

A COMPARATIVE ANALYSIS OF E-ADVERTISEMENT BETWEEN JD.ID AND SHOPEE CUSTOMERS IN MANADO

ANALISIS PERBANDINGAN IKLAN ELEKTRONIK ANTARA PELANGGAN JD.ID DAN SHOPEE DI MANADO.

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Abstract: Online advertisement business used electronic commerce tools to build marketing strategy, theories on advertisement and customer purchase behavior because of potential market segmentation. Likewise, online advertisement include contextual ads on examine banner ads, rich media ads, social network advertising, online classified advertising, and marketing email like spam according to Goldfarb and Tucker (2011). The increasing of online shop based on website and mobile apps in Indonesia make companies must have something different and relevant topics in promoting their products and services in order to get more sales. This research want to find out is there any difference between JD.ID and Shopee e-Advertisement based on information quality, brand recognition, willingness to purchase, price, and color. This research uses quantitative method. Questionnaire is used to collect the data, the sample is 100 respondents of JD.ID and Shopee customers in Manado. This research derived and examined by using Independent Sample t-Test. This research finding that there are differences between JD.ID and Shopee e-Advertisement based on the effectiveness of social media, content, information quality, brand recognition, willingness to purchase, price, and color. From the results, it is recommended for this 2 big e-commerce to develop and keep up their advertisement to interest customers.

Keywords: e-advertisement, information quality, brand recognition, willingness to purchase, price, color.

Abstrak: Dunia bisnis iklan online menggunakan alat-alat perdagangan elektronik untuk membangun strategi pasar, dan sebagai tolak ukur terhadap tingkah laku pembelian pelanggan dikarenakan segmentasi pasar yang potensial. Juga, iklan online termasuk iklan berupa teks pada iklan banner, iklan jaringan sosial, dan promosi lewat surel seperti spam menurut Goldfarb dan Tucker (2011). Peningkatan toko-toko online melalui aplikasi mobile di telepon pintar di Indonesia membuat perusahaan-perusahaan harus memiliki suatu hal yang berbeda dengan topik yang relevan dalam mempromosikan produk-produk dan layanan mereka dalam rangka meningkatkan penjualan. Penelitian ini bertujuan untuk menemukan apakah adanya perbedaan iklan online antara JD.ID dan Shopee di Indonesia berdasarkan, kualitas informasi, pengakuan merek, kemauan untuk membeli, harga, dan warna. Penelitian ini menggunakan metode kuantitatif. Kuesioner digunakan untuk mengumpulkan data, dengan 100 responden yang pernah menggunakan aplikasi JD.ID dan Shopee di Manado. Uji independent sample t-test digunakan di penelitian ini untuk melihat perbandingannya. Akhirnya, hasil dan penelitian ini menunjukkan adanya perbedaan mengenai iklan online antara JD.ID dan Shopee berdasarkan efektivitas penggunaan media sosial, konten, kualitas informasi, pengakuan merek, kemauan untuk membeli, harga, dan warna. Dari hasil yang di temui, sangat direkomendasikan kepada 2 perusahaan tersebut untuk lebih mengembangkan dan mempertahankan iklan mereka untuk menarik perhatian pelanggan.

Kata Kunci: iklan online, kualitas informasi, pengakuan merek, kemauan untuk membeli, harga, warna.

INTRODUCTION

Research Background

Online advertisement business used electronic commerce tools to build marketing strategy, establish customer relationships, theories on advertisement and customer purchase behavior because of potential market segmentation. Likewise, online advertisement include contextual ads on examine banner ads, rich media ads, social network advertising, online classified advertising, and marketing email like spam according to Goldfarb and Tucker (2011). Likewise, consumers tend to be unwilling to conduct businesses based only on the information provided by electronic commerce merchants in market because some information may not be reliable. According to McCole, Ramsey, and Williams (2010), traditional marketing theory continued fundamentally relationship with concept of consumer trust to purchase because it increases the high quality of product with opportunistic behavior by the seller. Therefore, consumer trust has been recognized with both conceptually and empirically dimension to positively impact on customer purchase behavior. There are few types of online advertisement. The emergence of internet technology has created a plenty of opportunities for marketer and all which are involved in vertical environment to carry on their business based on web advertisement (Shu, 2008).

At the same time, the increasing number of online users has caused companies to modify their structures in order to consider both online and virtual conditions. They have been struggling to identify the most important factors related to customer-based issues which may have potential affects and benefits to their businesses. Both groups of online buyers as well as sellers know that using online channels can ease the process of purchasing and selling. By considering this as an important factor, many e-marketers and companies tried to transform their business base to online approach. They understood that the traditional way of advertising cannot be the only way of capturing their online customer; therefore, they have integrated online advertisement through virtual environment as well as their own website to market their product and services. The increasing of online shop based on website and mobile apps in Indonesia make the companies must have something different and relevant topics in promoting their products and services in order to get more sales. E-advertisement used by e-commerce company in Indonesia almost in all social media platform such as instagram, facebook, and twitter. The reason why the researcher chose to use these 2 e-commerce companies is according to my personal experience where the researcher often find advertisements from JD.ID and Shopee compared to advertisements from other e-commerce companies on social media. Based on discussion above, this study will analyze the e-Advertisement between JD.ID and Shopee. Therefore, title of this research is A Comparative Analysis of e-Advertisement Between JD.ID and Shopee Customers In Manado.

Research Objectives

This research aims to find out if there is difference in JD.ID and Shopee e-advertisement based on :

1. Information quality
2. Brand recognition
3. Willingness to purchase
4. Price
5. Color

THEORETICAL FRAMEWORK

Marketing

Marketing is divided by the term reveals one term as follows: "The most important aspect in the world of business is marketing. This is because marketing deals with identifying and meeting social needs of man and the surrounding environment" (Kotler, 2009). There is also according to Kotler (2009) One of the shortest definitions of marketing is meeting the needs of profitability. There is also a sense of marketing, namely The American Marketing Association, in Kotler (2009), offer to follow the formal definition of marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

e-Advertisement

The emergence of internet technology has created online advertising as the significant approach of commercial communication all over the world. Advertising has been defined as any paid form of non-personal communication of ideas and information about products in the media with the objective of creating brand image (Kotler and Armstrong, 2010:253). The purpose of advertising is to build up awareness among people regarding particular company's brand, website, or an event in order to stimulate sales and boost up profits. For many years, television, radio, newspapers, and magazines were the only approaches and channels of advertising, but today, online advertising is becoming the main driving force in many advertising initiatives and efforts (Kotler and Armstrong, 2010:253). Content is one of the important features of the E-advertisement. It delivers the written information regarding particular product or services for online user.

Information Quality

In assessing the contribution and the significance of information systems in any sort of organization, has paid close attention on the process itself, which is a productivity model for computer systems. On the other hand, other researchers have developed multiple measures of system quality. For instance, according to Nikhashemi et al; (2013), used several items to measures MIS appreciation among users. However, the items in his study included reliability of the computer system, online response time, ease of terminal use, and a few other factors. Similarly, according to Yu and Dean (2001), stated that several system characteristics and factor should incorporate in the measure of system quality. These system features include the content of the database, aggregation of details, human factors, response time, and system accuracy. according to Choi (2004), suggested that data currency, response time, turnaround time, data accuracy, reliability, completeness, system flexibility, and ease of use as part of a "formative evaluation" scheme to measure system quality. Although information quality is a slippery subject, evaluating the information quality of a website based on four parameters namely accuracy, integrality, relevant and updates timely. Accuracy: Accuracy describes information that is factually irrefutable.

Brand Recognition

Brand recognition is one of two components of brand awareness. The other component is brand recall, seems like according to Aaker (1991), brand awareness has three levels are brand recognition, brand recall and top of mind. Brand recognition is the first stage of brand awareness. It is when the consumers can recognize a specific brand among others; "aided recall". Aided to recall can also explain as a situation where a set of gave the brand name from a given product class is shown. The task is then identifying the recognized names. Brand recognition is major when consumers face the buying procedure. Larger companies do the majority of their advertising offline. Sure, they will reference their web sites in their ads, but are not completely dependent on web advertising. Net based entrepreneurs must also create this brand recognition if they want to succeed. This can be done in a number of ways. Many people, who have local businesses, can promote their web site with their web address on their letter head or business card, but these are not the people that have been discussed in this study.

Willingness to Purchase

According to Claudy, Michelsen, and O'Driscoll (2011), described it is inversely connected to amount of perceived risk and consumer satisfaction, intention to gift-giving, and customer opportunities to customize products or services by increasing the online advertising loyalty. Shoppers naturally have to expend physical dynamism and time to travel to a retail site, and also create the motivation to increase the profit of online advertising in market place. There may be more likely to engage in browsing and/or information gathering without having real purchase intentions. The advertising compromises consumers to the unequaled opportunity to shop for the express of obtaining pleasure in market.

Price

Price is more than a number; for buyers and sellers to make informed economic decisions they need to know details. Price is one of the most significant factors regarding by customers when making furniture purchasing. Price is a number of money charged on a goods or service. Price is the amount a customer pays for a product or the sum of the values that consumers exchange for the benefits of having or using a product or service (Bearden, Netmeyer, and Teel, 2014).

Color

Color is the impression obtained by the eyes of reflected light by these objects. Many factors can influence the need states of consumers and how consumers choose among competing offerings to satisfy those needs. One of the key determinants of customer choices of product, is color.

In the previous reserach by Nikhashemi, Paim, and Fard (2013) revealed that informatioan quality, brand recognition, willingness to purchase and price have more high attention than color. But in the other hand, color make it to another things that customers really consider to see the online advertisement and it can attract the customers attention as well.

Previous Research

Kalia (2016) explain that thhe research concluded that respondents prefer rectangular banner and skyscraper advertisements that too designed in big picture and copy heavy layouts. They notice the online advertisements of ecommerce sites and mobile phones as compared to any other product and prefer those ads whose utility or functions are displayed. Online ads placed above the mast head and on the right side of the homepage gains the maximum attention towards it. Advertisements displayed vibrant colors and promotional offers attract the netizens.

Zourikalatehsamad et al. (2015) The paper aims to evaluate the effect of online advertising on consumer purchase behavior in Malaysian organizations. The paper has potential to extend and refine theory. Asurvey was distributed among Students of UTM university during the winter 2014 and 160 responses were collected. Regression analysiswas used to test the hypothesized relationships of the model. Result shows that the predictors (cost saving factor, convenience factor and customized product or services) have positive impact on intention to continue seeking online advertising.

Qing (2016) In the current media environment, consumers have access to a wide variety of content at little to no monetary cost, with many content providers having adopted advetisement sponsored business models. Indeed, advertising is nearly ubiquitous online, with consumers indirectly paying for website access via their exposure to advertisements. As researchers have demonstrated that consumer negativity towards advertising can spill over onto their perceptions of the media vehicle, content providers must aim to strike a balance between maximising advertisement revenue and providing value to consumers in order to ensure continued visits.

Conceptual Framework

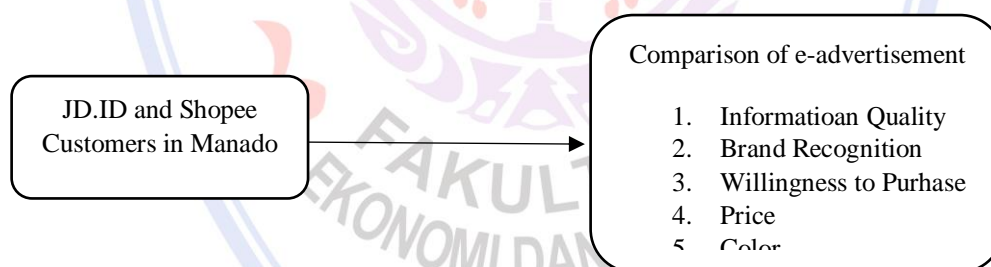


Figure 1 Conceptual Framework

Source: Data Processed, 2019

Research Hypothesis

H_0 : There is no mean difference in JD.ID and Shopeee-advertisement to customer JD.ID and Shopee in Manado based on information quality.

H_1 : There is meandifference in JD.ID and Shopee e-advertisement to customer JD.ID and Shopee in Manado based on brand recognition.

H_2 : There is no mean difference in JD.ID and Shopee e-advertisement to customer JD.ID and Shopee in Manado based on willingness to purchase.

H_3 : There is mean difference in JD.ID and Shopee e-advertisement to customer JD.ID and Shopee in Manado based on price.

H₄ : There is no meandifference in JD.ID and Shopee e-advertisement to customer JD.ID and Shopee in Manado based on color.

RESEARCH METHOD

Type of Research

This research is a causal type of research. This research used quantitative method and examined by independent sample t-test to see the differences of e-advertisement between JD.ID and Shopee.

Place and Time of Research

This research was conducted in Manado for three months, March to May, 2019.

Population and Sample

Population in this research is all the customers and users of JD.ID and Shopee. The sample size is 100 customers and users of JD.ID and Shopee in Manado.

Source of Data

Primary data in this study is the result of the questionnaires. Secondary data in this study is about the various theories and related data. The data is taken from books, journals, and relevant literature from library and internet.

Data Analysis Method

Validity and Reliability Test

Validity test is done to determine whether the measuring instrument corresponding to the desired variable or not. Validity test aims to examine whether questionnaires as research instruments are appropriate for measuring indicators in research. Questionnaires can be said to be valid if the question in the questionnaire is able to reveal something that will be measured by the questionnaire. The questions in the questionnaire can be said is valid if the correlation coefficient above 0.30 (Sugiyono, 2013:40). Reliability test is a measuring instrument to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer (respondent) to the question is consistent or stable over time (Sugiyono, 2013:40). To test the reliability of the data used the Cronbach Alpha formula analysis technique. The value of an instrument is said to be reliable if the value of Cronbach Alpha is ≥ 0.60 .

Independent Sample t-Test

The independent-samples t-test evaluates the difference between the means of two independent or unrelated groups. That is evaluate whether the means for two independent groups are significantly different from each other. According to Black (2010:356) the formula and of the t test for samples that are mutually independent are as follows:

$$t = \frac{(x_1 - x_2) - (\mu_1 - \mu_2)}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

Normality Test

Normality test is a common thing to do before a statistical method. The purpose of normality test is to determine weather the distribution of data follow a normal distribution or close to. The distribution of data with normal distribution pattern (data distribution is not skewed to the left or right).

RESULT AND DISCUSSION**Validity and Reliability Result****Validity Test****Table 1. Validity Test of JD.ID**

		Information _Quality	Brand_Reco gnition	Willingness _to_Purchas e	Price	Color	Total
Information_Quality	Pearson Correlation	1	.524**	.522**	.449**	.642**	.830**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Brand_Recognition	Pearson Correlation	.524**	1	.812**	.786**	.527**	.764**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Willingness_to_Purchase	Pearson Correlation	.522**	.812**	1	.806**	.496**	.741**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Price	Pearson Correlation	.449**	.786**	.806**	1	.558**	.753**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Color	Pearson Correlation	.642**	.527**	.496**	.558**	1	.790**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.830**	.764**	.741**	.753**	.790**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2019

Table 1 showed that for statements on the indicators of Information Quality (0.830), Brand Recognition (0.764), Willingness to Purchase (0.741), Price (0.753), Color (0.790) in JD.ID ads have a significant value that is above 0.3%, which means that all statements are considered valid.

Table 2. Validity Test of Shopee

		Information_ Quality	Brand_Recog nition	Willingness_t o_Purchase	Price	Color	Total
Information_Quality	Pearson Correlation	1	.355**	.419**	.340**	.429**	.733**
	Sig. (2-tailed)		.000	.000	.001	.000	.000
	N	100	100	100	100	100	100
Brand_Recognition	Pearson Correlation	.355**	1	.565**	.512**	.350**	.639**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Willingness_to_Purchase	Pearson Correlation	.419**	.565**	1	.608**	.456**	.666**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100

	N	100	100	100	100	100	100
Price	Pearson Correlation	.340**	.512**	.608**	1	.401**	.641**
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	100	100	100	100	100	100
Color	Pearson Correlation	.429**	.350**	.456**	.401**	1	.713**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total	Pearson Correlation	.733**	.639**	.666**	.641**	.713**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output, 2019

Table above showed that for statements on the indicators of Information Quality (0.733), Brand Recognition (0.639), Willingness to Purchase (0.666), Price (0.641), Color (0.731) in Shopee ads have a significant value that is above 0.3%, which means that all statements are considered valid.

Reliability Test

Table 3. One-Sample Kolmogorov-Smirnov Test

		Total JD.ID	Total Shope
N		99	99
Normal Parameters ^{a,b}	Mean	79.9091	75.1515
	Std. Deviation	14.11982	11.78148
	Absolute	.050	.084
Most Extreme Differences	Positive	.043	.049
	Negative	-.050	-.084
Kolmogorov-Smirnov Z		.498	.837
Asymp. Sig. (2-tailed)		.965	.485

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS Output, 2019

1. It appears that significant column (Asymp. Sig (2-tailed) for Total JD.ID is 0.965 or more than 0.05 then the probability of H_0 received population mean of total JD.ID normally distributed.
2. It appears that significant column (Asymp. Sig (2-tailed) for Total Shopee is 0.485 or more than 0.05 then the probability of H_0 received population mean of Total Shopee normally distributed.

Independent Sample t-Test

Table 4. Group Statistics

Total	N	Mean	Std. Deviation	Std. Error Mean	
Total Variable	Total JD.ID	99	79.9091	14.11982	1.41909
	Total Shopee	99	75.1515	11.78148	1.18408

Source: SPSS Output, 2019

From the table 4, showed the difference between the total variable between JD.ID and Shopee. It showed the result that the mean difference from total JD.ID and Total Shopee where Total JD.ID is 79.90 and Total Shopee is 75.15. It means Total JD.ID is more higher than Total Shopee.

Table 5. Independent Sample t-Test Result

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
										Lower	Upper
Total Variable	Equal variances assumed	2.219	.138	2.574	196	.011	4.75758	1.84821	1.11264	8.40251	
	Equal variances not assumed			2.574	189.909	.011	4.75758	1.84821	1.11192	8.40324	

Source: SPSS Output, 2019

Based on the Independent Sample Test output table in the Equal Variances Assumed section, the Sig. (2-tailed) is $0.011 < 0.05$, so as the basic of decision making in the Independent Sample t-Test can be concluded that H_0 is rejected and H_a is accepted. Thus it can be concluded that there is a significant difference between Total JD.ID and Total Shopee. So it can be concluded that there are significant differences from JD.ID and Shopee e-advertisement to customer of JD.ID and Shopee in Manado.

Discussion

In this study tries to answer the problem statement as described earlier in this thesis. Therefore, this study has identified there are differences between online advertisement of JD.ID and Shopee.

Information Quality

As shown from the results in this study there were is significant differences in e-advertisement between JD.ID and Shopee because the customers of JD.ID and Shopee in Manado see the different on the information quality provided through JD.ID and Shopee online advertising about Information provided through the advertising, the different Information about howto buy through online advertising, and the different Information that they give about the quality of goods offered through online advertising in accordance with the conditions of the goods when received by the buyer.

Brand Recognition

As shown from the results in this study there were is significant differences in e-advertisement between JD.ID and Shopee because the customers of JD.ID and Shopee see the different clearly between the JD.ID and Shopee advertisements because there are own characteristics of these two advertisements start to how they make customers feel trusted and safe with the product that they give and when they buying the product, how customer can get the product fast as written on the ad, and how they can get attention from customers through the ads. Khong (2010) explain that online advertising is a new platform for marketers to create awareness and increase the brand.

Willingness to Purchase

As shown from the results in this study there were is significant differences in e-advertisement between JD.ID and Shopee because the customers of JD.ID and Shopee in Manado see the different about the promos display or price discounts in the advertisements, the different in the ads about how they tell the customers that the product is fast delivery according to estimates, and the different in the ads about how to choose goods and make payment transactions is easy to do. Hsuan and Yazdanifard (2014) explain advertisement is one of the common marketing strategy tools which can help to influence customer to buying a product.

Price

As shown from the results in this study there were is significant differences in e-advertisement between JD.ID and Shopee because the customers of JD.ID and Shopee in Manado see the differences about how they tell the customers in the ads that the price offered is affordable and in accordance with the quality of the goods or brand, the different when they tell the customers in the ads that there are discounts and the discounts of up to 90% on certain events, and how they make the customers interesting with the HARBOLNAS or Hari Belanja Online Nasional program.

Color

As shown from the results in this study there were is significant differences in e-advertisement between JD.ID and Shopee because the customers of JD.ID and Shopee in Manado see the differences in the color combination in each ad, the customers see the different in the main color of the brand and have their own characteristics, and the different in the placement of colors or contrast of color in the ads. Kalia (2016) explain that Advertisements displayed vibrant colors and promotional offers attract the netizens.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the data analysis and discussions, the conclusion of this research outline as follows:

1. There is significant difference in JD.ID and Shopee e-advertisement based on information quality to customer JD.ID and Shopee in Manado.
2. There is significant difference in JD.ID and Shopee e-advertisement based on brand recognition to customer JD.ID and Shopee in Manado.
3. There is significant difference in JD.ID and Shopee e-advertisement based on willingness to purchase to customer JD.ID and Shopee in Manado.
4. There is significant difference in JD.ID and Shopee e-advertisement based on price to JD.ID and Shopee in Manado.
5. There is significant difference in JD.ID and Shopee e-advertisement based on color to customer JD.ID and Shopee in Manado.

Recommendation

Recommendation for this research are:

1. JD.ID and Shopee e-advertisement may be able to add more information and make it clear in JD.ID and Shopee advertisement about how to purchase products and the quality of the goods offered.
2. JD.ID and Shopee e-advertisement must maintain the brand recognition that has been obtained from the customer just by looking at the advertisements of each ad because they already have their own characteristics.
3. JD.ID and Shopee e-advertisement may be able to improve the promotion or price discounts in advertise to make customers feel excited and immediately want to buy.
4. JD.ID and Shopee e-advertisement must compete in price to be able to get customers because of the cheapest price that customers will choose.
5. JD.ID and Shopee e-advertisement must maintain and improve the combination or contrast of colors in the advertisement or design of the main color of the brand that has become a characteristic and has been widely known by customers.

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