THE ANTECEDENT OF LOYALTY IN SOCIAL NETWORK WEBSITE: CASE STUDY ON FACEBOOK

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ABSTRACT:
This study tries to reveal the influence of the dimensions of online services in the social networking site Facebook on user loyalty sites. From the results of a study of 80 students obtained results that customization and assurance that the variables significantly influence loyalty of Facebook users, while usability variable and E-scape is not significant.

Key words: loyalty, social network, website, facebook.

INTRODUCTION
The idea of this research study began when the authors studied Riel et al. (2004), entitled "Boost customer loyalty with online support: the case of mobile telecoms providers," which examines the relationships that influence satisfaction and customer loyalty on the Internet.

From concept is said that in order to achieve customer loyalty necessary intervening variable that goes from the independent variables usability, E-scape, customization, and assurance for customer loyalty towards the dependent variable.

From concept suggests that there is a direct correlation between the value of the variable factors of customer services with customer loyalty, and of the study showed no significant direct relationship between the value of customer loyalty to the bank where savings.

Of the two studies with two different settings appear above the gap that research Riel et al. (2004) do not connect directly to the independent variables loyalty variable. So here I'm going to try to adapt to the user both concepts internet site Facebook.

As we know that there are many social networking sites on the internet, such as Facebook, Twitter, Linkedin and several other social networking sites. Of the many social networking sites and facilities would give a different look to the users, by joining for free we can enjoy the services provided the social networking site so it appears loyal attitude shown by continuing to access, giving advice to others or telling things positive about the site.

Based on the above background, it is a problem in this study can be formulated as follows: "What are the factors that comprise usability services, E-scape, customization, and assurance effect on customer loyalty Facebook site users?"

LITERATURE REVIEW

Research Riel et al. (2004), entitled "Boost customer loyalty with online support: the case of mobile telecoms providers", which examines the relationships that influence satisfaction and customer loyalty on the Internet. In this research, a conceptual framework (see appendix).

From the above it can be seen that the concept of achieving customer loyalty necessary intervening variable that goes from the independent variables usability, E-scape, customization, and assurance for customer loyalty towards the dependent
variable. Based on Riel, et al. (2004), supporting services have been conceptualised as customer service or customer support, product support, or as technical support, and can be conceptualised productively starting from the dichotomy between core and peripheral services. In most cases, a *core product or service* can be distinguished, sales of which are a major reason for the company to be in the market. This core product is often supplemented by various peripheral services, forming the ‘augmented product’. The main purpose of the peripheral services is to increase the *value* of the total offer. Peripheral services have been subdivided into facilitating and enhancing services, or facilitating and supporting services. Meanwhile the internet has been identified as a promising channel for supporting services, as it is well suited for communication and information exchange, which is essential to virtually all supporting services: almost unlimited amounts of information can be made available in real time, with a high degree of efficiency, substantially decreasing the need for interaction with costly human staff. Potential benefits of providing information online are that documentation can be customised to specific regions, can contain more and richer information than print copies, and can contain more and better pictures and even interactive video sequences. Online documentation can more easily be kept up to date than printed materials, whilst the quality of instructions can be improved based on customer feedback. Services are globally accessible, 365/365 and 24/24. Global support can be organised centrally, eliminating the need for numerous local offices. Firms can also deal with their customers directly, decreasing the need for expensive intermediaries, and at the same time improving the quality of market intelligence, whilst building learning relationships with their customers.

Palitati Research (2007), entitled "The Effect of Customer Value, Satisfaction of Customer Loyalty Savings Banks in South Sulawesi," which examines the relationship of customer value, satisfaction, and loyalty with the following conceptual framework (see appendix).

From concept above shows that there is a direct relationship between the value customers with customer loyalty, and of the study showed no significant
direct relationship between the value of the customer loyalty to the bank where savings.

Causal relationship established in this study was the effect on customer loyalty services. This study will analyze the effect on customer loyalty services to users on the Facebook site. Research supporting this research model is research Riel et al. (2004) which shows the relationship of the factors that affect customer satisfaction with internet consisting of usability, E-scape, customization and assurance on customer loyalty.

Another study linking customer satisfaction and loyalty is Palitati study (2007) entitled "The Effect of Customer Value, Satisfaction of Customer Loyalty Savings Banks in South Sulawesi," which examines the relationship of customer value, satisfaction, and loyalty which showed no significant direct relationship between the value with loyalty to the bank where savings.

Of the two studies with two different settings appear above the gap that research Riel et al. (2004) do not connect directly to the independent variables loyalty variable. So here we are going to try to adapt to the user both concepts internet Facebook site that the conceptual framework of this study is described in schematic form as shown in the following figure (see appendix).

Based on the conceptual framework of the research hypothesis is formulated as follows:

$H_0$: Online support that consist of usability services, E-scape, customization, and assurance are the factors that comprise effect on Facebook users loyalty.

**METHODS**

Based on the objectives, design or design of this study is explanatory because it describes the relationship between the variables through hypothesis testing. Research of this type is also called a study to test the hypothesis (hypothesis testing study) generally aim to explain the properties of an existing relationship particularly causality.

The study design is used to address issues that have been formulated, research objectives to be achieved and at the same hypotheses. The primary data
obtained from questionnaires distributed to users on the Facebook site sampled in this study.

The variables studied were classified as follows:
1. Independent variables: online services that consist of usability services, E-scape, customization, and assurance
2. Dependent variables: customer loyalty

The following describes the operational definitions of study variables in the conceptual framework of the previous chapter. Each of these variables must be given so that there is one definition operational understanding of the variables that are analyzed as follows:

1. **Online support**, showed consumers’ assessment of the services provided by Facebook:
   a. **Usability**. A consumer perceptions about the ease of use of the site, as measured by responses based on similarities or dissimilarities in the form of the statement:
      1. I'm not having trouble accessing Facebook site.
      2. Links which provided are not experiencing problems when used.
      3. Pages can be downloaded quickly.
      4. Facebook is easy to use.
      5. Easy to do the searching.
   b. **E-scape**. A consumer perception Facebook site display, measured based on the responses in the form of agreement or disagreement with the statement:
      1. Facebook site has an attractive appearance.
      2. The information provided can be known easily.
      3. It has a wide selection of colors and layouts
      4. I am pleased with the design of the Facebook
c. **Customization.** A consumer perceptions of modifications that can be done on the profile site, as measured by responses based on the form of agreement or disagreement with the statement:

1. Facebook knows the needs of the users.
2. I am happy to make modifications to my Facebook profile.
3. I'm satisfied with the availability of modifications features.

d. **Assurance.** A consumer perception on the security of Facebook user data, as measured by responses based on the form of agreement or disagreement with the statement:

1. Facebook keep properly the account data.
2. I feel safe having an account on Facebook.

2. **Customer loyalty.** Is a measure of a customer loyalty on the products used, as measured by responses based on the form of agreement or disagreement with the statement:

1. I am interested to continue to have an account on Facebook
2. I recommend Facebook to the others
3. I prefer Facebook among the other friendship sites.

This study used semantic differential scale, the scale that asks respondents to provide an assessment to each question item. Question 7 is measured with a scale starting from a score of 1 (strongly disagree to attitude) to a score of 7 (for attitude strongly agree).

The population in this study is the Facebook users who have accounts on these sites whose number can not be calculated (infinite). Sampling technique with Accidental Quota Sampling, by determining the number of members in the quota or number of samples to consumers who easily found at the time of the survey. According Santosa (2001) in Riana (2008), before the survey respondents candidate explanation is given in the form of a statement of research indicators so
that the results obtained from the respondents sample will represent the population characteristics in which the sample is drawn. The user's Facebook site as a potential respondents were offered a willingness to be a respondent. Due to the limitations of time, effort, and cost, limit the number of samples taken from the entire population is five to ten times the amount of indicator variables studied. Thus, on the basis of the above criteria can be determined minimum number of samples taken is \( n = 5 \times I = 5 \times 14 = 70 \) to anticipate the distortions in the survey data, the number of respondents was plus 10% of the total population, so it can be calculated \( 70 \times 10\% = 7 \). Thus the number of samples = 77 people. In this study, to avoid distortion, the authors add the sample to 80 people.

Sources of data used in this study was obtained through primary data collection questionnaire results to the users Facebook site.

According to the questionnaire were made, using a semantic differential scale, the data collected is the data interval (Emory and Cooper, 1995). While secondary data is used only for the data are preliminary and as supporting data obtained from peer-reviewed journals, literature, and other reference.

Data collection techniques used in this study is primary data collection techniques, the data collected directly from respondents who have an account on Facebook.

**RESULTS AND DISCUSSION**

Based on the conceptual framework and the study design was built, where there is a perception of brand extension in which there is similarity between the original brands and extensions, innovativeness, perceived risk, brand reputation parent is referred to as the independent variable, which in turn will affect the brand loyalty that is not variable free should be measured and analyzed both kuantitatif. Data obtained from the field in accordance with the variables that have been set to be processed using SPSS statistical analysis.

This research will use multiple linear regression (multiple regression analysis) to examine whether there is influence of brand extension with the brand
loyalty and to determine the dominant factors of brand extensions that affect brand loyalty.

The analysis model used in this study formulated the following:

\[ Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e \]

which:

- \( Y \) = brand loyalty
- \( b_0 \) = constants
- \( b_1, 2,3 \) = regression coefficients
- \( X_1 \) = usability
- \( X_2 \) = E-scape
- \( X_3 \) = customization
- \( X_4 \) = assurance
- \( e \) = error

The results of calculations using the computer program SPSS can be used as a basis for conducting an analysis to prove the hypothesis. Verification is done by using a statistical test that is supported by the following econometric test. Proving the hypothesis that F test was used to test the overall significance of the regression coefficients, hypothesis formulation as follows:

- **H\(_0\):** Together the independent variable has no effect on the dependent variable.
- **H\(_1\):** Together the independent variables affect the dependent variable.

Testing through the F test by comparing Fcount (Fb) with F table (ft) at 5% alpha. If the calculation shows (Fh) \( \geq \) (Ft) then H\(_0\) is rejected and H\(_1\) accepted, meaning that the variation of the regression model successfully explains variation in the independent variables as a whole. But if (Fh) \(<\) (Ft) then H\(_0\) is accepted and H\(_1\) is rejected, meaning that the variation of the regression model failed to explain variation in the independent variables as a whole.
How big is the ability of the independent variables in explaining the dependent variable can be determined from the magnitude of the coefficient of multiple determination (R2) in other words the value of the coefficient of multiple determination is used to measure the contribution of the independent variable on the dependent variable. If (R2) value is greater (maximum of one), it can be concluded that the contribution of independent variables to the dependent variable increases. If the opposite happens, then the contribution of the independent variable on the dependent variable variation is getting smaller, so that the model used to explain the variation in the valley of the dependent variable. In general, the value of the coefficient of multiple determination is between 0 and 1 or $0 \leq R^2 \leq 1$.

From the results of the calculation using the SPSS, the following results are obtained (see appendix).

From the above table it can be seen that the magnitude of $F_{hitung}$ at 13.586 with a significance value of 0.000 is less than the alpha value 0.05, which means that the influence of the independent variables together on the dependent variable was significant.

While the contribution or the relationship of independent variables to the dependent variable is expressed by the coefficient of determination (R2) where R2 obtained from the calculation of 0.420 which shows that the influence of the independent variables together on the dependent variable was 42% while the remaining 58% are influenced by other factors outside the model used in this research.

The linear regression equation of the line obtained from the calculations are shown in the following table (see appendix).

From the table above can be arranged following equation:

$$Y = 3.323 + 0.102 x_1 - 0.042 x_2 + 0.396 x_3 + 0.501 x_4$$

The table above also shows that the variables Customization and Assurance significantly affect the loyalty of Facebook users, while variable Usability and E-
scape is not significant. Especially for variable E-scape, we can see that the variable is negatively affected, it is possible that a change in the look up with a new design (timeline) that may be deemed less convenient or less familiar with the new look. It could also be an opportunity for further research to compare the loyalty of Facebook users who had used the old look with a new ant the most important is how to use the social network website concept for marketing.

REFERENCE


**APPENDIX**

![Conceptual Framework by Riel](image-url)

Figure 1. Conceptual Framework by Riel
Figure 2. Conceptual Framework by Palitati

Figure 3. Conceptual Framework by Researcher
Table 1. ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>475.420</td>
<td>4</td>
<td>118.355</td>
<td>13.586</td>
<td>.000a</td>
</tr>
<tr>
<td>Residual</td>
<td>656.130</td>
<td>75</td>
<td>8.748</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1131.550</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), x4, x3, x1, x2
b. Dependent Variable: y

Table 2. Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>3.323</td>
<td>2.250</td>
<td></td>
<td>1.471</td>
</tr>
<tr>
<td>x1</td>
<td>.102</td>
<td>.082</td>
<td>.122</td>
<td>1.236</td>
</tr>
<tr>
<td>x2</td>
<td>-.042</td>
<td>.104</td>
<td>-.054</td>
<td>-.407</td>
</tr>
<tr>
<td>x3</td>
<td>.395</td>
<td>.122</td>
<td>.394</td>
<td>3.250</td>
</tr>
<tr>
<td>x4</td>
<td>.501</td>
<td>.121</td>
<td>.397</td>
<td>4.144</td>
</tr>
</tbody>
</table>

a. Dependent Variable: y