



The Influence of Shopping Experience and Perceived Value Toward Customer Satisfaction and their Impacts on Customer Loyalty at Minimarkets in Aceh

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ABSTRACT

The aim of this research is to identify: (1) the influence of shopping experience and the perceived value toward customersatisfaction (2) the influence of shopping experience, the perceived value and customersatisfaction toward customer loyalty (3) the indirect influence of shopping experience and perceived value toward customer loyalty at minimarkets in Aceh evaluated through customer satisfaction. The research was conducted at minimarkets in Aceh. The objects of the study are: Shopping experience role, and the perceived value between consumer loyalty and customer satisfaction which become the mediating variables. The number of population in this study is all the customers at minimarkets in Aceh, therefore, the sampling technique used in the research was known as the non- probability sampling. It is conducted by taking the purposive sampling method, it means that the population considered as research sample has certain criterias, At the end, there were 270 respondents as the sample population. Structural equation modeling was the analysis equipment. The study identifies that the shopping experience and perceived value have positive and significant impact on customer satisfaction and shopping experience, moreover, the perceived value and customer satisfaction provide positive and significant impact toward the customer loyalty. In addition, the shopping experience and the perceived value indirectly give positive impact and significantly influence the customer loyalty of minimarkets in Aceh which shown through three customer satisfaction.

Keywords: Shopping Experience, Perceived Value, Customer Satisfaction, Customers Loyalty

JEL Classifications: M1, M3

1. INTRODUCTION

1.1. The Background

The competition among minimarkets have increased which demand them to have various marketing strategies to improve the customer loyalty. In business world, some shops only consider the margin profitand somehow they ignore the fact that they actually need to think about how to create positive shopping experience as well as perceived values to increase the customers satisfaction which lead to customer loyalty to keep buying products or use the service provided. Those aspects, somehow will improve the shop profit. These factors contributes in keeping customer loyalty to shop at minimarkets and they will spread the words to other

buyers. The satisfaction will then improve the customers trust and the tendency to increase their loyalty to shop as well as to recommend others to purchase the products from the minimarket. Eventhough the customer satisfaction, the shopping comfort and the perceived value improved as expected, still, some people tend to go to other places to shop.

1.2. Problems

Based on the background of the study mentioned above, the issues of the research are:

1. Are work experience, perceived value and consumer satisfacton good enough to increase the customer loyalty at minimarkets in Aceh.

2. How does the influence of shopping experience towards the customer loyalty at minimarkets in Aceh.
3. How does the influence of perceived value towards customer loyalty at minimarket in Aceh.
4. How does the influence of customer satisfaction towards consumer loyalty at minimarkets in Aceh.
5. How does the influence of shopping experience towards customers of minimarkets in Aceh.
6. How does the influence of customers' perceived value toward customer loyalty at minimarkets in Aceh.
7. How does the influence of shopping experience in increasing customer loyalty toward customer satisfaction at minimarkets in Aceh.
8. How does the influence of customers' perceived values in increasing customer loyalty toward customer satisfaction at minimarkets in Aceh.

1.3. The Aim of Study

Based on the problems mentioned above, therefore, the aims of the study are:

1. To identify and analyze the influence of shopping experience, perceived value and customer satisfaction are good enough in increasing the customer loyalty at minimarket in Aceh.
2. To identify and analyze the influence of shopping experience towards customer loyalty at minimarkets in Aceh.
3. To identify and analyze the influence of perceived value towards customer loyalty at minimarket in Aceh.
4. To identify and analyze the influence of customer satisfaction towards the consumer loyalty at minimarkets in Aceh.
5. To identify and analyze the influence of shopping experience towards customers of minimarkets in Aceh.
6. To identify and analyze the influence of customers' perceived value toward customer loyalty at minimarkets in Aceh.
7. To identify and analyze the influence of shopping experience in increasing customer loyalty toward customer satisfaction at minimarkets in Aceh.
8. To identify and analyze the influence of customers' perceived values in increasing customer loyalty toward customer satisfaction at minimarkets in Aceh.

2. LITERATURE REVIEW

2.1. The Customer Loyalty

(Zia and Al Ghaswyneh, 2013), a customer is considered loyal if he or she shops consistently in particular place or it can be defined as condition which demands the customers to do the purchase at least twice in period of time. In a research conducted by (Kashani and Moradi, 2015), they explained the indicators used in measuring customer loyalty, they are:

1. Repurchasing; Repurchasing is the will of customers to use the service for several times.
2. Recommendation; Recommendation is the oral communication of the customers to other people about their good experience in using a product or a service.
3. Ongoing relationship; ongoing relationship is the customers' intention to be regular customers by using the service provided by the same company in the future.

4. Commitment; Commitment is the intention from the customers to keep using the service provided by the company in the future.

2.2. Customer Satisfaction

(Danesh et al., 2012) explained that the customer satisfaction is the feeling of customers toward a product or a service, whether they like it or not. They usually compare the products to meet their expectation. Customer satisfaction also becomes the evaluation of the products to see whether the products as good as expected or not, hence, the dissatisfaction appears when the outcomes far from the hope. (Gordon and McDougall, 2000) believed that customer satisfaction is referred to customer evaluation whether the prior perception toward the chosen product as expected or not.

How to measure customer satisfaction has become popular research topic and improved until now, it is also important for the companies to know the work outcome and as the recommendation for future improvement based on consumers' point of views, (Tung, 2004) mentioned four methods in measuring customer satisfaction level, they are:

- a) Complaint and suggestion system
- b) Ghost shopping
- c) Lost customer analysis
- d) Customer satisfaction survey.

2.3. Research Model

This study was conducted to analyze and test the variables that influence customer satisfaction, trust and loyalty. Based on the fact and hypothesis mentioned above, they form a paradigm or a research model as follow in Figure 1.

3. RESEARCH METHOD

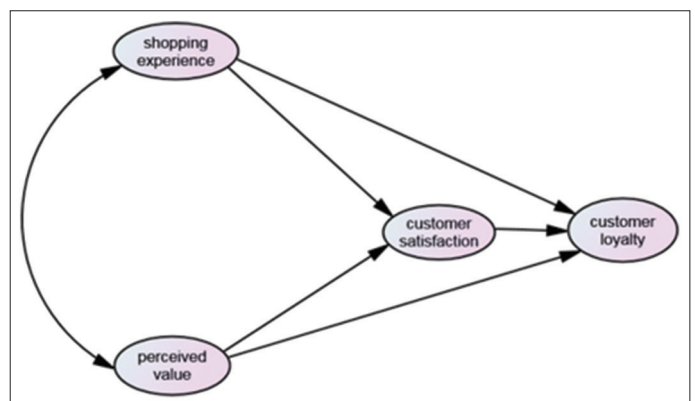
3.1. Location and Object of the Study

To collect an accurate and relevant data, it needs a research location. The locations of the study were the minimarkets in Aceh. While the object of the study is the influence and relation among the shopping experience, the perceived value and the loyalty measured through customer satisfaction at minimarkets in Aceh province.

3.2. Population and Sampling Method

This research did not take whole population as respondents because it could be represented by some people which are known as sample

Figure 1: Research model



(Jajoo and Malu, 2014). The researcher used sample because it is impossible to analyze the whole population.

Non-probability sampling is the sampling technique by using purposive sampling method which means only population with certain criterias would be the respondents of the research, they were (Etikan, 2017):

1. The customers who have been to minimarkets
2. The customers who have shopped in minimarkets
3. The customers who have done business transaction more than 2 times.

On the other hand, the observation unit was the customers who have shopped more than 2 times which narrowed to 270 respondents. (Amundson et al., 2014), to achieve 80 % of alpha 5%, the number of samples for each indicator 5 or more are better to use 9 samples for each indicator as estimated model. While the observation unit were 270 customers.

3.3. Data Collection Method

The research data in this study was the primary data. The primary data is the resource of the study taken directly without any mediator and has direct relation with the research. The data collection procedure was taken through questionnaires.

3.4. Measurement Scale

In questionnaire, the respondents were asked to answers the questions by using level of agreement scale known as likert scale.

3.5. Data Analysis Technique

Structural equation modeling (SEM) is the data analysis technique for the study by using analysis of moment structure software. SEM is one statistical technique with diverse techniques such as cross sectional, linear and general. The SEM analysis consist of two statistical methods from different disciplines: The factor

analysis developed from psychology as well as psychometry and the simultaneous equation modeling derived from econometrica study (Bauldry, 2015).

Furthermore, the structure model views the relation between variables or between exogenous and endogenous variables. They utilize multiple regression analysis method to find out if there is strong link between those variables, exogen (independent variables) and endogen (dependent variables). If there is a relation between them, how strong will it be. The SEM model of this research is as follow (Figure 2):

The SEM above was applied based on the thinking framework as described with mathematical equation in linear sub diagram 1, they are:

$$Y_1 = \rho Y_1 X_1 + \rho Y_1 X_2 + e_1$$

Notes:

- ρ : Linear coefficient
- Y_1 : Customer satisfaction
- X_1 : Shopping experience
- X_2 : Perceived values
- e_1 : Structural error.

3.5.1. Linear sub diagram 2

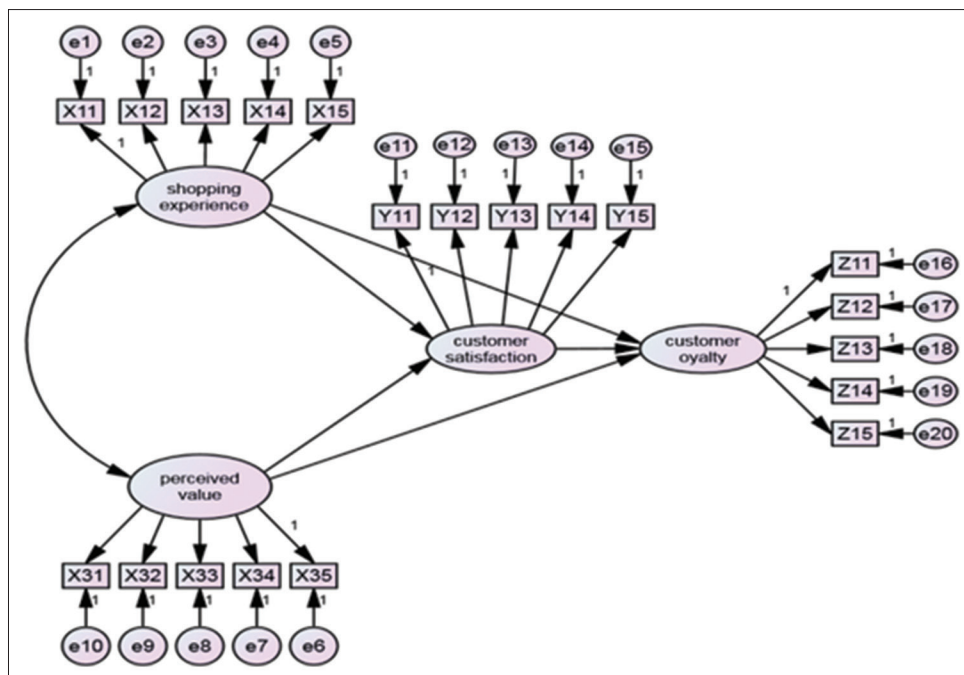
The mathematical equation for the linear sub diagram 2:

$$Z = \rho Z X_1 + \rho Z X_2 + \rho Z Y + e_2$$

Notes:

- ρ : Linear coefficient
- Z : Customer loyalty
- X_1 : Shopping experience
- X_2 : Perceived value

Figure 2: Full structural equation modeling



Y: Customer satisfaction
 e₂: Structural error.

3.5.2. Linear sub diagram 3

The mathematical equation for linear sub diagram 3:

$$Z = \rho ZY + e_3$$

Notes:

- ρ: Linear coefficient
- Z: Customer loyalty
- Y: Customer satisfaction
- e₃: Structural error.

4. RESULTS AND DISCUSSION

4.1. Goodness of Fit Test Result

The result of fit test during confirmatory factor analysis (CFA) can be seen in Table 1.

Based on the table above, it showed that the value of Chi-square was=59.097 with the significant number in 0.131. This identified

Table 1: Result of fit test confirmatory variables in shopping experience

Goodness of fit index	Cut off value	Hasil	Evaluasi model
Chi-square (df=2)	Kecil (<36.919)	59.097	Good
Probability	≥0.05	0.131	Good
RMSEA	≤0.08	0.029	Good
GFI	≥0.90	0.963	Good
AGFI	≥0.90	0.940	Good
TLI	≥0.95	0.940	Good

Source :The processed primary data in 2018

zero hypothesis which mean there was no difference between covariance matrix sample and covariance matrix population assumed they were accepted, so, the model was valid. The same thing happen in other fit test variables which were situated in good criteria.

4.2. The Analysis of Full SEM

After analyzing the measurement model through CFA and finding that each indicators can be used to define a construct latent, a full model of SEM then can be analyzed (Figure 3).

4.3. Hypothesis Testing

After evaluation of fit test through goodness of fit analysis and assumptions derived from SEM, there would be the hypothesis testing. Based on the purpose of this research, the basic questions for further analysis was about the influence of shopping experience, shopping comfort and perceived value toward the customer satisfaction in increasing customer loyalty at minimarkets in Aceh. To discuss those influences, it needed to do the analysis between the constructs to identify the direct, indirect and total effect. Therefore, they showed result in Table 2.

Based on the data, it could be seen that the customer satisfaction variables were directly influenced by shopping experience variable at 0.126 and the perceived values variable at 0.072. While the customer loyalty variable directly linked to shopping experience variable at 0.025, the perceived value variable at 0.055 as well as customer satisfaction variable at 0.456.

4.4. The Influence of Shopping Experience and Perceived Value toward Customers Satisfaction at Minimarkets in Aceh

The hypothesis testing phase I in this study were the shopping experience variable and the perceived values which gave impact to the customer satisfaction at minimarkets in Aceh.

Figure 3: Analysis of structural equation modeling

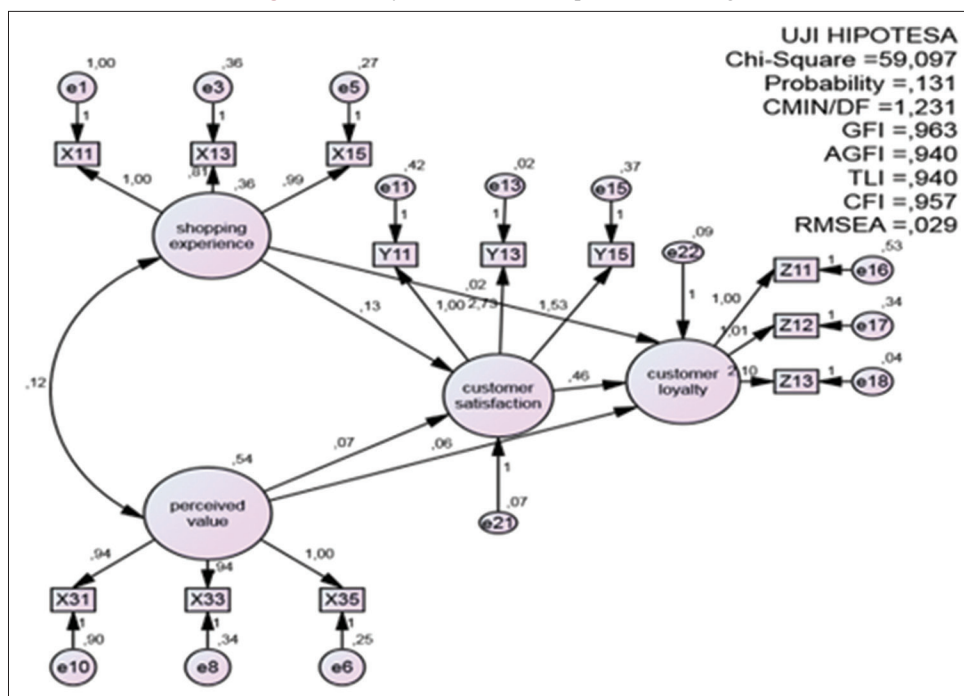


Table 2: Hypothesis testing

Variable			Estimate	S.E.	C.R.	P
Customer_satisfaction	<---	Shopping_experience	0.126	0.045	2.615	0.009
Customer_satisfaction	<---	Perceived_value	0.072	0.035	2.299	0.022
Customer_loyalty	<---	Customer_satisfaction	0.456	0.107	2.257	0.024
Customer_loyalty	<---	Perceived_value	0.055	0.042	1.978	0.048
Customer_loyalty	<---	Shopping_experience	0.025	0.050	0.542	0.588

Source: The processed primary data in 2017

The test result of estimated parameter in the shopping experience influence toward the customer satisfaction showed the value of CR at 2.615 with the probability value at 0.009. The probability number was <0.05, so the model was valid. Based on the estimated parameter testing on the shopping experience impact toward the customer satisfaction, it identified that the first hypothesis (H_1) is valid. Therefore, the shopping experience variable has positive impact and significant influent toward the customer satisfaction (Dobrota et al., 2017). Customers' intentions to stay with a website appear to be influenced by the perceived value and satisfaction formed during the most recent transaction; however, the strength of action inertia gradually declines after the maturity stage (Lin and Kuo, 2002), The findings confirm that trust, perceived service quality, perceived customer value, including functional value and emotional value, contribute to generating customer satisfaction with MIM (Deng et al., 2010), The moderating effects of switching costs on the association of customer loyalty and customer satisfaction and perceived value are significant only when the level of customer satisfaction or perceived value is above average (Yang and Peterson, 2004), the tangibles, empathy and assurance dimensions of service quality are antecedents of customer satisfaction and a positive relationship exists between customer satisfaction and customers' behavioural intentions (Tung, 2004).

The result of estimated parameter on perceived value toward customer satisfaction indicated that the CR score at 2.299 with the probability at 0.022, the probability score was <0.05 which mean the model was valid. According to the estimated parameter testing on the perceived value toward the customer satisfaction, it was clear that the second hypothesis (H_2) was valid. Therefore, the variable of perceived value viewed positive outcome and had significant impact on customer satisfaction (Söderlund and Sagfossen, 2017). show that high supplier effort boosts customer satisfaction, and that the effects of consumer effort are either absent or indirect with a negative impact (Söderlund and Sagfossen, 2017) corporate brand image significantly affects customer satisfaction and customer loyalty, and customer satisfaction has strong impact on customer loyalty (Chang et al., 2012), The fact that there are conceptual connections of trust to the notion of satisfaction and loyalty, and that this effort is especially lacking in the brand-consumer relationship, moves the authors to focus on analysing the relationships existing among these concepts (Ishaq et al., 2014), indicate that the relationship between customer satisfaction and their trust, customer satisfaction and their loyalty, customer trust and their loyalty, customer loyalty and their repurchase intention are positive in a significant way (Chinomona and Sandada, 2013), the factors significantly contributed to explain customer satisfaction but comparatively price fairness had the larger impact on customer satisfaction than customer services (Muzammil and Sehrish, 2010).

4.5. Estimated Result of Linear Substructure 1

The estimated substructure linear equation of the influence shopping experience and perceived value toward customer satisfaction at minimarkets in Aceh was:

Equivalent of linear substructure I:

$$Y=0.126X_1+0.072 X_2$$

Based on the equation above, it could be explained that the shopping experience increased at 0.126 in Likert scale, therefore it influenced the customer satisfaction at 0.126 and if the score of perceived value increased at 0.072 in Likert scale, it would influence the customer satisfaction value at 0.072.

4.6. The Influence of Shopping Experience, Perceived Values Toward Customer Loyalty at Minimarkets in Aceh

The second phase of hypothesis testing in this study was the influence of shopping experience and the perceived value variables on customer loyalty at minimarkets in Aceh.

The result of estimated parameter testing on shopping experience relation to customer loyalty showed the CR value at 0.542 with the probability at 0.588. Because the probability score was >0.05, the model was invalid. Based on the estimated parameter testing on shopping experience influence toward customer loyalty, it identified that the there hypothesis (H_3) was invalid.

Based on the picture, it indicated that the customer loyalty was influenced by the shopping experience with the standardized coefficient value at 0.025, it mean that there was no influence between the Shopping Experience and customer loyalty with the score at 0.025. Therefore the Shopping experience variable did not significantly impact on customer loyalty. (Zhao et al., 2017) brand awareness can positively predict brand loyalty. Service experience and emotional experience can positively affect brand loyalty, (Ye and Luo, 2016) Severity of failure has a significantly positive effect on service failure attribution of locus, controllability; Customer relationship significantly moderates the influences of failure severity on service attribution of locus, controllability. Experience value plays as mediation variable between consumption experience and customer loyalty. Some management recommendations are given from customer shopping experience perspective, including improving environment quality, enriching product features (Shu, 2014).

The estimated parameter testing result on perceived value of customer loyalty viewed the CR number at 1.987 with the probability number at 0.48, because the probability score was <0.05, the model was valid. Based on the estimated parameter testing about the link between perceived value and customer

loyalty, it indicated that the fourth hypothesis was valid. It means that the perceived values had positive impact and significantly influenced the customer loyalty. It identified that the fourth hypothesis (H_4) was valid.

Based on the Table 1, it found that the customer loyalty was influenced by perceived value with standardized coefficient value at 0.055, it means that there was a positive effect of customer loyalty with the number at 0.055. Hence, the variable of the perceived value positively and significantly influenced the customer loyalty. Interacting with others is positively influenced by perceived value and service concept newness. Subsequently, brand loyalty is positively influenced by participating in brand marketing activities and interacting with others (Leckie et al., 2018), furthermore, customer loyalty is indirectly influenced by service quality through customer satisfaction. The relationship between customer satisfaction and customer loyalty, which is stronger for customers who perceive high value than for those who perceive low value (Kuo et al., 2011) findings imply that customer satisfaction influences trust, which plays a key role as an antecedent of customer loyalty in shopping for people products and services, (Kim et al., 2011).

4.7. The Estimated Linear Substructure Value 2

The linear substructure estimation value for the equation of the influence of shopping experience, shopping comfort, perceived value, customer satisfaction and customer loyalty at minimarkets in Aceh was:

The second equivalent of linear substructure was:

$$Z=0.025X_1+0.055X_3$$

Based on that equivalent above, it indicated that if the shopping experience increased at 0.025 Likert scale, the tendency of customer loyalty would be at 0.025 and if the perceived value of customer increased at 0.055 Likert scale, the customer loyalty would improve at 0.055.

Based on the equivalent above, it can be seen that if the customer satisfaction increases at 0.318 Likert scale, the customer loyalty will progress at 0.318.

4.8. The Influence of Customer Satisfaction toward Customer Loyalty at Minimarkets in Aceh

The third hypothesis testing in this study was the influence of customer satisfaction toward the customer loyalty at minimarkets in Aceh. The result of the hypothesis was:

The result of estimated parameter testing on customer satisfaction toward customer loyalty showed the CR number at 2.257 with the probability value at 0.024. because the probability number was <0.05 , the model was considerably valid. Based on the estimated parameter testing of customer satisfaction on customer loyalty, the H_5 was also declared valid.

Based on the Table 1, it shows that the customer loyalty was influenced by the standardized coefficient value at 0.456. There was, somehow, the positive effect of customer satisfaction toward

the customer loyalty with the performance level was at 0.456. It fills an important gap in the knowledge of customization outcomes, and clarifies under which circumstances service customization is most effective (Coelho and Henseler, 2012), confirmed the existence of mediators and moderators in the relationship between customer satisfaction and loyalty (Chuah et al., 2017), The perceived relationship value was found to be positively and strongly related to customer satisfaction and loyalty. Moreover, the perceived relationship value was found to have the largest effect on customer satisfaction and loyalty compared to the effect of perceived core product and service value (Mackevičiūtė, 2013), that perceived image and performance of financial services are important to relationship quality when applied to financial services (Akhgari et al., 2018)

The third equation of estimated linear substructure was the influence of customer satisfaction toward the customer loyalty to shop in minimarkets, it could be seen as below:

4.9. The Estimated Result of Linear Substructure 3

The estimated linear substructure for the equation on the link between the customer satisfaction and the customer loyalty to shop at minimarkets in Aceh could be seen below:

The third linear substructure equivalent

$$Z=0.456 Y$$

Based on the equation above, it could be seen that the shopping experience increased at 0.456 in Likert scale which boosted the customer satisfaction at 0.456.

4.10. The Influence of Shopping Experience and the Perceived Value on Customer Loyalty through Customer Satisfaction at Minimarkets in Aceh

Based on Table 1, it found that the consumer loyalty had direct effect on shopping experience with standardized coefficient score at 0.025. While the indirect effect was at 0.045. so, the total effect was 0.071. Because the total effect was bigger than the direct effect, it can be concluded that the customer loyalty has important role in mediating the shopping experience and customer loyalty at minimarkets in Aceh. Additionally, there is positive shopping experience outcome toward customer loyalty through mediated customer satisfaction with the effect at 0.071, it means that H_6 was valid.

Still based on Table 1, it found that company loyalty was directly influenced by the perceived value with the standardized coefficient score was at 0.055. On the other hand, the indirect effect was at 0.064, so the total effect became 0.119. Because the total effect was bigger than the direct effect, it could be concluded that the customer satisfaction had important role in mediating the perceived value with the effect at 0.119. it means that H_7 was valid.

4.11. The Analysis of Mediating Variable Role

The result of the study identified that both direct and indirect perceived value had significant impact on customer loyalty. On the other hand, the shopping experience influenced insignificantly toward customer loyalty. This proved the shopping experience

must relate to the customer satisfaction in improving the customer loyalty. The direct perceived value moreover had role in improving the customer satisfaction as well as the customer loyalty to shop at minimarkets in Aceh.

5. CONCLUSION AND SUGGESTIONS

5.1. Conclusion

Based on the result of study, there are several points can be taken:

1. Both the shopping experience and the perceived value have positive influence toward the customer satisfaction. Based on the study, it can be seen that the minimarkets could increase the customer satisfaction through shopping experience and perceived value. The most influential indicator in customer satisfaction was the communicative indicator to see how polite the clerk in servicing the customer and how to provide the shopping comfort to them. Therefore, it is important for the minimarkets to consider these indicators to accommodate a comfort shopping experience to the buyers.
2. The shopping experience and the perceived values gave positive impact toward customer loyalty. According to the study, it can be seen that minimarkets can improve the customer loyalty through shopping experience and the perceived value as well as the customer satisfaction. There are several indicators of customer loyalty to shop in minimarkets such as the indicator related to the frequency of shopping in minimarkets, the indicator related to recommendation to other people to shop in minimarkets. Therefore, it can be concluded that these two factors happened because of the shopping experience, the comfort, the perceived value, the customer satisfaction and the customer loyalty.
3. The shopping experience had positive influence toward the loyalty because of the customer satisfaction. It means that the shopping experience give positive influence toward the customer loyalty through customer satisfaction to shop at minimarkets in Aceh. The valid hypothesis indicated that the shopping experience provided enough proof in increasing the customer loyalty at minimarkets directly but not significantly. While the indirect effect was identified by looking at the positive and significant shopping experience outcome toward the customer loyalty through intervening variables of customer satisfaction. This result supports the previous study which said that the shopping experience had positive influence toward the customer loyalty.
4. The perceived value had positive impact on customer satisfaction. This showed that the perceived value gave positive influence on customer loyalty shown through customer satisfaction to do transaction at minimarkets in Aceh. the hypothesis was accepted because there was enough evidence to prove that the perceived value could improve the customer loyalty to shop in minimarkets and it had direct and significant effect. On the other hand, the indirect effect was identified as the shopping experience had positive and significant impact on customer loyalty by looking at intervening variable of customer satisfaction. These findings supported the previous study on how the shopping experience could give positive performance on the customer loyalty.

5.2. Suggestions

Instead of analysing the factors that can effect the customer satisfaction on customer loyalty, there are several issues that can be considered for the future studies, such as:

1. The customer satisfaction will be improved by positive shopping experience, it can be seen through several indicators such as excellent service, good impression and customers participation in giving suggestion. In providing the shopping comfort, the indicators they need to have such as music background during the shopping activity and providing a clean and well-maintained public facility. While the indicators used in evaluating the perceived value is how the customer shop for daily need so that the minimarket should provide all the products needed for their daily consumption. In the end, it will increase the customer loyalty at minimarkets in Aceh.
2. For the further study, it can be a consideration to add variables that can influence the customer satisfaction and customer loyalty by having several mediating variables which somehow will bring differences in the research result.

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