The Role of Website Quality and Interactivity toward the Formation of E-Trust, E-Satisfaction and Dual Constructs of E-Loyalty: Study on Sporting Goods E-Commerce Website PlanetSports.Asia

Adi Wahyu Anggara[1], I Made Bayu Dirgantara[2]

[1,2]*Faculty of Economics and Business, Universitas Diponegoro, Semarang, Indonesia*
adiwahyuanggara@outlook.com, adiwanggara@students.undip.ac.id, imadebdirgantara@gmail.com,
imadebdirgantara@lecturer.undip.ac.id

Abstract

This study aims to analyze the effect of website quality and interactivity on the formation of e-satisfaction, e-trust, and the dual construct of e-loyalty on the sporting goods omnichannel e-commerce website PlanetSports.Asia and discuss it from the point of view of online relationship marketing theory. The research population is PlanetSports.Asia consumers who have made online purchases. This study obtained 229 responses and 190 respondents met the sample criteria. The online questionnaire was used as data collecting method and the model was estimated with Structural Equation Modeling (SEM) statistics techniques using SPSS AMOS 23. All hypotheses developed in this study were accepted.

I. Introduction

Technology was thrived and developed fast nowadays, and led to the massive adoption of technology in the business environment, internet was one of them. Internet was widely adopted by a lot of business entities, with the internet every single device could be integrated and connected globally. One of the results of internet adoption in the realm of business or marketing is a concept commonly known as e-commerce. E-commerce can be defined as an electronic information exchange activity (financial and non-financial) between organizations and stakeholders (Chaffey, 2009). E-commerce was prevalent nowadays, for example in 2021 e-commerce sector pulled in 55.98 billion dollars of total revenue in Indonesia, which surged from 9.01 billion dollars in 2017 (Statista, 2021). According to the data, we can see how e-commerce has massively thrived. Gradually, the internet has developed in terms of roles and functions, nowadays the internet has also become a medium for shopping and marketing activities (Ahmad and Khan, 2017). The rapid growth of users and online transactions provide clear evidence of how the internet turned into a hub of the commercial environment in this era (Jeon et al., 2016). The rapid growth of the internet and markets and the rise of customers who shop online make companies tend to rely on online marketing methods to sell their products through websites, and to gain competitive advantages (Al-Dweeri et al., 2018). Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020).

One of the retail concepts that was born from the existence of e-commerce and the high requirement to remain competitive for offline sellers is a concept known as omnichannel. We can't deny the presence of online channels also bring threats and critical

problems for traditional physical stores, hence omnichannel strategy was implemented. Omnichannel integrates cross-channel business models to improve customers' shopping experience (Avery et al., 2013). With an integrated business model, online and offline shopping boundaries seem to be vanished and turning the retail world into a borderless showroom (Brynjolfsson et al., 2013). The omnichannel retail concept allows consumers to get accurate information about product quality, price, and availability, therefore it helps them make better purchasing decisions (Cao, 2014). With the expansion of the network, the rapid development of logistics, fast and convenient shopping methods, and a large variety of products, more and more customers who are interested in visiting physical stores are starting to indulge themselves in the online shopping environment (Chin et al., 2020).

Customer loyalty and retention are critical elements of e-commerce success. Satisfied and loyal customers are economic assets with high returns and low risks and they can become ambassadors for the company (Hult et al., 2018). Loyal customers not only tend to shop more often and have more motivation to search for information but also more resistant to promotions and more likely to spread positive WOM (Jiang and Rosenbllom, 2005). In online marketing, a different concept of loyalty has been introduced and is commonly known as e-loyalty. Customer loyalty is defined as customers' commitment to repurchase products from the same seller without diversion (Kaya et al., 2019). Meanwhile, e-loyalty is a consumer's commitment to revisit a website consistently without switching to another website because of their shopping preferences (Yoo et al., 2013). More specifically, it is a situation where consumers develop a willingness to visit the website again and repurchase from the same seller and encourage other consumers to buy from the same seller (Kaya et al, 2019). The traditional and electronic definitions of loyalty have almost identical definitions because e-loyalty was derived from traditional loyalty and still adopts traditional loyalty instruments (Wang and Prompanyo., 2020).

Although many studies have analyzed various aspects of e-loyalty drivers, not many studies have conducted in-depth research on sporting goods e-commerce. The purpose of this study was to examine the effect of interactivity, and website quality on the formation of e-satisfaction, e-trust, and the dual construct of e-loyalty in sporting goods e-commerce considering this sector has a large valuation. This study attempts to analyze the model from online relationship marketing (ORM) perspective, which is never done before on sporting goods e-commerce.

II. Review of Literature

2.1 Online Relationship Marketing (ORM)

Nowadays, we can see how internet implementation by business entities and consumers have changed the paradigm of relational marketing (Brun et al., 2012). With its purpose to develop and maintain relationship sustainability with the other stakeholders, the relationship-based approach has spawned a paradigm shift in the field of marketing (Brun et al., 2012). This new perspective focuses on utilizing effective and interactive information exchange as a method to build stronger customer loyalty, this perspective is commonly known as relational marketing (Chaston and Mangles, 2001). Online relationship marketing (ORM) is a strategic marketing practice to build, maintain, enhance and commercialize networked relationships through promise fulfillment, and communicated or implemented through certain electronic channels such as the internet (Bai et al., 2006).

2.2 Interactivity

Interactivity is the extent to which a dialogue can be built between a company and its customers through information-sharing activities (Fang, 2012). From an ORM point of view, interactive online instruments can be used to build, evaluate, and maintain long-term mutually beneficial customer relationships (Harker et al., 1999). The ORM approach focuses on how organizations can utilize effective and interactive information exchange as a way to build stronger loyalty (Chaston and Mangles., 2001). Understanding customer behavior patterns in internet-based relationships is important since customers are increasingly spending more and more time on the internet where most preferences and purchasing decisions are formed through interactive dialogue (Colgate et al. 2005; Köhler et al., 2011). Successful electronic relationships require the active participation of buyers and sellers, with proactive information sharing (Speakman et al, 1997). Based on the description of the theory above, the following hypothesis can be drawn:
H1: Interactivity has a positive effect on E-Trust.

2.3 Website Quality

Website quality is the user's perception of the website, a website with high quality will encourage user interest to continue using the website and can encourage consumer satisfaction (DeLone and McLean, 2003). Website quality should be a critical concern when the percentage of visitors who make a purchase is low (Giao et al., 2020). When the website is difficult to use and unable to represent what is offered, users will leave the site. If the website information is difficult to understand or does not answer the user's questions, then the user will also leave (Chaffey, 2013). Most of the growth of e-commerce is generated through improving the quality of websites and services (Hsu et al., 2015). To attract and retain customers, websites must demonstrate the professionalism of service and product providers (Tsao et al, 2016). Merchants with omnichannel sales systems will use offline stores and their websites to represent the higher trust, established reputation, and level of trust built by physical stores will be implemented in their online operations (Kaabachi et al., 2019). A high-quality website shows the ability of managers and sincere intentions toward customers so that it affects consumer confidence in the company (Punyatoya, 2018). ORM views customer navigation on the website as an emerging relationship between customers and marketers (Yoon et al., 2008). The relationship between the website and the user that develops over time in terms of trust and commitment will affect the user's intention to continue using the website (Li et al. 2006). Apart from that, single online navigation is also a marketing relationship, for a few minutes of navigation the relationship will gradually develop, at that time the customer will find out how the website works and respond to requests and determine whether the website is suitable, useful and trustworthy (Demangeot and Broderick., 2016). Commitment at the end of single navigation indicates the customer's behavioral engagement with the site in the future (Demangeot and Broderick., 2016). Customers who perceive websites as higher quality during exploration tend to visit more pages and become more interested and motivated (Kim et al., 2007). Based on the description above, the following hypothesis can be drawn:
H2: Website Quality has a positive effect on E-Satisfaction

2.4 E-Satisfaction

E-Satisfaction can be defined as customers' assessment of e-retail services based on their previous purchasing experience (Giao et al., 2020). By increasing customer satisfaction, the company will achieve a higher level of customer retention and can improve the company's reputation, and help the company increase profits (Zeithaml, 2000). Dissatisfied customers can directly affect the company through decreased sales because they will stop making purchases and complain and spread negative experiences to others (Noel, 2009). Therefore, customer satisfaction is one of the elements that support the company in achieving its goals and has a major influence on customer retention (Chen and Cheng, 2012). Although in terms of electronic consumer satisfaction with loyalty it also shows that dissatisfaction with one transaction does not result in a change to the provider and a consumer experience with a satisfying transaction also does not result in long-term loyalty (Floh & Treiblmaier, 2006). In relation to trust, the ability to meet customer expectations is the main driver for the development of trust (Doney and Cannon, 1997). A simple and easy online customer experience coupled with the accessibility and availability of a website-based relationship strategy is important in creating trust online (Brun et al., 2014). In addition, online trust captures customers' perceptions of how a company's online platform will meet their expectations, how trustworthy they are, and the level of trust they represent to customers (Urban et al., 2009). Based on the theoretical description that has been presented, the following hypotheses can be drawn:

H3 : E-Satisfaction has a positive effect on E-Trust
H5a: E-Satisfaction has a positive effect on Behavioral Loyalty
H5b: E-Satisfaction has a positive effect on Attitudinal Loyalty

2.5 E-Trust

E-trust consumers' willingness to expose themselves to possible losses during transactions on the internet, based on their expectation that the merchant will engage in generally accepted practices, and can deliver the promised product or service (Giao et al., 2020). Online trust is the main element that contributes to the overall success of online marketing activities (Bleier and Eisenbeiss, 2015). E-Trust is formed when the customer develops a positive view of the seller's ability to meet customer needs and the seller's generosity and honesty in the transaction (Boateng, 2018). One of the most important factors that shape the decision to buy online is trust (Laudon, 2013). Trust is an important factor because buyers do not have physical certainty (Chaffey, 2009).

The ORM point of view describes the universal human need for relationships and the psychological mechanisms that enable and encourage the development of relationships in the online sphere as well as in the offline sphere (Kozlenkova et al., 2017). Online relationships can also feel close and emotionally rich like the relational exchanges encountered offline (Steinhoff et al., 2019). In general, people enter into relationships to reduce their uncertainty and buy from sellers they think can be trusted in exchanges governed by relational norms (Adjei et al., 2010). Uncertainty arises as a result of the existence of information asymmetry between sellers and buyers and becomes greater in the online context because the spatial and temporal separation of the online environment creates information asymmetry that makes sellers more profitable (Pai and Tsai, 2011). Such differences increase the risk that online partners may behave opportunistically, thereby increasing the importance of risk reduction and trust-building signals during the relationship formation process (Kozlenkova et al., 2017). Based on this description, it can be understood that trust tends to be the main foundation of relational exchanges because the commitments born of exchanges create uncertainty so that the parties in relational

exchanges only look for partners they can trust (Morgan and Hunt, 1994). Based on the theoretical description above, the following hypothesis can be drawn:

H4a: E-Trust has a positive effect on Behavioral Loyalty

H4b: E-Trust has a positive effect on Attitudinal Loyalty

2.6 E-Loyalty

E-loyalty is a consumer-favorable attitude towards e-retail services that results in positive repeat behavior in visiting websites and making purchases (Rodriguez et al., 2020). Loyalty leads to profit and organizational growth through increased purchases, willingness to pay higher prices and increased profit margins, retention, reduced marketing costs over time and decreased vulnerability to competitive threats (Giao et al., 2020). The main purpose of e-loyalty is to transform behavioral intentions into buying actions, namely repeat buying behavior (Cyr et al., 2008). Strategies that can encourage electronic loyalty will result in better consumer relations and will result in long-term profitability for sellers (Rafiq et al., 2013). E-Loyalty can be divided into two dimensions, the first dimension is behavioral loyalty. Behavioral loyalty is a condition where e-loyalty tends to encourage customers to make repeat purchases from the company and its website (Cheng, 2011). The second dimension is referred to as attitudinal loyalty. Attitudinal Loyalty is a condition where consumers show a positive attitude but do not make actual purchases from the website (Kang et al., 2015). In this condition, the customer may feel positive about the brand or website, which leads to positive WOM, but actual behavioral loyalty can be hampered due to a lack of ability to buy the brand or to shop there on their own. Consequently, in most cases, one type of loyalty can exist without the other (Russell et al., 2007). These two factors are very important to increase service use and repurchase as well as positive WOM (Kim et al., 2020). Service providers strive to earn loyalty and increase customer satisfaction which reduces user price sensitivity and costs for new customers (Dominique-Ferreira et al., 2016). If the customer has a good experience, then it tends to have cumulative satisfaction, which will ultimately lead to customer loyalty (Kim et al., 2020). Based on the theoretical description above, the following hypothesis can be drawn:

H6: Attitudinal Loyalty has a positive effect on Behavioral Loyalty
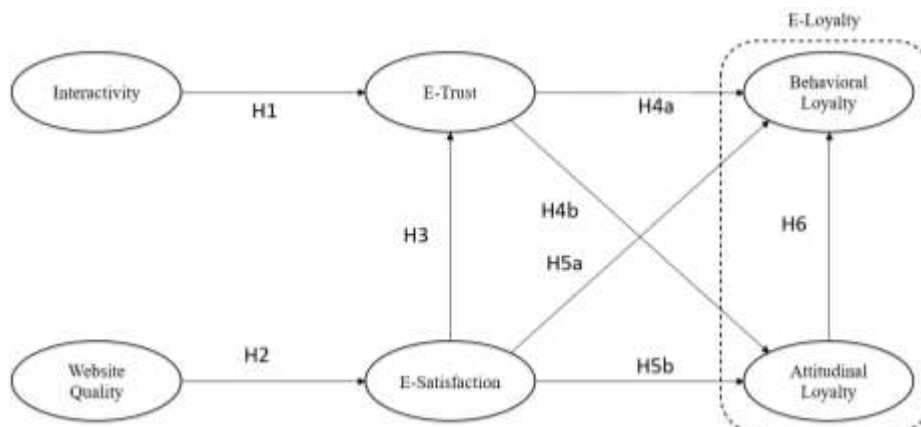
2.7 Theoretical Frameworks

Figure 1. *Theoretical Frameworks*

III. Research Method

3.1 Data Collection and Participants

This study uses a quantitative approach to test the causal relationship contained in the research model. This study uses a questionnaire distributed online by volunteers to obtain data which will then be used to test the hypotheses and models that have been built. The questionnaire consists of 33 question items with 10 Likert scales. The questionnaire is addressed to individuals who have made purchases on PlanetSports. Asia e-commerce website without limiting certain characteristics. This website was chosen because it is relevant to the research objectives where this website sells sporting goods through its website and offline stores and does not sell through other platforms such as social media or the other marketplace. In addition, no research has been conducted in the past on the selected website. Questionnaire distribution took place between March 2022 and April 2022, 229 responses were collected and 39 responses were eliminated because of the requirements, analysis of outliers, and normality. 190 responses were used for the final data analysis.

3.2 Measurement and Analysis

This study used 33 questionnaire items with 10 likert scales adapted from previous studies. The Interactivity construct uses 6-question items adapted from Bao et al., (2016). The Website Quality construct consists of 14 question items which were divided into 3 dimensions, System Quality with 4 question items, Information Quality with 6 question items, and Service Quality with 4 question items developed by Tam et al., (2019). The E-Trust construct was measured using 3 question items adapted from Al-Dweeri et al., (2018). The E-Satisfaction construct uses 4 measurement items adapted from Rodriguez et al., (2020). The last construct is E-Loyalty which is divided into two categories, Behavioral Loyalty and Attitudinal Loyalty, each construct is measured by 3 questionnaire items based on research by Al-Dweeri et al., (2018). To test the hypothesis and the model built, we used Structural Equation Modeling (SEM) method with SPSS AMOS 23 software.

IV. Results and Discussion

4.1 Results
a. Demographics

Table 1. Respondent Characteristics

Gender	Male	113	59,5%
	Female	77	40,5%
Age Range	17-28	47	24,7%
	23-28	138	72,6%
	29-34	2	1,1%
	35-39	2	1,1%
	>40	1	0,5%
Occupation	Freelance Employee	11	5,8%
	Employee	109	57,4%
	Student	54	28,4%
	Self Employed	16	8,4%
Income Range	< Rp 1.000.000,00	9	4,7%
	>Rp 1.000.000,00 - Rp 5.000.000,00	98	51,6%
	>Rp 5.000.000,00 - Rp 9.000.000,00	62	32,6%

	>Rp 9.000.000,00	21	11,1%
Purchase Frequency	Once	113	59,5%
	Twice	41	21,6%
	More than twice	36	18,9%
Region	Aceh Special Region	1	0,5%
	Bali	3	1,6%
	Central Java & Yogyakarta Special Region	117	61,6%
	Central Kalimantan	1	0,5%
	Central Sulawesi	1	0,5%
	East Java	15	7,9%
	Jakarta Metropolitan Area (Jabodetabek)	36	18,9%
	North Sumatera	3	1,6%
	Papua	1	0,5%
	South Kalimantan	1	0,5%
	South Sulawesi	3	1,6%
	West Java & Banten	8	4,2%

This study was dominated by men (59%) with an age range between 23 and 28 years old (73%), most of them were working as company employees (46%) and most of them were residents of Central Java province (54%). Respondents' monthly income range was fairly evenly distributed and most of them have purchased one time from PlanetSports.Asia (59%).

Table 2. Goodness of Fit Index

Goodness Of Fit Index	*Recommended Value*	**Value**
χ^2	531.022 (df = 479)	786.690
Normed χ^2	1-2	1.642
Probability	>0.05	0.000
GFI	>0.90	0.799
AGFI	>0.90	0.765
TLI	>0.90	0.904
CFI	>0.90	0.913
NFI	>0.90	0.803
RMSEA	<0.08	0.058

Table 2 shows the goodness of fit assessment of the research model. The recommended chi-square or probability value is 0.05 (Hair et al., 2019). The recommended value of normed chi-square is in the range of 1-2 (Hair et al., 2019), so the normed chi-square value in this study is acceptable, below the maximum specified value. The TLI and CFI value of this study meet the suggested value by Hair et al., (2019), which is ≥ 0.90. The recommended RMSEA value is ≤ 0.08 (Hair et al., 2019) and the RMSEA value of this study meets the recommended criteria. Suggested GFI, AGFI, and NFI values are ≥ 0.90 (Hair et al., 2019), therefore GFI, AGFI, and NFI values of this study are slightly below the recommended value. Based on the tests that have been carried out, this research model can be accepted.

b. Reliability and Validity

Table 3. Assesment of Reliability and Validity

VARIABLE	INDICATOR		EST	AVE	CR
INTERACTIVITY	INT1	I felt that I had a lot of control over my experience at this seller's website.	0,503		
	INT2	While I was on this seller's website, I could choose freely what I wanted to see.	0,609		
	INT3	This seller facilitates two-way communication between him/herself and visitors.	0,709		
				0,529	0,867
	INT4	This seller gives visitors the opportunity to talk to him/her.	0,821		
	INT5	This seller responded to my questions very quickly.	0,793		
	INT6	I was able to get information from this seller very rapidly.	0,862		
SYSTEM QUALITY	WSQ1	E-commerce website is easy to navigate.	0,758		
	WSQ2	E-commerce website allows me to find the information I am looking for easily.	0,727	0,582	0,847
	WSQ3	E-commerce is well structured.	0,790		
	WSQ4	E-commerce is easy to use.	0,774		
INFORMATION QUALITY	WIQ1	The information provided by the e-commerce platform is useful.	0,730		
	WIQ2	The information provided by the e-commerce platform is understandable.	0,749		
	WIQ3	The information provided by the e-commerce platform is interesting.	0,771		
	WIQ4	The information provided by the e-commerce platform is reliable.	0,785	0,583	0,893
	WIQ5	The information provided by the e-commerce platform is complete.	0,777		
	WIQ6	The information provided by the e-commerce platform is updated.	0,768		
SERVICE QUALITY	WSV1	The customer service team is always highly willing to help whenever I need support with the e-commerce platform.	0,808		
	WSV2	The customer service team provides special attention when I experience problems with the e-commerce platform.	0,687	0,585	0,849
	WSV3	The customer service team provides services related to the e-commerce platform at the promised time.	0,807		
	WSV4	The customer service team has sufficient knowledge to answer my questions with respect to the e-commerce platform.	0,750		
WEBSITE QUALITY	WSQ	Website system quality.	0,896		
	WIQ	Website information quality.	0,831	0,572	0,799
	WSV	Website service quality.	0,906		
ELECTRONIC SATISFACTION	EST1	I am satisfied with the service they offer me.	0,738	0,549	0,829

	EST2	If I had to make the decision again, I would choose the online banking of my financial institution.	0,729
	EST3	My choice to use the online banking of my financial institution was successful.	0,748
	EST4	I feel good for having decided to use my online banking financial institution.	0,748
ELECTRONIC TRUST	ETR1	I trust what this website says about its products	0,721
	ETR2	This website is reliable	0,703 **0,515** **0,761**
	ETR3	I trust the claims and promises this website makes about a product	0,729
ATTITUDINAL LOYALTY	ATL1	I consider myself to be a loyal patron of this website.	0,781
	ATL2	I would say positive things about this website to other people.	0,769 **0,601** **0,819**
	ATL3	I would recommend this website to someone who seeks my advice.	0,775
BEHAVIORAL LOYALTY	BHL1	I would consider this website as my first choice to buy services/goods	0,726
	BHL2	I would do more business with this website in the next few years	0,704 **0,572** **0,799**
	BHL3	I am willing to put in extra effort to buy from this website	0,832

The rule of thumb of a good standardized loading is ≥ 0.5 with an ideal value of ≥ 0.7. Average Variance Extracted (AVE) is the average of the total loadings of indicators of a variable extracted and this method is used to see convergent validity (Hair et al., 2019). The AVE value ≥ 0.5 is an indicator of good convergent validity indicating adequate convergence (Hair et al., 2019). Reliability is also an indicator of convergent validity. Construct reliability or reliability is classified as high when the CR value is ≥ 0.7 which indicates internal consistency and indicators consistently represent the same latent construct (Hair et al., 2019). Based on these criteria, all of the indicators in this study have met the criteria of validity and convergent reliability and all indicators can be used to measure the latent constructs.

c. Hypothesis Testing

Table 4. Regression Weight

H		Est	S.E.	C.R.	P	
H1	Int → ETrust	0,159	0,057	2,785	0,005	S
H2	WebQual → ESat	0,764	0,098	7,768	***	S
H3	ESat → ETrust	0,366	0,097	3,768	***	S
H4a	ETrust → BhlLoyalty	0,260	0,131	1,982	0,047	S
H4b	ETrust → AtlLoyalty	0,593	0,182	3,253	0,001	S
H5a	ESat → BhlLoyalty	0,261	0,132	1,974	0,048	S
H5b	ESat → AtlLoyalty	0,460	0,195	2,362	0,018	S
H6	AtlLoyalty → BhlLoyalty	0,493	0,089	5,543	***	S
Direct	Int → AtlLoyalty	0,102	0,130	0,783	0,434	NS
Direct	WebQual → AtlLoyalty	-0,216	0,265	-0,815	0,415	NS
Direct	Int → BhlLoyalty	0,008	0,087	0,094	0,925	NS
Direct	WebQual → BhlLoyalty	0,048	0,176	0,275	0,783	NS

Based on the statistic test, Interactivity has a significant positive effect on E-Trust, therefore hypothesis 1 is accepted (Est = 0.159; C.R = 2.785; P = 0.005). Website Quality shows positive and significant effect on E-Satisfaction, hence hypothesis 2 is accepted (Est = 0.764; C.R = 7.768; P = ***). E-Satisfaction has a positive and significant effect on E-Trust therefore hypothesis 3 is accepted (Est = 0.366; C.R = 3.768; P = ***). The effect of E-Trust variable on Behavioral Loyalty showed significant results (Est = 0.260; C.R = 1.982; P = 0.047). The effect of E-Trust on Attitudinal Loyalty shows significant positive results (Est = 0.593; C.R = 3.253; P = 0.001). Therefore, hypotheses 4a and 4b are accepted. The effect of E-Satisfaction on Behavioral Loyalty resulted in a positive and significant effect (Est = 0.261; C.R = 1.974; P = 0.048). The effect of E-Satisfaction on Attitudinal Loyalty resulted in a positive and significant effect (Est = 0.460; C.R = 2.362; P = 0.018). With these testing results, hypotheses 5a and 5b are accepted. In the dual construct of E-loyalty concept, Attitudinal Loyalty is the antecedent of Behavioral Loyalty that has a positive and significant effect (Est = 0.493; C.R = 5.543; P = ***) hence hypothesis 6 is accepted.

4.2 Discussion

Interactivity has a positive effect on e-trust, this result supports previous researches (Bao et al., 2016; Wang et al., 2019; Jarvinen et al., 2019; Kaabachi et al., 2019; Boateng, 2018). Interactivity is one of the significant antecedents of e-trust. From the ORM perspective, stronger loyalty is oftenly achieved by business actors who show a preference for creating networks where common goals are achieved through cooperation-based relationships (Hakansson and Snehota, 1989). Interactivity provides a sense of active control which could increase customer involvement, two-way communication, and synchronized interactions can make customers feel sellers are approachable and willing to hear buyers' voices (Yoon et al., 2008). Sporting goods are categorized as experience products that require broader evaluations (Bock et al., 2012). Moreover, customers tend to face a greater degree of uncertainty when purchasing experience products online because of the lack of opportunities to physically evaluate the product (Zeng and Reinartz, 2003). With interactive communication, sellers can provide information about product performance and risk reduction (Deng and Wang, 2016). With rich information and risk reduction, trust can be increased (Bao et al., 2016).

Website quality has a positive influence on e-satisfaction and this result support previous studies (Ahmad et al., 2017; Tam et al., 2019; Mohammadi and Dickson 2021; Giao et al., 2020; Yu et al., 2017; Al-Dweeri et al., 2018). The fundamental function of e-commerce websites is to create and deliver value for customers, deviations from its basic functions will lead to the lack of satisfaction, and loyalty will be affected eventually (Li et al., 2015). Information quality becomes the most influential dimension, when the website is informative, consumers will be more involved and have positive experiences because they can broadly search and evaluate product information (Richard et al., 2010). Relevant product information helps consumers engage in more in-depth information searches, which can result in a very pleasant experience (Zhou, 2013). The ORM approach is based on a customer focus and a website should be designed to facilitate and encourage information exchange and makes it possible to optimize the consumer's online experience and customer retention at the same time (Chaston et al., 2012). Information adequacy on a website

should be emphasized because information also plays a role to build customer relationship commitment (Sicilia and Ruiz, 2010).

E-satisfaction has a positive effect on e-trust and this result is aligned with previous researches (Rana et al., 2015; Bao et al., 2016; Kingshott et al., 2019; Disfani et al., 2017; Liang et al., 2018). Online trust captures customers' perceptions of expectations fulfillment from a platform, how trustworthy they are, and the level of trust they represent to customers (Urban et al., 2009). When a customer is satisfied with an online transaction, the customer may perceive the online seller's ability to meet their expectations (Kim et al., 2004). The ability to meet customer expectations is a key driver of trust development (Doney and Cannon, 1997). The ORM approach views the quality of online relationships as composed of satisfaction and relationship trust, this aspect plays a role in strengthening electronic loyalty (Tsai, 2017). The quality of good online relationships is manifested in satisfaction and trust, then has the opportunity to maximize the effectiveness of e-loyalty development (Ismail and Safa, 2014).

The e-trust and e-satisfaction have positive effects on e-loyalty which is divided into attitudinal loyalty and behavioral loyalty, these results support previous researches (Disfani et al., 2017; Miguens and Vasquez 2017; Al-Dweeri et al., 2018; Giao et al., 2020; Anser et al., 2021; Kaabachi et al., 2019; Faraoni et al., 2018). From an ORM perspective, Tsai (2017) emphasizes the quality of online relationships consisting of relationship satisfaction and relationship trust, this joint effect plays significant role in e-loyalty development. The quality of well-managed online relationships embodied in relationship satisfaction and trust, paves the way for maximizing the general effectiveness of relationship building and developing customer loyalty electronically (Winnie and Lo, 2014). Briefly, e-loyalty is strengthened through relationship satisfaction resulting from positive assessments of website professionalism, as well as relationship trust which is in a favorable evaluation of the website's integrity (Tsai, 2017).

Attitudinal loyalty has a significant effect on behavioral loyalty and is the strongest antecedent. These results strengthen the research that has been done previously (Disfani et al., 2017; Kim et al., 2020; Martinez et al., 2021). In general, attitudes underlie behavioral intentions (Song et al., 2017). Positive customer attitudes would lead to repurchase behavior which eventually increases e-loyalty (Anser et al., 2021). Attitudes are generally accurate predictors of behavior (Faraoni et al., 2018). Therefore, in the relationship between attitude and continuance intention, attitude is one of the significant driving factors, and in relation to sports products, attitudes towards sports products are user evaluations of the desire to use the product and the user's positive attitude towards sports products encourages them to continue using the product. (Song et al., 2017). Disfani et al., (2017) emphasized the role of attitudinal loyalty which plays significant role as the significant antecedent of behavioral loyalty, and behavioral loyalty without attitudinal loyalty is very difficult to achieve.

V. Conclusion

Based on the results of this study, customer retention could be managed through the formation of e-loyalty. Behavioral loyalty can be achieved through the formation of attitudinal loyalty. E-loyalty can be formed by improving the quality of the website. Information quality is the most important sector in this study, information quality improvement can be done by providing comprehensive and relevant product information, complete, precise, and appropriate information is also important. Moreover, the system quality sector of the website should be enhanced also by designing easy to use and well-

structured website, so consumers' interest and positive experience with the website could be enhanced. Apart from that, the website's service quality sector should be improved as well alongside the other sectors. This sector can be improved by providing a customer support team that can help consumers when consumers need any assistance related to their transactions. In addition to improving the service quality sector, the customer support team should be able to present the product's characteristics so they should have proper and qualified product knowledge. Therefore, good response speed will encourage the improvement of the service quality of the website, this can be emphasized considering the character of sporting goods products require in-depth product evaluation due to various factors such as quality and performance. Improving the overall quality of the website will encourage e-satisfaction which will encourage e-trust and e-loyalty in attitudes and behavior. The other sector that should be concerned is the interactivity level of e-commerce. In addition to the e-loyalty formation through e-trust, interactivity is a significant antecedent of consumer trust which will drive electronic loyalty in attitudes and behavior. Increasing the level of interactivity can be done by increasing response speed and accuracy when consumers require further information about the products. Moreover, site managers can increase the level of consumer engagement by providing a platform or media that can provide facilities for consumers to submit their questions and communicate with providers. Website providers can build customer engagement by implementing other platforms such as social media, applications, and audio-video. In the aspect of trust, in particular, managers can build consumer trust by reducing customer problems through effective service recovery programs and security enhancements. Accuracy in service and punctuality of product delivery is also important in the context of electronic trust improvement.

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