THE ROLE OF CUSTOMER TRUST AS A MEDIATION ON THE EFFECT OF CORPORATE IMAGES AND PRICE FAIRNESS TO CUSTOMER LOYALTY

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Abstract

The purpose of this study is determine the role of customer trust in mediating the corporate image and the price fairness to customer loyalty mapemall.com. Testing the research hypothesis using Structural Equation Modeling (SEM) analysis techniques using SMARTPLS assistance, using IBM SPSS Statistics 22 to test validity and reliability, and the sample in this study amounted to 85 respondents, taken using pposive sampling technique, with the criteria of respondents namely customers who have been shopping online at Mapemall.com for the past year at least twice, living in the city of Denpasar. The results showed that (1) the corporate image had a positive and significant effect on customer trust, (2) the price fairness has a positive and significant effect on customer trust, (3) the corporate image has a positive and significant effect on customer loyalty, (4) the price fairness and significant to customer loyalty, (5) customer trust has a positive and significant effect on customer loyalty, (6) customer trust can mediate the relationship between corporate image and customer loyalty, and (7) customer trust can mediate the price fairness relationships with customer loyalty.

Keywords: corporate image, price fairness, customer trust, customer loyalty

1. Introduction

Determinants of customer loyalty in online shop are effect by several variables including image and price (Leonnard et al, 2014). Abdel-Salam et al. (2010) define corporate image as a general impression left in the minds of customers as a result of a collection of feelings, ideas, attitudes, and experiences with companies that are stored in memory. The impression is then transformed into a positive or negative image according to the feelings and experiences of customers in the company.

Research by Widiyanto and Toro (2012) states that corporate image has a significant effect on customer trust. The results of the study of Li and Chaipoopirutana (2014) state that corporate image has a significant positive positive effect on customer loyalty. Kim and Lee (2010) state that corporate image is an important role in providing a positive effect in building and maintaining customer loyalty in the market.

In addition to corporate image, customer loyalty can also be effect by the price fairness. Price is one of the most flexible marketing mix elements that can quickly change, after changing certain product characteristics and services (Virvilaite et al., 2009). Price is the amount of money charged on a product, or the amount of value that customers exchange for benefits because they own and use the product, Kotler and Armstrong (2012: 439). Usually an individual will use price as a comparative information intensive to be able to assess a product from existing brands to make a purchase (Dimyati and Subagio, 2016).

A customer in purchasing a product will certainly be effect by several marketing stimuli (Yulihasri, et al., 2011). Products that have reasonable prices that the company provides to its customers are marketing stimuli in increasing the value of their customers, (Ananta Wijaya, 2017). Price fairness as an assessment of a result and process to achieve a reasonable and acceptable outcome (Consuegra et al., 2007). Haghighi et al. (2012) states that the perception of price fairness gives a significant positive effect on customer trust.

The results of this study contradict the results of a study conducted by Doong et al. (2008) which states that price fairness does not have a significant impact on loyalty (loyalty intention). This is supported by the results of the study of Leonnard et al. (2014), which states that prices do not have a significant effect on loyalty. Therefore the pricing decision is very important in determining how far a service is valued by a customer because in the process of forming the business image itself and determining its quality, Hassan et al. (2013).

The existence of differences in results from several previous studies, of course, can enable the role of trust in bridging between the corporate image and the price fairness of a customer's loyalty. As is known, trust

trust is the belief that someone will find what he wants or is expected to generally have someone that words, promises, or statements of others can be trusted (Akbar and Parvez, 2009: 26). This was also supported by previous research which stated that the main determinant of customer loyalty in both online and offline markets was trust and satisfaction (Doong et al, 2008). This is in line with Costa and Chaipoopirutana (2014) research, which states that trust has a significant relationship and a moderating relationship to customer loyalty.

2. Literature Review

Company image is the result of a collection of processes in which consumers compare the various attributes possessed by the company. The attributes in question are for example products, prices, product quality, and service quality. Consumers will make subjective perceptions of the company and all its activities as expressed by Chiu and Hsu (2010). This perception will be different for each person even if faced with the same object. According to Subroto and Rahayu (2014) if companies want to increase customer loyalty, this can be done by increasing the trust and image of the company. Based on research conducted by Leonnard et al. (2014) states that corporate image has a significant positive effect on consumer loyalty.

Ruiz and Rondan (2008) see the fairness of prices influenced by three things, namely: the price of goods in the past, prices offered by competitors, and prices set by the company. Githiri (2018) states that loyal consumers see the addition of relatively low prices as a natural thing, but not that it is inversely proportional to consumers who are not loyal. According to Virvilaite et al. (2009) states that there is a close relationship between fairness of prices and customer loyalty. Asadi et al. (2014) also found the same results where the perceived fairness of prices had a positive relationship both directly and indirectly (through customer satisfaction) to customer loyalty. Fairness of prices means a situation where consumers feel a comparison between the benefits received and the level of satisfaction obtained; and the price offered can be accepted according to the provisions (Marina et al., 2016).

Subroto and Rahayu (2014) state that consumer trust has a significant positive effect on consumer loyalty. Akbar and Parvez (2009: 26) state that trust only exists when one party believes in a cooperative relationship that is reliable and has integrity. Trust is the belief that someone will find what he wants in others, and not what he feared.

Dias et al. (2012) state that if a company already has loyal customers, the company's economic income will be guaranteed by regular cash flows. Product loyalty will form over time. The concentration of formation

and development of loyalty, at first, already exists in products related to services (Shahroudi and Naimi, 2014).
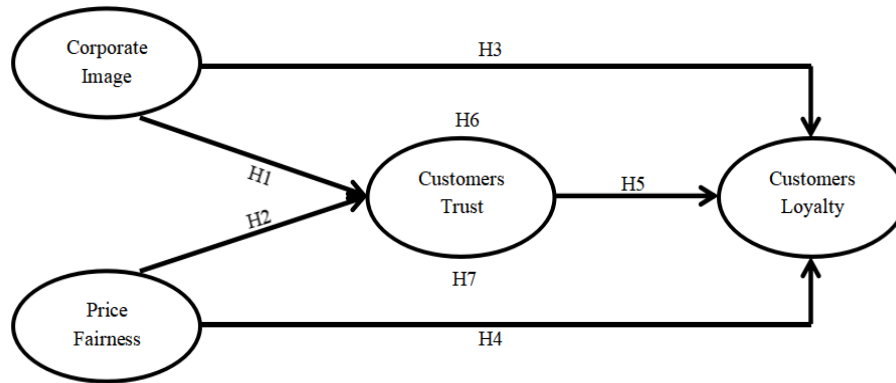

Figure 1. Conceptual Framework

Hypothesis

The Effect of Corporate image on Customer Loyalty

According to Li and Chaipoopirutana (2014) concluded that there is a significant positive relationship between brand image and brand loyalty. The results illustrate that if the customer brand image is positive and high, purchase intention or brand loyalty will be high. According to Leonnard et al. (2014) Image has a significant effect on loyalty. This finding shows that a good image can significantly encourage customers to be loyal. Based on research conducted by Widiyanto and Toro (2012), Costa and Chaipoopirutana (2014), and Subroto and Rahayu (2014) it was stated that corporate image has a significant positive effect on customer loyalty. Kim and Lee (2010) also state that corporate image has an important role in building and maintaining customer loyalty in the market. This description is the basis for developing the proposed hypothesis, namely:

H1: Corporate image has a positive and significant effect on customer loyalty

The Effect of Price Fairness on Customer Loyalty

Virvilaite et al. (2009) states that there is a close relationship between price fairness and customer loyalty. Kurniasih (2012) also found the same results where the perception of price fairness has a positive relationship both directly and indirectly (through customer satisfaction) to customer loyalty. Kaura et al. (2015) in his research found that there is a relationship between price fairness and satisfaction and loyalty to service companies. Nazari et al. (2014) found that price fairness has a direct effect on customer loyalty

without going through price satisfaction and customer satisfaction. The results of this study, namely the price fairness has a positive effect on customer loyalty. This is the basis for developing the proposed hypothesis, namely:

H2: Price fairness has a positive and significant effect on customer loyalty.

The Effect of Corporate image on Customer Trust

According to Widiyanto and Toro (2012) corporate image (corporate image) has a significant effect on trust. According to Nguyen et al. (2013) imagery is considered a source of trust so that, corporate image can be seen as an important publicity tool that tends to strengthen customer trust. Whereas according to Leonnard et al. (2014) Image does not have a significant effect on trust, these findings indicate that a positive image will not have an impact on the escalation of trust. This is the basis for developing the proposed hypothesis, namely:

H3: Corporate image has a positive and significant effect on customer trust

The Effect of Price fairness on Customer Trust

Most customers are usually as positive as prices, but also consider other factors such as brand image, location, service, features and product quality. In addition, customer perceptions of brand selection among competing alternatives are often effect by a price, Khandelwal and Bajpai (2012). A reasonable price will give trust to customers to shop. Haghighi et al. (2012) states that price fairness has a significant positive effect on customer trust. This is contrary to Anuwichanont et al. (2009) which states that price behavior has absolutely no effect on satisfaction and trust, while monetary prices have an effect only solely on satisfaction. According to Leonnard et al. (2014) prices do not have a significant effect on trust, these results indicate that costs do not always effect trust. This description is the basis for developing the proposed hypothesis, namely:

H4: Price fairness has a positive and significant effect on customer trust.

The Effect of Customer Trust on Customer Loyalty

Anuwichanont et al. (2009), Doong et al. (2010), Nguyen et al. (2013), Costa and Chaipoopirutana (2014), and Subroto and Rahayu (2014) state that customer trust has a significant positive effect on customer loyalty. Li and Chaipoopirutana (2014) concluded that there was a low positive relationship between brand trust and brand loyalty. Teenagers may trust some brands, but not for a long time. If the company makes a few small mistakes, even young people can feel uncomfortable with the brand, and they will easily switch

to other brands. Contrary to research conducted by Haghighi et al. (2012), Widiyanto and Toro (2012), and Leonnard et al. (2014) which states that trust does not have a significant effect on customer loyalty. This description is the basis for developing the proposed hypothesis, namely:

H5: Customer trust has a positive and significant effect on customer loyalty.

The Role of Customer Trust as a Mediation Variable Corporate Image between Customer Loyalty

Vuuren et al. (2012) stated that image is one of the elements that enables the building of a trust relationship, where sincere trust can lead to customer loyalty. In line with Vuuren, research conducted by nurfarida and Dianawati (2016) in Toyota car companies got the results that the company's image was able to build a trust and trust as a mediating factor that was able to create customer loyalty with the company's image. Nguyen (2013) also stated that trust plays a role in creating customers, where turst has a mediating role in corporate image to increase customer loyalty. This description is the basis for developing the proposed hypothesis, namely:

H6: Customer trust mediates the relationship between corporate image and customer loyalty.

The Role of Customer Trust as a Mediation Variable Price Fairness between Customer Loyalty

A price that is formed is high where this means that the fairness of high prices will make a high value on the product, so it will form a picture of product quality and the creation of high trust and further increase in loyalty (Fata, 2015). It can be concluded that with satisfaction and trust in prices, tourists will become loyal tourists in using Booking.com services (Wulandari et al., 2016). This description is the basis for developing the proposed hypothesis, namely:

H7: Customer trust mediates the price fairness to customer loyalty.

3. Methods

The instrument used to collect data is a questionnaire consisting of a set of statements to measure the variables that have been determined. The population in this study is customers who in the past year have been shopping online at Mapemall.com at least twice, who live in the area of Denpasar City, whose numbers cannot be calculated definitively (infinite). The analysis tool used in this study is Structural Equation Modeling-Partial Least Square (SEM-PLS), so the minimum sample size recommended is from 30 to 100 samples (Ghozali, 2012). In Ferdinand (2011: 173), it is stated that SEM analysis requires a sample of at least 5 times the number of parameter variables (indicators) to be analyzed. In this study, the total

number of indicators to be analyzed is 17 indicators, thus the minimum number of samples to be examined is as many as 17 indicators multiplied by 5 which are as many as 85 samples.

4. Results

This study uses dominant customers, female than male, namely 52 people or 61.2%. If based on age, customers aged 25-30 years are the most among the others, namely 45 people or 53.0%. In this study respondents when viewed in terms of recent education, the customers with the latest S1 education were the most dominant among the others, namely 55 people or 64.7%. Based on Table 5.1, it can be seen that the most dominant customer profession is as many as 59 employees or 69.4%. From the average expenditure / month, the dominant customer with an average expenditure of Rp. 3,000,000 - Rp. 5,000,000 as many as 37 people or 43.5%.

Validity Testing Result

Table 1. Validity Testing Result

Variabel	Indikator	Koefisien Korelasi	Korelasi Batas	Keterangan
	$X_{1.1}$	0,712	0,361	Valid
	$X_{1.2}$	0,788	0,361	Valid
Corporate Imae (X_1)	$X_{1.3}$	0,788	0,361	Valid
	$X_{1.4}$	0,670	0,361	Valid
	$X_{1.5}$	0,717	0,361	Valid
	$X_{2.1}$	0,733	0,361	Valid
Price Fairness (X_2)	$X_{2.2}$	0,730	0,361	Valid
	$X_{2.3}$	0,747	0,361	Valid
	$X_{2.4}$	0,721	0,361	Valid
	$Y_{1.1}$	0,748	0,361	Valid
	$Y_{1.2}$	0,729	0,361	Valid
Customer Trust (Y_1)	$Y_{1.3}$	0,782	0,361	Valid
	$Y_{1.4}$	0,722	0,361	Valid
	$Y_{1.5}$	0,765	0,361	Valid
	$Y_{2.1}$	0,725	0,361	Valid
Customer Loyalty (Y_2)	$Y_{2.2}$	0,766	0,361	Valid
	$Y_{2.3}$	0,783	0,361	Valid

All research instruments used to measure corporate image variables, price fairness, customer trust and customer loyalty have a correlation coefficient value with a total score of all statement items greater than 0.361. This shows that the items in the research instrument are valid and appropriate to be used as research instruments.

Reliability Testing Result

Table 2. Reliability Test

No.	Variabel	*Cronbach's Alpha*	Keterangan
1	Corporate Image (X_1)	0,785	Reliabel
2	Price Fairness (X_2)	0,709	Reliabel
3	Customer Trust (Y_1)	0,803	Reliabel
4	Customer Loyalty (Y_2)	0,625	Reliabel

Primary Data, 2019

All research instruments have a Cronbach's Alpha coefficient of more than 0.6. So it can be stated that all variables have met the requirements of reliability or reliability so that they can be used to conduct research.

R-Square

Table 3. R-square Testing Result

	R Square	R Square Adjusted
Customer Trust (Y1)	0.716	0.709
Customer Loyal (Y2)	0.683	0.671

Primary Data, 2018

Based on the table above, the R-square value is obtained for the corporate image variable and the price fairness towards customer loyalty is 0.683 which indicates that it has a large effect of 0.683 x 100% = 68.3%. The R-square value for the corporate image variable and the price fairness against customer trust is 0.716 which indicates that it has a large effect of 0.716 x 100% = 71.6%.

Q-Square

Inner model testing is done by looking at the Q-square value which is a test of the model's goodness of fit. If the Q-square value is greater than 0 (zero), it shows that the model has a predictive relance value, while the Q-square value less than 0 (zero) shows that the model lacks predictive relevance. However, if the calculation results show a Q-square value of more than 0 (zero), then the feasible model is said to have a relevant predictive value. The Q-square calculation can be seen as follows:

Q2 = 1 – [(1-R12) (1- R22)]
Q2 = 1 – [(1-0,716) (1-0,683)]
Q2 = 1 – [(0,284) (1-0,317)]
Q2 = 1 – (0,090)
Q2 = 0,909

Based on the above calculations, obtained a Q-square value of 0.909 more than 0, so it can be concluded that the model has predictive value relevance or a decent model is said to have relevant predictive value.

Direct Effect

Table3. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Corporate Image (X1) ->Customer Trust (Y1)	0.528	0.529	0.124	4.265	**0.000**
Corporate Image (X1) ->Customer Loyalty (Y2)	0.511	0.511	0.108	4.716	**0.000**
Customer Trust (Y1) ->Customer Loyalty (Y2)	0.362	0.360	0.105	3.459	**0.001**
Price Fairness (X2) ->Customer Trust (Y1)	0.385	0.385	0.138	2.793	**0.005**
Price Fairness (X2) ->Customer Loyalty (Y2)	0.683	0.682	0.076	9.028	**0.000**

Primary Data, 2018

H1: corporate image has a positive and significant effect on customer loyalty

Testing the hypothesis with the PLS approach produces path coefficients a direct effect of corporate image on customer loyalty with the Original Sample value of 0.511 and P-Values of 0,000. Original Value Samples show a positive correlation between corporate image and customer loyalty. The P-Values value of 0,000 is less than 0.05 (0,000 <0,05) indicating that the corporate image has a significant effect on customer loyalty. Thus the results of statistical data analysis show that the corporate image has a positive and significant effect on customer loyalty. The results of this study are in accordance with the results of previous studies by Li and Chaipoopirutana (2014), concluding that there is a significant positive relationship between brand image and brand loyalty. The results illustrate that if the customer brand image is positive and high, purchase intention or brand loyalty will be high. The results of this study are also in accordance with the results of the study of Leonnard et al. (2014) which states that the image has a significant effect on loyalty. This finding shows that a good image can significantly encourage customers to be loyal. These results are also in line with the research conducted by Widiyanto and Toro (2012), Costa and Chaipoopirutana (2014), and Subroto and Rahayu (2014) which state that corporate image has a significant positive effect on customer loyalty. Kim and Lee (2010) also state that corporate image has an important role in building and maintaining customer loyalty in the market.

H2: price fairness has a positive and significant effect on customer loyalty

Testing the hypothesis with the PLS approach produces a path coefficient of the direct effect of price fairness on customer loyalty with an Original Sample value of 0.683 and P-Values of 0,000. The Original Sample value shows a positive correlation between price fairness and customer loyalty. The P-Values value is 0,000 which is less than 0.05 (0,000 <0,05) indicating the price fairness has a significant effect on customer loyalty. Thus the results of statistical data analysis indicate that the price fairness has a positive and significant effect on customer loyalty. The results of this study are consistent with the results of previous studies by Virvilaite et al. (2009) states that there is a close relationship between price fairness and customer loyalty. Kurniasih (2012) also found the same results where the perception of price fairness has a positive relationship both directly and indirectly (through customer satisfaction) to customer loyalty. The results of this study are also in accordance with Kaura et al. (2015), who in his research found that there was a relationship between price fairness and satisfaction and loyalty to service companies. And the results of this study are also in line with the results of research by Nazari et al. (2014), who found that price fairness has a direct effect on customer loyalty without going through price satisfaction and customer satisfaction. The results of this study, namely the price fairness has a positive effect on customer loyalty.

H3: corporate image has a positive and significant effect on customer trust

Testing the hypothesis with the PLS approach produces path coefficients a direct effect of corporate image on customer trust with an Original Sample value of 0.528 and P-Values of 0,000. Original Value Samples show a positive correlation between corporate image and customer trust. The P-Values value is 0,000 which is less than 0.05 (0,000 <0,05) indicating that the corporate image has a significant effect on customer trust. Thus the results of statistical data analysis show that the corporate image has a positive and significant effect on customer trust. The results of this study in accordance with the results of previous studies by Widiyanto and Toro (2012) corporate image (corporate image) have a significant effect on trust. These results are also in accordance with Nguyen et al. (2013), image is considered as a source of trust so that, corporate image can be seen as an important publicity tool that tends to strengthen customer trust. The results of this study contradict Leonnard et al. (2014) which states that the image does not have a significant effect on trust, these findings indicate that a positive image will not have an impact on the escalation of trust.

H4: price fairness has a positive and significant effect on customer trust

Testing the hypothesis with the PLS approach produces path coefficients the direct effect of price fairness on customer trust with the Original Sample value of 0.385 and P-Valuesof 0.005. Original Sample value shows a positive correlation between price fairness and customer trust. P-Values of 0.005 which is less than 0.05 (0.005 <0.05) shows the price fairness has a significant effect on customer trust. Thus the results of statistical analysis show that price fairness has a positive and significant effect on customer trust. The results of this study are in accordance with the results of previous studies by Haghighi et al. (2012), which states that price fairness has a significant positive effect on customer trust. This is contrary to Anuwichanont et al. (2009) which states that price behavior has absolutely no effect on satisfaction and trust, while monetary prices have an effect only solely on satisfaction. According to Leonnard et al. (2014) prices do not have a significant effect on trust, these results indicate that costs do not always effect trust.

H5: customer trust has a positive and significant effect on customer loyalty

Testing the hypothesis with the PLS approach produces path coefficients a direct effect on customer trust in customer loyalty with an Original Sample value of 0.362 and P-Values of 0.001. Original Sample Value shows a positive correlation between customer trust and customer loyalty. P-Values, value of 0.001 which is less than 0.05 (0.001 <0.05) indicates that customer trust has a significant effect on customer loyalty. Thus the results of data analysis statistically show that customer trust has a positive and significant effect on customer loyalty. The results of this study are in accordance with the results of previous studies by Anuwichanont et al. (2009), Doong et al. (2010), Nguyen et al. (2013), Costa and Chaipoopirutana (2014), and Subroto and Rahayu (2014) which state that customer trust has a significant positive effect on customer loyalty. Li and Chaipoopirutana (2014) concluded that there was a low positive relationship between brand trust and brand loyalty. Teenagers may trust some brands, but not for a long time. If the company makes a few small mistakes, even young people can feel uncomfortable with the brand, and they will easily switch to other brands. The results of this study contradict the research conducted by Haghighi et al. (2012), Widiyanto and Toro (2012), and Leonnard et al. (2014) which states that trust does not have a significant effect on customer loyalty.

Indirect Effect

Tabel 3. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Corporate Image (X1) ->Customer Trust (Y1) ->Customer Loyalty (Y2)	0.191	0.191	0.075	2.558	**0.011**
Price Fairness (X2) ->Customer Trust (Y1) ->Customer Loyalty (Y2)	0.139	0.139	0.063	2.202	**0.028**

Primary Data, 2018

H6: customer trust mediates the corporate image relationship to customer loyalty

The value of the p-value of the corporate image variable on customer loyalty through customer trust is 0.011. Because the p-value is less than 0.05 (0.011 <0.05) with an original sample value of positive 0.191, it can be concluded that customer trust is able to mediate positively and significantly the effect of corporate image on customer loyalty.

The mediating role test of customer trust in the effect of corporate image on customer loyalty can also be done by examining the coefficient of direct effect of exogenous variables on endogenous variables in the model involving mediating variables. The results of the mediation test have shown that according to the criteria for the effect of exogenous variables on mediating variables (corporate image on customer trust) that is (0,000 <0,05) is significant, the effect of mediating variables on endogenous variables (customer trust in customer loyalty) is (0.001 <0.05) is significant, the direct effect of exogenous variables on endogenous variables (corporate image on customer loyalty) on the model involving mediating variables (0,000 <0,05) is significant, it can be said to be partial mediation. Thus, trust as a partial mediation between the effect of corporate image on customer loyalty.

Based on the description, then hypothesis 6 which states that customer trust mediates the relationship of corporate image to customer loyalty is accepted.

H7: customer trust mediates the price fairness relationship to customer loyalty

The value of the p-value price fairness variable towards customer loyalty through customer trust is 0.028. Because the p-value is less than 0.05 (0.028 <0.05) with an original sample value of positive 0.139, it can be concluded that customer trust is able to positively mediate and significantly effect the price fairness on customer loyalty.

The test of the mediating role of customer trust in the effect of price fairness on customer loyalty can also be done by examining the coefficient of direct effect of exogenous variables on endogenous variables in the model involving mediating variables. The results of the mediation test have shown that according to the criteria of the effect of exogenous variables on the mediating variable (price fairness on customer trust) that is (0.005 <0.05) is significant, the effect of mediating variables on endogenous variables (customer trust in customer loyalty) is (0.001 <0.05) is significant, the direct effect of exogenous variables on endogenous variables (price fairness on customer loyalty) in the model involving mediating variables (0,000 <0,05) is significant, it can be said to be partial mediation. Thus, trust as a partial mediation between the effect of price fairness on customer loyalty.

Based on the description, hypothesis 7 which states that customer trust mediates the price fairness relationship to customer loyalty is accepted.

5. Conclusion

The corporate image has a positive and significant effect on the trust of Mapemall.com customers. This means that if the corporate image increases, then the trust of Mapemall.com customers will increase as well. Price fairness has a positive and significant effect on customer trust in Mapemall.com. This means that if the price fairness increases, the trust of Mapemall.com customers will increase as well. Corporate image has a positive and significant effect on customer loyalty at Mapemall.com. This means that if the corporate image increases, then the loyalty of Mapemall.com customers increases as well. Price fairness has a positive and significant effect on customer loyalty in Mapemall.com. This means that if the price fairness increases, then the loyalty of Mapemall.com customers will increase as well. Customer trust has a positive and significant effect on customer loyalty at Mapemall.com. This means that if customer trust increases, Mapemall.com customer loyalty increases. Customer Trust is able to mediate the effect of corporate image on customer loyalty in Mapemall.com. This means that the trust of Mapemall.com customers can strengthen the effect of corporate image on Mapemall.com customer loyalty. Customer trust is able to mediate the effect of price fairness on customer loyalty in Mapemall.com. This means that the fairness of Mapemall.com price can strengthen the effect of price fairness on customer loyalty mapemall.com.

Based on the results of the study, it shows that the corporate image variable has the highest effect on customer trust, compared to the price fairness variable. Thus, it is suggested to the management to pay more attention to the company's image. This is because customers make the corporate image the main measure of trust in an online store. In this case, the indicator of the corporate image that needs to be improved is the indicator "Mapemall.com has a good track record", where the indicator shows the lowest number of respondents' answers which means that the reputation of Mapemall.com should be improved again.

Based on the results of the study, it shows that the price fairness variable has the highest effect on customer loyalty, compared to corporate image variables and customer trust. Thus it is recommended that the management pay more attention to the price fairness of the products offered by the company. This is because customers make the price fairness the main measure of loyalty to an online store. In this case, the indicator of the fairness of the price that needs to be improved is the indicator "prices of products at Mapemall.com compete with similar products in other online shops", where the indicator shows the lowest number of respondents' answers which means that the price of Mapemall.com must be more competitive with the prices of similar products in other online shops.

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