
THE INFLUENCE OF CUSTOMER PERCEPTION AND CUTOMER ATTITUDE ON CUSTOMER PURCHASE INTENTION OF ZALORA ONLINE SHOP IN MANADO

*PENGARUH PERSEPSI PELANGGAN DAN SIKAP PELANGGAN TERHADAP NIAT
PEMBELIAN PELANGGAN DARI ZALORA ONLINE SHOP DI MANADO*

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ABSTRACT

The user of the internet has been increasing significantly from year to year. The Internet is, not only, used to find information and communication, but the internet is also used for browsing like fashion products. Many people prefer online goods because of its simplicity, saving time and comfort. The development of E-Commerce in Indonesia at this time is very fast. There are many online shops that can be an option for us in buying and selling goods. The online shop is a medium that allows the customer to purchase goods or services directly from sellers with media on the internet using a web browser. Nowadays, many online shops are competing to attract the attention of customers. Zalora is one of the online shop site which is very sought by most of the people in Indonesia, especially in Manado city because Zalora sells fashion products for men and women. Zalora Online Shop sells many variants of products from various brands. This research is aimed to analyze simultaneously and partially influence of customer perception and customer attitude on customer purchase intention of Zalora online shop. Theories supporting research are customer perception, customer attitude and customer purchase intention. The population refers to Zalora customers in Manado city with sample size as many as 150 respondents. The sample will be Random Sampling, in order to get results quickly and efficiently obtain the information needed in this research. This research used quantitative analysis by using questionnaires and used Ordinal Regression Analysis. Result and conclusion show customer perception and customer attitude have significant and positive influence on customer purchase intention. Finally, future research should add more variable or interviewing to make a better result for the influence on purchase intention.

Keywords : psychological factor, customer purchase intention

ABSTRAK

Pengguna internet telah meningkat secara signifikan dari tahun ke tahun. Internet tidak hanya digunakan untuk menemukan informasi dan komunikasi tetapi internet juga digunakan untuk mencari produk-produk seperti fashion. Banyak orang lebih memilih barang online karena kesederhanaan, menghemat waktu dan kenyamanan. Pengembangan E-commerce di Indonesia saat ini sangat cepat. Ada banyak toko online yang dapat menjadi pilihan bagi kita dalam membeli dan menjual barang. Toko online adalah media yang memungkinkan pelanggan untuk membeli barang atau jasa langsung dari penjual dengan media di internet menggunakan web browser. Saat ini, banyak toko online bersaing untuk menarik perhatian pelanggan. Zalora adalah salah satu situs toko online yang sangat dicari oleh kebanyakan orang Indonesia, terutama di kota Manado karena Zalora menjual produk fashion untuk pria dan wanita. Zalora Online Shop menjual berbagai varian produk dari berbagai merek. Penelitian ini bertujuan untuk menganalisis secara simultan dan sebagian mempengaruhi persepsi pelanggan dan sikap nasabah pada maksud pembelian pelanggan dari toko online Zalora. Teori-teori yang mendukung penelitian ini adalah persepsi pelanggan, sikap pelanggan dan niat pembelian pelanggan. Penduduk mengacu pada Zalora pelanggan di kota Manado dengan ukuran sampel sebanyak 150 responden. Sampel akan Random Sampling, untuk mendapatkan hasil yang cepat dan efisien mendapatkan informasi yang diperlukan dalam penelitian ini. Penelitian ini menggunakan analisis kuantitatif dengan menggunakan kuesioner dan digunakan analisis regresi urut. Hasil dan kesimpulan menunjukkan persepsi pelanggan dan sikap nasabah memiliki pengaruh yang signifikan dan positif pada pelanggan pembelian niat. Akhirnya, masa depan penelitian harus menambahkan lebih bervariasi atau wawancara untuk membuat hasil yang lebih baik untuk pengaruh pada pembelian niat.

Kata kunci : Persepsi pelanggan, sikap pelanggan dan niat pembelian pelanggan

1. INTRODUCTION

Research Background

Technology and information have been growing rapidly. The information that could originally be taken from books currently can be done via the internet. Nowadays, the internet has been very ingrained among the people in the Indonesia. Through the internet, several of information can be easily published and retrieved. The user of the internet has been increasing very significantly from year to year. The Internet is not just used to find the information and communication, but the internet is also used for many people for browsing like fashion products.

The development of E-Commerce in Indonesia at this time is fast. There are many online shops that can be an option for us in buying and selling goods. They are competing to attract the interest of people and control the market through their individual excellence. To win a market is not an easy thing, especially with the large number of competitors. At this time, an online shop should be able to create awareness in the mind of the public and have a superior value that becomes the differentiator among the other competitors to create a purchasing decision.

Regarding the information from *Kominfo 2016*, the finding shows that the number of internet users in Indonesia on 2015 reached 93, 4 million people, compare to the internet users on 2014 with 88,1 million people. The 77 percent of users are access the online store. The most popular in online store are fashion products (clothes, shoes, bags, etc). The information also shows that the online transaction on 2016 in Indonesia reached IDR 68 billion and the customers of online store predicted will reach 8,7 million of people.

The excellence of Online Shop business can be eased when doing promotion, are also efficient because it only requires an internet subscription fees to be able to run his business. Customers who shop at the online shop will experience the benefit and also they can compare the simplicity of shopping online than shopping in physical stores. The ease of searching for product information, pricing, product availability and customer service are some of the reasons why people choose online shopping. This is what causes the online business is becoming a very wonderful trend. Even big companies eventually using the online shop as the self-image of company to reach consumers.

Lots of Online Shop sellers are competing each other with various ways to attract consumers to shop. Zalora.com (international version) or Zalora.co.id (Zalora Indonesia) is an online store that has joined the E-commerce market in Indonesia. Regarding the information from *kompas.com*, most products purchased online is fashion. Finding shows that people who buy fashion products via online are performed by 78% customers, followed by 46% of mobile customer, 43% of electronics customers, 39% books and magazines customers, and household goods 24% of customers. This indicates that the fashion in the online shop in great demand by consumers, therefore, Zalora.co.id is present to meet the needs of fashion for consumers in Indonesia.

Manado city is one of the city in Indonesia that has many populations. The lifestyle the most of the people who live in Manado city are consumerism. When looking at something new, many people in this city are trying to fit in with the existing trend. As time goes by, most people in Manado are very mindful of their appearance. Zalora is one of the online shop sites which are very sought by most of the people in Indonesia, especially in Manado city because Zalora sells fashion products for men and women. Zalora.co.id sells many varieties of products from various brands.

Research Objective

The objectives of this research are to identify the significant effect of:

1. To find out if Customer Perception and Customer Attitude influence Customer Purchase Intention in Zalora Online shop simultaneous
2. To find out if Customer Perception influence Customer Purchase Intention in Zalora Online Shop partially
3. To find out if Customer Attitude influence Customer Purchase Intention in Zalora Online Shop partially

Theoretical Framework Marketing

Marketing is a widely used term to describe the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioral change on a short-term or permanent basis.

According to Kotler and Armstrong (2004), marketing is a social and managerial process that makes individuals and groups obtain what they need and want through mutual exchange and creation of products and value with others. According to Mohamed et al (2003), marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational needs.

E-Commerce

E-commerce is the process of purchase, sale, or exchange of goods, services and information via computer networks including the Internet. According to Kalakota and Whinston (1997) the term e-commerce can be viewed from four different perspectives i.e. (Turban, e., King, d. &, 2002): 1. When viewed from the perspective of communication, e-commerce is the provision of goods, services, information or payments via computer networks or other electronic tools. (2) When viewed from the perspective of business processes, e-commerce is the application of technology with the aim of automating business transactions and measures in carrying out the work (work-flow). (3) When viewed from the perspective of services, e-commerce is a tool that can meet the needs of firms, consumers, and management with the aim to minimize the cost of services, improve the quality of service to consumers, and increase the speed of customer service. (4) When viewed from the perspective of online, e-commerce allows performance of the process of buying and selling products and information through the Internet and other online services.

Consumer Behavior

According to Wu (1998) it is explained that the viewpoints of consumer behaviors have evolved from earlier single disciplinary to interdisciplinary science, whose structure and concept includes sociology, psychology, economics, marketing and so on. In this statement, these authors have commented about the changing process of consumer behavior, which is related to sociology, psychology, economics, marketing and other interdisciplinary sciences. Salomon (2011) stated that it is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, service, ideas, or experience to satisfy needs and desires.

Customer Purchase Intention

Whitlark, Geurts and Swenson (1993) define purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy product. According to Pavlou (2003), online purchase intention is the situation when a customer is willing and intends to become involved in online transaction.

Customer Perception

According to Nugroho j. Setiadi (2003:159) "Perception is a process that arises due to the sensation". According to Lamb, Hair and McDaniel (2001) sense perception "perception as a process by which we can select, organize and to interpret these stimuli into images that give meaning and inherent". According to the Webster's Revised Unabridged Dictionary (1913) perception is the quality, state, or capability, of being affected by something external; sensation; sensibility. From the definition above can be drawn the conclusion that our perception is formed by three pairs of the influence of the characteristics of the stimuli, the relationship with the surrounding stimuli, and conditions inside ourselves. The perception of everyone on an object will vary. The perception created by someone influenced by the thoughts and the surrounding environment. In addition, one thing to note is that the perception of perception in substantial can be very different from reality.

Customer Attitude

Schiffman and Kanuk (2004) define attitude within the context of consumer behavior as a constant tendency to behave accordingly in a concrete situation, regarding a certain object or a group of objects. The analysis of attitude functions is aimed to explain why consumers possess one or another attitude towards an object and what influences the formation of attitude in a concrete situation.

Conceptual Framework

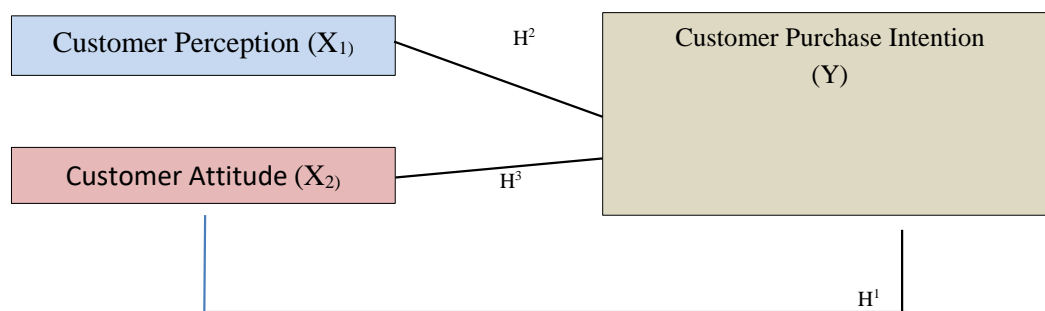


Figure 1. Conceptual Framework

Research Hypotheses

The hypotheses of this research are:

- H1 : Customer Perception and Customer Attitude have a simultaneously influence on Customer Purchase Intention
- H2 : Customer Perception has partial influence on Customer Purchase Intention
- H3 : Customer Attitude has partial influence on Customer Purchase Intention

2. RESEARCH METHODOLOGY

Type of Research

This research is causal type of research where it will investigate the influence of psychological factor on customer purchase intention. Causal research is used to establish causes and effect relationship between the variables. This research use a quantitative method and multiple regression analysis. the quantitative methods are especially helpful with large complex problems.

Place and Time of Research

This study was conducted anywhere in Manado and it would take approximately for two months (June-July 2016)

Population and Sample

Population of this study is consumer who has intention to purchase online in Zalora. This study focused on individual intention of the products in Zalora online store. This method is used because the chosen sample must understand about the research problems. The sampling design is non-probability sampling using Random Sampling where each element of the population has an equal opportunity to be selected as a sample (Devi, 2010 in Korompis, 2015). This sampling technique is considered as the best way of getting some basic information quickly and efficient. According to Sekaran (2003) sample sizes larger than 30 and less than 500 are appropriate for most research. Therefore, the sample of this research is restricted to 150 respondents to fill the questionnaire of Zalora online shop which proved that a more than sufficient sample size is achieved.

Data Collection Method

Primary data in this research refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. Individual provide information when administered questionnaire.

Operational Definition and Measurement of Research Variables

Independent Variables (X):

1. Customer Perception (X1)
Customer Perception in this research as the response of consumers to the presence of an object to be chosen and consumer assessment of Zalora Online Shop overall. In this research, there are two (perceived price and perceived quality) of customer perception.
2. Customer Attitude (X2)
The attitude in this research is an overall evaluation towards Zalora. Customer Attitude as the attitude of consumers towards Zalora Online Shop and the opinions of consumers against a product based on what they feel. In this research there are two indicators (Trust and familiarity) of customer attitude.
3. Customer Purchase Intention (Y)
Purchase intention as the dependent variable in this research is a situation where the consumer is willing and intends to buy in Zalora. In this research will be shown what variable is the strongest to influence the customer purchase intention.

Data Analysis Method Validity and Reliability Test

Validity test is used to measure the validity of a questionnaire. Validity test is done to ensure that respectively predetermined variables. Each question will be clarified in the variable.

Reliability test is established by testing for both consistency and stability of the answers of questionnaires. Alpha Cronbach is reliability coefficients that can indicate how good items in asset have positive correlation to one

Ordinal Regression Analysis

This research is using Ordinal Regression Analysis because as a predictive analysis, ordinal regression describes data and explains the relationship between one dependent variable and two or more independent variables. In ordinal regression analysis, the dependent variable is ordinal (statistically it is polytomous ordinal) and the independent variables are ordinal or continuous-level (ratio or interval) like variables in this research.

4. RESULT AND DISCUSSION

Validity Test

All the total values for each indicator for independent variables and dependent variables are above 0.3. It means all the indicators are valid.

Reliability Test

Table 1. Reliability Statistic

Cronbach's Alpha	N of Items
.884	14

Source: SPSS 22.00 (2016)

The Cronbach's Alpha values is 0.884. All indicators are above 0.60, it means that all the variables in this research is considered.

Ordinal Regression Analysis

Table 2. Case Processing Summary

		N	Marginal Percent-
Consumer Purchase Intention	4	4	2.7%
	5	5	3.3%
	6	13	8.7%
	7	25	16.7%
	8	55	36.7%
	9	26	17.3%
	10	22	14.7%
Gender	Female	64	42.7%
	Male	86	57.3%
Age	17-25 years old	73	48.7%
	26-35 years old	47	31.3%
	36-45 years Old	25	16.7%
	> 45 years old	5	3.3%
Education	SMA	21	19.1%
	D3	21	19.1%
	S1	27	24.5%
Occupation	Student	61	48.8%
	Employee	30	40.7%
	Entrepreneur	25	20.0%
	Civil servant	15	10.0%
	Housewife	9	6.0%
	Others	10	6.7%
Income	< 1.000.000	64	42.7%
	1.000.000 – 3.000.000	15	10.0%
	3.000.000 – 5.000.000	48	32.0%
	> 5.000.000	23	15.3%
Valid		150	100.0%
Missing		0	
Total		150	

Source: SPSS 22.00 (2016)

The result shows the case processing summary. SPSS clearly labels the variables and their values for the variables included in the analysis.

Model Fitting Information

Table 3. Model Fitting Information

-2 Log Likelihood	Chi-Square	df	Sig.
485.844			
381.385	104.460	16	.000

Model Fitting Testing will test the influence of each independent variable customer perception and customer attitude. First analysis will test the overall model fit. This test conduct to comparing value between -2 Log Likelihood (-2LL) first (intercept only) with -2 Log Likelihood (-2LL) to final model. -2 log Likelihood shows that without put independent variable (intercept only) its value 485.844. However with put dependent variable (final) there is decreasing value become 381.385. This value changing is chi-square value 104.460 and significance of actual level 5% (sig.0.000).

Goodness of Fit Test

Table 4. Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	711.553	800	0.989
Deviance	367.861	800	1.000

Source: SPSS 22.00 (2016)

This table contains Pearson's chi-square statistic for the model. These statistics are intended to test whether the observed data are consistent with the fitted model. Start from the null hypothesis that the fit is good. If $(p > 0,05)$ then the data and the model predictions are similar and have a good model. However if reject the assumption of a good fit, conventionally if $p < 0,05$, then the model does not fit the data well. Goodness-of Fit shows the fit test model with data. Pearson value of 711.553 with significance 0.989 (> 0.05) and Deviance value 367.861 with significance 1.000 (> 0.05). It means model fits the empirical data or model does fit the data well.

Pseudo R-square

Pseudo R-Square	
Cox and Snell	.502
Nagelkerke	.520
McFadden	.208

Source: SPSS 22.00 (2016)

Pseudo R-Square shows how big independent variable (Customer Perception and Customer Attitude) be able to explain dependent variable (Customer Purchase Intention). These values as does the coefficient of determination in the regression. Cox and Snell value 0.502 (50.2%), Nagelkerke value 0.520 (52%) and McFadden 0.208 (20,8%).

Parameter Estimate

The Parameter estimates table is the core of the output, telling specifically about the relationship between explanatory variables and the outcome.

1. Customer Perception (X1) has significant influence on Customer Purchase Intention (Y) of Zalora Online Shop. The result of Customer Perception: Estimate Value 0.295, Wald Value 22.292 and sig. 0.000 (< 0.05). This result shows the estimated coefficient for Customer Perception is 0.295 and take the exponent of this to find OR with Customer Perception as the base: $\exp(0.295) = 1.343$. Odd Ratio of Customer Perception by dividing the exponent of 0.295 to 1, the result will be $1/1.343 = 0.744$. The odds of Customer Perception of achieving a higher level are 25.6% (1-0.744)
2. Customer Attitude (X2) has significant influence on Customer Purchase Intention (Y) of Zalora Online Shop. The result of Customer Attitude: Estimate Value 0.311, Wald Value 12.293 and sig. 0.000 (< 0.05). This result shows the estimated coefficient for Customer Attitude is 0.311 and take the exponent of this to find OR with Customer Attitude as the base: $\exp(0.311) = 1.364$. Odd Ratio of Customer Perception by dividing the exponent of 0.311 to 1, the result will be $1/1.364 = 0.733$. The odds for Perceived Price of achieving a higher level are 26.7% (1-0.733).

F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.868	2	64.434	55.660	.000 ^b
	Residual	170.172	147	1.664		
	Total	299.040	149			

Source: SPSS 22.00 (2016)

Based on the ANOVA F-test results Test F_{count} value is 55.660 with a significance level of 0.000. So, since the $55.660 > 3,05$ then H₀ is rejected and H1 is accepted. It means that the Independent Variables of Customer Perception (X₁) and Customer Attitude (X₂) simultaneously influence the Dependent Variable of Customer Purchase Intention (Y). Therefore, Hypothesis 1 is accepted.

Test of Parallel Lines

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	381.385			
General	291.143 ^b	90.242 ^c	80	.203

Test of Parallel Lines used to see the similarities between the categories of the variables in the model and the similarity with the model with an intercept only. Test of parallel lines is used for testing assumption that every category has same parameter or relationship between independent variable with logit is equal with all logit equation. The result gives the differences of -2 Log Likelihood between model with an intercept only and independent variable is as much as 291.143 with sig. 0.798 (> 0.05), then H_0 accept that resulting model have equal parameter, so that selection of link function is fitted. But on the reverse, if this assumption is not fulfilled, then selection of link function is not fitted.

Discussion

In marketing, consumer behavior is one of the most important subjects to be studied. It is important for marketers to know about the perception, attitude, and behavior of their customers to understand the needs and wants of those consumers. Customers' needs and wants become the marketers primary focus, which also known as the marketing concept. The marketers also need to do customer research in order to in depth study about customer and their consumption behavior. Basically, all marketers want the targeted customers to purchase their products. Therefore, it is necessary to measure the customers' purchase intention toward their product. Purchase intention shows the willingness of consumers to purchase a product. The higher purchase intention, the higher the probability for customers to spend money on a product. Purchase intention is important because it leads to a customer purchase decision, which is the most important stage where customers take action by purchasing the products.

E-commerce is already highly developed nowadays. There are many online shops competing to attract customers. The Zalora Online Shop is one of the online shop sites that focus its business on selling many varieties of fashion products for men and women. Because Zalora online shop is very famous among people nowadays, especially in Manado, it is interesting to observe the customer purchase intention of Zalora online shop.

Based on ordinal regression analysis result, can be explained that there is a relationship between Customer Perception on Customer Purchase Intention. It means that Customer Perception can be used as determining factor for measuring Customer Purchase Intention of purchasing products in Zalora Online Shop. On other words, this means that the respondents are influenced by their judgment and assessment. The analysis result also explained there is a strong relationship between variables of Consumer Attitude on Customer Purchase Intention. It means that Customer Attitude can be used as determining factor for measuring Customer Purchase Intention of purchasing products in Zalora Online Shop.

This research study proves that the result of the ordinal regression analysis shows that Customer Perception has significant influence on Customer Purchase Intention, partially. Customer Attitude also has significant influence on Customer Purchase Intention, partially. F-test result shows that Customer Perception and Customer attitude has simultaneously influence Customer Purchase Intention. Therefore, the two variables, which are Customer Perception (X1) and Customer Attitude (X2) give significant influence to Customer Purchase Intention (Y).

4. CONCLUSION AND RECOMMENDATION

Conclusion

Based on the research and all result above, there are three important findings that can be concluded, which is as follows :

1. All independent variables which are Customer Perception and Customer Attitude are proven to significantly have a positive influence on Customer Purchase Intention of purchasing products in Zalora Online Shop, simultaneously.
2. Customer Perception is proven to have a significant and positive influence on Customer Purchase Intention of purchasing products in Zalora Online Shop, partially.
3. Customer Attitude is proven to have a significant and positive influence on Customer Purchase Intention of purchasing products in Zalora Online Shop, partially.

Recommendation

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

1. The Zalora online shop must be able to maintain a good quality performance and consistency of its features that customer perceives and Zalora should improve the price management, to keep the image that the price perception of Zalora is reachable for the customer and suitable with the quality of products. It will make the positive perception of the customer.
2. To convince customers' trust, Zalora needs to improve their performance in control the shipment status, keep the privacy of customers', and must have a good warranty. It will increase the positive attitude of the customer when they are purchasing products in Zalora.
3. Zalora should be more consider about the quality. Zalora must be able to maintain good quality performance and consistency of its features that. Based on customer recent consumption experience, they will have their own quality about Zalora, whether the product or services conformable than later increase Zalora's reputation.
4. To improve this research, the next researcher should add more variable or interviewing to make a better result for the influence on purchase intention.
5. The future research might use many more sample, in the large scale of the research object. Hopefully with that, the future research can have specific details for the research.

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