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## Important Role of Disconfirmation Capability To Increase Repurchase Intention

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### ABSTRACT

Indonesia is heterogeneous due to its various tribes, cultures, and layers of society, therefore, their shopping tastes become so varied and different. Indonesia has a lot of offline and online stores as an impact of its demand. Meanwhile, Indonesians prefer to shop and buy at online stores, due to the ease and its convenience, even the simplicity. Many factors influence the repurchase intention of Shopee's consumers. Thus, Shopee is supposed to consider the factors which influence customer purchase intentions, including: customer expectation, customer satisfaction and disconfirmation capability.

This study departs from controversy of research results between customer expectation and repurchase intention. Several research's show that customer expectation influences repurchase intention. On the other hand, several other marketing experts found that customer expectation had no effect on repurchase intention.

Objective of the research is to overcome the controversy of research results by offering a new concept, namely disconfirmation capability in a theoretical model. The object of research on SMEs as many as 350 respondents in Yogyakarta. Purposive sampling was used to take samples, using a questionnaire. The data collected were carried out 3 tests: data test, model test and hypothesis testing.

The findings of this study indicate that customer expectation has a significant positive effect on disconfirmation capability but has no effect on customer satisfaction and purchase intention. Disconfirmation capability has a significant positive effect on repurchase intention. Customer satisfaction and customer expectation have no effect on repurchase intention. Limitations of research and future research are also discussed in this study.

*Keywords: customer orientation; customer expectation; disconfirmation capability; repurchase intention.*

### 1. INTRODUCTION

The development of technology in Indonesia increases rapidly during several few years. Digital technology is increasingly mushrooming amid people's lives. It is supported in negative ways by the current Covid-19, which requires people to stay at home and adapt to an all-digital lifestyle. Including one of them in terms of shopping. People no longer need to bother spending a lot of time, energy, and money to shop and buy at offline stores. The reason is, shopping at an online store will be more efficient and effective than shopping at an offline store.

People can easily find a marketplace on their gadgets, due to the abundance of the marketplaces in Indonesia. According to Opiida (2014), marketplace is one of the internet-based online media (web-based) where business activities and transactions are carried out between buyers and sellers. Buyers can find suppliers with the criteria they want, so they get prices that match market prices. Suppliers or sellers can also find out which companies need their products or services.

The existence of the marketplace helps society to easily carry out business activities and buying so does the selling transactions. Only by using gadgets, we can carry out business transactions or buy or even sell transactions anywhere and anytime without worrying about a lot of wasted time and energy.

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One of the marketplaces in Indonesia is called Shopee. Shopee was founded in 2015 and is managed by the SEA Group which is a company owned by Forrest Li. The CEO of Shopee is Chris Feng, a young entrepreneur from Singapore. Initially Shoppe was a marketplace for C2C (customer to customer, but now it has switched to a hybrid C2C and B2C (business to customer. Shopee's history in Indonesia began in December 2015. In 2017, Shopee recorded 80 million app downloads with more than four million sellers and more than 180 million active products.

According to the Top Brand Award in 2021, the Top Brand Gen-Z Index of online shopping and the Top Brand Index phase 2 of the online buying and selling site, the first rank is the marketplace, with 52.9% and 41.8% respectively. Based on this data, we can see that Shoppe is popular, ease of transaction, and ease of use. The ease of the application influences people to be more interested in using the marketplace. Shopee in exploring the world of online shopping in Indonesia made various efforts to convince consumers to use it. Complete features and ease of transaction and use are some of Shopee's intentions to convince its consumers.

While we conduct a buying and selling transaction online, we automatically cannot and barely find out whether the goods or services we buy are in line with our expectations or not. According to Rambat (2013), Servqual is built on the comparison of consumer perceptions of the services they receive with what is expected or desired (expectations). Due to this reason, Shopee should find out what the expectations of customers are that they must strive to realise for a good brand image.

At some point, when these expectations arise from the minds of consumers, then there are two things they get from it: they are satisfied with the service or goods. Consumer satisfaction is based on a consumer's feeling of comfort or disappointment with a product or service. Whether the product or service can meet the expectations of the consumer or not. Therefore, providers of goods or services are expected to be able to provide products or services in accordance to the market demand. If consumers are satisfied with the service or goods, then the company's brand image will be good and get feedback from consumers. Customer satisfaction is the level of one's feelings after comparing the performance or results they feel compared to their expectations (Udayana, Subiyanto & Prayekti, 2021). They can also feel disappointed from what they got because it didn't live up to their expectations. A disclaimer is a disconnection or cancellation of a customer. If a consumer is not satisfied with the service that is provided, then the consumer will disconfirm. So many factors determine the customer's repurchase intention. These factors include: customer satisfaction, customer expectation, disconfirmation capability.

The findings of several studies indicate that there is an inconsistency of research results between customer expectation and repurchase intention. Some scientists state that customer expectation has a significant positive effect on repurchase intention (Hsu, Yu & Wu, 2014; Li & Jaharuddin, 2021; Mostert, Steyn & Mentz, 2017). On the other hand, some have found in their research that customer expectations have no significant effect on repurchase intention (Lee, Lee & Par, 2018; Mostert et al., 2017; Chetoui & Lebdaoui, 2019). The controversy between customer expectations does not affect repurchase intention. On the one hand, researchers found that salespeople always try to provide solutions to problems faced by customers. Including speed in the transaction process ensures a very efficient time and cost. Clarity of product information is also offered to customers. However, all of this does not necessarily increase customer purchase intentions. However, other researchers found that all of them significantly affected repurchase intention. This motion pushes the researcher to propose a new variable, disconfirmation capability, to overcome the controversy. Thus, the researcher proposes one variable which is the novelty of this research called disconformity capability.

Disconfirmation capability was developed based on three major theories: Expected disconfirmation theory, Ambidexterity theory, and Dynamic capability theory. The ambidexterity of the theory shows two sides of activity: exploration and exploitation (O'Reilly, 2013). While the dynamic capability theory by Chiha, Wangb, Hsua, and Chengc (2012) states that the ability to maintain competitiveness is carried out through improving the quality of salespeople, combining and combining the reconfiguration of the company's intangible assets. Expected disconfirmation theory is a subjective assessment by consumers resulting from comparing perceived performance and previous brand expectations and then seeing the differences between them. Morgan and Dong (2005) first suggested the expectancy disconfirmation



theory to explain the process by which consumers form attitudes toward products or services in a marketing context. Expectations then determine satisfaction before being presented with a product or service.

Disconfirmation capability is meeting customer needs and desires and providing solutions to customer problems. All of this is done to increase customer satisfaction. The disconfirmation of ability is characterised by: quality of service, speed of service process, clarity of product information, and offers that are more attractive than competitors. This strategy has the potential to increase customer repurchase intention.

This new variable is expected to overcome the inconsistency of the results of previous studies. The objectives to be achieved in this research are as follows: Overcoming the problem of inconsistency of research results between customer expectation and repurchase intention; Analysing the relationship between customer expectation, customer orientation, disconfirmation capability and repurchase intention on the Shopee marketplace; Identify and analyse the factors that influence repurchase intention in the Shopee marketplace.

## 2. LITERATURE REVIEW

### 2.1 Customer Expectation and Customer Satisfaction

Customer satisfaction is strongly influenced by customer expectations (Vasić, Kilibarda & Kaurin, 2019). This happens in purchases to offline stores and to online stores. Especially if customers buy at online stores, because they can't see the products they are going to buy directly. They can only expect that the product they buy will be what they expected. Thus the needs and desires of customers must be well known by the Shopee company. Completeness of information about product descriptions will determine customer satisfaction.

How a customer expects a product or service that they buy, then they compare it with the reality they receive after getting the goods or services they buy (Tawinunt et al., 2015). They will feel satisfied if their expectations match what they receive post-purchase. Furthermore, they will feel disappointed if their expectations do not match what they get after receiving the goods or services they buy. To ensure that customers are satisfied, the company in this case Shopee must be able to provide guarantees, for example a money back guarantee or guarantee that goods can be exchanged without any additional costs (Udayana, 2022). Thus hypothesis 1 is proposed:

*H1: The higher suitability of customer expectations for product purchases, the higher customer satisfaction.*

### 2.2 Customer expectation and disconfirmation capability

A customer's disconfirmation capability is also influenced by customer expectation (Matikiti, Mpinganjira & Roberts-Lombard, 2018). How a consumer feels satisfied or dissatisfied with consumer expectations before purchasing with what he actually gets, both products and services. If they are satisfied, there will be positive disconfirmation, otherwise if they are disappointed or dissatisfied after getting their product, there will be negative disconfirmation. Thus the suitability of the product ordered by the customer with the product sent by the company in this case Shopee must be the same. In addition, the transaction process must also be fast and accurate

Positive disconfirmation is strongly influenced by the expectations of customers who are satisfied with the marketing performance of a marketplace. They feel the satisfaction given, then there is a positive disconfirmation (Poot, Wopereis, den Elzen, Gussekloo, & Blom, 2019). Therefore, service providers of products and services must pay attention to their marketing performance in order to create positive disconfirmation. Clarity of information about the product description that will be purchased by the customer before the purchase transaction, greatly determines customer satisfaction. Thus, it becomes so important. Based on the description above, it can be proposed hypothesis 2:

*H2: The higher customer expectation, the higher the disconfirmation capability.*

### *2.3 Disconfirmation capability and customer satisfaction*

Initial expectations of customers determine the extent to which their expectations are disconfirmed/not disconfirmed, and then based on the level of confirmation/disconfirmation and initial expectations, can result in customer satisfaction (Balci, Caliskan & Yuen, 2019). Positive disconfirmation can lead to customer satisfaction and an upward adjustment of expectations towards the next purchase, whereas the opposite is true for negative disconfirmation. Customers who feel dissatisfied will have a bad impact on the next purchase, causing negative disconfirmation.

Disconfirmation in this study means positive disconfirmation, because disconfirmation affects customer satisfaction and an upward adjustment of expectations to the next purchase (Paramita, Zheng, Haque, Washington, & Hyland, 2018). Positive disconfirmation occurs when product performance exceeds consumer expectations. So consumers will be satisfied with the products provided by the service provider. Thus, customer satisfaction must always be maintained and improved for the better. Shopee is obliged to describe or offer products of higher quality and with complete information about the products it sells. Thus hypothesis 3 is proposed:

*H3: The higher competence of the product provider, the higher the customer satisfaction.*

### *2.4 Customer satisfaction and repurchase intention*

It can be done by a customer if they are satisfied with the services and products provided by business actors. Their expectations are in accordance with what they previously expected with what they got after obtaining goods or services (Li & Jaharuddin, 2021). The obligation of the service provider, in this case the Shopee company, is to fulfill the desires and needs of customers. Customer needs and desires can be identified from direct interviews with customers. The salesperson can interact with the customer, to find out what the customer wants. Buyer intentions can arise due to intensive interaction between customers and service/product providers.

Repurchase intention is tied to customer satisfaction. Customer satisfaction can determine whether there is an intention to repurchase (Fang et al., 2014). Repurchase intention is influenced by the level of satisfaction with previous experience and is a determining factor that affects customer repurchase intention. Behavioural intention is a motivating factor that can explain why people try to perform a certain behaviour. Thus, hypothesis 4 is proposed as follows:

*H4: The more customer satisfaction increases, the customer's repurchase intention will increase*

### *2.5 Disconfirmation of capability and purchase intention*

If the company always offers a variety of quality products to customers, customer repurchase intentions tend to increase (Chiu Chao-Min *et al.*, 2014). Provided by complete and detailed information about a product, it is easier for customers to understand. In addition, the speed in responding to customer complaints also determines the customer's repurchase intention. Customers who get fast service for the problems they face, the intention to repurchase is increasing.

A pleasant experience for customers should be cultivated. If the customer has had a pleasant experience, the customer will easily be moved voluntarily to influence his close relatives to do the same for what he has done (Fragouli & Noutrixa, 2014). Recommendations from friends are usually very effective and affect customer behaviour and can increase repurchase intentions. Information from friends is more trusted by customers than advertisements displayed through mass media. From the description above, the proposed hypothesis 5 is:

*H5: The more the company's ability to respond to customers increases, the customer's repurchase intention will increase.*



Based on the description and the interrelationships between one variable and another, a research model can be presented as shown in Figure 1.

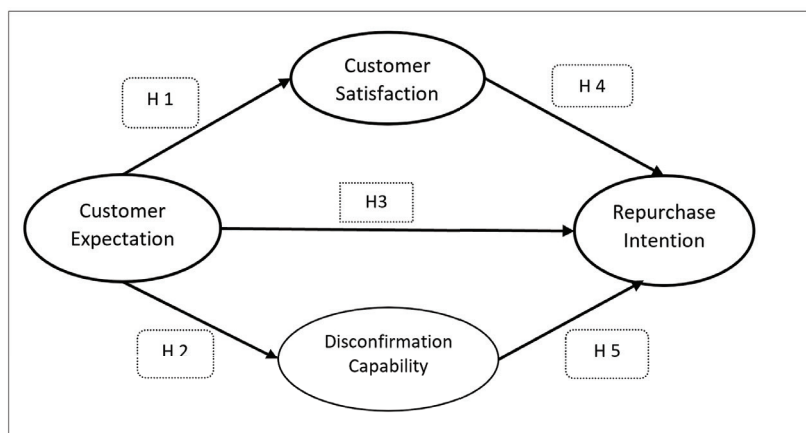


Figure 1. Research model

### 3. RESEARCH METHODOLOGY

#### 3.1 Data Collection

Data is collected from Shopee customers in Yogyakarta. The questionnaire was circulated via WhatsApp messages. After that, testing by taking several respondents to test the questionnaire. After the questionnaire is declared valid and reliable, it is then circulated to Shopee customers. Samples were taken randomly. Respondents were given a detailed explanation before filling out the questionnaire. Researchers circulated questionnaires to Shopee customers. Data was collected in April 2022. The sampled respondents have at least one year of experience using the internet and are at least 18 years old.

#### 3.2 Measurement

Instruments are said to have high validity if the questionnaire can measure what it is supposed to measure. The non-response bias test is carried out with the aim of seeing whether the characteristics of respondents who fill out the answers to the questionnaire on time are different from those of respondents who are late in filling out the questionnaire. If it has a difference, it will affect the results of data analysis and will be a serious problem if the rate of return (response rate) is low. The non-response test can be carried out with an independent sample t-test by looking at the average respondents' answers in the group. The significant difference between the population variances of the two samples can be seen in the value of Levene's test for equality of variance. Amos V. 24 was used for data analysis (Ferdinand, 2014).

### 4. RESULT

#### 4.1 Validity and reliability tests

Validity and reliability tests were conducted to obtain accurate data. Based on the research obtained, all variables have a normal distribution. It can also be seen that the questionnaire model is said to be valid and reliable. A model is said to be valid if the value of  $r$  arithmetic  $>$   $r$  table and the model is said to be reliable when it has a Cronbach alpha  $>$  0.6.



Table 1. Scale items with loading factor and reliability

	Coefficient alpha	Standardised loading
<b>Customer Expectation</b> (Salam, Eman, Shawky, & El-Nahas, 2013) AVE = .53; CR= .94	.93	
I can always solve problems faced by customers		.739
Transaction processing at Shopee will be very efficient		.701
Shopee security will be very good		.695
Product descriptions on Shopee will be very informative		.714
<b>Disconfirmation capability</b> (Matikiti et al., 2018)	.92	
I get excellent after-sales service from shopee		.710
Shopee's ability to processing is very efficient		.820
Product descriptions at Shopee are more informative than expected		.699
Shopee provides better offers than I expected		.753
<b>Customer satisfaction</b> (Balci et al., 2019) AVE = .53, CR= .88	.92	
My shopping experience at Shopee was very pleasant		.742
The products I bought at Shopee were as I expected		.789
I got satisfactory service from Shopee		.768
Delivery of the ordered products I arrived on time		.693
<b>Repurchase intention</b> (Fang et al., 2014) AVE = .52; CR= .85	.93	
I am anticipating repurchase from Shopee		.691
I hope to shop again at this Shopee in the near future		.775
I will recommend to my colleagues to shop at Shopee		.758

#### 4.2 Evaluation of Goodness of fit model

Evaluation of model suitability is carried out to ascertain to what extent the hypothesised model fits the sample data (Imam, 2011). Evaluation of model suitability refers to several selected criteria as follows: Chi-square=142.836; probability=.003; TLI=.964; CFI=.970; GFI=.935; AGFI=.910; CMIN/DF=1.443; RMSEA= .042, NFI=.909. Thus, the model is acceptable and worthy of further analysis. The results of the processed data analysis of the full model can be presented in Figure 2.

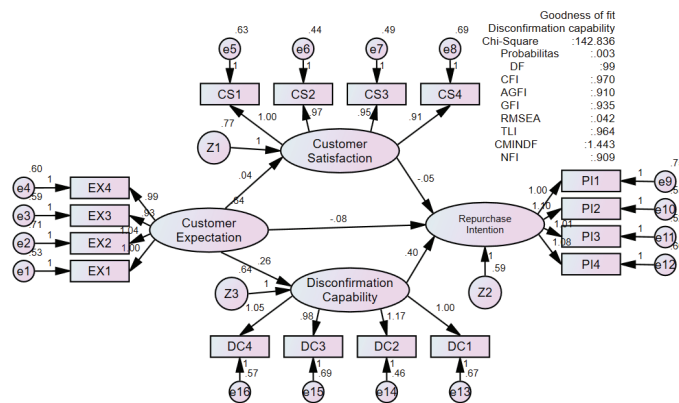


Figure 2: Full Model Analysis



### 4.3 Hypothesis Testing

Table 2. Results of hypothesis testing.

Path				$\beta$	Sig	Comment
H1	Customer satisfaction	→	Customer Expectation	.036	.643	Rejected
H2	Disconfirmation capability	→	Customer Expectation	.264	.001	Accepted
H3	Purchase Intention	→	Customer Expectation	.077	.699	Rejected
H4	Purchase intention	→	Customer satisfaction	.047	.654	Rejected
H5	Purchase intention	→	Disconfirmation capability	.397	***	Accepted

Testing of mediating role: Disconfirmatory capability

Testing the importance of this mediating variable using the Sobel Test calculation. Sobel test is used to assess the significance of the indirect effect in the structural equation model (Baron & Kenny, 1986). The results of statistical testing of the mediating role between customer expectations with repurchase intention, resulting in a Sobel test value = 2.66, with a probability (two tail) value = .008. It can be said that the disconfirmation capability variable, which is novelty in this context, is proven to be able to bridge the gap between disconfirmation capability and repurchase intention.

## 5. DISCUSSION

Customer expectation has a significant positive effect on disconfirmation capability. Always trying to solve customer problems is an activity that must be carried out by companies to maintain customer expectations. Where customers always expect a solution to the problem. In line with the research conducted by Vasić et al. (2019). In his research stated that always maintaining customer satisfaction is a must. Customer satisfaction is a key factor for the success of an organisation. Customers who get satisfaction with the services provided by the company, it is certain that they will make repeat purchases (Shafiee & Bazargan, 2018).

Disconfirmation capability has a significant positive effect on purchase intention. Good service that has been obtained by customers, should be maintained and if necessary improved. Customers who have received quality service, of course, would feel happy. This customer satisfaction should always be maintained so that the quality does not decrease. Things that can be done so that customers always get quality service include: the shortest possible order processing time, more complete and more detailed product information, and always trying to provide something more than what the customer expects. In line with research conducted by (Marakanon & Panjakajornsak, 2017), the findings show that it is important to always maintain the quality of service in our services to maintain customer satisfaction. Customer satisfaction can have a direct impact on customer purchase intentions.

Customer expectation has no effect on customer satisfaction. Customers who get pleasure in shopping at Shopee, will certainly feel satisfied. To make customers satisfied, the company's job is to keep the products that customers want in accordance with the products ordered. This means that if there is a discrepancy, the company should provide a guarantee to be exchanged, without having to incur costs in a relatively short time. The timeliness of product delivery and the compatibility between the products ordered and the products that arrive, is very important in determining customer satisfaction (Chow & Shi, 2015).

Customer expectation has no effect on purchase intention, except through disconfirmation capability. To meet customer expectations, customers must first get quality service. In addition, customers will feel satisfied, if the product ordered is as expected. So if the customer's expectations are not met, there will be no customer intention to repurchase. In accordance with the results of research conducted by (Fang et al., 2014) suggest that customers should get satisfaction in terms of a smooth buying process, a pleasant shopping experience.

## 6. CONCLUSION

Customer expectation has a significant effect on disconfirmation capability. The company in this case, Shopee, must always maintain and develop its competence related to the best service to customers. Satisfied customers tend to recommend to everyone they know to buy products that they have used. Customers can provide recommendations voluntarily and Shopee company almost costs nothing, this is a very effective way to influence customer decisions in purchasing.

Customer expectation has no effect on customer satisfaction. Customers want the speed of the shopping process at Shopee, but this cannot be done optimally by the company. Shopee parties should find solutions to problems with processing or transactions at Shopee that are still slow. So that in the future something like this will not happen again.

Disconfirmation capability has a significant positive effect on purchase intention. After-sales service that has been running well so far, needs to be maintained and improved. This is necessary to keep the customer's intention always increasing, so that the customer's purchase intention can increase into a purchase decision. The purchasing process needs to be improved again, to reduce customer complaints, so that customers do not feel disappointed. Customer complaints should be a solution so that customers feel satisfied. Customer satisfaction is an asset for the company. Thus it needs to be maintained and improved.

Customer satisfaction has no effect on purchase intention. The appearance of the website is designed to be more attractive. So it can create a cool and pleasant atmosphere. To be able to increase customer purchase intentions, the company in this case Shopee must be able to provide satisfactory service. Customer satisfaction can be created through timely delivery of goods. The accuracy of delivery of orders for products purchased by customers is the key to customer satisfaction. Customers who are satisfied with the accuracy of delivering customer orders, then the customer will be loyal. In addition, customers who get satisfaction, tend to recommend to their relatives voluntarily.

Limitations and future research directions. This study has several potential limitations for future research. The research sample used is limited. The number of respondents should be added, so that the research is more accurate. Although our research respondents are all customers who have previously had shopping experience on the Shopee marketplace, this study did not consider the specific types of products purchased, and this might affect the results of the study. The study was conducted via an online questionnaire, and as such there may be self-selection bias.

In terms of the number of research variables, especially the independent variables. The independent variable needs to be added, considering that there are many factors that can influence the purchase intention of the customer. For example, customer orientation, learning orientation, trust orientation. The more variables considered, the more accurate the research can be.

In terms of research patterns, it is necessary to add longitudinal research patterns. The research so far has been done in a cross-sectional manner. So that through longitudinal research, a lot of information is obtained. When interacting directly with customers, many things can be heard from customers. Usually, customers want to directly submit their complaints to the company, where the submission of these complaints is not effective if only delivered by letter.

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