasing brand awareness is one of the outputs that is targeted by marketers [22].

2.2 Perceived Quality

Perceived quality defined as consumers' evaluation or point of view about the 'excellence' or 'superiority' of an overall product/service when compared with other products/services [23], [19]. Perceived quality is not the actual quality of a product but about consumer perceptions of the overall product quality or the superiority of the product/service concerning the intended purpose, which is relative to alternatives [23]. Perceived quality consists of several cues, such as brand, design, and price [24]. In environmental online, marketers must understand how consumers perceive and evaluate website brands to provide superior services [5]. Christodoulides et al. [25] also state that perceived quality (in the online context) can be associated with "fulfilment"

and "trust" factors which are defined as the processes and outcomes perceived by consumers from sending website resources when consumers have accessed the website.

2.3 Brand Association

Brand association defined as all forms related to the perception of each consumer, such as trust and memory of a brand, which consists of three elements: perceived value, organizational associations, and brand personality [26]. Brand association is closely related to the information in a consumer's mind about a brand (positive or negative) connected to consumer memory [27]. Consumers will consider the company's elements (people, values, programs) related to their brand leading to consumer choice and meaningful differentiation in the marketplace [5]. The higher the brand association, the more it will be remembered by consumers so that consumers will be more loyal to that brand [20]. According to Chen, Yeh, and Jheng [28], the brand association has been conceptualized as an informational pattern organized in a consistent brain network and an associative memory network model.

No.	Author	Topic	Sample Size	Key Concept Examined	Methodology	Findings
A. Brand Awareness						
1	Ramadhan et al. (2020)	The Social Media Marketing Effect on Brand Awareness and Brand Loyalty in Lasik Clinic Jakarta, Indonesia	100	The effect of social media marketing on brand awareness and brand loyalty of the lasik clinic	SEM Lisrel Method	Social media marketing had a significant influence on brand awareness and brand loyalty, brand awareness had no significant effect on brand loyalty
2	Sasmita & Suki (2015)	Young Consumers' Insights on Brand Equity: Effects of Brand Association, Brand Loyalty, Brand Awareness, and Brand Image	200	The effects of brand association, brand loyalty, brand awareness, and brand image on brand equity among young consumers	Descriptive, Correlation and Multiple Regression Analysis via the Statistical Package for Social Sciences Computer Programme v.21.	Brand awareness predominantly affects brand equity among young consumers
3	Shabbir, Khan & Khan (2017)	Brand Loyalty, Brand Image and Brand Equity: The Mediating Role of Brand Awareness	200	The mediating effect of brand awareness on the relationship between brand loyalty, brand image and brand equity in telecom sector of Mirpur, Azad Kashmir	SEM Lisrel Method	The brand awareness fully mediates the effect of brand loyalty and brand image on brand equity
4	Heskiano, Syah & Hilmy (2020)	Social Media Marketing Relations, Brand Awareness to Brand Loyalty Through the Brand Image	160	The effect of social media marketing activities, brand awareness of RSIA X on the brand loyalty of outpatients in the midwifery section with brand image as an intervening variable	Quantitative Approach, Survey Methods and Correlation Techniques, Data Analysis using SEM	A social media marketing and brand awareness had a positive and significant effect on brand loyalty mediated by brand image

No.	Author	Topic	Sample Size	Key Concept Examined	Methodology	Findings
B. Perceived Quality						
1	Ruswanti, Herlambang & Januarko (2016)	The Effect of Brand, Design, and Price on Intention to Purchase Mediated by Quality Perception at Sport Shoes X	161	Relationship between the product cues on the quality perception and purchase intention for sports footwear products	SEM Lisrel Method	The product cues have an influence mediated by the quality perception on purchase intentions
2	Quan et al. (2020)	The Influence of Website Brand Equity, E-brand Experience on e-Loyalty: The Mediating Role of e-Satisfaction	928	The role of online satisfaction as a mediator in the relationship between website brand equity, e-brand experience and e-loyalty in the context of shopping online in Vietnam	SEM Lisrel Method	E-brand experience has the most significant impact on e-satisfaction; brand awareness has the most significant impact on e-loyalty; and e-satisfaction plays a crucial role in mediating between website brand equity, e-brand experience and e-loyalty
C. Brand Association						
1	Bougenville & Ruswanti (2017)	Brand Equity on Purchase Intention Consumers' Willingness to Pay Premium Price Juice	330	Understanding consumer mind through brand equity in purchasing a product and willingness to pay premium price and how a newcomer should do the strategy to the juice category	SEM Lisrel Method	Brand loyalty of juice is the most important dimension to build brand equity; positive significant effect is found for brand awareness and association and weak support is found for the perceived quality dimensions
2	Emari, Jafari & Mogaddam (2012)	The Mediatory Impact of Brand Loyalty and Brand Image on Brand Equity	432	The underlying dimensions of brand equity in the chocolate industry	SEM Lisrel Method	Brand loyalty and image are essential components of brand equity in this industry

2.4 E-Brand Experience

Brand experience is a collection of feelings, sensations, cognitions, and behavioural responses that arise due to stimuli, which occur when consumers interact (directly or indirectly) with a particular brand [9]. Brand experience is a strong predictor of actual buying behaviour, which is a better predictor of satisfaction [10]. Morgan-Thomas and Veloutsou [29] explain that e-brand experience is "a subjective response from an individual's internal to contacts made with online brands." In another context, Ha and Perks [30] discuss "website-based brand experience" to study consumer behaviour in internet-based marketing activities and define it as "a positive navigation of consumers (using web-based communities and participating in an event) and perceptions (attractiveness of cookies, variety, and uniqueness of website visual appearance and value for money) with particular websites."

2.5 Web Entertainment

Web atmospheric cues are a web planning design to create a positive impact and/or cognition on its user to develop positive consumer responses [31]. According to Rayburn and Voss [32], web atmospheric cues are similar to the atmosphere of a conventional store which offers essential information about the store and can impact consumers' attitudes and buying decisions. The factor of atmospheric web cues that will be examined in this research is web entertainment. McQuail [33] states that the entertainment value of a website lies in its ability to match consumer needs for escapism/distraction, aesthetic enjoyment, or emotional release. Web entertainment is a fun, relaxed, imaginative website [34].

2.6 E-Satisfaction

E-satisfaction is a post-purchase measurement index that measures the state of consumer feelings about past purchases and shopping experiences. The measurement of consumer satisfaction level is risky because satisfaction with distribution services can influence consumers' decision to continue using them or not [35]. According to Syah and Olivia [36], consumer satisfaction is a response to the accumulation of shopping and consumption experiences made by consumers towards a brand. Meanwhile, according to Elizar, Indrawati, and Syah [37], consumer satisfaction is linked between consumer expectations and what they feel about the performance of a product that may encourage them to visit, repurchase, and recommend the product to their friends or family. In a virtual/online scope, Anderson and Srinivasan [38] define electronic satisfaction as consumer satisfaction in connection to a previous purchase experience at a particular electronic trading company. Identifying and anticipating consumer needs is the primary key to customer satisfaction [39], because every company's fundamental and primary goal is to fulfil consumer needs and desires that lead to satisfaction [2]. The consumer satisfaction factor will be tested in this research.

2.7 E-Loyalty

Loyalty is vital in ensuring consumers to do something beneficial to the company, either making a purchase or doing WOM [39]. Consumer loyalty is defined by Oliver [40] as a "commitment held deeply by consumers to consistently repurchase a preferred product or service in the future and lead to repeat purchases of the same brand, despite situational influences and/or marketing efforts that can potentially lead to change their behaviour." Brand loyalty consists of attitudes (conative, cognitive, or affective) and consumer behaviour [18]. Currently, technological advances and development of the internet are very rapid, thus expanding the concept of brand loyalty to the online environment and giving rise to the term electronic loyalty (e-loyalty) [5]. Anderson and Srinivasan [38] define e-loyalty as a favourable attitude from consumers toward electronic business (e-business) which can lead to repeat purchase behaviour/repurchase.

3. HYPOTHESIS DEVELOPMENT & RESEARCH MODEL

3.1 Brand Awareness and E-Satisfaction

Strong brand awareness can influence consumer decisions in buying a brand that is being considered [3]. Consumers who already know or recognize a brand tend to make decisions faster. The better consumers identify and remember the company's brand, the more satisfied they will be [5]. Brand awareness has a more substantial impact on subsequent purchase choices if the product that has been tried can match consumer

expectations [41]. Quan et al. [5] state that brand awareness positively affects e-satisfaction. The following are hypotheses proposed based on the literature and empirical evidence above:

H1: Brand awareness has a positive effect on e-satisfaction.

3.2 Perceived Quality and E-Satisfaction

Quan et al. [5] state that a comparison between the perceived quality of a product or service that a consumer receives has to be as expected to get confirmation of choice (satisfaction) or a conclusion that the option is inadequate (dissatisfaction). Consumers will be loyal to a brand that offers high quality [42], [43], [44]. Lai et al. [45] state that when consumers feel the excellent quality of service, they will feel more satisfied. Therefore, the hypothesis that will be applied in this research is:

H2: Perceived quality has a positive effect on e-satisfaction.

3.3 Brand Association and E-Satisfaction

The relation between brand association, brand satisfaction, and loyalty is fundamental [5]. Kumar [4] states a significant relationship between brand association and consumer satisfaction. When consumers trust a brand and have a good impression of it, they tend to feel satisfied and ready to buy more of that brand. Therefore, a positive relationship exists between website brand association and e-satisfaction [5]. Thus, the hypothesis that is applied:

H3: Brand association has a positive effect on e-satisfaction.

3.4 E-Brand Experience and E-Satisfaction

The literature shows that a superior brand experience increases consumer satisfaction. The positive influence of customer experience [46], [11] and brand experience [9] on brand satisfaction has been well praised in the literature. The effect of brand experience on brand satisfaction has also been well recognized in the online context [30], [29]. Based on the empirical evidence and the theoretical theory, the hypothesis to be applied is:

H4: E-brand experience has a positive effect on e-satisfaction.

3.5 Web Entertainment and E-Satisfaction

Web atmospheric cues include web informativeness, web effectiveness, and web entertainment [2]. An e-environmental store or atmosphere, extending the idea from an environmental store to a web-based shopping context, can be expressed as a "Web planning design to create positive effects for users and to increase consumer responsiveness and satisfaction" [31]. There are two different themes in the research variables regarding atmospheric web cues. The first discussion focuses on web portal elements that can be changed by website developers, including colour, typeface, text size, and music. Davis et al. [47], Floh and Madlberger [48] observe the significant impact of this vital cue on consumer emotions (stimulation and excitement) that are spontaneous and subliminal. In the second discussion, this research focuses on assessing and evaluating the characteristics of web portals, such as their informative and compelling aspects. Hoffman and Novak [49] state that informativeness is a portal's ability to make information available to consumers. Chen et al. [34] also state that the element of entertainment is exciting, fun, calm, stimulating, and proficient.

For the time being, there is a development in understanding of the effect of atmospheric elements on the process and outcomes of e-shopping activities. Kim and Lennon [50], and Loureiro et al. [15] state that consumers' emotional pleasure and excitement, and shopping enjoyment can be affected by web portal visuals, appearance, layout, colours, and clear links. Consumers will increase their shopping enjoyment when they positively see the design and ease of instructions on the portal [48]. Richard [12] focuses on cognitive responses from consumers, such as site involvement. Floh and Madlberger [48] have discussed consumers' emotional responses generated by their shopping environment, such as the pleasure they feel when shopping. Visual website cues affect consumers' logical evaluations and instant satisfaction levels [51].

Prashar et al. [1], [52] state that online consumers prefer e-retailers that provide them with elements of a better web environment, which consist of attractive graphics, designs, and layouts. Mazaheri, Richard, and Laroche [13] observe a relation between web portal atmosphere and consumers' psychological motivations such as pleasure, arousal, and dominance. These motivations influence consumer attitudes and engagement with e-retailer websites, various offers, and purchase intentions. The following are the hypothesis proposed based on the literature and empirical evidence above:

H5: Web entertainment has a positive effect on e-satisfaction.

3.6 E-Satisfaction and E-Loyalty

Satisfaction may encourage consumers to repurchase and keep them loyal to a specific brand [53], [40]. The relation between satisfaction and loyalty significantly has a positive influence and varied strength from product to product and from buyer to buyer [54], [55]. Previous research has also stated a positive relationship between satisfaction and loyalty to a product [9] and/or service [56]. Several previous research has discussed this relationship in an online context. For example, Anderson and Srinivasan [38] state the impact of satisfaction on loyalty in e-commerce and conclude that e-satisfaction impacts e-loyalty. However, the relation is moderated by both individual consumers and company factors. It is found that the relation is more robust in the virtual environment than in the traditional environment [57], [58]. Riel et al. [59] also state that achieving loyalty in the virtual environment is more complex and expensive than in the offline world. Therefore, according to Quan et al. [5], it is reasonable to predict that satisfied website users will have higher loyalty toward their services. The following are the hypothesis proposed based on the literature and empirical evidence above:

H6: E-satisfaction has a positive effect on e-loyalty.

Based on the previous hypothetical framework, the research model can be described as follows:

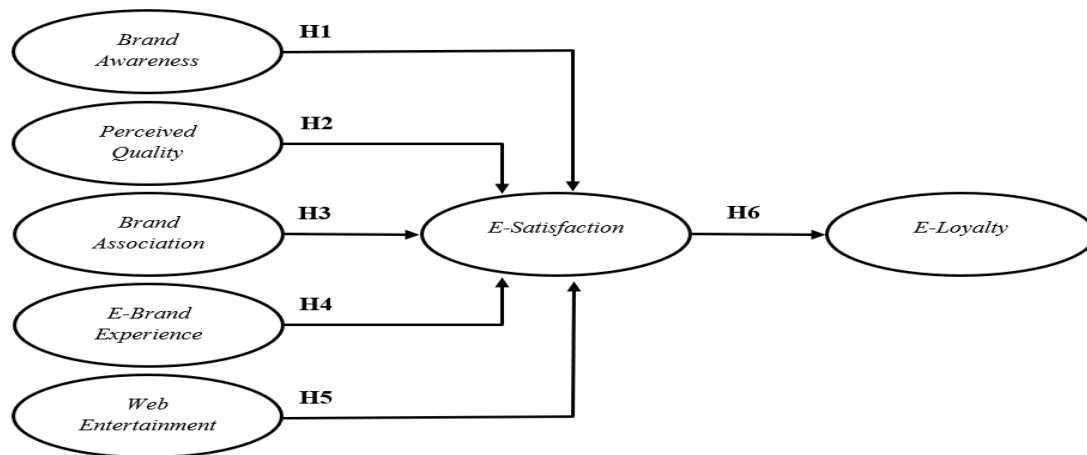


Figure 1. Research Model

4. METHODOLOGY

The method used in the data collection process in this research is a survey method by distributing online questionnaires through Google Forms. Thirty-four literature questions are attached to the online questionnaire. The measurements are made using the Likert scale, with a scale from 1 to 5 (1 = strongly disagree and 5 = strongly agree). There are 6 item scales used to measure brand awareness adopted from the empirical study of Yoo and Donthu [60]. Perceived quality is measured using a 4-item scale developed by Lin and Sun [35]. The measurement of brand association uses a 4-item scale based on the empirical studies of Aaker [19] and Chen et al. [34]. There are 5 item scales used to measure e-brand experience which were adopted from the empirical study of Morgan-Thomas and Veloutsou [29]. Measurement of web entertainment (5 item scale) using the item scale from Chen et al. [34]. E-satisfaction is measured using a 5-item scale from Anderson and Srinivasan [38] and McKinney et al. [61]. E-loyalty is measured by a 5-item scale developed by Anderson and Srinivasan [38] and Zeithaml et al. [62]. The population in this research is Indonesian people who have used the marketplace in Indonesia. The sampling method used in this study is the purposive sampling method. The criteria of respondents are the millennial generation (1981-1996), who have used the marketplace in Indonesia at least three times in the last six months. This quantitative study uses the Structural Equation Model method, processing and analyzing data using SPSS 24 and Lisrel 88 software.

Researchers use SPSS 24 to test the validity and reliability of factor analysis. The validity test analyzes the Kaiser-Meyer-Olkin (KMO) results and Measure of Sampling Adequacy (MSA) measurements. Factor analysis is declared appropriate if the value of KMO and MSA is more significant than 0.5. The reliability test uses the results of the Cronbach's Alpha measurement, where the closer Cronbach's Alpha value is to one, the better it will be. After doing the pre-test, from 34 questions, 32 questions are declared valid to be used as questionnaires in this research. The variables of brand awareness, brand association, e-brand experience, web entertainment, and e-satisfaction are valid. While the perceived quality variable from the four questions, only three are declared valid, and for the e-loyalty variable from 5 questions, only four are declared valid. The number of respondents required is at least five times the number of questions on the questionnaire [63], which is 170. The number of samples used in this study were 207 respondents.

5. DATA ANALYSIS

Table 1. Respondent Characteristics

Characteristics	Category	Amount	Percentage
Gender	Male	79	38.16%
	Female	128	61.84%
Year of Birth	1981 – 1985	39	18.84%
	1986 – 1990	43	20.77%
	1991 – 1996	125	60.39%
Occupation	General Employees	141	68.12%
	Government Employees	4	1.93%
	Entrepreneur	23	11.11%
	Others	39	18.84%
City of Domicile	Tangerang	151	72.95%
	Jakarta	34	16.43%
	Bekasi	3	1.45%
	Bogor	2	0.97%
	Others	17	8.21%
Average Monthly Expenditure (IDR)	< 3.000.000	56	27.05%
	3.000.000 – 5.000.000	89	43.00%
	5.000.000 – 7.000.000	24	11.59%
	> 7.000.000	38	18.36%
Most Used Marketplace	Tokopedia	61	29.47%
	Shopee	124	59.90%
	Bukalapak	2	0.97%
	Lazada	14	6.76%
	Blibli	6	2.90%

Respondents from this research are Indonesians who have used the marketplace in Indonesia at least three times in the last six months. Of 207 respondents, 79 are male (38%), and 128 are female (62%). The criteria for the birth year: 38 respondents (19%) were born in 1981–1985; Forty-three respondents (21%) were born in 1986–1990, and 125 respondents (60%) were born in 1991–1996. Respondents with the job category as private employees were 141 respondents (68%), civil servants were four respondents (2%), entrepreneurs were 23 respondents (11%), and other occupations were 39 respondents (19%). Of the 207 respondents, there were 56 respondents (27%) with an average monthly expenditure of < Rp 3,000,000, as many as 89 respondents (43%) with an average monthly expenditure of Rp 3,000,000–Rp 5,000,000, as many as 24 respondents (12%) with an average monthly expenditure of Rp 5,000,000–7,000,000, and 38 respondents (18%) with an average monthly expenditure of > Rp 7,000,000. Respondents who live in the Tangerang area 151 respondents (73%), Jakarta 34 respondents (16%), Bekasi 3 respondents (1%), Bogor 2 respondents (1%), and other areas 17 respondents (8%). Respondents who frequently use Tokopedia 61 respondents (29%), Shopee 124 respondents (60%), Bukalapak 2 respondents (1%), Lazada 14 respondents (7%), and Blibli 6 respondents (3%).

Table 2. Correlation and Loading Factor Table

Variable	Correlation	Loading Factor
BAW1	0.894	0.37
BAW2	0.923	0.46
BAW3	0.902	0.47
BAW4	0.930	0.68
BAW5	0.830	0.81
BAW6	0.828	0.83
PQL1	0.747	0.86
PQL2	0.681	0.90
PQL3	0.659	0.86
BAS1	0.792	0.77
BAS2	0.705	0.73
BAS3	0.698	0.77
BAS4	0.777	0.77
BEX1	0.584	0.66
BEX2	0.589	0.72
BEX3	0.720	0.66
BEX4	0.760	0.80
BEX5	0.696	0.81
WEN1	0.903	0.52
WEN2	0.862	0.87
WEN3	0.878	0.82
WEN4	0.851	0.76
WEN5	0.861	0.66
EST1	0.724	0.69
EST2	0.817	0.68
EST3	0.712	0.67
EST4	0.744	0.75
EST5	0.749	0.71
ELY1	0.827	0.78
ELY2	0.880	0.90
ELY3	0.800	0.58
ELY4	0.916	1.06

Table 3. Construct Reliability (CR) and Variance Extracted (VE)

Variable	Construct Reability	Variance Extracted
BAW	0.819	0.603
PQL	0.906	0.763
BAS	0.845	0.576
BEX	0.851	0.535
WEN	0.852	0.543
EST	0.829	0.492
ELY	0.890	0.679

Based on the result of research data processing, the validity measurement can be accepted and declared valid because most of the indicators in each variable have a loading factor value greater than 0.5. Only three indicators on the brand awareness variable (BAW) have a loading factor below 0.5; BAW1 with a loading factor of 0.37,

BAW2 with a loading factor of 0.46, and BAW3 with a loading factor of 0.47. According to Hair et al. (2018), the Construct Reliability test value is declared to meet the reliability requirements if the Construct Reliability (CR) value is greater than 0.6 and the Variance Extracted (VE) value is greater than 0.5. The calculation of all variables in this study indicates that the value of Construct Reliability (CR) is greater than 0.6 and Variance Extracted (VE) is greater than 0.5. Only the e-satisfaction (EST) variable has a VE value less than 0.5, which is 0.492. The brand awareness variable (BAW) has a value of CR = 0.819 and VE = 0.603; perceived quality (PQL) has a value of CR = 0.906 and VE = 0.763; brand association (BAS) has a value of CR = 0.845 and VE = 0.576; e-brand experience (BEX) has a value of CR = 0.851 and VE = 0.535; web entertainment (WEN) has a value of CR = 0.852 and VE = 0.543; e-satisfaction (EST) has a value of CR = 0.829 and VE = 0.492; and the variable e-loyalty (ELY) has a value of CR = 0.890 and VE = 0.679. The calculations are then declared to have met the overall requirements of the research.

Table 4. Result of R Square Test

Variable	R Square Adjusted
EST	0.92
ELY	0.15

Structural test analysis is conducted to know the value of R² in each equation in the researcher. The function of the value of R² is to show how much the independent variable can explain the dependent variable. Based on the results of the SEM analysis, this study has two similarities. In the first analysis, the e-satisfaction (EST) variable is jointly influenced by brand awareness (BAW), perceived quality (PQL), brand association (BAS), e-brand experience (BEX), and web entertainment (WEN) variables. The R² value of 0.92. That means 92% of e-satisfaction (EST) variables can be explained by brand awareness (BAW), perceived quality (PQL), brand association (BAS), e-brand experience (BEX), and web entertainment (WEN) variables. Moreover, the remaining 8% is explained by other variables not used in this research. In the second analysis, the variable e-loyalty (ELY) is influenced by the variable e-satisfaction (EST) with an R² value of 0.15. That is, 15% of the e-loyalty (ELY) variable can be explained by the e-satisfaction (EST) variable. Moreover, the remaining 85% is explained by other variables not used in this research.

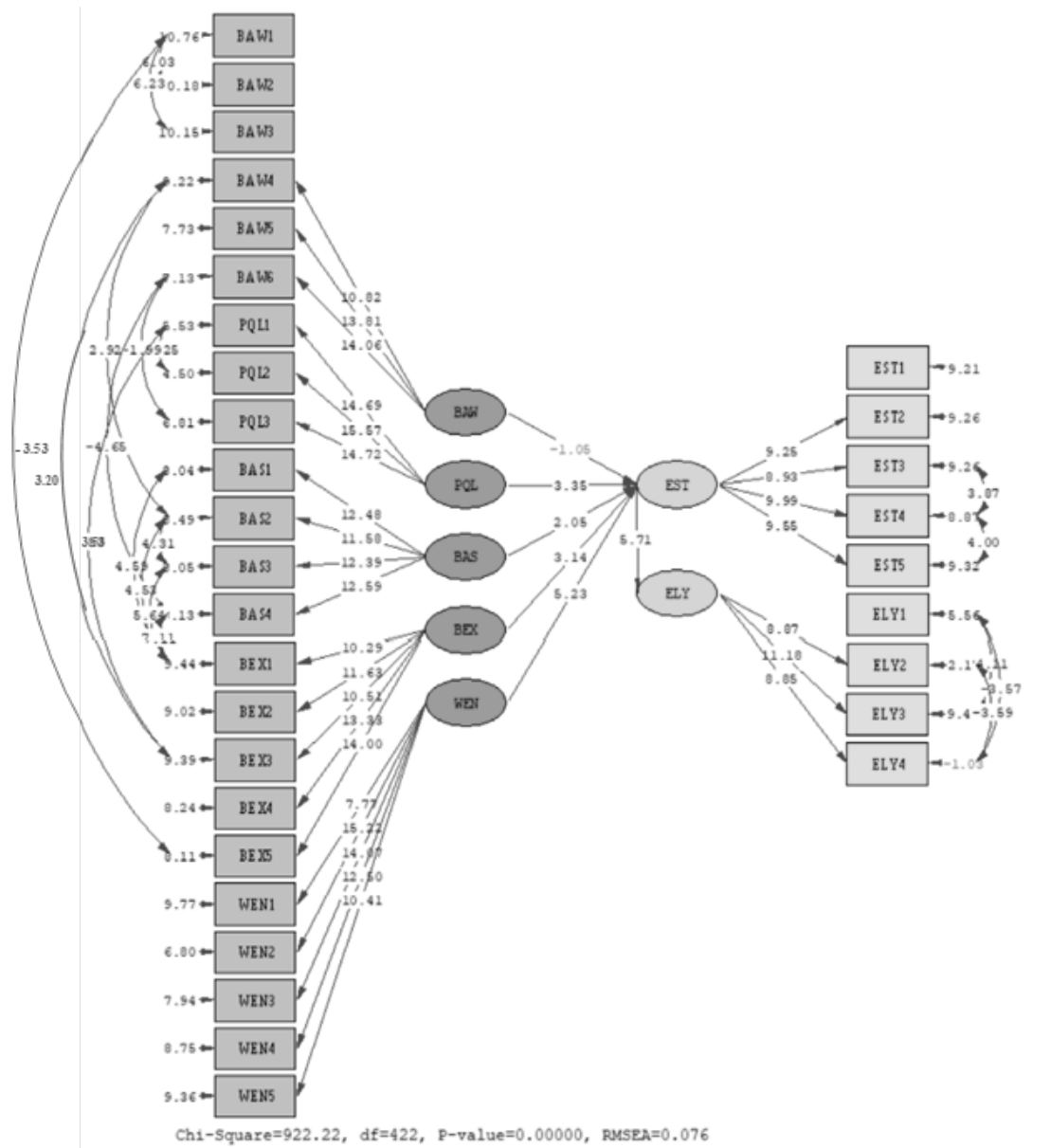
Table 5. Result of Goodness of Fit Test

Group	Indicator	Value	Description
1	<i>Degree of Freedom</i>	422	<i>Good fit</i>
	<i>Minimum Fit Function Chi</i>	926.93	
	<i>Normal Theory WLS Chi Square</i>	922.22	
	NCP	500.22	
	<i>Confidence Interval</i>	416.32; 591.85	
2	RMSEA	0.076	<i>Marginal fit</i>
	<i>Confidence Interval</i>	0.069; 0.083	
	<i>P Value</i>	0,00	
3	<i>ECVI Model</i>	5.51	<i>Good fit</i>
	<i>ECVI Saturated</i>	5.13	
	<i>ECVI Independence</i>	75.09	
4	<i>AIC Model</i>	1134.22	<i>Good fit</i>
	<i>AIC Saturated</i>	1056.00	
	<i>AIC Independence</i>	15468.97	
	<i>CAIC Model</i>	1593.49	
	<i>CAIC Saturated</i>	3343.68	
5	<i>CAIC Independence</i>	15607.61	<i>Good fit</i>
	NFI	0.94	
	NNFI	0.96	
	PNFI	0.8	
	CFI	0.97	
	IFI	0.97	
6	RFI	0.93	<i>Marginal fit</i>
	<i>Critical N</i>	110.46	
7	RMR	0.087	<i>Marginal fit</i>
	SRMR	0.15	
	GFI	0.78	
	AGFI	0.73	
	PGFI	0.62	

This analysis shows that most tests have good compatibility, including Chi-Square, ECVI, AIC, CAIC, Fit Index, Critical N, and Goodness of Fit. The analysis results match the overall research model (Goodness of Fit) even though some are at the marginal fit level.

T-Value Diagram that serves the result of the analysis:

Figure 2. Path Diagram T-Value



According to the diagram above, the hypothesis testing of the research is presented as follows:

Table 6. Result of Hypothesis Test

Hypothesis	Hypothesis Statement	T-Value	Description
H1	<i>Brand awareness</i> (BAW) has a positive effect on <i>e-satisfaction</i> (EST)	-1,05	The data does not support the hypothesis
H2	<i>Perceived quality</i> (PQL) has a positive effect on <i>e-satisfaction</i> (EST)	3,35	The data support the hypothesis
H3	<i>Brand association</i> (BAS) has a positive effect on <i>e-satisfaction</i> (EST)	2,05	The data support the hypothesis
H4	<i>E-brand experience</i> (BEX) has a positive effect on <i>e-satisfaction</i> (EST)	3,14	The data support the hypothesis
H5	<i>Web entertainment</i> (WEN) has a positive effect on <i>e-satisfaction</i> (EST)	5,23	The data support the hypothesis
H6	<i>E-satisfaction</i> (EST) has a positive effect on <i>e-loyalty</i> (ELY)	5,71	The data support the hypothesis

The data in the hypothesis test table above show that the hypothesis having a T-Value above 1.96 is the variables H2, H3, H4, H5, and H6. It means that data on variables H2, H3, H4, H5, and H6 only support the research hypothesis that has been built.

6. DISCUSSION

Along with continuing technological developments, people's shopping behaviour has also experienced a significant development, where people are starting to change their shopping behaviour from conventional to digital. Before getting to know the internet and smartphones, all shopping activities are very conventional: coming directly to the store or market, making price offers, making purchases, and returning home. Some people have changed their shopping behaviour to online shopping, which can be done anytime and anywhere only using internet access and their smartphone. The research further explores the impact of brand awareness, perceived quality, brand association, brand experience, and web entertainment on e-satisfaction and e-loyalty.

With current conditions, there is most likely a change in the shopping behaviour of people around the world; consumers who previously rarely or never even shopped using online platforms now have to rely on digital platforms to make purchases to meet their needs. During the Covid 19 pandemic, online shopping has drastically increased. People prefer to shop for their daily needs digitally or online rather than buying directly at the store to minimize physical contact with others and maintain health protocols to avoid the Covid 19 virus. In addition, e-commerce and marketplace parties also have various ways to attract consumers to shop online, such as competing in terms of providing attractive price offers, more accessible features, and various kinds of promotions through social media and digital advertising.

The H1 hypothesis test shows that brand awareness (BAW) does not affect e-satisfaction (EST). The results of this test are not in line with previous researchers who researched online shopping through websites. A survey was conducted in three major cities in Vietnam with the results of research that brand awareness influences e-satisfaction [5]. It is a different finding compared to the results from previous studies because this research is conducted on significant marketplaces in Indonesia, such as Tokopedia and Shopee. The marketplace's public awareness level is relatively high, so brand awareness cannot describe consumer satisfaction. According to Elizar et al. [37] consumer satisfaction is related to the expectations of the consumers themselves, so when consumers have high hopes for the performance provided by the marketplace but what they receive does not meet their expectations, they will not be satisfied. Furthermore, vice versa, when they do not have high expectations but get good performance, that satisfaction will appear.

According to Quan et al. [5], when consumers already know or recognize a brand, they tend to make decisions quicker. Consumers will be better at identifying and remembering the company's brand if satisfied. Meanwhile, in this research, the respondents do not prioritize a specific marketplace because when consumers decide to shop online, there are some marketplace name appears in their minds. Other aspects are prioritized by respondents, such as quality of the marketplace, entertainment in the marketplace, price list, and their rating. This research reflects that brand awareness of the marketplace used by consumers for online shopping does not affect their satisfaction.

The results of the second hypothesis test (H2) state that perceived quality (PQL) has a positive effect on e-satisfaction (EST). These results follow the research of Lai et al. [45]; Mollen and Wilson [42]; Hsu et al. [43]; Erdoğan and Budeyri-Turan [44]; and Quan et al. [5]. According to Lai et al. [45] when consumers feel good service quality, they will get satisfaction. This research also follows this statement, where research respondents will be satisfied with the marketplace they choose if the quality of the marketplace is good enough, such as good service, easy to use, fast, and safe. It proves that the quality presented by the marketplace is crucial in increasing consumer satisfaction.

The results of the third hypothesis test (H3) shows that brand association (BAS) has a positive effect on e-satisfaction (EST). These results are alongside the research of Kumar [4] and Quan et al. [5]. Quan et al. [5] state that if consumers have more positive associations with a brand, they will offer more loyalty to the brand and vice versa. This research shows the same results according to the statement. It is why when consumers see a marketplace that offers good competence is socially responsible and contributes to the surrounding community, it can make them feel satisfied with the marketplace they use.

The results of the fourth hypothesis test (H4) shows that e-brand experience (BEX) has a positive effect on e-satisfaction (EST). The results of this test are similar with Lin and Bennett [64] and Quan et al. [5]. According to Lin and Bennett [64], environmental boosts such as experience factors can affect the emotional state of consumers, for example, satisfaction. This study provides results similar to this statement, where the experience of shopping online using the marketplace influences consumer satisfaction after using it. For example, when making purchases through the marketplace, they can easily search for goods, up-to-date search results, hunt for HarBolNas (national shopping day) flash sales, and other experiences.

Moreover, the fifth hypothesis (H5), which tests the effect of web entertainment (WEN) on e-satisfaction (EST) shows the same results as research that is conducted by Mazaheri et al. [13] and Vijay et al. [2], which states that web informativeness, web effectiveness, and web entertainment influence e-satisfaction. The results of this test indicate that web entertainment (WEN) positively affects e-satisfaction (EST). It means that the form of entertainment in the marketplace can affect consumer satisfaction when consumers use it. Entertainment in the marketplace, for example, is a live shopping event with e-commerce or existing brands.

Meanwhile, the last hypothesis test (H6) shows the exact results of the research of Lin and Bennett [64]; Vijay et al. [2] and Quan et al. [5], that e-satisfaction (EST) has a positive influence on e-loyalty (ELY). According to Quan et al. [5], satisfied website users will have higher loyalty. Based on the results of this test, it can be stated that when millennials become consumers of a marketplace and are satisfied with the performance of the chosen marketplace, their loyalty to the marketplace will also increase. It proves that consumer satisfaction is essential in increasing loyalty in online shopping using marketplaces in Indonesia.

A high level of consumer satisfaction will increase consumer loyalty who use the marketplace for online shopping. Based on the result of the hypothesis testing above, the brand awareness variable does not affect the e-satisfaction variable. In comparison, the web entertainment variable has the most substantial effect on e-satisfaction, especially for millennials. The millennial generation considers web entertainment an essential factor influencing their satisfaction while shopping in the marketplace. Other variables that are no less important are perceived quality, e-brand experience, and brand association variables which can also increase consumer satisfaction.

7. CONCLUSION

The result of this study confirms that the perceived quality, brand association, e-brand experience, and web entertainment variables positively influence e-satisfaction, and the e-satisfaction variable positively influences e-loyalty. At the same time, the independent variable brand awareness does not affect the e-satisfaction variable. The results show that a marketplace's quality, associations, and entertainment strongly influence consumers' satisfaction, and consumer experience can affect consumer satisfaction. Moreover, consumers who are satisfied with the marketplace will have a high level of loyalty to that marketplace.

This study still has several limitations. First, this research is only conducted on the millennial generation, so the research result could not represent the entire population of Indonesian society. Second, the research only focuses on the marketplace in Indonesia, so it cannot reflect consumer satisfaction in other segments. Therefore, further research is expected to explore other generations (such as Generation X) and other fields (such as FinTech). In addition, further research can also add other variables that can be used as essential indicators in future digital technology development.

The theoretical implications presented from this research are that it can expand the results of previous studies where brand awareness in the marketplace in Indonesia currently does not affect customer satisfaction. It is inversely proportional to the results of previous studies, which stated that brand awareness affected e-satisfaction. The managerial implications that can be given from this research to marketplace managers

in Indonesia are to improve the quality, level of their entertainment, and performance of the marketplace to increase consumer satisfaction. Improved quality such as a quick search result and more accuracy. At the same time, the improvement of their entertainment is meant by adding activities or events that are more attractive and interesting. Consumers' satisfaction will lead to increased consumer loyalty to the marketplace they use. Marketplace managers can also switch their marketing budget from a budget to increase consumer brand awareness to other divisions or strategies because, based on the result of this study that the public's brand awareness is already high of the presence of their products.

APPENDIX QUESTIONNAIRE

Scale to answer the following questions from 1 (strongly disagree) to 5 (strongly agree).

Brand Awareness

1. I can easily imagine this marketplace in my mind.
2. I can remember exactly the name of this marketplace.
3. I can recognize this marketplace among other marketplaces.
4. This marketplace is the only marketplace that I can think of when shopping.
5. When I shop online, this marketplace first comes to my mind.
6. I feel familiar with this marketplace.

Perceived Quality

7. I feel confident when shopping in this marketplace.
8. I feel safe when shopping in this marketplace.
9. I believe the services provided in the marketplace are outstanding.

Brand Association

10. I consider this marketplace and its management have outstanding competencies.
11. I believe this marketplace and its management can be socially responsible.
12. I am sure this marketplace does not take advantage of its consumers.
13. I believe this marketplace has a contribution to the surrounding environment.

E-Brand Experience

14. The appearance of this marketplace is beautiful.
15. This marketplace is straightforward to use.
16. The search result provided on this marketplace is speedy.
17. Search results in this marketplace are always up-to-date.
18. Search results in this marketplace are always precise and accurate.

Web Entertainment

19. It is fun when you search this marketplace.
20. This marketplace is very entertaining.
21. I think this marketplace is exciting.
22. This marketplace is very imaginative.
23. This marketplace is beautiful.

E-Satisfaction

24. I feel satisfied after using this marketplace.
25. I feel satisfied with the features in this marketplace.
26. I feel satisfied with the services provided by this marketplace.

27. I think that my choice to use this marketplace is the right choice.
28. I have done the right thing by shopping online through this marketplace.

E-Loyalty

29. As long as this marketplace still exists, I will not switch to another marketplace.
30. I will promote this marketplace to my close friends and family.
31. I will still use this marketplace to shop online even though the price is higher than the other marketplaces.
32. In the future, I will always use this marketplace when online shopping.

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