

The Importance of Consumer Satisfaction for E-Commerce Users: How That Affects Consumer Behavior on Consumer Satisfaction?

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ABSTRACT

E-commerce is a business model that performs transactions using the internet and is implemented digitally to facilitate transactions between organizations and individuals. E-commerce covers the process from distribution, sale, purchase, marketing and service of a product which is carried out in an electronic system, namely the internet. E-commerce competition in Indonesia is very fierce because many e-commerce from abroad also compete and become the prima donna in Indonesia. In this study, the value of the influence of customer value, customer experience, user experience, brand image, price, productivity, service quality and trust in customer satisfaction will be sorted. The research conducted is descriptive analytic which will explain what factors affect consumer satisfaction in shopping on e-commerce. The approach used in this research is the cross section approach, in which the measurement of the variable is only done with momentary observations or in a certain period and each study is only carried out once. The research was conducted on respondents who had purchased online via e-commerce, either directly from the website or via the mobile application. The results of data analysis show that there are variables that significantly affect customer satisfaction. The amount of influence obtained includes user experience, customer experience, promotion, service quality, brand image, customer value, trust and price. The amount of influence for user experience is 15.3%, customer experience 13.9%, promotion 7.5%, service quality 27.6%, brand image 27.4%, customer value 18, 4%, trust 10.15 and price 1.2%.

Keywords: *E-commerce, consumer satisfaction, Consumer Behavior*

1. INTRODUCTION

The development of technology at this time cannot be denied that it is also supported by the industrial revolution which has shifted to the digital area increasingly for consumers and business people to make more use of technology in their daily lives. Business models that are increasingly developing by utilizing existing technology and shifting consumer behavior lead entrepreneurs to be better at making innovations so as not to be defeated by their competitors. To increase business and sales, many company used electronic commerce (e-commerce). E-commerce is a business model that conducts transactions using the internet and is implemented digitally to facilitate transactions between organizations and individuals. E-commerce covers the process from distribution, sale, purchase, marketing and service of a product which is carried out in an electronic system called internet [1].

The role of technology is very important and influences every business activist in running a business. By utilizing the role of technology in carrying out business processes, companies in providing services to their customers will be faster. Because basically every company has a goal that to create optimal customer satisfaction. One of the factors that affect customer satisfaction is service quality, the aspect that is measured in the quality of service for a service is whether the user is satisfied or not when using the service so that from this aspect it can be seen whether the quality of the service provided is good or not [2]. Service quality is not the only factor that determines customer satisfaction. Consumers also often viewed in terms of prices, a lack of compatibility between price and quality of products or services obtained is one factor that can determine customer satisfaction [3]. There are also

other factors that can affect customer satisfaction, including brand image, promotion and trust [4].

Consumer trust in online shopping is a difficult obstacle for dealing with the attitude of consumer behavior. The number of cyber crimes is one that affects consumer trust in e-commerce.

Competition in Indonesia is very fierce because many e-commerce from abroad compete and become in the first rank on market share in Indonesia. The following is a map of e-commerce in Indonesia based on the average website visitors in each quarter, ranking of applications and followers on social media.

Table 1 Rank E-commerce in Indonesia

Order	Q4 2018	Q4 2019	Q2 2020
1	Tokopedia	Shopee	Shopee
2	Bukalapak	Tokopedia	Tokopedia
3	Shopee	Bukalapak	Bukalapak
4	Lazada	Lazada	Lazada
5	Blibli	Blibli	Blibli

From Table 1 shows that currently e-commerce in the first rank is Shopee, where we know that Shopee is an e-commerce merchant that does not come from Indonesia. Increase rapidly from rank 3 to rank 1 has shifted the e-commerce which comes from Indonesia, namely Tokopedia. This sequence is based on the number of visits a website, app downloaders car and followers on social media. The consumer experience in shopping on a website or e-commerce application is the most important thing to form consumer satisfaction. The user experience is generated from the product itself used in real life. User experience is often overlooked even though it is one of the assessment of whether the product can be considered a success or not [5]. To retain customer loyalty we need a strategy that not only focus on quality but also on customer experience that can increase consumer's satisfaction. Customer experience is the internal and subjective response of consumers as a result of direct or indirect interactions with the company [6]. Consumer value is also very important as a consumers overall utility assessment of the product based on their perception [7]. When a product can meet customer value, the customer will feel happy and satisfied because of what he hoped for in accordance with what they have earned.

Based on the phenomenon that has been described in this study will be sorted the influence of customer value, customer experience, user experience, brand image, price, promotion, service quality and trust to customer satisfaction.

2. LITERATURE REVIEW

2.1 Consumer Satisfaction

Consumer satisfaction is an emotional response that is felt by consumers on the evaluation of product that their

consumed [7]. According to Kotler and Keller (2012) satisfaction is a feeling of pleasure or disappointment in someone who appears after comparing the performance or results of a product that is thought to the performance or expected results. If the performance feels below, the consumer is not satisfied. If the performance exceeds expectations, the consumer will be very happy or satisfied. Consumer satisfaction is the perception of a product or service that has met expectations. Therefore, consumers will not be satisfied, if consumers have the perception that met their expectations [8]. Consumer satisfaction is a response or assessment of the performance of the product or service. Following are the dimensions of customer satisfaction according to Tjiptono (2011): (1) Overall Satisfaction; (2) Confirmation of Expectation and (3) Comparison to Ideal And indicators of customer satisfaction are (a) desire or expectation of consumers to continue using the services; (b) consumers' willingness to recommend to others and (c) satisfied with the quality of services provided.

2.2 Customer Value

Zenithal give a definition or understanding of customer value as an overall assessment of consumer to the utility of a product based on perceptions of what is acceptable and what is given [7]. Customer value is the consumer perception of the value of top quality offered relatively higher than competitors will affect the level of consumer loyalty, the higher the value perceived by the customer by customer, the greater the likelihood of a relationship (transaction) [9]. Dimensions of customer value according to Tjiptono (2005:298), among them are: (a) emotional value; (b) social value; (c) quality / performance value; (d) price / value of money.

2.3 Customer Experience

Customer experience is the customer feedback internally and subjectively as a result of interaction directly or indirectly with the company. This direct relationship is usually due to the initiative of the consumer. This usually occurs in the purchasing and service department. While the indirect relationships often involve unplanned encounters, such as the appearance of the product and the brand, advertising, and other promotional events [10]. Customer experience is as stimulating cognitive recognition or perception of customer motivation. This recognition or perception can increase the value of products and services. Customer experience is the result of consumer interactions with companies physically and emotionally [11]. Successful businesses are influenced by consumer interest in the product, service or the company itself, authentic experiences that create personal value. In this case, consumer experience is a growing priority in marketing research, because consumer experience determines the quality perceived by consumers in competitive

competition. Consumer experience has a different concept with the quality of service because it requires the appropriate measurement [12]. Here is an indicator of customer experience : (a) Sense, which is owned by the human senses as a means to taste the products and services offered; (B) Feel, the flavor is displayed through ideas, pleasures, and reputation for customer service; (C) Think, that intelligence requires experience with the aim of creating cognitive and problem-solving experience with creatively engaging consumers; (D) Act, which is designed to create a consumer experience that relates to the physical body; (D) Relate, the relationship with other people, other social groups (such as employment, lifestyle) or a wider social identity.

2.4 User Experience

User Experience (UX) is the perception and response of users as a reaction to the use of a product, system or service. User Experience is how users feel pleasure and satisfaction from using a product, seeing or holding the product. UX cannot be designed by a designer but a designer can design a product that can produce UX. User experience or user experience is a consequence of the user's internal state. User experience consists of four elements, namely: usability, valuable, adoptability, and desirability.

2.5 Brand Image

Brand image is a set of beliefs, ideas, and impressions that a person has about a brand. Therefore, consumer attitudes and actions towards a brand are largely determined by the brand image [4]. Brand image refers to a memory scheme for a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of marketers and / or characteristics of the manufacturer of the product / brand. Brand image is what consumers think and feel when they hear or see the name of a brand [13]. Brand image is a set of associations about a brand that is stored in the mind or memory of consumers. [14]. Brand image is the consumer's assessment of the brand in a market. This creation can be created based on personal experience or hearing its reputation from other people or the media [15].

2.6 Price

The amount of money charged for a product or service. From the above definition, it can be concluded that price is the amount of money paid or exchanged to obtain goods or services to get the benefits of owning or using goods and services. Price is something that is needed to get a combination of services plus products by paying a fixed amount of money [16]. Price is a monetary unit or other measure including other goods and services that are

exchanged in order to obtain ownership or user rights for goods and services [7]. The Price dimensions are :

Cost oriented pricing, is pricing that is solely to take into account costs and is not market oriented. It consists of two types: a. Mark up pricing and b. Target pricing,

Demand oriented pricing, determining the price by considering the state of demand, market conditions and consumer desires, consists of: a. Perceived value pricing, and b. Demand differential pricing

Competition oriented pricing, set a selling price oriented to competitors, consisting of: a. Going rate pricing, and b. Sealed bid pricing,

2.7 Promotion

Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing their products or services Kotler and Keller (2012: 496) suggest that promotion is a means by which companies try to inform, persuade and remind consumers either directly or indirectly about a product and the brand they sell. The notion of promotion is one of the priorities of marketing activities that are notified to consumers that the company is launching new products that tempt consumers to make purchases. Promotion means activities that communicate the merits of the product and persuade targeted customers to buy it. This means that promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product. Promotion Dimensions according to Kotler and Keller (2012); Sales frequency is the number of promotions carried out at one time through sales promotion media

1. The quality of promotion is a measure of how well the promotion is carried out, for example, such as content, attractive design, position and media used, and so on.
2. Timeliness or suitability of targets is a necessary factor to achieve the desired targets of the company.
3. Time of promotion is the length of time or duration of the promotion carried out by the company

2.8 Service Quality

Service Quality is something that consistently meets or exceeds consumer expectations. Any action or activity that can be offered by one party to another, and basically services are intangible and do not result in any ownership. The dimension of service quality according to Tjiptono, projects a service quality model and divides it into five

dimensions: physical evidence, reliability, responsiveness, assurance, and empathy.

2.9 Trust

Trust is a characteristic that is determined by factors of uncertainty, volatility and dependence. Trust is defined as the dimension of a relationship that determines the degree to which a party feels that they can trust the integrity of the promises offered by the other party . Trust (trust) in this case is a feeling to be able to trust the other party for all the promises that have been given. explained that the relationship between companies and consumers is largely determined by trust and commitment [18]. Trust is related to emotional bonding, namely the ability of a person to entrust a company or brand to carry out a function, so that it can be estimated that trust will have a positive relationship with repurchase interest and loyalty. The successful business is influenced by consumer interest in products, services or the company itself, authentic experiences that create personal value. In this case, consumer experience is a growing priority in marketing research, because consumer experience determines the quality perceived by consumers in competitive competition. The consumer experience has a different concept from service quality because it requires appropriate measurement. Dimensions of trust;

- a. **Trusting Belief**
Trusting belief is the extent to which a person believes and feels confident about other people in a situation. Trusting belief is the perception of the believer (consumers) to trusted parties where the company has characteristics that will benefit consumers. In ref [19], states that there are three elements that build trusting belief, namely benevolence, integrity, competence.
- b. **Trusting intention**
Trusting intention is a deliberate thing where a person is ready to depend on others in a situation. This happens privately and leads directly to other people. Trusting intention is based on a person's cognitive trust in others. state that there are two elements that build trusting intention, namely the willingness of consumers to depend on the company and the willingness of consumers subjectively. 1) Willingness to depend, 2) Subjective probability of depending [19].

3. METHODOLOGY

The research conducted is descriptive analytic which will explain what factors affect consumer satisfaction in shopping on e-commerce. The approach used in this study is the cross sectional approach, where the measurement of the variable is only done by observing a moment or in a

certain period and each study is only carried out once [9]. The research was conducted on respondents who have purchased online via e-commerce, either directly from the website or via the mobile application. The variables in this study are divided into two, namely the graphical variable and the independent variable. The independent variables used in this study are customer satisfaction and the independent variables used are customer value, customer experience, user experience, brand image, price, promotion, service quality and trust. Figure 1 below is a distinguishing framework in this study:

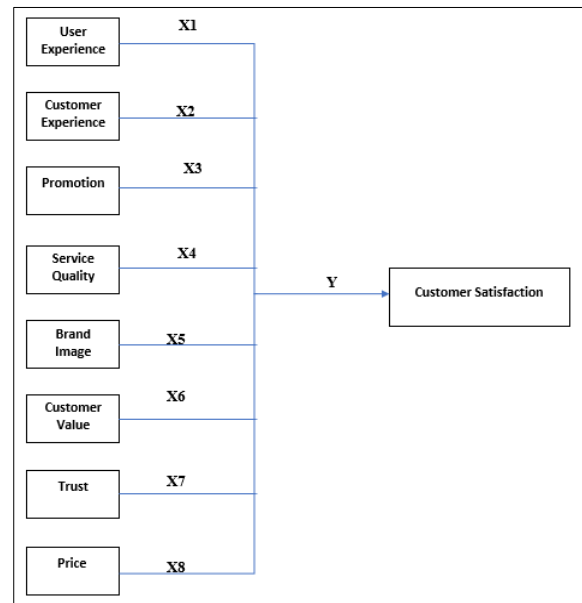


Figure 1. Research Framework

The instrument used in this study was a questionnaire, where the questionnaire was distributed to 150 respondents, but only 116 respondents returned the questionnaire. So the sample used in this study were 116 respondents. The hypothesis in this study is:

- H0 : There is no significant influence between variables User Experience (X1), Customer Experience (X2), Promotion (X3), Service Quality (X4), Brand Image (X5), Customer Value (X6), Trust (X7), and Price (X8) to Customer Satisfaction (Y).
- H1 : There is a significant influence between variables User Experience (X1), Customer Experience (X2), Promotion (X3), Service Quality (X4), Brand Image (X5), Customer Value (X6), Trust (X7), and Price (X8) to Customer Satisfaction (Y).

4. RESULTS AND DISCUSSION

Following are the results of the analysis of data that have been processed using SPSS:

4.1 Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should be independent, there is no correlation between the independent variables. If there is a correlation, then there is a multicollinearity problem. The value that is commonly used to indicate

multicollinearity is the tolerance value < 0.1 or equal to value of $VIF > 10$. otherwise if $VIF < 10$ then multicollinearity does not occur.

Table 2 shows that the value of VIF (variance inflation factor) < 10 then multicollinearity does not occur (non-multikolinearitas).

Table 2 Multicollinearity Test

Model	Unstandardized coefficients			T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.672	2.090		2.235	.027		
X1	.153	.088	.147	1.730	.087	.873	1.146
X2	.139	.121	.102	1.145	.255	.805	1.242
X3	.075	.143	.045	.529	.598	.871	1.148
X4	.276	.101	.250	2.721	.008	.754	1.326
X5	.274	.131	.201	2.088	.039	.687	1.456
X6	.184	.121	.138	1.525	.130	.776	1.289
X7	.101	.176	.050	.573	.568	.830	1.204
X8	.012	.102	.011	.122	.903	.739	1.353

4.2 Heteroscedasticity Test

Heteroscedasticity was tested using the Spearman rank correlation coefficient test, which was to correlate the absolute residuals of the regression results with all independent variables. If the significance of the correlation results is less than 0.05 (5%) then the regression equation contains heteroscedasticity and vice versa non heteroscedasticity.

Table 3 shows that the tested variables did not contain heteroscedasticity. The significance of the correlation results > 0.05 means that there is no correlation between the size of the data and the residuals so that if the data is enlarged it does not cause the residuals (errors) to get bigger too.

Table 3 Heteroscedasticity Test

No.	Variable	Correlation Coefficient	Sig	>0.05
1	X1	-.017	.854	
2	X2	-.076	.419	
3	X3	-.027	.773	
4	X4	.108	.248	
5	X5	-.152	.104	
6	X6	-.094	.318	
7	X7	-.005	.958	
8	X8	.021	.824	

4.3 Autocorrelation Test

This assumption test aims to determine whether in the regression model there is a correlation between confounding error in period t and confounding error in period t-1 (previous). If there is a correlation, it is called an autocorrelation problem. The criteria for autocorrelation-free decision making are done by looking at the Durbin-Watson value, where if the D-W value is close to 2, the assumption is that there is no autocorrelation.

Table 4 Autocorrelation Test

R Square	Adjusted R Square	Durbin –Watson	2
.321	.271	1.923	

Table 4 shows that the dew value is 1,923 then this value is compared to 2. Because this value is very close to 2, the assumption of no autocorrelation is fulfilled.

4.4 Normality Test

The normality test is intended to determine whether the residuals of the regression model studied are normally distributed or not. The method used to test for normality is by using the Kolmogorov-Smirnov test. If the significance value of the Kolmogorov-Smirnov test results > 0.05, the normality assumption is fulfilled.

Table 5. Normality Test

Kolmogorov-Smirnov Z	Significance	> 0.05
.548	.925	

Based on Table 5, it shows that the result of significance is $0.548 > 0.05$, the normality assumption is fulfilled. The value of the Kolmogorov-Smirnov Z test results asymp.sig. (2-tailed) of 0.548, so it can be concluded that the residuals are normally distributed. This means that the equation built by variable X on variable Y gives a normal distribution because the probability is > 0.05 so it is feasible to use further tests.

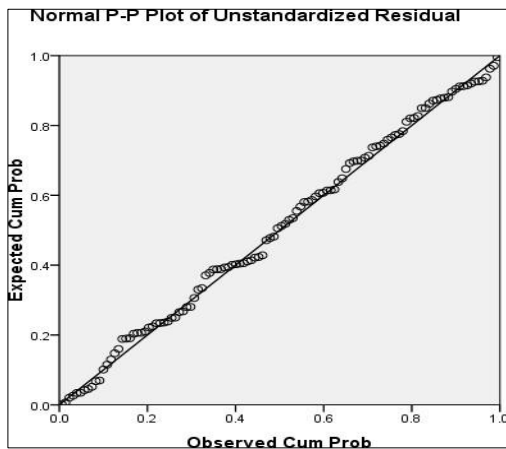


Figure 2 Normal P-P Plots

The residual normality test using the graphical method is by looking at the distribution of data on the diagonal sources on the Normal P-P Plot of regression standardized residual graphs. As a basis for decision making, if the points spread around the line and follow the diagonal line, the residual value is normally distributed.

Figure 2 shows the Normal P-P Plot Graph, it can be seen that the points spread around the line and follow the diagonal line, then the residual value has a normal distribution.

4.5 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the influence of the User Experience (X1), Customer Experience (X2), Promotion (X3), Service Quality (X4), Brand Image (X5), Customer Value (X6), Trust (X7) variables, and Price (X8) to Customer Satisfaction (Y). The results of these calculations can be seen in Table 6.

Based on the results of Table 6, it can be seen that the results of the multiple linear regression model are as follows: $Y = 4.672 + 0.153X1 + 0.139X2 + 0.075X3 + 0.276X4 + 0.274X5 + 0.184X6 + 0.101X7 + 0.012X8$ Based on the multiple linear regression model above, it is described as follows:

1. Each contribution made by the user experience will affect customer satisfaction (Y) by 15.3% with the assumption that attractiveness, efficiency, convenience and trust can increase customer satisfaction by 15.3%.
2. Each contribution made by customer experience will affect consumer satisfaction (Y) by 13.9% with the assumption that sensory experience, emotional experience, and social experience can increase customer satisfaction by 13.9%.
3. Each contribution made by the promotion will affect consumer satisfaction (Y) by 7.5% with the assumption that using promotion through advertising and promotion by giving gifts can increase customer satisfaction by 7.5%.
4. Each contribution made by service quality will affect customer satisfaction (Y) by 27.6% with the assumption that reliability, responsiveness, assurance and empathy can increase customer satisfaction by 27.6%.
5. Each contribution made by the brand image will affect customer satisfaction (Y) by 27.4% with the assumption that favorable competition and benefits can increase customer satisfaction by 27.4%.
6. Each contribution made by customer value will affect customer satisfaction (Y) by 18.4% with the assumption that the functional indicators, performance and sacrifices provided by Tokopedia can increase customer satisfaction by 18.4%.
7. Every contribution made by trust will affect customer satisfaction (Y) by 10.1% with the assumption that sincerity, integrity and the existence of a harmony can increase customer satisfaction by 10.1%.

Table 6. Recapitulation of the Results of Multiple Linear Regression Analysis

Model	Unstandardized coefficients			T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.672	2.090		2.235	.027	4.672	2.090
X1	.153	.088	.147	1.730	.087	.153	.088
X2	.139	.121	.102	1.145	.255	.139	.121
X3	.075	.143	.045	.529	.598	.075	.143
X4	.276	.101	.250	2.721	.008	.276	.101
X5	.274	.131	.201	2.088	.039	.274	.131
X6	.184	.121	.138	1.525	.130	.184	.121
X7	.101	.176	.050	.573	.568	.101	.176
X8	.012	.102	.011	.122	.903	.012	.102
R	.567						
R Square	.321						
Adjusted R Square	.271						
Fhitung	6.336						
Ftabel	2.02						
Sig F	0						
Ttabel	1.98						
N	166						

8. Each contribution made by price will affect customer satisfaction (Y) by 1.2% with the assumption that price compatibility and price competitiveness can increase customer satisfaction by 1.2%.
9. The value of Adjusted R Square (Coefficient of Determination) shows a value of 0.271 or 27.1% indicating that the ability to explain the independent variables is User Experience (X1), Customer Experience (X2), Promotion (X3), Service Quality (X4), Brand Image (X5), Customer Value (X6), Trust (X7), and Price (X8) to Customer Satisfaction (Y) of 27.1%, while the remaining 72.9% is explained by other variables outside the 8 independent variables which are not included in the model.
10. Standard Error of Estimates is 2.64005 in this case the smaller the SEE makes the regression model more precise in predicting the dependent variable.

4.6 Hypothesis Testing

There are two hypotheses to be tested by using multiple linear regression analysis. The aim is to test and find out about the influence of User Experience (X1), Customer Experience (X2), Promotion (X3), Service Quality (X4), Brand Image (X5), Customer Value (X6), Trust (X7), and Price (X8) on Customer Satisfaction (Y) to show whether all the independent variables included in the model have a significant effect together (Simultaneously) on the dependent variable, the F test is used to determine whether

individual independent variables have a significant effect on the dependent variable and to prove the variable which one is the most dominant then the standardized t test and Beta Coefficient are used. Based on the results of SPSS ver 26.0, the following results were obtained.

The F test is used to test whether all the independent variables are jointly or simultaneously, namely User Experience (X1), Customer Experience (X2), Promotion (X3), Service Quality (X4), Brand Image (X5), Customer Value (X6), Trust (X7), and Price (X8) on Customer Satisfaction (Y).

The analysis above has 9 variables, namely Y, X1, X2, X3, X4, X5, X6, X7 and X8, then you will get the value of $k = 9$ and the number of samples is 116. So you will get the degree of numerator $k-1 = 9-1 = 8$, for the denominator the value (nK) will be obtained $116-9 = 107$ with a real level of 5%. Then it will be found the value of the F table with the numerator degree 8 and the denominator degree 107 is 2.02. Shows that the calculated F value is greater than the F table (F count \geq F table).

Based on Table 7, it shows that the simultaneous hypothesis test results (F test) from the calculation results obtained the calculated F value of 6.336 (significance F = 0.000). So F count > F table (6.336 > 2.02) or sig F < 5% (0.000 < 0.05). This means that together the independent variables consisting of User Experience (X1), Customer Experience (X2), Promotion (X3), Service Quality (X4), Brand Image (X5), Customer Value (X6), Trust (X7), and Price (X8) has a significant effect on Customer Satisfaction (Y).

Table 7. Simultaneous Hypothesis Test for Regression Model

Hypothesis	Value	Judgment
H0: (there is no significant influence between User Experience (X1), Customer Experience (X2), Promotion (X3), Service Quality (X4), Brand Image (X5), Customer Value (X6), Trust (X7), and Price (X8) to Consumer Satisfaction (Y).	F = 6.336 Sig = 0.000 F _{table} = 2.02 $\alpha = 0.05$	Reject H0 Accept H1
H1: (there is a significant influence between User Experience (X1), Customer Experience (X2), Promotion (X3), Service Quality (X4), Brand Image (X5), Customer Value (X6), Trust (X7), and Price (X8) to Consumer Satisfaction (Y).		

5. CONCLUSION

The results of data analysis show that there are variables that significantly affect customer satisfaction. The amount of influence obtained includes user experience, customer experience, promotion, service quality, brand image, customer value, trust and price. The amount of influence for user experience is 15.3%, customer experience 13.9%, promotion 7.5%, service quality 27.6%, brand image 27.4%, customer value 18.4%, trust 10.15 and price 1.2%.

If ordered, the value of the greatest influence on customer satisfaction is service quality, brand image, customer value, user experience, customer experience, trust, promotion, and finally price. This result proves that consumers who shop in e-commerce really prioritize the services provided.

It is proven from the results of the influence test that service quality is the most important thing, even price is the last one. This proves that if the service is good, the price is not a problem. In line with Lovelock's opinion, service quality is something that consistently meets or exceeds consumer expectations. So as long as they meet or even exceed consumer expectations, consumers will not hesitate to pay for the products and services they buy because they feel satisfied, it can be seen from the value of the influence of customer value on customer satisfaction.

Experience in visiting or using e-commerce applications is also one of the factors that affect customer satisfaction, because from these interactions consumers form an impression of an e-commerce.

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