INVESTIGATION ABOUT COMPLAINT MANAGEMENT, PRODUCT DESIGN, AND PERCEIVED QUALITY AFFECTING CONSUMER REPURCHASE INTENTION OF XIAOMI SMARTPHONE PRODUCT IN MANADO CITY

INVESTIGASI TENTANG MANAJEMEN KOMPLAIN, DESAIN PRODUK, DAN KUALITAS YANG DIRASAKAN MEMPENGARUHI INTENSI PEMBELIAN ULANG PRODUK SMARTPHONE XIAOMI DI KOTA MANADO

By:
Luis Badiangsie[1]
S.L.H.V. Joyce Lapian[2]
Willem J.F. Alfa Tumbuan[3]

[123]Faculty of Economics and Business,
International Business Administration, Management Program
Sam Ratulangi University, Manado

Email:
[1]*badiangsieluis@gmail.com*
[2]*Lapianjoyce@gmail.com*
[3]*Wjf_alfa@yahoo.com*

Abstract: Xiaomi smartphone market share are increase 22% from second quarter of 2017 to second quarter of 2018 and become the most increase smartphone product market share. Consumer repurchase intention is about the consumer attitude toward the product that make them want to repurchase after have an experience of using those product. Consumer repurchase intention can be influence by some factors, complaint management, product design, and perceived quality. The aim of this study is to know the simultaneous and partial influence of complaint management, product design, and perceived product quality toward consumer repurchase intention of Xiaomi smartphone in Manado city. This research used multiple regression analysis with sample of 100 respondents. The result shows that complaint management, product design, and perceived product quality has a significant influence toward consumer repurchase intention of Xiaomi smartphone simultaneously and partially. The customers who are satisfied with the complaint management, design, and existing product quality are encouraged to repurchase the product. Also, company should seek to build products based on the concepts of value innovation in order to create value for the customers by improving the aspects of the complaint management and product design.

Keywords: repurchase intention, complaint management, product design, perceived quality

Abstrak: *Pangsaasar smartphone Xiaomi meningkat 22% dari kuartal kedua 2017 sampai quartal kedua 2018 dan menjadi produk smartphone yang paling meningkat. Intensi pembelian kembali konsumen menyangkut sikap konsumen yang membuat mereka ingin membeli kembalic setelah memiliki pengalaman menggunakan produk tersebut. Intensi pembelian kembali konsumen dapat dipengaruhi oleh manajemen keluhan, desain produk, dan persepsi kualitas. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh simultan dan parsial manajemen komplain, desain produk, dan persepsi kualitas produk terhadap niat pembelian kembali konsumen smartphone Xiaomi di kota Manado. Penelitian ini menggunakan analisis regresi berganda dengan sampel 100 responden. Hasil penelitian menunjukkan bahwa manajemen komplain, desain produk, dan persepsi kualitas produk memiliki pengaruh yang signifikan terhadap niat pembelian kembali konsumen smartphone Xiaomi secara simultan dan partial. Pelanggan yang puas dengan manajemen komplain, desain, dan kualitas produk yang ada didorong untuk membeli kembali produk tersebut. Selain itu, perusahaan harus berusaha membangun produk berdasarkan konsep inovasi untuk menciptakan nilai bagi pelanggan dengan meningkatkan aspek manajemen pengaduan dan desain produk.*

Kata kunci: *intensi pembelian ulang, manajemen komplain, desain produk, kualitas yang dirasakan*

INTRODUCTION

Research Background

The worldwide wearables market maintained its upward trajectory during the first quarter of 2017 (1Q17) with Xiaomi and Apple leading all companies and multiple products experiencing double- and triple-digit growth. According to the International Data Corporation (IDC) Worldwide Quarterly Wearable Device Tracker, companies shipped a total of 24.7 million wearable devices during 1Q17, up 17.9% from the 20.9 million units shipped in 1Q16. . Xiaomi started 2017 as the co-leader of the worldwide wearables market alongside Apple, having spent several years as the number two or three company. More than 96% of its shipment volume – primarily fitness tracking wristbands – remained within China, and many were shipped as part of smartphone bundles to consumers.

Xiaomi smartphone market share are increase 22% from 2nd Quarter of 2017 (2Q17) to 2nd Quarter of 2018 (2Q18) and become the most increase smartphone product market share and beat Samsung, Oppo,Vivo, Advan, and others. According to International Data Corporation's (IDC's) Quarterly Mobile Phone Tracker in smartphone shipments in Indonesia reached 9.4 million units in 2Q18, a growth of 22% quarter over quarter (QoQ) and 18% over the same period last year, marking the highest shipments ever recorded in Indonesia. While the top 5 companies continue to dominate the local smartphone market with more than 85% share, the new historical high was largely attributed to a surge in Xiaomi's shipments.

Consumer repurchase intention become an important thing for the company because it is about the consumer attitude toward the product that make them want to repurchase or used the product again after have an experience of using those product. Consumer repurchase intention itself is a consumer's commitment to a particular organization or company. In general, being responsible for dissatisfied customers of organizations, complaint management targets at transforming them back into satisfied customers in order to stabilize these endangered customer relationships and increase their customer loyalty at last. Meanwhile, product design is the way to make a product with shape as the designer or manufacturer want. The process includes the planning; testing, produced, bring it to market. Moreover, the manufacturers should consider to production cost to produce economically product. Then, perceived quality means consumer perception on the quality of a product represents consumers' overall judgment on the superiority of a product. Competitive among vendors has increased dramatically. It has been identified that as the competition become stiff, complaint management, product design, and perceived quality an issue to be considered by the firms.

Research Objective

Based on the research problem, the objectives of this research are to know:
1. Simultaneous effects of complaint management, product design, and perceived quality on consumer repurchase intention of Xiaomi Smartphone product in Manado City.
2. Partial effects of complaint management on consumer repurchase intention of Xiaomi Smartphone product in Manado.
3. Partial effects of product designs on consumer repurchase intention of Xiaomi Smartphone product in Manado.
4. Partial effects of perceived quality on consumer repurchase intention of Xiaomi Smartphone product in Manado.

THEORETICAL REVIEW

Marketing

According to Dahl and Hammond (1977), marketing is the purpose of production, assembling, storage, and transportation was consumption. All these steps from production to ultimate consumption were included in the term marketing. Hence, marketing is a set of activities without which what is produced cannot reach the ultimate consumer. Hence it might be said that the importance of these activities is the study of marketing. marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires.

Consumer Behavior

The American Marketing Association defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes (Peter and Olson, 2005:6).

Consumer Repurchase Intention

Repurchase is defined as a consumer's actual behavior resulting in the purchase of the same product or service on more than one occasion. The majority of consumers' purchases are potential repeat purchases (Peyrot and Van Doren, 1994). Customers buy similar products repeatedly from similar sellers, and most purchases represent a series of events rather than a single isolated event. Retention is another common term for repurchase (Thurau *et al*, 2004), which is considered to be one of the most important variables in relationship marketing (Fullerton, 2005).

Complaint Management

According to Fornell and Wernerfelt (1987), complaint management is defined as defensive marketing strategy: It strives for the goal "to minimize customer turnover (or, equivalently, to maximize customer retention) by protecting products and markets from competitive inroads.
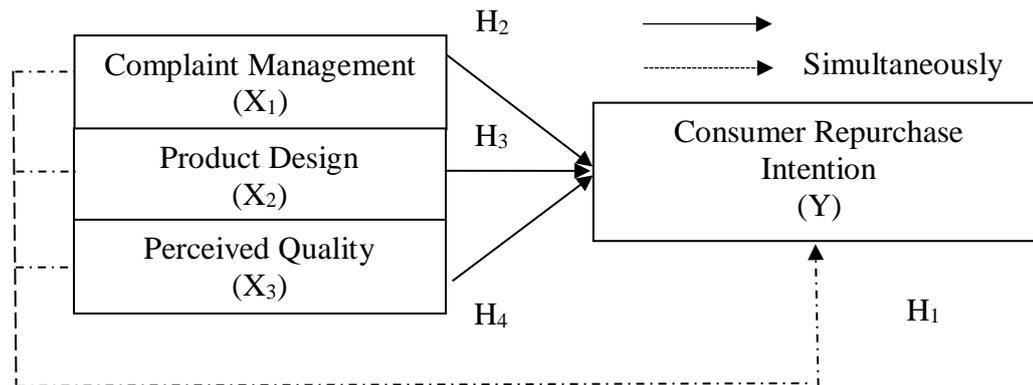
Product Design

Product design is the way to make a product with shape as the designer or manufacturer want. The process includes the planning; testing, produced, bring it to market. Bring products to market and consumer with the purpose is how customers reaction to new products. Design is the complex step and it is not an easy task in manufacturing because it is the important step can decide to the success of manufacturer.

Perceived Quality

In the context of consumers' satisfaction, Chaudhuri (2002) considered perceived quality to be an influential factor, in that the higher perceived quality consumers had, the higher their purchase intention was. Tsiotsou (2006) further proved that perceived quality and purchase intention were directly positively correlated, so perceived quality could be used in predicting purchase intention.

Previous Research

1. **Wasfi and Kostenko (2014)**. The Impact of Complaint Management on Customers Retention. The aftermath of analysis led to fundamentally privileged outcome, whereas, subsequent to computing the extent to which complaint management influences customer retention, we were able to extract three formulas to determine the linear relationships between the variables that stimulate this calculation process.
2. **Filip (2012)**. Complaint Management: A Customer Satisfaction Learning Process. Practical realities prove that dissatisfaction leads customers to both migration behavior and negative referrals to other potential buyers, adversely affecting retention rates, profitability and organizational image.
3. **Thanh (2017)**. Factors Affecting the Purchase and Repurchase Intention Smart-Phones of Vietnamese Staff. The results of this research have shown that there was a relationship between independent variables (price, brand, design, quality, and feature) and the dependent variable. Our finding with our proposed solutions in this study can be used as a good reference source for the business or Smartphone manufacturers in Vietnam.
4. **Chen and Lin (2018)**. A Study on the Correlations among Product Design, Statistics Education, and Purchase Intention – A Case of Toy Industry. The research results reveal significantly positive correlations between Product design and purchase intention, statistics education and product design, and statistics education and purchase intention.
5. **Ariffin *et al* (2016)**. Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products. The study has found that green value has significant relationship with both perceived quality and repurchase intention. Emotional value has significant relationship with perceived quality. However, its relationship with repurchase intention is insignificant. For environment conscious, though its relationship with perceived quality is insignificant, when paired against repurchased intention, the relationship is found to be significant.
6. **Kim and Lee (2016)**. A Study on the Effects of Perceived Quality on Whitening Cosmetics' Satisfaction and Repurchase: Focused on University Students. This study could reach the notion that a lot of consumers with whitening cosmetics highly recognized brand, performance, and price factors, but the service and design factors were relatively recognized low in customer satisfaction and repurchase intentions.

Conceptual Framework

Figure 1. Conceptual Framework
Source: Theoritical Framework, 2019

Type of Research

This research is causal type of research where it will investigate the influence of complaint management, product design, and perceived quality on consumer repurchase intention. Causal research is used to establish causes and effect relationship between the variables. This research uses a quantitative method and multiple regression analysis. The quantitative methods are especially helpful with large complex problems (Anderson. et.al, 2008:6).

Place and Time of Research

This research investigated the consumer of Xiaomi smartphone product in Manado City which mean, this research was conducted in Manado City on March 2019.

Population and Sample

Sekaran (2003:265), population is the entire group of people, events, or things of interest that the researcher wishes to investigate. The population in this research is customers (people) using Xiaomi in Manado. The sample were the people in Manado North Sulawesi. The samples using random sampling from the population of users of Xiaomi that the researcher found is about 100 people from family, friends, and other.

Data Collection Method

Primary data is data originated by the researcher specifically to address the research problem. The researcher also gets primary data from the result of questionnaires. Questionnaires are distributed to respondents so they can respond directly on the questionnaire. Questionnaires can be administrated personally without any coercion by the researcher. For the respondent's identity are the user of Xiaomi smartphone. There were two sections in the questioner and the questioner that should be filled in by the respondents. The first section asked about respondent's identities and the second section asked about things that related with the variables.

Operational Definition of Research Variable

1. **Complaint Management** is the process of dissemination of information aimed at identifying and correcting various causes of customer dissatisfaction. In this research, it is about the consumer satisfaction about the complaint handling of Xiaomi Company.
2. **Product Design** is refers to anything available for purchase, use, notice, or consumption in the market to satisfy consumer desire or needs of Xiaomi Smartphone product.
3. **Perceived Quality** is the evaluation of consumer's current consumption experience upon overall excellence of products and also the consumers' perception of the superiority or overall quality of a service or product with respect to its intended purpose. Product quality refers to the customers' expectations and judgments about the performance of Xiaomi smartphone product.
4. **Consumer Repurchase Intention** is the consumer's commitment to particular organization or company. A repurchase is possible with establishing and managing relationships with customers through adapting

organizations' offering and through constantly. In this research, itis about the consumer wants the Xiaomi smartphone product when they feel satisfied after using it.

Data Analysis Method
Validity and Reliability Test

Reliability analysis is used to measure the correlation between multiple measurements of a construct in order to quantify some underlying dimension. The reliability of a measure is established by testing for both consistency and stability (Sekaran and Bougie, 2010). The purpose of testing reliability is to determine the level of measurement non error, it means showing the consistency of measurement.

Multiple Regression Analysis Model

Multiple regressions is a descriptive tool used to develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, to control confounding variables to better evaluate the contribution of other variables to test and explain a causal theory. A multiple linear regression analysis is carried out to predict the values of a dependent variable, Y, given a set of p explanatory variables (Tranmer and Elliot, 2008). The formula of multiple regression models in this research is shown below:

$$y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Y   : Consumer Repurchase Intention
a   : Intercept
β_1-β_2 : Regression Coefficient of Each Variable
X_1 : Complaint Management
X_2 : Product Design
X_3 : Perceived Quality
e   : Error

RESULT AND DISCUSSION

Result of Reliability and Validity Test
Reliability Test

"The minimum value of Cronbach's alpha must be 0.6. It is better if the value is above 0.6 (Sekaran, 2003). The table above shows that Cronbach's Alpha > 0.6.

Tabel 1. Reliability Test

No	Variables	Standard Deviation	Cronbach's Alpha
1	Complaint Management	0.6	0.824
2	Product Design	0.6	0.703
3	Perceived Quality	0.6	0.809
4	Consumer Repurchase Intention	0.6	0.835

Source: SPSS Output version 22.00, 2019

Table 1 shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables in this research is considered reliable and can be used to retrieve data.

Validity Test

According Arikunto (2002: 146) Validity is a measure that indicates the validity or degree of validity of an instrument. This research use Pearson Correlation formula. The purpose of validity test is to know whether the instrument is valid or not. If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and $\geq R_{table}$ (0.193) then the instrument is considered as valid (Sugiyono, 2006). All the total values for each indicator for independent variables and dependent variables are above 0.193. It means all the indicators are valid and can be used on this research.

**Classical Assumption Test Multicollinearity Test**
Tabel 2. Multicollenearity

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)	.958	1.043
Complaint Management	.809	1.237
Product Design	.809	1.237
Perceived Quality	.809	1.237

Source: SPSS Output version 22.00, 2019

Table 2 shows that the tolerance and VIF values. The tolerance value of complaint management, product design, and perceived quality are more than 0.1. The VIF value are less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.
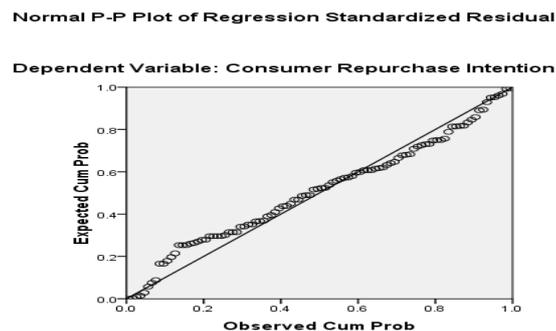
Heteroscedasticity
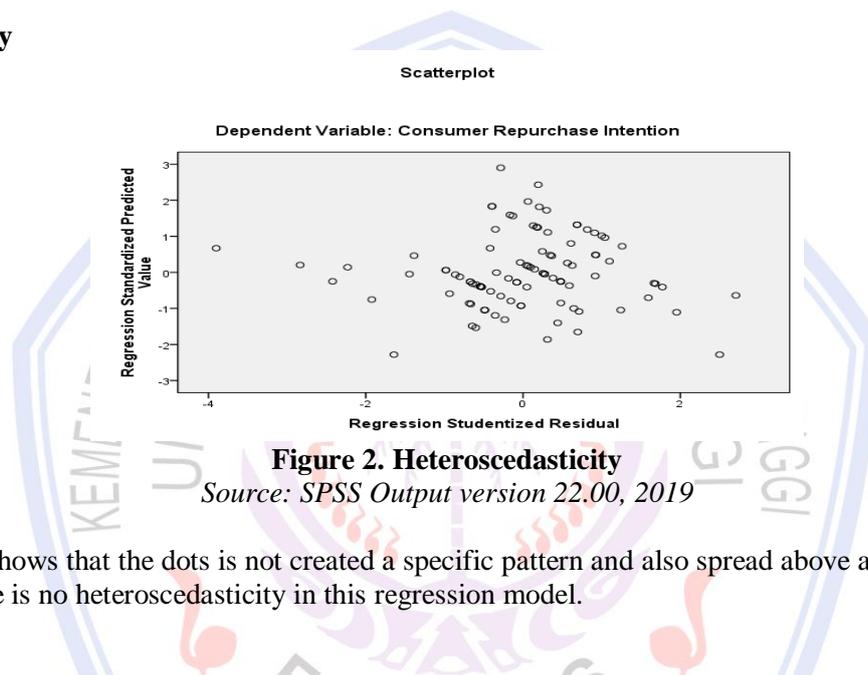
Figure 2. Heteroscedasticity
Source: SPSS Output version 22.00, 2019

Figure 2 shows that the dots is not created a specific pattern and also spread above and below 0 (zero). It proves that there is no heteroscedasticity in this regression model.

Normality Test

Figure 3. Normality Test
Source: SPSS Output version 22.00, 2019

Figure 3 shows that the dots are speard in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

Multiple Regression Analysis
Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.006	.490		.013	.990		
Complaint Management	.224	.073	.230	3.076	.003	.958	1.043
Design Product	.382	.114	.272	3.338	.001	.809	1.237
Perceived Quallity	.432	.077	.445	5.471	.000	.809	1.237

Source: SPSS Output version 22.00, 2019

The result in the Table 4.3 can be expressed in regression equation as:

Y = 0.006 + 0.224 X1 + 0.382 X2 + 0.423 X3 + e

The interpretation of the equation is:

1. Constant 0.006 shows the influence of complaint management (X1), product design (X2) and perceived quality (X3) to consumer repurchase intention (Y). It means that if all the independent variables are zero, the consumer repurchase intention (Y) as dependent variable is predict to be 0.006
2. 0.224 is the coefficient of complaint management (X1) meaning if there is one unit increasing in X1 while other variables are constant then Y is predicted to increase by 0.224
3. 0.382 is the coefficient of product design (X2) meaning if there is one unit increasing in X2 while other variables are constant then Y is predicted to increase by 0.382.
4. 0.423 is the coefficient of perceived quality (X3) meaning if there is one unit increasing in X3 while other variables are constant then Y is predicted to increase by 0.423.

Table 4. R and R^2

	Model Summary[b]	
Model	R	R Square
1	.697[a]	.485

Source: SPSS Output version 22.00, 2019

R and R^2 or R Square are used to see the relationship between independent and dependent variables. Table 4.4 shows that the R^2 is 0.485 which mean the independent variable affecting the dependent variable with 48.5% and the rest 51.5 % are affecting by the other variable that did not examined on this research.

Hypothesis Testing
Table 5. F-Test Output

	ANOVA[a]				
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7.737	3	2.579	30.169	.000[a]
Residual	8.207	96	.085		
Total	15.944	99			

Source: SPSS Output version 22.00, 2019

Table 5 shows that in this research the F_{count} is higher than F_{table}, F_{count} = 30.169 ≥ F_{table} = 3.089, H_1 is accepted. Independent variables complaint management, product design, and perceived quality are simultaneously influences significantly the consumer repurchase intention as the dependent variable.

Table 6. T-Test Output

Variables	T_{count}	T_{table}	Description
Complaint Management (X₁)	3.076	1.984	Accepted
Product Design (X₂)	3.338	1.984	Accepted
Perceived Quality (X₃)	5.471	1.984	Accepted

Source: SPSS Output version 22.00, 2019

1. Table 6 shows that t_{count} is 3.076 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count}= 3.076 \leq t_{table} = 1.984$. Since the t_{count} is greater than t_{table} then H_2 is accepted. It means that variable complaint management is significantly influences consumer repurchase intention.
2. Table 6 shows that t_{count} is 3.338 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count}= 3.338 \leq t_{table} = 1.984$. Since the t_{count} is greater than t_{table} H_3 is accepted. It means that variable product design is significantly influences consumer repurchase intention.
3. Table 6 shows that t_{count} is 5.471 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count}= 5.471 \leq t_{table} = 1.984$. Since the t_{count} is greater than t_{table} H_3 is accepted. It means that variable perceived quality is significantly influences consumer repurchase intention

Generally, complaint management, product design, and perceived quality has influence consumer repurchase intention. Based on the result; all of the independent variable has a significant influence toward the dependent variable. Which mean, the hypotheses 1, 2, 3, and 4 are accepted because complaint management, product design, and perceived quality has simultaneous and partial influence toward consumer repurchase intention of Xiaomi Smartphone products in Manado.

Discussion
Complaint Management and Consumer Repurchase Intention
The context of complaint management is the process of dissemination of information aimed at identifying and correcting various causes of customer dissatisfaction. In this research, it is about the consumer satisfaction about the complaint handling of Xiaomi Company. According to the consumer of Xiaomi smartphone product in Manado, they get the same service as other people or in other words the company treat the consumer equally. The consumer also feel that the company treat them well, fast, and according to the right procedure with a high quality of service. All of those causes make the consumer wants to repurchase the Xiaomi smartphone. Based on the consumer perception of the complaint management, the company should keep their great performance in consumer complain handling division to get the consumer loyalty of the product so they're confident to repurchase the products again. By designing an integrated complaint management system, organizations have the opportunity to learn from customer feedback and to exploit this information in order to decrease weaknesses, improve business performance, avoid future negative experiences, and consequently reestablish customer satisfaction, loyalty and relationship commitment.

Product Design and Consumer Repurchase Intention
The result shows that product design of Xiaomi smartphone has a significant and positive influence toward consumer repurchase intention. The consumer thinks that the features of the smartphone are easy to use, up-to-date, and innovative. It helps the consumer in communicated and they feel satisfied using the device. Not only about the features, the consumer also attracted by the physical design that has a variety of appeal in each type of smartphone that their launched and the colors that the company offered are very good in consumer's eyes. The company should keep their strategies and keep created an eye-catching smartphone design with a unique feature. The designers should receive statistics education to discuss the functionality, which would mostly influence consumers' repurchase intention, as the design consideration.

Perceived Quality and Consumer Repurchase Intention

This research shows that perceived quality of product has a significant influence toward consumer repurchase intention. Most of the consumer trust the quality of Xiaomi smartphone products that they already purchased. They think that even if the price are lower than other top smartphones, the quality of the products are really good. In other words, a product is low-cost-good-quality and capable of being useful or functioning properly. The company should keep their product with a good quality. The customers who are satisfied with the existing product quality are encouraged to repurchase the services again and again.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, the conclusion are:

1. Complaint management, product design, and perceived quality has a simultaneously on consumer repurchase intention of Xiaomi Smartphone product in Manado City.
2. Complaint management (distributive justice, procedural justice, and interactional justice) have a significant partially influence on consumer repurchase intention of Xiaomi Smartphone product in Manado City.
3. Product design (functionally, communication, and aesthetics) have a significant partially influence on consumer repurchase intention of Xiaomi Smartphone product in Manado City.
4. Perceived quality (consumer evaluation, product performance, and overall quality) have a significant partially influence on consumer repurchase intention of Xiaomi Smartphone product in Manado City.

Recommendation

There are two recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Based on the result of this research, perceived quality become the most influenced factors on consumer repurchase intention of Xiaomi Smartphone product in Manado City. Most of the consumer trust the quality of Xiaomi smartphone products that they already purchased. They think that even if the price are lower than other top smartphones, the quality of the products are really good. In other words, a product is low-cost-good-quality and capable of being useful or functioning properly. The company should keep their product with a good quality. The customers who are satisfied with the existing product quality are encouraged to repurchase the services again and again.
2. Complaint management and product design become the second and the third factor that influence consumer repurchase intention. For Xiaomi Corporation, company should seek to build products based on the concepts of value innovation in order to create value for the customers by improving on the aspects of the complaint management and product design.

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