E-tail Therapy during the COVID-19 Pandemic: The Role of Customer Mood Reinforcement on E-tail Loyalty

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Abstract

Purpose: This research aims to see the effect of perceived value, e-tail quality, and e-tail image have a significant effect on positive mood reinforcement and consumer loyalty of online retail stores.

Design/methodology/approach: This research is an explanatory research, using purposive sampling technique. Two hundred and ninety-five respondents participated in this study and the data were analysed using partial least squares.

Findings: The results show that e-tail quality, e-tail image and e-tail perceived value have a positive and significant effect on increasing consumers' positive mood. Furthermore, e-tail image and e-tail perceived value and positive mood of consumers affect consumer loyalty.

Research limitations/implications: This research contribute to the body of knowledge especially in confirming the antecedents of e-tail loyalty. This study uses a purposive sampling technique, so that the results of this study can only be generalised carefully and to the characteristics of the industry and respondents who are almost the same.

Practical implications: Online store practitioners should ensure that customers have a positive image and perceived positive value of the online store to enhance their positive mood and loyalty at the same time.

Originality/value: This research conducted during the Covid-19 Pandemic to capture the role of online retail store industry in enhancing customer well-being. This research provides a comprehensive model which integrating consumer well-being (positive mood reinforcement) and customer loyalty in a single model.

Paper type: Research paper

Keywords: e-Tail image, e-Tail loyalty, Online retail store, Perceived value. Positive mood reinforcement, Retail therapy

Introduction

The fast growth of information technology, including the growth of the internet and e-commerce, has led to the creation of various business opportunities. The presence of the internet has a very fast influence on its users through communication features, entertainment, social activities, and online shopping services (Garcia et al., 2020). Existing data shows that

retail e-commerce sales have increased continuously to reach 14.6% of total retail shopping in 2020. This also shows that more and more traditional retailers are adopting e-commerce to serve their consumers online (Melis et al., 2015). because today's retail businesses tend to have high intentions to open online stores to complement their physical stores (Chiou et al., 2017). Currently, the retail industry in Indonesia is highly developed, both offline (brick and mortar) and online (e-commerce). In the era of crisis, especially due to the Covid-19 pandemic that emerged in 2019, forcing the online retail industry to grow to meet market needs and as a survival motive for retail companies. With the development of the online retail industry, the competition between online retailers is getting tougher. For this reason, online retailers need to maintain loyal customers. To maintain loyal customers, online retailers need to know the antecedents of e-tail loyalty. Although previous research has found the antecedents of retail loyalty, research that focuses on e-tail loyalty, especially in times of crisis such as during the COVID-19 pandemic, is still need to be explored.

Previous studies on variables forming customer loyalty in retail stores have found that perceived value and service quality are two of the other variables forming consumer loyalty in retail stores. However, in times of crisis like today where some consumers feel more secure and comfortable shopping online, there is a need for a confirmatory study that examines what are the variables that affect consumer loyalty for online retail stores during a crisis (Pandemic Covid-19). Furthermore, previous research has found that shopping can be an alternative to be used as therapy in reducing negative feelings in a person. Due to the limited number of similar studies conducted on online retail stores, this research is expected to provide a conclusion about whether shopping online at retail stores in the crisis-era can also be a retail therapy by increasing positive feelings for consumers.

With the rise of online shopping services, there is a more and more interesting dialogue about the emotional and psychological value of online shopping. Shopping activities that can increase this positive mood will certainly be more and more carried out by consumers when consumers experience certain events. Like the current phenomenon of the Covid-19 pandemic, it has demanded consumers to be able to cope with the ups and downs of mood felt by consumers. The recent increase in consumption of products or services is not only to fulfil physical needs but also emotional needs such as: to relieve stress, unhappiness, loneliness and to improve their feelings to feel better. The application of this concept in the retail context is commonly referred to as "retail therapy" (Lee et al., 2019). Many studies on therapeutic retail have confirmed that therapeutic retail can reduce undesirable emotions (Atalay et al., 2011; Lee et al., 2019; Rick et al., 2014) because more attention is needed on e-shopping quality.

In the context of e-shopping quality, consumers make purchases on their own decisions by only using the information and displays offered by the e-shopping platform. Therefore, when consumers shop at online malls, they only rely on information and the appearance of online shopping malls. Retailers can use digital systems to provide information and offers to customers in the form of targeted promotions (Lwin et al., 2016). When shopping at online malls, consumers rely heavily on visual and display information provided by online shopping centres which can reduce uncertainty (Herhausen et al., 2015). The appearance of online shopping centres according to (Akram et al., 2018) can influence consumer responses such as evaluations, attitudes, and decisions. Academics and practitioners agree that in addition to the information and appearance of online shopping malls, the best quality of service is needed for consumers to create consumer loyalty to the products and services offered (Al-dweeri et al., 2019).

Although e-shopping quality on increasing consumer loyalty in the crisis era has been studied by previous researchers, there are still research gaps that can be investigated. Research gaps identified from the literature are related to Customer Mood Reinforcement of online e-shopping

on consumer e-tail images, increasing consumer loyalty, and providing benefits for retailers. Based on the research gap, the novelty offered is a strategy model for increasing positive mood reinforcement for online retail stores and a strategy model for increasing consumer loyalty in online retail stores. Based on the description of the background raised, in general, analyse the relationship between e-Shopping Quality, Perceived Value, and E-tail Image on Customer Mood Reinforcement and Loyalty variables. The research question that needs to be answered in this research are:

1. How are the interrelationships between e-Shopping Quality, Perceived Value, and E-tail Image on Customer Mood Reinforcement and Loyalty variables?
2. How is the role of e-Shopping Quality, Perceived Value, and E-tail Image on enhancing Customer positive Mood and Customer Loyalty?
3. How is the role of Customer Positive Mood on strengthening customer loyalty?

Literature Review and Hypothesis Development
The Stimulus-Organism-Response Theory
S-O-R theory is the basic concept that can be associated with the model (Jacoby, 2002). As the customer will form a behaviour based on interaction between the stimuli they get and the organism they have. As the customer will form a behaviour based on interaction between the stimuli they get and the organism they have. In this research, there are three stimuli obtained by consumers, namely: e-tail quality, perceived value and e-tail image. These three stimuli will interact with the organism, namely feelings, the internal state of the consumer (in this case the consumer's mood) which will ultimately determine the response that will be given by consumers regarding their loyalty to the online retail store.

Retail Therapy and Positive Mood Reinforcement
Mood regulation has been thought to emerge as a way to create a more stable internal emotion environment (Carver et al., 2003). Naturally, a person tends to assess his feelings and try to increase the feelings that make them comfortable or reduce negative feelings (Larsen et al., 2004). This means that in general most mood-regulating activities are motivated by the goal of improving moods that are not in good condition (Atalay et al., 2011). The recent increase in consumption of products or services is not only to fulfill physical needs but also emotional needs such as: to relieve stress, unhappiness, loneliness and to improve their feelings to feel better. The application of this concept in the retail setting is commonly denoted as "retail therapy" (Lee et al., 2019). In particular, therapeutic retail with shopping activities can reduce stress as it can be easily done in daily life. Many studies have found that negative moods can be reduced by doing shopping as part of pampering activities (Atalay et al., 2011; Rick et al., 2014).

From a psychological standpoint, previous research (Son et al., 2016) stated that one of the effects of retail therapy is that it can strengthen confidence in one's own ability to be able to compensate for perceived psychological deficiencies. Consumers who engage in online shopping will find the desired item, process the information and images, find the suitable size and color, and place the item in their shopping cart. Consumers strengthen their belief in their ability to solve future problems. Furthermore, shopping is also believed to relieve the negative feelings by simply choosing products without actually buying them. It also supports the fact that the therapeutic effects of retail do not always have to be preceded by possession or consumption (Rick et al., 2014). Hence, the fundamental concept of retail therapy noted that stress can be eliminated, even by just browsing the shop, and consumers can expect various psychological improvements through retail therapy (Yurchisin et al., 2006).

E-Service Quality

In recent years, service quality has become one of the most significant research subjects in marketing because it has a real influence on the company's financial performance (Kim et al., 2017; Zahedifard et al., 2014). E-quality refers to the attributes of online communities that provide many benefits to users. Previous research (Gregg et al., 2010; Liu et al., 2017) on service quality has been identified in various dimensions of quality, which comprises of information quality, system quality, service quality, usability, ease of use, aesthetics, and positive emotional appeal. affect the use of user intentions and customer satisfaction. The biggest challenge in the world of online business is providing and maintaining customer satisfaction. One of the keys to success in surviving in a competitive environment is a service-focused strategy. A company must provide an excellent service experience to its customers which will have an impact on the intention to repurchase and be loyal to the company (Gounaris et al., 2010). To get a high level of customer satisfaction, superior service quality is needed, which often leads to favorable behavioral intentions (Rita et al., 2019). Many academics have explored the concept of service quality which has a significant relationship with customer satisfaction, and behavioral intention (Blut et al., 2015).

Perceived Value

Customer perceived value is defined as the variance between the prospective customer's evaluation of all benefits and all perceived costs of the offerings and the substitutes (Kotler & Keller, 2012). The benefits obtained can be in the form of perceived monetary value in terms of economic, functional, and psychological benefits expected by customers from offering goods or services. While the comparison with the costs incurred is in the form of a collection of costs that are perceived by customers and incurred in evaluating, obtaining, using, and spending what is given from the market offering including monetary, energy, time, and psychological costs.

Customer perceived value is based on the difference between the benefits to the customer and the costs incurred for the various options. Businesses can enhance the value of customer offerings by increasing economic, functional, or emotional benefits. Based on some of the definitions above, it can be concluded that the customer's perceived value is a comparison between the value or benefits that will be obtained according to expectations with the costs or sacrifices incurred by the customer in obtaining, using, and spending an item or service. However, perceived value can also be interpreted as an attempt to compare the goods or services of a particular company against competing companies in terms of benefits, quality, and price.

E-tail Image

Seeing the current conditions where consumers are getting smarter in choosing a product or a brand, companies must improve their ability to make their brands easier to be recognised and remembered by the wider community. The wants and needs of consumers are varied and tend to always change, illustrating that consumers will not be easily satisfied with a product. This causes consumers to continue to look for products that can meet their wants and needs according to their expectations. Companies have a role to make the brands that can stick in the minds of consumers easily.

Brand image refers to the memory scheme of a brand (Hawkins et al., 2010). It contains the target market's interpretation of product attributes, benefits, the situation of use, users, and producer/marketer characteristics.. A company can create and build an image in various ways such as giving a good name, the physical appearance of the product, product quality, the ease

of the brand to remember and pronounce, to how to introduce the brand to customers in a unique way so that the memory can be created in the minds of consumers.

From the various understandings above, brand image can be defined as a person's view of a company or brand that is influenced by various aspects so that it is embedded in the minds of consumers.

Consumer Loyalty

Customer loyalty is defined as a customer's deep commitment to consistently repurchase or use a preferred product or service (Kasiri et al., 201; Ram et al., 2016). Customer loyalty represents the relationship between the customer and the brand of their choices. Customer loyalty predicts whether customers will switch to another brand if the brand experiences a change in price or other attributes. Generally, loyal customers will continue to buy a product even though many alternative brands are available. Conversely, consumers who are less loyal will buy products based solely on product quality, price, and convenience and will soon switch to other brands with better quality (Bergel et al., 2019; Kondasani et al., 2015). Thus, loyalty is related to customer preferences, actual purchases, and a strong commitment to repurchase the product in the future, despite marketing efforts by competitors and situations that lead to switching to other brands (Wolter et al., 2017). To increase loyalty, companies must increase the satisfaction of each customer and maintain that level of satisfaction in the long term. To increase satisfaction, companies need to add value that can make them get what they pay for or more than they expect so that they can survive and lead to repeat purchases, recommendations, and an increased proportion of spending. Based on the literature review, the hypotheses are formulated:

H1: E-tail quality has a positive and significant effect on mood reinforcement
H2: Perceived value has a positive and significant effect on mood reinforcement
H3: E-tail image has a positive and significant effect on mood reinforcement
H4: E-tail quality has a positive and significant effect on perceived value
H5: E-tail quality has a positive and significant effect on e-tail image
H6: E-tail image has a positive and significant effect on perceived value
H7: E-tail image has a positive and significant effect on customer loyalty
H8: Mood reinforcement has a positive and significant effect on customer loyalty
H9: E-tail quality has a positive and significant effect on customer loyalty

Research Models
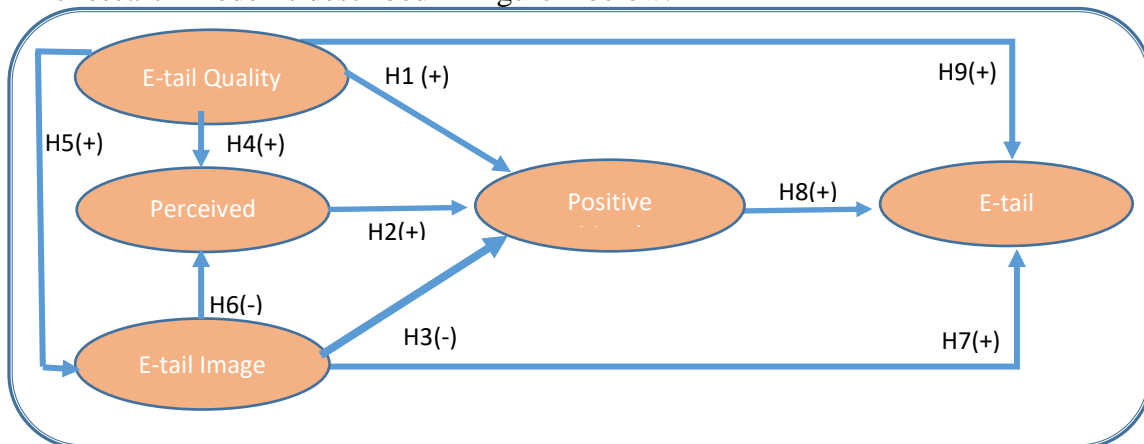
This research model is described in Figure 1 below:

Figure 1: Theoretical Framework

Methods

Research Design

To answer the research objectives, this research uses an exploratory research approach. This approach was chosen because this study examines the causal relationship between variables. According to (Hair et al., 2014) explanatory research is appropriate to use in testing causal relationships. which looks at the relationship between the constructs of e-Shopping Quality, Perceived Value, and E-tail Image on Customer Mood Reinforcement and Loyalty. The results of this causal relationship can be used for the basis for the formulation of appropriate strategies in increasing consumer loyalty.

Population and Sample

This research is conducted in Indonesia, and the sampling approach used is the purposive sampling method. The sampling criteria used are as follows:
1. Users of online retail stores (e-tail) domiciled Indonesia.
2. Have used online retail store services (e-tail) at least 2 times in the last 6 months.
3. Respondents are more than 17 years old

The survey method that was carried out in the research is to use an online questionnaire. The minimum sample size was determined based on Roscoe's suggestion, stating that minimum sample size for non-probability sampling is at least 10 x the highest number of items of variable. As the highest number of items is 8 (belong to the e-service quality variable), thus the minimal sample size is 10 x 8 = 80 respondents. However, to increase the predictive power of model, this research recruited more respondents. The number of respondents recruited in this research are 295 participants. This figure is obtained from the estimation of the adequacy of the sample that meets the minimum sampling rules so that it can be analysed using Structural Equation Modeling, which is between 30-500 samples (Hair et al., 2014). Thus, 295 respondents are considered adequate.

Data Analysis Method

The data in this study was analysed using the Partial Least Squares (PLS) and Correlation analysis were employed to cater the common method bias issue. The VIF values were all below 3, thus there is no common method bias detected.

Three stages of PLS data analysis were carried out in this study. These three stages follow the steps in the PLS analysis suggested by (Sugiyono, 2013). The three stages are:
1. Outer Model Analysis

The outer model is a model that shows a relationship between latent variables and their indicators (Hair et al., 2014). The purpose of the outer model is to test the level of validity and reliability of the research instrument. A valid instrument is a measuring instrument used to measure valid data, then the instrument can be used to measure what is to be measured.

Table 1: Validity and Reliability Test Parameters in the PLS

Testing	Parameter	Rule of Thumb
Convergent Validity Test	Outer loading	More than 0.7
	Average variance extracted	More than 0.5
	Community	More than 0.5
Discriminant Validity Test	Cross loading	expected that each indicator block has a higher loading for each latent variable as measured by indicators for other latent variables
	Cronbach's Alpha	More than 0.6

Reliability Validity Test	Composite Relaibility	More than 0.6

2. Inner Model Analysis

Testing of the inner model or structural model was carried out to show the relationship between the construct, significance value, and R-squared of the research model. The structural model was assessed using R-squared for the dependent construct and t-test as well as the significance of the coefficients of the structural path parameters. Assessing the model with PLS, begins by evaluating the R-squared for each dependent latent variable. The measurement parameters of the inner model in PLS can be explained as follows (Hair et al., 2014).

3. Hypothesis Testing

Hypothesis testing is done to find out whether each hypothesis proposed in this study will be accepted or rejected. Statistical testing was carried out using PLS bootstrapping. The criteria for hypothesis testing will be carried out by looking at the results of statistical tests as follows:
• If the p-value is < 0.05 or 5%, the hypothesis is accepted or significant and vice versa.
• If the value of t-statistic > 1.96 (t-table) then the hypothesis is accepted and supported, and vice versa

Findings

Characteristics of Respondents

Respondents for this study are the customer of online mall that was recruited from both online and offline platform. Table 2 provides information of the respondents' characteristics.

Table 2: Characteristics of Respondents

		Frequency	Percentage
Gender	Male	118	40
	Female	177	59.3
Age	17-25 years old	259	87.9
	26-35 years old	22	7.4
	> 45 years old	14	4.7
Income	< Rp 1.000.000,-	33	11.3
	Rp 1.000.001 - Rp 3.000.000,-	138	46.7
	Rp 3.000.001 - Rp 5.000.000,-	80	27.1
	> Rp 5.000.000	44	14.9
Education	Master Degree	18	6
	Bachelor degree	159	54
	High School	115	39
	< High school	23	1

Outer Model Analysis
Convergent Validity

Convergent Validity analysis is conducted to evaluate the validity of each indicator. The loading factor value must have a value above 0.50 and for reliability, with a composite reliability value, it must be more than 0.70 (Hussein, 2015). The convergent validity is assessed by evaluate the correlation between the component score and the latent variable score or construct score.

The cut off value is 0.5. Thus, if the loading factor value is less than 0.50, the items used must be taken out from the model. The limit of the loading factor value used in this study is 0.70.

The following are the results of the outer loading for each indicator owned by each exogenous and endogenous latent variable.

Table 3: Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
E-Qual	E-QUAL1	0.794	Valid
	E-QUAL2	0.802	Valid
	E-QUAL3	0.707	Valid
	E-QUAL5	0.752	Valid
	E-QUAL6	0.755	Valid
	E-QUAL7	0.718	Valid
	E-QUAL8	0.745	Valid
E-Image	IMAGE1	0.821	Valid
	IMAGE2	0.845	Valid
	IMAGE3	0.762	Valid
	IMAGE4	0.708	Valid
	IMAGE5	0.743	Valid
	IMAGE6	0.826	Valid
	IMAGE7	0.780	Valid
E-Loyalty	LOY1	0.881	Valid
	LOY2	0.892	Valid
	LOY3	0.878	Valid
	LOY4	0.761	Valid
	LOY5	0.851	Valid
	LOY6	0.751	Valid
	LOY7	0.785	Valid
Positive Mood Reinforcement	PMR1	0.868	Valid
	PMR2	0.858	Valid
	PMR3	0.870	Valid
Perceived Value	PV1	0.800	Valid
	PV2	0.834	Valid
	PV3	0.750	Valid
	PV4	0.853	Valid
	PV5	0.793	Valid

Source: Data Processing with Smart PLS, 2021

Table 3 shows the loading factor value (convergent validity) of each indicator. If the loading factor value is greater than 0.70, the items is considered to be valid and ideal. This table shows that of all the loading factor values greater than 0.70. It can be concluded that all indicators in each variable have performed their measuring function correctly and following the measuring instrument used.

Discriminant Validity

Discriminant Validity Test is a stage carried out to find out whether the variables or indicators in the research carried out have unique values and are only related to the variables or indicators themselves and not from variables or indicators beyond what is expected or presented (Hussein, 2015). To be able to see the value of discriminant validity, 2 method can be carried out, namely the cross loading analysis and the results of Fornell Larcker analysis. The Fornell Larcker criterion is carried out to obtain good discriminant validity from a research model. The variable

is considered meet the criteria if the root of the AVE in the construct is higher than the correlation of the construct with other latent variables. Table 4 shows the results of the Fornell larcker criterion.

Tabel 4: Fornell Larcker Criterion

Variabel	Indikator	Fornell-Larcker				
		EQ	EI	EL	PMR	PV
E-Qual	E-QUAL1					
	E-QUAL2					
	E-QUAL3	(0.754)				
	E-QUAL5					
	E-QUAL6					
	E-QUAL7					
	E-QUAL8					
E-Image	IMAGE1					
	IMAGE2					
	IMAGE3	0.572				
	IMAGE4		(0.785)			
	IMAGE5					
	IMAGE6					
	IMAGE7					
E-Loyalty	LOY1					
	LOY2					
	LOY3	0.495		(0.830)		
	LOY4		0.782			
	LOY5					
	LOY6					
	LOY7					
PMR	PMR1					
	PMR2		0.721	0.697	(0.865)	
	PMR3	0.608				
Perceived Value	PV1					
	PV2					
	PV3	0.637	0.725		0.713	(0.807)
	PV4			0.742		
	PV5					

Source: Data Processing with Smart PLS (2021)

Table 4 shows that all the indicators in this study do not have discriminant validity problem, as they have the largest outer loading value for the variables they form compared to other variables.

Model Evaluation
Outer Model Analysis
The outer model is conducted by evaluating the reliability value of the latent variable construct which is measured by using two indicators, namely: composite reliability and Average Variance Extracted. For CR indicator, the cut-off value is 0.70; while the AVE the cut off value is 0.5 (Hussein, 2015).

Table 5: Reliability Test Results

Variable	*Average Variance Extracted* (AVE)	*Composite Reliability* (CR)	Remark
E-Qual	0.568	0.902	Valid
E-Image	0.616	0.918	Valid
E-Loyalty	0.690	0.939	Valid
PMR	0.749	0.900	Valid
Perceived Value	0.651	0.903	Valid

Source: Data Processed with Smart PLS, 2021

The AVE value of all measurements of the model shows that the Composite Reliability value is greater than 0.50, thus the evaluation of the measurement model has good discriminant validity. In addition, a construct reliability test was also carried out and analysed by evaluate the composite reliability value. The construct is declared reliable if the composite reliability value is greater than 0.70. From Table 5 it can be seen that all variables have a composite reliability value greater than 0.70. It can be concluded that all constructs have good reliability and are quite reliable in producing consistent data.

Inner Model Analysis
Inner model analysis was conducted to determine the relationship between variables, significance value and R square of the research model. The R square test is a way to measure the Goodness of fit of a structural model. The value of R square (R^2) is used to assess how much influence the independent variable has on the dependent variable. The structural model is calculated using the resampling bootstrapping method using 500 turns.

Coefficient of Determination R-square (R2)
The coefficient of determination shows the level of strong and weak influence of the dependent variable on the independent variable.

Table 6: Coefficient of Determination Results (R2)

Variable	R^2	Q2
E-tail Image (EI)	0.327	0.484
E-Loyalty (EL)	0.649	0.584
Positive Mood Reinforcement (PMR)	0.594	0.474
Perceived Value (PV)	0.721	0.471
E-tail Quality (EQ)		0.420

$$GoF = \sqrt{R^2 x\ \overline{AVE}} = 0.572 \times 0.654 = 0.611$$

Source: SmartPLS Output Results (2021)

Table 6 shows that the value of The R2 value for the EL variable is 0.649, this value indicates that the EL variable can be explained by EI, PMR, PV and EQ by 64.9%, the remaining percentage is 35.1% which is a contribution from other variables that are not part of the research model.

Predictive Relevance (Q2)
Predictive relevance aims to measure how well the results produced by the model in research are. Based on the blindfolding procedure, we will assess the predictive relevance of the path model. Predictive relevance (Q2) is often called predictive sample reuse to be able to validate

endogenous construct models (Goodness of Fit Model). The value of Q2 predictive relevance on endogenous variables is declared good (fit model) if the value is > from exogenous variables. The meaning of the Q2 predictive relevance value is 0.02. The relevance validity of the predictive fit model is said to be weak; 0.15 the validity of the predictive relevance of the fit model is said to be moderate, and 0.35 indicates that the validity of the predictive relevance of the fit model is said to be strong. The results of the blindfolding procedure will be able to produce a cross-validated redundancy estimation construct. SSE is a sum square prediction error, while the term SSO is a sum squared observation, so the value of Q2 = (1-SSE/SSO) (Setiaman, 2020). Based on table 6, all constructs have shown a Q2 value > from 0.35 and it can be said that the validity of the predictive relevance of the fit model is strong.

Goodness of Fit (GoF)

The goodness of fit index is used to determine the accuracy of a model as a whole, both from the inner model and outer model. The goodness of fit in PLS analysis is done by evaluating the Q-square predictive relevance (Q2). The following is the calculation of the GoF value as follows:

$$\text{GoF} = \sqrt{R^2 x \; \overline{AVE}} = 0.572 \; x \; 0.654 = 0.611$$

According to Tenenheu (2004) the GoF value is 0.1, so it can be said that GoF is small; GoF value 0.25 then it can be said GoF medium; GoF value is 0.38 then it can be said that GoF is large. From the calculation above, it has been shown that the GoF value is greater than 0.38, which is 0.611. Based on the R2, Q2 and GoF testing, it shows that the model in this study is robust. So that hypothesis testing can be done.

Hypothesis Test

Hypothesis testing is carried out to find out the influence of the entire hypothesis that has been proposed in this study, both direct and indirect effects. The criteria for testing the hypothesis can be seen by looking at the results of statistical tests and the p-value. It can be said that the hypothesis is accepted if the p-value is less than 0.05 and the statistical value is greater than the t table, namely 1.96. Statistical testing was carried out using the bootstrapping method as follows:

Table 7: Direct Effect Test Results

	Sample Mean	T Stat	P Values	Remark
H1 : E-tail Quality → Positive Mood Reinforcement	0.246	3.230	0.001	Supported
H2: Perceived Value → Positive Mood Reinforcement	0.235	3.122	0.002	Supported
H3: E-Image → Positive Mood Reinforcement	0.380	4.647	0.000	Supported
H4: E-tail Quality → Perceived Value	0.251	4.387	0.000	Supported
H5: E-tail Quality → E-Image	0.579	7.953	0.000	Supported
H6: E-Image → Perceived Value	0.678	11.423	0.000	Supported
H7: E-Image → E-loyalty	0.587	12.715	0.000	Supported
H8: Positive Mood Reinforcement → E-loyalty	0.276	5.754	0.000	Supported
H9 : E-tail Quality → E-loyalty	-0.007	0.187	0.852	Not Supported

Source: SmartPLS Results (2021)

Discussion and Conclusion

The results of hypothesis testing indicate that positive mood reinforcement, e-tail image, and e-tail perceived quality can increase consumer loyalty. This results strengthen the previous research that has been conducted earlier and found similar results in various industry such as in Banking industry (Purwanto, Deviny and Mutahar, 2020; Garanti & Kissi, 2019), online travel agency idutry (Pham and Nguyen, 2019), and online store (Faraoni et al., 2018). E-tail image is a variable that has a strong influence on loyalty. Therefore, companies must ensure that their brands are perceived positively by consumers. Furthermore, this research reveals that e-tail image also has a significant influence on increasing positive value perceptions by consumers.

Positive mood reinforcement in this study also has an important role in increasing consumer loyalty. This means that the better the consumer's mood when accessing the online store platform, the more likely consumers will be to visit the online store again and recommend the online store's services to others. Thus, online store practitioners must ensure that consumers feel an increased positive mood when transacting or interacting with online stores. Furthermore, online store practitioners must also know the antecedents of positive mood reinforcement. This study found that e-tail image, e-tail perceived value and e-tail quality as antecedents of positive mood perceived by consumers. During the COVID-19 crisis and pandemic, online store practitioners can contribute to improving the well-being of their consumers, one of which is by increasing the positive mood of consumers. For this reason, online stores must provide a quality shopping experience, including by increasing the user friendliness of the online store platform, providing clear and useful information for consumers, and increasing two-way interactions with consumers. In addition, ensuring that customers received high perceived value and perceived positive image of the retail store will also impact customer mood reinforcement.

Theoretical Implications

This research contribute to the body of knowledge especially in confirming the antecedents of e-tail loyalty. This research provides a comprehensive model which integrating consumer well being (positive mood reinforcement) and customer loyalty in a single model.

Practical and Social Implications

This research was conducted in the setting of Covid-19 pandemic and captures the condition of e-tail customer during the crisis situation. By knowing the antecedents of positive mood reinforcement and e-tail loyalty antecedents, online store practitioners can design the user interface and user experience of their platforms. By doing so, they will contribute to the consumer positive well being and enhance the customer loyalty at the same time.

Limitations and Suggestions for Future Research

This study uses a purposive sampling technique, so that the results of this study can only be generalised carefully and to the characteristics of the industry and respondents who are almost the same. Furthermore, this study only examined 4 antecedents of customer loyalty and 3 antecedents of positive mood reinforcement. Further research can add other variables that are thought to have an influence on consumer loyalty to online stores during and after the COVID-19 pandemic. Research on increasing consumer wellbeing is also important to do. Therefore, adding other variables related to wellbeing and retail therapy can be done by further researchers.

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