

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 in 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 hypotheses were applied. Research methods and descriptive survey. Library and field data collection in the form 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, Adeyemo 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 ($F(3, 57) = 123.32$; $R^2 = 0.875$; $P < .05$). 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.

Table 2.1 The table of previous researches on international journal

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

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

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| | January 25, 2019, ISSN: 2333-9721 | | | <p>technicians and the Workshop Manager are included in the study population. The composition of the sample had owners of vehicles (68), service technicians (13) and workshop manager (1). The intake for after-sales services for the month of April, 2018 was 94 but the number of jobs completed was 91 which mean the sample size of 68 represents 72.3% of the job intake which is very much representative of the population.</p> <p>Data Collection A mixed approach</p> | <p>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.</p> |
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| | | | | <p>was used in the data collection through questionnaire administration and interviews.</p> <p>Analysis Method The analysis made used of Kano's Model and Kendall's Coefficient of Concordance</p> | |
| 3 | <p>How after-sales service quality dimensions affect customer satisfaction (Fazlzadeh, Bagherzadeh, & Mohamadi)</p> <p>African Journal of Business Management, 4 September 2011, ISSN: 1993-8233</p> | <p>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</p> | <p>X: After-Sales Service</p> <p>Y: Customer Satisfaction</p> | <p>Sample The study conducted was targeted at customers of a large retail chain marketing home appliances in Iran and 302 usable responses were utilized.</p> <p>Data Collection The selected research tool was a questionnaire.</p> | <p>Research result After-sales service quality, affect satisfaction, which in turn affects behavioural intentions. Hence, after-sales services affect the overall offering and thus, the quality of the relationship</p> |

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| | | quantitative methodology. | | Analysis Method A path analysis was performed using the “Amos 18” software | with customers. |
| 4 | Impact Of After Sale Service Characteristics on Customer Satisfaction. (Choudhary, Akhter, Asif, Choudhry, Siddique, & Mughal) Information Management and Business Review, Dec 2011, ISSN: 2220-3796 | 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 implementation and quality of service provided satisfies customers? | X: After Sale Service Y: Customer Satisfaction | Sample Practically our study benefitted for the manager of the organization that are mostly related to home appliances. Data Collection They can check the customers trend towards after sale services characteristics i.e. delivery, installation, warranty, service quality and feedback. Analysis Method Quantitative study is not possible. | Research result 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. |

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| 5 | <p>AFTER SALES SERVICE, CUSTOMER SATISFACTION AND LOYALTY IN TELECOM SECTOR</p> <p>(Ashfaq)</p> <p>Journal of Applied Structural Equation Modeling, Jan 2019, ISSN: 2590-4221</p> | <p>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.</p> | <p>X: After Sales Service,</p> <p>Y: Customer Satisfaction</p> | <p>Sample</p> <p>Complaint influence customer loyalty with the mediating role of customer satisfaction.</p> <p>Data Collection</p> <p>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.</p> <p>Analysis Method</p> <p>The online-based questionnaire was implemented a five-point Likert scale with 38 items. Structural equation modeling (SEM) was</p> | <p>Research result</p> <p>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</p> |
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| | | | | performed to test the hypotheses. | long-term relationship with customers, and how to get customer satisfaction and loyalty |
| 6 | Impact of After Sales Service on Customer Satisfaction: A Case Review of Mobile Phone Industry in Delhi And NCR (Gupta & Dhillon) PARIPEX - INDIAN JOURNAL OF RESEARCH, October 2015, ISSN: 2250-1991 | 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. | X: After Sales Service Y: Customer Satisfaction | Sample Among 500 respondents selected on random basis Data Collection close-ended questionnaire Analysis Method A survey | Research result 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. |

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

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| | SALES SERVICE AND CUSTOMER SATISFACTION, CUSTOMER RETENTION AND CUSTOMER LOYALTY (Masoudinezhad) INTERNATIONAL JOURNAL of BUSINESS QUANTITATIVE ECONOMICS AND APPLIED MANAGEMENT RESEARCH, June-2018, ISSN: 2349-5677 | quality on customer satisfaction and customer loyalty is the cosmetic industry. | Customer Satisfaction | Data Collection Methods applied research and descriptive survey. Library and field data collection in the field of questionnaire was used. Analysis Method Using the theoretical foundations In this study, 15 were hypotheses. Theoretical foundations and the history of research at home and abroad to provide hypotheses were discussed | after-sales services in cosmetic products on customer satisfaction and |
| 9 | Impact Of After Sales Service On Consumer Satisfaction And Retention. A Study of LG Electronics in Ibadan, Nigeria. | This study examined the impact of after sales service on customer satisfaction and retention with | X1: After Sales Service Y: Consumer Satisfaction | Sample The population of the study covered selected distributors and customers of LG Electronics in Ibadan.The | Research result The result showed that the predictor variables (i.e Product delivery, |

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| | <p>(Ladokun, Adeyemo S., & Ogunleye P.)</p> <p>OSR Journal of Business and Management (IOSR-JBM)</p> <p>Volume 11, Issue 4 (Jul. - Aug. 2013)</p> <p>ISSN: 2278-487X</p> | <p>special reference to LG electronics in Ibadan, Nigeria</p> | <p>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..</p> <p>Data Collection</p> <p>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.</p> <p>Analysis Method</p> <p>regression analysis</p> | <p>installation and warranty) were significantly joint predictors of customer satisfaction and retention with $F(3, 57) = 123.32$; $R^2 = 0.875$; $P < .05$.</p> <p>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</p> |
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| | | | | | <p>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</p> |
| 10 | <p>After-sales services, brand equity and purchasing intention to buy second-hand product</p> <p>(Habib & Sarwar)</p> <p>Rajagiri Management Journal 2,2021, ISSN: 2633-0091</p> | <p>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</p> | <p>X: After-Sales Services Y: Purchasing Intention</p> | <p>Sample A total of 433 survey responses were used to empirically test the measures and propositions</p> <p>Data Collection A survey questionnaire based on convenience sampling is used to collect the data from the car</p> | <p>Research result 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</p> |

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| | | 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. | | owners. Analysis Method By using structural equation modeling (SEM) | brand credibility and brand loyalty on brand equity and willingness to buy second-hand products. |
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Table 2.2 The table of previous national researches

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

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| <p>TOWARDS CONSUMERS' SATISFACTION AND ITS IMPLICATION ON CONSUMERS' LOYALTY OF SATELLITE INTERNET PRODUCT MANGOESKY PT. TELKOMSAT</p> <p>(Sugianto & Sitio)</p> <p>DINASTI INTERNATIONAL JOURNAL OF DIGITAL BUSINESS MANAGEMENT</p> | <p>towards consumers', satisfaction and its implication on consumers' loyalty of internet product MangoeSky Satellite PT. Telkomsat.</p> | <p>number was conducted by using slovin formula with the result that obtained 100 respondents.</p> <p>Analysis Method</p> <p>analysis method used is the regression analysis test through SPSS version 25.</p> | <p>positive and significant effect on consumers' satisfaction, (3) Service quality has a positive and significant effect on consumers' loyalty, (4) After sales service has a positive and significant effect on consumers' loyalty, (5) Consumers' satisfaction has a positive and significant effect on consumers' loyalty, and (6) There is a positive indirect effect between service quality and after sales service for loyalty through consumers' satisfaction, it means that consumers' satisfaction can</p> |
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| | Volume 1, 5, August 2020 ISSN:: 2715- 4203 | | | | increase consumers' loyalty. |
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| 2 | AFTER-SALES SERVICE TO INCREASE CUSTOMER SATISFACTION: APPLICATION OF IMPORTANCE PERFORMANCE ANALYSIS METHOD (Susilo & Ikhsan) Journal of Business Studies and Management Review (JBSMR) Vol.3 No.2 June 2020 ISSN:2597- | This research will assess customer satisfaction with after-sale services for customers who use interior design services in Jakarta. | X: After-Sales Service Y: Customer Satisfaction | Sample The data collection method uses a questionnaire distributed to 100 customers who used interior design services in Jakarta Data Collection The data survey collected by cross-sectional. This type of study is qualitative descriptive with survey data collection techniques. Analysis Method The analytic approach used is Importance Performance Analysis (IPA). | The results of the research have successfully identified customer satisfaction with the after-sales service. There are 6 out of 20 attributes perceived as unsatisfied customers, while other attributes are perceived to be moderately satisfied and satisfied by interior design service customers in Jakarta. |
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| 3 | PRODUCT QUALITY AND AFTER-SALES SERVICE IN IMPROVING CUSTOMER SATISFACTION AND LOYALTY (Purwati, Fitrio, Ben, & Hamzah) Jurnal Economia Vol. 16 No. 2, October 2020 ISSN: 2460-1152 | The aim of this research was to analyze the effect of product quality and after-sales service on customer satisfaction and loyalty in one of distributor companies in Pekanbaru Riau namely PT Oscarmas Pekanbaru. | X2: After-Sales Service Y: Customer Satisfaction | Sample The sampling technique used in this study was probability sampling with the total of 82 customers as respondents. Data Collection The sampling technique used in this study was probability sampling with the total of 82 customers as respondents. Analysis Method Data analysis technique was Structural Equation Model (SEM) using Smart PLS. | Research result The results of this research showed that the product quality had no significant effect on customer satisfaction but had significant effect on customer loyalty, after-sales services had significant effect on both customer satisfaction and customer loyalty and satisfaction had no effect on customer loyalty. Thus, study proved that between product quality and after-sales service had no indirect effect on customer loyalty through satisfaction |
| 4 | ANALYSIS OF PRODUCT | This study aims to determine | X3: After Sales Services | Sample The population in this study is the people of Indramayu | Research result The results in this study that |

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| <p>QUALITY, BRAND IMAGE AND AFTER SALES SERVICES TOWARD PURCHASE DECISIONS AND CUSTOMER SATISFACTION (CASE STUDY OF INDRAMAYU MARKETPLACE)</p> <p>(Sujeni, Fachrodji, & Lestari)</p> <p>International Journal of Innovative Science and Research Technology</p> | <p>and analyze the effect of product quality, brand image, and after-sales service on purchasing decisions and the impact on customer satisfaction of Toyota cars in the Indramayu Regency.</p> | <p>Y1: Purchase Decisions</p> <p>Y2: Customer Satisfaction</p> | <p>Regency who have Toyota cars</p> <p>Data Collection The population in this study is the people of Indramayu Regency who have Toyota cars, with a sample of 172 respondents.</p> <p>Analysis Method method used Structural Equation Model – Partial Least Square (SEM-PLS).</p> | <p>product quality has a positive and significant impact on Toyota car purchasing decisions. Brand image, after-sales service, Purchase decisions positively and significantly impact customer satisfaction for Toyota cars. Product quality and Brand image have a significant influence on customer satisfaction. Therefore, after-sales service, Product quality also positively impacts customer satisfaction mediated purchasing decisions. Brand image affects customer satisfaction mediated</p> |
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| | Volume 7 1, January – 2022 ISSN: 2456-2165 | | | | purchasing decisions. After-sales service has a positive and significant influence on customer satisfaction mediated purchasing decisions. |
| 5 | THE INFLUENCE OF SELLER REPUTATION AND ONLINE CUSTOMER REVIEWS TOWARDS PURCHASE DECISIONS THROUGH CONSUMER TRUST FROM C2C E-COMMERCE | This study aims to identify and analyze the influence of seller reputation and online customer review on purchasing decisions through consumer trust of users of the C2C e-commerce platform in the field. | X2: Online Customer Reviews Y: Purchase Decisions Through Consumer Trust | Sample This study's population is all consumers who use the online shopping site or all users of the C2C Tokopedia platform in Medan an unknown number. The sample in this study is 140 people. Data Collection This type of research is associative research. The data forms used are primary and secondary data generated from surveys and literature studies. The sample determination method uses a nonprobability sampling method with an accidental sampling technique. | Research result The Result shows a positive and significant effect on trust, online customer review has a positive and significant effect on trust. |

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| <p>PURCHASE INTENTIONS OF GEN Y CONSUMERS: THE CASE OF TOKOPEDIA</p> <p>(Dennis, Ramdhana, Faustine, & Hendijani)</p> <p>International Journal of Management (IJM)</p> <p>Volume 11</p> <p>6, June 2020</p> <p>ISSN: 0976-6510</p> | <p>intentions of Gen Y users on Tokopedia with 4 variables: reviews, ratings, information quality, and media richness.</p> | <p>Intentions</p> | <p>consumers.</p> <p>Data Collection</p> <p>The data was collected by distributing 154 questionnaires through Google Form to a cohort with an age range between 21 and 35 years old (the Gen Y age range) (Corodeanu, 2015). Partial Least Square Structural Equation Modelling was used to examine the research model by using SmartPLS 3.0 software</p> <p>Analysis Method</p> <p>A descriptive analysis and regression analysis were used to test the relationship of these variables with purchase intentions.</p> | <p>intentions, while the other variables act as precursors. These study results can provide a useful reference for sellers and marketers targeting Gen Y consumers.</p> |
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| 7 | <p>THE IMPACT OF AFTER-SALES SERVICE QUALITY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF MIDDLE-UPPER CLASS LANDED HOUSINGS</p> <p>(Wahjudi, Kwanda, & Sulis)</p> <p>Jurnal Teknik Industri Vol. 20 No.1, June 2018 ISSN: 2087-</p> | <p>This study aims to explore the relationship among after-sales service quality, customer satisfaction, and customer loyalty. Especially, we want to confirm the impact of after-sales service quality on customer satisfaction and customer loyalty of middleupper class landed housings in Surabaya</p> | <p>X1: After-Sales Service Quality</p> <p>Y1: Customer Satisfaction</p> | <p>Sample</p> <p>Four housing complexes in Surabaya, i.e. Pakuwon City, Citraland, Bukit Darmo Golf, and Graha Family.</p> <p>Data Collection</p> <p>This research was conducted by a survey on 170 respondents</p> <p>Analysis Method</p> <p>The data was examined by using structural equation modeling (SEM). Through data analysis.</p> | <p>Research result</p> <p>The Result confirm the positive correlation between after-sales service quality and customer satisfaction, the positive correlation between customer satisfaction and customer loyalty, and the direct and indirect relationships between after-sales service quality and customer loyalty. The practical implication of this study provides assurance to landed housing management on the effectiveness of after-sales service quality in</p> |
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| 8 | EFFECT OF CONSUMER ONLINE RATING AND REVIEW TO BUYING INTEREST ON TOKOPEDIA MARKETPLACE REGION DKI JAKARTA (Ichsan, Jumhur, & Dharmoputra) e-Proceeding of Management : Vol.5 No.2 Agustus 2018 ISSN: 2355- | This research was conducted to find out the influence of consumer online rating and review on consumer buying interest in Tokopedia marketplace in Jakarta area. This study aims to find out how consumer online rating and review on Tokopedia, how to buy consumer interest in Tokopedia, and how consumer | X: Consumer Online Rating And Review Y: To Buying Interest On Tokopedia (Purchase) | Sample The sampling is Non-Probability Sampling method with amount of 400 respondents Data Collection Non-Probability Sampling method Analysis Method Data analysis technique used is descriptive analysis, simple linier regression analysis, t test, and coefficient of determination. | Research result It can be seen that consumer online rating and review into the very strong category and consumer buying interest into the strong category. The consumer online rating and review variables significantly affected 64,2% of consumer buying interest |
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| | 9357 | online rating and review give influence consumer buying interest in Tokopedia on DKI Jakarta area. | | | |
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| 9 | THE EFFECT OF ONLINE CUSTOMER REVIEWS ON PURCHASE INTENTIONS WITH TRUST AS INTERVENING AT BUKALAPAK ONLINE STORES IN PADANG CITY (Mulyati & Gesitera) Jurnal Maksipreneur Juni 2020, Vol. 9, No. 2 ISSN: 2527-6638 | This Study Aims To Determine The Effect Of Online Customer Reviews (Ocr) On Purchase Intention With Trust As An Intervening Variable In Bukalapak Online Store In The City Of Padang, West Sumatera, Indonesia | X1: Online Customer Reviews Y Purchase Intentions | Sample The population in this study were all consumers who shop online at Bukalapak online store in Padang City in 2019 with an unknown numbers. Total sample used in this study was 138 people. Data Collection The sampling method used in this research is nonprobability sampling with an accidental sampling technique. Analysis Method | Research result The results obtained from this study indicate that OCR has a significant and positive effect on consumer trust in Bukalapak online stores. The OCR and consumer trust have a significant and positive effect on Bukalapak online purchase intentions, respectively. Then, OCR has a significant and positive effect on their online purchase intentions through consumer trust of Bukalapak online stores in Padang City. |
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| | | | | Data analysis in this research used partial least square (PLS). | |
| 10 | THE INFLUENCE OF PRODUCT QUALITY AND AFTER SALES SERVICES ON CUSTOMER SATISFACTION OF XIAOMI BRAND SMARTPHONE USERS IN THE FACULTY OF ECONOMICS, KRISNAD WIPAYAN A UNIVERSI | This Research Aims To Know Influence Of Product Quality And After Sales Service On Customer Satisfaction Using Xiaomi Smartphones | X2: After Sales Services Y: Customer Satisfaction | Sample The population and sample of this study were students of the economics faculty of the Krisnadwipayana University class of 2017 with a total of 58 students. Data Collection The hypothesis test using the F test and t test. Analysis Method Research analysis method using simple regression | Research result The results of the study state that partially, product quality and after-sales service have a positive and significant effect on consumer satisfaction. Simultaneously, product quality and after-sales service have a positive and significant effect on consumer satisfaction |

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| TY | | | | analysis technique and simultaneous regression analysis. | |
| (Jabar, Wibowo, & Nopriandi) | | | | | |
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| ISSN: 2579-7476 | | | | | |

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:

1. 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.**
2. 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.

3. 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.**
4. 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.**
7. 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, After-sales 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 in-person 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:

1. 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.
2. 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 Controlling, 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

(Apriyani & 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 (Rizqy, 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.

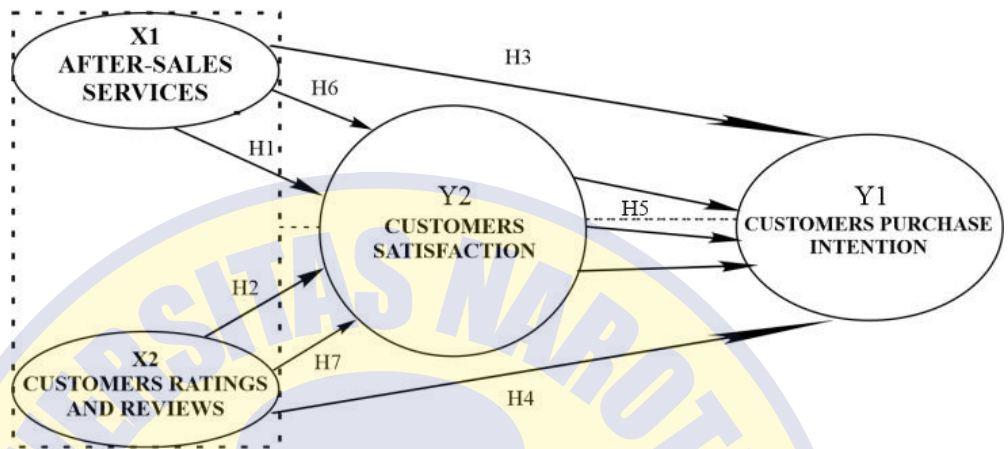
3. Personal Factor

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.