

# Factors Affecting Seller Loyalty In The B2B E-Marketplace In Indonesia

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**Abstract:** In Indonesia, the B2B e-marketplace is an opportunity to help develop MSMEs. With so many B2B e-marketplace players it can be a good place for Indonesian MSMEs, on the other hand, it can be a very competitive environment. To be able to survive, B2B e-marketplaces must be able to build seller loyalty in the long run. This study aims to determine the factors that affect consumer loyalty from the perspective of sellers in B2B e-marketplaces in Indonesia. Much research has been conducted related to loyalty from the perspective of the buyer; this study is different as the sellers and buyers' perspectives are different. The research design used in this study is quantitative. The method of analysis used in this study is structural equation modeling (SEM). The population in this study is the seller of Ralali.com. The number of samples used in this study were 183 respondents by using non-probability sampling techniques. The results of this study found that the factors that influenced seller loyalty in the B2B e-marketplace with the greatest effect were promotion, cost and satisfaction. Promotion was one of the factors that had the greatest significant influence on seller loyalty in the B2B e-marketplace.

**Index Terms:** B2B e-marketplace, seller loyalty, structural equation modeling, MSMEs in Indonesia, competitive advantage, factor loyalty, e-marketplace in Indonesia.

## 1. INTRODUCTION

The internet influence the way people communicate, work, spend leisure time, and have the potential to develop businesses [1]. Recent decades have seen an increase in business that have penetrated B2B e-marketplaces. In 2017, 3.1% of retailers entered the B2B; then in 2018 there was an increase of 3.9%, and in 2019, 4.4% more joined the market [2]. The business-to-business (B2B) industry sells goods and services and deals with professional buyers who tend to be rational, trained and skilled in assessing increasingly competitive bids [3]. In Indonesia, the B2B e-marketplace has the opportunity to help develop MSMEs. This was supported by the government who collaborated with various B2B e-marketplaces in the 'Ayo UMKM Go Digital' program where MSME practitioners were introduced to insights regarding the B2B market in order to compete with their international counterparts. MSMEs have a role in contributing to economic progress and creating jobs. Therefore, the presence of B2B e-marketplace has a very positive role in economic life. Until 2018, B2B e-marketplace players were predicted to increase by 78% [4] and were expected to continue to increase every year with Indonesia as the fastest growing country in terms of e-commerce [5]. With so many B2B players it can be a good place for Indonesian MSMEs, but on the other hand it has created a very competitive market. To be able to survive, B2B marketplaces must be able to build seller loyalty in the long run. Seller loyalty is very important in B2B e-marketplaces driven by strong competition [6]. The number of e-marketplace choices available gives the seller freedom to switch to other e-marketplaces.

Research on seller loyalty generally finds that e-service quality has a role in B2B e-marketplaces because e-service quality has a role to ensure the extent to which the web can facilitate shopping, purchasing, and shipping that is efficient and effective. On the other hand, cost also has a role in building seller loyalty in B2B e-marketplaces where economic sacrifice in currency units issued by sellers in selling on B2B e-marketplaces is determined by the size of the transaction fees set, and costs for additional services such as branding through online and offline media facilities. Promotion is considered to be the company's ability to communicate through advertising media with the aim of stimulating sales in the B2B e-marketplace. The image of the e-marketplace is such that credibility becomes a very important consideration when businesspeople (sellers) choose an e-marketplace. The company's image from the perspective of the community can contribute to shaping customer satisfaction.

In general, research is often conducted on factors that influence buyer loyalty (end users) in the B2B marketplace. [7] and [2] discussed the perspective of buyer loyalty in B2B and B2C e-marketplaces. However, there are no articles, sources and studies that discuss the factors that affect seller loyalty in B2B e-marketplaces. Therefore, to complete the gap in the research, this study will focus on factors that make an impact on seller loyalty in B2B e-marketplaces.

## 2. THEORITICAL BACKGROUND

### E-marketplace

E-marketplaces are virtual marketplaces where consumers buyers and sellers meet and conduct various transactions such as exchange transactions, of products, services, or information [8]. E-marketplaces can be described as "internet platforms that provide solutions using internet-based technology that aim to unify and facilitate trade relations between companies, or support existing ones through the web and enable them to conduct business transactions" [9]. An e-marketplace is part of e-commerce. [10], groups e-commerce into five categories based on the entities that participate in transactions and business processes, namely B2C (business to customer), B2B (business to business), C2C (customer to customer) and B2G (business to government). In the B2B category, e-marketplaces are a means of buying and selling

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products, getting information, connecting with customers, and even liaising distribution channels with marketers. B2B e-marketplaces can serve sellers and buyers as marketing channels to perform functions such as direct sales and distribution to businesspeople [11].

### **E-Service Quality**

E-service quality of electronic services can be defined as the extent to which the web can support the purchasing and shipping of products and services effectively and efficiently [12]. E-service quality can be described as “a holistic customer evaluation and assessment of the advantages and quality of e-service delivery in e-marketplaces” [13]. E-service quality is developed with multidimensional construction, therefore the quality of electronic services can be understood as something that broadly covers all phases of customer interaction with the web from upstream to downstream, where the web facilitates shopping, purchasing and shipping that is efficient and effective [14]. The dimensions of e-service quality used in literature studies conducted by [7] were efficiency, security and privacy, communication, reliability, information and value-added services that exist in e-marketplaces. The efficiency dimension refers to the ability of consumers to obtain, find products and information desired [15]; security and privacy refers to the extent to which the web is safe and protects consumers' personal information including information related to credit cards and other payments [15]. Communication and information are defined as a way to maintain and update every information development to reach consumers correctly in a language that is easily understood either through online communication such as e-mail or chat or offline communication such as telephone or fax [7]. Reliability is the ability to provide appropriate services, the accuracy of the promised service (having an inventory of items, delivery of what was ordered, delivery as promised), billing and product information [14]. Value-added services complete and add facilitate transaction settlements in e-marketplaces by sending products to buyers and facilitating sellers to receive appropriate payments [7].

### **Image**

Company image is the customer's thoughts about the overall picture of the company based on the experience and understanding of each customer, both regarding services or the level of reputation and credibility achieved by the company according to customer perceptions [16]. The company's image can be defined as an ‘overall impression’ that is felt in the minds of customers as the impact of ideas given, feelings, experiences and attitudes, which can be remembered and be changed into positive/negative meanings, to build a memorable image when the name of the organization is heard by others [17]. Positive experiences received by an e-marketplace will lead to a positive image [18]. The company's image concerns the whole organization, not just products and services [19].

### **Cost**

Cost is the sacrifice of an economic resource that is measured in currency that occurred, are occurring or are likely to transpire for a specific purpose [20]. According to [21], sacrifice of economic resources to obtain goods or services that are expected to provide benefits for a long time. The kinds of costs that exist in the e-marketplace according to [9], are

professional service fees, advertising (advertising costs), transaction fees (advertising costs), membership or license fees (membership fees or licenses) and value-added service fees (value-added service fees).

### **Promotion**

According to [22], promotion is a sales and marketing activity in order to inform and encourage demand for products/services, and ideas from companies to influence consumers to buy products and services produced by the company. Promotion is direct persuasion that can be arranged to stimulate product purchases immediately and increase the number of item sales [23]. The more promotions that are given will make customers continue to choose the e-marketplace to market their products and influence customer satisfaction in running their business [23].

### **Satisfaction**

[24] define satisfaction as an emotional or cognitive response to focus (expectations, products, consumption experiences), at a time (after consumption, after voting, accumulation of experience). Satisfaction only can exist when the perceived performance and shared experience of a product or service provided exceeds customer expectations [7]. Customers who are satisfied with the products and services tend to be loyal and make repeat purchases which will increase the profitability of the company [25]. Satisfied customers can make more purchases and satisfied customers also work as a network to expand the reach of potential customers by sharing experiences [26].

### **Loyalty**

Customer loyalty is defined as the attitude that displays the relationship between the customer and the business [27]. Some characteristics of consumers who are loyal to the service according to [28] are: (a) regularly repeated purchases; (B) making purchases between product or service lines; (c) referring to others; (D) not being affected by competitors' products or services provided. [29] classify the different loyalties into two types. They called them the desire of the average customer to repurchase the product or service to maintain relationships with the service provider or supplier, and attitudes that reflect the level of psychological involvement and advocacy attitude of the customer towards the service provider or supplier. Customer loyalty is considered the basis of competitive advantage and has a strong influence on organizational performance [30].

### **Hypothesis Development**

The hypothesized model used is adjusted to the title to be examined, which is as follows: E-service quality positively and significantly influences seller satisfaction. This research is based on previous research conducted by [31], where the quality of electronic services has a strong enough impact on satisfaction on the website. The results of research conducted by [7] stated that e-service quality through dimensions: efficiency, communication, security and privacy, reliability, information and value added services, had a positive influence on satisfaction. The study found that e-service quality had a positive and significant effect on loyalty. The second effect of the variable was positive which meant there was a direct relationship that showed an increase in the quality of services provided by e-marketplaces that helped improve customer

satisfaction in using e-marketplace services [31]. The results of [32] revealed that all aspects of e-service quality are significant predictors of consumer loyalty. Therefore, based on the above explanation, the hypothesis can be drawn as follows:

H1: E-service quality has a significant positive effect on seller satisfaction on B2B e-marketplaces.

H2: E-Service Quality has a significant positive effect on seller loyalty in e-marketplaces.

From research conducted by [33], it was found that the image influenced customer loyalty positively and significantly. This finding is consistent with research conducted by [34]. Another study conducted by [35] explained that image had a positive influence between customer satisfaction and image. Therefore, the following hypotheses can be made:

H3: Image has a significant positive effect on seller satisfaction on B2B e-marketplaces.

H4: Image has a significant positive effect on seller loyalty in B2B e-marketplaces.

Research conducted by [36], showed that cost had a significant positive effect on customer satisfaction. The results of this study also supported the finding of [37], who stated that satisfaction was caused by cost. In a study conducted by [7], cost also had a significant positive effect on seller loyalty. Therefore, based on the above explanation, the hypotheses can be drawn as follows:

H5: Cost has a significant positive effect on seller satisfaction on B2B e-marketplaces.

H6: Cost has a significant positive effect on seller loyalty in B2B e-marketplaces.

Showed that promotion has a partial positive and significant effect on customer satisfaction [38]. This finding was consistent with research conducted by [34]. Promotion makes consumers feel satisfied shopping at e-marketplaces so that when consumers have high satisfaction, they tend to maintain visits and purchases on that e-marketplace. Promotion is also a different form of activity to attract and get the attention of customers to buy products or services and is the best way to build relationships with customers [39]. Based on the explanation above, the hypothesis can be drawn as follows:

H7: Promotion has a significant positive effect on seller satisfaction on B2B e-marketplaces.

Sales promotions can be used to attract attention and provide information that directs consumers to make purchases [40]. The number of visits made by customers in the e-marketplace market is one indicator to see how well B2B e-marketplaces are being used as a medium of sales [41]. This promotional activity covers how e-marketplaces can attract new visitors and maintain current visitors [7]. A promotion program is one of the methods used to simultaneously increase customer loyalty which has a positive influence on consumer loyalty [42]. Based on the explanation above, the hypothesis can be drawn as follows:

H8: Promotion has a significant positive effect on seller loyalty in B2B e-marketplaces.

Satisfaction has a significant positive effect on loyalty according to [43], who stated that satisfaction is a very important factor in determining loyalty. This finding is in line

with [44], where satisfaction had a significant effect on customer loyalty. Satisfaction shows the positive attitude and feeling of a product or service which then develops into Loyalty [45]. Based on the explanation above, the hypothesis can be drawn as follows:

H9: Seller satisfaction has a significant positive effect on seller loyalty.

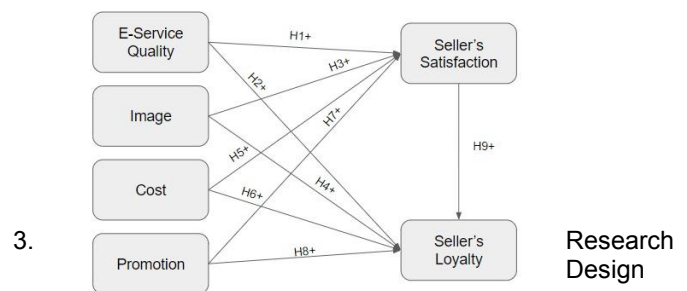


Figure 1. *Research Model*

### Measurement

Data was taken from sellers on Ralali.com as a B2B e-marketplace by distributing questionnaires where each question represented the six units of the variables to be tested. The items chosen were adapted from previous studies by [7], namely e-service quality which consisted of dimensions of security and privacy, information, efficiency, communication, and value-added services. Image measurement used the indicators of good image in the eyes of the general public (images with good services, better images compared to other e-marketplaces); these indicators were adopted from [18]. Promotion consisted of three indicators, namely: the seller often advertises both in electronic and print media, the seller provides a promotional program that encourages buyers to make transactions on the website, and the seller always provides special offers within a certain period (monthly, weekly, daily). The indicators were adopted from research conducted by [34]. Cost consisted of three measurement indicators, namely: the cost of using e-marketplaces tends to be affordable and not difficult for sellers; the suitability of the cost of using e-marketplaces is in accordance with the benefits obtained; and the cost of using e-marketplace schemes is lower than other e-marketplaces. The indicators were adapted from [46]. Satisfaction had three indicators: first, the seller feels his decision to use the e-marketplace to sell is the right decision; second, the seller feels satisfied with the services provided by the e-marketplace and; third, the e-marketplace provides services that exceed the seller's expectations [18]. The last variable was loyalty which had three indicators, namely: information given by the seller to people about the e-marketplace is always positive; the seller does not have the will to move to another e-marketplace; the seller will choose this e-marketplace when compared with other e-marketplaces [18].

### Subjects

The research analysis focused on individuals selling on a B2B e-marketplace in Indonesia, Ralali.com. To obtain data

interviews were conducted with several respondents who had a direct role in selling in B2B e-marketplaces, and questionnaires were distributed to businesspeople who sold in B2B e-marketplaces in Indonesia. In this case we used a nonprobability sampling technique wherein the elements or samples were predetermined to be chosen as subjects [47]. Samples were from one of the B2B e-marketplace sellers in Indonesia, which was the first B2B e-marketplace present in Indonesia and it has expanded its business network locally and internationally. According to Loehlin (1998), the minimum sample size needed to reduce bias was 200 respondents. The data used to test this research was collected from a quota sample consisting of 200 respondents who sold in B2B e-marketplaces.

## Data Analysis

The questionnaire for this study contained several variable items from the orientation of e-service quality, image, cost, promotion, loyalty and satisfaction, and was distributed to 200 respondents as a seller in Ralali.com. To answer the research questions the data was collected by time horizon cross-sectional studies where in the data was collected only once [47]. The types of questionnaires that we used is electronic and online questionnaires. To measure the quality and accuracy of the data, a validity and reliability test was performed. Validity testing showed the degree of accuracy between the data that actually occurred, and data collected by researchers [49]. A Partial Least Square (PLS) tool was employed to calculate convergent validity and discriminant validity. The convergent validity value was the factor loading value on the latent variable with its indicators. Loading factor weights of 0.5 or more were considered to have a validation strong enough to explain latent variables [50] and convergent validity values were very good if the AVE score was above 0.5 [51]. Discriminant validity was conducted to see whether the items were unique and not the same as other variables [52]. Discriminant validity can be conducted with a cross loading method which states that all items must be greater than other variables. Another way to look at a model that has discriminant validity with sufficient results is that if the average variance extracted (AVE) at the root of each construct is greater than the correlation between constructs and other constructs in the model. Eligible criteria in this study were  $AVE > 0.5$  and  $Cross\ Loading > 0.5$  [53]. After conducting validity testing, reliability testing was conducted which aimed to determine the extent of the measurement results using the same object and producing the same data [49]. The reliability testing used partial least square (PLS) tools. A composite reliability analysis above 0.7 showed a good level of reliability [54]. The measurement used in this study was a likert scale which took reference from [55]. A scale of 1-5 where 1 = 'strongly disagrees', and 5 = 'strongly agrees' was employed. The data analysis method used was SEM (structural equation modeling). The SEM method was used in this study because it was able to analyze the pattern of relationships between variables and indicators and one variable to another [7]. The results of the questionnaire were processed with the help of the smartPLS program, which is a structural equation method (SEM) analysis method that has its own advantages and efficiencies of variable multivariate statistical techniques to determine the design of network models and interactions that will be formed from each variable tested in accordance with the sound of the hypothesis that has been previously described [56]. Furthermore, the data was

processed and produced output in the form of a network model and the influence of each variable that would affect seller loyalty in B2B e-marketplaces.

## 4. RESULTS

### Measurement Assessment

A validity test of convergent validity was used to determine the extent to which the scale measured a variable and discriminant validity. Thus, factor analysis became the main component that was carried out to deal with the factors that influenced seller loyalty. As shown in Table 4.1 all six variables had an outer loading above 0.5 and AVE values above 0.5, thus this showed discriminant validity with good quality. The instrument also showed convergent validity by containing AVE values exceeding 0.5 for each variable. Thus, these results confirmed that each of the six variables was valid for use in this study, which were then tested for reliability. Reliability was evaluated by looking at the internal consistency of items of each variable by using composite reliability where the result of composite reliability in every variable included: service quality (SQ) = 0.97; image (IM) = 0.91; cost (CS) = 0.91; promotion = 0.86; loyalty = 0.83; satisfaction = 0.89. All composite reliability values showed results above 0.7 exceeding the general threshold recommended by [57]. Thus, the conclusion was that all variables studied had high reliability.

**Table 4.1 Discriminant validity and Convergent validity**

Variable	Item	Outer Loading	AVE	Composite Reliability
SQ	SQ1	0.717	0.649	0.971
	SQ2	0.794		
	SQ3	0.745		
	SQ4	0.841		
	SQ5	0.819		
	SQ6	0.827		
	SQ7	0.803		
	SQ8	0.798		
	SQ9	0.749		
	SQ10	0.786		
	SQ11	0.824		
	SQ12	0.827		
	SQ13	0.846		
	SQ14	0.814		
	SQ15	0.853		
	SQ16	0.824		
	SQ17	0.849		
	SQ18	0.772		
IM	IM1	0.877	0.779	0.913
	IM2	0.880		
	IM3	0.890		
CS	CS1	0.894	0.782	0.915
	CS2	0.871		
	CS3	0.889		
PM	PM1	0.692	0.604	0.857
	PM2	0.666		
	PM3	0.870		
	PM4	0.858		
LY	LY1	0.845	0.624	0.831
	LY2	0.683		
	LY3	0.831		
SF	SF1	0.862	0.727	0.889
	SF2	0.862		
	SF3	0.834		

From the questionnaire distributed to 200 respondents, 183 people were still selling at Ralali.com and the remaining 17



people were not included in the research sample selling at Ralali.com. Following are the results of processing the questionnaire set out in Table 4.2.

**Table 4.2 Demographic characteristics of the respondents**

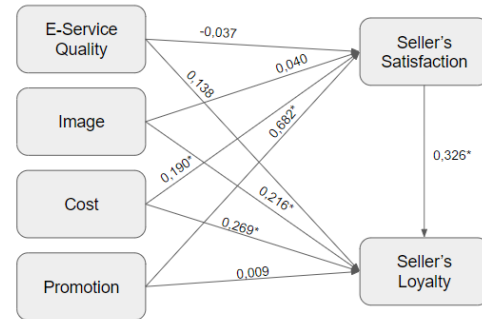
		Number	Percent
Seller on Ralali.com	Yes	183	90.1%
	No	17	9.9%
Gender	Male	75	41%
	Female	108	59%
Age	<20 Years Old	15	8.2%
	20-30 Years Old	92	50.3%
	31-40 Years Old	39	30.6%
Last education	>40 Years Old	37	10.9%
	Senior High	8	4.4%
	D3	6	7.1%
	D4	12	12%
Years of Working on Ralali.com	S1	133	72.70%
	S2	6	3.3
	S3	18	0.5%
	<1 Year Old	78	42.6%
	1-3 Years Old	49	36.1%
Types of Businesses	4-6 Years Old	30	16.4%
	1-5 Years Old	26	4.9%
	Distributor	40	21.9%
	Supplier	66	36.1%
Domicile	Retailer	19	20.8%
	Reseller	56	21.3%
	Jakarta	97	53%
	Bogor	25	13.7%
Information about Ralali	Depok	17	9.3%
	Tangerang	26	23.5%
	Bekasi	18	4.9%
	Website	32	17.5%
	Social Media (Instagram, Facebook, and Twitter)	113	64.5%
	Friends and Family	28	15.3%
	Television	1	0.5%
Monthly average transaction at Ralali.com	Radio	6	1.1%
	News Paper	1	0.5%
	Friends	2	1.1%
	0 - 50 Transactions	120	51.9%
	51 - 100 Transactions	41	27.9%
101 - 150 Transactions	20	14.8%	
>200 Transactions	2	1.1%	

**Hypothesis Testing**

Hypothesis relationships were tested using the SEM method with smartPLS for Windows. The purpose of testing this hypothesis was to determine the relationship between each variable that gave an effect. In testing this hypothesis used e-service quality (SQ), image (IM), cost (CS), loyalty (LY), satisfaction (SF), and promotion (PM) variables. From a total of 9 hypotheses there were 3 'rejected' hypotheses which meant the hypothesis was rejected, as the correlation on the hypothesis does not have a significant relationship. As for testing this hypothesis parameters were used whereby if the p value <0.05 then the hypothesis was accepted, and vice versa if the p value > 0.05 then the hypothesis was rejected [7]. The results of the hypothesis testing are in the table below.

**Table 4.2 Hypothesis Testing**

Hypothesis	Path	Coefficient	t start	p value	Conclusion
H1 (-)	SQ -> SF	-0.037	0.475	0.635	Rejected
H2 (+)	SQ -> LY	0.138	1.850	0.064	Rejected
H3 (+)	IM -> SF	0.040	0.547	0.584	Rejected
H4 (+)	IM -> LY	0.216	2.528	0.012	Accepted
H5 (+)	CS -> SF	0.190	2.546	0.011	Accepted
H6 (+)	CS -> LY	0.269	3.477	0.001	Accepted
H7 (+)	PM -> SF	0.682	8.144	0.000	Accepted
H8 (+)	PM -> LY	0.009	0.086	0.931	Rejected
H9 (+)	SF -> LY	0.326	3.417	0.001	Accepted



\*P<0,05

**Figure 2. Hypothesis Test Results**

**5. DISCUSSION**

There were several considerations that made sellers on Ralali.com loyal, and this analysis was conducted to find out which factors influenced seller loyalty significantly. Research to determine the factors that directly influence loyalty in seller B2B e-marketplaces empirically from existing theories into the context of loyalty has still seen very little application in B2B e-marketplaces in terms of the seller's perspective. The variables used for seller loyalty were e-service quality, image, cost, promotion, and satisfaction and were tested to determine the factors that affected the variable of seller loyalty in B2B e-marketplace. The questionnaire was distributed to 200 respondents of which 183 were sellers who sold at Ralali.com. From these results we know that e-service quality did not have a significant correlation with influence on seller satisfaction and seller loyalty; these findings were in line with the research conducted by [7] which explained that e-service quality did not have a significant correlation effect on seller satisfaction and seller loyalty because good e-service quality was something that was expected to be owned by every e-marketplace. This research is in contrast with the findings of [31], due to differences in perspective in terms of sellers in B2B e-marketplaces that make e-service quality not a top priority in selling on B2B e-marketplaces. In general, the services obtained at each e-marketplace did not really have a significant difference from what was offered elsewhere. Ralali.com had a good image in the mind of view the seller, however [58] stated that the image was not one of the main factors that determined seller satisfaction in B2B e-marketplace because a good image was a common thing and must be owned by every e-marketplace. Many other e-marketplaces had good images. This was different from the effect on loyalty which stated that image had an influence on loyalty [33]. This data was reinforced by [59], who stated that a good image will create trust in sellers to continue to make

transactions and maintain their activity on the e-marketplace. According to [3], B2B employs professional people in conducting buying and selling transactions so that the image is robust. Cost is a matter that is always considered by the seller and buyer. Cost also closely influences the size of the transaction fee applied by a B2B e-marketplace because the greater the costs applied, the likelier it is that the seller will choose another e-marketplace with lower costs [46]. Cost becomes important for the seller because with the appropriate cost, it will create satisfaction and loyalty for the seller. In Ralali.com, if the transaction fee charged to the seller is relatively small compared to other B2B e-marketplaces, this makes the seller satisfied and they will continue to choose Ralali.com as the selling platform rather than their competitors. This result was reinforced by the data that explained that cost was the biggest factor behind satisfaction and loyalty of the seller because the seller will be happier if he gets more income compared to paying a lot [60]. Described the law of demand: "if the price of goods or services falls, then the number of goods or services requested tends to increase" [61]. Conversely "if prices rise, the amount of goods demanded tends to decrease". It can be concluded that cost significantly influences seller satisfaction and seller loyalty. This demand law can in fact be applied to B2B e-marketplace markets on Ralali.com which showed that sellers pay attention to costs, where with low costs the seller was likely to get more sales, so more sales resulting from B2B e-marketplaces would make the seller satisfied. The effect of promotion on satisfaction had a positive effect, this was because with the freedom of access it would be easier for sellers to find e-marketplaces as a tool for buying and selling their products. So Ralali.com needed to do promotion so that it was superior to its competitors, such as conducting advertisements in electronic and print media. Ralali.com needed to provide a promotion program that encouraged buyers to make transactions and provide special offers for certain periods [34]. This was supported by a statement from [62], that people in the 4.0 era have moved towards a horizontal era, in which people have freedom of access to consider the quality of a product and service. However, promotion did not have a significant effect on seller loyalty. This finding was consistent with the results of research conducted by [63], and [7], where sellers put focus more on product quality, compared to promotions conducted by e-marketplaces. This study explained that even if it was giving satisfaction to customers by giving a good promotion it did not mean creating loyalty to customers including the services provided. Promotions given to the seller did not necessarily make the seller loyal to an e-marketplace because consumers emphasized the quality of the product compared to the promotion offered. Seller satisfaction had a significant influence on seller loyalty. [64] said that to get seller loyalty without seller satisfaction was difficult or even impossible; this was because customer satisfaction was a major component of creating loyalty [65]. Therefore, B2B e-marketplace companies must ensure that their sellers feel very satisfied in order to create seller loyalty. The conclusion was that seller satisfaction did not have a correlation significant effect on seller loyalty. This finding was in line with [44], who stated that customer satisfaction led consumers to repetitive activities and positive perceptions, repetitive activities that occurred in an e-marketplace were activities that were the initial stages of customer loyalty. From the results that have been studied, to ensure seller satisfaction

and also seller loyalty, Ralali.com must always ensure that sellers feel satisfied because this was the main key to getting seller loyalty. If sellers felt satisfied with the services provided, it could influence them directly to consume continuously for a long time and they would share their memorable experiences with new people so they could create new customers.

## 6. CONCLUSION

Although there is a lot of research on customer loyalty, most of them learn about customers from a buyer's perspective. Studies of customers as sellers are still very few, even though sellers have an important role in B2B e-marketplaces. From the results of this study, it can be concluded that the factors that influenced seller loyalty in a B2B e-marketplace with the greatest contribution effect were promotion, cost and satisfaction. Promotion was one of the factors that had the greatest significant influence on seller loyalty at Ralali.com. In the future, Ralali.com is expected to be able to maintain costs. In this case the transaction fees applied to sellers remains small and affordable so that the seller continues to survive and must ensure all sellers are satisfied with the services provided so as to create repeatable activities in the long run.

## IMPLICATIONS AND FURTHER STUDY

The implication of the findings of this study are that there are several factors to create seller loyalty by increasing promotions. Ralali.com is expected to advertise, provide promotional programs that encourage sellers to make transactions and provide seasonal offers within certain periods. Communication is carried out by utilizing online, offline, and mass media. For the time being, Ralali.com is able to conduct promotions through online media that are carried out internally without involving third parties and has not done promotion on conventional media. In the future Ralali.com is expected to not neglect mass media and utilize mass media to expand its target audience, for example by advertising in conventional media such as television and radio. It is hoped that offline media can also be further enhanced by holding events in collaboration and involving several governments related to the Ralali.com business. Integrating these three media can create a better ecosystem for the company Ralali.com and aim to increase seller loyalty at Ralali.com. Cost is another important thing to create seller satisfaction which will create loyalty, because the thing that is prioritized by the seller is the transaction fee applied is relatively affordable and does not burden the seller. The suitability of the transaction fee at Ralali.com with the benefits obtained even if the transaction fee provided by Ralali.com is lower compared to other B2B e-marketplaces. It is expected that Ralali.com can maintain a low cost but still provide good facilities, according to the needs of the seller in order to create a sense of satisfaction so that the impact on the loyalty of Ralali.com sellers. Satisfaction is very important for Ralali.com to ensure all of its sellers feel very satisfied to engage and maintain a long-term relationship with sellers. It is therefore important for Ralali.com to understand what sellers really need and how to get loyalty for long-term business. If the Ralali sellers are satisfied with the services provided, it can influence them to consume the service continuously and it is possible they may provide recommendations to others. This will lead to an increase in customer acquisition and can help to maintain relationships with sellers. In order to create satisfaction, this needs to be supported by good promotion and maintaining

affordable costs in accordance with the benefits that will be gained. One of the values of Ralali.com is 'customer obsessed' which is expected to focus on consumer orientation. In this study, there were several limitations that can be prevented in future studies. The sample size and scope used in this study is still limited, from only one B2B e-marketplace sample. It is hoped that further research can increase a larger sample from other B2B e-marketplaces for greater generalization from the proposed model. Secondly, this research just provides questionnaires in one language, Indonesian. Respondents who are not used to it cannot understand the questions given. For further research it is recommended to include other languages such as English. The contribution of this research to seller loyalty research was twofold. First, it successfully applied the traditional conceptualization of seller loyalty in the seller perspectives in B2B e-marketplaces that was different from the markets examined in previous studies. Second, promotion, cost and satisfaction have important effects on seller loyalty on B2B e-marketplaces. The findings of this research are expected to have implications for company B2B e-marketplace, and hopefully can be implemented by managers to develop their customer loyalty by considering the model proposed in this study, and as material for consideration in making decisions related to research information.

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