

The role of benefit perception and customer satisfaction toward intention to continue moderated purchases experience preference satisfaction (study on Samsung consumers in Solo Raya)

Septiana Novita Dewi ^{1*}, Asri Laksmi Riani ², Mugi Harsono ², Ahmad Ikhwan Setiawan ²

¹ Sekolah Tinggi Ilmu Ekonomi AUB, Surakarta, Indonesia

² Faculty of Economics, Sebelas Maret University, Surakarta, Indonesia

*Corresponding author E-mail: septiana.dewi@aibpm.org

Abstract

Indonesian consumer behavior patterns have used the Internet trend, making them become information sharing and socialization to maintain the existence of the company. The pattern of personality, consumers, has also made changes in its customer organizations (Jaya-chandran et al., 2004). This research was first used as a result of research to find out the results of research and to reveal customer satisfaction with purchase intentions. The purpose of this study was to determine the effect, customer satisfaction on purchase intentions with the center of attention as moderating. The population in this study are consumers who choose to use Samsung Brand Mobile in Solo Raya Region. The sample studied was 180 respondents. Sampling was 180 respondents by multiplying 5 to 10 the number of parameters estimated (Ferdinand, 2014). The analytical method used in this study Structural Equation Modelling (SEM). Perceptions of negative and insignificant effects on purchase intention. Customer satisfaction is positive and significant towards purchase intention. The strength of the style of style modifies between customer satisfaction and repurchase intention.

Keywords: Perception of Benefits; Customer Satisfaction; Strength of Experience Preference; Intention to Keep Purchasing.

1. Introduction

The development of information technology, which has accelerated in recent years, has resulted in a shift in consumer behavior patterns (Labrecque et al., 2013). The study conducted Pentina et al., (2011) explains that the shift lies in the scope of the global economy arising from the growth recession in the global economic sector, which also has an impact on the strategies undertaken by producers in developing their strategies. Furthermore, it is also explained that the increasingly challenging patterns of consumer behavior require producers to save money through empowering the sale of goods, making goods as commodities, fragmented markets, and intensifying competition.

Indonesia's consumer behavior patterns have experienced a shift in trends thanks to the progress of internet media, making them become fond of sharing information and socializing to maintain the existence of the company. At the beginning of 2010 three new sub-cultures emerged regarding the type of customer one of which was in the trend of using information technology applications. The three sub-cultures consist of netizens (people who are actively involved in the community with Internet facilities in general), online consumers (customers who have a tendency to shop via the internet) and consumers who use the Internet only to navigate information and experience (APJJI, 2012) The tendency pattern of consumers in choosing applications for the development of information technology has also undergone a shift because the community grows in an environment that has developed technology with a set of understanding and consumer value (Kim, 2010).

The impact of shifting consumer behavior and tendencies is the consumer's demand for satisfaction with the product they choose. Even Kim & Lee, (2013) said that customer satisfaction is a determinant of customer decisions in the use of cellular operator services. Other researchers also say that customer satisfaction also impacts customer loyalty (Kandampully & Suhartanto, 2000). The concept of customer satisfaction has also been investigated in the scope of service organizations, as in studies (Bei and Chiao, 2001; Bielen & Demoulin, 2007; Chen et al., 2012; Chi et al., 2009). Furthermore, Bei & Chiao, (2001) measure customer satisfaction of users of automotive service services for Toyota, Mitsubishi and Nissan products. The results of his study found that customer perceptions of service quality, product quality and perception of prices have an important role in determining customer satisfaction. These three dimensions are part of the perception of product quality.

The study conducted by Ryu et al., (2010) shows the results that hedonic values and utilitarian values have a significant effect on customer satisfaction and have a significant influence on repurchase behavior intention. Furthermore, Ryu et al., (2010) concluded a greater influence of satisfaction and behavioral intention than hedonic values. This study reveals that customer satisfaction acts as a partial mediator of the relationship between hedonic / utilitarian values and purchase behavior intentions.

Consumers' intention to continue purchasing has an impact on competitive advantage for the organization (Nagy & Kacmar, 2013). Customer perception and satisfaction are the basis for achieving a source of competitive advantage and creating value that customers feel. In fact, the essence of creating customer value

in the context of developing new organizations is defined by customer perceptions and satisfaction (Hills & LaForge, 1992). Companies must understand how organizations play an important role in their ability to manage customer perceptions and levels of satisfaction in order to create value and ensure customer satisfaction.

This study develops a construct of experience preference strength in encouraging consumer purchase interest. It is important for consumers to notice that a purchase can be planned in one sense even though certain intentions are not stated verbally or in writing on the shopping list, and are also influenced by their preferences. In other words, the strength of customer preferences in this study was proposed as a new concept that was expected to provide an increase in the customer's intention to continue the purchase. In addition, this study has originality which according to the researchers distinguishes from other research, namely to bring new concepts about the strength of customer preferences.

Table 1.1: The Mapping of Results Research of Influence Satisfaction toward Continuing Intention

Researchers	Years	Analysis	Results
Zboja & Voorhees	2006	SEM	Significant positive
Lewin et al.,	2008	Regresi	Insignificant
Hsin Chang & Wang	2011	SEM	Significant
Lee	2011	Regresi	Significant
Mittal & Gera	2012	SEM	Significant negative
Hung et al.,	2014	SEM	Significant
Farida & Ardyan	2015	SEM	Insignificant

Sources: Zboja & Voorhe, 2006; Lewin et al., 2008; Hsin Chang & Wang, 2011; Lee, 2011; Mittal & Gera, 2012; Hung et al., 2014; Farida & Ardyan, 2015.

These studies include controversy. Findings from many researchers discuss the relationship between customer satisfaction and the desire to buy by customers. Empirically, the effect of satisfaction on purchase is not significant (1) it contains characteristics of consumers, work, education, marital status, gender and location or place of residence, (2) the existence of individuals, (3) there are differences in organizations or companies in the research sample (Curtis, Abratt, Rhoades and Dion, 2011), (4) there is internal psychology in consumers (Howell, Pchelin & Iyer, 2012; Feng & Yanru, 2013) and (5) a positive time span for consumers (Aksoy et al., 2011). This supports the research of Seider, Voss, Grewal & Godfrey, (2005) that consumer values will influence consumers in repurchase. However, like Curtis et.al. (2011) explains the need for research on research satisfaction, the relationship between satisfaction and performance is different as a research gap, the relationship between satisfaction and performance is weak or insignificant. or not significant for service companies, so the results appear.

Based on the research gap, this study aims to develop a model that can be used to provide different results. Some research needs to be done research that uses behavior and consumer communication as moderating variables (Curtis et al., 2011) and internal psychology (Feng & Yanru, 2013). Based on Howell, Et., Al, (2012), an important factor in internal psychology in purchasing is customer preferences that have not been empirically proven, using current student performance variables.

Hypothesis development

- a) The Influence of Benefit Perception toward Customers Satisfaction

Consumer perceptions of their satisfaction when purchasing a product vary and their relationship to attitudes towards shopping (Kwon & Lee, 2003). Furthermore, Kwon & Lee, (2003) also observed the relationship between perceptions of attitudes towards spending and concerns about payment security. Consumers with a positive attitude towards shopping seem less concerned about payment security. Some researchers have previously tested the effect of perceived usefulness on satisfaction with the results that perceived usefulness has a positive and significant effect on customer satisfaction (Hsin Chang & Wang 2011; Lee 2011; Hung et al., 2014). Kuo et al., (2012) describe repurchase intentions as a process to the extent to which customers are willing to buy the

same product, service, simple, objective, and observable predictor of future buying behavior. Based on the description above, the following hypothesis can be developed:

Hypothesis 1: The Influences of Benefit Perceptions significant toward Customers Satisfaction.

- b) The Influences of Benefit Perceptions toward Intention to Continue Purchasing

Bhattacharjee, (2001) states that a user confirmation level and perceived usefulness (expectations of post acceptance) are two determinants of the intention to continue purchasing. Perceived benefits are positively related to the intention to continue using IT because the perception of benefits means achieving benefits that users expect through their experience of using certain IT (or vice versa if a disconfirmation). The influence of perceived usefulness on the intention to continue the use in line with the research conducted by Larsen et al. (2009), Kim, (2010), Hung et al. (2012) and Hsia Hsu et al. (2013) that the influence of perceived usefulness on continuance intention is positive and significant. Based on the description above, the following hypothesis can be developed

Hypothesis 2: The Influence of Perception of benefits has a significant toward The Intention to Continue Purchasing.

- c) The Influence of Customer Satisfaction toward Intention to Continue Purchasing

Fang et al., (2011) in his study found that the intensity of repurchase was influenced by trust, satisfaction and net benefits. These three factors have a positive influence on repurchase intention. Similar results were carried out by Bijmolt et al., (2014) which found that customer satisfaction had a positive influence on consumer buying behavior. The same results were conducted by Ryu et al., (2010) who found that hedonic values had a significant positive effect on behavioral intensity; hedonic values had a significant positive effect on customer satisfaction, utilitarian values had a positive effect on behavioral intensity and customer satisfaction had a significant positive effect on intensity. Consumer behavior. Based on the description above, the following hypothesis can be developed:

Hypothesis 3: The Influence of Customer Satisfaction has a significant toward The Intention to Continue the Purchase

- d) The Influence Strength of Preference Experience Moderates the Effect of Customer Satisfaction on Intention to Continue Purchasing

Research conducted by Hellier et al., (2003) found an important role of perceived quality, perceived value, satisfaction, customer loyalty and brand preference at the intensity of customer repurchase by taking studies in retail retail customers and insurance customers. An interesting finding in this study is that there is a significant positive effect between perceived quality, perceived value, satisfaction, customer loyalty and brand preference on the intensity of customer repurchase. The results of the study found that the reference group moderated the influence between purchase intensity and consumer decisions in making purchases. Customer preferences also provide a positive relationship to the intensity of customer purchases (Nguyen et al., 2012). Moreover, customer preferences are also considered as a controlling factor in the relationship between satisfaction and customer intensity. Based on the description above, the following hypothesis can be developed:

Hypothesis 4: The Power of Experience Preference Moderates the Effect of Customer Satisfaction on the Intention to Continue

2. Research method

The design used in this study was developed with the aim of building different models at the same time as those that are relevant to benefits, customer satisfaction, and the quality of data preferences and also things that can result in increased intentions. The types of research in this study can be classified as basic research (fundamental research) (Now & Bougie, 2010). This research was conducted in Solo Raya, namely in Surakarta City, Sukoharjo, Boyolali, Karanganyar, Klaten, Sragen and Wonogiri.

The population in this study were consumers who had used Samsung-branded Smartphone products in Solo Raya in the past year. The population in this study cannot be found (unlimited population). The sample studied was 180 respondents. Sampling is 180 respondents by multiplying 5 to 10 times the number of parameters estimated (Ferdinand, 2014). In this study, because the researcher has a sampling frame whose extent is unknown, the sampling technique used was purposive sampling, namely sampling that uses a specific purpose to select a sample of research (Now & Bougie, 2010). The analysis technique used in this study is Structural Equation Modeling (SEM), namely AMOS / Amos Graph.

3. Result and discussion

a) The Testing of validity and reliability of the construct
Testing for validity and construct reliability needs to be done to ensure that the indicators and variables in this study are valid and reliable for further analysis. The results of confirmatory factor analysis show the value of the loading factor of all indicators has a value above 0.6, which means that the indicator is valid in explaining existing variables / constructs. It can also be concluded that the estimation sample is the same as the population sample, and the goodness index of the other models also shows good value

b) Analysis of Structural Equation Modelling
Analysis of structural equation models was carried out after confirmatory factor analysis and ensured that the confirmatory model was valid and reliable for each variable. Before evaluating the Goodness of Fit Model from the model developed, the first step taken is to evaluate the assumptions of sample adequacy, assumptions of normality and outliers.

Based on an analysis of goodness of fit indices, the structural model is said to be a model fit. The SEM model produces goodness of fit presented in Table 2, then the value of the results of this model conformity test is compared with the recommended cut-off value for each value in accordance with the Goodness of Fit Indices. A good model that has a Goodness of Fit index in accordance with the suggested cut-off are:

Table 2: Goodness Test Results of Fit Final SEM Models

No.	Goodness of Fit Index	Result of Testing	Cut-off Value	Note
1.	Chi-square	162.041	Expected small	Good
2.	Probability	.529	≥ .05	Good
3.	GFI	.944	≥ .90	Good
4.	AGFI	.928	≥ .90	Good
5.	TLI	1.001	≥ .95	Good
6.	CFI	1.000	≥ .95	Good
7.	RMSEA	.000	≤ .08	Good

(Sources: primer data process, 2018).

The results of hypothesis testing in this study are presented in Table 3 below:

Table 3: The Result Hypothesis Test

	Estimate	S.E.	C.R.	P	Label
Customer Satisfaction <--- Perception of Benefit	.569	.083	6.867	***	Significant
Intention to Continue Purchasing <--- Perception of Benefit	-.005	.072	-.071	.943	no significant
Intention to Continue Purchasing <--- Customer Satisfaction	.325	.095	3.418	***	Signifikan
Exogenous Variable	Moderator Variable	Endogenous Variable	Moderation Effect	P	Explanation

	Strength of experience preferences	Intention to Continue Purchasing	Be-fore	Total	
Customer Satisfaction			.325	.455	.000 significant

(Sources: data processed, 2018).

4. Discussion

a) The Effect of Benefit Perceptions toward Customer Satisfaction

The test results show that the perception of benefits has a positive and significant effect on customer satisfaction, indicated by the estimated parameters between the variables formed resulting in a CR value of 6.867 and the standardized coefficient beta relationship to the perception of benefits with customer satisfaction of .083. The CR value of 6.867 is greater than 1.961 for a significant level of 5%, so it can be concluded that this hypothesis is supported. Besides that, it can be seen from the p-value, from this study there is a p-value of .000 for this research model, because the p-value is less than .05, this hypothesis is supported.

Benefit perception has a positive and significant effect on customer satisfaction, supporting Bhattacharjee's (2001) research that a perceived level of perceived customer is a determining factor and has an important role in customer satisfaction. This is also due to the role of perceptions that will form positive thoughts by customers that affect the level of perceived customer satisfaction. This finding supports the research conducted by Larsen et al. (2009), Lee et al. (2011), Hung et al. (2012), and Yuan et al. (2014)

b) The Effect of Benefit Perception toward Intention to Continue Purchasing

The test results show that the perception of benefits has a negative and not significant effect on the intention to continue the purchase, indicated from the estimated parameters between the variables formed resulting in a CR value of -0.071 and the standardized coefficient beta relationship to perceived benefits with the intention of continuing purchases of -0.005. The CR value of -0.071 is smaller than 1.961 for a significant level of 5%, so it can be concluded that this hypothesis is not supported. In addition, it can be seen from the p-value, from this study p-value of 0.943 for this research model, because the p-value is less than 0.05, this hypothesis is supported.

The results of this test do not support the research conducted by Bhattacharjee (2001), namely that the perception of benefits has a significant effect on the intention to continue the purchase. This result implies that the perceived benefit of the customer is only able to give a positive impression on Samsung products, but does not determine the customer with a positive perspective that will have the intention to continue repurchasing. This finding does not support the research conducted by Larsen et al. (2009), Lee et al. (2011), Lin et al. (2011), Hung et al. (2012), and Yuan et al. (2014).

c) The Effect of Customer Satisfaction toward Intention to Continue Purchasing

The test results show that customer satisfaction has a positive and significant effect on the intention to continue the purchase, indicated from the estimated parameters between the variables formed resulting in a CR value of 3.418 and the standardized beta coefficient of customer satisfaction with the intention of continuing the purchase of .325. The CR value of 3.418 is greater than 1.961 for a significant level of 5%, so it can be concluded that this hypothesis is supported.

Besides that, it can be seen from the p-value, from this study there is a p-value of .000 for this research model, because the p-value is less than .05, this hypothesis is supported. Based on the test results it is known that customer satisfaction has a positive and significant influence on the intention to continue purchasing, this indi-

cates that customer satisfaction is the main determinant of the beliefs that affect customer behavior in buying a product in this case is Samsung products, so it will influence sustainability decisions in the use of information technology. This finding supports the research conducted by Lee et al. (2010) and Lee et al. (2011)

- d) The role of Moderating Strength Preference Experience in the relationship between Customer Satisfaction and Intention to Continue Purchasing

The results show that the strength of experience preference as a moderating variable strengthens the relationship between customer satisfaction and the intention to continue purchasing positively and significantly. The positive influence coefficient indicates that the intention to continue the purchase will strengthen the positive influence indirectly on the research model.

This study supports the research conducted by Hellier et al., (2003) found an important role of perceived quality, perceived value, satisfaction, customer loyalty and brand preference on the intensity of customer repurchases which in this case is influenced by customer preferences

5. Conclusion

The conclusions in this study are as follows:

- 1) Perception of benefits has a positive and significant effect on customer satisfaction.
- 2) Perception of benefits has a negative and insignificant effect on the intention to continue the purchase.
- 3) Customer satisfaction has a positive and significant effect on the intention to continue the purchase.
- 4) The strength of the experience preference preference between customer satisfaction and the intention to resume purchase

References

- [1] Aksoy, Keiningham, Lariviere, Mithas, Morgeston, Yalcin. 2011. *The Satisfaction, Repurchase Intention and Shareholder Value Linkage: A Longitudinal Examination of Fixed and Firm-Specific Effects*. Fordham University Schools of Business, 1790 Broadway Avenue, 11th Floor, Office 1129, New York.
- [2] Arndt, J., S. Solomon, T. Kasser, & K. M. Sheldon. 2004. The urge to splurge: A terror management account of materialism and consumer behavior. *Journal of Consumer Psychology* 14 (3):198-212. https://doi.org/10.1207/s15327663jcp1403_2.
- [3] Asosiasi Jasa Pengguna Internet Indonesia. APJJI. 2012. Profil Internet Indonesia 2012 (INDONESIA)
- [4] Bei, L. T., & Y. C. Chiao. 2001. An integrated model for the effects of perceived product, perceived Price Fairness on Consumer Satisfaction and Loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* Vol. 14:pg. 125.
- [5] Bettman, J. R., M. F. Luce, & J. W. Payne. 1998. Constructive consumer choice processes. *Journal of consumer research* 25 (3):187-217. <https://doi.org/10.1086/209535>.
- [6] Bhattacharjee, A. 2001. Understanding information systems continuance: An expectation–confirmation model. *MIS Quarterly*, 25, 351–370 <https://doi.org/10.2307/3250921>.
- [7] Bielen, F., & N. Demoulin. 2007. Waiting time influence on the satisfaction-loyalty relationship in services. *Managing Service Quality: An International Journal* 17 (2):174-193. <https://doi.org/10.1108/09604520710735182>.
- [8] Bijmolt, T. H. A., E. K. R. E. Huizingh, & A. Krawczyk. 2014. Effects of complaint behaviour and service recovery satisfaction on consumer intentions to repurchase on the internet. *Internet Research* 24 (5):608-628. <https://doi.org/10.1108/IntR-03-2012-0056>.
- [9] Chen, H. G., J. Yu-Chih Liu, T. Shin Sheu, & M. H. Yang. 2012. The impact of financial services quality and fairness on customer satisfaction. *Managing Service Quality: An International Journal* 22 (4):399-421. <https://doi.org/10.1108/09604521211253496>.
- [10] Chi, H. K., H. R. Yeh, & Y. T. Yang. 2009. The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies* Volume 4, Number 1 (pg. 135-143).
- [11] Curtis, T., Abratt, R., Rhoades, D. L., & Dion, P. 2011. Customer Loyalty, Repurchase and Satisfaction: A Meta-Analytical Review. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 24
- [12] Fang, Y. H., C. M. Chiu, & E. T. G. Wang. 2011. Understanding customers' satisfaction and repurchase intentions. *Internet Research* 21 (4):479-503. <https://doi.org/10.1108/10662241111158335>.
- [13] Farida, N., & E. Ardyan. 2015. Repeat Purchase Intention of Starbucks Consumers in Indonesia: A Green Brand Approach. *Trziste=Market* 27 (2):189.
- [14] Feng & Yanru. 2013. Study on The Relationships Among Customer Satisfaction, Brand Loyalty And Repurchase Intention. *Journal of Theoretical and Applied Information Technology* 10th March 2013. Vol. 49 No.1
- [15] Ferdinand, Augusty.2014. *Structural Equation Modelling dalam Penelitian Manajemen*: BP UNDP
- [16] Gerson, Richard, F. 2001. *Mengukur Kepuasan Pelanggan*. PPM. Jakarta
- [17] Ghozali, Imam. 2004. *Aplikasi Analisis Multivariate dengan program SPSS*, Universitas Diponegoro, Semarang
- [18] Hawkins, D. I., Mothersbaugh, D. L. & Best, R. J. (2010). *Consumer behavior: building marketing strategy*. New York: McGraw-Hill/Irwin
- [19] Hellier, P. K., G. M. Geursen, R. A. Carr, & J. A. Rickard. 2003. Customer repurchases intention: A general structural equation model. *European Journal of Marketing* 37 (11/12):1762-1800. <https://doi.org/10.1108/03090560310495456>.
- [20] Hills, G. E., & R. W. LaForge. 1992. Research at the marketing interface to advance entrepreneurship theory. *Entrepreneurship Theory & Practice* Vol. 17: pp. 33-59 <https://doi.org/10.1177/104225879201600303>.
- [21] Howell, Pchelin dan Iyer. 2012. The preference for experiences over possessions: Measurement and construct validation of the Experiential Buying Tendency Scale. *The Journal of Positive Psychology* Vol. 7, No. 1, January 2012, 57–71.
- [22] Hsia, Hsu. 2013. An Empirical Study of Users' Continuance Intention and Word Of Mouth Toward Sna (Social Network APP). *Proceeding of 2013 International Conference on Technology Innovation and Industrial Management 29-31 May 2013*, Phuket, Thailand.
- [23] Hsin Chang, H., & H. W. Wang. 2011. The moderating effect of customer perceived value on online shopping behaviour. *Online Information Review* 35 (3):333-359. <https://doi.org/10.1108/14684521111151414>.
- [24] Hung, S.-Y., C. C. Chen, & N.-H. Huang. 2014. An Integrative Approach to Understanding Customer Satisfaction with E-Service of Online Stores. *Journal of Electronic Commerce Research* Vol15, No 1, p9, 40-57.
- [25] Hung, Yang & Hsieh. 2012. An Examination of The Determinants of Mobile Shopping Continuance. *International Journal of Electronic Business Management*, Vol. 10, No. 1, pp. 29-37 (2012).
- [26] Jiang, P., & B. Rosenbloom. 2005. Customer intention to return online price perception, attribute-level performance, and satisfaction unfolding over time. *European Journal of Marketing* Vol. 39 No. 1/2: pp. 150-174. <https://doi.org/10.1108/03090560510572061>.
- [27] Kandampully, J., & D. Suhartanto. 2000. Customer loyalty in the hotel industry the role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management Decision* Vol. 12, no 6: pg.346-351. <https://doi.org/10.1108/09596110010342559>.
- [28] Khan, M. S., E. Naumann, & P. Williams. 2012. Identifying the key drivers of customer satisfaction and repurchase intentions: An empirical investigation of Japanese B2B services. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* 25:159.
- [29] Kim, H. D., & N. Lough. 2007. An Investigation into Relationships among Constructs of Service Quality, Customer Satisfaction, and Repurchase Intention in Korean Private Golf Courses. *The ICHPER-SD Journal of Research in Health, Physical Education, Recreation, Sport & Dance* 2 (1):14.
- [30] Kim, J. Y., & H. S. Lee. 2013. Key Factors Influencing Customer Satisfaction in Korea's Mobile Service Sector. *Journal of Internet Banking and Commerce* vol. 18, no.3.
- [31] Kim, K. H. 2010. Understanding the consistent use of internet health information. *Online Information Review* 34 (6):875-891 <https://doi.org/10.1108/14684521011099388>.
- [32] Kotler, Phillip. 2000. *Manajemen Pemasaran di Indonesia: Analisis, Perencanaan, implementasi, dan pengendalian, buku satu*. Terjemahan A.B Susanto. Jakarta: Salemba Empat.
- [33] Kotler, Phillip, & Gary Armstrong. 1999. *Dasar-Dasar Pemasaran Jilid 1*, Edisi Kesembilan, Terjemahan Drs. Alexander Sindoro. Jakarta: PT. Indeks.

- [34] Kuo, Y.-F., T.-L. Hu, & S.-C. Yang. 2012. Effects of inertia and satisfaction in female online shoppers on repeat-purchase intention. *Managing Service Quality* Vol. 23 No. 3: pp. 168-187 <https://doi.org/10.1108/09604521311312219>
- [35] Kwon, K., & J. Lee. 2003. Concerns about payment security of Internet purchases: a perspective on current on-line shoppers. *Clothing and Textiles Research Journal* Vol. 21 No. 4: pp. 174-184. <https://doi.org/10.1177/0887302X0402100404>.
- [36] Labrecque, L. I., J. von dem Esche, C. Mathwick, T. P. Novak, & C. F. Hofacker. 2013. Consumer power: Evolution in the digital age. *Journal of Interactive Marketing* 27 (4):257-269. <https://doi.org/10.1016/j.intmar.2013.09.002>.
- [37] Larsen, T., S. J. M. Anne, & S. Oystein. 2009. The Role of Task-Technology Fit as Users' Motivation to Continue Information System Use. *Computers in Human Behavior* Vol. 25: pg. 778-784. <https://doi.org/10.1016/j.chb.2009.02.006>.
- [38] Lee, J. W. 2011. Critical Factors Promoting Customer Loyalty to Smartphone and Mobile Communications Service Providers. *Academy of Marketing Studies Journal* Vol. 15 (1):pg. 59-69.
- [39] Lewin, J. E., J. Lewin, & W. J. Johnston. 2008. The impact of supplier downsizing on performance, satisfaction over time, and repurchase intentions. *Journal of Business & Industrial Marketing* 23 (4):249-255 <https://doi.org/10.1108/08858620810865825>.
- [40] Lin, C., & W. Lekhawipat. 2014. Factors affecting online repurchase intention. *Industrial Management & Data Systems* 114 (4):597-611. <https://doi.org/10.1108/IMDS-10-2013-0432>.
- [41] Mittal, S., & R. Gera. 2012. Relationship between service quality dimensions and behavioural intentions: an SEM study of public sector retail banking customers in India. *Journal of Services Research* 12 (2):147.
- [42] Nagy, B. G., & K. M. Kacmar. 2013. Increasing customer satisfaction in the new venture context. *Journal of Research in Marketing and Entrepreneurship* Vol. 15 No. 2, 2013: pp. 143-159. <https://doi.org/10.1108/JRME-11-2012-0029>.
- [43] Nguyen, D. T., J. R. McColl-Kennedy, & T. S. Dagger. 2012. Matching service recovery solutions to customer recovery preferences. *European Journal of Marketing* 46 (9):1171-1194. <https://doi.org/10.1108/03090561211247865>.
- [44] Novemsky, N., R. Dhar, N. Schwarz, & I. Simonson. 2007. Preference fluency in choice. *Journal of Marketing Research* 44 (3):347-356. <https://doi.org/10.1509/jmkr.44.3.347>.
- [45] Pentina, I., A. Amialchuk, & D. G. Taylor. 2011. Exploring effects of online shopping experiences on browser satisfaction and e-tail performance. *International Journal of Retail & Distribution Management* Vol. 39 No. 10, pp. 742-758. <https://doi.org/10.1108/095905511111162248>.
- [46] Ryu, K., H. Han, & S. Jang. 2010. Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management* 22 (3):416-432. <https://doi.org/10.1108/09596111011035981>.
- [47] Schmitt, B. 2009. Customer experience management. *Handbuch Kommunikation: Grundlagen—Innovative Ansätze—Praktische Umsetzungen*:697-711.
- [48] Seider K, Voss GB, Grewal D, Godfrey AL (2005). Do satisfied customers buy more? Examining moderating influences in a retailing context. *J. Mark.*, 69(4): 26-43 <https://doi.org/10.1509/jmkg.2005.69.4.26>.
- [49] Sekaran, U. & Bougie, R. 2010. *Research Methods for Business: A Skill Building Approach*, 5th edition, John Wiley & Sons Inc.
- [50] Thompson, J.A. 2004. *Implicit Belief About Relationships Impact the Sibling Jealousy Experience*. New York: McGraw-Hill Irwin.
- [51] Verhoef, P. C., K. N. Lemon, A. Parasuraman, A. Roggeveen, M. Tsiros, & L. A. Schlesinger. 2009. Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing* 85 (1):31-41. <https://doi.org/10.1016/j.jretai.2008.11.001>.
- [52] Wibowo. 2008. *Manajemen Kinerja*. Jakarta. Penerbit: Rajagrafindo Persada.
- [53] Zablah, A. R., D. N. Bellenger, & W. J. Johnston. 2004. An evaluation of divergent perspectives on customer relationship management: Towards a common understanding of an emerging phenomenon. *Industrial Marketing Management* 33 (6):475-489. <https://doi.org/10.1016/j.indmarman.2004.01.006>.
- [54] Zboja, J. J., & C. M. Voorhees. 2006. The impact of brand trust and satisfaction on retailer repurchase intentions. *Journal of Services Marketing* 20 (6):381-390. <https://doi.org/10.1108/08876040610691275>.