# CHAPTER 2 LITERATURE REVIEW

#### 2.1 Previous Research

As material to complete the references in this study, the authors describe some of the results of previous studies, including the following:

- 1. Research conducted by Analyzing after Sales Services in House Appliances Products and Measuring Customers Satisfaction: A Survey in Bushehr, Iran (Esmailpour, 2018) This study is looking to see how is the status of the sales of energy appliance in Bushehr (Iran) and to what extent consumers are satisfied with these services, The population sample of 391 was simply randomly selected. Instruments for data collection are questionnaire. Questionnaire validity was confirmed through simulate and reliability of it was confirmed through the method of Cronbatch's alpha. Methods of data analysis are the mean test methods and Friedman test. Showed that citizens of Bushehr are unhappy with the companies, dealers and shops giving after sale services for house appliances and the level of dissatisfaction among dealers and repair shops for house appliances of Iran are more than foreign products.
- 2. Research conducted by After-Sales Service and Customer Satisfaction in the Automobile Industry in an Emerging Economy (Adusei & Tweneboah-Koduah, 2019) The study examined the role of after-sales services on customer satisfaction using CFAO Motors as a case study. A mixed approach was used in the data collection through questionnaire administration and interviews. The analysis made used of Kano's Model and Kendall's Coefficient of Concordance. The customers ranked solving problems through maintenance, accuracy of documentation and competency of service technicians as the top three priorities of their assessment on after-sales services. The service technicians revealed that competition coupled with insufficient hands on the job as a major challenge to after-sales services while the Workshop Manager indicated that customers were reminded of their next servicing schedule through sticker which was placed in the car to show scheduled service time.

- 3. Research conducted by How after-sales service quality dimensions affect customer satisfaction (Fazlzadeh, Bagherzadeh, & Mohamadi, 2011) to investigate the effect of after-sales services on customers' satisfaction as well as on their behavioral intentions, namely "repurchase intention" and "word-of-mouth" (WOM). The research conducted followed a quantitative methodology. The selected research tool was a questionnaire. The study conducted was targeted at customers of a large retail chain marketing home appliances in Iran and 302 usable responses were utilized. A path analysis was performed using the "Amos 18" software. The results show after-sales service quality, affect satisfaction, which in turn affects behavioral intentions. Hence, after-sales services affect the overall offering and thus, the quality of the relationship with customers.
- 4. Research conducted by Impact Of After Sale Service Characteristics on Customer Satisfaction (Choudhary, Akhter, Asif, Choudhry, Siddique, & Mughal, 2011) Researcher examines the impact of after sale service characteristics on customer satisfaction in home appliance industry of Pakistan. To what extent does characteristics like delivery time, installation of product, warranty time of product, feedback implementations and quality of service provided satisfies customers? Quantitative study is not possible. Practically our study benefitted for the manager of the organization that are mostly related to home appliances, so that they can check the customers trend towards after sale services characteristics i.e. delivery, installation, warranty, service quality and feedback. The results convert the product line and service according to needs and wants of customers. All departments be it Marketing, Finance, Operations and Human Resource must work together to achieve the mission, vision and objectives of the company.
- 5. Research conducted by After Sales Service, Customer Satisfaction And Loyalty In Telecom Sector (Ashfaq, 2019) Examine the relationships between after-sales service, customer satisfaction, and loyalty. Moreover, this study also explains how after-sales services such as delivery, installation, product warranty,

telephone/online supports, up gradation, and complaint influence customer loyalty with the mediating role of customer satisfaction. Complaint influence customer loyalty with the mediating role of customer satisfaction. Online data were collected using a convenience sampling technique from 204 respondents who were currently using the Internet (i.e., 3G, 4G devices or fixed broadband) in Pakistan. The online-based questionnaire was implemented a five-point Likert scale with 38 items. Structural equation modeling (SEM) was performed to test the hypotheses. The results show (a) after-sales service has a significant influence on customer loyalty, (b) after-sales services effect customer satisfaction positively, (c) customer satisfaction has a direct and positive impact on loyalty, and (d) satisfaction partially mediates between after-sales service and loyalty. This study explains how service sector organizations maintain a profitable long-term relationship with customers, and how to get customer satisfaction and loyalty.

- 6. Research conducted by Impact of After Sales Service on Customer Satisfaction: A Case Review of Mobile Phone Industry in Delhi And NCR (Gupta & Dhillon, 2015) The Study is focused on understanding the dynamics of after sale service and its importance in the mobile phone industry along with its impact, if any, on the satisfaction level of customers in Delhi. The study uses a structured closeended questionnaire to conduct survey among 500 respondents selected on random basis. It was found that there is high efficiency among mobile phone retailers in delivering after sale services to their customers. Also, the efficiency of after sale service had a direct and positive relationship with customers' satisfaction level.
- 7. Research conducted by The Impact of After Sales Services on Customer Satisfaction Special references to LG electronics products, Sri Lanka (Nivethika, 2015) This study examined the research problem of whether After Sales services have an impact on the customer satisfaction in LG electronics products, Sri Lanka. a conceptual model has been developed to link the After Sales services and customer satisfaction. Quantitative methodology has been applied and questionnaires were used to collect data.150 household customers have been

selected from the service centers in Jaffna District on a non probability sampling method. The results revealed that there is a positive and significant impact of After Sales services on customer satisfaction in LG electronics products, Sri Lanka.

- 8. Research conducted by The Relationship Between The Quality Of After-Sales Service And Customer Satisfaction, Customer Retention And Customer Loyalty (Masoudinezhad, 2018) This study was to evaluate the effect of after-sales service quality on customer satisfaction and customer loyalty is the cosmetic industry. Using the theoretical foundations and the history of research at home and abroad to provide hypotheses were discussed. In this study, 15 were hypotheses. Methods applied research and descriptive survey. Library and field data collection in the field of questionnaire was used. The study population is in Tehran. The results show that the quality of after-sales services in cosmetic products on customer satisfaction and customer loyalty is impressive.
- 9. Research conducted by Impact Of After Sales Service On Consumer Satisfaction And Retention. A Study of LG Electronics in Ibadan, Nigeria (Ladokun, Adevemo S., & & Ogunleye P., 2013) This study examined the impact of after sales service on customer satisfaction and retention with special reference to LG electronics in Ibadan, Nigeria. The population of the study covered selected distributors and customers of LG Electronics in Ibadan. The sample size for this study was sixty (60) respondents who were randomly selected from ten (10) LG electronics distributors and fifty (50) of their customers respectively. The instrument used in this study is a close-ended questionnaire that was designed by the researchers. Ordinary least squares multiple regression analysis was used to analyze the data. The result showed that the predictor variables (i.e Product delivery, installation and warranty) were significantly joint predictors of customer satisfaction and retention with (F(3, 57) = 123.32; R2 = 0.875; P<.05). The predictor variables jointly explained 87.5% of customer satisfaction and retention, while the remaining 12.5.% could be due to the effect of extraneous variables. Subsequently, recommendation was made to the management of LG electronics to set up more after sales service departments to the existing ones

with experience staff with the view of developing long term relationship with the customers.

10. Research conducted by After-sales services, brand equity and purchasing intention to buy second-hand product (Habib & Sarwar, 2021) This study aims to examine the concept of brand equity and willingness to buy second-hand products in the automobile context. The customer-based brand equity model is used as a theoretical lens to examine after-sales services, brand credibility and brand loyalty as drivers of brand equity and willingness to buy the second-hand product. A survey questionnaire based on convenience sampling is used to collect the data from the car owners. A total of 433 survey responses were used to empirically test the measures and propositions by using structural equation modeling (SEM). The findings suggest that after-sales services are a key factor in developing brand credibility and brand loyalty. Results are also in support of the positive and significant impact of brand credibility and brand loyalty on brand equity and willingness to buy second-hand products.

Ν	Research Title	Research	Variables	Unit Of Analysis	Research
0	And Reference	Purposes	And Data		Result .
			Analysis		
1.	Anal <mark>yzing after</mark>	This study is	X After-	S <mark>a</mark> mple	Research
	Sales Services in	looking to see	Sales	The population	result
	House	how is the	Service	sample of 391	Showed that
	Appliances	status of the		was simply	citizens of
	Products and	sales of	Y	randomly	Bushehr are
	Measuring	energy	Customer	selected.	unhappy with
	Customers	appliance in	s		the companies,
	Satisfaction: A	Bushehr (Iran)	Satisfactio	Data Collection	dealers and
	Survey in	and to what	n	Instruments for	shops giving
	Bushehr, Iran.	extent		data collection	after sale

		consumers are		are	services for
	(Esmailpour)	satisfied with		questionnaire.	house
		these services		Questionnaire	appliances and
	International			validity was	the level of
	SAMANM			confirmed	dissatisfaction
	Journal of			through simulate	among dealers
	Marketing and			and reliability of	and repair
	Management			it was confirmed	shops for
				through the	house
	January 2014,			method of	appliances of
	Vol. 2, No. 1			Cronbatch's	Iran are more
	ISSN 2308-2399			alpha.	than foreign
					products.
				Analysis Method	
				Methods of data	
				analysis ar <mark>e th</mark> e	
				mean test m <mark>ethod</mark> s	
				and Friedman test.	
2	After-Sales	The study	X: After-	Sampl <mark>e</mark>	<b>Research</b>
	Service and	examined the	Sales	The population	result
	Customer	role of after-	Service	for the study	The customers
	Satisfaction in	sales services		includes all	ranked solving
	th <mark>e Automobile</mark>	on customer		owners of	problems
	Indu <mark>stry in</mark> an	satisfaction	Y:	v <mark>ehicles wh</mark> o	through
	Emerging	using CFAO	Customer	regularly service	maintenance,
	Economy	Motors as a	Satisfactio	their vehicles	accuracy of
		case study.	n	with CFAO	documentation
	(Adusei &			Motors whether	and
	Tweneboah-			under warranty	competency of
	Koduah)			or not to enjoy	service
				after-sales	technicians as
	Open Access			services as well	the top three
	Library Journal,			as all service	priorities of

January 25, 2019,	technicians and	their
ISSN: 2333-9721	the Workshop	assessment on
	Manager are	after-sales
	included in the	services. The
	study	service
	population. The	technicians
	composition of	revealed that
	the sample had	competition
	owners of	coupled with
	vehicles (68),	insufficient
	service	hands on the
	technicians (13)	job as a major
	and workshop	challenge to
	manager (1). The	aft <mark>er-s</mark> ales
	intake fo <mark>r after-</mark>	services while
	sales servi <mark>ces f</mark> or	the Workshop
	the mont <mark>h o</mark> f	Man <mark>age</mark> r
	April, 2018 was	indicated that
	94 but the	customers
PRO PATRIA	number of jobs	were reminded
	completed was	of their next
	91 which mean	servicing
	the sample size	schedule
	of 68 represents	through
	72.3% of the job	sticker which
	intake which is	was placed in
	very much	the car to
	representative of	show
	the population.	scheduled
		service time.
	Data Collection	
	A mixed approach	

			S N	was used in the data collection through questionnaire administration and interviews. Analysis Method The analysis made used of Kano's Model and Kendall's	
				Coefficient of	
				Concordance	
3	How after-sales	Investigate the	X: After-	Sample	Research
	service quality	effect of after-	Sales	The study	result
	dimensions	sale <mark>s ser</mark> vices	Service	conducted was	After-sales
	affect customer	on customers'		targeted at	service
	satisfaction	satisfaction as		customers of a	quality, affect
		well as on	PATRIA Y:	large retail chain	satisfaction,
	(Fazlzadeh,	their	Customer	marketing home	which in turn
	Bagherzadeh, &	behavioral	Satisfactio	appliances in	affects
	Mohamadi)	intentions,	n	Iran and 302	behavioural
		namely		usable responses	intentions.
	African Journal	"repurchase		were utilized.	Hence, after-
	of Business	intention" and			sales services
	Management, 4	"word-of-		Data Collection	affect the
	September 2011,	mouth"		The selected	overall
	ISSN: 1993-	(WOM). The		research tool	offering and
	8233	research		was a	thus, the
		conducted		questionnaire.	quality of the
		followed a			relationship

		quantitative		Analysis Method	with
		methodology.		A path analysis	customers.
				was performed	
				using the "Amos	
				18" software	
4	Impact Of After	Researcher	X: After	Sample	Research
	Sale Service	examines the	Sale	Practically our	result
	Characteristics	impact of after	Service	study benefitted	Convert the
	on Customer	sale service		for the manager	product line
	Satisfaction.	characteristics	Y:	of the	and service
		on customer	Customer	organization that	according to
	(Choudhary,	satisfaction in	Satisfactio	are mostly	needs and
	Akhter, Asif,	home	n	related to home	wants of
	Choudhry,	appliance		appliances.	customers. All
	Siddique, &	ind <mark>ustry</mark> of			departments
	Mughal)	Pak <mark>istan.</mark> To		Data Collection	be it
		what extent		They can check	Marketing,
	Information	does		the customers	Finance,
	Management and	characteristics		trend towards	Operations
	Business Review,	like delivery		after sale	and Human
	Dec 2011, ISSN:	time, PRO F		services	Resource must
	2220-3796	installation of		characteristics	work together
		product,		i.e. delivery,	to achieve the
		warranty time		installation,	mission,
		of product,		warranty, service	vision and
		feedback		quality and	objectives of
		implementatio		feedback.	the company.
		ns and quality			
		of service		Analysis Method	
		provided		Quantitative study	
		satisfies		is not possible.	
		customers?			
		l	I	I	<u> </u>

5	AFTER SALES	Examine the	X: After	Sample	Research
	SERVICE,	relationships	Sales	Complaint	result
	CUSTOMER	between after-	Service,	influence	The results
	SATISFACTIO	sales service,		customer loyalty	show (a) after-
	N AND	customer		with the	sales service
	LOYALTY IN	satisfaction,		mediating role of	has a
	TELECOM	and loyalty.	Y:	customer	significant
	SECTOR	Moreover, this	Customer	satisfaction.	influence on
		study also	Satisfactio		customer
	(Ashfaq)	explains how	n	Data Collection	loyalty, (b)
		after-sales		Online data were	after-sales
	Journal of	services such		collected using a	services effect
	Applied	as delivery,		convenience	customer
	Structural	installation,		sampling	satisfaction
	Equation	product		technique from	positively, (c)
	Modeling, Jan	war <mark>ranty,</mark>		204 respo <mark>nden</mark> ts	customer
	2019,	tele <mark>phone</mark> /onli		who were	satis <mark>fact</mark> ion
	ISSN: 2590-	ne supports,		currently using	has a direct
	4221	up gradation,		the Internet (i.e.,	and positive
		and complaint		3G, 4 <mark>G devices</mark>	impact on
		influence		or fixed	loyalty, and
		customer		broadband) in	(d) satisfaction
		loyalty with		Pakistan.	partially
		the mediating			mediates
		role of		Analysis Method	between after-
		customer		The online-based	sales service
		satisfaction.		questionnaire was	and loyalty.
				implemented a	This study
				five-point Likert	explains how
				scale with 38	service sector
				items. Structural	organizations
				equation modeling	maintain a
				(SEM) was	profitable

				performed to test	long-term
				the hypotheses.	relationship
					with
					customers, and
					how to get
					customer
					satisfaction
					and loyalty
6	Impact of After	The study is	X: After	Sample	Research
	Sales Service on	focused on	Sales	Among 500	result
	Customer	understanding	Service	respondents	It was found
	Satisfaction: A	the dynamics		selected on	that there is
	Case Review of	of after sale		random basis	high
	Mobile Phone	service and its	Y:		eff <mark>icien</mark> cy
	Industry in	imp <mark>ortanc</mark> e in	Customer	Data Coll <mark>ection</mark>	among mobile
	Delhi And NCR	the mobile	Satisfactio	close-ended	phone retailers
· ·		pho <mark>ne</mark>	n	questionna <mark>ire</mark>	in delivering
		ind <mark>ustry a</mark> long			after sale
	(Gupta &	with its		Analysi <mark>s Method</mark>	services to
	Dhillon)	impact, if any,		A survey	their
		on the			customers.
	PARIPEX -	satisfaction			Also, the
	INDIAN	level of			efficiency of
	JOURNAL OF	customers in			after sale
	RESEARCH,	Delhi.			service had a
	October 2015,				direct and
	ISSN: 2250-1991				positive
					relationship
					with
					customers'
					satisfaction
					level.

7	The Impact of	This study	X: After	Sample	Research
	After Sales	examined the	Sales	150 household	result
	Services on	research	Services	customers have	Revealed that
	Customer	problem of		been selected	there is a
	Satisfaction	whether After	Y:	from the service	positive and
	Special	Sales services	Customer	centers in Jaffna	significant
	references to LG	have an	Satisfactio	District on a non	impact of
	electronics	impact on the	n	probability	After Sales
	products, Sri	customer		sampling	services on
	Lanka.	satisfaction in		method.	customer
		LG electronics			satisfaction in
	(Nivethika)	products, Sri		Data Collection	LG electronics
		Lan <mark>ka</mark> .		Quantitative	products, Sri
	Proceedings of			methodolo <mark>gy has</mark>	Lanka
	12th International			been appli <mark>ed an</mark> d	
	Conference on			questionna <mark>ires</mark>	
	Business				
	Management, 7th			Analysi <mark>s Method</mark>	
	and 8 <sup>th</sup> December		PATRIA	A conceptual	
	2015, ISSN:			model has been	
	2235-9773			developed to link	
				the After Sales	
				services and	
				customer	
				satisfaction	
8	THE	This study	X: After-	Sample	Research
	RELATIONSHI	was to	Sales	The study	result
	P BETWEEN	evaluate the	Service	population is in	The results
	THE QUALITY	effect of after-		Tehran.	show that the
	OF AFTER-	sales service	Y1:		quality of

	SALES	quality on	Customer	Data Collection	after-sales
	SERVICE AND	customer	Satisfactio	Methods applied	services in
	CUSTOMER	satisfaction	n	research and	cosmetic
	SATISFACTIO	and customer		descriptive	products on
	N, CUSTOMER	loyalty is the		survey.	customer
	RETENTION	cosmetic		Library and field	satisfaction
	AND	industry.		data collection in	and
	CUSTOMER			the field of	
	LOYALTY			questionnaire was	
				used.	
	(Masoudinezhad)				
				Analysis Method	
	INTERNATION			Using the	
	AL JOURNAL of			theoretical	
	<b>BUSINESS</b>			foundations In	
	QUAN <mark>TIT</mark> ATIV			this study <mark>, 1</mark> 5	
	E ECONOMICS			were hypotheses.	
	AND APPLIED			Theoretical	
	MANAGEMENT			foundations and	5
	RESEARCH,			the history of	
	June-2018, ISSN:	PRUF	PATRIA	research at home	
	2349-5677			and abroad to	
				provide	
				hypotheses were	
				discussed	
9	Impact Of After	This study	X1: After	Sample	Research
	Sales Service On	examined the	Sales	The population of	result
	Consumer	impact of after	Service	the study covered	The result
	Satisfaction And	sales service		selected	showed that
	Retention. A	on customer	Y:	distributors	the predictor
	Study of LG	satisfaction	Consumer	and customers of	variables (i.e
	Electronics in	and retention	Satisfactio	LG Electronics in	Product
	Ibadan, Nigeria.	with	n	Ibadan.The	delivery,

	special	sample size for	installation
(Ladokun,	reference to	this study was	and warranty)
Adeyemo S., & &	LG electronics	sixty (60)	were
Ogunleye P.)	in Ibadan,	respondents who	significantly
	Nigeria	were	joint
OSR Journal of		randomly	predictors of
Business and		selected from ten	customer
Management		(10) LG	satisfaction
(IOSR-JBM)		electronics	and
Volume 11,		distributors and	retentionwith(
Iss <mark>ue 4</mark> (Jul		fifty (50) of their	F(3, 57) =
Aug. 2013)		customers	123.32; R2 =
		respectively	0.875; P<.05).
ISSN: 2278-			The predictor
487X		Data Collection	variables
		The instr <mark>ume</mark> nt	jointly
		used in this study	explained
		is a close-ended	87.5% of
		questionnaire that	customer
	PRO PATI	was designed by	satisfaction
65		the	and retention,
		researchers.Ordin	while the
		ary least squares	remaining
		multiple	12.5.% could
		regression	be due to the
		analysis was used	effect of
		to analyze the	extraneous
		data.	variables.
			Subsequently,
		Analysis Method	recommendati
		regression	on was made
		analysis	to the
			management

					of LG
					electronics to
					set up
					more after
					sales service
					departments to
					the existing
					ones with
					experience
					staff with the
					view of
					developing
					long
					term
					relationship
					with the
					customers
10	After-sales	This study	X: After-	Sample	Research
	services, brand	aims to	Sales	A total of 433	result
	equity and	examine the	Services	survey responses	The findings
	purchasing	concept of		were used to	suggest that
	intention to buy	brand equity	Y:	empirically test	after-sales
	second-hand	and	Purchasin	the measures and	services are a
	product	willingness to	g	propositions	key factor in
		buy second-	Intention		developing
	(Habib & Sarwar)	hand products		Data Collection	brand
	<b>.</b>	in the		A survey	credibility and
	Rajagiri	automobile		questionnaire	brand loyalty.
	Management	context. The		based on	Results are
	Journal	customer-		convenience	also in support
	2,2021, ISSN:	based brand		sampling is used	of the positive
	2633-0091	equity model		to collect the data	and significant
		is used as a		from the car	impact of

	theoretical	owners.	brand
	lens to		credibility and
	examine after-	Analysis Method	brand loyalty
	sales services,	By using	on brand
	brand	structural equation	equity and
	credibility and	modeling (SEM)	willingness to
	brand loyalty		buy second-
	as drivers of		hand products.
	brand equity		
	and		
	willingness to		
	buy the		
	second-hand		
	product.		

 Table 2.2 The table of previous national researches

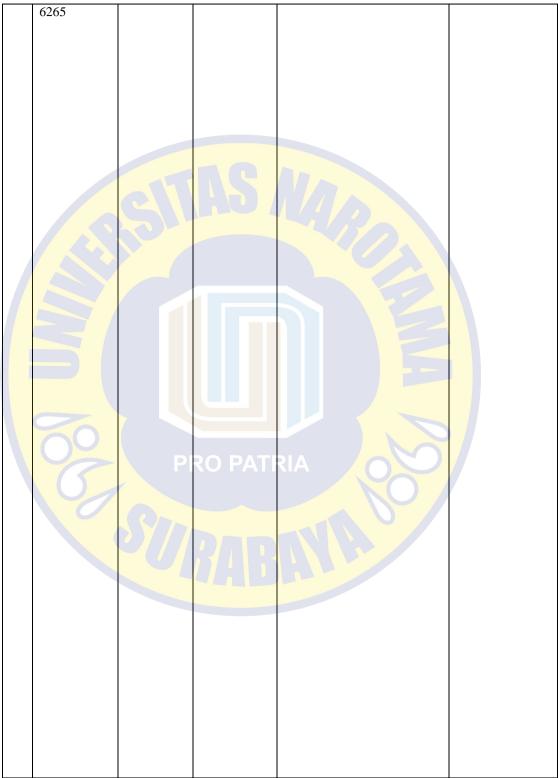
		D 1	** * 1 1		
Ν	Research	Research	Variables	Unit Of Analysis	Research Result
о	Title And	Purposes	And Data		
	Reference		Analysis		
		R			
1	THE	This study		Sample	Research result
	EFFECT	is aimed to	X2: After	The population of this study	show that (1)
	OF	analyze the	Sales	is all permanent consumers	Service quality
	INTERNET	effect of	Service	of internet service	has a positive
	QUALITY	internet		MangoeSky satellite PT.	and significant
	CONNECT	quality	Y1:		effect on
	ION AND	connection	Customer'	Data Collection	consumers'
	AFTER	and after	Satisfaction	Telkomsat, which is 4.108	satisfaction, (2)
	SALES	sales		subscribers. The	After sales
	SERVICE	service		determination of sample	service has a

TOWARDS	towards	number was conducted by	positive and
CONSUME	consumers	using slovin formula with the	significant effect
RS'	,	result that obtained 100	on consumers'
SATISFAC	satisfaction	respondents.	satisfaction, (3)
TION AND	and its		Service quality
ITS	implication	Analysis Method	has a positive
IMPLICAT	on	analysis method used is the	and significant
ION ON	consumers	regression analysis test	effect on
CONSUME	' loyalty of	through SPSS version 25.	consumers'
RS'	internet		loyalty, (4) After
LOYALIT	product		sales service has
Y OF	MangoeSk		a positive and
SATELLIT	y Satellite		significant effect
Ε	PT.		on consumers'
INTERNET	Telkom <mark>sat.</mark>		loyalty, (5)
<b>PRODUCT</b>			Consumers'
MANGOES			satisfaction has a
КҮ РТ.			positive and
TELKOMS			significant effect
AT			on consumers'
R	PRO PATI	KIA	loyalty, and (6)
(Sugianto &			There is a
Sitio)			positive indirect
	0//ban		effect between
DINASTI	<b>UNIK</b>		service quality
INTERNAT			and after sales
IONAL			service for
JOURNAL			loyalty through
OF			consumers'
DIGITAL			satisfaction, it
BUSINESS			means that
MANAGEM			consumers'
ENT			satisfaction can

			increase
Volume 1,			consumers'
5, August			loyalty.
2020			
ISSN:: 2715-			
4203			



2	AFTER-	This	X: After-	Sample	The results of the
	SALES	research	Sales	The data collection method	research have
	SERVICE	will assess	Service	uses a questionnaire	successfully
	то	customer		distributed to 100 customers	identified
	INCREASE	satisfaction		who used interior design	customer
	CUSTOME	with after-	Y: Customer	services in Jakarta	satisfaction with
	R	sale	Satisfaction		the after-sales
	SATISFAC	services		Data Collection	service. There
	TION:	for		The data survey collected by	are 6 out of 20
	APPLICAT	customers		cross-sectional. This type of	attributes
	ION OF	who use		study is qualitative	perceived as
	IMPORTA	interior		descriptive with survey data	unsatisfied
	NCE	design		collection techniques.	customers, while
	PERFORM	services in			other attributes
	ANCE	Jakarta.		Analysis Method	are perceived to
	ANALYSIS			The analytic app <mark>roac</mark> h used	be moderately
	METHOD			is ImportancePerformance	satisfied and
				Analysis (IPA).	satisfied by
	(Susilo &				interior design
	Ikhsan)	P	RO PATI		service
					customers in
	Journal of				Jakarta.
	Business				
	Studies and				
	Management				
	Review				
	(JBSMR)				
	Vol.3				
	No.2 June 2020 ISSNI:2597-				
<u> </u>					



3	PRODUCT	The aim of		Sample	Research result
	QUALITY	this	X2: After-	The sampling technique used	The results of
	AND	research	Sales	in this study was probability	this research
	AFTER-	was to	Service	sampling with the total of 82	showed that the
	SALES	analyzed		customers as respondents.	product quality
	SERVICE	the effect	Y: Customer		had no
	IN	of product	Satisfaction	Data Collection	significant effect
	IMPROVIN	quality and		The sampling technique used	on customer
	G	after-sales		in this study was probability	satisfaction but
	CUSTOME	service on		sampling with the total of 82	had significant
	R	customer		customers as respondents.	effect on
	SATISFAC	satisfaction			customer loyalty,
	TION AND	and loyalty		Analysis Method	after-sales
	LOYALTY	in one of		Data analysis technique was	services had
		distribut <mark>or</mark>		Structural Equation Model	significant effect
	(Purwati,	compani <mark>es</mark>		(SEM) using Sma <mark>rt PL</mark> S.	on both customer
	Fitrio, Ben,	in			satisfaction and
	& Hamzah)	Pekanba <mark>ru</mark>			customer loyalty
		Riau			and satisfaction
	Jurnal	namely PT			had no effect on
	Economia	Oscarmas			customer loyalty.
		Pekanbaru.			Thus, study
	Vol. 16				proved that
	No. 2,				between product
	October		D + D		quality and after-
	2020				sales service had
	ISSN: 2460-				no indirect effect
	1152				on customer
					loyalty through
					satisfaction
4	ANALYSIS	This study	X3: After	Sample	Research result
	OF	aims to	Sales	The population in this study	The results in
	PRODUCT	determine	Services	is the people of Indramayu	this study that

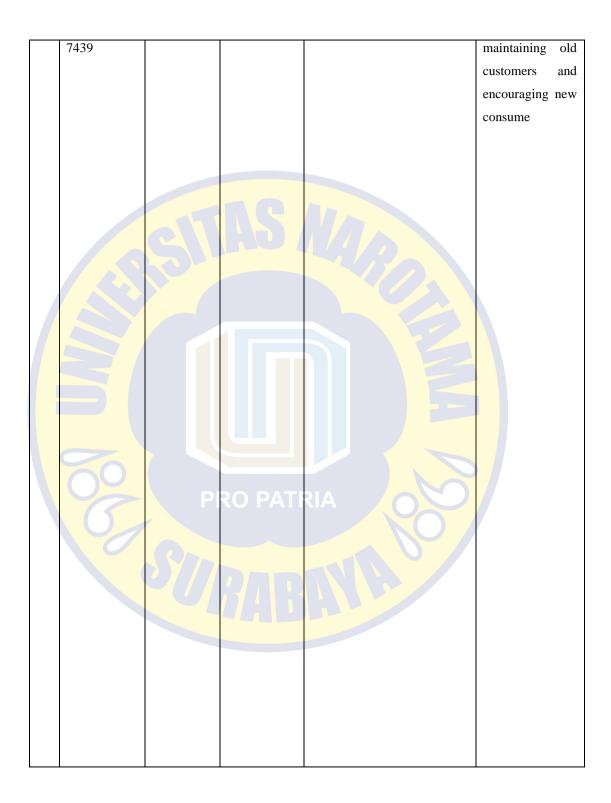
QUALITY,	and		Regency who have Toyota	product quality
BRAND	analyze the	Y1:	cars	has a positive
IMAGE	effect of	Purchase		and significant
AND	product	Decisions	Data Collection	impact on Toyota
AFTER	quality,		The population in this study	car purchasing
SALES	brand	Y2:	is the people of Indramayu	decisions. Brand
SERVICES	image, and	Customer	Regency who have Toyota	image, after-sales
TOWARD	after-sales	Satisfaction	cars, with a sample of 172	service, Purchase
PURCHAS	service on		respondents.	decisions
Е	purchasing			positively and
<b>DECISION</b>	decisions		Analysis Method	significantly
S AND	and the		method used Structural	impact customer
CUSTOME	impact on		Equation Model – Partial	satisfaction for
R	customer		Least Square (SEM-PLS).	Toyota cars.
SATISFAC	satisfact <mark>ion</mark>			Product quality
TION	of Toyo <mark>ta</mark>			and Brand image
(CASE	cars in t <mark>he</mark>			have a significant
STUDY OF	Indrama <mark>yu</mark>			influence on
INDRAMA	Regency.			customer
YU	P			satisfaction.
MARKETP				Therefore, after-
LACE)				sales service,
				Product quality
(Sujeni,				also positively
Fachrodji, &				impacts customer
Lestari)				satisfaction
				mediated
International				purchasing
Journal of				decisions. Brand
Innovative				image affects
Science and				customer
Research				satisfaction
Technology				mediated

	Volume 7				purchasing
					decisions. After-
	1, January –				sales service has
	2022				a positive and
					significant
	ISSN: 2456-				influence on
	2165				customer
					satisfaction
					mediated
					purchasing
					decisions.
5	THE	This study		Sample	Research result
	INFLUENC	aims to	X2: Online	This study's population is all	The Result
	E OF	identify	Customer	consumers who use the	shows a positive
	SELLER	and	Reviews	online shopping site or all	and significant
	<b>REPUTAT</b> I	analyze <mark>the</mark>		users of the C2C Tokopedia	effect on trust,
	ON AND	influenc <mark>e</mark>	Y: Purchase	platform in <mark>Medan an</mark>	online customer
	ONLINE	of seller	Decisions	unknown number. The	review has a
	CUSTOME	reputation	Through	sample in this study is 140	positive and
	R	and online	Consumer	people.	significant effect
	REVIEWS	customer	Trust		on trust.
	TOWARDS	review on		Data Collection	
	PURCHAS	purchasing		This type of research is	
	E	decisions		associative research. The	
	DECISION	through		data forms used are primary	
	S	consumer		and secondary data	
	THROUGH	trust of		generated from surveys and	
	CONSUME	users of		literature studies. The sample	
	R TRUST	the C2C e-		determination method uses a	
	FROM C2C	commerce		nonprobability sampling	
	Е-	platform in		method with an accidental	
	COMMER	the field.		sampling technique.	
	CE				

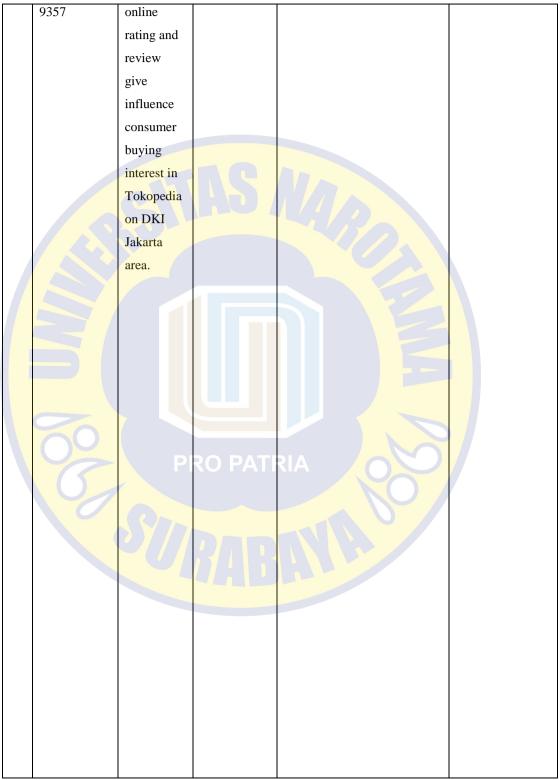
	PLATFOR			Analysis Method	
	M USERS			The data analysis method	
	IN			used is path analysis that was	
	MEDAN,			performed through PLS-	
	NORTH			SEM using SmartPLS 3.0	
	SUMATER			program.	
	А,				
	INDONESI				
	Α				
	(Zahara,				
	Rini, &				
	Sembiring)				
	International				
	Journal of				
	Research &				
	Review				
	(IJRR)				
	Vol. 8	P			
	2, February				
	2021				
	ISSN: 2349-				
	9788		D + D		
6	INFLUENC	This study	X: Online	Sample	Research result
	E OF	attempts to	Reviews	The consumers seek	This study found
	ONLINE	examine	And Ratings	information from the sellers'	that satisfaction
	REVIEWS	the factors		descriptions of the products	and perceived
	AND	influencing	<b></b>	and the reviews of the	value are key
	RATINGS	the	Y: The	products that are provided by	factors affecting
	ON THE	purchase	Purchase	previous buyers or	purchase

	PURCHAS	intentions	Intentions	consumers.	intentions, while
	Е	of Gen Y			the other
	INTENTIO	users on		Data Collection	variables act as
	NS OF	Tokopedia		The data was collected by	precursors. These
	GEN Y	with 4		distributing 154	study results can
	CONSUME	variables:		questionnaires through	provide a useful
	RS: THE	reviews,		Google Form to a cohort	reference for
	CASE OF	ratings,		with an age range between	sellers and
	TOKOPED	informatio		21 and 35 years old (the Gen	marketers
	IA	n quality,		Y age range) (Corodeanu,	targeting Gen Y
		and media		2015). Partial Least Square	consumers.
	(Dennis,	richness.		Structural Equation	
	Ramdhana,			Modelling was used to	
	Faustine, &			examine the research model	
	Hendijani)			by using Sm <mark>artPLS</mark> 3.0	
				software	
	International				
	Journal of			Analysis Method	
	Management			A descriptive analysis and	
	(IJM)			regression analysis were	
	Volume 11	PI		used to test the relationship	
	6, June 2020			of these variables with	
	IS <mark>SN: 0976-</mark>			purchase intentions.	
	6510	$\mathbf{O}$			
					<u> </u>

7	THE	This study	X1: After-	Sample	Research result
	IMPACT	aims to	Sales	Four housing complexes in	The Result
	OF	explore the	Service	Surabaya, i.e. Pakuwon City,	confirm the
	AFTER-	relationshi	Quality	Citraland, Bukit Darmo	positive
	SALES	p among		Golf, and Graha Family.	correlation
	SERVICE	after-sales	Y1:		between after-
	QUALITY	service	Customer	Data Collection	sales service
	ON	quality,	<b>Satisfaction</b>	This research was conducted	quality and
	CUSTOME	customer		by a <mark>survey on</mark> 170	customer
	R	satisfaction		respondents	satisfaction, the
	SATISFAC	, and			positive
	TION AND	customer		Analysis Method	correlation
	CUSTOME	loyalty.		The data was examined by	between
	R	Especially,		using structural equation	customer
	LOYALTY	we want to		modeling (SEM). Through	satisfaction and
	OF	confirm		data analysis.	customer loyalty,
	MIDDLE-	the impa <mark>ct</mark>			and the direct
	UPPER	of after-			and indirect
	CLASS	sales			relationships
	LANDED	service			between after-
	HOUSINGS	quality on			sales service
		customer			quality and
	(Wahjudi,	satisfaction			customer loyalty.
	Kwan <mark>da, &amp;</mark>	and			The practical
	Sulis)	customer			implication of
		loyalty of			this study
	Jurnal	middleupp			provides
	Teknik	er class			assurance to
	Industri	landed			landed housing
	Vol. 20	housings			management on
	No.1, June	in			the effectiveness
	2018	Surabaya			of after-sales
	ISSN: 2087-				service quality in

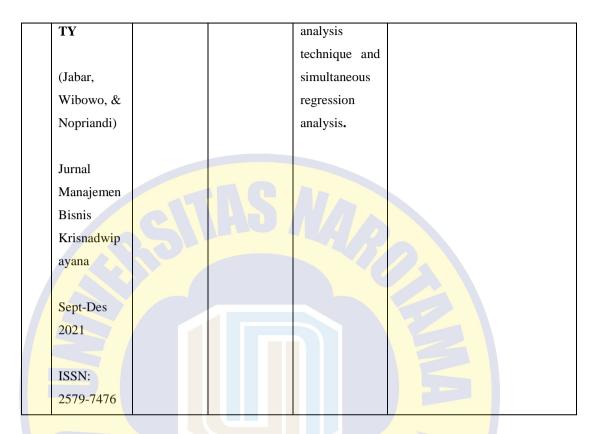


8	EFFECT	This	X:	Sample	Research result
	OF	research	Consumer	The sampling is Non-	It can be seen
	CONSUME	was	Online	Probability Sampling method	that consumer
	R ONLINE	conducted	Rating And	with amount of 400	online rating and
	RATING	to find out	Review	respondents	review into the
	AND	the			very strong
	REVIEW	influence	Y: To	Data Collection	category and
	то	of	<b>Buying</b>	Non-Probability Sampling	consumer buying
	BUYING	consumer	Interest On	method	interest into the
	INTEREST	online	Tokopedia		strong category.
	ON	rating and	(Purchase)	Analysis Method	The consumer
	TOKOPED	review on		Data analysis technique used	online rating and
	IA	consumer		is descriptive analysis,	review variables
	MARKETP	buying		simple linier regression	significantly
	LACE	interest in		analysis, t <mark>test, and</mark>	affected 64,2%
	REGION	Tokopedia		coefficient of determination.	of consumer
	DKI	marketp <mark>lac</mark>			buying interest
	JAKARTA	e in Jaka <mark>rta</mark>			
		area. This			
	(Ichsan,	study aims			
	Jumhur, &	to find out			
	Dharmoputr	how			
	a)	consumer			
		online			
	e-Proceeding	rating and			
	of	review on			
	Management	Tokopedia,			
	: Vol.5	how to buy			
	No.2	consumer			
	Agustus	interest in			
	2018	Tokopedia,			
		and how			
	ISSN: 2355-	consumer			



9	THE	This Study	X1: Online	Sample	Research result
	EFFECT	Aims To	Customer	The	The results obtained from this
	OF	Determine	Reviews	population in	study indicate that OCR has a
	ONLINE	The Effect		this study	significant and positive effect
	CUSTOME	Of Online	Y Purchase	were all	on consumer trust in Bukalapak
	R	Customer	Intentions	consumers	online stores. The OCR and
	REVIEWS	Reviews		who shop	consumer trust have a
	ON	(Ocr) On		online at	significant and positive effect
	PURCHASE	Purchase		Bukalapak	on Bukalapak online purchase
	INTENTIO	Intention		online store in	intentions, respectively. Then,
	NS WITH	With Trust		Padang City in	OCR has a significant and
	TRUST AS	As An		2019 with an	positive effect on their online
	INTERVEN	Intervenin		unknown	purchase intentions through
	ING AT	g Variable		numbers.	consumer trust of Bukalapak
	BUKALAP	In		Total sample	online stores in Padang City.
	AK	Bukalap <mark>ak</mark>		used in this	
	ONLINE	Online		study was 138	
	STORES IN	Store In		people.	
	PADANG	The City			
	CITY	Of Padang,		Data	
		West		Collection	
	(Mulyati &	Sumatera,		The sampling	
	Gesitera)	Indonesia		method used	
				in this	
	Jurnal			research is	
	Maksiprene			nonprobability	
	ur Juni			sampling with	
	2020, Vol.			an accidental	
	9, No. 2			sampling	
	ISSN:			technique.	
	2527-6638				
	5656			Analysis	
				Method	

				Data analysis	
				research used	
				partial least	
				square (PLS).	
10	THE	This		Sample	Research result
	INFLUEN	Research	X2: After	The	The results of the study state
	CE OF	Aims To	Sales	population and	that partially, product quality
	PRODUCT	Know	Services	sample of this	and after-sales service have a
	QUALITY	Influence		study were	positive and significant effect
	AND	Of Product	Y:	students of the	on consumer satisfaction.
	AFTER	Quality	Customer	economics	Simultaneously, product quality
	SALES	And After	Satisfaction	faculty of the	and after-sales service have a
	SERVICES	Sales		Krisnadwipay	positive and significant effect
	ON	Service On		ana University	on consumer satisfaction
	CUSTOM	Customer		class of 2017	
	ER	Satisfact <mark>io</mark>		with a total of	
	SATISFAC	n Using		58 students.	
	TION OF	Xiaomi			
	XIAOMI	Smartphon		Data	
	BRAND	es	RO PAH	Collection	
	<b>SMARTPH</b>			The	
	ONE			hypothesis test	
	USERS IN	$\mathbf{O}$		using the F	
	THE			test and t test.	
	FACULTY				
	OF			Analysis	
	ECONOMI			Method	
	CS,			Research	
	KRISNAD			analysis	
	WIPAYAN			method using	
	Α			simple	
	UNIVERSI			regression	
				Ŭ	



Based on the previous research matrix, there are findings of gap research gaps or comparisons of similarities and differences between previous research and research conducted by current researchers as follows:

- Analyzing after Sales Services in House Appliances Products and Measuring Customers Satisfaction: A Survey in Bushehr, Iran. (Esmailpour, 2018) with X After-Sales Service Y Customers Satisfaction, while in this research X1: After-Sales Service X2: Customer Ratings and Reviews Y1: Customers Purchase Intention Y2: Customer Satisfaction is the intervening variable.
- After-Sales Service and Customer Satisfaction in the Automobile Industry in an Emerging Economy (Adusei & Tweneboah-Koduah, 2019) with X: After-Sales Service Y: Customer Satisfaction ,while in this research X1: After-Sales Service X2: Customer Ratings and

**Reviews Y1: Customers Purchase Intention Y2: Customer** Satisfaction is the intervening variable.

- How after-sales service quality dimensions affect customer satisfaction (Fazlzadeh, Bagherzadeh, & Mohamadi, 2011) with X: after-sales service Y: customer satisfaction while in this research X1: After-Sales Service X2: Customer Ratings and Reviews Y1: Customers Purchase Intention Y2: Customer Satisfaction is the intervening variable.
- Impact Of After Sale Service Characteristics on Customer Satisfaction (Choudhary, Akhter, Asif, Choudhry, Siddique, & Mughal, 2011) with X: After Sale Service Y: Customer Satisfaction ,while in this research X1: After-Sales Service X2: Customer Ratings and Reviews Y1: Customers Purchase Intention Y2: Customer Satisfaction is the intervening variable.
- 5. AFTER SALES SERVICE, CUSTOMER SATISFACTION AND LOYALTY IN TELECOM SECTOR (Ashfaq, 2019) with X AFTER SALES SERVICE, Y: CUSTOMER SATISFACTION while in this research X1: After-Sales Service X2: Customer Ratings and Reviews Y1: Customers Purchase Intention Y2: Customer Satisfaction is the intervening variable.
- 6. Impact of After Sales Service on Customer Satisfaction: A Case Review of Mobile Phone Industry in Delhi And NCR (Gupta & Dhillon, 2015) with X: After Sales Service Y: Customer Satisfaction while in this research X1: After-Sales Service X2: Customer Ratings and Reviews Y1: Customers Purchase Intention Y2: Customer Satisfaction is the intervening variable.
- The Impact Of After Sales Services On Customer Satisfaction Special References To LG Electronics Products, Sri Lanka. (Nivethika, 2015) with X: After Sales Services Y: Customer Satisfaction, while in this

research X1: After-Sales Service X2: Customer Ratings and Reviews Y1: Customers Purchase Intention Y2: Customer Satisfaction is the intervening variable.

- 8. The Relationship Between The Quality Of After-Sales Service And Customer Satisfaction, Customer Retention And Customer Loyalty (Masoudinezhad, 2018) with X: AFTER-SALES SERVICE Y1: CUSTOMER SATISFACTION, while in this research X1: After-Sales Service X2: Customer Ratings and Reviews Y1: Customers Purchase Intention Y2: Customer Satisfaction is the intervening variable.
- 9. Impact Of After Sales Service On Consumer Satisfaction And Retention. A Study Of LG Electronics In Ibadan, Nigeria (Ladokun, Adeyemo S., & & Ogunleye P., 2013) with X1: After Sales Service Y: Consumer Satisfaction, while in this research X1: After-Sales Service X2: Customer Ratings and Reviews Y1: Customers Purchase Intention Y2: Customer Satisfaction is the intervening variable.

10. After-Sales Services, Brand Equity And Purchasing Intention To Buy Second-Hand Product (Habib & Sarwar, 2021) with X: After-sales services Y: Purchasing intention, while in this research X1: After-Sales Service X2: Customer Ratings and Reviews Y1: Customers Purchase Intention Y2: Customer Satisfaction is the intervening variable.

Based on the findings of the GAP of the research above, the researcher proposes a research proposal entitled **The Effect of After-Sales Services Quality, Customer Ratings, And Reviews Towards Customer Purchase Intention Through Customers Satisfaction As Intervening Variable (Case Of Tokopedia E-Commerce Platform In Surabaya Indonesia).** 

#### **2.2 Theoretical framework**

#### 2.2.1 After-Sales Services

After-sales service is an activity that organized by the business organization after the purchase stage and is part of the of customer relationship management. From customer relationship point of view, Aftersales service is considered an important factor that has an impact on the creation of good relationships with customers (Ladokun, Adeyemo S., & & Ogunleye P., 2013). According to Murali explained that after sales service is a form of service after the purchase made by the seller with the purpose of providing a guarantee from sustainable use of the purchased product consumers, as a solution to various problems related to the use of products that has been purchased by consumers, supports consumers in caring for the product during use products, support consumers in using product at the end of the product's economic life, and increase customer satisfaction, and provide a competitive advantage for seller (Murali, Pugazhendhi, & Muralidharan, 2016).

According to (Nasir, Mushtaq, & Rizwan, 2014) a company can create, maintain, and improve customer loyalty by providing excellent after-sales services as follows

a. The quick response of customer complaint

Seller's quick response to customer complaints by taking action to improve services on complaints from consumers and follow up on consumer complaints so as to make customers loyal

b. Replace the faulty good or make a full refund in case of the customer is not happy with the products or service

Online transactions do have a lower level of trust when compared to inperson transactions. With a guarantee to replace damaged goods or refund when the quality of goods or services received by customers is not appropriate, it can make customers more confident to make purchases even if they are made online.

#### 2.2.2 Customers Ratings and Reviews

Ratings are part of the review, but the opinions given by consumers are in the form of a determined scale, usually the rating assigned by online stores is in the form of stars where more stars indicate a better value (Lackermair, Kailer, & Kanmaz, 2013). Ratings are made by customers who have made online purchases and posted in the application Oftenly, ratings are one method for giving input from customers to sellers.

Rating can be interpreted as an assessment of users' preferences for a product on their experience referring to the psychological and emotional state they live when interacting with virtual products in a media environment. The indicator used in analyzing the rating is in the form of giving stars, the more stars, the better the sales rating (Lackermair, Kailer, & Kanmaz, 2013). Review is one of the elements that decide a person's buying, showing that people can take the number of reviews as an indicator of the popularity or of a product that will affect some willingness to purchase an item. Review can be interpreted as a feature contained in the Marketplace application to describe the advantages and disadvantages of a product (Lackermair, Kailer, & Kanmaz, 2013).

According to (Arbaini, Zakaria, & Merlina, 2020) Online Customer Review is part of Electronic Word of Mouth (eWOM) is the direct opinion of someone and not an advertisement. Review is one of several factors that determine the decision someone's purchase. Meanwhile, according to (Dzulqarnain, 2019) Online customer review is Reviews created by consumers will have unique preferences different backgrounds, different technical exposure backgrounds, levels of knowledge of the different products, and different conditions of use different, it is this variety of information that makes the information provided by consumers become more relevant to a wide variety of other consumers.

Reviews are an important source of information for online transactions.

According to (Farki, Baihaqi, & Wibawa, 2016) stated that there are three indicators in online customer ratings and reviews are as follows:

- Perceived Usefulness is to feel the benefits in question, namely the customer directly feels benefits when viewing online ratings and reviews. Perceived benefits can be in the form of increased effectiveness online shopping, assisting in online shopping to make an assessment of the products of interest.
- Perceived Enjoyment, namely feeling the comfort in question is when viewing or reading online customer ratings and reviews easily understand the meaning you want to convey, and like the look which makes it easier to view and read online ratings and reviews.
- 3. Perceived Controling, namely feeling the control in question is by having an online rating and review consumers can increase self-control in shopping, get the information needed by consumers customers when they want to make a purchase, and get important information about the product want to buy.

# 2.2.3 Customer Satisfaction

(Aprivani & Sunarti, 2017) stated that consumer satisfaction is a situation that consumers exhibit when they realize that their needs and desires are as expected and fulfilled well and other opinions expressed by (Rizgy, Warso, & Fathoni, 2016)stated that consumer satisfaction is an emotional state / reaction after receiving the service delivery, can be in the form of anger, dissatisfaction, aggravation, neutrality, joy and pleasure. As a simple guideline, Richard L. Oliver's formulation (Tjiptono & Diana, 2015) states that customer satisfaction is a feeling of pleasure or disappointment that a person gets from comparing the perceived performance (or outcome) of a product and its expectations. Accordingly, regardless of whether a customer is fulfilled is extremely subject to the presentation of the item contrasted with the assumptions for the buyer concerned, and whether the shopper deciphers the hole among execution and assumptions. Assuming that the presentation is lower than assumptions, the buyer concerned will feel disappointed. In the event that presentation is equivalent to assumptions, he will be fulfilled. In the interim, assuming the presentation surpasses assumptions, the purchaser will feel exceptionally fulfilled.

According to Kotler & Armstrong (Mahemba, 2019) there are several dimensions of customer satisfaction:

1) Perceived quality

Perceived quality is the principal determinant of consumer loyalty, specifically quality and execution. Quality is exceptionally essential for all monetary action since it can depict the two parts of involvement and utilization.

2) Perceived value

Perceived value is a degree of advantage felt by customers against the cost paid. Contrasting the advantages felt after shoppers make exchanges with offers given by organizations as items or administrations so purchasers can utilize the judgment to think about items or administrations that are felt to give high and low worth.

3) Customer expectations

Customer expectations are the first stage before customers feel the worth and quality given by the organization. Customers have assumptions about the degree to which the organization offers items and administrations. Customers get data from different sources, then measure the organization can keep on giving creativity later on.

### 2.2.4 Customer Purchase Intention

According to (Agung, 2016) customer Purchase Intention can be interpreted as buying interest that reflects the desire and desire of consumers to buy a product. Purchase intention can be defined as a willingness of a consumer to purchase or to buy a certain brand in the future based on consumer consideration about the specification of a brand. According to (Stevina, Karina, & Brahmana, 2015) purchase intention is a tendency to buy a brand and generally based on suitability between purchase motives and attributes or characteristics of the brand.

According to (Kotler & Armstrong, 2016) the main factors that affect a person's interest in repurchasing, namely as following:

1. Cultural Factor

A person's culture and social class can affect a person's interest in make a purchase. Consumers have perceptions, desires and behaviors that learned from a young age, so that in the end it will form different perceptions for each consumer. Factors of nationality, religion, racial group and Geographical area also affects each individual.

2. Psychological Factors

Includes individual shopping experiences about past events, as well as influence of individual attitudes and beliefs. Learning experience can be defined as a change in the behavior of previous experiences. The emergence of consumer interest for repurchase is strongly influenced by individual learning experiences and consumer learning experiences that will determine actions and decisions buying decision.

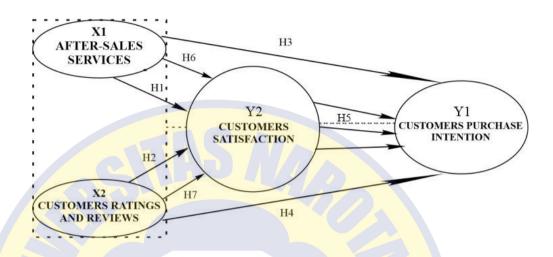
3. Personal Factor

Personality, age, occupation, economic situation and also the lifestyle of the consumer itself will affect perceptions and decision making in buying. Therefore, the role of the restaurant is important in providing good service to consumers. This personal factor includes self-concept. Self-concept can be defined as the way we see ourselves and at any given time.

4. Social Factor

Includes a small reference group factor. Model group defined as a group that influences attitudes, income, norms and consumer behavior.

#### Figure 2.1. Research Concept Framework



## 2.3 Hypothesis

The hypothesis in this study is as follows:

H1 : After-Sales Services Quality Have A Significant positive Effect On Customers Satisfaction.

H2 : After-Sale-s Services Quality Have A Significant positive Effect On Customers Purchase Intention

H3 : Customers Ratings And Reviews Have A Significant positive Effect On Customers Satisfaction.

H4 : Customers Ratings And Reviews Have A Significant positive Effect On Customers Purchase Intention.

H5 : Customers Satisfaction Have A Significant positive Effect On Customers Purchase Intention.

H6 : After-Sales Services Quality Have a Significant positive Effect On Customers Purchase Intention Through Customers Satisfaction.

H7 : Customers Ratings And Reviews Have A Significant positive Effect On Customers Purchase Intention Through Customers Satisfaction.