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Rahsan Unal

MASTER'S THESIS

EN:	*LT:*
The Impact of Service Quality, Price Fairness, Perceived Enjoyment, and Perceived Reputation on Customer Loyalty in Online Cosmetic Stores	***Paslaugų kokybės, kainų sąžiningumo, jaučiamo malonumo ir suvokiamos reputacijos įtaka klientų lojalumui internetinėse kosmetikos parduotuvėse***

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SUMMARY

THE IMPACT OF SERVICE QUALITY, PRICE FAIRNESS, PERCEIVED ENJOYMENT, AND PERCEIVED REPUTATION ON CUSTOMER LOYALTY IN ONLINE COSMETIC STORES

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The master thesis consists of 52 pages, 14 tables, 1 figure, and 152 references.

This thesis aims to analyze the intricate dynamics of customer loyalty within online cosmetic stores, with a specific focus on the nuanced relationship between cognitive and emotional drivers. The study investigates the impact of cognitive factors, such as service quality and price fairness, and emotional factors, like perceived enjoyment and perceived reputation, on direct contributors to customer loyalty. These direct factors, namely; perceived value, satisfaction, trust, and commitment, are widely recognized in the literature as crucial elements influencing the two key dimensions of loyalty; attitudinal and emotional. Through an examination of these components, this research seeks to deepen our understanding of the connections and relationships between cognitive and emotional dimensions in shaping customer loyalty within the online cosmetic industry.

In order to achieve the goal of the research, this study was based on a model that was inspired by previous research. Hypotheses were tested via correlation and mediation analyses, and the data was collected via the survey method. The survey included 43 Likert statements, with a 7-point Likert scale.

SANTRAUKA

PASLAUGŲ KOKYBĖS, KAINŲ TEISINGUMO, SUVOKTO MALONUMO IR SUVOKTOS REPUTACIJOS ĮTAKA KLIENTŲ LOJALUMUI INTERNETINĖSE GROŽIO PRIEMONIŲ PARDUOTUVĖSE

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Magistro darbas susideda iš 53 puslapių, 14 lentelių, 1 figūros ir 152 šaltinių.

Šio darbo tikslas yra analizuoti sudėtingus klientų lojalumo dinamikos aspektus internetinėse grožio priemonių parduotuvėse, ypatingą dėmesį skiriant subtiliam sąryšiui tarp kognityvinių ir emocinių veiksnių. Tyrimas išnagrinėja kognityvinių veiksnių - tokių, kaip paslaugų kokybė ir kainų teisingumas - bei tokių emocinių veiksnių, kaip suvoktas malonumas ir suvokta reputacija, poveikį tiesioginiams, klientų lojalumą lemiantiems veiksniams. Šie tiesioginiai veiksniai, t. y. suvokta vertė, pasitenkinimas, pasitikėjimas ir įsipareigojimas, literatūroje plačiai pripažįstami, kaip lemiami elementai, darantys įtaką dviem pagrindinėms lojalumo dimensijoms: nusistatymo ir emocinei. Tyrimo metu nagrinėjant šiuos komponentus siekiama giliau suprasti ryšius ir santykius tarp kognityvinių ir emocinių dimensijų, formuojant klientų lojalumą internetinėje grožio pramonėje.

Siekiant tyrimo tikslo, šis darbas buvo paremtas ankstesnių tyrimų įkvėptu modeliu. Hipotezės buvo testuojamos naudojant koreliacijos ir mediacijos analizes, o duomenys buvo renkami pagal apklausos metodą. Apklausa apėmė 43 Likerto teiginius, remiantis 7 balų Likerto skale.

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INTRODUCTION

To remain relevant in the current business environment, it is important for companies to make sure that their customers are content with the products and services and are staying loyal to the company (Park et al., 2012). Loyalty is of paramount importance as it helps with business growth and aids in increasing competition in the online industry. As its importance is recognized, customer loyalty programs have been widely adopted by retailers to provide value to customers. Furthermore, customer loyalty is one of the important factors in profitability and the survival of the business. Thus, it is an aspect that businesses cannot afford to overlook (Gable et al., 2008). The success of online sales is contingent upon customer satisfaction and loyalty, which in turn influences and intensifies competition within the industry (Juwitasary et al., 2020). Customer loyalty is a vital element for the sustained existence and operation of businesses as well (Pezhman et al., 2013). Identifying the influence of perceived benefits becomes crucial to satisfying customers and fostering greater loyalty to the program, ultimately leading to increased loyalty to the store (Kyguoliene et al., 2017). It is imperative to sustain and develop customer loyalty based on a differentiated approach to rewarding customers with varying levels of loyalty development (McMullan, 2005).

In the online shopping context, customers want to feel that they are taken care of and that their preferences are being met. The drivers explain why a customer is considered to be one of the essential factors behind why customers repeat their purchase behavior in online shopping (Chiu et al., 2014). These drivers encompass service quality and price fairness which are well-documented in the past literature. Research has consistently shown that service quality dimensions and perceived price fairness positively impact customer satisfaction and loyalty (Kaura et al., 2015). Additionally, factors like the fairness of prices significantly influence customer satisfaction and loyalty, as customers want to shop from places where they feel the shop is being fair with its pricing strategy (Bolton et al., 2003). Furthermore, this perceived reputation and trust are positively related to customer loyalty (Walsh et al., 2009). Additionally, perceived enjoyment has been found to have a significant effect on repurchasing interest, indicating its influence on customer loyalty (Lee & Murphy, 2008). Satisfaction and perceived value play crucial roles in shaping customer loyalty across various industries. The relationship

between perceived value, satisfaction, and loyalty has been extensively studied in the literature. Perceived value has been found to mediate the relationship between satisfaction and loyalty (Eggert & Ulaga, 2002). Research has shown that trust and commitment play mediating roles in the relationship between satisfaction and loyalty (Ismanova, 2019). Additionally, trust has been found to mediate the effect of satisfaction on loyalty intentions, indicating its pivotal role in shaping customer loyalty (Agustin & Singh, 2005).

The problem of this study: is to explore and understand the influence of cognitive and emotional factors within the context of online cosmetic store environments. Specifically, the study aims to investigate whether these factors exhibit correlations, and mediating effects among themselves and how they collectively impact customer loyalty and its various dimensions.

The goal of this study: The objective of this study is to uncover how certain cognitive and emotional factors like service quality, price fairness, perceived enjoyment, and perceived reputation influence customer loyalty in the context of online cosmetics shopping. Exploring both direct and indirect factors, and examining their intercorrelation, aims to clarify the intricate relationship between customers and online cosmetic stores. The ultimate goal is to provide valuable insights for businesses and to contribute meaningfully to existing literature and fill in the gap that's left since there is not much research done to investigate antecedents of loyalty within online cosmetic stores.

1. To comprehend and depict the indirect-direct factors within an emotional and cognitive framework, as well as the concept of loyalty in online shopping and cosmetics shopping context within existing literature.
2. To construct a research model that encompasses the interaction of the aforementioned variables and evaluates their potential indirect-direct effects on consumer loyalty in online cosmetic store environments.
3. To formulate hypotheses and assess the roles of service quality, price fairness, perceived enjoyment, and perceived reputation in relation to perceived value, satisfaction, trust, and commitment.
4. To explore the correlations and relationships between all variables, establishing pathways

consistent with prior literature.

5. To offer valuable insights and recommendations for online stores, aiding them in optimizing strategies to enhance customer satisfaction and, consequently, loyalty. This includes practical suggestions for converting customers' loyalty into long-term engagement based on the study's findings.
6. To draw conclusions and provide recommendations based on the study's findings

1. THEORETICAL ASPECTS OF CUSTOMER LOYALTY TO ONLINE STORES

1.1. A Multidimensional Analysis of Customer Loyalty in Scientific Literature in Online Stores and Cosmetic Retail Context

There are many different aspects to loyalty, which makes it a complicated and multidimensional concept for wherever that's being taken as a subject. Literary works demonstrate that the idea of loyalty has been the focus of in-depth breakdown and research, across several disciplines and fields, throughout history. The core of the concept was thoroughly examined in a variety of contexts. Including but not limited to, consumer behavior, business, and interpersonal interactions. According to (Lindblom, 2007) loyalty is a term that is perceived commonly as a deeply held commitment to act in the object of loyalty's best interest. This definition encloses an act of making an interest in the object of loyalty that one possesses and exhibiting consistent support toward it along with dedication (Sharan et al., 2019). Asel, (2022) adds a supporting argument that loyalty can also be viewed as wholehearted devotion to an object, thus it can be influenced by factors like self-concept and attitude toward the activity itself.

Loyalty, in the context of marketing literature, encompasses a set of actions and attitudes that contribute to the sustainability of a relationship between a consumer and a brand. Further, it involves a customer's willingness to consistently repurchase products or services, as well as their enthusiasm to recommend the brand to others (Putra et al., 2023). However, customers can demonstrate loyalty in many other various means. They can express a preference for a particular business over its competition, make consistent purchases from the business in question, or show intention to grow a relationship with the business, according to Zeithaml et al., (1996). Thus, we understand that the concept of loyalty iterates a pattern where the psychological and behavioral aspects have different weights, but in combination. Loyalty, from the perspective of business, is related to the profitability and prosperity of the company. As loyal customers are more likely to revisit and make repeat purchases, they inherently contribute to a company's financial outcomes (Hallowell, 1996). Furthermore, loyalty extends beyond the purchase transaction to incorporate

the relationship stakeholders have with the brand. (Parris & Guzmán, 2022). According to (Shamsher, 2021), driven loyalty causes lesser switching, once it's established and backed by other factors. Therefore, loyalty implies a long-term commitment and willingness to continue a relationship or association regardless of the potential differences, even external influences that may trigger switching behavior (Sharan et al., 2019). However, in its timely course, loyalty has become subject to change. To shed light on its nature and importance, experts have tried to investigate its boundaries to miscellaneous extents. (Hart & Thompson, 2007) Yet, we still cannot say that it's fully defined, as continuous research is being conducted to understand loyalty.

Loyalty plays an irreplaceable role in shaping customer-business relationships in the context of online stores and e-commerce apart from cosmetic stores. One of the primary attributes of the importance comes from the concept being found to have a significant positive impact on the profitability of businesses (Ramaseshan et al., 2013). Similarly to the initial definition of loyalty, the concept also indicates an optimistic attitude and preference over the market competition, toward a specific online retailer, in the context of online shopping. Thus, customer preference results in repeating purchases. Additionally, it influences the level of strength of the relationship between the customer and the online retailer (Bustami et al., 2020). According to Bustami et al., (2020), loyal customers are less likely to demonstrate switching behavior to another e-commerce website or online retailer, as they keep shopping from their preferred online business as they are demonstrating loyalty actions. However, undoubtedly, it's easier for customers to switch from one online store to another online store. This makes customer loyalty extremely difficult to maintain, which makes it a primary concern for online retailers (Limbu et al., 2011). The importance of customer loyalty in the online store context is further supported by research on the factors influencing loyalty and its impact on customer behavior. For example, loyalty to a business has been shown to reduce the consideration set size and the effort expended in searching for alternatives, while increasing the individual's willingness to purchase from that e-business in the future (Srinivasan et al., 2002).

Theopilus et al., (2021) explored the role of customer experience as a key strategy in differentiation, especially in industries influenced by hedonic factors. Focused on the cosmetics

sector and targeting millennial women, their research revealed significant impacts on loyalty and satisfaction in the cosmetics context. Additionally, Iscioglu & Turk, (2019) highlight the impact of loyalty card attitude and store satisfaction on purchase intention, indicating the relevance of specific loyalty programs in the cosmetics retail sector. However, there is only a limited amount of research done that investigates the antecedents of loyalty in online cosmetics stores. Thus, the current study identifies a gap in the literature from this aspect.

1.2. Dimensions of Loyalty from Attitudinal, Behavioral, and Emotional Perspectives

Loyalty in itself has more to it apart from its definitions. This customer sentiment can be broken down into different dimensions such as attitudinal, behavioral, and emotional loyalty. Initially, attitudinal loyalty refers to certain factors that influence customers' attitudes, hence intentions toward a brand or online store (Rachmawati, 2020). On the other hand, behavioral loyalty can be seen as a subsection of the concept that represents customers' actual repeat purchase behavior and engagement with a brand. (Endang Purwaningrum, 2022) The latter is influenced by factors such as repurchase behavior and satisfaction with the online store experience. Additionally, research has shown that attitudinal loyalty directly influences behavioral loyalty. (Rachmawati, 2020). Furthermore, when consumers form a strong and long-lasting emotional relationship with a brand or service, this is referred to as emotional loyalty. Emotional connection, religion, and consuming feelings are the driving forces behind this kind of loyalty. (Suhartanto et al., 2019) Nevertheless, studies indicate that attitudinal loyalty drives behavioral loyalty, mediating the relationship between satisfaction and behavioral intentions (Jaiswal & Niraj, 2011). This highlights the significance of attitudinal loyalty in fostering long-term customer retention and brand advocacy. (Kim et al., 2016) also found that the relationship between attitudinal loyalty and behavioral loyalty can be strengthened by specific membership programs and enhance the bond between dimensions of loyalty.

Thus, it's safe to assume that loyalty comes in different aspects and there is not a single type of loyalty businesses can foster. The current study specifically focuses on the two aspects of loyalty, which will be investigated throughout this work; attitudinal and emotional loyalty. Therefore, the theory should be explained more on these two types to give an accurate depiction of what's going to be presented later on.

1.2.1. Antecedents and Consequences of Attitudinal Loyalty

Attitudinal loyalty refers to customer behavior that is influenced by psychological attachment and dedication toward a specific brand or product. This description extends beyond repeat purchases or behavioral loyalty (Chaudhuri & Holbrook, 2001). Attitudinal loyalty is found to involve a degree of dispositional commitment and unique value that is associated with the brand, which in return reflects consumers' attitudes towards the brand strongly (Chaudhuri & Holbrook, 2001). Thus, the nature of attitudinal loyalty becomes more of a distinct implication compared to behavioral loyalty, as it primarily consists of repeated purchases of the brand (Chaudhuri & Holbrook, 2001). Researchers have dedicated special prominence to the study of the attitudinal components of loyalty, in order to gain a comprehensive understanding of the stochastic representation of behavioral loyalty (Rauyruen & Miller, 2007).

When examined, the previous literature and research consistently highlight the significance of attitudinal loyalty in influencing consumer behavior hence the brand performance. Past studies have identified attitudinal loyalty as a predictor of behavioral intentions, which indicates that this type of loyalty has a strong influence on consumer decision-making and purchase behavior (Senić & Marinković, 2014). Further, attitudinal loyalty has been recognized as one of the key factors in driving customer satisfaction, brand performance, and long-term customer retention (Roustasekehravani et al., 2015). The concept of attitudinal loyalty has also been frequently associated with emotional long-lasting relationships, brand trust, and perceived value within the literature. This could be interpreted as brands that actively provide experiences rather than just services or products are more likely to foster attitudinal loyalty. Overall, this particular type of loyalty contributes to a higher value for the brand, due to its derivation from customer engagement. Additionally, studies show that attitudinal loyalty has been linked to brand engagement, identification, and word-of-mouth, highlighting its role in fostering brand advocacy and positive brand image. The attitudinal perspective provides an addition to what is already present in regards to understanding of loyal behavior. Thus, emphasizing the multidimensional nature of the loyalty construct (Christoforou & Melanthiou, 2019). Thus, attitudinal loyalty is linked to many factors including external factors as well as internal ones as mentioned in this chapter.

1.2.2. Antecedents and Consequences of Emotional Loyalty

Emotional loyalty is the affective and sentimental attachment that consumers develop towards a brand or product. This shows the customer's emotional commitment and connection to the brand. When compared with attitudinal and behavioral loyalty, emotional loyalty demonstrates distinct patterns; it emphasizes the emotional bond and affection that consumers feel towards a brand. Consequently, it is a distinct kind of demonstrating the loyalty intent, one that is closely linked to the feelings and general perceptions of the customers toward the brand. Emotional loyalty is often a result of the different emotions, sentiments, and impressions that consumers associate with a brand. Additionally, it affects consumer happiness, long-term retention, and purchasing habits.

The past studies have already proven the aforementioned statements. For example, a research piece done by (Saini & Singh, 2020) highlights the significance of emotional loyalty in driving customer retention and positive behaviors. As such, the research underscores exclusive brand experience, resistance to switching prices and providing constructive feedback in regards to beneficial doings for the brand itself. Further, emotional loyalty has been linked to consumers' possessive feelings for a brand, driven by their belief in the brand's ability to meet their emotional needs, resulting in increased sales and commitment (Pappu et al., 2005). Supporting research has been done by Mostafa & Hamieh, (2021), demonstrating emotional loyalty being identified as a vital predictor of customer loyalty intentions. Which in return, indicates its role in shaping consumer behavior and purchase decisions.

Additionally, the literature encompasses the demonstration of brand loyalty being influenced by common emotional constructs like love and emotional attachment. Thus, emotional loyalty has been linked to the mediation function of emotions in the shift from contentment to loyalty. (Chaudhuri & Holbrook, 2001). Emotional loyalty has also been identified as a crucial component in the explanation of consumer equity and loyalty intent. Therefore emphasizing the significance of combining various components when predicting customer loyalty (Wirtz et al., 2019).

2. COGNITIVE AND EMOTIONAL DIRECT-INDIRECT CATALYSYS OF LOYALTY

2.1. Service quality, price fairness, perceived value, and satisfaction as antecedents of attitudinal loyalty

2.1.1. Service quality

The concept of service quality has gained significant attention in the academic literature. (Parasuraman et al., 1985) developed a model of service quality, called SERVQUAL, where the importance of understanding consumer perceptions and expectations is highlighted. This conceptual model was used and cited by many other researchers, as it gives a full depiction of the aspects of service quality. Furthermore, (Shabrina Prameka, 2020) emphasized that the service quality assessments come to be known when the customers compare expectations about service quality, with their perceptions of the service they receive. This study underlines the subjective nature of service quality. How customers understand and perceive the given service, as well as shape their own conclusions about the quality questions is at the core of the research. Additionally in the literature, empirical research was demonstrated by (Mohammed et al., 2022). The direct relationship between service quality, relationship marketing, and customer loyalty. The latter study provides practical and knowledgeable insights into the impact of service quality on customer relations and explains their interactions in order to build sustainable relationships between brand and customers in a commercial context.

Service quality also comes off as a critical instrument which organizations and businesses benefit from for maintaining their growth and sustaining it in the competitive landscape. Research in the literature, notes that organizations and businesses can build their competitive advantage and increase their competitiveness in the market, by using service quality. (Bisschoff & Barnard, 2019). The same study also highlights the connotation of service characteristics for marketing and management decision-makers. Therefore, the study underlines that service quality as a strong competitive tool that was emphasized in the piece. While service quality remains of considerable significance, the perceived quality aids businesses in understanding their customer’s needs on a greater scale. (Putit et al., 2011) The idea where that service quality is contingent on customer perceptions was identified in this study, meaning the customer alone plays a crucial

role in determining the nature of the quality of the service. Further, another research was done by (Liu et al., 2018) which proposes a detection model of five gaps to measure service quality. As such, emphasizes the gap between customer expectations and actual service delivery. The complexities of assessing service quality, specifically in the context of acknowledging and addressing the gaps between customer expectations and the actual service provided were brought to light by this particular research. Therefore, it's been proven that the service quality construct has been an important factor that partakes in loyalty, in various dimensions and domains as well as online shopping. Thus, the current study selects this variable due to its supported background.

2.1.2. Price fairness

Price fairness is a crucial aspect in the marketing context. This concept in particular influences consumer perceptions, satisfaction, and loyalty according to the past literature. Price fairness holds within consumers' assessments, as well as their emotions like reliability, acceptability, or justifiability of a seller's price, compared to other market competition. (Dekhili & Achabou, 2013). Factors that influence consumer perceptions are out there, two of which are economic and social norm comparisons, according to (Xia et al., 2004). Such a perception of fairness of price shows that the concept is vital for sustaining customer satisfaction, profitability, and loyalty. (Heo & Lee, 2011). Furthermore, price fairness has been established this is a perception that plays a fundamental role in marketing, as it affects consumer purchase behavior and the perceived value of products, brands, or businesses(Toni et al., 2021). The influence of price fairness extends to various aspects such as trust, repurchase intentions, and the sharing economy (Grewal et al., 2004). Additionally, the psychological state of buyers and the assurance of fair treatment can enhance perceptions of price fairness without altering the price offer (Herrmann et al., 2007).

Moreover, the concept of fairness in pricing is not limited to traditional markets, as it also applies to the e-business market, where consumers' passive role in price determination is not assumed (S. Lee et al., 2011). The influence of fairness perception on consumer behavior is further highlighted by its mediating role between consumer innovativeness and behavior and its impact on consumer satisfaction (N. (Paul) Jin et al., 2016). The effect of fairness on dynamic pricing strategies has also been explored previously by research. Common emphasis turns out to

be the importance of fairness perception as a mediating variable between consumer decisions and company strategies (Wang et al., 2021).

Price fairness also was referred to as consumers' assessments and associated emotions regarding the reasonableness, acceptability, or justifiability of a seller's price compared to that of other parties in the market (Xia et al., 2004). Essentially, price fairness involves a cognitive aspect, which indicates that price fairness judgments involve a comparison of a price or procedure with a fitting standard or a reference (Xia et al., 2004). Further, perceived price fairness has been found to significantly influence customer loyalty, often mediated by customer satisfaction within the literature. Customer satisfaction is a vital motivating factor for higher levels of loyalty (Ngo et al., 2021). Buyers use their internal reference of price or external standards to arrive at a conclusion about what price is fair (Adhikari, 2019). The impact of price fairness on customer loyalty has been observed across various industries, including the influence of price fairness on loyalty through customer satisfaction. The relationship between perceived price fairness and customer loyalty has also been thoroughly explored in the context of e-commerce and online shopping. Customers' reactions to prices, such as contentment and loyalty, are provenly influenced by their perceptions of price fairness.

Moreso, supporting the arguments aforementioned, other studies also found the influence of price fairness on customer loyalty in the context of retail. According to Chae et al., (2017), the price fairness scale reflects the degree to which consumers assess that the retailer's prices are reasonable, acceptable, or justifiable relative to the prices its competitors charge. The impact of perceived price fairness on customer satisfaction and loyalty has also been explored in the context of brand anthropomorphization. Exchange relationship norms reduce the power of brand anthropomorphization to enhance the perceived fairness of price changes for communion-oriented consumers (Kwak et al., 2015). From the literature, it can be seen that price fairness plays an important role in shaping customer perception of how fair the business is, therefore it’s an important element to consider in studies that assess loyalty.

2.1.3. Perceived value

Perceived value refers to the worth and importance that a customer attaches to a product or service. It is a subjective consumer assessment, based on individuals' preferences, necessities, and perceptions. Mainardes & Cardoso, (2019) highlight that perceived value serves as a mediating factor between brand image and overall customer loyalty. Supporting this, perceived value was found to be mediating the relationship between customer perception and behavior demonstrated by research done previously by Kim & Tang, (2020). Furthermore, Prebensen & Xie (2017) found that perceived value mediates the relationship between value co-creation participation and satisfaction. On the other hand, research done by Teng & Tsaur, (2022) emphasizes the mediating role of perceived value in the effect of customers' liking for tour leaders on their citizenship behavior in the tourism context. Thus, perceived value appears to be equipping itself with a mediating role in relationship to loyalty, in various fields.

For instance, studies in multi-channel retail settings have contributed to the understanding of customer perceived value. Carlson et al., (2015) emphasize the importance of calibrating and delivering on customer-perceived value constituents. As such, these components are service performance value, to enhance customer value perceptions, satisfaction, and loyalty. Similarly to the latter study, Yen et al., (2018) highlight how perceived value contributes to a stronger emotional connection and affection toward tour leaders. The study emphasizes the need for valuable customer experiences for them to perceive value in the experience's extent.

In the context of commerce both hedonic and utilitarian products or services, perceived value was found to be a significant player. Essentially, perceived value influences consumer intentions to engage in commerce. Thus, interpersonal influence further strengthens the impact of perceived hedonic value on intention (F. Yang et al., 2021). However, the role of perceived value in consumer behavior seems to vary across different industries, per the past literature. For instance, Sharma & Klein, (2020) found that consumer perceived value did not have a direct impact on consumer intention to purchase in an online group buying setting. Nevertheless, it is plausible to assume that if consumers perceive high value in offerings, it could positively influence loyalty towards the platforms or brands offered. Furthermore, S. Kim et al., (2019) suggests that customer experiences, particularly entertainment and escapist ones, significantly

influence brand prestige. Which, in turn, affects customer loyalty. Customer loyalty is positively influenced by customer-perceived value, indicating that customers who perceive higher value from their interactions with an online store are more likely to exhibit loyalty (Z. Yang & Peterson, 2004). In conclusion, the correlation between loyalty and perceived value is provenly and consistently demonstrated throughout the literature, regardless of the industry or the field.

2.1.4. Satisfaction

Satisfaction encompasses the evaluation of perceived discrepancies between a product's expectations and its performance after consumption by customers, as it's addressed in marketing journals. This construct, essentially reflects the customer's assessment of the extent to which a product or service meets their expectations and fulfills their needs and wants. Therefore, customer satisfaction has been found to be a significant influence on various outcomes. These outcomes can be listed as behavioral intention, market orientation, customer loyalty, and organizational success according to many researches within the literature. For example, past research indicates that customer satisfaction is a significant predictor of behavioral intention, in the context of commerce (Ryu & Han, 2010). Moreover, according to (Al Idrus et al., 2019), satisfaction plays an absolutely necessary role in an effort to grow market orientation. Market orientation is a common strategy that is utilized by firms in order to focus on understanding customer requirements and wants. Then, the strategy develops goods and services to meet those customer's needs and desires. Moreso, customer satisfaction seems to be the main philosophy of an organization's marketing strategy, in order to drive the organization toward success and growth, according to (Pandey et al., 2021). Additionally, customer satisfaction affects customer loyalty through experiential and relationship marketing, which highlights its impact on customer loyalty (Astuti et al., 2020). Further, achieving increased customer loyalty is guided by the fundamental business aim of customer happiness, which then comes with customer satisfaction (Amoopour et al., 2014). However, satisfaction has an impact not only on external customers but also the internal marketing. Internal marketing focuses on employee job satisfaction, leads to employee retention and satisfaction, and supports the company through global competition (Juanna & Bokingo, 2020).

The literature highlights the relationship between customer satisfaction and repurchase behavior. Means that the indication of satisfaction has no effect on repurchase unless customers experience a service failure, which at that point satisfaction becomes an important determinant (Voss et al., 2010). Additionally, another study found that consumer perceptions of corporate social responsibility activities relate positively to consumer satisfaction (B. H. Chen et al., 2016). Moreover, emotions have been found to play a significant role in service satisfaction, as satisfaction is measured on a scale portraying smiling to downturned mouths in one of the studies (Liljander & Strandvik, 1997). Moreover, customer satisfaction has also been determined to have a positive and significant influence on customer loyalty alone (Antikasari et al., 2021).

Customer satisfaction represents a modern approach to quality in enterprises and organizations, serving the development of a truly customer-focused management and culture (Mihelis et al., 2001). It is a complex phenomenon involving the expectations and experiences of consumers (Astuti et al., 2020). The impact of consumer satisfaction on fresh e-commerce repeat purchase behavior has been highlighted, emphasizing the efforts made by enterprises to meet or exceed consumers' expectations to improve satisfaction (Sun, 2021). In conclusion, customer satisfaction is not merely a metric; it represents a comprehensive phenomenon intricately woven into the fabric of contemporary business strategies. Its influence radiates across various dimensions, from shaping consumer behavior and market orientation to fostering loyalty and influencing internal dynamics.

2.2. Perceived enjoyment, perceived reputation, trust, and commitment as antecedents of emotional loyalty

2.2.1. Perceived enjoyment

Perceived enjoyment can be defined as "the extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated” (Chiu et al., 2014). This definition emphasizes the intrinsic pleasure derived from engaging in an activity, irrespective of its outcomes or benefits. The definition underlines the subjective experience of enjoyment independent of any external factors, highlighting the hedonic aspect of user experience. From the past literature, it’s safe to assume

that perceived enjoyment is a concept that influences consumer behavior and attitudes. Perceived enjoyment is further defined as the degree to which the activity of using technology or engaging in a marketing experience is perceived to be enjoyable. This statement is understood apart from the performance consequences anticipated from the technology (Kaur et al., 2023). Literature demonstrated that the more enriched and satisfying the shopping experience is, the more likely customers are to experience high levels of perceived control, shopping enjoyment, and concentration (Koufaris, 2002). Additionally, perceived enjoyment has been found to have a more important role in affecting consumer behavior than perceived usefulness in various contexts such as virtual reality retail (J.-H. Kim et al., 2021). The concept has also been shown to mediate the relationship between visual appeal and impulse buying (Y. Y. Lee et al., 2022). Additionally, perceived enjoyment, according to research, seems to reinforce group dynamics and shape group intentions toward advertising in online social networks (Soares & Pinho, 2014).

Moreover, perceived enjoyment has been emphasized as dominating perceived usefulness in influencing the adoption behavior of hedonic information systems (G. S. Kim et al., 2008). Research indicates that perceived enjoyment has a direct significant relationship with perceived usefulness (P. C. Lai, 2019). In the context of mobile services, perceived enjoyment is considered an important consideration, influencing the adoption of personalization mobile services (Hill & Troshani, 2010). Additionally, perceived enjoyment has been identified as a partial mediating variable in explaining the relationship between psychological commitment to a team and loyalty to the team's website (W. Lee, 2011).

In summary, perceived enjoyment emerges as a multifaceted and influential concept within the realm of technology use and consumer experiences. Its intrinsic nature, divorced from external consequences, positions it as a crucial factor in shaping attitudes, behaviors, and group dynamics across various contexts, from retail settings to online social networks and team affiliations.

2.2.2. Perceived reputation

Perceived reputation refers to the subjective evaluation and beliefs held by stakeholders, particularly customers, about the standing and image of a company or brand. It encompasses the

collective perceptions of a company's overall standing, both internally and externally, and is often linked to various factors such as corporate identity, performance, and behavior. Thus, perceived reputation plays a crucial role in the marketing context, influencing various aspects such as customer loyalty, trust, and purchase intention. (Lin et al., 2016) found a significant relationship between perceived ethics and corporate reputation, emphasizing the impact of perceived environmental responsibility on corporate reputation (Quoquab et al., 2019) highlighting the role of perceived reputation as a mediator in business-to-business contexts and its influence on emotional brand attachment and loyalty. Additionally, another research emphasizes the significant effect of image and reputation on customer loyalty in the service marketing literature (Özkan et al., 2019).

Moreover, perceived reputation is closely linked to trust and purchase intention in online shopping contexts (Utama et al., 2022). Yao & Li, (2008) also identified perceived reputation as an important antecedent to online consumer trust. Furthermore, perceived reputation has been shown to influence post-purchase intentions and post-recovery satisfaction, with firm reputation moderating the effects of perceived justice (Ghalandari, 2013).

The impact of perceived reputation extends to brand value and market entry. Dahlén et al. (2009) highlighted the influence of brand reputation on the perceived value of non-traditional media; Min et al. (2017) discussed how firms' perceptions of market size influence their market entry decisions. Additionally, perceived reputation has been linked to brand experience and brand equity, with a positive reputation attracting more customers (Ozyer, 2016). In summary, perceived reputation is a dynamic and influential concept that extends its impact across various dimensions of the marketing landscape. From shaping corporate identity to influencing customer loyalty and market entry decisions, the perceived reputation of a company or brand plays a pivotal role in navigating the complex dynamics of the contemporary business environment.

2.2.3. Trust

Particularly in the marketing landscape, trust can be seen as an essential element of various key constructs. Per the literature, it can be assumed that trust significantly influences consumer loyalty and behavior, as well as relationship marketing. Previous research has revealed

that trust plays a climacteric role in conceiving and sustaining long-term relationships between businesses and buyers (Sirdeshmukh et al., 2002). Therefore, it is not an important aspect of individual marketing connections only, but it also acts as a fundamental variable in such relationships. In the online context, trust is particularly significant because it involves a consumer's behavioral intentions. Consequently, companies require a deeper understanding when it comes to developing trust and its impact on consumer behavior (Bart et al., 2005). Furthermore, the trust element is not only limited to consumer trust in individual companies. It also extends to the business context, therefore, it influences consumer financial behavior and decision-making (Hansen, 2017).

Further in the literature, the study that was conducted by Tran & Strutton, (2020) which examines the relationship between e-servicescape perceptions, trust, and customer loyalty in the context of online stores. The study implies that customers' perceptions of the different factors in the online store's environment, can significantly influence their trust in the store. This trust then impacts customers' eWOM intentions which then ultimately contributes to customer loyalty. Moreover, the influence of website quality on e-loyalty and the mediating role of e-trust and e-satisfaction have been examined by Giao et al., (2020). The latter study findings support the idea that website quality has a direct impact on e-loyalty, but the relationship is also mediated by e-trust and e-satisfaction. The latter accentuates how significant building trust and satisfaction among online customers, is to foster loyalty.

Similarly. Tankovic & Benazic, (2018) explored the perception of e-servicescape and its influence on perceived e-shopping value and customer loyalty. As a result, the study is stressing that the role of e-servicescape shapes customers' perceptions and loyalty. The findings suggest that a more positive perception of e-servicescape in return brings more positively influenced perceived e-shopping value from the customer perspective. As a result of a positive correlation, increases customer loyalty. In conclusion, trust emerges as a linchpin in the marketing domain, exerting a profound influence on consumer relationships, behavior, and loyalty. From shaping long-term connections between businesses and consumers to mediating the impact of website quality on e-loyalty

2.2.4. Commitment

Commitment is another important construct in the marketing literature, mainly, in the context of relationship marketing and loyalty. Per past literature, it is often recognized that commitment is one of the vital elements when it comes to establishing, building, and maintaining relationships in various domains. The significance of commitment in relationship marketing is emphasized by Parasuraman et al., (1985). They claim that relationships are established based on a mutual commitment, between the business and consumers (N. Sharma & Patterson, 2000). Similarly, (Fullerton, 2005) has recognized commitment as a central construct in relationship marketing, indicating its pivotal role in marketing relationships. Specifically, it is negatively related to intentions to switch, meaning customers are less likely to switch to another service and positively related to advocacy intentions. The latter indicates a willingness to speak positively about the service itself. This is further supported by the statement that commitment is one of the main factors frequently investigated in relationship marketing literature (Amoako et al., 2019).

In addition to its function in relationship marketing, commitment has been studied in the marketing literature in several particular circumstances. For example, there is a knowledge gap in the tourist marketing sector on the idea of resident commitment, which emphasizes the necessity for more study in this particular field, per the study conducted by Capitello et al., (2021) Likewise, the impact of commitment on organizational loyalty and its mediating role in consumer behavior has been studied in the context of marketing culture and brand trust (Yildirim et al., 2016).

Furthermore, commitment has been found to have a key role in how market-oriented businesses are, demonstrating its importance in determining organizational strategies and behaviors (Caruana & Calleya, 1998). Commitment has also been studied in relation to internal marketing, where it is thought of as a precondition for organizational commitment. Caruana & Calleya, (1998) emphasized the significance of commitment in influencing workers' attitudes and actions throughout companies. The latter finds out that dimensions of internal marketing have a significant impact on specifically the affective commitment. Overall, commitment has been studied as a construct and it has been indicated that the construct has diverse perspectives and dimensions through which it is conceptualized in the literature.

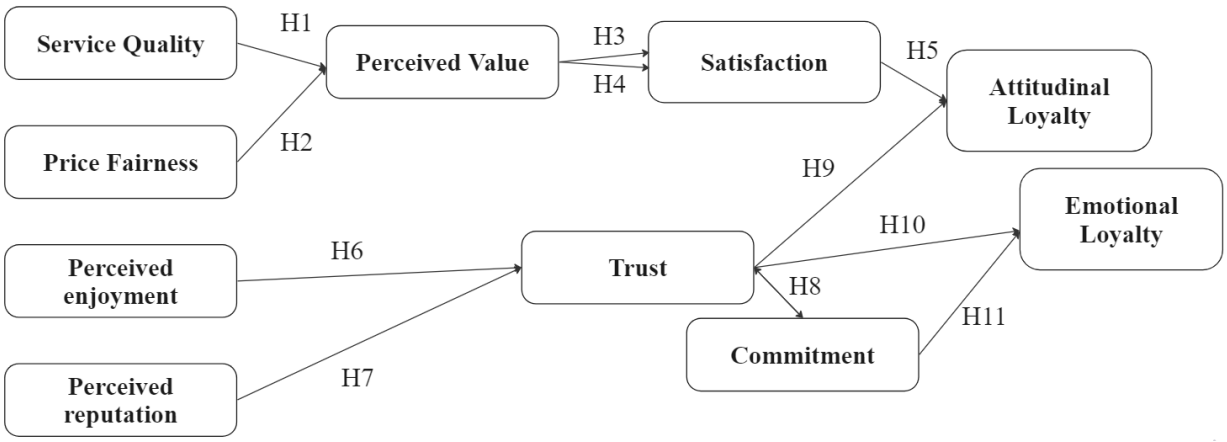
3. SERVICE QUALITY, PRICE FAIRNESS, PERCEIVED ENJOYMENT AND PERCEIVED REPUTATION ON CUSTOMER LOYALTY RESEARCH METHODOLOGY

3.1. The purpose of the research and proposed research model and hypotheses development

The first part of this paper was aimed at analyzing the previous literature and understanding 1) customer loyalty and its dimensions to be investigated in the current study, 2) the cognitive and emotional constructs that are interrelated to loyalty, regardless of whether they directly or indirectly contribute to the loyalty. In order to explore the factors influencing customer loyalty comprehensively, this research proposes a model that integrates cognitive and emotional dimensions previously introduced in the literature analysis section. These dimensions and their indirect relationships with loyalty will be put in perspective through other variables such as perceived value, satisfaction, trust, and commitment. The current study develops the research model, influenced by the previous research done to examine the relationships among service quality, price fairness, perceived value, satisfaction, perceived enjoyment, perceived reputation, trust, commitment, attitudinal and emotional loyalty. Per the literature analysis done in the previous section, it's safe to say that the past research has been consistent with the paths this study offers to explore and support.

Figure 1

Research model



Source: created by the Author

Past studies indicate that loyalty can be influenced by perceived value, as well as indirectly by service quality. Service quality is defined as the website's ability to provide an effective and efficient shopping experience, payment, and product delivery. (Wilis & Nurwulandari, 2020) Research indicates that there is a significant relationship between service quality and perceived value, with service quality here explaining a significant portion of the variation in perceived value (Lai 2014). More of the friction in satisfaction may be explained by the interplay between perceived value and service quality than by the direct effects of each factor on satisfaction in physical environments (Ryu & Han, 2010). Furthermore, (Suhartanto et al., 2019) discovered that perceived value acts as a mediator between the influence of service quality and customer loyalty. More on the e-service quality, there is a positive correlation between service quality and satisfaction; this indicates that the service quality provided by the subject website significantly affected the satisfaction. (Wilis & Nurwulandari, 2020) Another research showed that the quality of service significantly affects how people perceive its value. So, the study supports the idea that good service quality leads to customers seeing the service as more valuable. (Rimba et al., 2022)

These findings help this study to formulate a hypothesis that would investigate the relationship between the quality of the services and the perceived worth or appreciation of the store, in the online cosmetic store context. Thus, the first hypothesis was developed:

H1: A positive correlation exists between the quality of online cosmetic store services and consumers' perceived value.

Perceived value was also found to be correlated with price fairness. The positive relationship between perceived price and perceived value is also consistent with previous research – for example, by Cronin et al., (2000), who found that customers' perceived value can be enhanced by diminishing the perceived cost associated with acquiring such services. The study conducted by Zietsman et al., (2018b) found that perceived value is influenced by the concept of price fairness, and this relationship is mediated by perceived price and service quality. In other words, when micro-enterprises perceive the pricing by their banks to be fair, it positively impacts their overall perception of the value they receive. Therefore, following these examples, another hypothesis was developed to further explore the relationship between price fairness and perceived value constructs within the current study's context:

H2: There is a positive correlation between the fairness of prices in online cosmetic stores and consumers' perceived value.

Contrary to several prior studies as stated, the research conducted by (I. K. W. Lai, 2015) did not find a direct link between perceived value and customer loyalty. Instead, this study aligns with recent findings, supporting the sequence of Service Quality → Perceived Value → Customer Satisfaction → Customer Loyalty. The latter study further extends this established relationship by incorporating the role of affective commitment. Further, as demonstrated by C.-F. Chen & Chen, (2010), by enhancing a visitor's interest and involvement, the quality of the experience can be heightened. This, in turn, leads to the visitor's perceived value and satisfaction. Ultimately, this heightened experience contributes to fostering visitor loyalty, according to the findings of this study. The current study, taking these two studies into consideration assumes that rather than correlation, there may be a mediatory relationship when it comes to perceived value, service quality, and satisfaction constructs. Thus, the following hypothesis was created to test this assumption:

H3: Perceived value plays a mediating role between service quality and satisfaction.

Moving on, research demonstrated that perceived price and service quality influence the relationship between business banking customers' perception of price fairness and the value of the service offered (Zietsman et al., 2018b). The findings indicate that perceived service quality and price fairness both have a significant indirect effect on customer loyalty via the mediating effect of consumer satisfaction. The findings of Ahmed et al., (2022) stress the significant impact of perceived price fairness on the satisfaction and loyalty of restaurant consumers. Additionally, according to Tankovic & Benazic, (2018) study, there is a positive relationship between perceived e-shopping value and consumers' attitudinal loyalty. The findings indicate that when consumers perceive value in their online shopping experience, it contributes positively to their attitudinal loyalty towards the e-commerce platform. While the latter suggests a direct impact from perceived value to attitudinal loyalty, the current study's hypothesis testing path (Figure 1) is more for examining interrelations. Regardless, the latter study also supports the ideas demonstrated here, thus, a hypothesis was developed that would further explore the mediatory relationship between perceived value, price fairness, and satisfaction.

H4: Perceived value also mediates the relationship between price fairness and satisfaction.

Several researchers have shown an influential and favorable link between both overall consumer satisfaction and attitudinal loyalty. For instance, the study conducted by Bodet & Bernache-Assollant, (2011) shows that satisfaction is a strong driver of general attitudinal loyalty in the sports context. Yet, the importance of satisfaction diminishes, compared to loyalty to the next game of the favorite team within the study's context. However, the research suggests that consumer satisfaction serves as an antecedent to the attitudinal extent of loyalty. In contradiction, a study conducted by Gulid, (2011), found that the factors of service marketing affect student loyalty toward the MBA programs and the curriculum. The latter study indicates that student satisfaction is linked to both attitudinal and behavioral loyalty. However, the strength of the relationship varies greatly. The connection between student satisfaction and attitudinal loyalty is described as rather low, while the association with behavioral loyalty is represented as somewhat

positive. Nevertheless, to explore the same relationship within the online cosmetic store context, the current study developed the following hypothesis:

H5: Satisfaction and attitudinal loyalty have a significant correlation.

Further, a study hypothesized that perceived enjoyment influences trust positively. The results indicate a direct positive relationship between these constructs according to (Patel et al., 2020). Moreover, research findings revealed that the tendency to trust, trust of the internet, perceived risk, and perceived value affect the use of word-of-mouth (eWoM). Further, the research reveals that this happens through the indirect effect of perceived enjoyment and satisfaction. Similarly, Rouibah et al., (2021) found that the tendency to trust and trust the internet affects the use of eWoM through the indirect effect of perceived enjoyment and satisfaction, further, this supports the positive relationship between enjoyment and trust. Additionally, another study suggests that when people find a product or service enjoyable, they tend to perceive it as less risky. Hence, there is a negative relationship between perceived enjoyment and perceived risk. When perceived enjoyment goes up, the perceived risk goes down. Thus, less perception of risks may foster more trust in the service. (Koenig-Lewis et al., 2015) Further, To & Trinh, (2021) also found that perceived enjoyment has a positive and significant effect on trust. This means that when people find a product or experience enjoyable, they are more likely to trust the source or the product itself. Therefore, supported by the aforementioned past research, the following hypothesis was developed in order to test the relationship between perceived enjoyment and trust:

H6: There is a positive relation between perceived enjoyment and trust.

The connection between perceived reputation and trust has been confirmed as a significant relation in various studies. For instance, Nguyen et al., (2022) discovered that in the relationship between perceived reputation and purchase intention, trust carries out a mediating role. According to the research, said mediatory role, reinforces the idea that trust influences the probability of individuals who want to make purchases based on the reputation of an online store. Additionally, Qalati et al., (2021) investigated the influence of vendor reputation information on

trust and behavior in an online context. Their study specifically focuses on online legal advice seeking. The latter, using students as participants, found that information about vendor reputation significantly affected trust and behavior in this context. As a result, it highlights the impact of reputation on trust and ensuing behavior. Moreso, Casaló et al., (2007) explored the antecedents of consumer trust in the online banking context. Furthermore, Y. Kim & Peterson, (2017) also identified a significant relationship between perceived reputation and online trust. In this study's case, trust is further connected to satisfaction. Consequently, recent research by Utama et al., (2022) affirmed the positive impact of perceived website reputation on trust, too. The study concluded that a website's consistent display of the latest information and widespread recognition, contribute to building consumer confidence. Ultimately, the study points to fulfilling consumer trust effectively; hence it suggests that the perceived reputation of a website is a significant factor influencing trust in online contexts. From these supporting research results, the current study decided to develop a hypothesis that would test the same relation in a different context, which is being online cosmetic store. Hence, the hypothesis was created:

H7: Perceived reputation positively relates to trust.

As previously mentioned, Casaló et al. (2007) conducted a study that explores the relationship between trust and commitment, specifically, in the online banking context. According to the study results, commitment is necessary to maintain long-term relationships with customers. Therefore, the study found a significant relationship between consumer trust and commitment to a financial service website. This implies that in the same particular context, the construct of trust serves as a foundational factor, which actively influences the commitment of consumers to a financial services website. On the other hand, the relational mediators model, particularly articulated by Morgan & Hunt, (1994) considers trust as an antecedent to commitment specifically in the relationship marketing context. The current study aims to test if the same type of correlation applies to the online cosmetic store context. Thus, the following hypothesis was developed:

H8: The higher the trust is, the higher the consumer commitment.

On to attitudinal loyalty, which was described by Chaudhuri & Holbrook, (2001), is a construct that confines psychological commitment and positive attitude toward a brand or product. This loyalty type involves a strong internal disposition to consistently choose the same brand, described by the distinctive nature or features of positive buying intentions and a sense of commitment. Respondents in the study seem to display attitudinal loyalty along with commitment to the brand. Thus, when channeled through attitudinal loyalty factors like brand trust and brand effect, can lead to premium-related outcomes. In other words, consumers with attitudinal loyalty are more inclined to buy more from the brand.

Furthermore, attitudinal loyalty, defined as a degree of the natural tendency to develop a commitment to the brand, emphasizes customers' attitudes and psychological commitment Choi & Kim, (2020). This suggests that customers with attitudinal loyalty not only possess a positive tendency toward the brand; but also showcase a lasting commitment. Thus, contributing to a consistent and favorable customer-brand relationship. The current study aims to see the same type of relationship within the online cosmetics context, therefore the author developed the following hypothesis to measure if there is a similar connection:

H9: Trust has a significant correlation to attitudinal loyalty.

According to Choi and Kim, (2020), emotional loyalty is entrenched in a profound emotional connection and attachment that customers develop in connection with a brand. This type of loyalty, motivated by emotional experiences and feelings associated with the brand, transcends rational decision-making. Additionally, based on emotional experiences, the same study puts forward for consideration that consumers who exhibit emotional loyalty, go beyond transactional concerns. In return, they have a tendency to create a solid, long-lasting bond. Similarly, the study conducted by Picón-Berjoyo et al., (2016), details the construct as a positive sentiment toward a firm's products and services. Subsequently, the sentiment seems to evoke a desire in the customer to sustain a lasting relationship with the company as time goes by. Therefore, this loyalty type emphasizes the emotional aspect of customer-firm relationships, where positive feelings toward the products or services play a climactic role in cultivating a desire for an in-progress engagement. Additionally, Sirdeshmukh et al., (2002) found evidence of

relationships between trustworthiness dimensions and consumer trust, suggesting a positive correlation between trust and loyalty in relational exchanges. While these studies didn't directly test the relationship between trust and emotional loyalty, indirect indications of the relationship from different perspectives could be observed. Therefore, the current study developed a hypothesis that would test the exact correlation between these two variables:

H10: Trust positively correlates with emotional loyalty.

Lastly, emotional loyalty is closely linked with affective commitment. It's one of the vital elements in nurturing and maintaining customer loyalty. Commitment, defined by an emotional bond and positive attachment, plays an irreplaceable role in encouraging repeat trade, as emphasized by Mattila, (2006). This emotional attachment, often termed affective commitment, serves as a significant catalyst for emotional loyalty. According to Ranganathan et al., (2013), the strength of this emotional bond and attitudinal differentiation contributes to the development of strong affective loyalty. In essence, the depth of emotional attachment and positive feelings toward a brand or product is a crucial driver for building lasting affective loyalty among customers. Therefore, the current study confidently creates a supporting hypothesis to test the correlation between commitment and emotional loyalty, in respect to the aforementioned research:

H11: Commitment positively relates to emotional loyalty.

To summarize, all the hypotheses were developed supported by the previous research and the theoretical background on loyalty and the cognitive and emotional drivers mentioned in the literature review. In the following parts of this thesis, through research data gathering and analysis, the hypothesis will be tested to see how these variables affect both attitudinal and emotional loyalty.

3.2. Methods and instruments for data collection

To identify the relationship between the drivers of loyalty, the current study thoroughly focuses on each element and factor to be examined. In the past, researchers used both qualitative

and quantitative methods to describe what contributes to loyalty and its dimensions. Further, some studies also made use of mixed approaches, too. Quantitative data refers to numerical information that can be quantified and analyzed statistically. While qualitative data comprises non-numerical information that provides insights and understanding into underlying reasons, opinions, and motivations. In the context of marketing, particularly in loyalty programs, both quantitative and qualitative data play crucial roles. Quantitative data, such as customer purchase frequency, monetary value, and participation rates in loyalty programs, provide measurable metrics for assessing the effectiveness of marketing strategies (Rust et al., 2004). On the other hand, qualitative data, including customer feedback, reviews, and sentiments expressed on social media, offers an in-depth understanding of customer perceptions, attitudes, and behaviors towards loyalty programs (Djokic et al., 2021). When quantitative measures are used, such as surveys and statistical analysis, researchers can obtain a comprehensive understanding of the drivers of loyalty across different contexts as well as customer segments. Thus, in the case of this research, quantitative research was deemed proper, hence why it was used.

The survey method was employed as the primary means of data collection within the current study. As surveys are widely acknowledged for their efficiency in collecting large amounts of data from diverse respondents, the method allowed for the collection of quantitative data. Likert-type of scale surveys provide a structured approach to data collection, allowing for the systematic gathering of customer feedback and perceptions, which can be analyzed using statistical techniques to derive meaningful insights (Mayr & Zins, 2011). Moreover, the use of Likert scales in marketing research facilitates the comparison of responses across different customer segments, enabling marketers to identify patterns and trends in customer attitudes and preferences related to loyalty (Kristanto et al., 2022). In aim to provide a comprehensive understanding of the research phenomena, this method was chosen.

3.3. Selection of respondents and sample size for the survey

In conducting a survey, the selection of respondents and the determination of an appropriate sample size are critical steps that significantly impact the reliability and validity of the study's findings, and most studies follow this principle. Convenience sampling, a non-probability sampling method, has been utilized in various marketing research studies,

particularly in the context of customer loyalty. Convenience sampling involves selecting participants based on their availability and accessibility, making it a practical approach for gathering data from specific customer segments (Kaura et al., 2015). In the current research, the convenience sampling method was used. The method has been chosen as it involves selecting individuals who are readily available and easily accessible. There were no specific criteria in selecting the respondents such as age or gender. The only criteria was set as it was needed for the nature of the study; whether individuals use online channels to buy cosmetic products, including perfumery.

Researchers commonly use statistical formulas, such as the margin of error and standard deviation, to determine the optimal sample size. This formulaic approach considers factors such as population size, desired confidence level, and the anticipated variability within the population. Striking a balance between achieving statistical significance and practical feasibility is essential to enhance the generalizability of survey results.us, this study also adopted a formulaic approach for the purpose of finding the sample size.

$$n = \frac{Z^2 * p(1-p)}{E^2}$$

In this study, a confidence level Z-score of 95% ($Z \approx 1.96$) has been adopted, as it is the case with the common practice among researchers to present results within a 95% confidence interval. The margin of error was conservatively set at 5 ($E = 0.05$) and an estimate of 50% for the population parameter (p) was considered for the maximum amount in the required sample size (Charan & Biswas, 2013). Upon placing these values into the formula, the derived estimated sample size stands at 384.

$$384.16 = \frac{(1.96)^2 * 0.5(1-0.5)}{(0.05)^2}$$

The formula indicates that a sample size of approximately 384 respondents is deemed acceptable in quality for testing the validity of the hypotheses in this study.

3.4. The structure of the questionnaire and scales

The aim of the research is to see what kind of interrelations are there between two distinct loyalty types and cognitive and emotional factors. Therefore, the questionnaire was formulated by selecting proper scales from the past literature for every variable. The chosen variables encompass a broad spectrum as mentioned; service quality, price fairness, perceived enjoyment, perceived reputation, trust, commitment, attitudinal loyalty, and emotional loyalty. The questionnaire included 3 sections in total.

Section 1: This part was designed with the specific purpose of incorporating screening questions aimed at identifying and categorizing respondents based on their recent cosmetic purchasing behavior. These screening questions included an inquiry about the frequency of cosmetic purchases within the last 6 months, with an additional prompt to specify the name of the online cosmetic store frequented by the respondent. This not only serves to filter respondents with recent engagement in cosmetic purchasing but also gathers valuable information regarding their preferred online retail destinations. Another crucial aspect probed in this section involved capturing the respondent's behavior when buying cosmetic products from online stores.

In Section 2: The focus was on obtaining nuanced insights into participants' perceptions across five distinct question blocks, each delving into crucial aspects of their online cosmetic shopping experiences. Respondents were asked to rate their agreement with statements related to service quality and the fairness of prices at their preferred online cosmetic store. Participants were encouraged to articulate their sentiments on these fundamental aspects of their shopping experiences. The second question block sought to gauge participants' perceptions of the worthiness of their purchases and their overall satisfaction with the online store. Respondents were prompted to express their agreement with relevant statements for a comprehensive evaluation of perceived value and satisfaction. The third set of questions aimed to capture respondents' sentiments regarding the enjoyment derived from shopping and their perceptions of the reputation of the online store. Participants were asked to evaluate their level of trust and commitment toward the online store they typically patronize. of the foundational elements of trust and commitment in the context of online cosmetic shopping. The final question block

delved into respondents' attitudinal and emotional connections with the online store. Participants were encouraged to express the consistency of their positive attitudes and the depth of their emotional connection.

In this study, a deliberate selection of scales was undertaken, drawing inspiration from established research and their findings. For service quality, Y. Kim et al.'s (2021) 4-item scale was chosen and adapted, as it greatly aligns with the nuances of the current study's investigations into the online cosmetic shopping experience. This chosen scale, proven effective in similar contexts, provided an insightful perspective to assess the intricate facets of service quality, that are particularly relevant to our study's objectives. For the price fairness construct, Hride et al.'s 2022) 3-item scale was deemed adequate thus the current study altered the constructs to fit into the online cosmetic shopping context. Considering the scale demonstrates efficiency in capturing customer perception of what price is fair. Further, for the perceived value construct, the current study selected Z. Yang & Peterson, (2004) 5-item scale and integrated it into the subject context. presenting a well-established metric for gauging participants' perceptions of the intrinsic worthiness of their cosmetic purchases. This instrument perfectly aligned with the perceived value that was aimed at measuring in this study's specific context. Moreover, Tri Cuong's, (2023) 5-item scale for satisfaction was chosen to gauge how satisfied are the customers regarding their online cosmetics shopping. In order to measure participants' overall contentment with their online cosmetic shopping experiences, the adopted scale was adopted into the study's context of the subject. Moreover, Teo & Noyes' (2011) 4-item scale for perceived enjoyment was deemed highly suitable for our investigation regarding the pleasurable dimensions of online cosmetic shopping from a store. The current study's analysis of participant experiences and interactions with their favorite online businesses was made possible by the scale that was used. Wei et al.'s (2022) 4-item scale for perceived reputation was integrated into the data collection method of the current study. With the scale modified, participants could assess how they felt about the reputation of an online retailer. To examine constructs of trust, Chiu et al.'s (2013) 4-item scale was selected in order to measure the evaluation of trust levels participants place in their chosen online cosmetic store. Likewise, Dai et al.'s (2011) 4-item scale for commitment was selected and adapted, in order to gauge the depth of commitment participants felt toward their preferred online store. The chosen scale for attitudinal loyalty was adapted from Jin et al.'s (2008) 7-item

scale. The scale, with some adaptations, provided the current study with a useful instrument to explore participants' long-lasting favorable attitudes regarding their preferred online cosmetic store. Lastly, for emotional loyalty, H.-Y. Kim & Lee's (2010) 5-item scale appeared to be a fitting choice. The adapted version of the original scale was particularly helpful in assessing the emotional connections and participants' feelings of emotional attachment to their chosen online store. In conclusion, these scales from reliable sources were purposefully included because of their proven efficacy and suitability for the particular setting of this investigation. A rigorous and thorough analysis of the variables impacting loyalty in the context of online cosmetic shopping was ensured by the careful integration of each scale to capture the subtleties of participants' opinions and experiences.

Table 1

The scales used in the study

Measurement	Year	Author	Nr of Items	Type of scale
Service quality	2021	Kim et al.	4	5-point Likert
Price fairness	2022	Hride et al.	3	5-point Likert
Perceived value	2004	Yang & Peterson	5	7-point Likert
Satisfaction	2023	Tri Cuong	5	7-point Likert
Perceived enjoyment	2011	Teo & Noyes	4	7-point Likert
Perceived reputation	2022	Wei et al.	4	7-point Likert
Trust	2013	Chiu et al.	4	7-point Likert
Commitment	2011	Dai et al.	4	7-point Likert
Attitudinal loyalty	2008	Jin et al.	7	7-point Likert
Emotional loyalty	2010	H.-Y. Kim & Lee	5	7-point Likert

Source: created by the Author

The study had an oversight and by an unfortunate accident, the survey's first question block which was for service quality and price fairness published with 5-point Likert scale instead.

Section 3: In this section of the survey, the focus shifted towards gathering demographic information, encompassing crucial factors such as age, gender, and income. These demographic variables are instrumental in contextualizing the responses obtained in the preceding sections and enriching the overall understanding of the survey findings.

4. THE IMPACT OF SERVICE QUALITY, PRICE FAIRNESS, PERCEIVED ENJOYMENT AND PERCEIVED REPUTATION ON CUSTOMER LOYALTY RESEARCH RESULTS

4.1. Respondent demographics

During the data analysis phase, a comprehensive examination of the collected responses was conducted to derive meaningful insights into the relationship between income levels and gender distribution among the survey participants. The initial dataset encompassed a total of 390 respondents. Each data point provides valuable information about their income and gender. However, a careful decision due to the duration criteria, meaning the number of seconds taken whilst participants were taking the survey, was made to exclude 52 respondents from the analysis, thus 338 respondents were used in this analysis. This is because their responses raised concerns about the reliability of the data they provided with their answers to the survey.

Examining the income categories, the majority of respondents fell within the 500-1000 EUR and 1001-2000 EUR brackets, constituting 24.0% and 27.2% of the valid responses, respectively. The distribution among gender categories indicates a higher representation of females (66.9%) compared to males (29.9%) and a smaller proportion of non-binary individuals (3.3%). The data is shown table below. Breaking down the income categories further, the 0-500 EUR range has 76 respondents, representing 22.5% of the valid responses. 500-1000 range 81 respondents constituting 24% of all respondents, as well as 1001-2000 92 respondents, about 27% of all. Meanwhile the 2001-3000 EUR bracket accounts for 16.9% with 57 respondents. Notably, the 3001 EUR and more category, comprising respondents with higher incomes, is represented by 32 individuals, constituting 9.5% of the valid responses.

As shown in the Table above, data shows a notable concentration of respondents in the age groups of 20-30 (185, 54.7%) and 31-40 (74, 21.9%), indicating a significant presence within these ranges. Additionally, respondents in the 41-50 age group (39, 11.5%) and the 51-60 age group (13, 3.8%) are also represented, although with lower frequencies. The age distribution demonstrates a gradual decline in respondent numbers in the older age categories, with a small representation in the 61+ age group (7, 2.1%). The total number of respondents is 338, representing 100% of the surveyed population. This variation in respondent distribution across different age groups adds complexity to the demographic profile, suggesting diverse perspectives and experiences within the surveyed population. Exploring the mid-range of the age distribution, individuals in the 20-30 and 31-40 age groups form a substantial portion of the dataset.

The data allowed exploration of the relationship between cosmetic purchasing behavior and whether the respondents purchased any product within 6 months. The results indicate that out of the 338 valid responses, 255 respondents (75.4%) have made cosmetic purchases from online stores in the last 6 months. However, 83 (21.3%) respondents haven't made a purchase within 6 months. Yet, this doesn't mean respondents who replied as no haven't done any shopping online before, therefore the responses are not excluded from the analysis due to nature of cosmetics shopping online. Among the respondents who replied with "yes", 35 of them (13.8%) seemed to opt to buy cosmetic products only from the same online store at all times. Meanwhile, 91 of the respondents (35.7%) usually buy cosmetic products only from one online store. Similar to the latter result, 96 (37.6%) of the respondents who made a purchase in the last 6 months prefer to shop for cosmetic products from 2-3 different online stores. Lastly, the data shows that around 33 respondents (12.9%) prefer to buy cosmetic products from 4 or more online stores in the last 6 months.

Similar patterns can be observed in the case of the total of respondents, regardless of whether they purchased in the last 6 months or not. To analyze, 61 respondents (18.05%) exhibit a form of loyalty as they prefer to shop for their cosmetic needs from only a single online store. A slightly larger segment, which constitutes 119 respondents (35.21%), usually opts for one online store but explores others. Additionally, 113 respondents (33.43%) display a more varied approach, purchasing cosmetic products from 2-3 different online stores. Lastly, 45 respondents

(13.31%) clearly show a higher degree of exploration, since they prefer to engage with 4 or more online stores for their cosmetic needs.

Notably, a substantial gender disparity appears in online cosmetic shopping behavior. Among males, 63 individuals (62.4%) reported making such purchases, while 38 males (37.6%) did not engage in this activity within 6 months. In contrast, females exhibited a higher inclination towards online cosmetic shopping, with 182 respondents (80.5%) confirming their participation and 44 females (19.5%) abstaining from purchasing cosmetic products in the last 6 months. Additionally, the non-binary group, comprising 11 individuals, showed a mixed pattern, with 10 participants (90.9%) affirming that they purchased products in the last 6 months and engaged with online cosmetic shopping and only one (9.1%) refraining. The overall data underscore a gender-based discrepancy in the propensity for recent online cosmetic purchases, with females demonstrating a considerably higher engagement than males. Participants were prompted to disclose their most frequented online cosmetic shops. Cosmetic-only shops like Sephora (25%), Douglas (22%), Gratis (10%) and Notino (9%) the most popular platforms that were mentioned. However, people’s preferences show platforms like Trendyol (14%) and Amazon (16%) which don't necessarily focus on cosmetics, rather e-commerce platform that sells many product lines were also popular. Thus, while respondents’ preferences are usually favorable for cosmetic-only shops, e-commerce platforms are also observed convenient for the same kind of shopping.

The comprehensive analysis of demographics in this study, encompassing factors such as income levels, age distribution, and gender representation, serves as a critical foundation for understanding the population effectively. These demographic insights offer nuanced perspectives into specific behaviors, recurring actions, and preferences among participants. For instance, income levels provide context for consumer spending patterns, age distribution sheds light on generational influences, and gender representation highlights potential variations in online cosmetic shopping behaviors. By considering these demographics, the study gains a more robust understanding of the diverse factors shaping participants' responses, enriching the depth and validity of the analysis.

4.2. Reliability of scales

In order to test the reliability of scales used in this research, Cronbach alpha analyses were conducted for each construct set. The reliability analysis of the scales can be shown in the end of this section. For instance, service quality construct consistency, measured by Cronbach's Alpha ($\alpha = 0.977$) indicates strong reliability among its four items. This high coefficient suggests that the items consistently measure the same underlying construct. Hence, enhanced trustworthiness of the assessment for evaluating the targeted trait. Similarly, the price fairness construct set demonstrates high internal consistency with a Cronbach's Alpha of 0.970 ($\alpha = 0.970$) across three items. This indicates strong reliability in measuring the concept of price fairness as well. The reliability analysis for the perceived value constructs slightly lower yet still satisfactory value ($\alpha = 0.816$) across its five items, indicating a moderate level of internal consistency. On the other hand, the satisfaction construct demonstrated strong internal consistency ($\alpha = 0.890$) across its five items. This high-reliability coefficient suggests that the items consistently measure the concept of satisfaction. Likewise, the perceived enjoyment constructs showed a high level of internal consistency, with a high Cronbach's Alpha value ($\alpha = 0.892$) across its four items. This strong reliability implies that the items reliably capture the intended construct of customer enjoyment. However, for the perceived reputation construct, Cronbach's Alpha value across its four items indicated lower internal consistency of $\alpha = 587$. This suggests that there are potential issues with the reliability of items measuring perceived reputation. Thus, the issue prompted a further need for refinement of the scale. Nevertheless, trust demonstrated good internal consistency with a reliable Cronbach's Alpha value ($\alpha = 0.837$) across the four items the scale consisted of. Moving on, the commitment construct exhibited excellent internal consistency, with one of the highest Cronbach's Alpha values among the other constructs, ($\alpha = 0.945$) across four items in the scale. This underlines the reliability of the scale for assessing customer commitment in the study. Furthermore, the attitudinal loyalty construct set also demonstrated strong internal consistency ($\alpha = 0.883$) across seven items in the set. This high-reliability coefficient provides a solid foundation for its use in assessing customer loyalty in the study. Lastly, emotional loyalty showed strong internal consistency ($\alpha = 0.890$) across the five items the scale had. This high-reliability coefficient indicates that the scale reliably measures emotional loyalty. Overall, Cronbach alpha values were satisfactory for every construct set, except for one, which is perceived reputation.

Therefore, the problematic construct was identified within the perceived reputation construct set, thus adjustments needed to be made; hence the reconstruction of the scale. Upon reevaluation of the perceived reputation construct set, the study computed a new variable by considering Cronbach's Alpha if each item was deleted. Deleting the adapted construct of "There is a few negative news for this online cosmetic store." from Wei et al.'s (2022) 4-item scale, resulted in a substantial increase in Cronbach's Alpha value from $\alpha = 587$ to $\alpha = 0.718$. While the new alpha value isn't as high as other scales, it allows the current study to pursue to analyze and test hypotheses. Overall, this indicates that the item has a negative impact on the reliability of the perceived reputation scale. Its inclusion appears to introduce inconsistency in this particular item. This analysis allowed us to assess the impact of removing individual items on the overall reliability of the scale.

Table 2

Reliability analysis and Cronbach's Alpha values for each scale

Variables (abbv)	Cronbach's Alpha	N of Items
SQ	0.977	4
PF	0.970	3
PV	0.816	5
SAT	0.890	5
PENJ	0.892	4
PREP	0.718	4
TR	0.837	4
COM	0.945	4
AL	0.883	7
EL	0.890	5

Source: made by the Author.

NOTE: SQ (service quality), PF (price fairness), PV (perceived value), SAT (satisfaction), PENJ (perceived enjoyment), PREP (perceived reputation), TR (trust), COM (commitment), AL (attitudinal loyalty), EL (emotional loyalty.

4.3. Hypothesis testing

Up until this point in the research methodology part, the current study analyzed the demographic and screening data of respondents and introduced the reliability analysis of the scales. Thus, in this section, the study will focus on the test results of the hypotheses.

In the first part of the hypothesis testing and analysis, the relationship between the quality of online store services and consumers' perceived value was reviewed.

H1: A positive correlation exists between the quality of online cosmetic store services and consumers' perceived value.

For this, The Pearson correlation coefficient was used, hence it revealed a statistically significant positive yet a weak correlation ($r = 0.289, p < 0.001$), supporting our initial hypothesis that posited a positive correlation between service quality and perceived value. It's safe to say that this finding as the quality of online cosmetic store services improves, there is an equivalent increase in consumers' perceived value. This affirms the importance of service quality in shaping value perceptions and aligns with the study conducted by Lai (2004). Therefore, **H1 is accepted.**

Table 3

Correlation analysis between service quality and perceived value

	Perceived value	
Service quality	Pearson Correlation, r	.289**
	Significance, p	<.001
	N	338

** Correlation is significant at the 0.01 level (1-tailed).

Source: made by the author, using research data and SPSS data analysis tool

H2: There is a positive correlation between the fairness of prices in online cosmetic stores and consumers' perceived value.

The Pearson correlation coefficient indicated a statistically significant positive correlation between the two constructs to test the latter hypothesis ($r = 0.311,\ p < 0.001$). This result aligns in favor of the H2 which proposed the existence of a positive yet a weak correlation between price fairness and perceived value. In conclusion, results suggest that when price fairness in online stores increases, consumers' perceived value also tends to increase, In return, emphasizing the impact of pricing strategies on perceived value in the context of online cosmetics shopping. Thus, **H2 is accepted** and it aligns with the previous findings of Zietsman et al. (2019) and Cronin et al., (2000)

Table 4

Correlation analysis between price fairness and perceived value

	Perceived value	
Price fairness	Pearson Correlation, r	.311**
	Significance, p	<.001
	N	338

** Correlation is significant at the 0.01 level (1-tailed).

Source: made by the author, using research data and SPSS data analysis tool

Moreover, two mediation analyses were used for H3 and H4. The mediation analysis was done via the PROCESS macro (v4.2) by Andrew Hayes.

H3: Perceived value plays a mediating role between service quality and satisfaction.

In the first mediation analysis, whether the perceived value mediates the relationship between service quality and satisfaction was tested. The total effect of service quality on satisfaction was significant ($c = 0.5653,\ p < 0.001$), and the direct effect was also significant ($c' = 0.2880,\ p = 0.0459$). The indirect effect through perceived value was found to be significant($ab = 0.2774,\ 95\%\ CI\ [0.1087,\ 0.4481]$). However, **H3 is rejected**, since there is not full mediation yet direct impact exist as well and both are quite equal in size.

H4: Perceived value also mediates the relationship between price fairness and satisfaction.

In the second mediation analysis, which aimed to test H4, whether perceived value mediates the relationship between price fairness and satisfaction was experimented with. The total effect of price fairness on satisfaction was significant ($c = 0.5728, p < 0.001$), and the direct effect was also significant ($c' = 0.2508, p = 0.0798$). The indirect effect through perceived value was significant ($ab = 0.3219, 95\% CI [0.1629, 0.4945]$). Just like H3, **H4 is rejected** as it's not possible to talk about a full mediation rather there is a direct impact equal in size.

H5: Satisfaction and attitudinal loyalty have a significant correlation.

To test the H5, the correlation between satisfaction and attitudinal loyalty was investigated. The Pearson correlation coefficient revealed a statistically significant moderately positive correlation ($r = 0.461, p < 0.001$). This supports the H5 which claimed a significant positive relationship between satisfaction and attitudinal loyalty. The finding suggests that as satisfaction with online store services increases, there is a corresponding increase in attitudinal loyalty, highlighting the importance of customer satisfaction in fostering positive attitudes toward the brand. Thus, the **H5 was accepted** and was aligned with the previous research of Bodet & Bernache-Assollant (2011).

Table 5

Correlation analysis between satisfaction and attitudinal loyalty

	Attitudinal loyalty	
Satisfaction	Pearson Correlation, r	.461**
	Significance, p	<.001
	N	338

** Correlation is significant at the 0.01 level (1-tailed).

Source: made by the author, using research data and SPSS data analysis tool

H6: There is a positive relation between perceived enjoyment and trust.

The analysis explored the correlation between perceived enjoyment and trust in order to prove the H6. The results of the analysis show that the Pearson correlation coefficient points to a statistically significant positive yet moderate correlation ($r = 0.563, p < 0.001$). This further supports the hypothesis and indicates a positive relationship between perceived enjoyment and trust. This implies that as consumers perceive greater enjoyment in their online cosmetic shopping experience, there is a corresponding increase in trust in the retailer. Hence, the findings emphasize the role of positive experiences in building trust between consumers and online cosmetic shopping platforms. Therefore, **H6 was accepted** and it aligns with the previous research done by Patel et al., (2020) regarding perceived enjoyment exerting a positive effect on perceived trust.

Table 6

Correlation analysis between perceived enjoyment and trust

	Trust	
Perceived enjoyment	Pearson Correlation, r	.545**
	Significance, p	<.001
	N	338

** Correlation is significant at the 0.01 level (1-tailed).

Source: made by the author, using research data and SPSS data analysis tool

H7: Perceived reputation positively relates to trust.

The correlation between perceived reputation and trust was tested using The Pearson correlation coefficient. Which in return revealed a statistically significant moderate positive correlation ($r = 0.563, p < 0.001$). This supports H7, and it's adequate to say there is a positive relation between perceived reputation and trust. Therefore, as the perceived reputation of an online store improves, there is a corresponding inclination in consumer trust as well. Thus, **H7 is accepted** and aligns with the works of Kim and Peterson (2017) and Casalo et al., (2007)

Table 7

Correlation analysis between perceived reputation and trust

	Trust	
Perceived reputation	Pearson Correlation, r	.563**
	Significance, p	<.001
	N	338

** Correlation is significant at the 0.01 level (1-tailed).

Source: made by the author, using research data and SPSS data analysis tool

H8: The higher the trust is, the higher the consumer commitment.

The Pearson correlation coefficient indicates a statistically significant positive but weak correlation between trust and commitment ($r = 0.376, p < 0.001$). As a result, it implies that as trust in an online store increases, there is a parallel increase in consumer commitment. **Therefore H8 is accepted** and it aligns with the previous study of Morgan and Hunt (1994).

Table 8

Correlation analysis between trust and commitment

	Commitment	
Trust	Pearson Correlation, r	.376**
	Significance, p	<.001
	N	338

** Correlation is significant at the 0.01 level (1-tailed).

Source: made by the author, using research data and SPSS data analysis tool

H9: Trust has a significant correlation to attitudinal loyalty.

To test the H9 the correlation analysis applied between trust and attitudinal loyalty constructs. The Pearson correlation coefficient revealed a statistically significant positive

moderate correlation ($r = 0.589, p < 0.001$). The finding indicates that when a customer's trust increases to an online cosmetic store, the increase in attitudinal loyalty also can be observed. **Thus, H9 is accepted**. Trust plays a role in fostering positive attitudes toward the brand, hence it aligns with the previous literature, Chaudry and Holbrook (2021).

Table 9

Correlation analysis between trust and attitudinal loyalty

	Attitudinal loyalty	
Trust	Pearson Correlation, r	.589**
	Significance, p	<.001
	N	338

** Correlation is significant at the 0.01 level (1-tailed).

Source: made by the author, using research data and SPSS data analysis tool

H10: Trust positively correlates with emotional loyalty.

The correlation between trust and emotional loyalty was tested via The Pearson correlation, and the coefficient indicated a statistically significant positive moderate correlation ($r = 0.569, p < 0.001$). This means that trust also has a relationship with emotional loyalty. **Therefore H10 is accepted**, meaning that the increase in trust to an online cosmetic stores implies an increase in emotional loyalty, too.

Table 10

Correlation analysis between trust and emotional loyalty

	Emotional loyalty	
Trust	Pearson Correlation, r	.569**
	Significance, p	<.001
	N	338

** Correlation is significant at the 0.01 level (1-tailed).

Source: made by the author, using research data and SPSS data analysis tool

H11: Commitment positively relates to emotional loyalty.

Lastly, the correlation analysis was applied to test H11 and to investigate the relationship between commitment and emotional loyalty. The Pearson correlation coefficient demonstrated a statistically significant positive moderate correlation ($r = 0.508, p < 0.001$). The coefficient supports H11 This implies that as commitment to an online store increases, emotional loyalty also increases. **Thus H11 is accepted** and it highlights the link between emotional connections of consumers and commitment feelings to online cosmetic platforms.

Table 11

Correlation analysis between commitment and emotional loyalty

	Perceived value	
Service quality	Pearson Correlation, r	.508**
	Significance, p	<.001
	N	338

** Correlation is significant at the 0.01 level (1-tailed).

Source: made by the author, using research data and SPSS data analysis tool

Additionally, to understand the impact independent variables have on dependent variables, two multiple regression analysis was applied. In the first multiple regression analysis,

as indicated in the model, the path that includes perceived enjoyment, perceived reputation, trust and commitment was taken as predictors, and emotional loyalty as a dependent variable. The ANOVA results indicate a statistically significant relationship between the predictors and online cosmetic shopping behavior ($F(4, 333) = 77.267, p < .001$). Therefore the overall model is significant. Next thing to interpret is $R^2 = 481$ which suggests that almost half of the observed variability in online cosmetic shopping behavior can be attributed to the combined influence of perceived enjoyment, perceived reputation, commitment and trust. Next, to assess which variable has the most impact on emotional loyalty, Beta values were investigated. According to Beta values, commitment has a higher impact on emotional loyalty ($\beta = 0.285$). Trust has the second highest impact, ($\beta = 0.271$), while the impact significantly lowers for perceived enjoyment ($\beta = 0.198$). The least impact comes from perceived reputation variable by ($\beta = 0.146$).

Table 12

Coefficients of multiregression analysis for perceived enjoyment, perceived reputation, commitment and trust to emotional loyalty

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.447	0.223		6.481	<.001		
PENJ0	0.173	0.047	0.198	3.7	<.001	0.545	1.835
PREP0	0.138	0.051	0.146	2.737	0.007	0.547	1.829
COM0	0.188	0.029	0.285	6.532	<.001	0.815	1.226
TR0	0.262	0.049	0.271	5.31	<.001	0.596	1.678

a Dependent Variable: EL0

Source: made by the author, using research data and SPSS data analysis tool

Second multiregression analysis was to test the first path of variables; service quality, price fairness, perceived value and satisfaction which were taken as predictors. Meanwhile,

attitudinal loyalty was described as a dependent variable. The ANOVA results for this path supported the significance of the model $F(4, 333) = 27.712, p < .001)$. $R^2 = 0.250$ indicates moderate predictive power for predictors. Lastly, according to the Beta values, satisfaction has the highest impact on attitudinal loyalty ($\beta = 0.307$). The second highest impact comes from perceived value, by $\beta = 0.225$. However, service quality Beta and p values indicate that it's not statistically significant, thus changes in this variable are not associated with attitudinal loyalty ($\beta = 0.126$). As for price fairness, Beta value shows negative impact, yet it's not statistically significant. ($\beta = -0.07$).

Table 13

Coefficients of multiregression analysis for service quality, price fairness, perceived value and satisfaction to attitudinal loyalty

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.96	0.285		6.89	<.001		
SQ0	0.058	0.075	0.126	0.78	0.436	0.087	11.52
PF0	-0.032	0.075	-0.07	-0.43	0.667	0.086	11.662
PV0	0.229	0.063	0.225	3.637	<.001	0.588	1.7
SAT0	0.307	0.061	0.307	5.03	<.001	0.606	1.65

a Dependent Variable: AL0

Source: made by the author, using research data and SPSS data analysis tool

Overall, thorough analysis of 11 hypotheses reveals significant insights into the dynamics of online consumer behavior: The quality of online store services exhibits a positive correlation with consumers' perceived value. Price fairness in online stores demonstrates a positive correlation with consumers' perceived value. Perceived value plays a mediating role both in the relationships between service quality and satisfaction and between price fairness and satisfaction. In addition, satisfaction positively correlates with attitudinal loyalty. Perceived enjoyment positively correlates with trust. Perceived reputation positively correlates with trust. Moreover,

trust positively correlates with commitment, attitudinal loyalty, and emotional loyalty. Multi-regression analysis shows the direct or indirect impact of variables on attitudinal and emotional loyalty. These findings collectively underscore the interconnectedness of service quality, pricing strategies, perceived value, enjoyment, and reputation, as well as customer satisfaction, trust, and attitudinal and emotional loyalty in shaping the complex dynamics of consumer behavior in online cosmetic retail.

Table 14

Hypothesis results

Nr	Hypothesis	Result
H1	A positive correlation exists between the quality of online cosmetic store services and consumers' perceived value.	Accepted
H2	There is a positive correlation between the fairness of prices in online cosmetic stores and consumers' perceived value.	Accepted
H3	Perceived value plays a mediating role between service quality and satisfaction.	Rejected
H4	Perceived value also mediates the relationship between price fairness and satisfaction.	Rejected
H5	Satisfaction and attitudinal loyalty have a significant correlation.	Accepted
H6	There is a positive relation between perceived enjoyment and trust.	Accepted
H7	Perceived reputation positively relates to trust.	Accepted
H8	The higher the trust is, the higher the consumer commitment.	Accepted
H9	Trust has a significant correlation to attitudinal loyalty.	Accepted
H10	Trust positively correlates with emotional loyalty.	Accepted
H11	Commitment significantly relates to emotional loyalty.	Accepted

Source: Created by the author

During the reliability testing of all variables, only one construct set displayed inconsistency, with no other instances of low Cronbach alpha values. Moving on to the research results, several key insights emerged regarding online cosmetics shopping. While demographic profiles varied, females emerged as the dominant gender, revealing a notable gender disparity. The age trend leaned towards individuals aged 20-40, and the majority of online shoppers fell within the income range of 0-2000, constituting 51% of the research participants. The majority of respondents have made online cosmetic purchases in the last six months, emphasizing the prevalence of digital transactions in this domain. Females continue to dominate, showcasing a gendered dimension in cosmetic purchasing. The breakdown of purchasing habits, including preferences for one or multiple online stores. This underlines the diversity in consumer behavior within the cosmetic industry.

Subsequently, Pearson correlation tests were employed to investigate relationships outlined in the hypotheses. For hypotheses positing mediation between certain variables, the process macro by Andrew Hayes was integrated into the SPSS data analysis program. In summary, all except for 2, all hypotheses formulated for this research were accepted.

The correlation tests that were run generally revealed moderate or weak correlations between the variables. However, all results indicated significant correlations.

H1, H2, H5 and H8 had weak yet positive correlations.

1. There is a meaningful association between service quality and perceived value. That means customers are inclined the perceive the worth of the brand as higher when they receive a quality service. This can be the information quality, user-friendliness of the website, order placement ease and the simple shopping experience, according to data collected in this study. Price fairness and perceived value, has a similar association, meaning that the higher the fairness the customer thinks the price is, they find their shopping from a specific retailer worthwhile, compared to other competitive cosmetic brands or retailers.

2. The more satisfied the customers are, their attitudinal loyalty increases. That could possibly lead to repurchasing intentions and their attitudes to become loyal buyers from the vendor. The similar strength in connection could be found in trust and commitment relationships. The more customers trust a retailer that is honest and not opportunistic, the more committed they feel.

On the other hand, H3 and H4 don't show the construct of perceived value as a mediatory between service quality and satisfaction and price fairness and satisfaction respectively. H6, H7, H9, H10 and H11 shows moderate positive correlation. While the numbers don't indicate a strong correlation, there is still a better association than the weaker results observed.

3. Perceived enjoyment and trust have a relationship, which in turn could reflect the consumer's enjoyment corresponding to an increased trust in the specific online cosmetic retailer. The more enjoyable the experience is, the more trustworthy the brand becomes. The elements of enjoyment provide the trust feeling.
4. In the case of the perceived reputation and trust relationship, the results show us that when a cosmetic store has a notable reputation, the customers become aware of the reputation and grow trust toward the retailer accordingly. From the analysis of the literature, it was shown that the perceived risk and trust constructs also have the same direct parallel relationship. Therefore, the perceived risk and perceived reputation relationship could be investigated further to find possible points that could relate to the online cosmetics shopping context.
5. It was already indicated in the past literature that trust is an antecedent of loyalty, however it's observable that it correlates moderately with both attitudinal and emotional loyalty, two distinct types of loyalty that was described in this study. While the strength of the correlation in both cases are similar, attitudinal loyalty correlates trust more than emotional loyalty. That could mean that consumers are inclined to grow trust toward brands based on cognitive factors more such as service quality and price fairness, rather than emotional factors like perceived enjoyment and perceived reputation.

6. Lastly, commitment also moderately relates to emotional loyalty. Meaning that the more committed customers to the brand, they are more inclined to grow emotional loyalty toward it.

In conclusion, all the hypotheses regardless of the strength they demonstrate carries out already set principles within the online marketing landscape.

5. CONCLUSIONS AND RECOMMENDATIONS

To achieve the initially established goals of this work, a theoretical foundation was provided to explore the meaning of loyalty and its manifestation in scientific literature over time. The loyalty concept was elucidated, starting from basic explanations, and a precise definition was formulated. Subsequently, the current study delved into the two dimensions of loyalty that were prominent determinants in this particular research: attitudinal and emotional loyalty. The primary objective of this study was to identify the indirect or direct contributors to cognitive and emotional aspects that influence loyalty. Therefore, the theoretical background was enriched through the examination of eight different variables. Service quality, price fairness, perceived value, and satisfaction were associated with the cognitive aspects of loyalty, addressing rational human thinking. Among these, service quality and price fairness were identified as two indirect variables that have a certain impact on attitudinal loyalty. In the interim, the study utilized perceived value and satisfaction as established influencers of loyalty based on existing literature. Conversely, perceived enjoyment, perceived reputation, trust, and commitment were identified as emotional, drivers, influencing loyalty through human sentiment. Consequently, the latter four variables were connected to emotional loyalty for correlation testing. Specifically, perceived enjoyment and perceived reputation were identified as indirect drivers affecting trust. Subsequently, the relationship between trust and commitment was examined. It is worth noting that one exception to this segmentation was the trust construct, as trust could be linked to both emotional and attitudinal loyalty.

Once the theoretical groundwork was established, the research methodology was developed. The model and hypotheses drew inspiration from previous literature and its orientations. The choice of data collection method followed a similar approach, opting for a

survey conducted on the Qualitrics platform, with the survey open for a duration of 8 days. The determination of the sample size adhered to common consensus formulas. The questionnaire structure was crafted using scales selected from reputable and validated research. Then the data was analyzed and the current study. According to the data, the present study delves into the nuanced dynamics within the online cosmetic retail environment, drawing on established literature to contextualize and interpret its findings.

Aligning with Lai (2004), the current study's investigation establishes a positive correlation between the perceived quality of an online store and the perceived value it provides to consumers. This correlation not only reinforces prior research but also contributes novel insights by exploring unique aspects specific to this study. Similarly, the examination of the relationship between pricing fairness in cosmetic stores and the perceived value resonates with Zietsman et al. (2019) and Cronin et al. (2000) Despite these alignments, mediation analyses diverged from established patterns, challenging prevailing notions. Contrary to existing literature, the study found that perceived value did not mediate the relationship between price fairness and satisfaction as well as service quality and satisfaction. This deviation from established findings underscores the distinctiveness of the study results and contributes to the broader literature by offering alternative perspectives within the online cosmetic context. The current study investigated the correlation between perceived enjoyment and trust, contributing an additional layer to the literature as it aligns with the work of Patel et al. (2020) Moreover, findings of this study affirm the existing understanding of the relationship between perceived reputation and trust, (Kim and Peterson (2017); Casalo et al. (2007) In examining the correlation between commitment and trust, our research aligns with the established literature, as supported by Morgan and Hunt (1994). This alignment not only reinforces prior knowledge but also contextualizes these relationships. Lastly, Chaudry and Holbrook (2021), establishing a fresh understanding of the attitudinal loyalty and trust relationship. Moving beyond established results, the current study introduces a novel perspective by exploring the previously untested link between trust, commitment, and emotional loyalty. This exploration, unprecedented in the literature, unveils a unique interconnectedness within the online cosmetic store context.

In conclusion, this study not only aligns with established literature in several domains but also contributes uniquely by challenging prevailing notions and unveiling unexplored connections. The synthesis of existing knowledge with our novel findings enriches the understanding of consumer dynamics within the online cosmetic retail landscape. Thus, recommendations as follows:

1. Given the correlations observed in this study, it is recommended that online cosmetic stores focus on continually improving service quality and maintaining fair pricing to positively influence consumers' perceived value. Businesses should regularly assess and enhance the customer service experience to ensure satisfaction and consequently the loyalty of customers.
2. Recognizing the mediating role of perceived value in, businesses should prioritize strategies that directly impact perceived value, such as transparent communication about service quality and fair pricing. This can contribute to increased customer satisfaction and further solidify the link between service quality/price fairness and satisfaction.
3. The study suggests that perceived enjoyment, perceived reputation, and trust play crucial roles in shaping consumer loyalty. Thus, businesses can invest in creating positive online shopping experiences, maintaining a reputable image, and fostering trust through transparent practices. These efforts can lead to stronger both emotional and attitudinal loyalty.
4. Considering the potential parallel relationship between perceived risk and perceived reputation, further investigation within the online cosmetics shopping context is recommended. Understanding how perceived risk influences trust can provide valuable insights for risk mitigation strategies and building consumer trust.
5. Businesses should recognize the importance of all direct and indirect factors in building loyalty, which are mentioned in this study. They can develop strategies that balance cognitive and emotional appeals to cater to a diverse range of consumer preferences.
6. Businesses should emphasize building customer commitment. They can develop loyalty programs, personalized experiences, and exclusive offerings to enhance commitment, which, in turn, can foster emotional loyalty. Tailor marketing strategies to evoke emotional connections with the brand.

7. Given that satisfaction, trust, commitment, and perceived value exhibit higher impacts, businesses should prioritize strategies that foster these aspects in their online marketing efforts. This recommendation is supported by the observed correlations with other indirect variables, including perceived enjoyment, perceived reputation, service quality, and price fairness. Strengthening satisfaction, trust, commitment, and perceived value can potentially enhance overall customer experience and positively influence associated factors such as perceived enjoyment, perceived reputation, service quality, and price fairness in the context of online marketing strategies.

In conclusion, this research provides a comprehensive understanding of the complex web of factors influencing online consumer behavior. The interplay between income levels, gender distribution, age demographics, and cosmetic purchasing behavior highlights the need for nuanced marketing strategies. The exploration of relationships across constructs reveals actionable insights for businesses aiming to thrive in the digital marketplace. By implementing the aforementioned recommendations, businesses can not only meet the diverse needs of their customers but also foster lasting relationships that transcend individual transactions. In the ever-evolving landscape of e-commerce, these insights serve as a compass guiding businesses toward success in the realm of online retail.

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ANNEXES

Annex 1

Questionnaire

1. Have you made any cosmetic purchases from an online store in the last 6 months?
    - Yes
    - No

2. Please write the name of an online cosmetic store you make a purchase often: _____
3. Choose one answer option that best describes your behavior when buying cosmetic products in online stores.

- I always buy cosmetic products only from one and the same online store
- I usually buy cosmetic products only from one online store, but there are times when I have to buy from other online stores as well
- I buy cosmetic products from 2-3 online stores
- I buy cosmetic products from 4 or more online stores

4. Please rate your level of agreement with the statements regarding the service quality and how fair are the prices at the online store you usually shop from, where 1 — Strongly disagree, 7 Strongly agree:
   7-point Likert type scale; reference - Y. Kim et al., 2021 & Hride et al., 2022

Block 1

	1	*2*	*3*	*4*	*5*	*6*	*7*
This online cosmetic store is user-friendly.							
Obtaining product information is convenient when using this online cosmetic store.							
Placing orders is hassle-free with this online cosmetic store.							

Continuation of Block 1

The online cosmetic store simplifies and enhances the overall shopping experience.							
Products at this online cosmetic store are very good value for money.							
Products at this online cosmetic store are considered to be a good buy.							
You get what you pay for at this online cosmetic store.							

5. Please rate your level of agreement with the statements about how worthwhile your purchases feel and how satisfied you are with your overall experience at the online store you usually shop from, where 1 — Strongly disagree, 7 Strongly agree:
   7-point Likert type scale; reference - Yang & Peterson, 2004 & *Tri Cuong, 2023*
   Block 2

	1	*2*	*3*	*4*	*5*	*6*	*7*
Compared to alternative online cosmetic stores, this specific store offers attractive product/service costs.							
Compared to alternative online cosmetic stores, this specific store charges me fairly for similar products/services.							
Compared to alternative online cosmetic stores, this specific store provides more free services.							
Comparing what I pay to what I might get from other competitive online cosmetic stores, I think this specific online cosmetic store provided me with good value.							

Continuation of Block 2

Comparing what I pay to what I might get from other competitive online cosmetic stores, I think this one provides me with good value.							
I am happy with the products I bought from this online cosmetic store.							
I made the right choice by buying from this online cosmetic store.							
I have a pleasant experience at this online store.							
If I were to buy again, I would feel satisfied with the shopping on this store.							
Compared to other shopping channels, I am satisfied with online shopping.							

6. Please rate your level of agreement with the statements about how much you enjoy shopping and how you view the reputation of the online store you usually shop from, where 1 — Strongly disagree, 7 — Strongly agree:
   7-point Likert type scale; reference - Teo & Noyes, 2011 & Wei et al., 2022

Block 3

	1	*2*	*3*	*4*	*5*	*6*	*7*
Shopping for cosmetics in this online store is interesting.							
Exploring this online cosmetic store is fun.							
I like shopping for cosmetics from this online store.							
I enjoy it when I have to shop for my cosmetic needs from this online store.							

Continuation of Block 3

The online evaluation of this online cosmetic store is very high.							
People around me have recommended this online cosmetic store to me.							
This online cosmetic store has a good reputation.							
There is a few negative news for this online cosmetic store.							

7. Please rate your level of agreement with the statements about how much you trust and commitment you feel about the online store you usually shop from, where 1 — Strongly disagree, 7 — Strongly agree:
   7-point Likert type scale; reference - C.-M. Chiu et al., 2013 & Dai et al., 2011

Block 4

	1	*2*	*3*	*4*	*5*	*6*	*7*
Based on my experience with this online cosmetic store in the past, I know it is honest.							
Based on my experience with this online cosmetic store in the past, I know it cares about buyers.							
Based on my experience with this online cosmetic store in the past, I know it is not opportunistic.							
Based on my experience with this online cosmetic store in the past, I know it provides good service.							
My relationship with this online cosmetic store is something that I am very committed to.							

Continuation of Block 4

My relationship with this online cosmetic store provider is very important to me.							
My relationship with this online cosmetic store is something I really care about.							
My relationship with this online cosmetic store deserves my maximum effort to maintain.							

8. Please rate your level of agreement with the statements about how consistently positive your attitude is and how emotionally connected you feel towards the online store you usually shop from, where 1 — Strongly disagree, 7 — Strongly agree:
   7-point Likert type scale; reference - Jin et al., 2008 & H.-Y. Kim & Lee, 2010

Block 5

	1	*2*	*3*	*4*	*5*	*6*	*7*
When I need to make a purchase, this online cosmetic store is my first choice.							
I believe this is my favorite online cosmetic store to buy the same kind of product.							
I like shopping at this online cosmetic retailer.							
To me, this online cosmetic store is the best retailer to do business with.							
I try to purchase at this online cosmetic store whenever I need to make a purchase.							
As long as the current service continues, I doubt that I will switch to another online store.							
I seldom consider switching to another online retailer.							
I have grown to like this online store more than other service providers.							

Continuation of Block 5

I like the products and services offered by this online store more than others.							
To me, this online store is the one whose services I enjoy using the most.							
Compared with other online cosmetic stores, I am happy with the services this online store provides.							
I am usually pleased with my purchase decisions from this online store.							

9. Please choose your gender:

- Female
- Male
- Non-binary

10. Please write your age: ___

11. Which one of the following ranges includes your average monthly income after taxes?

- 0-500 EUR
- 500-1000 EUR
- • 1001-2000 EUR
- • 2001-3000 EUR
- • 3001 EUR and more

Annex 2

Mediation analysis of H3

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2
*****************
```

```
          Written by Andrew F. Hayes, Ph.D.
www.afhayes.com
    Documentation available in Hayes (2022).
www.guilford.com/p/hayes3

**************************************************************************
**********
Model  : 4
    Y  : SQ0
    X  : SAT0
    M  : PV0

Sample
Size:  338

**************************************************************************
**********
OUTCOME VARIABLE:
 PV0

Model Summary
          R       R-sq        MSE          F        df1
df2          p
      .6216      .3864      .7532   211.5808     1.0000
336.0000      .0000

Model
             coeff         se          t          p       LLCI
ULCI
constant     1.4577      .2376     6.1347      .0000      .9903
1.9250
```

```
SAT0          .6109      .0420    14.5458      .0000      .5283
.6936

*************************************************************
**********
OUTCOME VARIABLE:
 SQ0

Model Summary
          R       R-sq        MSE          F        df1
df2          p
      .3070      .0942     5.4131    17.4238     2.0000
335.0000      .0000

Model
              coeff         se          t          p       LLCI
ULCI
constant      .8568      .6717     1.2755      .2030     -.4645
2.1781
SAT0          .2880      .1437     2.0033      .0459      .0052
.5707
PV0           .4540      .1463     3.1045      .0021      .1663
.7417

************************** TOTAL EFFECT MODEL
***************************
OUTCOME VARIABLE:
 SQ0

Model Summary
          R       R-sq        MSE          F        df1
df2          p
```

```
      .2611      .0682     5.5522    24.5781     1.0000
336.0000      .0000

Model
              coeff         se          t          p       LLCI
ULCI
constant     1.5186      .6451     2.3540      .0191      .2496
2.7876
SAT0          .5653      .1140     4.9576      .0000      .3410
.7897


************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y
**************

Total effect of X on Y
     Effect         se          t          p       LLCI
ULCI
      .5653      .1140     4.9576      .0000      .3410
.7897

Direct effect of X on Y
     Effect         se          t          p       LLCI
ULCI
      .2880      .1437     2.0033      .0459      .0052
.5707

Indirect effect(s) of X on Y:
        Effect     BootSE   BootLLCI   BootULCI
PV0      .2774      .0867      .1087      .4481

*********************** ANALYSIS NOTES AND ERRORS
```

```
************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence
intervals:
  5000

------ END MATRIX -----
```

Annex 3

Mediation analysis of H4

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.2
*****************

          Written by Andrew F. Hayes, Ph.D.
www.afhayes.com
    Documentation available in Hayes (2022).
www.guilford.com/p/hayes3

**************************************************************************
**********
Model  : 4
    Y  : PF0
    X  : SAT0
    M  : PV0
```

```
Sample
Size:  338

*************************************************************
**********
OUTCOME VARIABLE:
 PV0

Model Summary
          R       R-sq        MSE          F        df1
df2          p
      .6216      .3864      .7532   211.5808     1.0000
336.0000      .0000

Model
              coeff         se          t          p       LLCI
ULCI
constant     1.4577      .2376     6.1347      .0000      .9903
1.9250
SAT0          .6109      .0420    14.5458      .0000      .5283
.6936

*************************************************************
**********
OUTCOME VARIABLE:
 PF0

Model Summary
          R       R-sq        MSE          F        df1
df2          p
      .3244      .1053     5.3372    19.7037     2.0000
335.0000      .0000
```

```
Model
              coeff         se          t          p       LLCI
ULCI
constant      .6737      .6670     1.0101      .3132     -.6383
1.9857
SAT0          .2508      .1427     1.7574      .0798     -.0299
.5316
PV0           .5269      .1452     3.6284      .0003      .2413
.8126

************************** TOTAL EFFECT MODEL
****************************
OUTCOME VARIABLE:
 PF0

Model Summary
          R       R-sq        MSE          F        df1
df2          p
      .2647      .0701     5.5304    25.3255     1.0000
336.0000      .0000

Model
              coeff         se          t          p       LLCI
ULCI
constant     1.4418      .6439     2.2393      .0258      .1753
2.7083
SAT0          .5728      .1138     5.0324      .0000      .3489
.7966


************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y
```

```
**************

Total effect of X on Y
     Effect         se          t          p       LLCI
ULCI
      .5728      .1138     5.0324      .0000      .3489
.7966

Direct effect of X on Y
     Effect         se          t          p       LLCI
ULCI
      .2508      .1427     1.7574      .0798     -.0299
.5316

Indirect effect(s) of X on Y:
        Effect     BootSE   BootLLCI   BootULCI
PV0      .3219      .0833      .1629      .4945

************************ ANALYSIS NOTES AND ERRORS
************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence
intervals:
  5000

------ END MATRIX -----
```

Annex 4

Computing new variable for perceived reputation construct

Descriptives

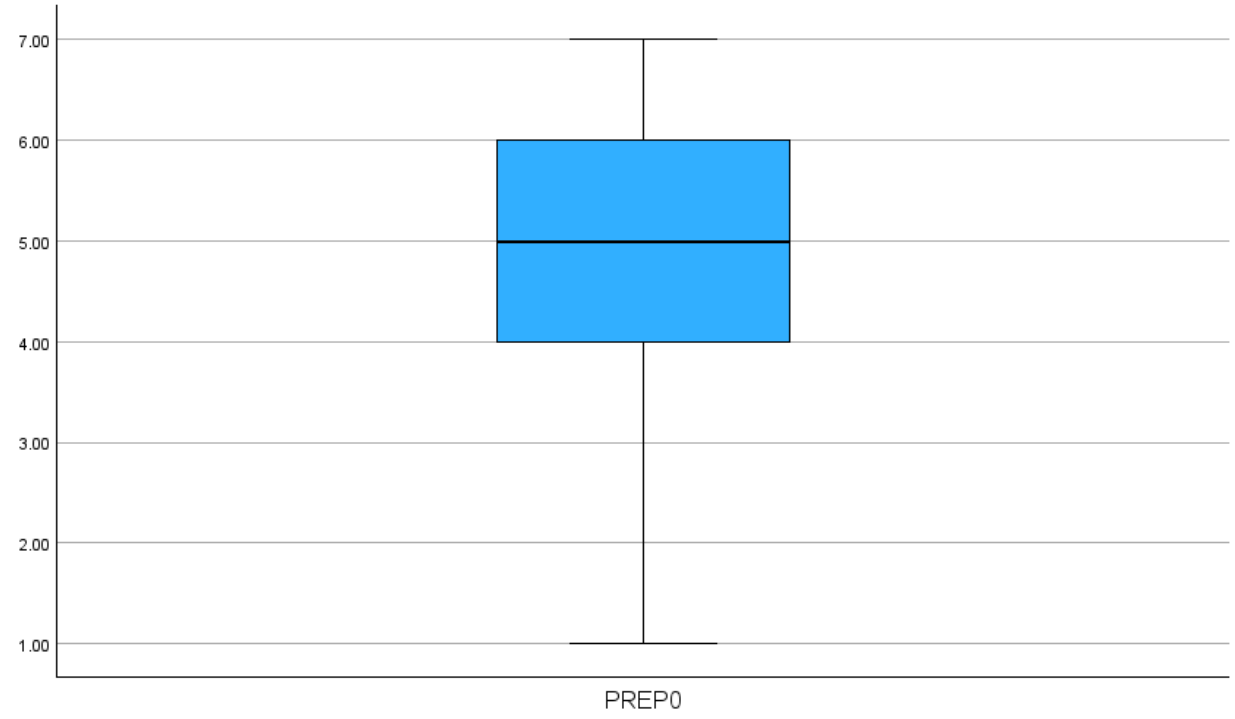
			Statistic	Std. Error
PREP0	Mean		4.9872	.06598
	95% Confidence Interval for Mean	Lower Bound	4.8574	
		Upper Bound	5.1170	
	5% Trimmed Mean		5.0373	
	Median		5.0000	
	Variance		1.471	
	Std. Deviation		1.21298	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		2.00	
	Skewness		-.605	.133
	Kurtosis		.597	.265

PREP0 Stem-and-Leaf Plot

Frequency Stem & Leaf

5.00 1 . 00000
2.00 1 . 66
4.00 2 . 3333
1.00 2 . 6
20.00 3 . 00000000333333333333
23.00 3 . 66666666666666666666666
56.00 4 . 00000000000000000000000000000033333333333333333333333333
33.00 4 . 666666666666666666666666666666666
65.00 5 . 00000000000000000000000000000000033333333333333333333333333333333
42.00 5 . 666666666666666666666666666666666666666666
56.00 6 . 00000000000000000000000000000000033333333333333333333333
10.00 6 . 6666666666
21.00 7 . 000000000000000000000

Stem width: 1.00
Each leaf: 1 case(s)



Annex 5

Multiregression analysis for perceived enjoyment, perceived reputation, commitment and trust to emotional loyalty

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694[a]	.481	.475	.83199

a. Predictors: (Constant), TR0, COM0, PREP0, PENJ0

b. Dependent Variable: EL0

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213.936	4	53.484	77.267	<.001[b]
	Residual	230.502	333	.692		
	Total	444.438	337			

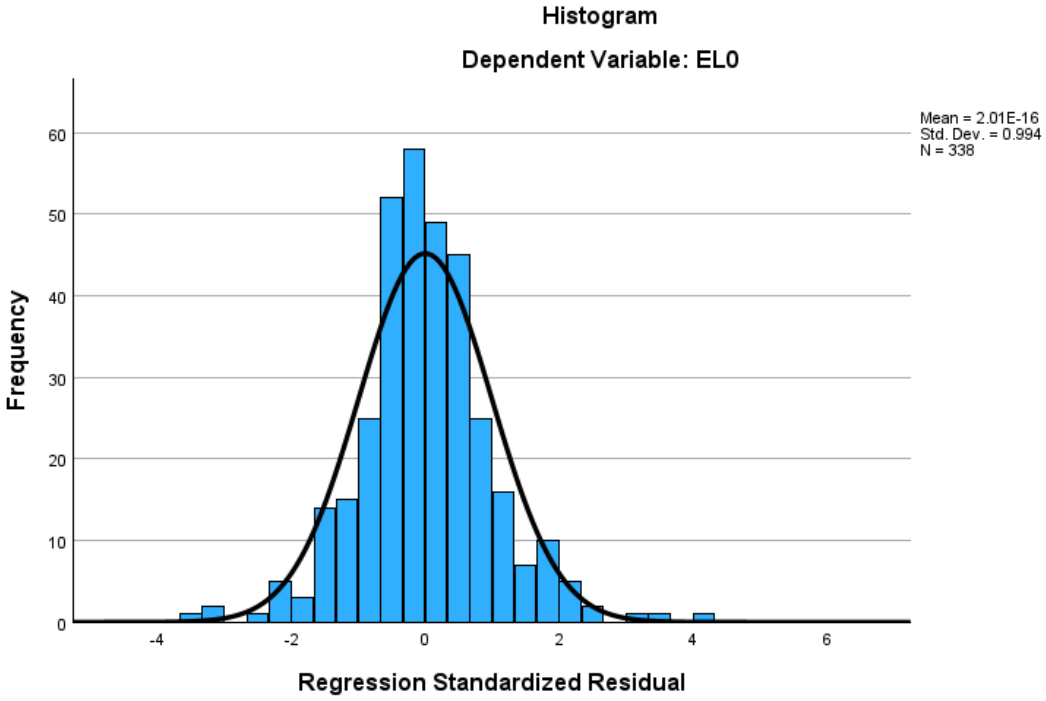
a. Dependent Variable: EL0

b. Predictors: (Constant), TR0, COM0, PREP0, PENJ0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.447	.223		6.481	<.001		
	PENJ0	.173	.047	.198	3.700	<.001	.545	1.835
	PREP0	.138	.051	.146	2.737	.007	.547	1.829
	COM0	.188	.029	.285	6.532	<.001	.815	1.226
	TR0	.262	.049	.271	5.310	<.001	.596	1.678

a. Dependent Variable: EL0



Annex 6

Multiregression analysis for service quality, price fairness, perceived value and satisfaction to attitudinal loyalty

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.500[a]	.250	.241	.98253

a. Predictors: (Constant), SAT0, SQ0, PV0, PF0

b. Dependent Variable: AL0

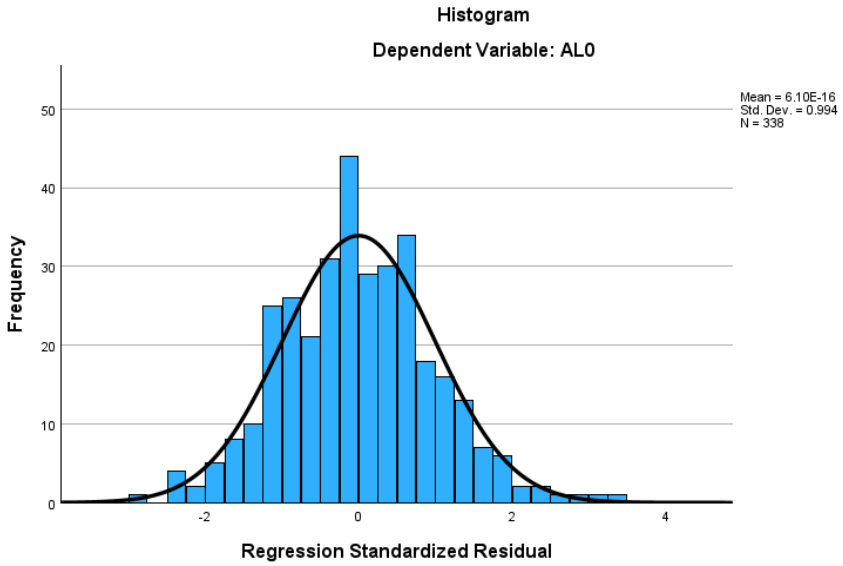
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.010	4	26.752	27.712	<.001[b]
	Residual	321.468	333	.965		
	Total	428.478	337			

a. Dependent Variable: AL0

b. Predictors: (Constant), SAT0, SQ0, PV0, PF0

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.960	.285		6.890	<.001		
	SQ0	.058	.075	.126	.780	.436	.087	11.520
	PF0	-.032	.075	-.070	-.430	.667	.086	11.662
	PV0	.229	.063	.225	3.637	<.001	.588	1.700
	SAT0	.307	.061	.307	5.030	<.001	.606	1.650

a. Dependent Variable: AL0