

CHAPTER IV

ANALYSIS RESULTS AND DISCUSSION

4.1. Respondents Overview

In this study, the respondents were Shopee customers aged 17 to 45 years who had previously purchased goods from Shopee. The implementation of the method in this research is through the distribution of questionnaires/questionnaires to respondents which are distributed directly by the researcher. The general description of respondents in this study includes the identity of the respondent and a description of the respondent's answer, where the identity of the respondent will be divided into 2, namely gender and age.

4.1.1. Respondent Identity

The identity of respondents based on gender and age can be seen in the tables below:

Table 6. Identity of respondents by gender

Gender	Number of Respondents (Person)	Percentage (%)
Male	38	38,0
Female	62	62,0
Total	100	100,0

Source: Appendix 2

Based on gender, respondents were dominated by female consumers as many as 62 people with a percentage of 62% and the rest were male respondents as many as 38 people or 46%

The number of female respondents who are more than male respondents is a coincidental factor because at the time of distributing the questionnaire, respondents who participated were more female consumers, however, gender differences can lead to different opinions or points of view in assessing customer loyalty.

Table 7. Respondent Identity Based on Age

Age	Number of Respondents (Person)	Percentage (%)
17-20	14	14,0
21-30	46	46,0
31-40	31	31,0
> 40	9	9,0
Total	100	100,0

Source: Appendix 2

Based on age, respondents turned out to be dominated by consumers aged between 21-30 years, namely 46 people with a percentage of 46%, then respondents aged between 31-40 years were 31 people or 31% and the rest were respondents aged 17-20 years. as many as 14 people or 14% and there are 9 people or 9% of respondents who are over 40 years old.

4.1.2. Description of Respondents' Answers

In this study, the variables used include Customer Relationship Management (CRM) (X1), Customer Value (X2), Perceived Online Convenience (X3), Customer Satisfaction (X4) and Customer Loyalty (Y). The descriptions of respondents' answers to each variable will be explained in the tables below:

a. Respondents' Answers on CRM Variables (X1)

The CRM variable consists of 4 indicators, namely perceived reward (X1.1), preferential treatment (X1.2), interpersonal communication (X1.3) and direct mail (X1.4). The following are the results of respondents' answers to each of these indicators:

Table 8. Respondents' answers on CRM variables (X1)

No.	Indicator	Score (%)					Mean
		1	2	3	4	5	
1.	Shopee site offers extra benefits specifically in the form of rewards	0	3	20	42	35	4.09

	to customers (including discount or bonus)						
2.	Shopee site provides a variety of superior treatment to customer	0	1	35	34	30	3.93
3.	Shopee allows customers to participate actively in a two-way communication online (complaint or information)	4	1	29	36	30	3.87
4.	Shopee provides product offering (advertising) or latest product information via direct mail	0	3	32	39	26	3.88
	Average percentage	1	2	29	37.8	30.2	3.94

Source: Appendix 3

It can be seen that most of the respondents are at a score of 4, which is 37.8% or tend to agree with the statement and when viewed from the overall average value of 3.94 where the value is close to a score of 4, namely agree. This means that most respondents state that all respondents have high CRM, this can be seen from the Shopee site that offers discounts or bonuses, provides a variety of treatments, Shopee is also actively communicating two-way online (complaints or information) and Shopee also provides product offers (advertisement) or the latest product information by direct mail.

b. Respondents' Answers on Customer Value Variables (X2)

Customer value variable consists of 3 indicators, namely performance value (X2.1), price value (X2.2), emotional value (X2.3). The following are the results of respondents' answers to each of these indicators:

Table 9. Respondents' Answers on Customer Value Variables (X2)

No.	Indicator	Score (%)					Mean
		1	2	3	4	5	
1.	Shopee has a good and reliable service and product quality	0	3	30	36	31	3.95
2.	Shopee has competitive product price	0	5	40	37	18	3.68

3	Shopee products have an appropriate comparison between price and quality	0	5	36	32	27	3.81
4	Shopee service and shopping experience provides emotional satisfaction and bond to the customer	0	8	36	36	20	3.68
5	Shopee service and shopping experience are boosting customer's trust	1	3	39	36	21	3.73
Average Percentage		0.2	4.5	35.2	35.5	24.7	3.80

Source: Appendix 3

It is evident that most of the respondents are at a score of 4, namely 35.5% or tend to agree with the statement and when viewed from the overall average value of 3.80 where the value is close to a score of 4, namely agree. This means that most respondents state that all respondents have high Customer Value, this can be seen from good and reliable service and product quality, competitive product prices and Shopee products have an appropriate price and quality comparison.

c. Respondents' Answers on the Variable Perceived Online Convenience (X3)

Perceived Online Convenience variable consists of 3 indicators, namely decision-making convenience (X3.1), access convenience (X3.2), transaction convenience (X3.3), benefit convenience (X3.4), post benefit convenience (X3.5). The following are the results of respondents' answers to each of these indicators:

Table 10. Respondents' Answers on the Variable Perceived Online Convenience (X3)

No.	Indicator	Score (%)					Mean
		1	2	3	4	5	
1.	Shopee has all the products that customers need	0	1	27	45	27	3.98
2	Customers can decide to shop in Shopee quickly	0	1	23	40	36	4.11

No.	Indicator	Score (%)					Mean
		1	2	3	4	5	
3	Customers can get information about the products from Shopee easily.	0	6	27	42	25	3.86
4	Shopee has an easy platform to be accessed by customers.	0	2	36	42	20	3.80
5	Shopee services provides convenience for customers to shop online swiftly and safely.	1	2	35	35	27	3.85
6	Shopee provides various means of transaction payments that can be accessed easily by customers	0	3	20	41	36	4.10
7	Shopee transaction procedure is not complicated and fast	0	3	20	41	36	4.10
8	Customers can search for the products needed in Shopee quickly	0	3	25	54	18	3.87
9	Customers receive recommendations about their preferred products from Shopee regularly	0	3	25	54	18	3.87
10	Customers obtain information about discounts and promotions from Shopee regularly	0	2	27	48	23	3.92
11	Shopee provides a clear and easy procedure of returning products and refund for the customer	3	0	30	50	17	3.78
12	When a customer has a problem while shopping, Shopee always provide a win-win solution	3	0	30	50	17	3.78
13	Shopee provides a quick response by the customer service for any	1	3	30	43	23	3.84

No.	Indicator	Score (%)					Mean
		1	2	3	4	5	
	problems faced by customers						
	Mean	2.3	1	30	47.6	19	3.81
	Average Percentage	0.6	2.3	27.4	44.3	25.5	3.92

Source: Appendix 3

It is noticeable that most of the respondents are at a score of 4, namely 44.3% or tend to agree with the statement and when viewed from the overall average value of 3.92 where the value is close to a score of 4, namely agree. This means that most respondents state that all respondents have a high Perceived Online Convenience, this can be seen from the perception of online convenience in terms of decision-making convenience, access convenience, transaction convenience, benefit convenience and post-benefit convenience.

d. Respondents' Answers on the Customer Satisfaction Variable (X4)

Customer satisfaction variable consists of 3 indicators, namely shopping experience (X4.1), satisfying shopping experience (X4.2), lack of interest for alternatives (X4.3). The following are the results of respondents' answers to each of these indicators:

Table 11. Respondents' Answers on the Customer Satisfaction Variable (X4)

No.	Indicator	Score (%)					Mean
		1	2	3	4	5	
1.	Shopee provides a better shopping experience that exceeds customer expectations	0	1	31	39	29	3.96
2.	Customers are satisfied with shopping experience in Shopee	0	3	28	36	33	3.99
3.	Customers are not interested to shop in other e commerce platforms besides Shopee	0	7	31	28	34	3.89
	Average Percentage	0	3.7	30	34.3	32	3.95

Source Appendix 3

It can be seen that most of the respondents are on a score of 4, which is 34.3% or tend to agree with the statement and when viewed from the overall average value of 3.95 where the value is close to a score of 4, namely agree. This means that most respondents state that all respondents have high customer satisfaction, this can be seen from the shopping experience, satisfying shopping experience and lack of interest for alternatives.

e. Respondents' Answers to the Customer Loyalty Variable (Y)

Customer satisfaction variable consists of 5 indicators, namely repurchase commitment (Y1), product or service subscription (Y2), consistency of purchase (Y3), the difficulty of being influenced by situational factors (Y4), the difficulty of being swayed by potential marketing efforts. (Y5). The following are the results of respondents' answers to each of these indicators:

Table 12. Respondents' Answers to the Customer Loyalty Variable (Y)

No.	Indicator	Score (%)					Mean
		1	2	3	4	5	
1.	Customers have a strong commitment to repurchase on Shopee	0	1	29	48	22	3.91
2.	Customer is willing to subscribe to Shopee services like discount coupons etc	0	0	18	56	26	4.08
3.	Customer makes a regular purchase on Shopee	3	0	21	58	18	3.88
4.	Customers of Shopee is not easily attracted by promotion from other e commerce platforms	0	3	31	37	29	3.92
5.	Shopee customers do not easily replace Shopee platform as their main shopping destination, although there are promotions from another e commerce	1	3	24	49	23	3.9
	Average Percentage	0.8	1.4	24.6	49.6	23.6	3.94

Source: Appendix 3

According to the table above, it can be seen that most of the respondents are at a score of 4, which is 49.6% or tend to agree with the statement and when viewed from the overall average value of 3.94 where the value is close to a score of 4, namely agree. This means that most respondents state that all respondents have high customer loyalty, this can be seen from the repurchase commitment, product or service subscription, consistency of purchase, the difficulty of being influenced by situational factors and the difficulty of being swayed by potential marketing efforts.

4.2. Research Instrument Testing

4.2.1. Validity test

A valid questionnaire is when the questions in the questionnaire correctly measure what they want to measure. The validity of the questionnaire was tested by using the Pearson correlation value between one question and the total value in one variable. According to Azwar (1997; 158) to determine validity is to correlate the total score obtained on each question item. Therefore, if the value of $r_{count} > 0.30$ means the statement is valid and if the value of r_{count} is 0.30 or less means the statement is invalid. The results of the validity test of the research variables will be presented in the following table:

Table 13. CRM (X1) Variable Validity Test

Item	Corrected item total correlation (r-count)	r-table	Information
X1.1	0.448	0,30	Valid
X1.2	0.434	0,30	Valid
X1.3	0.420	0,30	Valid
X1.4	0.309	0,30	Valid

Source: Appendix 4

Based on the table above, it can be explained that all items or questions on the CRM variable (X1) are valid, since the corrected item total correlation (rcount) value generated is more than 0.30.

Table 14. Customer Value (X2) Variable Validity Test

Item	Corrected item total correlation	r-table	Information
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	(r-count)		
X2.1	0.616	0,30	Valid
X2.2.1	0.595	0,30	Valid
X2.2.2	0.504	0,30	Valid
X2.3.1	0.432	0,30	Valid
X2.3.2	0.594	0,30	Valid

Source: Appendix 4

Based on the table above, it can be explained that all items or questions in the Customer Value (X2) variable are valid, since the corrected item total correlation (rcount) value generated is more than 0.30.

Table 15. Perceived Online Convenience (X3) Variable Validity Test

Item	Corrected item total correlation (r-count)	r-table	Information
X3.1.1	0.366	0,30	Valid
X3.1.2	0.379	0,30	Valid
X3.1.3	0.430	0,30	Valid
X3.2.1	0.480	0,30	Valid
X3.2.2	0.303	0,30	Valid
X3.3.1	0.564	0,30	Valid
X3.3.2	0.564	0,30	Valid
X3.4.1	0.660	0,30	Valid
X3.4.2	0.660	0,30	Valid
X3.4.3	0.300	0,30	Valid
X3.5.1	0.494	0,30	Valid
X3.5.2	0.494	0,30	Valid
X3.5.3	0.334	0,30	Valid

Source: Appendix 4

Based on the table above, it can be explained that all items or questions in the Perceived Online Convenience (X3) variable are valid, because the corrected item total correlation (rcount) value generated is more than 0.30.

Table 16. Customer Satisfaction (X4) Variable Validity Test

Item	Corrected item total correlation (r-count)	r-table	Information
X4.1	0.454	0,30	Valid
X4.2	0.670	0,30	Valid
X4.3	0.528	0,30	Valid

Source: Appendix 4

Based on the table above, it can be explained that all items or questions on the Customer Satisfaction (X4) variable are valid, because the corrected item total correlation (rcount) value generated is more than 0.30.

Table 17. Customer Loyalty (Y) Variable Validity Test

Item	Corrected item total correlation (r-count)	r-table	Information
Y1	0.392	0,30	Valid
Y2	0.435	0,30	Valid
Y3	0.636	0,30	Valid
Y4	0.640	0,30	Valid
Y5	0.460	0,30	Valid

Source: Appendix 4

Based on the table above, it can be explained that all items or questions on the Customer Loyalty variable (Y) are valid, because the corrected item total correlation (rcount) value generated is more than 0.30.

4.2.2. Reliability Test

The reliability test in this study used Cronbach Alpha (α) with a limit of 0.60. The results of the reliability test on the research variables are:

Table 18. Reliability Test Results

No.	Variable	Cronbach Alpha	Information
1.	CRM (X_1)	0,620	Reliable
2.	Customer Value (X_2)	0,774	Reliable
3.	Perceived Online Convenience (X_3)	0,820	Reliable
4.	Customer Satisfaction (X_4)	0,723	Reliable
5.	Customer Loyalty (Y)	0,746	Reliable

Source: Appendix 4

The results of the reliability test on each variable have a Cronbach Alpha value of more than 0.60 which means that all variables in this study are declared reliable.

4.3. Research Results Analysis

4.3.1. Normality test

A data is said to be not normally distributed if the resulting significant level is below 5% ($\text{sig} < 5\%$) and normally distributed if the resulting significant level is above 5% ($\text{sig} > 5\%$). The results of the normality test on the residuals can be seen in the table below:

Table 19. Normality Test Results on Residual

	Kolmogorov-Smirnov	Significance
Residual	0,662	0,774

Source: Appendix 5

The table above explains that the significant level of Kolmogorov-Smirnov is greater than 5% ($\text{sig} > 5\%$) which is normally distributed.

4.3.2. Multicollinearity Classical Assumption Test

The presence or absence of multicollinearity symptoms can be done by calculating the VIF (Variance Inflation

Factor), if the VIF is greater than 10 then multicollinearity occurs, but if it is smaller than 10 there is no multicollinearity. VIF values on research variables can be seen in the table below:

Table 4.15
VIF (Variance Inflation Factor) Score

No.	Variable	VIF
1.	CRM (X_1)	1.436
2.	Customer Value (X_2)	1.476
3.	Perceived Online Convenience (X_3)	1.685
4.	Customer Satisfaction (X_4)	1.966

Source: Appendix 5

The results of the multicollinearity test above show that the VIF value for each independent variable is less than 10 ($VIF < 10$), it can be concluded that the multiple linear regression equation used is free of multicollinearity.

4.3.3. Classical Heteroscedasticity Assumption Test

Heteroscedasticity test was conducted to test whether in a regression model there was a difference in variance from the existing data residuals. In this study, the heteroscedasticity test was carried out using the Spearman Rank test, the results of which can be seen in the table as follows:

Table 20. Spearman Rank Correlation Test Results

No.	Variable	Spearman Rank	Significance level
1.	CRM (X_1)	-0.040	0.690

2.	Customer Value (X_2)	-0.067	0.509
3.	Perceived Online Convenience (X_3)	-0.060	0.551
4.	Customer Satisfaction (X_4)	-0.011	0.917

Source: Appendix 5

Based on the table above, it can be concluded that the resulting multiple linear regression model does not occur heteroscedasticity, because the significance level of each independent variable is more than 5% ($\text{sig} > 5\%$).

4.3.4. Autocorrelation Test

Autocorrelation in the regression model means that there is a correlation between sample members sorted by time of correlation. To find out whether there is an autocorrelation symptom, it is necessary to look at the Watson table with the number of independent variables (k) = 4 and the amount of data (n) = 100 so that it is known that $dL = 1.5922$ and $dU = 1.7682$ (Appendix 6), so the regional distribution can be obtained. decision whether there is autocorrelation. The results of the autocorrelation test are:

Table 21. Durbin Watson Test Results

	Durbin Watson
Residual	1,814

Source: Appendix 5

The resulting DW (Durbin Watson) value of 1.814 is between dU (1.5922) and $4-dU$ (2.4078) so it can be concluded that between residuals (interference error) there is no correlation or multiple linear regression equations used are free of autocorrelation.

4.4. Multiple Linear Regression Equation

The results of the classical assumption test show that the multiple linear regression equation used is free from multicollinearity, heteroscedasticity and is normally distributed. The results of the regression test can be seen in the following table:

Table 22. Multiple Linear Regression Equation

Variable	Regression coefficient
Constant	0.522

CRM (X ₁)	0.165
Customer Value (X ₂)	0.140
Perceived Online Convenience (X ₃)	0.244
Customer Satisfaction (X ₄)	0.325

Source: Appendix 5

Based on the table above, the resulting regression model is:

$$Y = 0.522 + 0.165 X_1 + 0.140 X_2 + 0.244 X_3 + 0.325 X_4$$

The resulting regression equation is a constant (a) of 0.522 indicating the value of customer loyalty (Y), if CRM (X₁), Customer Value (X₂), Perceived Online Convenience (X₃) and Customer Satisfaction (X₄) are constant or zero, then the value of customer loyalty (Y) is 0.522. In other words, if CRM (X₁), Customer Value (X₂), Perceived Online Convenience (X₃) and Customer Satisfaction (X₄) are constant or zero, then customer loyalty (Y) will increase.

The b₁ value of 0.165 in the CRM variable (X₁) is a positive value, which means that if CRM increases by one unit, then customer loyalty will increase by 0.165 with the assumption that the variables are Customer Value (X₂), Perceived Online Convenience (X₃) and Customer Satisfaction (X₄). is constant.

The b₂ value of 0.140 in the Customer Value (X₂) variable is positive, which means that if the Customer Value increases by one unit, then customer loyalty will increase by 0.140 with the assumption that the variables CRM (X₁), Perceived Online Convenience (X₃) and Customer Satisfaction (X₄) is constant.

The b₃ value of 0.244 on the Perceived Online Convenience (X₃) variable is positive, which means that if Perceived Online Convenience increases by one unit, then customer loyalty will increase by 0.244 with the assumption that the variables CRM (X₁), Customer Value (X₂) and Customer Satisfaction (X₄) is constant.

The b₄ value of 0.325 on the Customer Satisfaction (X₄) variable is positive, which means that if Customer Satisfaction increases by one unit, then customer loyalty will increase by 0.325 with the assumption that the CRM (X₁), Customer Value (X₂) and Perceived Online Convenience (X₃) (variables) is constant.

4.4.1. Simultaneous Test (F Test)

Used to determine the relationship between the independent variable and the dependent variable, whether the variables CRM (X₁), Customer Value (X₂), Perceived Online

Convenience (X3) and Customer Satisfaction (X4) really have a simultaneous (together) effect on the Customer variable. Loyalty (Y). The results of the F test are as follows:

Table 23. F .Test Results

Model	Fcount	Sig	R ²
$Y = 0,522 + 0,165 X_1 + 0,140 X_2 + 0,244 X_3 + 0,325 X_4$	36,366	0,000	0,605

Source: Appendix 5

From the results of the F test in this study, the Fcount value was 36,366 with a significance number of 0.000. With a significance level of 95% ($\alpha = 0.05$), the significance number is $0.000 < 0.05$, on the basis of this comparison, H0 is rejected or means CRM (X1), Customer Value (X2), Perceived Online Convenience (X3) variables and Customer Satisfaction (X4) have a significant influence together on the variable Customer Loyalty (Y).

4.4.2. Coefficient of Determination

The coefficient of determination (R²) is carried out to see whether there is a perfect relationship or not, which is indicated by whether changes in the CRM (X1), Customer Value (X2), Perceived Online Convenience (X3) and Customer Satisfaction (X4) variables will be followed by the Customer Loyalty variable. (Y) in the same proportion. This test is done by looking at the value of R Square (R²). The value of the coefficient of determination is between 0 to 1.

The value of the coefficient of determination (R²) generated is 0.605 as shown in table 4.19 which means that the magnitude of the influence of CRM (X1), Customer Value (X2), Perceived Online Convenience (X3) and Customer Satisfaction (X4) on Customer Loyalty (Y) is 60, 5% and the remaining 39.5% is explained by other variables.

4.4.3. Partial Test (t Test)

Used to test whether or not the relationship between CRM (X1), Customer Value (X2), Perceived Online Convenience (X3) and Customer Satisfaction (X4) variables on Customer Loyalty (Y) is significant. The following are the results of the t-test of each independent variable:

Table 24. t test results

Independent Variable	tcount	Sig
CRM (X ₁)	2.321	0.022
Customer Value (X ₂)	2.040	0.044
Perceived Online Convenience (X ₃)	2.406	0.018
Customer Satisfaction (X ₄)	4.620	0.000

Source: Appendix 5

Based on the table above, the results of the t-test in this study can be explained as follows:

1. The P-value of the CRM variable (X₁) is 0.022 < 0.05, then H₀ is rejected or H₁ is accepted, which means that partially the CRM variable (X₁) has a significant influence on the Customer Loyalty variable (Y).
2. The P-value of the Customer Value (X₂) variable is 0.044 < 0.05, then H₀ is rejected or H₁ is accepted, which means partially the Customer Value (X₂) variable has a significant influence on the Customer Loyalty variable (Y).
3. The P-value of the Perceived Online Convenience (X₃) variable is 0.018 < 0.05, then H₀ is rejected or H₁ is accepted, which means partially the Perceived Online Convenience (X₃) variable has a significant influence on the Customer Loyalty variable (Y).
4. The P-value on the Customer Satisfaction (X₄) variable is 0.000 < 0.05, on the basis of this comparison, then H₀ is rejected or H₁ is accepted, which means that partially the Customer Satisfaction (X₄) variable has a significant influence on the Customer Loyalty variable (Y).

4.4.4 Hypothesis Test

Based on the results of the multiple linear regression analysis above, it is concluded that the hypothesis in this study is:

1. H₁: Customer Relationship Management has a significant positive effect on customer satisfaction.

The first hypothesis statement that Customer Relationship Management has a significant positive effect on customer satisfaction is proven true. This can be shown by a

significance value (P Value) of 0.022 less than 0.05 and a regression coefficient of 0.165.

2. H2: Customer Value has a significant positive effect on customer loyalty.

The second hypothesis statement that Customer Value has a significant positive effect on customer loyalty is proven true. This can be shown by a significance value (P Value) of 0.044 less than 0.05 and a regression coefficient of 0.140.

3. H3: Perceived Online Convenience has a significant positive effect on customer loyalty.

The third hypothesis statement that Perceived Online Convenience has a significant positive effect on customer loyalty is proven true. This can be shown by a significance value (P Value) of 0.018 less than 0.05 and a regression coefficient of 0.244.

4. H4: Customer Satisfaction has a significant positive effect on Customer Loyalty.

The fourth hypothesis statement that Customer Satisfaction has a significant positive effect on Customer Loyalty is proven true. This can be indicated by a significance value (P Value) of 0.000 less than 0.05 and a regression coefficient of 0.325.

5. H5: CRM, Customer Value, Perceived Online Convenience and Customer Satisfaction simultaneously have a significant positive effect on Customer Loyalty

The fifth hypothesis statement that CRM, Customer Value, Perceived Online Convenience and Customer Satisfaction simultaneously have a significant positive effect on Customer Loyalty is proven true. This can be shown by the Fcount value of 36.366 with a significance number of 0.000. The magnitude of the influence of CRM, Customer Value, Perceived Online Convenience and Customer Satisfaction on customer loyalty is 60.5%.

4.5. Discussion

4.5.1. The Effect of CRM towards Customer Loyalty

The results of this study indicate that Customer Relationship Management has a significant positive effect on customer satisfaction. This can be shown by a significance value (P Value) of 0.022 less than 0.05 and a regression coefficient of 0.165. It can be concluded that the higher the CRM, the higher the customer loyalty.

4.5.2. The Influence of Customer Value towards Customer Loyalty

The results of this study indicate that customer value has a significant positive effect on customer loyalty. This can be shown by a significance value (P Value) of 0.044 less

than 0.05 and a regression coefficient of 0.140. It can be concluded that the higher the customer value, the higher the customer loyalty.

4.5.3. The Effect of Perceived Online Convenience towards Customer Loyalty

The results of this study indicate that Perceived Online Convenience has a significant positive effect on customer loyalty. This can be shown by a significance value (P Value) of 0.018 less than 0.05 and a regression coefficient of 0.244. It can be concluded that the higher the perceived online convenience, the higher the customer loyalty.

4.5.4. The Influence of Customer Satisfaction towards Customer Loyalty

The results of this study indicate that customer satisfaction has a significant positive effect on customer loyalty. This can be indicated by a significance value (P Value) of 0.000 less than 0.05 and a regression coefficient of 0.325. It can be concluded that the higher the customer satisfaction, the higher the customer loyalty.

4.5.5. Effect of CRM, Customer Value, Perceived Online Convenience and Customer Satisfaction towards Customer Loyalty

The results of this study indicate that CRM, Customer Value, Perceived Online Convenience and Customer Satisfaction simultaneously have a significant positive effect on Customer Loyalty. This can be shown by the Fcount value of 36.366 with a significance number of 0.000. It can be concluded that the higher the CRM, Customer Value, Perceived Online Convenience and Customer Satisfaction, the higher the customer loyalty. The magnitude of the influence of CRM, Customer Value, Perceived Online Convenience and Customer Satisfaction on customer loyalty is 60.5%.