

THE INFLUENCE OF PRODUCT INFORMATION AVAILABILITY, DISCOUNTS AND CUSTOMER SERVICE ON CONSUMER LOYALTY IN E-COMMERCE PLATFORM

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Abstract

The purpose of this study was to determine the effect of product information availability, discounts and customer service on customer loyalty on e-commerce platforms. The research approach used is an associative approach. The population in this study are consumers who have shopped and have experience using e-commerce platforms. sampling techniques using purposive side. The number of samples was 100 respondents. The results showed that the availability of product information, discounts and customer service simultaneously affect customer loyalty on e-commerce platforms. This is evidenced by the F Test value of 127.426. the coefficient of determination (R Square) value of 0.799 indicates that approximately 79.9% of variations in consumer loyalty on e-commerce platforms can be explained by the independent variables, namely the availability of product information, discounts and customer service.

Keywords: Product Information Availability; Discount; Customer Service; Customer Loyalty

INTRODUCTION

The growth of information technology has driven fundamental changes in consumer behavior, with transactions that were previously conducted conventionally now shifting significantly toward digital systems via e-commerce platforms. This shift not only demonstrates society's dependence on technological advancements but also reflects changes in shopping preferences. The increase in internet users and the ease of access to digital commerce applications are the primary drivers of this transformation. This situation has also led to increasingly competitive competition among digital business, where companies are not only required to provide products but must also be able to create enjoyable and memorable shopping experiences to foster customer engagement and loyalty in the long term.

Positive experiences are a key factor in building customer loyalty. Customer loyalty is one of the most important factors in creating long-term success for a company in the digital age (Hafidz & Muslimah, 2023). In a competitive e-commerce environment, consumers are faced with a wide range of choices, so the decision to return to platform is greatly influenced by the satisfaction they felt during their previous transactions. Platforms that can provide services that meet expectations and offer a satisfying shopping experience tend to have more loyal and sustainable customers (Widjanarko & Saputra, 2023). By offering features such as product information availability, discount and customer service, companies can build strong relationships with their customers.

One important aspect that shapes consumer loyalty is the extent to which e-commerce platforms are able to provide complete, clear and reliable product information. The availability of product information is a crucial aspect of marketing and sales. Accurate and complete product information helps consumers to purchase products on e-commerce platform (Yani & Subandoro, 2022). Consumers are more likely to feel confident and assured about making purchases on an e-commerce platform if the information provided about products such as specifications, prices, product availability, user reviews, product ratings and return policies is presented clearly, accurately

and in an easy to understand manner. When the necessary information is available transparently, the potential for doubt or dissatisfaction can be minimized. This can provide consumers with a sense of security while strengthening their perception of the credibility of the e-commerce platform in question.

In addition to product information availability, discount strategies are also an important factor that can influence purchasing decisions and play a role in shaping consumer loyalty to e-commerce platforms. Many e-commerce platforms often use discount programs as their primary attraction to draw consumer attention, whether through direct price cuts, vouchers, cashback, or seasonal promotions. When consumers feel they are getting more value from each transaction, they are more likely to make repeat purchases, and their loyalty to the platform will increase.

In addition to attractive discounts, customer service quality also plays an important role in building customer loyalty. Customer service is one of the factors that reflects an e-commerce platform's commitment to user satisfaction. When consumers encounter obstacles, such as delivery delays or product return processes, the speed and accuracy of customer service responses become determining factors in building trust. Friendly and professional service can create a positive experience. Conversely, slow or unsatisfactory service risks eroding consumer trust and driving them to switch to other online platforms. Therefore, the success of an e-commerce platform in providing responsive and efficient customer service is highly influential in fostering long-term loyalty.

Although basic features such as product informations, discount and customer service have been widely implemented by various e-commerce platforms, the reality is that consumer loyalty remains a major challenge. Consumer often switch to other platforms due to lack of clear information, unattractive or non transparent discounts and unresponsive customer service. This phenomenon indicates that the presence of these features is insufficient if they are not managed in an integrated manner and focused on providing a comprehensive consumer experience.

This study present a novelty with an integrative approach to three main variables product information availability, discount programs, and customer service which are analyzed simultaneously in shaping consumer loyalty on e-commerce platforms. Unlike previous studies that examined these variables separately, this research highlights their interconnections in the context of post-pandemic consumers' rising expectations for fast and transparent digital services. The objective of this research is to analyze the influence of these three variables on consumer loyalty and identify the most dominant factor. Theoretically, this study enriches the literature in the field of digital marketing, while practically, the results can be utilized by e-commerce industry players to develop more effective marketing and service strategies to build sustainable customer loyalty.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

The Effect of Product Information Availability on Consumer Loyalty in E-Commerce Platforms

Product information is the result of processing various facts that are compiled into structured data so that it can be useful for anyone who needs it as a basis for knowledge in determining a decision to purchase a product (Annisa and Nasution, 2023). This information covers various important aspects such as product specifications, prices, availability of consumer reviews, product ratings, and return policies. When presented clearly, accurately, and in an easy-to-understand manner, this information can help consumers evaluate their options rationally before deciding to purchase a product.

Consumer loyalty is the behavior of consistently purchasing a product or brand over a certain period of time. This loyalty provides various benefits for companies, such as reducing marketing costs, maintaining sustainable relationships with customers, attracting new customers through positive recommendations, and giving companies time and space to face market competition (Hantika et al., 2023). Based on research from Purba *et al* (2024), it is said that product availability has no effect on consumer loyalty. Research from Mahendra and Padamalia (2025) says that product availability affects consumer loyalty.

Based on theory and previous research, the research hypothesis is:

H1: Availability of product information affects consumer loyalty on e-commerce platforms.

The Effect of Discount on Consumer Loyalty in E-Commerce Platforms

According to Tjiptono in (Basalamah & Millaningtyas, 2021) discounts are a form of discount given by the seller to the buyer as a form of appreciation for the buyer's actions which are considered profitable for the seller. According to Kotler in (Awaliyah et al., 2023) discounts reduction in the original price of a product within a certain period of time with the aim of encouraging increased sales. Generally, companies will adjust prices and offer discounts as an incentive for faster payments, large purchases or transactions made outside the season.

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Research from Susilawati *et al* (2022) says that discounts have a positive and significant effect on consumer loyalty for shopee fashion products. Research from Henggrawan *et al* (2020) says that discounts have a positive but insignificant effect on consumer loyalty at P.T. Ramayana Lestari Sentosa TBK.

Based on theory and previous research, the research hypothesis is:

H2: Discount affects consumer loyalty on e-commerce platforms.

The Effect of Consumer Service on Consumer Loyalty in E-Commerce Platforms

According to Hasibulan in Ana (2022) in general customer service is a role played by someone in providing services to customers. In addition to providing optimal service, customer service officers also function as a bridge between the company and the community, or act as public relations. In carrying out their duties, both offline and online, a customer service officer must have a high work ethic and enthusiasm.

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Based on theory and previous research, the research hypothesis is:

H3: Consumer service affects consumer loyalty on e-commerce platforms.

The Effect of Product Information Availability, Discount and Consumer Service on Consumer Loyalty in E-Commerce Platforms

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Based on theory and previous research, the research hypothesis is:

H4: Product information availability discount and consumer service affects consumer loyalty on e-commerce platforms.

RESEARCH METHODS

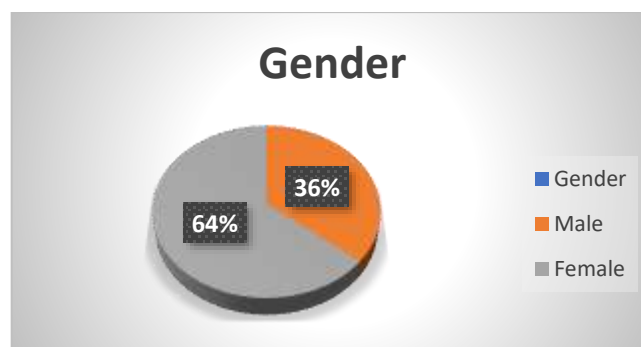
The research approach used in this research is an associative approach. The population in this study are consumers who have shopped and have experience using e-commerce platforms. sampling techniques using purposive side. The number of samples was 100 respondents with the criteria of having shopped and having experience using e-commerce platforms; actively using e-commerce applications for the last 3 months and having purchased products more than once on e-commerce platforms. The data source used is primary data, which comes from the questionnaire distributed. data analysis techniques using quantitative analysis. The application used to process data is SPSS version 24.

RESULTS AND DISCUSSION

RESULTS

Respondent Characteristic Based on Gender

Respondent characteristic based on gender were used to determine the proportion of male and female participation in this study. This information helps provide an initial overview of the demographic distribution of respondents involved in the use of e-commerce platform. The following is a graph:



Based on the data obtained, the majority of respondents in this study were women, namely 64 people (64%), while male respondents numbered 36 people (36%). This shows that e-commerce platform users tend to be determined by women.

Statistic Descriptive

Descriptive statistical analysis was performed to obtain an overview of the research variable data. The results are shown in the following table:

Table 1. Statistic Descriptive
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1	100	8	40	33.46	7.227
X2	100	6	30	24.83	5.396
X3	100	7	35	29.48	6.064
Y	100	4	20	16.95	3.580

Based on the descriptive statistic table, the product information available variable (X1) has an average value of 33.46 with a standard deviation of 7.227, indicating that the majority of respondents gave high ratings but there was significant variation. The discount variable (X2) has an average of 24.83 with a standard deviation of 5.396, indicating that there are quite diverse discounts among respondents. Furthermore, the customer service variable (X3) has an average value of 29.48 with a standard deviation of 6.064, indicating that respondents' shopping experiences on e-commerce platforms are at a medium to high level. Meanwhile, the consumer loyalty variable (Y) has an average of 16.95 with a standard deviation of 3.580, indicating a tendency for respondents to be loyal to the products they purchase on e-commerce platforms.

Partial Test Results (T-Test)

The following are the results of the t-test in this study

Table 2. Partial Test (T-Test)

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	1.312	.832			1.576	.118
Product Information Availability	.228	.055	.461		4.149	.000
Discount	-.159	.073	-.239		-2.184	.031
Customer Service	.405	.052	.686		7.719	.000

a. Dependent Variable: Consumer Loyalty

The t-test was used to analyze the partial effect of each independent variable on consumer loyalty on e-commerce platforms. The results showed that:

Product information availability had a t-value of 4.149 with a significance of 0.000 ($p < 0.05$), indicating a positive and significant effect. This means that the more complete and clear the product information available, the higher the level of consumer loyalty. Discounts shows a t-value of -2.184 with a significance level of 0.031 ($p < 0.05$), indicating a negative and significant effect on loyalty. Discounts that are not managed properly can reduce consumer attachment to the platform. Customer Service has a t-value of 7.719 with significance 0.000 ($p < 0.05$), indicating a positive and significant influence. This means that the better the service provided, the greater the likelihood that consumers will remain loyal to the platform.

Simultaneous Test Results (Test F)

The following are the results of the t-test in this study:

Table 3. Simultaneous Test Results (Test F)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1014.087	3	338.029	127.426	.000 ^b
	Residual	254.663	96	2.653		
	Total	1268.750	99			

a. Dependent Variable: Consumer Loyalty

b. Predictors: (Constant), Customer Service, Discount, Product Information Availability

Based on the results of the F test, the F value is 127.426 with a significance level of 0.000 ($p < 0.05$). This shows that the variables of product information availability, discounts, and customer service together have a significant effect on consumer loyalty on e-commerce platforms. In other words, the regression model used is feasible and can be used to predict the dependent variable based on the independent variables studied.

Determination Coefficient Test Results

The following are the results of the determination coefficients in this study:

Table 4. Determination Coefficient

Model Summary ^b					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.894 ^a	.799	.793		1.629

a. Predictors: (Constant), Customer Service, Discount, Product Information Availability
b. Dependent Variable: Consumer Loyalty

Based on the results of the analysis the coefficient of determination (R Square) of 0.799 indicates that about 79.9% of the variation in customer loyalty can be explained by the independent variables, namely the availability of product information, discounts and customer service together. While the remaining 20.1% is influenced by other factors not included in this research model. The Adjusted R Square value of 0.793 indicates that this regression model is quite good and reliable in predicting the dependent variable.

Discussion

The Effect of Product Information Availability on Consumer Loyalty in E-Commerce Platforms

The t-test results show the availability of product information has a positive and significant effect on consumer loyalty on e-commerce platforms, with a t value of 4.149 and a significance of 0.000 ($p < 0.05$). This indicates that the more complete and clear the product information presented, the higher the level of consumer trust and satisfaction, which in turn encourages their loyalty to continue using the platform for shopping. Many articles have not explained that the availability of product information affects consumer loyalty on e-commerce platforms. But researchers take almost similar researchers that product availability affects consumer loyalty. This is evidenced by research from Mahendra and Padamalia (2025) which says that product availability affects consumer loyalty.

The Effect of Discount on Consumer Loyalty in E-Commerce Platforms

The t-test results show that discounts have a negative significant effect on consumer loyalty on e-commerce platforms, with a t-value of -2.184 and a significance of 0.031 ($p < 0.05$). This finding indicates that inappropriate or excessive discounting strategies can actually reduce consumer loyalty. Consumers may only be attracted to low prices for a moment, but do not form a long-term attachment to the platform, thus negatively impacting loyalty. These results are not in line with research from These results are not in line with research from Susilawati *et al* (2022) which says that discounts affect consumer loyalty. which says that discounts affect consumer loyalty.

The Effect of Consumer Service on Consumer Loyalty in E-Commerce Platforms

The results show that customer service has a positive and significant effect on customer loyalty on e-commerce platforms, with a coefficient of 0.405 and a significance of 0.000 ($p < 0.01$). This means that the better the quality of service provided to consumers-such as fast response, friendly attitude, and effective problem solving-the higher the level of consumer loyalty to the platform. Satisfactory service encourages consumers to keep using the same platform in the long term. There are not many articles or previous studies that discuss the effect of customer service on customer loyalty.

The Effect of Product Information Availability, Discount and Consumer Service on Consumer Loyalty in E-Commerce Platforms

Based on the results of multiple linear regression analysis, it is known that the availability of product information, discounts, and customer service simultaneously have a significant influence on consumer loyalty on e-commerce platforms. This is evidenced by the results of the F test which shows a significance value of 0.000 ($p < 0.05$). Thus, the three independent variables together are able to explain variations or changes that occur in consumer loyalty. This finding confirms that a combination of clear information, appropriate discount strategies, and quality services are important factors in building and maintaining the loyalty of e-commerce platform users.

CONCLUSION

Based on the results of the analysis, it can be concluded that the availability of product information, discount and customer service significantly affects customer loyalty on e-commerce platforms. These three variables have been proven to have an influence both partially and simultaneously as shown by the results of the T-test and F-test. This confirms that clarity of information, pricing strategies and service quality play an important role in shaping customer loyalty in the digital age.

These results have practical implications for e-commerce players to focus more on presenting complete and easy to understand product information, offering targeted discounts and improving the quality of responsive and professional customer service in order to maintain customer satisfaction and loyalty.

However, this study has several limitations, including the use of cross-sectional data that does not represent long-term changes, limited geographical coverage of respondents, and limitations in the variables studied. In addition, the online data collection method has the potential to cause bias in respondents' perceptions.

Given these limitations, it is recommended that future research expand the geographic scope of respondents, include additional variables such as trust, user experience, or perceptions of transaction security, and combine quantitative and qualitative methods to achieve more in-depth and comprehensive results.

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