Factors Effecting the Decision of Retailer Purchase on Large Package of Softener and Fragrance

Donal M. Gultom[1*], Lilik Noor Yuliati[2] and Mukhamad Najib[3]

[1] Management Business
Bogor Agriculture University, Indonesia

[2] Departement of Family and Consumers Science
Bogor Agricultural University, Indonesia

[3] Department of Management,
Bogor Agricultural University, Indonesia

[*]*Corresponding author's email: Donal.gultom [AT] gmail.com*

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ABSTRACT— *The research determines the factors effecting on retailer purchase decision of large packing softener and fragrance. This research also involved 200 customers distributor selected by probability sampling method as respondents. Factors influencing on retailer purchase decision were analyzed by using Structural Equation Modeling (SEM). Data was collected by conducting a survey to distributor customers in South Jakarta. Result shows that all of the factors consisting of store internal factor, store external factor, shopping experience and distributor services significantly positive influence on purchasing decisions of large packaging softener and fragrance.*

Keywords — Factors effecting, retailer purchase decision, large package

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1.   INTRODUCTION

Packaging technology and innovation have increased rapidly. Packaging innovations start from small packaging (sachet) up to large packaging (refill and bottles). Currently, the sale of clothing softener and fragrance sachets (88%) are greater that large packaging (12%). Considerable amount of small packs selling causes packaging waste on the environment rise dramatically, so that it will impact on environmental pollution level. Furthermore, regarding to envaironmental issue, softener and fragrance industries are trying to increase sales of large packaging products.

When companies sell their products to consumers, wholeseller is the first party before the products are sold to retailers (Davies, 1990). While, M and Krishman R. Kothari in 2009 stated that retailer has become an entrance for consumer. Products marketing will fail if retailers don't receive the products and sell it to customers. Softener and fragrance clothes industries distribute its products through several channels, one of them is disributor which able to penetrate the products to retailers by optimizing salesmen. There are many benefits if retailers buy the products directly from the salesmen, for instances the availibiliy of various types of products, competitive prices, replacement of defective products, tolerance of payment term, display incentives. Moreover, if distributors provide good services, retailers will trust and buy more products. According to Morgan and Hunt in 1994 stated that trust has main role in business relationships such as integrity, credibility, and reputation. So that, when the trust was succesfully built, the purchases from other suppliers will be reduced. Therefore, the quality of services has main an important role in term of distributor and customer relationship. Fiorito (1990) emphasizes that the importance of shopping experience regarding to decision making of products purchases.

Retailers have considerations in deciding to purchase products from distributors. According to theory of retailers purchasing behavior introduced by Sheth (1981), there are two things affecting retailers in buying the products, such as criterion in selecting the products and distributor services. Organizational functions (internal factors and external factors) of retailers have important role in selecting the products. Retailer internal factors are influenced by the limitation of retailer space, the type of retailer, and location. Meanwhile, retailer external factors are influenced by the type of products, product positioning, regulatory constraints of government or company, and the type of decisions. Furthermore, according to Jatmiko RD (2004), retailer internal factor is a strength, a condition, a state, which is owned by retailer to control the selling activities. In contrast, retailer external factor is a strength, a condition, a state, which can not be controlled by retailer to run its business. Therefore, the research objective is to analyse the influence of retailer internal factors, retailer external factors, shopping experiences and distributor services to the purchasing decisions of large packaging softener and fragrance. Moreover, this research also to determine the most dominant factor influencing on

retailer decision in purchasing large packaging softener and fragrance. By conducting this research, distributor management knows about the expected consumers services and also increase the understanding of consumer characteristics.

2. FACTORS AFFECTING THE DECISION OF RETAILER PURCHASING ON LARGE PACKAGE

2.1 Retailer internal factors

Internal environmental factors cover many fields of management and corporate culture. Management fields can be elaborated, such as: marketing, finance, operations, human resources, research and development, and management information system. Muhammad in 2000 stated that the strengths and weaknesses of retailers can be identified by acquisition of retailer internal factors. Moreover, according to Fioroto (1990), retailer internal factors consist of retailer's size, retailer's types, retailer's locations and merchant mentality. Meanwhile, external factors consist of the types of products, regulation constraints, and the types of decision whether individuals or groups.

According to Beiser (1987), a strategic location has become the strength of retailer. There are some consideration in choosing retailer location, for instances analysis of customer traffic, population characteristics, population growth, purchasing power, and government's regulation. The failure in choosing the location can be experienced by retailer, due to cost factor. Customer traffic can be measured by counting how many vehicles or pedestrians passing through retailer. Population characteristics such as income, gender and age have become important information for retail. Retailer orders or purchases products from a supplier by issuing PO (purchase order). There are several things should be considered by retailer when buying a product from supplier, which are products compliance with internal needs and purchasing accountability (Sujana 2005). In this study the indicators of accountability is not used, because the respondents are retailers who are solely responsible for their own businesses. Compliance with retailer needs means making a purchase based on the estimated number of orders within a certain time period. Items, variants and brands purchased by retailers are derived from a number of the items that are needed due to the sale of previous period.

Gulraiz and Ammar in 2010 stated that the availability of displays is shelf to put the products. Because of the shelf limitation, retailer should purchase and select the display products selectively. The availability of display is an important part in profit making. A good display management not only can reduce the stock level in store but also can build strong relationships with suppliers and increase customer satisfaction. Therefore the availability of display is required by store to make decision about the products that should be purchased. Lee (1961) states that the availability of display will affect on the products demand to the supplier. Meanwhile, Desmet and Renaudin in 1998 studied the dependence of demand for the products and optimization of product assortment selection. Opher and Odeb (2013) say that the availability of space and the ideal inventory level will affect to retailer's decision in purchasing the products. According to Jagelavicius (2013) gross margin management is a very complex task because the value of gross margin should not be too high or too low in order to obtain substantial sales and profits.

Hypothesis 1 : Retailer internal factors significantly positive influence on purchasing decision of non sachet softener and fragrance

2.2 Retailer external factors

Handoko (2001) states that retailer external factors consists of elements that directly and indirectly influence on the retailer. The direct influence consists of competitors, providers, customers, financial institutions, labor market and government representatives. While, environmental elements that have indirect influence include technological, economic, political and social factors that affect organization performances. Retailer should consider the availability of products on the display shelves and also competitor shelf. Each retailer tries to complete its products, so that customers have many options to buy products. Therefore retailer will strive to provide the product as completely as possible every day so that customers will not visit other retailers.

Retail business in Indonesia has good prospects as a large potential market. Therefore, if there is one business brings profit, it will appear new parties wanting to get the benefits as well. In term of retail business, it can be seen from the appearance of new parties with new retail formats. Currently, the retail business environment in Indonesia has been entered by other forms of retails from abroad with many advantages. This make the competition more tightly. If the product is not available in certain retailer, then the consumers will easily go to the other nearest retailers. By maintaining the availability of products, retailer will able to attract customers to purchase in their store and make repurchasing. Kotler (2002) suggests that the completeness of products is the availability of all types of products to be purchased, used or consumed by the consumers.

Hypothesis 2 : Retailer external factors significantly positive influence on purchasing decision of non sachet softener and fragrance

2.3 Shopping experiences

According to the Swan and Nolan (1985), shopping experiences can be measured by counting the number of transactions. In the research conducted by Ahn and Kim (2007), shopping experience is measured by counting the number of customer transactions to the company. The results show that shopping experience to the seller can influence on transaction intensities. In addition, the results also show that shopping experience affects buyer's confidence level to seller, so that it will contribute to transaction intensity. This study only uses shopping experience variables because retailer purchase frequency data has been obtained by using distributor Scylla system. Based on data in the distributor Scylla system, all of the respondents have made a transaction at least once a month over the last 6 months. Lee and Turban in 2001 found that highly security shopping experience customers will positively influence on other customer's trust to repurchase the products. The experience in working together with distributors play an important role in determining the strategy and decision-making. The duration of retailer trade experiences affect the level of retailer capability in managing and selling products. The experienced retailers will have more knowledge, and able to take decisions in different condition and circumstances. Moreover, Wagner in 2007 studied about the need of information sources and retailer buying experience in doing its business. Also, Fiorito in 1990, emphasized the importance of retailer experiences in making purchasing decisions.

Hypothesis 3 : Shopping experinces significantly positive influence on purchasing decision of non sachet softener and fragrance

2.4 Distributor services

Peter and Olson (2000) define service as the seller's behavior to give satisfaction to consumers, so that they feel respected. Customer is major factor in supporting the company's business activities, without them the company will be hard to grow and to expand the business. Therefore, customer's relationship needs to be maintained, especially the old one. As noted by Kotler (2002), that the cost to get new customers is five times greater than the cost to maintain it. HE also states that the price in simple term is the amount of money paid for the goods or services, while the price in complex term is defined as the total of all values which is redeemed by consumers in order to get benefit of the products. Natalia (2014) says that prices affect the purchase decision.

Customer will give an opinion about the services received. This will effect on the customer's attitude in selecting products or services. Furthermore, the attitude will affect on purchase decision because of the hope or consumer's expectations. Oliver (1980) states that consumers will form a behavior of service providers based on their last expectations about company's information, and it will also affect on the consumer's desire to repurchase the products or services. One of the ways to attract customers and increase repurchasing level is giving good services, so that customer's satisfaction will rise as well. Companies should know how to change consumer's willingness to purchase services offered (Usmara and Nugroho 2000).

Gulraiz and Ammar (2010) states that limited in displaying space consequences many companies are competing to get a strategic place. Usually the company spends around 40% to 50% of the advertising cost to promote the products in public areas. Retailers and companies have different views about display places. The company's target is to increase sales of its products while retailer's perspective is to increase sales and profits through displaying incentives (Dreze et al 1994). In term of obtaining profit from displaying incentives, retailers should consider about displaying incentives in buying the products offered by suppliers. Therefore, as the service provider should concern about service quality, so that the purpose of purchase will be achieved (Usmara and Nugroho 2000).

Hypothesis 4 : Distributor services significantly positive influence on purchasing decision of non sachet softener and fragrance

3. RESEARCH METHOD

The research was conducted at some disributors in Jakarta, Indonesia during November 2014. Primary data was collected through direct interview to 200 respondents by using questionnaire. Meanwhile, samples were randomly selected by using probability sampling methods. Selected respondents were the distributor consumers who had purchased the products one time in a month during the third quarter of 2014. The questionnaire was designed by using factors influencing on retailer in buying large packaging products. Large packaging products in this research are clothing softener and fragrance. Moreover, the model concept are made by using factors that influence retailers in buying large packaging products and it is tested by using Structural Equation Modeling (SEM) (see Figure 1). The type of questions used in the questionnaire was structured questions (closed). The answers are made using 5-point Likert's scale.
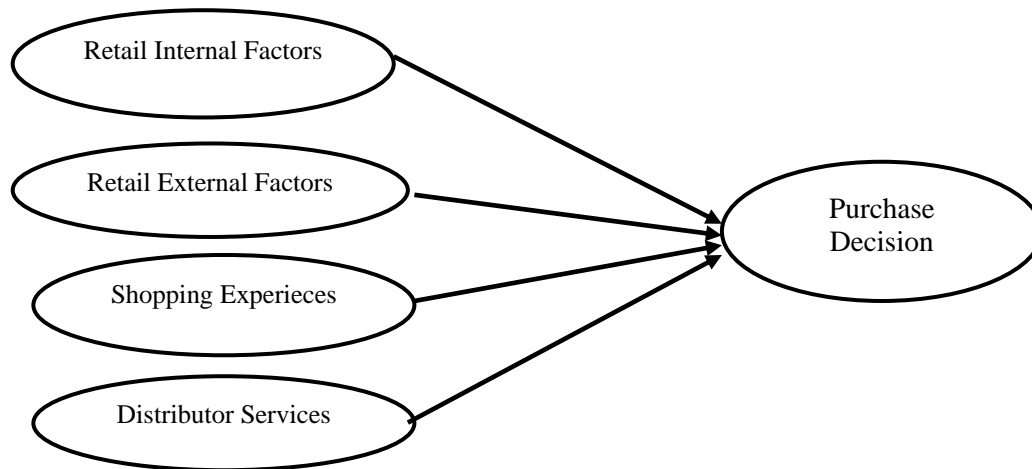
Figure 1: Conceptual Research Model

4. RESULTS AND FINDINGS

Demographic characteristics of the sample are shown in Table 1. According to the table, 43% of total respondents is over the 35 years old, and they are suspected as the old merchants and categorized as productive age. While, 60% of traditional retailer traders are women. Furthermore, 63% of retailer trade has an area of more than 20 m^2. Regarding to the experiences, retailer that has shopping experience more than 5 years is located in the settlement. Data analysis technique used in this research is Structural Equation Modeling (SEM) and it is processed by using LISREL 8.54 software for Windows. Reliability testing is conducted to all items or statements and it is processed by using SPSS 11.5. All of the indicators would be categorized "reliable" if its Cronbach alpha values > 0.6 (Sunyoto 2007). Then, all latent variables are tested to determine the feasibility of model and to test research hypotheses.

Table 1: Demography characteristics

No	Demography variables	%
1	Age of retailer owner	100
	a) Below 20 years old	1
	b) 21 – 35 years old	23
	c) 36 – 48 years old	43
	d) Above 48 years old	34
2	Sex	100
	a) Male	40
	b) Female	60
3	Retailer area	100
	a) Below $10\ m^2$ (Small)	20
	b) $10\ m^2$-$20\ m^2$ (Medium)	17
	c) Above $20\ m^2$ (Large)	63
4	Shopping experinces	100
	a) < 2 years	23
	b) 2 – 5 years	36
	c) > 5 years	41
5	Retailer Location	100
	a) Settlement	100
	b) Market	0
	c) Retail area	0
	d) Store in shopping center	0

Reliability testing is done to all items or statements and it is processed by using SPSS 11.5. All of the indicators would be categorized "reliable" if its Cronbach alpha values > 0.6 (Sunyoto 2007). Cronbach Alpha value for all indicators in this study is greater than 0.6 (detail in Table 1). The feasibility test of the model (goodness of fit) indicates the conformity of model with a good level of compatibility. From Table 3, RMSR value of 0.082 in accordance with the requirement which is ranged between ≤0,05 or ≤ 0.1, RMSEA value of 0.077 less than the required value (0.08), GFI

value of 0.95 is greater than required value (0.90), AGFI value of 0.91 more than the required (0.91) and CFI values of 0.96 greater than required value (0.90). Based on the coefficient values, it can be concluded that in general the model obtained has a good level of compatibility.

Result of hypothesis one shows variable of retailer internal factors, retailer external factors, shopping experiences and distributor services significantly positive effect on the purchase decisions of large packaging products. Retailer internal factors influence the purchasing decision of 0.07 and t-test values is 2.31 (> t-table 1.96). Meanwhile, all of the variable indicators of retailer internal factors contribute to the formation of retailer internal latent factors. Profit indicator variables have the greatest contribution to the formation of internal latent exogenous factors which is equal to 0.07. Retailer will sell products if they are purchased by customers and give more profits. Similarly, Dunne (2002) also states that profits and turnover may affect retailer in making purchasing decisions. While Jagelavicius (2013) says that advantages and optimal sales is obtained if retailer can control gross margin by adjusting the gross margin in proper position.

Results of hypothesis two shows that the variable of retailer external factors significantly positive influences on purchasing decision of 0.10 with the t-test values of 3.38 (> t-table 1.96). Similarly, Kartika E. in 2008 conducted research and found that retailer external factors can influence on purchase decisions of customers. All of the indicator variables of retailer external factors contribute to the formation of latent exogenous of retailer external factors. Indicator variable of product availability in competitor retailer and consumer demand trends give the greatest contribution to shape latent exogenous external factor (1.00). Kotler (2002) defines product completeness as the availability of all types of products offered for consumers. Therefore, retailer tries to fulfill their products so that customers have more choice to buy.

Table 2: Confirmatory factor analysis results

Indicators	Load Factor	t-count	Cranach's α
Retailer Internal Factors(RIF) Retailer location (x_1)	0.78	14.99	0.771
Retailer needs (x_2)	0.63	11.71	
Availibility of display place (x_3)	0.63	14.06	
Profits (x_4)	1.00	26.37	
Capital (x5)	0.78	10.49	
Retailer External Factors(RIF) Products availibility in competitor retailers (x_6)	1.00	21.94	0,641
Products completeness in competitor retailers (x_7)	0.50	9.24	
Customers social status (x_8)	0.67	4.52	
Counsumers demand trends (x_9)	1.00	18.95	
Shopping experiences(SE) Experiences of selling and buying (x_{10})	1.00	18.92	0,890
Distributor Services(DS) History of cooperation/relation (x_{11})	0.54	18.92	
Effort to maintain a good relation (x_{12})	0.50	13.82	
Visiting (x_{13})	0.51	16.16	
Expertise of salesman (x_{14})	0.58	16.65	
Delivery (x_{15})	0.64	19.25	
Payment (x_{16})	0.66	23.62	
Products return (x_{17})	0.73	25.09	0.645
Compliance of purchasing products (x_{18})	0.72	22.76	
Completion of customers complaints (x_{19})	0.64	14.59	
Listening of customers complaints (x_{20})	0.68	23.21	
Price (x_{21})	0.78	25.02	
Display incentives (x_{22})	0.51	15.62	
Promotion (x_{23})	0.51	19.68	

Results of hypothesis three shows that variable of shopping experiences has a significantly positive effect on purchase decisions of 0.36 and t count value of 6.63 (> t-table 1.96). The same result also has been shown by Nour et al. (2011) that shopping experiences in buying homogeneous products through online services has significant positive effect in order to get cheaper prices. Business experiences can be recognized by knowing the time that has been spent in a particular job. Respondents in the research have become distributor customers more than 2 years and 77% of them have spent time in business for about 10-20 years. Lee and Turban (2001) say that highly security shopping experience customers will positively influence on other customer's trust to repurchase the products. Retailer shopping experience in distributor is very helpful in making decision. The frequent change of distributor in each area will harden to build relationships with retailers. Therefore, marketers are expected to maintain the relationship with the distributor in order to avoid confusion in marketplace.

Result of hypothesis four shows that variable of distributor services significantly positive effect on purchase decisions of 0.07 with t-count value of 4.35 (> t-table 1.96). Similarly, Bateson in 1992 also found that there was sufficient evidence that the service quality would influence on purchasing decisions and would attract new customers. Adjacent retailers can obtain information about distributor services, and it will affect on purchasing decision.

Similarly, Mosahab et al. in 2010 also showed that service quality has positive relationship with retailer decision. Therefore, if distributor has successfully improved the service quality to the retailers, this will be able to raise their confidence level. When the trust has been successfully built by distributor, thus purchases to other suppliers can be reduced (Morgan and Hunt 1994). If retailers are not interested in buying large packaging products to other distributors, then the company can increase sales of large packaging. One of the ways that can increase the relationship between distributor and retailers is gathering. Gathering activities can be carried out by the management so that customers have better relationship with distributor and further, it will improve relationship among of them. All of the indicator variables of distributor services contribute to the formation of latent exogenous from distributor services. Price indicator variables have the greatest contribution to the formation of latent exogenous from distributor services (0.78). Natalia (2014) also find that prices affect on purchase decision. Besides its competitive pricing, product returns indicator gives the second largest contribution to the forming of service latent variable (0.73). Retailers ask for guarantee and availability of distributors in order to return of not saleable and defective products. This will ease retailers to make decision to buy big packaging products from the distributor. Fandy (2012) also states that one of the customer's expectations to distributor services is a guarantee to accept damaged products.
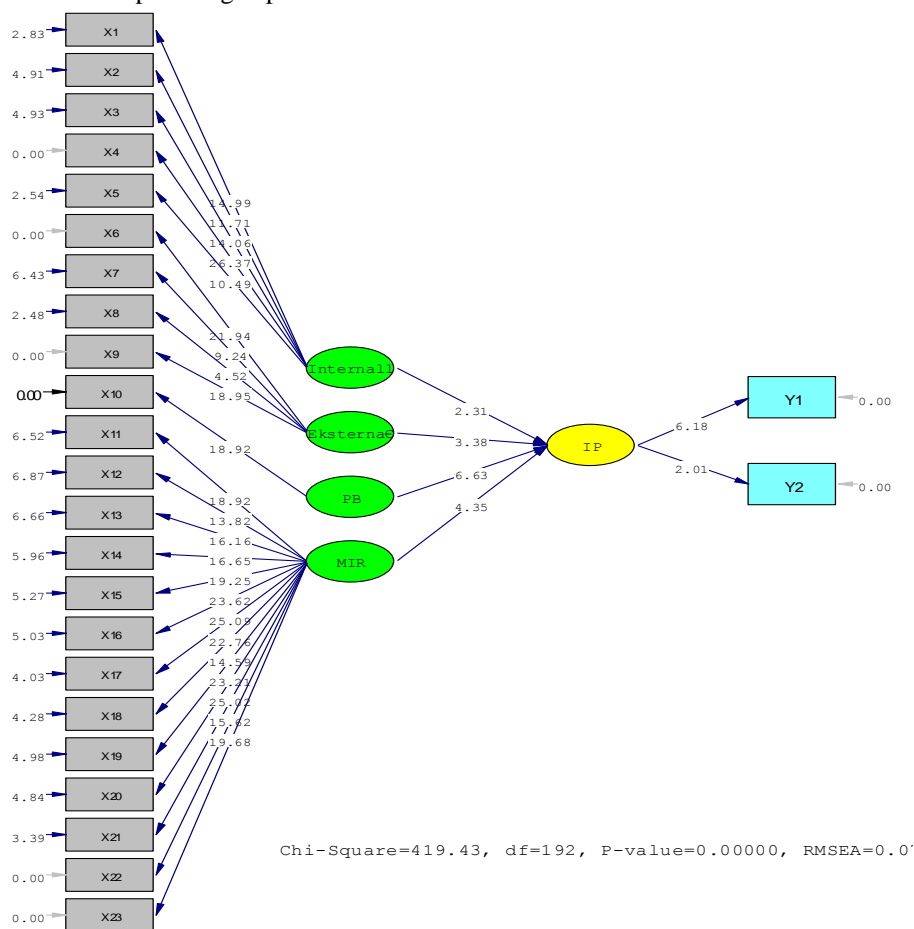

Figure 2: Structural Model

Table 3: Path estimates and hypotheses results for proposed model

Hypotheses		Path Confident	t-value	Result
H1: Retailer Internal Factors	➔ Purchasing decision	0.07	2.31	Significant and positive
H2: Retailer External Factors	➔ Purchasing decision	0.10	3.38	Significant and positive
H3:Shopping Experiences	➔ Purchasing decision	0.36	6.63	Significant and positive
H4: Distributor Services	➔ Purchasing decision	0.07	4.35	Significant and positive

5. DISCUSSION AND CONCLUSION

This study investigates whether the retailer internal factors, retailer external factors, shopping experiences and distributor services influence on purchasing decisions of large packaging products. The research results show that retailer internal factors, retailer external factors, shopping experiences and distributor services positively influence on purchase decision of large packaging products. Retailer decides to buy large package because it is financially beneficial. Retailer must be able to control gross margin level in proper position, so that the sales and profits are optimal. The availability of large packaging also positively influences on purchase decisions of large packaging. The completeness of products on retailer's shelves provides more choices for customers, so that the customers will not visit other stores to buy the products. The indicators on distributor service variables should be well known by distributor management in order to make service improvements. All of the forming indicators of service variables are significantly positive influence on the service variables. This means that all of the indicators become retailer's criteria in making purchase decisions of large packaging. Therefore, distributors must keep improving the services quality in order to be the first choice for the customers. Price has become the most influential factor on making the decision of distributor service variables. It means that if the price is competitive, so that retailer will not looking for other suppliers.

The store can purchase the large packaging products from alternative suppliers even directly buy through the channel modern trade. Retailers decision to buy from other suppliers due to the price factor. Therefore, distributors/suppliers management should be able to provide an attractive price or rebates. If the distributor can offer attractive prices, retailers can sell with competitive price. Moreover, it can increase sales and profits for retailers. Besides attractive price, the store expects information about price from distributors/suppliers, so that they can do "invest buying" when the price increases. Distributor management should not focus only on price, but they have to pay attention to other services to retailers in order to maintain good relationship and confidence in distributors, therefore customer loyalty will be increased.

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