

Strength of Reference Groups to Moderate Online Repurchase Intention on Generation X

by Dwi Puspita

Submission date: 25-Oct-2023 09:46PM (UTC+0700)

Submission ID: 2206900798

File name: 563-1063-2-PB.pdf (265.89K)

Word count: 4057

Character count: 22531



2

International Journal of Applied Business & International Management,
Vol. 4 No. 2 (2019)

International Journal of Applied Business & International
Management

P-ISSN: 2614-7432 ; E-ISSN: 2621-2862

Website: www.ejournal.aibpm.or.id/IJABIM

Research paper, Short communication, and Review



Strength of Reference Groups to Moderate Online Repurchase Intention on Generation X

Ni Putu Cempaka Dharmadewi Atmaja¹, Ni Made Dwi Puspitawati²
Mahasaraswati Denpasar University, Bali, Indonesia
email: cempakaharry@gmail.com

ABSTRACT

The purpose of this study was to determine the role of the strength of the reference group in moderating the effect of e-commerce service quality and customer satisfaction on online repurchase intentions. The selected respondents were adolescents aged 17-24 years who were generation X. The study used primary data obtained from the results of questionnaires to 100 students who were located in public universities in the city of Denpasar, Bali, Indonesia. Determination of the sample using purposive sampling. The data analysis technique used is by using this method of primary data collection using a questionnaire. Simple linear regression analysis and moderated regression analysis using the Statistical Product and Service Solution (SPSS) program. The results show that the quality of e-commerce services and customer satisfaction has a positive and significant effect on online repurchase intention. the strength of the reference group can strengthen the relationship between the quality of e-commerce services and the intention to repurchase. But the reference group cannot strengthen the relationship between customer satisfaction and the intention to repurchase. The implication in this study is that retailers must pay attention to the quality of e-commerce services so that they can provide convenience, comfort and security in shopping, giving rise to a strong intention to repurchase customers.

Keywords: e-commerce, e-servqual, customer satisfaction, strength of the reference group, intention to repurchase.

INTRODUCTION

Competition between e-commerce businesses requires them to improve the quality of e-commerce services to maintain customer satisfaction and loyalty. The quality of e-commerce services is important to be able to provide information and interest to customers making purchases and repurchases because of good experience. Various good experiences regarding e-commerce services are the basic elements in determining repurchase intentions (Razak, et al. 2016). Good quality e-commerce services will generate satisfaction for its customers and can ultimately increase repurchase (Phoung and Trang, 2018; Shi et al, 2018; Salem et al, 2017). Elbeltagi and Gomma (2014) state that overall customer satisfaction is closely related to behavioral intention to buy at the same provider. Curtis et al. (2011) explained that satisfaction has a strong positive relationship with the desire to repurchase.

Consumer behavior in making purchases is strongly influenced by reference groups (Chaudhary, 2018). Reference groups consisting of family, friends or colleagues are very instrumental in giving advice and input to someone in making a purchasing decision. Bearded and Michael (2001) states that the reference group is used as a comparison standard for self-assessment and self-concept so as to be able to bring up decisions in the purchase of a product. Groups that can influence consumers include friends, family, friendship groups, shopping groups, work groups, virtual groups or communities and celebrities (Mantasari, 2013). The power of trust from the reference group will be a consideration for someone to take a purchase action. The trust of the reference group will be able to strengthen the relationship of one's satisfaction to make a repurchase of the product or service online.

Internet users in Indonesia have experienced an increase in 2017 which has reached 143,26 million people, equivalent to 54,68 percent of Indonesia's population. This number shows an increase of 10.56 million people from the results of the survey in 2016. Central of Statistics Census Data



Copyright © 2019 Authors. This is an open access article distributed under the [Creative Commons Attribution License](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Indonesia stated that the e-commerce industry in Indonesia in the last 10 years had increased by 17 percent with the total number of e-commerce businesses reaching 26.2 million units. However, 80 percent of consumer behavior in Indonesia still uses online store sites to view desired product reviews before buying offline so that only 8 percent of the population of internet users do online shopping. The millennial generation, known as generation X, is the generation that dominates internet usage today so that it can be used as a target consumer in e-commerce business. Based on the above phenomenon, researchers are interested in further investigating the role of reference groups in influencing online repurchase intentions in generation x.

LITERATURE REVIEW

Online Repurchase Intention

This study revealed the intention to repurchase online so that the theory underlying this research is Theory of Planned Behavior (TPB). TPB is a theory that expresses the intention of individuals to carry out behavior (George, 2004). This theory has been used in several empirical studies in the diversity of social behavior (Jain et al. 2017). The intention to repurchase can be interpreted as someone's interest in making another purchase in a particular company based on previous experience (Hellier et al., 2003). Repurchase intention is a very important behavior in making real purchases in the future. The intention of online repurchase is the possibility that the customer has to behave in subsequent purchases (Seiders et al., 2005). This causes consumers who shop online to repurchase online sites through previous purchase experience. There are several indicators in measuring online repurchase intention according to Yaras et al. (2017) and Wani et al. (2016) namely: likely to purchase products online again, likely to recommend online shopping to my friends, likely to make another online purchase, Plan to Buy product online again.

Service quality of e-commerce

Services are becoming increasingly important and potentially easier to provide products online than real products, it is very useful to have a measurement tool that is able to assess the quality of services in a tangible and intangible manner. E-Commerce refers to conducting business transactions using internet services (Mihanty et al. 2007), and the website acts as a medium of business transactions (Ghost, 2008). The E-servqual model is a conceptual model of service quality for the electronic commerce environment. Pheng and Trang, (2018) compiled several indicators in the quality of E-commerce services, namely responsiveness (employees' willingness to deal with customers' complaints and requests), customization (the degree of individualization of communication and awareness of service providers of consumer needs), Content adequacy, Content Usefulness, Ease of use, Navigation, Interactivity, accessibility.

Consumer Satisfaction

Kotler (2000: 36) states that "satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in his or her expectations". If product performance is far lower than consumer expectations, the buyer will feel dissatisfied. Consumer satisfaction according to Barutcu (2010), Lovelock and Wright (2005: 96) is measured by performance or product performance in accordance with E-customer expectations, online products provide a pleasant experience for E-customers, Accurate product information in accordance with the benefits received by E-customer, overall online products satisfy E-customers.

Reference groups

Most people have groups in their lives. Often these groups influence every decision in buying a product. When talking about the impact of reference groups on the consumption process, it is very important to adjust the consumption process with reference groups (Turčínková and Moisisdis, 2011). Reference groups (family / friends / partner) can strengthen consumers' desire to repurchase products online. Someone usually mimics the behavior of reference groups in buying products online (Gardner and Michael, 2011; Sumarwan, 2003: 250).

Figure 1 shows the conceptual model in this study.

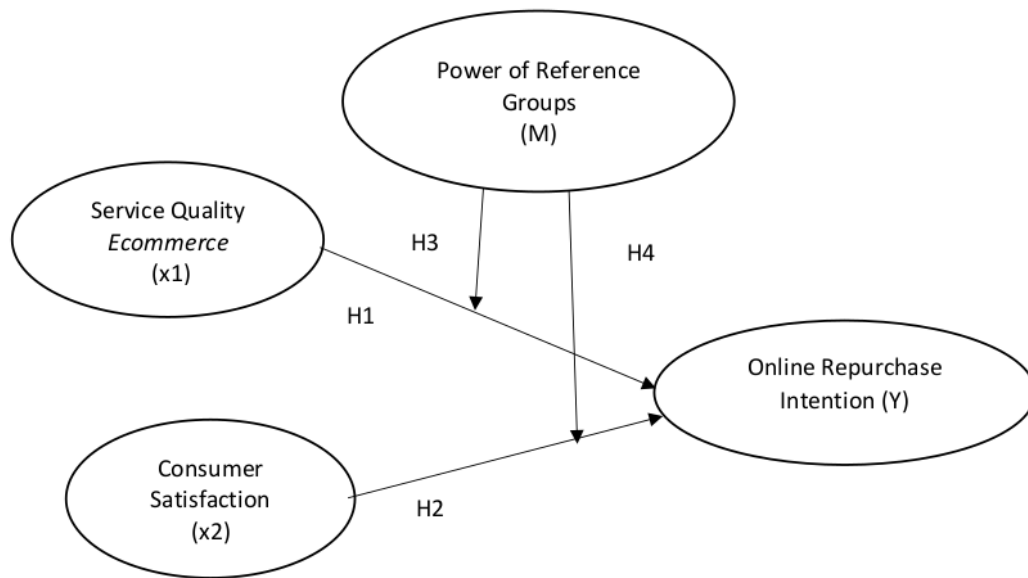


Figure 1
Conceptual Model of Research

5 HYPOTHESIS

Effect of e-Commerce Service Quality on online repurchase intentions

The quality of e-commerce services is important to be able to provide information and interest in website visitors to make purchases and attract customers to repurchase because of a good experience. Various good experiences regarding the quality of ecommerce services are the basic elements of determining repurchase intentions (Razak, et al. 2016). Santoso and Apriningsih (2017) states that there is a strong relationship between the perception of E-Service Quality on the desire to repurchase. Shi et al. (2018) also found that the dimensions of online service quality have a positive and significant effect on repurchase intentions.

H1: E-commerce service quality has a significant effect on repurchase intention

Effect of Consumer Satisfaction on online repurchase intentions

Some studies state that there is a direct effect between satisfaction and the desire to repurchase. This is in accordance with the research conducted by Elbeltagi and Gomma (2014) which in his research stated that overall customer satisfaction is strongly related to intention to behave to return to the same service provider. Satisfaction has a strong positive relationship to the desire to repurchase (Hult and Sullivan, 2010; Curtis et al., 2011)

H2: Consumer satisfaction has a significant effect on the intention to repurchase online

Effect of Group Strength on online repurchase intentions

The strength of the reference group can influence someone in their buying behavior. Eszter (2008) states that reference groups will be able to play an important role for someone in helping to create self-identity. A person's internal and external experience can have an impact on customer repurchases. The social environment (including family, friends and reference groups) becomes very important for someone to decide on a purchase (Andreani et al. 2017).

H3 The strength of the reference group strengthens the relationship of ecommerce services quality to the online repurchase intention.

H4 The strength of the reference group strengthens the relationship of satisfaction with the online repurchase intention.

RESEARCH METHOD¹¹

Determination of the sample in this study using nonprobability sampling method with purposive sampling technique. This study took respondents who were millennial generation (generation X) so that the sample of this study was among students at several universities in the City of Denpasar, Bali, Indonesia who had purchased online. The research sample amounted to 100 people. This study uses primary data collection methods using a questionnaire. Simple linear regression analysis and moderated regression analysis using the Statistical Product and Service Solution (SPSS) program. Measurement of data using a Likert Scale with a value of 1 = Strongly disagree., 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree.

RESULTS

Characteristics of³³ spondents

According to the World Health Organization (WHO), the category of adolescents is those aged 12-24 years (WHO, 2012). So, in this study taking samples of adolescents who study in universities so that samples taken are 17-24 years old. The characteristics of the respondents in this study are as follows.

Tabel 1
Crosstab Analysis

		male	female	Total
Product	clothes	10 32.3%	30 43.5%	40 40.0%
	electronic	6 19.4%	13 18.8%	19 19.0%
	accessories	7 22.6%	22 31.9%	29 29.0%
	cosmetic	2 6.5%	4 5.8%	6 6.0%
	public transport tickets	6 19.4%	0 .0%	6 6.0%
Total		31 100.0%	69 100.0%	100 100.0%

The results of the Crosstabs analysis showed that the number of female respondents was 69 people and men were 31 people. Male respondents are more likely to buy airplane tickets or public transportation online compared to female respondents. While respondents who are female are more likely to buy accessories online. overall respondents buy more clothes online or around 40 percent. The results of validity and reliability tests can be seen in Table 2 as follows

Table 2
Validity and Reliability

Symbol	Instrument	Correlation (r)	alpha cronbach's
X1.1	employees' willingness	0,882	
X1.2	communication and awareness of service providers	0,86	
X1.3	Content adequacy	0,894	
X1.4	Conten Usefulness	0,894	0,96
X1.5	Ease of use	0,84	
X1.6	Navigation	0,902	
X1.7	Interactivity	0,907	
X1.8	accessibility	0,888	
X2.1	Online Product Performance	0,859	
X2.2	Customer experience	0,879	0,905

X2.3	Accuracy of information of product	0,912	
X2.4	overall satisfaction on online product	0,892	
M.1	strength of the reference group	0,891	
M.2	influence of the reference group	0,937	0,894
M.3	the reference group imitator	0,896	
Y.1	likely to purchase products online again	0,907	
Y.2	likely to recommend online shopping to my friends	0,931	0,933
Y.3	likely to make another online purchase	0,873	
Y.4	Plan to Buy product online again	0,941	

Table 2 shows that all instruments used in measuring variables in this study meet the level of validity because the correlation value is more than 0.3 and has met the reliability level because the value of alpha cronbach's is more than 0.6.

30) Multiple linear regression

The results of multiple linear regression analysis are presented in the table below.

Table 3
Multiple linear regression

Variabel	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
Constant	-0,109	0,607		0,179	0,858
X1	0,261	0,029	0,514	9,114	0,000
X2	0,49	0,057	0,483	8,565	0,000
R _{square} : 0,823					
F : 225,748					
Sig. F : 0,000					

The equation from Table 3 is as follows.

$$Y = a + b_1X_1 + b_2X_2 + e \dots\dots\dots (1)$$

$$Y = -0,109 + 0,261 X_1 + 0,490 X_2 + 0,607 \dots\dots\dots (2)$$

From this equation it means that if the constant value (a) of -0.109 means if the quality variable of e-commerce services and satisfaction is declared constant at number 0, then there is no intention to repurchase it online.

The regression coefficient (b) on the e-commerce service quality variable is 0.261 which means that if the e-commerce service quality variable increases, the intention to repurchase will also increase assuming that the satisfaction variable is constant. the variable of consumer satisfaction is 0.490 which is positive which means that if the variable of customer satisfaction increases, the intention to repurchase will also increase with the assumption that the variable quality of e-commerce services is constant.

The calculated F value obtained is 225,748 with a significance of 0,000. This significance is clearly smaller than Alpha ($\alpha = 0.05$), so the regression model has fulfilled the prerequisites for the accuracy of the regression function. This means that this multiple linear regression model is appropriately used to predict the influence of e-commerce quality and satisfaction on repurchase intentions.

The analysis results show a value of 0.823. This means that changes that occur in repeat purchase skills can be explained by satisfaction and quality of e-commerce services by 82.3 percent, while the remaining 17.7 percent is satisfied by other factors not tested in this study.

Judging from the significant value of e-commerce service quality and customer satisfaction is 0,000 $\alpha = 0.05$, H1 and H2 are accepted. This means that there is a positive and significant influence on the quality of e-commerce services and customer satisfaction on online repurchase intentions.

Moderation Regression

**Table 4
Moderation Regression**

Variabel	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
Constant	-0,076	1,406		-0,054	0,957
X1	0,083	0,089	0,163	0,925	0,357
X2	0,95	0,237	0,938	4,015	0
M	-0,115	0,22	-0,088	-0,523	0,602
X1_M	0,022	0,01	0,67	2,192	0,031
X2_M	-0,046	0,024	-0,69	-1,95	0,054

Adjusted R² : ,824
F : 93,490
Sig. F : 0,000

$$Y = a + b_1X_1 + b_2X_2 + b_3 M + b_4X_1M + b_5 X_2M \dots\dots\dots (3)$$

$$Y = -0,076 + 0,083 X_1 + 0,950X_2 + -0,115 M + 0,022 X_1M - 0,046 X_2M \dots\dots\dots (4)$$

From the equation above, it can be compared between the quality of e-commerce services (X1) and consumer satisfaction (X2) in equation (2) and equation (4) has a positive value, so the variable is consistent, so the existing moderation model is pure moderation (Pure moderation).

The calculated F value is 93,490 with a significance of 0,000. This significance is clearly smaller than Alpha ($\alpha = 0.05$), so the regression model has fulfilled the prerequisites for the accuracy of the regression function. This means that this moderation regression model is appropriately used to predict the influence of the trust strength variable on the reference group on the effect of e-commerce service quality and customer satisfaction on repurchase intentions.

The results of the analysis show that the Adjusted R² value is 0.824. This means that changes in repurchase intentions can be explained by the quality of e-commerce services and customer satisfaction, the strength of trust in the reference group as moderating and interaction between the quality of e-commerce services and consumer satisfaction on the intention to repurchase online at 82.4 percent, while 11, The remaining 6 percent is explained by other factors not tested in this study. On the relationship between e-commerce service quality and repurchase intention which is moderated by the power of trust towards the reference group, it is seen a significant value (0.031) of tcount <math>< 0.05</math>, then H3 is accepted. This means that the strength of trust in the reference group reinforces the positive influence of the quality of e-commerce services (X1) on the intention to purchase on online sites (Y).

On the relationship between satisfaction and repurchase intention which is moderated by the power of trust in the reference group, it is seen a significant value (0.054) of tcount >math>> 0.05</math>, then H4 is rejected. This means that the strength of trust in the reference group does not strengthen the positive influence of satisfaction (X2) on the online repurchase intention (Y).

CONCLUSION

Research results that the quality of e-commerce services and customer satisfaction has a significant influence on the online repurchase intention. This of course can be used as the basis for better management of website services so that it can increase a person's intention to make a repeat purchase until it becomes a real purchase.

The strength of the reference group in strengthening the influence of e-commerce service quality on a person's intention to make a repeat purchase. The reference group has a strong role in increasing one's desires in buying behavior, often someone is an imitator of the behavior of the reference group. The reference group is used as a place for someone, especially adolescents (generation x) to find identity for their buying behavior and can even improve their social status. This causes the reference

group behavior to strengthen online buying behavior. Management of websites that are tailored to the lifestyle of social groups should be able to be implemented in accordance with the target market so that it can detect group behavior that can affect consumer purchasing behavior.

Satisfaction in a person after enjoying products purchased online will affect someone to buy products online in the future. However, in this study, the strength of the reference group did not significantly strengthen the relationship between satisfaction and adolescent intentions in making repeat purchases. This means that the influence of the reference group cannot strengthen the intention to repurchase teenagers who have felt satisfaction from their experience shopping online. Generation X already understands what is needed and expected of a product so that to make a repeat purchase, teens will only consider the experience of shopping online rather than reconsider the opinions of the reference group.

27

The existence of a gap between the results of this study with previous research, it is expected that future research can reconsider other variables that can strengthen the relationship of adolescent satisfaction with intention to repurchase online such as perceived value of products, trust or strengthen theory by adopting the Technology Acceptance Model (TAM).

REFERENCE

- Andreani, Fransisca, Stephanie, Maria Angelina and Putri, Elizabeth Paulina Dwi. 2017. Why do Customers Intend to Repurchase Low Cost Carriers (LCCS) in Indonesia?. *International Journal of Applied Business and Economic Research*. 15(24). Pp. 677-690.
- Barutcu, Suleyman. 2010. E-customer Satisfaction in The E-tailing Industry: An empirical Survey for Turkish E-customer, Pamukkale University. *Ege Academic Review* 10 (1). pp.15-35.
- Bearden, W., & Michael, J. 2001. Reference Group Influence On Product And Brand purchase Decisions. *The Journal of Consumer Research*, 9.
- Bulut, Zeki Atıl. 2015. Determinants of Repurchase Intention in Online Shopping: a Turkish Consumer's Perspective. *International Journal of Business and Social Science*. 6(10): pp. 55-63.
- Chaudary, Garima. 2018. A Study on Influence of Reference Group and Role and Status on Consumer Buying Behaviour
- Chen, Hui. 2012. The Influence of Perceived Value and Trust on Online Buying Intention. *Journal Of Computers*. 7(7). 1655-1662.
- Curtis, Tamila; Abrat, Russell; Rhoades, Dawna L.; Dion, Paul. 2011. Customer Loyalty, Repurchase and satisfaction: A Meta- Analytical Review. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 24(): pp:1-26.
- Elbeltagi, Ibrahim and Gomma Agag. 2014. E-retailing ethics and its impact on customer satisfaction and repurchase intention. *Internet Research*, 26 (1): pp.288-310.
- Eszter, Tárkányi. 2008. The Role of Reference Group Influence in Consumer Behaviour. Theses of Doctoral Dissertation on Széchenyi István University.
- George, Joey F. 2004. The theory of planned behavior and Internet purchasing. *Internet Research*. 14 (3). Pp: 198-212. <https://doi.org/10.1108/10662240410542634>
- Ghosh, M. 2018. Measuring electronic service quality in India using E-S-QUAL. *International Journal of Quality & Reliability Management*, 35(2), 430–445. doi:10.1108/ijqrm-07-2016-0101
- Haryono, Sigit; Suharyono; Achmad Fauzi D.H; Suyadi, Imam. 2015. The Effects of Service Quality on Customer Satisfaction, Customer Delight, Trust, Repurchase Intention, and Word of Mouth. *European Journal of Business and Management*. 7(12): pp.36-48.
- Hellier, P. K., Geursen, G. M., Carr, R. A. & Rickard, J. A., 2003. Customer Repurchase Intention: A General Structural Equation Model. *European Journal of Marketing*, 37(11/12), pp. 1762-1800
- Jain, Sheetal; Mohammed Naved Khan, Sita Mishra. 2017. Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. *Journal of Asia Business Studies* 11(1), pp.4-21, <https://doi.org/10.1108/JABS-08-2015-0118>
- Jayawijaya, Putras Firman; Zainul Arifin; Sunarti. 2017. Pengaruh Kelompok Acuan (Reference Group), Kebutuhan Mencari Variasi Dan Harga Terhadap Perpindahan Merek (Brand Switching) Blackberry Ke Android (Studi Pada Mahasiswa Fakultas Ilmu Administrasi Angkatan 2012 Dan 2013 Universitas Brawijaya Malang). *Jurnal Administrasi Bisnis (Jab)*. 44 (1). 17-23.

- Kawet, Octodavid; Pangemanan, Sifrid S.; Tumiwa, Johan. 2017. Analyzing The Effect Of Perceived Value And Trust On Purchase Intention (Case Study of Zalora). *Jurnal EMBA*. 5(2). Pp. 773 – 78
- Phuong, Nguyen Ngoc Duy and Trang, Tran Thi Dai. 2018. Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam. *Marketing and Branding Research*. 5(2018) PP.78-91.
- Razak, Nurhanan Syafiah Abdul; Ahmad, Abd Halim; Marimuthu, Malliga. 2016. The Effect Of Website Quality On Repurchase Intention In Travel Agency's Website In Malaysia. *First International Conference on Advanced Business and Social Sciences*. ISBN: 978 099436564
- Saleem, Muhammad Abid, Sadaf Zahra, Asif Yaseen, 2017. Impact of service quality and trust on repurchase intentions - the case of Pakistan airline industry. *Asia Pacific Journal of Marketing and Logistics*, 29(5). Pp: 1139-1156. <https://doi.org/10.1108/APJML-10-2016-0192>
- Seiders, Kathleen; Glenn B. Voss, Dhruv Grewal, & Andrea L. Godfrey. 2005. Do Satisfied Customers Buy More? Examining Moderating Influences in a Retailing Context. *Journal of Marketing* Vol. 69 (October 2005), 26–43
- Sharma, Gajendra. 2015. The Effects Of Online Service Quality Of E-Commerce Websites On User Satisfaction. *The Electronic Library*. 33(3): 468-485
- Shi, Si; Ren Mu; Lin Lin; Yang Chen, Gang Kou, Xue-Jiao Chen, 2018. The impact of perceived online service quality on swift guanxi: implications for customer repurchase intention. *Internet Research*, <https://doi.org/10.1108/IntR-12-2016-0389>
- Sohaib, Muhammad; Ahmad Muhammad; Akram, Umair. 2016. Underlying Effect of Customer Satisfaction on Repurchase Intentions: Mediating role of Trust and Commitment. *European Journal of Business and Management*. 8(10): pp. 105-115.
- Turčínková, J and Moisisidis, J. 2011. Impact Of Reference Groups On The Teenagers' Buying Process Of Clothing In The Czech Republic. *Acta Universitatis Agriculturae Et Silviculturae Mendelianae Brunensis*. LIX (7). 489-496
- Wani, Tahir Ahmad and Ali, Saiyed Wajid and Farooq, Tanveer. 2016. Determinants of Online Purchase Intentions: A Study of Indian Buyers. *Amity Journal of Management Research*. 1(1). 94-109
- Yaras, Eyyup; Özbük, Meltem Yetkin; Ünal, Duygu Aydin. 2017. Factors Affecting Consumers' Intention to Purchase Online. *Journal of Internet Application and Management*. 8(2). 63-74.

Strength of Reference Groups to Moderate Online Repurchase Intention on Generation X

ORIGINALITY REPORT

17%	%	17%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

- 1** Helen Aldila Saputri, Widyo Nugroho. "FACTORS AFFECTING CONSUMERS IN USING SERVICES J&T EXPRESS (CASE STUDY ON J&T EXPRESS BRANCH MARGONDA DEPOK)", International Journal of Applied Business and International Management, 2018
Publication 1%
- 2** Wehelmina Rumawas. "The Role of Human Capital to the Improvement of Employee Performance in Fisheries Companies in North Sulawesi Province", International Journal of Applied Business and International Management, 2018
Publication 1%
- 3** Nguyen Ngoc Duy Phuong, Tran Thi Dai g. "Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam", Marketing and Branding Research, 2018 1%

4

Susri Adeni, Amiruddin Saleh, Musa Hubeis, Arif Satria. "INFORMATION AND COMMUNICATION TECHNOLOGY AND CREATIVE ECONOMY: A CASE FROM INDRAMAYU", Jurnal PIKOM (Penelitian Komunikasi dan Pembangunan), 2020

Publication

1 %

5

Reem AL-Kaabi. " The impact of e-government services on customer satisfaction in the private sector: A case study of the Kingdom of Bahrain (), an online commercial registration ", THE ELECTRONIC JOURNAL OF INFORMATION SYSTEMS IN DEVELOPING COUNTRIES, 2023

Publication

1 %

6

Joanna Ejdys, Aleksandra Gulc. "Trust in Courier Services and Its Antecedents as a Determinant of Perceived Service Quality and Future Intention to Use Courier Service", Sustainability, 2020

Publication

1 %

7

Rizan Machmud. "Study of Satisfaction of Information System Users in Study Program (SIMPRODI) in Gorontalo State University", International Journal of Applied Business and International Management, 2018

Publication

1 %

8

Tiara Fatehana Aulia, Dedy Rahman Wijaya, Elis Hernawati, Wahyu Hidayat. "Poverty Level Prediction Based on E-Commerce Data Using K-Nearest Neighbor and Information-Theoretical-Based Feature Selection", 2020 3rd International Conference on Information and Communications Technology (ICOIACT), 2020

Publication

9

Muhammad Abid Saleem, Sadaf Zahra, Asif Yaseen. "Impact of service quality and trust on repurchase intentions – the case of Pakistan airline industry", Asia Pacific Journal of Marketing and Logistics, 2017

Publication

10

Moez Ltifi. "Electronic Services Co-Creation Experience: Telecommunications Sector in Tunisia as an Example", Journal of Global Marketing, 2017

Publication

11

Pande Nyoman Pradnya Ananta Wisesa, Putu Kepramareni, I Wayan Widnyana. "The Effect of Work Discipline and Communication on Work Motivation and Performance of Agricultural Officer of Denpasar City, Indonesia", European Journal of Business and Management Research, 2022

Publication

1 %

1 %

1 %

1 %

12

Ande Langga. "The influence of intensive distribution and sales promotion towards corporate image, customer-based brand equity, repurchase intention and word of mouth using generalized structured component analysis", Journal of Financial Services Marketing, 2021

Publication

1 %

13

Manimay Ghosh. "Measuring electronic service quality in India using E-S-QUAL", International Journal of Quality & Reliability Management, 2018

Publication

1 %

14

Colin C.H. Law, Yahua Zhang, Jeffrey Gow. "Airline Service Quality, Customer Satisfaction, and Repurchase Intention: Laotian air passengers' perspective", Case Studies on Transport Policy, 2022

Publication

1 %

15

Sanjay Dhingra, Shelly Gupta, Ruchi Bhatt. "A Study of Relationship Among Service Quality of E-Commerce Websites, Customer Satisfaction, and Purchase Intention", International Journal of E-Business Research, 2020

Publication

<1 %

16

Ibrahim Elbeltagi, Gomaa Agag. "E-retailing ethics and its impact on customer satisfaction

<1 %

and repurchase intention", Internet Research, 2016

Publication

17

Shefali Saini, Chris Niyi Arasanmi. "Attaining digital advocacy behaviour through destination image and satisfaction", International Journal of Tourism Cities, 2020

Publication

18

"Education Innovation and Mental Health in Industrial Era 4.0", Walter de Gruyter GmbH, 2019

Publication

19

The TQM Journal, Volume 25, Issue 5 (2013-09-07)

Publication

20

Tri Widiанти, Sik Sumaedi, I Gede Mahatma Yuda Bakti, Tri Rakhmawati, Nidya Judhi Astrini, Medi Yarmen. "Factors influencing the behavioral intention of public transport passengers", International Journal of Quality & Reliability Management, 2015

Publication

21

Yi Ding. "I hope and I continue", Industrial Management & Data Systems, 2018

Publication

22

Osman Mohamed Ali. "The Roles of Relationships and Service Quality as Drivers

<1 %

<1 %

<1 %

<1 %

<1 %

<1 %

of Customer Loyalty: An Empirical Study",
Open Journal of Social Sciences, 2020

Publication

23

Ying Liu, Tang Wang. "Quality factors and performance outcome of cloud-based marketing system", Kybernetes, 2021

Publication

<1 %

24

Ajeng Ayu Fatimah P, Soedarmadi Soedarmadi. "PENGARUH BRAND IMAGE, KUALITAS PRODUK, PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN (STUDI KASUS PADA PRODUK SUSU NATURSOYA CV. GLOBAL MANDIRI SEJAHTERA KANCA PURWODADI)", Solusi, 2020

Publication

<1 %

25

Chia-Ying Li. "Switching barriers and customer retention", Journal of Service Theory and Practice, 2015

Publication

<1 %

26

Femmy Indriany Dalimunthe. "Behavior Analysis of Brand Loyalists and Brand Switcher in 5-Star Accommodation Services in Medan City", Society, 2021

Publication

<1 %

27

Matti Haverila, Caitlin McLaughlin, Kai C. Haverila, Mehak Arora. "Beyond lurking and posting: segmenting the members of a brand community on the basis of engagement,

<1 %

attitudes and identification", Journal of Product & Brand Management, 2020

Publication

28

Ton Duc Thang University

Publication

<1 %

29

Zuraidah Mohamed Isa, Roslan Abdul Hakim, Russayani Ismail. "Assessing The Impact of Microcredit Programs on Participant's Entrepreneurial Behavior: A Conceptual Framework", Social and Management Research Journal, 2019

Publication

<1 %

30

Vijayalakshmi Dharmavaram, Rajyalakshmi Nittala. "Service Quality and Customer Satisfaction in Online Banking", International Journal of Online Marketing, 2018

Publication

<1 %

31

Xenia J. Mamakou, Panagiotis Zaharias, Maria Milesi. "Measuring customer satisfaction in electronic commerce: the impact of e-service quality and user experience", International Journal of Quality & Reliability Management, 2023

Publication

<1 %

32

Arkadiusz Kawa, Wojciech Zdrenka. "Logistics value in e-commerce and its impact on customer satisfaction, loyalty and online

<1 %

retailers' performance", The International
Journal of Logistics Management, 2023

Publication

33

Maryam Dehghani, Noushin Mousazadeh,
Saeideh Almasi, Hassan Ahmadinia, Hanie
Rezaee, Maryam Talebi, Hamideh Hakimi.
"The Relationship Between Covid-19 Fear and
Obsessive-compulsive Disorder", Research
Square Platform LLC, 2022

Publication

<1 %

34

Nur Rizqi Febriandika, Alfinna Putri Utami,
Afifah Nur Millatina. "Online impulse buying
on TikTok platform: Evidence from Indonesia",
Innovative Marketing, 2023

Publication

<1 %

Exclude quotes On

Exclude matches < 2 words

Exclude bibliography On