

The Influential Factors the E-commerce on Customer Loyalty

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Abstract. The paper highlighted the development situation of E-commerce in the current market environment and the factors that might affect customer loyalty. The data has been conducted in a new energy company that sells their products through a we-media platform named Tiktok in China. The innovation ability of network products, technologies, and services has been improved, and gradually emerged in the trend of development independently. As far as e-commerce is concerned, the value of one loyal consumer is much higher than that of ten ordinary customers and how could a company stand out from the other competition. Nowadays, the online markets offer the new energy business unique benefits and profits. In this situation, the paper discussed the factors that could be involved in and affect the consumer to choose different e-retailers and also how to avoid the dissatisfaction comments from the customer in order to reach more business and advances. The study concluded that the results of customer loyalty can determine the lowest point, as people's satisfaction below this lowest point, loyalty decreased significantly. The findings of this paper suggested that the e-customer service quality, product quality, and a competitive price had a positive relationship with customers choosing e-commerce.

Keywords: E-commerce, E-customer Loyalty, Customer Satisfaction, SWOT Analysis, Service Quality.

1. Introduction

1.1 Background

In recent years, several factors influence consumer satisfaction with online shopping. The study was conducted in a new energy company that sells its products through a we-media platform named Tiktok in China. Since was conducted in China, the study highlighted the various kinds of products made by the service provider which reflected customer loyalty directly. The current development situation of social markets and characteristics of its business model which define as social media functions, based on social relationships, content sharing, etc. Finally realize the innovation of business based on the e-commerce model. Depending on the different variables, the company will face different situations. Nowadays, e-commerce has been created as many types as a share purchase, production distribution, and community group purchase types. The examination will conduct the variables depending on the environment. As the relationships and quality services were shared positively, the company faced more challenges in actual running. In the future, the factors that decide the success of social e-commerce platform is not the operation mode, one of the powerful factors, for example, the supply chain, the services capability, and customer satisfaction impact more. The study highlights that customer loyalty can determine the lowest point, below this lowest point, loyalty decreased significantly. In addition, the goal of this study is to examine whether the customer loyalty of consumers is related to the service quality and product quality of e-commerce or not, which also examined how to improve consumer loyalty to e-commerce. Online markets offer the new energy business unique benefits and profits.

1.2 Research Gap

The environment of the entire online consumption platform, there are a variety of e-commerce brands nowadays. E-commerce enterprises need to optimize user operations to maximize the value of the consumer's purchasing life cycle. In order to create consumer loyalty to e-commerce is significantly important to e-commerce. This also can lead to a hypothesis that is conducted on the data from AnQiao's new energy company. The research stated that customer loyalty can be shown

towards a product or service provider in a long-term purchasing, and recommend the company to introduce to others [1]. The same paper also stated that customer service can be shown by a positive attitude [1]. Researchers explained that product diversity affected consumer satisfaction [2]. The research also claimed that the Loyal product e-customer is the target of the various products, and different decisions make them want to try products repeatedly. This research also reveals the reasons why online consumer satisfaction is affected by the quality of electronic services and future purchase intentions. Certainly, order to build service quality and product diversity would instantly increase customer satisfaction. Customer satisfaction is customer feedback in the form of after purchasing some goods and then comparing to their expectations [3]. Through descriptive analysis, e-commerce service providers have provided clear comment directions and purchase feedback through the network and applications, and the quality of e-services affects consumers' satisfaction.

1.3 Fill the Gap

Additionally, the hypothesis of the study expressed how the several factors affect customer satisfaction in several ways which are defined as the influence of the factors studied on the profitability or performance of an e-retailer. The paper provided an overview of how the effects will be included in this new model and continued with primary research. According to the results, this research is to discuss the effects of e-customer factors augmented online shopping on e-satisfaction, and the e-service quality affects e-commerce platforms of satisfaction, especially in China.

2. Literature Review

2.1 Service Quality

The quantitative nature of a study involved a structured and the Servqual model to explain the impact. Through the study, many of the companies with online retailers all realize that having an online channel in the future targeting markets is the right thing to do [4]. According to the research, explained that price fairness played a major role in affecting e-consumer satisfaction [4]. As the service quality on Loyalty influenced the results [5]. The problem has been created that as the study hypothesized, the customer loyalty as specific online customers increased the relationships been shown as more positively as loyalty increased [6]. The other study focused on veteran online customers on Amazon. As some data show the reliability of every-time purchase has increased customer loyalty [6].

2.2 E-Satisfaction and Consumer

As the fair pricing companies provide, will build a relationship with consumers in a long-term position. As model research provided, the quality services, develop relationships with customers, and the effective management completed CRM as the Customer Relationship Management which resulted in e-consumer satisfaction and e-consumer loyalty [6]. The other model has shown eight factors based on the consequences and the impact of e-consumer loyalty [7]. The other research showed that trust affects overall [8]. The value is constructed with different levels of factors that might impact the e-satisfaction of customer loyalty [8]. According to statistics, China led the world in new energy production and new capacity investment [9]. Based on the results of the analysis, trustworthiness (ability, integrity, and benevolence), WOM, and switching cost are the most important predictors of customer loyalty [10]. Nowadays, the study could observe that there is a positive relationship between the variables of the current study independently and dependently [11]. The study findings that the different privacy levels provided by the retailers affect the different levels of retention rates [12]. Relatively, e-retailers should realize the importance of building online customer loyalty which has to have proceeded with the establishment of trustworthiness [13]. In a highly competitive online market environment, trust reduces perceived risks in e-transactions when e-consumers or e-shoppers do not have any direct interaction with the e-retailers [13]. As some factors determined e-customer satisfaction, a market program should be created [14].

2.3 The effect of E-commerce drivers on E-loyalty

E-companies need to develop a way to understand customer loyalty to attain retention rates [15]. Nevertheless, customer-switching behavior strong effect on Loyalty in a direct way [16]. The study hypothesized that the website and the technology are affected and provided the product quality is affected customers [16]. The research proposed the model of the relationship between the four constructs (e-service quality, e-satisfaction, e-trust, and e-loyalty) being designed and tested together if it positively and directly affects online loyalty [17]. The e-service quality model and the Commitment-trust theory in relating and justifying the impact of psychological factors as an examination of how purchasers would develop loyalty in a B2C internet shopping setting [17].

3. Methodology

3.1 Research Designs

The electronic consumer retailers competed in the same markets which ultimately, they both have similar products and brands, are almost similarly price-competitive, and leave little space for differentiation. In this competing environment, the service quality for each retailer can act as a differentiable on customer loyalty. This study tried to highlight if service quality provided will have a significant influence on customer satisfaction and retention rate. The data will express as SWOT analysis which is a strategic planning technique that provides an assessment tool for identifying the core strengths, weaknesses, opportunities, and threats that could lead to new perspectives and ideas. The SWOT analysis technology can steer these companies toward the strategies and away from those that may not be successful.

3.2 Research Object

This study focuses on the AnQiao company which sells the new energy products through a self-media platform Tiktok apps in China. The object builds data to attract customers by making introduction and product test videos on Tiktok. The data has been collected by comments and feedback from customers after purchasing. Based on the service, product quality and competitive pricing affect customer retention. The specific data, money supply, and specific orders from each different customer will involve financing statements of AnQiao company.

3.3 SWOT Analysis

3.3.1 Strength

The internal strengths of a new energy e-retailers own good customer service after they purchase, offerings are more high-quality than most others, marketing appeals to all demographics, and compatible pricing. As the other strengths of a company are to describe what an organization is good at and will stand out from the competition as the education, expertise, and skills in the organization. The strength will highly impact customer satisfaction because understanding the competitive advantages, the e-customer service, product quality, and a compatible price affect customer retention. The strength also becomes the most important variable to define a company's market value in the environment and a unique technology invented by AnQiao company. Each successful business will have a plan and understand where it's going. In order to create a plan with goals, target dates and objectives should be done before actually starting a business. As the competitive strategies involved in this situation would be maintaining above-average profitability over the long-term business, the companies need sustainable competitive advantages and expand market shares.

3.3.2 Weakness

As the internal weakness might be shown in the retailers, the ability to face more customers and the less cooperative partner. As the weakness influenced the markets, the weakness will highly impact customer retention in a bad way. The other internal weakness is the machines to produce new energy

production. The competition is fierce as anyone can launch this type of business. Some customer feedback shows that they prefer to look at a product before buying it and are skeptical about the product. The market value depends on the competition from the other companies with the same kind of business. These areas of the business weakness need to be improved to remain competitive environment. As a not famous and quite weak brand, in order to reach the above-average turnover. The competitive strategy might be involved the increasing value of products and package improvement in the company.

3.3.3 Opportunity

The external opportunities for a new energy e-retailer would be that it has unique advantages in solving the problem of energy accessibility and energy structure adjustments. The opportunities are favorable external factors that might give the organization a competitive advantage. Renewable power generation is booming, and the trend doesn't appear to be slowing anytime soon. According to the trend analysis of new energy companies, the other opportunities of this kind of company increased customer satisfaction. Since the government encourages the work of new energy, through the financing statements trends of AnQiao company in China, the stock and the market value of this company will increase in the whole environment. In this situation, the competitive strategies would be on variety, demand-based, access-based, and the offerings quality improvement.

3.3.4 Threaten

Furthermore, the study discovered that the external threats would be strong competition from other businesses and economic influencing involved. The external threats would affect the business a lot, for the reason that even though the company keeps the services, products quality and also the comments from other customers. The customers can't directly feel and touch the product and will look at product reviews and comments to indicate the quality of the product. If the products did not reach the expectation, the customer might leave a bad or dissatisfied comment. After that, the other first-time purchase customer will see these comments and finally affect the other customer's decisions during purchasing. The company will lose many customers and businesses. In this situation, the company needs to reflect on the way it talks with customers before purchasing. In order to inform the customer about how the product size, volume, and method of application to decrease more dissatisfaction comments from customers. Also, as the material cost rises based on the environment, the competition intensifies, and also the labor supply is tight will result from company threats in a different way. Therefore, create an expansion and increase the amount of direct financing and advertising important to e-retailers. In addition, in order to meet the needs of customers, companies must provide service quality that meets customer expectations. This is important because satisfied customers have more commitment to the company than dissatisfied customers.

4. Result & Discussion

As the collection to measure consumer satisfaction with e-retailing in a new energy company and to understand the most common problems consumers faced. The companies could use SWOT analysis for overall business strategy meetings or the specific market segments. The study seeks to highlight how retailers' service quality impacts consumer satisfaction, future development, and customer retention. The study highlights that customer loyalty can determine the lowest point, below this lowest point, loyalty decreased significantly; Beyond this bottom point, loyalty is not affected, and as product quality gradually improves, loyalty increases significantly and reaches a fixed basic constant value. Then the relationships between customer service, and product quality come positively. The other important finding that the study infers is that online consumer satisfaction plays a role in various dimensions of online future purchase intentions. The SWOT analysis assesses the internal and external factors in a company, as well as the current and future potential of the business. Based on the SWOT analysis, to keep customer retention rates, it is important to understand the new online markets and provide quality services that win the advantage over others. To catch the opportunists,

the online companies should improve the employee's quality and the ability all the time as a way to avoid threats. In other words, the competitive advantage refers to an enterprise's ability to surpass its competitors. Consistently take the time to review and forecast the company's past performance. By discovering the impact of the external environment on its business, the company will identify opportunities in emerging technologies, untapped demographics, and culture-shifting toward people's healthy living. In comparison, in the marketing, production, or sales, the factors are the same as Literature Review part, it will affect consumer loyalty depending on how company's reaction and the variables are the quality of the services. The variables depend on the company but also depend on the action of the customer. As a result, the e-customer continually retention after first purchasing based on the retailer's services and product quality to affect their satisfaction to implement the next time purchase.

5. Conclusion

In conclusion, the findings of this paper are to understand the positive relationships between customer services with customer retention rate based on the quality of services. As the relationships and quality services were shared positively, the company faced more challenges in actual running. To understand the value of the development of customer loyalty by conducting the data of the new energy company in China. The data has been collected in the company by online purchase. Nowadays, the online markets offer the new energy business unique benefits and profits. The reasons why online consumer satisfaction is affected by the quality of electronic services and also the future purchase intentions. Based on the analysis, the strength of a new energy e-retailers own good customer service after they purchase and offerings are more high-quality than most others. The weakness is shown in the analysis that the ability to face more customers and the less cooperative partner. As the external opportunities are to solve the problem of energy accessibility and energy structure adjustments. Also, the government encourages the work of new energy companies, and in the environment, there will have more opportunities from government support. At last, the threat in this situation that the strong competition from other businesses and economic influencing involved in this new kind of business. What will happen externally of a company is as important to its success as what happens inside. The external influences such as monetary policy, the market changes, and the deficiency of suppliers are all categories that can be used to create lists of opportunities and weaknesses. Depending on the different variables, the company will face a different situation. Reflecting on these situations, a successful or continue to run business should list the ways to face and react to different variables to decrease the dissatisfaction that happened again. The paper hypothesized how the several factors influence customer satisfaction in different ways which are defined as the effect of the factors studied on the profitability or performance of an e-retailer. The study concluded that the results of customer loyalty can determine the lowest point, as people's satisfaction below this lowest point, loyalty decreased significantly; Beyond this bottom point, loyalty is not affected, and as product quality gradually improves, loyalty increases significantly and reaches a fixed basic constant value. In the development plan for a company to implement the development strategy, the company will make specific brand-building plans. Firstly, to strictly control the quality of the company, and to ensure that every product is produced by the company. As the higher service quality, the company provided, the higher customers earn back, the paper expressed as customer retention rate.

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