Research Paper

The Effect of Omni-Channel Integration Quality and Omni-Channel Perceived Value on Customer Loyalty Through Customer Satisfaction on Kenangan Coffee Branch OCBC Ringroad Medan

Purnama Fitri[1], Endang Sulistya Rini[2], Fadli[3]

[1,2,3]Faculty of Economics and Business, Universitas Sumatera Utara, Medan, Indonesia.

Corresponding Author: Purnama Fitri

ABSTRACT

This study aims to analyze omni-channel integration quality and omni-channel perceived value on customer loyalty through customer satisfaction at Kopi Kenangan OCBC Ringroad. The type of research used in this research is associative research. The population in this study were consumers who had bought online and offline Kopi Kenangan OCBC Ringroad with 135 respondents as samples taken in this study. Withdrawal of the number of sample sizes is done by non-probability sampling using purposive sampling method. The data used are primary data and secondary data obtained through a list of statements and documentation studies. The data analysis technique uses structural equation modeling (SEM) with the Smart PLS version 3.0 analysis tool. The results directly show that omni-channel integration quality has a negative and significant effect on customer loyalty, omni-channel perceived value has a positive and significant effect on customer loyalty, omni-channel integration quality has a positive and significant effect on customer satisfaction, omni-channel perceived value positive and significant effect on customer satisfaction, and customer satisfaction has a positive and significant effect on customer loyalty. Then the results of the tests carried out indirectly indicate that customer satisfaction is able to mediate the relationship between omni-channel integration quality and customer loyalty, but customer satisfaction is able to mediate the relationship between omni-channel perceived value and customer loyalty.

INTRODUCTION

Indonesia has various kinds of food and beverage industries. Of the various parts of the industry, the food and beverage industry is one of the industries that has been around for a long time and is one of the most promising industries when viewed from its history of growth in Indonesia. Indonesia is known as the fourth largest coffee producing country in the world, as well as the second largest exporter of robusta coffee in the world. Since the 16th century, Indonesia has been known as a coffee paradise (Pramisti, 2016). Indonesia is known for its various types of coffee, quoted from cnnindonesia.com (2019) there are five of the best types of coffee from Indonesia starting from Aceh Gayo Coffee, Toraja Coffee, Papua Wamena Coffee, Bali Kintamani Coffee, and Flores Bajawa Coffee. Drinking coffee has become a lifestyle that has grown along with the level of coffee consumption in Indonesia since 2016, according to data from the 2018 Ministry of Agriculture

The use of technology will really help the food and beverage industry, especially in internet technology, which already has many users in Indonesia. Internet users

themselves in Indonesia increased by 11% from 2020, namely 175.4 million to 202.6 million users. The survey results indicate that there has been an increase in internet users in Indonesia.

With the average number of Indonesians using applications and smartphones that are quite large, this can be an opportunity and gap for players in the food and beverage industry to use technology so they can compete in industry 4.0, where in this industry all line aspects have begun to be automated. Tasks that were previously done by humans, over time can be replaced by machine power that automatically performs and organizes work more quickly (Arbar, 2019).

Kopi Kenangan as one of these franchise networks also provides applications that can serve customers in placing orders. Kopi Kenangan is a company engaged in the coffee industry in Indonesia. Kopi Kenangan as a coffee startup is almost the same as Janji Jiwa, Fore Coffee and so on where the competitors from this retail are Excelso, The Coffee Bean & Tea Leaf and Starbucks (Zuhriyah, 2019).

Consumer loyalty is a consumer who makes purchases with an increasing presentation at certain companies than other companies (Kotler, 2015). Consumer loyalty to Kopi Kenangan can be seen from that even though the Kopi Kenangan outlets are busy, consumers remain loyal and still want to buy products from Kopi Kenangan. The launch of the Kopi Kenangan application aims to reduce the potential for lost orders due to the queues that have often occurred so far. With the available application, you can place orders through the application and pick up the coffee at the nearest Kopi Kenangan outlet. In addition to facilitating purchases, the application will also be used to collect and analyze customer data. With this data, Kopi Kenangan will find it easier to select customers' favorite menus so that the promotions launched will be more personal and right on target for coffee-loving consumers.

There are several factors that influence customer loyalty, namely customer satisfaction, integration quality, and perceived value. Customer loyalty is a consistent purchase of products or services over time and there is a good attitude to recommend other people to buy these products (Devia et al. 2018). A real indication of loyalty requires measuring attitudes combined with measuring behavior.

Customer satisfaction can be said to be the extent to which the perception of product performance matches customer expectations (Kotler & Armstrong, 2018). If performance does not meet expectations, the customer will be disappointed. If it matches expectations, the customer is satisfied. One of the conditions that occurs at Kopi Kenangan is that there is omni-channel integration quality which must be continuously improved, there are still consumers who complain about the Kopi Kenangan application.

LITERATURE REVIEW
Customer Loyalty
According to Zulfikar (2018) customer loyalty is the strength of the relationship between the relative attitudes of individuals towards a unit in the form of brands, services, stores and suppliers and repurchases. According to Ishak (2014) said loyalty is a process, at the end of the process, satisfaction has an effect on perceived quality which can have an impact on loyalty and intentions for certain behaviors of a consumer.

Customer loyalty is a commitment that is held tightly by consumers to buy or promote a product in the form of goods or services consistently, this causes repeated purchases of the same brand, even though the customer gets situational influence or marketing from competitors to change to another brand (Oliver, 2014). According to Robby (2017) customer loyalty is a consumer who is considered loyal if the consumer shows regular buying behavior or there is a condition in which consumers are

required to buy at least twice within a certain time interval.

Customer Satisfaction

According to Cambridge International Dictionaries, a customer is someone who buys a product or service. The word satisfaction or satisfaction comes from the Latin, namely satis which means good enough and facio which means to do or make. Satisfaction is usually interpreted as an effort to fulfill something or make something adequate. As a level of service quality performance that meets user expectations. Customer satisfaction, also known as customer satisfaction, is defined in the marketing literature as an overall evaluation of its customers, both the experience of buying and consuming goods or services (Masroujeh, 2009). Customer satisfaction is also often used as a level of service quality performance that meets consumer expectations (Wang and Shieh, 2006).

Angelova and Zekiri (2011) define customer satisfaction as a result felt by consumers who have experienced company performance and have met consumer expectations. According to Sudaryono (2016) satisfaction is the result of the consumer's assessment that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less. According to Setyobudi and Daryanto (2014) customers are buyers who depend on the goods or services used. According to Firmansyah (2018) customer satisfaction is the customer's feelings about the type of service he gets. Based on the opinions of several experts, the researchers concluded that customer satisfaction is a measure or result of how the products or services provided by the company can meet consumer expectations in the market.

Omni-Channel Perceived Value

According to Zeithaml (1988) summarizes perceived value as the consumer's overall evaluation of what is received (perceived benefits or benefits) and what is given (perceptions of sacrifices or costs). In the multi-channel context, perceived value refers to the overall customer assessment of the benefits they receive from using multi-channels to meet their needs by considering the various costs and sacrifices associated with using the channel system (Kabadyi, 2017).

Perceived online channel value is defined by Carlson (2015) as a personal perception of the advantages or benefits obtained from interaction with service processes with technological encouragement in online channels from multichannel retailers that facilitate the achievement of consumer goals. Based on the opinions of several experts, the researchers concluded that omni channel perceived value is a consumer's view of the benefits derived from using online technology services that facilitate consumer expectations.

Omni-Channel Integration Quality

Integration quality is a condition where there is channel integration which is able to provide unlimited services for consumers in various channels (Sousa and Voss, 2006). According to Hamouda (2019) states channel integration refers to coordination between various forms of interaction used by a company such as websites, physical stores and other channels. In addition, according to Zhang (2018) defines channel integration where sellers coordinate several sales channels to create synergy for the company and offer a seamless shopping experience to consumers.

Integration interaction quality represents interaction consistency from cross-channels which includes two dimensions, namely process consistency and content consistency. Process consistency refers to consistency between relevant and comparable process attributes from different channels and content consistency refers to the consistency of information exchanged between different channels (Hamouda, 2019). Kabadyi (2017) states that good integration quality can mean that

information owned by customers synchronizes effectively between channels. According to Saghiri (2017) defines omni-channel integration quality from a perspective, that is, integration between channel stages, because consumers can move easily between all channel stages during their interaction process without feeling confused, losing control or inconsistency in information related to products or services. received.

MATERIALS & METHODS

This research is a causal research with a quantitative approach. The purpose of this research is to explain the nature of a situation or subject to be investigated, which is carried out based on the collection and analysis of quantitative data and statistical tests (Sugiyono, 2017). This research was conducted at Kopi Kenangan Medan. The time of this research starts from August – October 2022. The population in this study

are consumers who have bought coffee at Kopi Kenangan Medan, OCBC Ringroad Branch. The sampling technique in this study was that the sample was taken using a non-probability sample design, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sampling method uses purposive sampling, which is a sampling technique based on certain considerations or criteria. Hair et al. (2010) recommends a minimum sample size of 5 times the number of question/statement items contained in the questionnaire. The total statements in this study are 27 statements so that the sample size of the study is:

27 x 5 = 135 respondents. The data analysis technique used to test the hypothesis in this study is descriptive analysis and SEM analysis.

RESULT
Results of Data Analysis

Table 1 Direct and Indirect Effect

	Original Sample (O)	P Values	Kesimpulan
Omni-Channel Integration Quality -> Customer Loyalty	-0,249	0,084	Rejected
Omni-Channel Perceived Value -> Customer Loyalty	0,993	0,000	Accepted
Omni-Channel Integration Quality -> Customer Satisfaction	0,159	0,003	Accepted
Omni-Channel Perceived Value -> Customer Satisfaction	0,621	0,000	Accepted
Customer Satisfaction -> Customer Loyalty	0,201	0,001	Accepted
Omni-Channel Integration Quality -> Customer Satisfaction -> Customer Loyalty	0,032	0,379	Rejected
Omni-Channel Perceived Value -> Customer Satisfaction -> Customer Loyalty	0,125	0,020	Accepted

DISCUSSION
Effect of Omni-channel Integration Quality on Customer Loyalty

Based on the results of hypothesis testing, it is shown that omni-channel integration quality has a negative and insignificant effect on customer loyalty. This is evidenced by the path coefficient value of -0.249 with a significant value of 0.084 > 0.05, meaning that omni-channel integration quality has a negative and insignificant effect on Kopi Kenangan consumer customer loyalty.

The result obtained is that omni-channel integration quality has a negative effect on customer loyalty found in the statement

"Kopi Kenangan has a transparent channel starting from ordering, making orders, to sending orders, everything is stated in the service." consumers stated that they did not agree because there were still several problems that occurred when consumers feel confused by the appearance of the Kopi Kenangan application and consider the Kopi Kenangan application to be unclear because it displays too many products while choosing a location and ordering by pick-up or sending the writing is too small and ordering through a new application until suddenly the writing on the application has been taken. In this case, why does omni-channel integration quality produce negative

research. This research is in line with research conducted by Lie (2019) that omni-channel integration quality has a negative effect on customer loyalty. However, it is different from the research conducted by Hamouda (2019) which produces omni-channel integration quality which has a positive effect on customer loyalty.

Effect of Omni-channel Perceived Value on Customer Loyalty

Based on the results of hypothesis testing, it is shown that omni-channel perceived value has a positive and significant impact on customer loyalty. This is proven based on the path coefficient value of 0.993 with a significant value of 0.000 <0.05, meaning that the omni-channel perceived value has a positive and significant effect on customer loyalty of Kopi Kenangan consumers. So that the results of this hypothesis test are accepted.

Omni-channel perceived value will continue to be improved along with the development of Kopi Kenangan, to continue to maintain consumer ratings about its products Kopi Kenangan will continue to improve the work system which will affect taste and presentation, the results in this study are also omni -channel perceived value has a positive effect towards customer loyalty. This is served with the same dosage and presentation in all outlets, of course, it will provide a consistent taste that makes consumers remember the name and taste. Loyal consumers will of course determine the sale of coffee products offered by Kopi Kenangan with authentic flavors to the taste of Indonesian consumers.

This research has also been conducted by several experts who produced an omni-channel strategy for perceived value, Hure et al. (2017) estimated that omni-channels that are highly valued by consumers will affect loyalty. Hamouda's research (2019), which is the reference for researchers as the main journal, states in research findings that the perceived value of omni-channels can strengthen relationships with consumers. In a positive perception, omni-channel value

will increase satisfaction and loyalty. The relationship between omni-channel perceived value and customer loyalty is also supported by Carlson et al. (2015) who have demonstrated results in a multi-channel context where they found that perceived value is used by companies to increase customer loyalty.

Effect of Omni-channel Integration Quality on Customer Satisfaction

Based on the results of hypothesis testing, it is shown that omni-channel integration quality has a positive and significant impact on customer satisfaction. This is evidenced by the path coefficient value of 0.159 with a significant value of 0.003 <0.05, meaning that omni-channel integration quality has a positive and significant effect on Kopi Kenangan customer satisfaction. So that the results of this hypothesis test are accepted.

The results in this study resulted in omni-channel integration quality having a positive and significant effect on customer satisfaction as evidenced in terms of increasing Kopi Kenangan's integrated channels through other applications and e-commerce such as Shopee Food, Go-food, Grab-food. Customers can choose which application to choose, of course all channels have the same price and method of serving, packing orders, and the delivery process is the same and transparent. You can see that we can track orders whether they are still in the process of making, packing, picking up by drivers or orders. we are on our way. In accordance with this research which resulted in omni-channel integration quality research having a positive and significant effect on customer satisfaction, research conducted by Zhang et al. (2018), research also provides empirical evidence about a positive relationship between channel integration and customer satisfaction, trust and intention to purchase. In addition, Hamouda (2019), which is the main journal reference, has the conclusion that companies must maintain the quality of omni-channel integration because it leads to a higher customer perception and increases their

satisfaction. Montoya-Weiss, M. M., Voss, G. B., & Grewal, D. (2003) concluded that his research has the concept of integration quality that must also enter systematically into the conceptualization of service quality and customer satisfaction in the omni-channel context.

Effect of Omni-channel Perceived Value on Customer Satisfaction

Based on the results of hypothesis testing, it is shown that omni-channel perceived value has a positive and significant impact on customer satisfaction. This is evidenced by the path coefficient value of 0.621 with a significant value of 0.000 <0.05, meaning that the omni-channel perceived value has a positive and significant effect on Kopi Kenangan customer satisfaction. So that the results of this hypothesis test are accepted.

The results of this study resulted in omni-channel perceived value having a positive and significant effect on customer satisfaction, which is evident from the results of the study showing that perceptions about Kopi Kenangan products will have a positive effect on customer satisfaction. Consumers will value a unique and attractive appearance, the presentation is provided in the same form and taste at every outlet, including at OCBC Ringroad Medan, this will provide a memorable experience for consumers, which means it will increase customer satisfaction. When consumers have a good experience when buying Kopi Kenangan, of course consumers will be happy to upload Kopi Kenangan posts to their social media and feel proud that they have bought and experienced the benefits of Kopi Kenangan for themselves and also have high self-esteem for drinking coffee. Memories with unique and attractive packaging as well as consistent taste and presentation.

This study is in line with research conducted by Carlson et al. (2015) Perceived online channel value plays a key role in directing customer satisfaction. Hure et al. (2017) in Hamouda (2019) considers that the relationship between perceived value and customer satisfaction can also apply in the omni channel context. Overall satisfaction is generated by perceived value that is the basic concept of omni-channel perceived value.

Effect of Customer Satisfaction on Customer Loyalty

Based on the results of hypothesis testing, it is shown that customer satisfaction has a positive and significant effect on customer loyalty. This is proven based on the path coefficient value of 0.201 with a significant value of 0.001 <0.05 meaning that customer satisfaction has a positive and significant effect on Kopi Kenangan customer loyalty. So that the results of this hypothesis test are accepted.

Customer satisfaction in this study explains that satisfied consumers are not necessarily loyal, on the other hand loyal consumers are certainly satisfied consumers. Satisfaction will encourage consumers to continue to repurchase, satisfaction is an important factor in consumer loyalty. Employees' ability to present Kopi Kenangan products will also be assessed as good or not. Satisfaction will also determine the level of customer loyalty at Kopi Kenangan OCBC Ringroad. Satisfaction that influences consumer loyalty in this study can be seen from product suitability and expectations when buying at Kopi Kenangan OCBC Ringroad outlets, whether when ordering offline and online, consumers are given coffee along with pipettes and tissues as well as purchase receipts. This is also one of the satisfactions that will be received by consumers if employees serve according to the SOP that applies at Kopi Kenangan OCBC Ringroad, some of these points increase consumer satisfaction with consumer loyalty at Kopi Kenangan OCBC Ringroad. If the product can provide satisfaction for consumers, then consumers will remain loyal to using the brand. and strive to limit purchases to other similar products.

Empirically this statement has been proven in research conducted by Hamouda (2019)

which states that based on marketing literature, customer loyalty is highly valued through satisfaction. Oliver Omni-Channel Perceived Value Customer Loyalty 34 (1999) says that customer satisfaction is an important driver for customer loyalty and business success. According to Moshan et al. (2011) customer satisfaction does not guarantee repeat purchases from customers but plays a very important role in ensuring customer loyalty and customer retention.

Effect of Omni-Channel Integration Quality on Customer Loyalty through Customer Satisfaction

Based on the results of hypothesis testing, it is shown that omni-channel integration quality has a positive and significant effect on customer satisfaction. This is evidenced by the path coefficient value of 0.032 with a significant value of 0.379 <0.05, meaning that omni-channel integration quality has a positive but not significant effect on customer satisfaction through Kopi Kenangan customer satisfaction.

The results of this study omni-channel integration quality has a positive but not significant effect on customer loyalty through customer satisfaction as evidenced by the Kopi Kenangan channel providing various channels to buy its products through the Kopi Kenangan, Gofood, Grabfood and Shopee food applications. Kopi Kenangan also creates content in the form of attractive promos in every outlet and integrated channels. These attractive promos cannot be used when consumers are going to buy through the Kopi Kenangan channel application, in this case they are also not transparent in ordering, buying or delivering orders, this is what makes consumers feel satisfied but do not make consumers loyal to Kopi Kenangan products. This research is supported by Kabadayi (2017) who states that good integration quality can mean that information owned by consumers is synchronized effectively between channels.

Effect of Omni-Channel Perceived Value on Customer Loyalty through Customer Satisfaction

Based on the results of hypothesis testing, it is shown that omni-channel perceived value has a positive and significant effect on customer loyalty through customer satisfaction. This is evidenced by the path coefficient value of 0.125 with a significant value of 0.020 <0.05, meaning that omni-channel integration quality has a positive and significant effect on Kopi Kenangan customer satisfaction. So that the results of this hypothesis test are accepted.

The results of this study produce omni-channel perceived value that has a positive and significant effect on customer loyalty through customer satisfaction, as evidenced by the unique and attractive appearance of coffee and the presentation and taste that are always consistent on the consumer's tongue and when consumers upload to social media while enjoying Kopi Kenangan. this shows loyal consumers who are influenced by customer satisfaction, in this case it also has a positive impact on sales of Kopi Kenangan OCBC Ringroad products. This research is supported by Mandasari (2020) which results in omni-channel perceived value having a positive and significant effect on loyalty through consumer satisfaction.

CONCLUSION

Based on the results of the study it can be concluded that:
1. Omni-channel integration quality has a negative and insignificant effect on customer loyalty at Kopi Kenangan OCBC Ringroad.
2. Omni-channel perceived value has a positive and significant effect on customer loyalty at Kopi Kenangan OCBC Ringroad.
3. Omni-channel integration quality has a positive and significant effect on customer satisfaction at Kopi Kenangan OCBC Ringroad.
4. Omni-channel perceived value has a positive and significant effect on

customer satisfaction at Kopi Kenangan OCBC Ringroad.

5. Customer satisfaction has a positive and significant effect on customer loyalty at Kopi Kenangan OCBC Ringroad.

6. Omni-channel integration quality has a positive and insignificant effect on customer loyalty through customer satisfaction at Kopi Kenangan OCBC Ringroad.

7. Omni-channel perceived value has a positive and significant effect on customer loyalty through customer satisfaction at Kopi Kenangan OCBC Ringroad.

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