

Why Do Your Customers switch to Other E-commerce Platforms? Noviawan Abdul Aziz¹, Nuryanti Taufik², Herdiyanti²

Correspondence address: Nuryanti.taufik@unsil.ac.id
Cipasang University³, Universitas Siliwangi², Cipasang University³

ABSTRAK

The phenomenon of e-commerce use is experiencing rapid growth among the public, causing high competition between e-commerce companies in Indonesia. Shopee is one of the e-commerce companies that is experiencing this competition, experiencing a decline in the number of users and suffering losses of up to 115% during 2021-2022 due to the presence of many new e-commerce platforms. This research aims to examine the influence of user interface and security on customer loyalty with user experience as a mediating variable on the Shopee e-commerce platform in Indonesia. This research uses a survey method with a quantitative approach. The analytical tool used is Structural Equation Modeling (SEM) with AMOS version 24 software. Research data was obtained from respondents using a questionnaire which was distributed to 215 Shopee customers in Indonesia. The results show that user interface and security influence user experience, which in turn influences customer loyalty. User experience also acts as a mediator in the relationship between user interface and security on customer loyalty. This research provides theoretical and practical contributions to the development of e-commerce service management strategies that consumers need and want.

Kata kunci: *Customer Loyalty, E-commerce, User Interface, User Experience, Security*

INTRODUCTION

This study aims to analyze the factors that influence customer loyalty in Shopee e-commerce. The purpose of this research is to identify problems regarding the decline in customers on the Shopee e-commerce platform. Based on the goodstats.id survey, Shopee is the most popular e-commerce in Indonesia by 77%, but currently Shopee's revenue has decreased significantly so that it experienced losses in the second quarter of 2021 and 2022 reaching 115%. The losses experienced by Shopee are due to decreased customer loyalty to Shopee. According to Tjiptono et al (2016) customer loyalty is a commitment that customers have to a brand, product and company reflected in attitudes and making repeat purchases. Customer loyalty is a deeply held commitment to buy or support a preferred product or service again in the future, even though the influence of the situation and marketing efforts has the potential to cause customers to switch (Philip Kotler & Kevin Lane Keller, 2016).

User loyalty or loyalty to an application can be influenced by their experience when interacting or using the application. (Claudia Yosephine Simanjuntak & Yanti Purba, 2020). User experience of an application can be referred to as User Experience (UX) (Claudia Yosephine Simanjuntak & Yanti Purba, 2020). According to the definition of ISO 9241-210, User Experience is a person's

perception and response from using a product, system, or service. User Experience (UX) assesses how satisfied and comfortable a person is with a product, system, and service (Wiryawan, 2011). User experience is a broad concept in the domain of human-computer interaction. It refers to the user's thoughts, feelings, and perceptions that are the result of the user's interaction with a product (Hermantoro & Albari, 2022).

Based on the definition conveyed by Gramer, a loyal consumer is not only a buyer who makes repeated purchases, but also maintains a positive attitude towards the service provider (Aljezsa & Silalahi, 2022). Some shopee user responses state that there are problems in display and financial transactions. Application user loyalty will be higher if they feel comfortable and safe in using the application (Aljezsa & Silalahi, 2022) User interface (UI) is a term used to describe the appearance of a machine or computer that interacts directly with users (Muhammad Nauval El Ghiffary, 2018). User Interface affects customer loyalty (Aljezsa & Silalahi, 2022).

Apart from UI that can make users loyal, namely Security. According to Suprpto (2014) Security is the main key in evaluating the quality of online transactions where this security includes protection regarding privacy and fraud and other matters involving financial and non-financial information issues. Security is a variable that affects loyalty (Tankovic & Benazic, 2018a).

However, there are other research results finding that User Interface has no effect on loyalty (Hermantoro & Albari, 2022). Likewise with Security which has no effect on loyalty (Hermantoro & Albari, 2022). This means that there are differences in the results of previous research related to User Interface and Security on loyalty. Therefore, with the differences in the results of this study, other variables are needed which will become mediating variables between the relationship between User Interface and Customer Loyalty and Security to Customer Loyalty. Namely the User Experience (UX) variable.

Based on the explanation above, this research will discuss how the influence of user interface and security on user experience, then the influence of user experience on customer loyalty and the role of user experience as mediating the relationship between user interface and security on customer loyalty.

THEORY AND HYPOTHESIS

Customer Loyalty

In general, loyalty is a consumer commitment to a product or brand which is manifested by continuous repurchase behaviour of the same product in the long term.(Fahira & Moh. Djemdjem Djamaludin, 2023). Customer loyalty is one of the determining factors for success in e-commerce, which leads to increased long-term profitability (Fahira & Moh. Djemdjem Djamaludin, 2023). Customer loyalty is a measure of a customer's positive attitude towards a service provider and thinking only of the same provider when the same service is needed. (Akil & Ungan, 2021). Consumers show loyalty behaviour when they repeatedly buy and use products or services and often ignore competitors' offers (Fahira & Moh. Djemdjem Djamaludin, 2023). Indicators of customer loyalty according to Griffin in (Widia

Rahma & Ekowati, 2022) : Repeat Purchasing, Cross Buying, Spread of Word-of-Mouth, Resistant to Competitive Action.

User Experience

According to ISO 9241-210:2019 (International Standard on Ergonomics of Human System Interaction), UX is the user's perception and response resulting from interaction with a system (Saima Ritonummi, 2020). User Experience is all aspects related to a person's experience in using a product, how easy it is to understand, how it feels when using the product, and how users achieve their goals through a product (Hadinegoro et al., 2022). Where UX is defined as a person's perceptions and responses resulting from the use and/or anticipated use of a product, system, or service (Santoso & Schrepp, 2019). Indicators. UX cannot be designed by designers, but designers can design a product that can produce UX. Based on some current User Experience indicators (Santoso & Schrepp, 2019) : Functionality , Identity, Content, Usability.

User Interface

User Interface (UI) is a process that designers use to build interfaces in computer software or devices, focusing on appearance or style (Reva Eka Prasetyo, 2022). User Interface is a series of graphical displays that the programme has designed in such a way that can be understood by the user, so that it can be read by the computer system and operate properly (Hadinegoro et al., 2022). A great interface is informative, simple, and elegant. The difference in the characteristics of a mobile device with a desktop device results in a difference in the design of the User Interface, the difference in a design is directly proportional to the principles in designing a User Interface design (Abdallah Umar & Isyawati Permata Ganggi, 2019). According to Zamri and Nasser, (2015: 48) in there are seven important elements to support User Interface design on mobile devices, these elements are generated from a study and adhere to several previous theories, namely: Connectivity, Simplicity, Directional, Informative, Interactivity, User Friendliness, Comprehensiveness.

Security

Security according to (Mulyana, 2016) in (Bagus Setiyo Nugroho, 2018) defines e-commerce security as the ability of an online store to control and guard consumer data transactions. Harris and Goode (2010) suggest that Security leads to clarity of payment flow and ease of payment facilities, as well as a guarantee of a security system (Nur Fadhollah Rahmadhini Rahman, 2022). Security according to (Karina, 2019) Financial (Security) in online refers to the extent to which users are believed that the payment process and website policies, especially in e-wallets, can be guaranteed and secured. According to research (Hartono et al., 2014) a higher level of perceived Web security leads to a greater intention to purchase products using B2C e-commerce sites. Increased customer perceptions of the security of B2C electronic commerce websites will result in greater trust and loyalty. (Hartono et al., 2014). Security in research (Hartono et al., 2014) has four

dimensions, namely Perceived Confidentiality, Perceived Integrity, Perceived Availability and Perceived Non-Repudiation.

Hypothesis

H1: User Interface affects User Experience.

H2: Security affects User Experience.

H3: User Experience affects Customer Loyalty

H4: User Experience mediates the relationship of User Interface to Customer Loyalty

H5: User Experience mediates the relationship between Security and Customer Loyalty

METHOD, DATA, AND ANALYSIS

This research was designed with a Quantitative approach with a survey method. Quantitative method as a method to test certain theories, by collecting data to refute existing theories (Creswell & David Creswell, 2018) The scale used is the Interval scale as a measurement that states the rank and distance between levels. The object of this research is Shopee e-commerce. The analytical tool used is Structure Equation Modeling or SEM which is assisted by AMOS 24 software and Sobel Test Calculator. The population in this study are users of the Shopee application and have made purchase transactions in the Shopee application and are aged 18 years and over. The sample in this study were 215 respondents. The number of samples has fulfilled the number of research samples (minimum sample = 43 number of parameter estimates $\times 5 = 215$).

RESULT AND DISCUSSION

Result

Demographic Characteristics of Respondents

Based on the results of the research, 63 male respondents and 152 female respondents, this data shows that Shopee customers are dominated by the female gender and not dominated by the male gender. This is because women tend to shop online more often than men. Other results show that in the age range that the number of respondents with the age group 18-21 years is 56 respondents, between 21-30 years are 144 respondents, between 31-40 years are 9 respondents and above 41 years are 6 respondents. The Age Respondent Classification above shows that the most Shopee User respondents are aged 21 to 30 years as many as 144 respondents. This is because online shopping and transactions are easier for these ages to understand. They are more comfortable when making online transactions and they are still at a productive age and not yet married so that their needs in shopping are still high. Furthermore, the classification of respondents based on education is dominated by Bachelor / Master / Doctoral degree education levels with 108 respondents, 99 respondents from senior high school education, 7 respondents from junior high school education and 1 respondent from elementary school. This proves that their level of literacy in using e-commerce is higher in bachelor, master and doctoral degree than other education.

In the job classification Students / Students dominate users in transactions in Shopee e-commerce with 135 respondents, private employees with 17 respondents, 4 respondents worked as Civil Servants, as well as 15 respondents Teachers, 11 respondents self-employed and 33 respondents whose other jobs are unknown. This is because students on average have a need to fulfil their learning needs. Because all learning support tools can be obtained in Shopee e-commerce.

Respondents based on income with an income of less than Rp. 1,000,000 with a total of 132 respondents, income of Rp. 1,000,000 - Rp.3,000,000 as many as 60 respondents, income of Rp. 3,000,001-Rp. 5,000,000 as many as 15 respondents, income of Rp. 5,000,001-Rp. 10,000,000 as many as 6 respondents, income of more than Rp. 10,000,000 as many as 2 respondents.

On average, it is dominated by respondents with an income of less than Rp. 1,000,000 with a total of 132 respondents. This is because Shopee e-commerce is e-commerce for all groups, both lower and upper middle class.

SEM Analysis Results

Based on the results of SEM analysis, it is known that the Critical Ratio value for data normality is 1.075 which does not exceed the range of -2.58 and +2.58 and can be said that the data has a normal distribution. To assess the dimensions of the scale that has been proposed, Confirmatory Factor Analysis (CFA) is carried out. All dimensions and variables are above the loading factor of 0.4, meaning that the research is feasible to continue. According to Suliyanto, 2011 the CFA value ≤ 0.4 . for the results can be seen in table I.

Table I - The result of confirmatory factor analysis

Variables	Indicators	CFA	AVE	CR
User	Connectivity	0,606	0,72	0,95
Interface	Simplicity	0,770		
	Directional	0,471		
	Informative	0,720		
	Interactivity	0,423		
	User Friendliness	0,757		
	Comprehensiveness	0,637		
	Security	Perceived	0,629	0,76
Confidentiality		0,634		
Perceived Integrity		0,777		
Perceived		0,542		
Availability				
User Experience	Perceived Non-Repudiation		0,83	0,95
	Funcionality	0,650		
	Identity	0,703		
	Content	0,694		
	Usability	0,713		

Customer Loyalty	Repeat Purchasing	0,554	0,79	0,93
	Cross Buying	0,873		
	Spread of Word-of-Mouth	0,777		
	Resistant to Competitive Action	0,513		

Testing Average Variance Extracted ≤ 0.5 and Construct Reliability ≤ 0.7 means that the measurement instrument can represent indicators and can be used in other studies.

Goodness of fit is carried out to ensure the model is feasible and fit. Goodness of fit this model can be accepted if there is only one appropriate criterion (Solimun et al., 2017).

Table 2 - Goodness of fit

Goodness of fit index	Cut off value	Results	Classification
X ² -Chi-Square	Expectedly small	43,820	
RMSEA	$\leq 0,08$	0,071	Fit
GFI	$\geq 0,90$	0,866	Marginal Fit
AGFI	$\geq 0,90$	0,828	Marginal Fit
CMIN/DF	$\leq 2,00$	2,072	Marginal Fit
TLI	$\geq 0,95$	0,863	Marginal Fit
CFI	$\geq 0,95$	0,883	Marginal Fit

Based on the goodness of fit value in table 2 which shows that there is one criterion value that meets the required cut-off value criteria, namely the value of RMSEA which is feasible or fit.

Hypothesis Test

Hypothesis testing is carried out to determine whether or not the independent variable has an effect on the dependent. The hypothesis is accepted if the probability value (P) < 0.05 . Hypothesis test results can be seen in table 3.

Table 3 – Hypothesis Test.

Research	Estimate	S.E	C.R	P-Value	Conclusion
UI ----- > UX	0,421	0,092	4,070	***	Significant
S ----- > UX	0,493	0,121	4,582	***	Significant
UX ----- > LP	0,547	0,097	5,615	***	Significant

Based on the table 3, shown that User Interface and Security have a positive effect on User Experience, User Experience has a positive effect on customer loyalty. This proves that the higher the quality of the interface and the level of Shopee security, the better the user experience will be. Then the better the user

experience, the more customer loyalty will increase. This proves that Hypothesis 1, Hypothesis 2 and Hypothesis 3 are accepted.

Furthermore, mediation testing is carried out to test the role of User Experience in mediating the relationship between User Experience and Security on customer loyalty using the Sobel test calculator. The mediation test results can be seen in table 4

Table 4 – Mediation Test

Research	t-Stat	P-Value	Conclusion
UI --->UX --->LP	5.5533	0,0001	Significant
S --->UX --->LP	3.3025	0,0003	Significant

Based on the table 4 it can be seen that User Experience acts as a mediating relationship between User interface and Security on customer loyalty. So that the higher the interface and the level of security, the better the user experience will be and this has an impact on increasing customer loyalty in Shopee e-commerce.

Discussion

HI : Effect of User Interface on User Experience

Based on the research results, it can be seen that User Interface has a positive effect on User Experience. Therefore, the better the appearance and ease of use at Shopee, the more it will improve the user experience of using Shopee. The more users feel the excellent quality of the user interface, the more they will feel an interesting experience (Shauma Bismaranti, 2021).

User Interface is a series of graphical displays that have been designed in such a way that the program can be understood by the user, so that it can be read by the computer system and operate properly (Hartono et al., 2014). User Interface affects customer loyalty (Aljeazsa & Silalahi, 2022). Shopee needs to maintain the performance of its User interface, especially in ease of use, providing product information and a familiar appearance. Extreme changes to the interface can affect the user experience (Karen Yunika Dwiantono et al., 2021). There are several indicators of User Interface including Connectivity, Simplicity, Directional, Informative, Interactivity, User Friendliness, Comprehensiveness which are part of the User Interface variable which can affect the Shopee e-commerce user experience. Customers will feel happy if the Shopee user interface is getting better. Connectivity is one of the indicators of interest to Shopee users that the higher Shopee e-commerce fulfils user needs in making it easier to communicate between users and developers, the better the user experience in using the Shopee application. An application will be useful when it is able to meet the needs of each user who uses it which has an impact on the better user experience. Likewise with the Simplicity indicator, which arises from the limitations of human memory, therefore the importance of simplifying a display on the application, especially when the user has to provide input to the system. The simpler the Shopee e-commerce display, the better the Shopee user experience will be.

In addition to limited human memory, users also experience difficulties in searching for products on Shopee e-commerce. Directional, discusses how users navigate an application so as to maximize the features of an application. An application must be able to guide users through a step-by-step process on menus or procedures that require related information treated through the application. The easier it is for users to find a product and the features they need, the better the user experience. Then users often do not get information about application updates and product information on Shopee e-commerce. Informative is an indicator that is the ease and completeness of access to information that allows users to fulfil their information needs. The more complete Shopee provides complete information about the products being sold, the better the user experience in finding products at Shopee.

Interactivity, is one of the important points in supporting a better User Experience. Usually what is considered as fulfilling this point is the undo or cancel button. Thus the user feels comfortable when trying to explore the application, because the treatment that is tried can be cancelled / undone. The better Shopee displays an interactive website/application, the better the user experience will be.

User Friendliness, in designing an application User Interface, an interface designer must take into account the type of user variation. Both in terms of cultural and linguistic backgrounds, as well as variations in the level of user understanding of the application. Because the various backgrounds of Shopee users are varied, Shopee needs to increase the familiar appearance. The better Shopee has a familiar appearance, the better user recognition will be.

Comprehensiveness, A mobile application must have an orientation as mobile devices work. There are three orientations that should work on mobile devices namely: portrait, landscape and dynamic context, All of these orientations must be able to be optimised on mobile devices. This means that the more Shopee has a communicative website display, the better the user experience.

Applied User Interface on iJateng application in Research (Abdallah Umar & Isyawati Permata Ganggi, 2019) proves that Comprehensive is one of the indicators most interested by respondents. Meanwhile, in this study with application to Shopee e-commerce, it is proven that the Simplicity, Informative and User Friendliness indicators are the indicators most interested by respondents.

H2 : Effect of Security on User Experience

The results showed that Security has an effect on User Experience. Therefore, the higher the level of Shopee security, the more the Shopee user experience will improve. E-commerce security is the ability of an online store to control and guard consumer data transactions.(Bagus Setiyo Nugroho, 2018). Security is a variable that affects loyalty (Tankovic & Benazic, 2018b). According to Suprpto (2014) Security is the main key in evaluating the quality of online transactions where this security includes protection regarding privacy and fraud and other matters involving financial and non-financial information issues (Munadiyahatul Jannah, 2021). To build successful long term relationships with customers there is a significance of trust and other external factors such as privacy and security Feizi (2010).

There are several indicators of Security including Perceived Confidentiality, Perceived Integrity, Perceived Availability and Perceived Non-Repudiation. Perceived Confidentiality, refers to the extent to which improper disclosure of information is anticipated and prevented. Systems with superior confidentiality are better able to anticipate and prevent undue disclosure of information, such as information leaks to unauthorised parties. The inability of a system to anticipate and prevent undue disclosure of information may indicate system insecurity. Users often complain about the security of Shopee e-commerce. Often users experience personal data leakage by unauthorised parties. This means that the better the level of confidentiality of Shopee customers' personal data, the better the experience that users get.

Perceived Integrity, Integrity refers to the extent to which improper modifications to information are anticipated and prevented. Systems with high integrity are better able to anticipate and prevent improper modifications to information, such as incorrect changes, deletions, or additions. Although some incorrect modifications to information are unintentional, some are done intentionally by unauthorised parties. Often users make mistakes in filling in Shopee data so that the security of user integrity can be known by unauthorised parties. The higher the perception of integrity provided by Shopee, the better the experience provided by users.

Perceived Availability, Availability refers to the extent to which information is available to authorised subjects when required. Systems with superior availability are better able to consistently provide relevant information to authorised parties. Customers often experience transaction violations, that customers cannot trace unknowable transactions. The higher the perceived availability that Shopee provides to the authorities, the more users feel safe in making transactions at Shopee.

Perceived Non-Repudiation, Non-repudiation in a buyer-seller exchange refers to the extent to which the system is able to ensure that the information sent by the customer is received by the person claimed by the seller. The goal is to ensure that the seller cannot deny the completed transaction. Systems with superior non-repudiation are better able to provide verifiable proof of identity. The higher the perception of Non-repudiation that Shopee has, the better the experience that Shopee users will have. Chang and Chen (2018) said that with a high level of security and user interface will provide an attractive experience for users. The implications that can be done by e-commerce in order to improve user experience are several aspects that need to be improved, including increasing the privacy and security of user data.

H3 : Effect of User Experience on Customer Loyalty

The research results that User Experience has a positive effect on Customer Loyalty. This means that the better the experience provided by users, the more Shopee customer loyalty will increase. This result supports the statement

(Mascarenhas et al., 2006) has revealed the relationship between customer experience and customer loyalty that consumer loyalty is generally built on the basis of long-term and close interactions between customers and brands.

User Experience is the perception and response of users resulting from interactions with a system (Saima Ritonummi, 2020). User Experience is all aspects related to a person's experience in using a product, how easy it is to understand, how it feels when using the product, and how users achieve their goals through a product (Hadinegoro et al., 2022). The indicators of User Experience include Functionality, Identity, Content, Usability. Functionality is the process that underlies all things related to techniques, processes and applications. Users often find it difficult to operate Shopee e-commerce, because of the many displays in the shopee application. Apart from that, Shopee e-commerce experiences delays in operation and makes users feel an unpleasant experience and do not want to use the Shopee application. Therefore, the more responsive Shopee e-commerce functionality is, the higher Shopee customer loyalty will be.

Identity, includes all things that connect the design and aesthetics of a website. Customers will be loyal when the design in the shopee application is attractive and easy to remember. Therefore, the better the design or attributes that Shopee has, the more Shopee customer loyalty will be maintained. This proves that Shopee must have a design that is easy to remember and high aesthetics.

Content, refers to a thing that the actual content contained on the site (multimedia, text and images) or information architecture and structure. Customers will be comfortable using shopee when the content in the shopee application is interesting so that it will provide a good experience when customers use shopee. The more actual and good quality content and information that Shopee provides, the higher the customer loyalty to Shopee.

Usability, in general, describes the ease of users or users of the features and components contained on a site. Customers will be more loyal when they feel the ease of using Shopee e-commerce. The features and components that Shopee has must be able to provide convenience to users in operating it. The better the features and components owned by Shopee, the higher the level of Shopee customer loyalty. Lin and Kuo found that consumers' loyalty intentions are influenced by their recent purchases, suggesting that positive user customer experiences may be the key to strong customer loyalty (Ertemel et al., 2021). As for the dimensions of the physical environment customer experience, the dimensions of the virtual environment, and the dimensions of service interaction (Makudza, 2021). The implications that Shopee e-commerce can do in order to maintain customer loyalty include what needs to be improved, among others, Functionality, Identity, Content and Usability.

H4 : User Experience mediates the Relationship of User Interface to Customer Loyalty

User Experience can mediate the relationship between User Interface and Customer Loyalty. It can be said that the better the User Interface displayed by Shopee, the better the user experience provided, the higher the customer loyalty to Shopee e-commerce.

Shopee customer loyalty is starting to decrease, this is evidenced by shopee customer reviews complaining about shopee's interface. Online customer experience substantially affects customer engagement, thereby increasing customer loyalty (Ahmad et al., 2022). The better the user interface provided to customers, the better the customer experience will be. UI (User Interface) functions to direct users to use a web application (Sumarlin et al., 2021). User interface indicators such as Connectivity, Simplicity, Directional, Informative, Interactivity, User Friendliness, Comprehensiveness can affect user experience (UX) in operating Shopee e-commerce. As for the User Experience indicators such as Functionality, Identity, Content, Usability, which are getting better, customer loyalty to Shopee will be higher.

The results of this study support research (Sumarlin et al., 2021) Customers who feel that a good appearance and have different characteristics from other e-commerce can make it easier for users to make transactions, resulting in a good experience. When the experience is good, customer loyalty will be higher.

H5 : *User Experience* in mediating the *Security* Relationship to Customer Loyalty

User Experience can mediate the relationship between *Security* and Customer Loyalty. It can be concluded that *User Experience* mediates the relationship between *Security* and Customer Loyalty Cheung and Lee (2021) say that perceived security, along with other factors, has a considerable impact on consumer experience and trust in online shopping (Hartono et al., 2014). Shopee's customer loyalty is reduced due to the low level of security. There are several reviews that complain about Shopee's level of security. Flavian and Guinaliu in research (Hartono et al., 2014) that an increase in customer perceptions of the security of a B2C e-commerce website will result in greater trust and loyalty to that website. *Security* indicators such as *Perceived Confidentiality*, *Perceived Integrity*, *Perceived Availability* and *Perceived Non-Repudiation* are things that Shopee must pay attention to because a lot of customer data is misused by unauthorised parties and users will have a bad experience in using Shopee *e-commerce* which has an impact on decreasing Shopee customer loyalty. This means that the higher the level of *e-commerce* security, the better the experience provided by users, the higher customer loyalty will be.

CONCLUSIONS AND SUGGESTION

Conclusions

The results in this study explain that, User Interface has a positive effect on User Experience. To improve user experience, e-commerce needs to improve the appearance of applications that are easy to understand and provide comfort for users. Likewise, Security has a positive effect on User Experience. To improve user experience, e-commerce needs to improve application security so that the level of user trust is higher which has an impact on the higher user experience. User Experience has a positive effect on Customer Loyalty. Customer loyalty to e-commerce is influenced by a good level of user experience. The better the experience provided by users, the higher the level of customer loyalty.

User Experience mediates the relationship between User Interface and customer loyalty. When customers find it easy to use e-commerce services, users will feel a better and more meaningful experience so that customer loyalty will be higher. User Experience mediates the relationship between Security and customer loyalty. With a high level of e-commerce security, users will feel an experience that makes them feel safe so that customer loyalty is higher.

Shopee needs to improve the User interface and better Security services, because from the research results that there are several respondents who are still not satisfied with the User interface and Security services provided by Shopee, therefore it is necessary to improve in terms of ease of contacting Customer Service, ease of searching for products and the latest information from Shopee that does not interfere with user comfort and the level of confidentiality of user data as well as transactions can be traced properly so that consumers feel a good experience and are loyal to e-commerce.

Suggestions

For further research, it can conduct more in-depth and comprehensive research on factors that influence user experience and customer loyalty such as brand engagement variables, which are the attachments between consumers and a particular product or brand.

REFERENCES

- Abdallah Umar, S. A., & Isyawati Permata Ganggi, R. (2019). *EVALUASI DESAIN USER INTERFACE BERDASARKAN USER EXPERIENCE PADA iJATENG*. <https://kominfo.go.id>
- Ahmad, F., Mustafa, K., Hamid, S. A. R., Khawaja, K. F., Zada, S., Jamil, S., Qaisar, M. N., Vega-Muñoz, A., Contreras-Barraza, N., & Anwer, N. (2022). Online Customer Experience Leads to Loyalty via Customer Engagement: Moderating Role of Value Co-creation. *Frontiers in Psychology, 13*. <https://doi.org/10.3389/fpsyg.2022.897851>
- Akil, S., & Ungan, M. C. (2021). E-Commerce Logistics Service Quality. *Journal of Electronic Commerce in Organizations, 20*(1), 1–19. <https://doi.org/10.4018/jeco.292473>
- Aljeazsa, S., & Silalahi, L. (2022). *How to cite: ANALISIS PENGARUH INFORMATION DAN USER INTERFACE QUALITY TERHADAP LOYALTY OF E-CUSTOMER DALAM MENGGUNAKAN DOMPET DIGITAL “OVO.”* 7(7).
- Bagus Setiyo Nugroho. (2018). *PENGARUH PERSEPSI KEPERCAYAAN, KEMUDAHAN, KEAMANAN, DAN PELAYANAN TERHADAP KEPUTUSAN TRANSAKSI MENGGUNAKAN SISTEM E-COMMERCE*.
- Claudia Yosephine Simanjuntak, D., & Yanti Purba, P. (2020). Understanding Customer Satisfaction and Loyalty: An Empirical Study Of Mobile Instant Messages In China. In *International Journal of Information Management* (Vol. 7, Issue 2). <http://jurnal.unmer.ac.id/index.php/jbm>
- Creswell, J. W., & David Creswell, J. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (Helen Salmon & David C.Felts, Eds.). SAGE Publications, Inc.
- Ertemel, A. V., Civelek, M. E., Eroğlu Pektaş, G. Ö., & Çemberci, M. (2021). The role of customer experience in the effect of online flow state on customer loyalty. *PLoS ONE, 16*(7 July 2021). <https://doi.org/10.1371/journal.pone.0254685>
- Fahira, A., & Moh. Djemdjem Djamaludin. (2023). The Influence of Brand Trust and Satisfaction towards Consumer Loyalty of a Local Cosmetic Products Brand X among Generation Z. *Journal of Consumer Sciences, 8*(1), 27–44. <https://doi.org/10.29244/jcs.8.1.27-44>
- Hadinegoro, A., Faticha, R., Aziza, A., & Mufhadhal, M. F. (2022). Analisis Pengaruh User Interface Dan User Experience Platform Online Menggunakan Metode Heuristik. *Jurnal Teknologi Informasi, 17*.
- Hartono, E., Holsapple, C. W., Kim, K. Y., Na, K. S., & Simpson, J. T. (2014). Measuring perceived security in B2C electronic commerce website usage: A respecification and validation. *Decision Support Systems, 62*, 11–21. <https://doi.org/10.1016/j.dss.2014.02.006>
- Hermantoro, M., & Albari. (2022). E-Servicescape analysis and its effect on perceived value and loyalty on e-commerce online shopping sites in Yogyakarta. *International Journal of Business Ecosystem & Strategy (2687-2293), 4*(4), 39–49. <https://doi.org/10.36096/ijbes.v4i4.354>
- Karen Yunika Dwiantono, Dianing Ratri, & Irfansyah. (2021). KAJIAN PENGARUH PERUBAHAN USER INTERFACE (UI) TERHADAP USER EXPERIENCE (UX) PADA APLIKASI DIGITAL STUDI KASUS PADA PERUBAHAN INTERFACE APLIKASI GOJEK VERSI 4.0 KE ATAS. *Jurnal Komunikasi Visual Wimba, 12*, 124–135.
- Karina, M. (2019). Pengaruh E-servicescape Online Marketplace Shopee pada Perceived Value dan Kepuasan Pelanggan, serta Dampaknya terhadap Loyalitas Pelanggan. *Jurnal*

- Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 9(1), 103.
<https://doi.org/10.30588/jmp.v9i1.534>
- Makudza, F. (2021). Augmenting customer loyalty through customer experience management in the banking industry. *Journal of Asian Business and Economic Studies*, 28(3), 191–203.
<https://doi.org/10.1108/JABES-01-2020-0007>
- Mascarenhas, O. A., Kesavan, R., & Bernacchi, M. (2006). Lasting customer loyalty: A total customer experience approach. *Journal of Consumer Marketing*, 23(7), 397–405.
<https://doi.org/10.1108/07363760610712939>
- Muhammad Nauval El Ghiffary, T. D. S. dan A. H. (2018). Analisis Komponen Desain Layout, Warna, dan Kontrol Pada Antarmuka Pengguna Aplikasi Mobile Berdasarkan Kemudahan Penggunaan (Studi Kasus: Aplikasi Oride). *JURNAL TEKNIK ITS*, 7(2302-928X Print), 2337–3520.
- Munadiyatul Jannah. (2021). “PENGARUH PEMAHAMAN, KEAMANAN TRANSAKSI AKUNTANSI DAN LIFESTYLE TERHADAP MINAT PEMBELI MENGGUNAKAN E-COMMERCE”.
- Nur Fadholah Rahmadhini Rahman. (2022). *Pengaruh E-servicescape dan E-service Quality terhadap E-satisfaction pada Tokopedia (Studi pada Pengguna Aplikasi Tokopedia di Kota Semarang)*”.
- Reva Eka Prasetyo. (2022). *ANALISIS DAN PERANCANGAN USER INTERFACE DAN USER EXPERIENCE PADA STARTUP PICNICKER DENGAN PENDEKATAN USER PERSONA BERBASIS DESIGN THINKING*.
- Saima Ritonummi. (2020). *Tesis Magister PENGALAMAN PENGGUNA DI SITUS WEB E-COMMERCE-STUDI KASUS*.
- Santoso, H. B., & Schrepp, M. (2019). The impact of culture and product on the subjective importance of user experience aspects. *Helicon*, 5(9).
<https://doi.org/10.1016/j.helicon.2019.e02434>
- Shauma Bismaranti, N. (2021). *ANALISIS PENGARUH USER INTERFACE DAN USABILITY TERHADAP USER EXPERIENCE PENGGUNA APLIKASI SHOPEE DI KOTA MEDAN*.
- Sumarlin, R., Auli, R., & Anggraini, D. N. (2021). DAMPAK USER INTERFACE TERHADAP USER EXPERIENCE PADA SISTEM INFORMASI MANAJEMEN KESEHATAN BERBASIS WEB. *Desain Komunikasi Visual, Manajemen Desain Dan Periklanan (Demandia)*, 6(1), 106. <https://doi.org/10.25124/demandia.v6i1.2724>
- Tankovic, A. C., & Benazic, D. (2018a). The perception of e-servicescape and its influence on perceived e-shopping value and customer loyalty. *Online Information Review*, 42(7), 1124–1145. <https://doi.org/10.1108/OIR-12-2016-0354>
- Tankovic, A. C., & Benazic, D. (2018b). The perception of e-servicescape and its influence on perceived e-shopping value and customer loyalty. *Online Information Review*, 42(7), 1124–1145. <https://doi.org/10.1108/OIR-12-2016-0354>
- Widia Rahma, A., & Ekowati, S. (2022). *PENGARUH KUALITAS PELAYANAN DAN KEPERCAYAAN TERHADAP LOYALITAS KONSUMEN DALAM BERBELANJA PADA E-COMMERCE SHOPEE*.
- Wiryanan, M. B. (2011). *USER EXPERIENCE (UX) SEBAGAI BAGIAN DARI PEMIKIRAN DESAIN DALAM PENDIDIKAN TINGGI DESAIN KOMUNIKASI VISUAL* (Vol. 2, Issue 2).