

## A COMPARATIVE ANALYSIS OF SERVICE CONVENIENCE BETWEEN MALE AND FEMALE AT PIZZA HUT MANADO TOWN SQUARE

### ANALISA KOMPARATIF KENYAMANAN PELAYANAN ANTARA LAKI-LAKI DAN PEREMPUAN DI PIZZA HUT MANADO TOWN SQUARE

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**Abstract:** The consumer convenience literature strong in certain respects, underdeveloped in other respects gives insufficient attention to service convenience. The prevailing pattern is either to treat service convenience generally or to lump services and goods together into an overall convenience construct. Consequently food consumption in Manado continues to increase, and increase consumer demand for fast food business. The aim of this research is to analyze service convenience between male and female of Pizza Hut Manado town measure by decision convenience, access convenience, transaction convenience and benefit convenience. This research is quantitative type of research, uses independent sample t-test as the analytical tool. The population of this research is peoples in Manado who has experience in Pizza Hut Manado Town Square, where the sample size is taken from 100. The result from this research found that there is no significant difference between male and female consumer of Pizza Hut Manado town square in access convenience and benefit convenience. Related with the findings there are recommendations for Pizza Hut that they can improve the quality of consumers' waits for service.

**Keywords:** *comparative analysis, service convenience.*

**Abstrak:** Pengaturan layanan konsumen yang dalam hal-hal tertentu, kurang memberikan perhatian pada kenyamanan layanan. Pola yang berlaku adalah baik untuk membuat kenyamanan layanan secara umum atau untuk menyatukan layanan dan barang menjadi satu kenyamanan konsumen secara keseluruhan. Konsumsi makanan di Manado yang terus meningkat, meningkatkan permintaan konsumen untuk bisnis makanan cepat saji. Tujuan dari penelitian ini adalah menganalisis kenyamanan layanan antara pria dan wanita Pizza Hut Manado Town Square berdasarkan kenyamanan keputusan, kenyamanan akses, kenyamanan transaksi dan kenyamanan manfaat. Jenis penelitian ini adalah kuantitatif, yang menggunakan data melalui kuesioner dan menggunakan independent sample t-test sebagai alat analisis. Populasi penelitian ini adalah orang-orang di Manado yang memiliki pengalaman di Pizza Hut Manado Town Square, dan sampel diambil dari 100 responden. Hasil dari penelitian ini yaitu tidak ada perbedaan yang signifikan antara konsumen pria dan wanita berdasarkan kenyamanan akses dan kenyamanan manfaat. Terkait dengan hasil penelitian, direkomendasikan agar Pizza Hut sebaiknya meningkatkan kualitas saat konsumen menunggu layanan.

**Kata Kunci:** *analisa komparatif, kenyamanan pelayanan*

## INTRODUCTION

The role of customers in services is always emphasized in the marketing literature, especially in the recent development of a new perspective, namely service-dominant logic. Service convenience is acknowledged to be increasingly important to customers: yet extant convenience literature offers little explicit discussion of this topic. Consumer convenience in buying and using services is not well understood. Convenience is the ability to reduce consumers non-monetary costs (i.e. time, energy and effort) when purchasing or using goods and services (Chang and Polonsky, 2012).

The goal of improving service encounters is to increase positive consumer outcomes, where satisfaction is one such outcome. Chang and Polonsky (2012) in their research of service convenience have found that only benefit and post-benefit convenience are associated with improved behavioral intentions and that satisfaction partially mediates the relationship for those two types of convenience. The continuous rise in consumer demand for convenience has been attributed to socioeconomic change, technological progress, more competitive business environments, and opportunity costs that have risen with incomes.

Consumers desire convenience and value for their time. In other words, the greater the time costs associated with a service are, the lower consumers' perceptions of service convenience are. In addition, Kahneman observes that, although two mental tasks may take a similar amount of time, one might be perceived as requiring more effort than the other. As a result, the more effort spent by a services consumer, the stronger that consumer's commitment is to the service outcome and the higher the potential for frustration.

Pizza Hut is an American restaurant chain and international franchise founded in 1958 by Dan and Frank Carney. The company is known for its Italian-American cuisine menu including pizza and pasta, as well as side dishes and desserts. Pizza Hut has over 16,000 locations worldwide as of 2015, and is a subsidiary of Yum! Brands, Inc., one of the world's largest restaurant companies. Pizza Hut was present in Indonesia for the first time in 1984, and was the first pizza restaurant in Indonesia. The sole franchise holder in Indonesia is PT Sari Melati Kencana, a subsidiary of PT Sriboga Raturaya, a flour producer in Indonesia. PT Sarimelati Kencana Tbk, which is also known as Pizza Hut Indonesia is listing 604 million of new shares as a result from an Initial Public Offering (IPO) at the Indonesia Stock Exchange. According to PT Sarimelati Kencana Tbk in their website, offering period has been performed during the period of 17-18 May 2018, and allocation day was completed on 21 May 2018.

In North Sulawesi especially in Manado city is one of the cities that experienced an increase in the culinary business. As seen from the development of cafe-cafe, a gathering place in cafe and restaurants and many European-style fast foods adorn the corners of the city of Manado. The consumers who love culinary will be presented with a different menu daily food with luxurious and attractive appearance. While practically when buying food at a fast food restaurant just needs time to wait 5 to 10 minutes with fast service and practical. Moreover, fast food restaurants are often made into a gathering place with friends, coworkers and family gatherings.

The problem that occurs in Pizza Hut that concerns the service convenience is the length of the process of sending pizza to customers who order by phone reported from detik.com on January 3rd 2017. Another problem is the attitude of Pizza Hut employees that are not good to the customer. Quoted from detiknews.com in November 2015, Pizza Hut employees at Mega Mall Manado do bad actions to customers by argued with customers about the pizza menu to be ordered but the employee is wrong about the type of pizza, it indicates that the employee has lacks of product knowledge. And also customers are let down by the presence of cockroaches are placed on the plate.

Based on the background that has been described above the researcher is interested to conduct a research using independent sample T-test. This research will conduct with title of A Comparative Analysis of Service Convenience between Male and Female at Pizza Hut Manado Town Square.

### Research Objectives

Based on the research problem, the objectives of this research are:

To determine if there any significant difference in service convenience based on decision convenience, access convenience, transaction convenience and benefit convenience factors between male and female at Pizza Hut Manado Town Square.

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**THEORETICAL REVIEW****Marketing**

Marketing defined by Kotler and Keller (2012) is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "Meeting needs profitably". Marketing is the one of the key to be success, because there are many theories that make the business growing and get the goal. Marketing is design to manage the people especially the target market to build a profitable relationship. It also helps people buy your product or service.

**Service Convenience**

The concept of convenience first appeared in the marketing literature in relation to categories of products. Classification of consumer products includes convenience goods: intensively distributed products that require minimal time and physical and mental effort to purchase. Feldman, Laurence and Hornik (1981), propose two primary facets consumers time and effort costs that underlie the various convenience conceptualizations explicitly and implicitly proposed by research

**Decision Convenience**

Consumers confront the "make-or-buy" decision more commonly for services than for goods. Whereas many services lend themselves to self-performance, few goods lend themselves to self-manufacture. The decision to self-perform or buy can be complex. A service that is designed to save consumers time may be perceived as not worth the effort of finding a reliable supplier or monitoring that supplier's performance. One form of convenience may trigger another form of inconvenience. Consumers who self-perform services that are readily available for purchase often do so to conserve effort.

**Access Convenience**

Access convenience involves consumers' perceived time and effort expenditures to initiate service delivery. It involves consumers' required actions to request service and, if necessary, be available to receive it. Consumers may initiate service in person (going to a restaurant), remotely (telephoning a take-out order), or through both means (telephoning for a reservation and then going to the restaurant). Service facility location, operating hours, parking availability, and remote contact options figure prominently in the access convenience of firms that rely on consumers' physical presence (Seiders, Berry, and Gresham 2000).

**Transaction Convenience**

Transaction convenience involves consumers' perceived expenditures of time and effort to effect a transaction. Transaction convenience focuses strictly on the actions consumers must take to secure the right to use the service. When consumers have decided to buy a service and have reached the service site, they still must participate in a transaction.

**Benefit Convenience**

Benefit convenience is consumers' perceived time and effort expenditures to experience the service's core benefits, such as being transported in a taxi or watching a movie. Moving consumers efficiently and effectively to the benefit stage of the service process only to inconvenience them at this point can have a powerfully negative effect because the perception of burden interferes with the perception of benefit.

**Previous Research**

Mehmood and Najmi (2017) Understanding The Impact of Service Convenience on Customer Satisfaction in Home Delivery: Evidence from Pakistan. This research is aim to identify that whether different types of service convenience have an impact on customer satisfaction in home delivery of online shopping.

Chang and Polonsky (2012) Influence of Multiple Types of Service Convenience on Behavioral Intentions: The mediating Role of Consumer Satisfaction in a Taiwanese Leisure Setting. Research into service convenience has examined how these types of convenience affect consumers' experiences and intentions, but limited research has studied it within a leisure setting.

Mpinganjira (2015) Online Store Service Convenience, Customer Satisfaction and Behavioral Intentions: A Focus on Utilitarian Oriented Shoppers. The findings further showed that service convenience can be conceptualized as a second order factor made up of all the identified four dimensions and that when

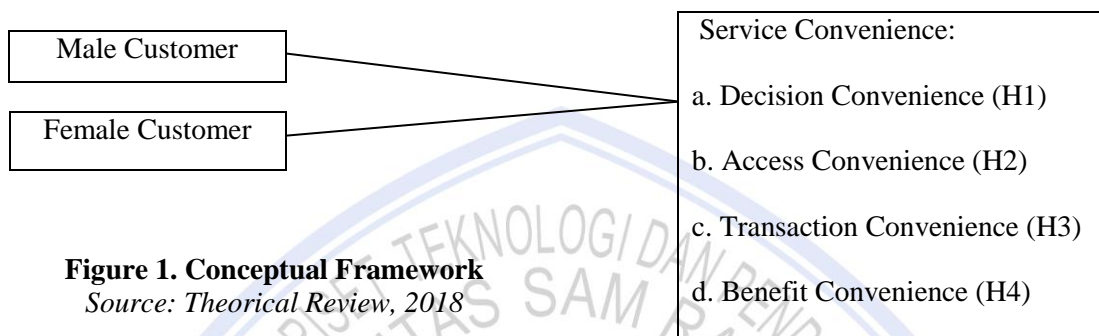


conceptualized this way the explanatory power of service convenience on both customer satisfaction and repurchase intentions is greatly enhanced.

García-Fernández, et al (2016) Service Convenience, Perceived Value, Satisfaction, and Loyalty: A Study of Consumers from Low-cost Fitness Centers in Spain. The results of this study identified the existence of a relationship between service convenience and loyalty between perceived value and loyalty and between satisfaction and loyalty.

Chiao, Lu, and Liu (2012) Enhancing the Convenience Store Service Experience. Convenience stores are an indispensable part of daily life for the average urban citizen in Taiwan. However, oftentimes taken for granted and disregarded are the efforts of the convenience store frontline service employees.

**Conceptual Framework**



**Figure 1. Conceptual Framework**

Source: Theoretical Review, 2018

**Research Hypothesis**

The research hypotheses of this research are:

- H1: There is a significant difference in service convenience based on decision convenience between male and female at Pizza Hut Manado Town Square.
- H2: There is a significant difference in service convenience based on access convenience between male and female at Pizza Hut Manado Town Square.
- H3: There is a significant difference in service convenience based on transaction convenience between male and female at Pizza Hut Manado Town Square.
- H4: There is a significant difference in service convenience based on benefit convenience between male and female at Pizza Hut Manado Town Square.

**RESEARCH METHOD**

**Type of Research**

The type of this research is quantitative research. Quantitative research is defined by (Bryman and Bell, 2005) that ‘entailing the collection of numerical data and exhibiting the view of relationship between theory and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality.

**Place and Time of Research**

This research will be held in Manado for two months, from January – February 2018.

**Population and Sample**

The population of this research is peoples in Manado who has experience of visiting Pizza Hut Restaurant in Manado Town Square. Due to the unknown number of the population, the technique used to determine the sample size is as follow:

$$n = Z^2 / (4 [(moe)] ^2) = [1.96] ^2 / (4 [(0.1)] ^2) = 96.04 \approx 100$$

Based on the result, the sample size of the research will be 100 respondents who has experienced of visiting Pizza Hut Restaurant Manado Town Square.

**Data Collection Method**

The data used in this research consist of two types between primary data through questionnaires and secondary data taken from books, journals and relevant literature from library and internet to understand of theoretical support on this research.

**Data Analysis Method Validity and Reliability**

Validity for each variable is good where the values are above minimum level of 0.5. Reliability tests in this study using Cronbach's Alpha formula. If Alpha is less than 0.6 then it is unreliable.

**Normality Test**

The distribution of data with normal distribution pattern (data distribution is not skewed to the left or right). If the probability value > 0.05 then population is normally distributed.

**Independent Sample T-Test**

Horn (2008) stated the independent sample t-test evaluates the difference between the means of two independent or unrelated groups. That is, we evaluate whether the means for two independent groups are significantly different from each other. This t-test is used to analyze the service convenience between male and female at Pizza Hut Manado Town Square.

**RESULT AND DISCUSSION****Validity Test****Table 1. Validity Test Result**

		Decision_convenience	Access_convenience	Transaction_convenience	Benefit_convenience	Total
Decision_convenience	Pearson Correlation	1	.268**	.458**	.314**	.690**
	Sig. (2-tailed)		.007	.000	.001	.000
	Sum of Squares and Cross-products	342.760	94.780	159.640	140.500	737.680
	Covariance	3.462	.957	1.613	1.419	7.451
	N	100	100	100	100	100
Transaction_convenience	Pearson Correlation	.268**	1	.252*	.501**	.708**
	Sig. (2-tailed)	.007		.012	.000	.000
	Sum of Squares and Cross-products	94.780	364.590	90.420	231.250	781.040
	Covariance	.957	3.683	.913	2.336	7.889
	N	100	100	100	100	100
Benefit_convenience	Pearson Correlation	.458**	.252*	1	.282**	.674**
	Sig. (2-tailed)	.000	.012		.004	.000
	Sum of Squares and Cross-products	159.640	90.420	353.960	128.500	732.520
	Covariance	1.613	.913	3.575	1.298	7.399
	N	100	100	100	100	100
Benefit_convenience	Pearson Correlation	.314**	.501**	.282**	1	.777**
	Sig. (2-tailed)	.001	.000	.004		.000

	Sum of Squares and Cross-products	140.500	231.250	128.500	584.750	1085.000
	Covariance	1.419	2.336	1.298	5.907	10.960
	N	100	100	100	100	100
Total	Pearson Correlation	.690**	.708**	.674**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	Sum of Squares and Cross-products	737.680	781.040	732.520	1085.000	3336.240
	Covariance	7.451	7.889	7.399	10.960	33.699
	N	100	100	100	100	100

Source: SPSS Statistic 22.0 output, 2018

Validity test results in Table 1 are stated valid. Because based on Pearson Correlation Value  $> 0.5$  and the significant is  $< 0.05$ .

### Reability Test

**Table 2. Reability Test Result**

Cronbach's Alpha	N of Items
.675	4

Source: SPSS Output 22, 2018

Reliability test result in the Table 2 the Alpha Cronbach has a value 0.675, it proves the data is reliable.

### Normality Test

**Table 3. Normality Test Result**

Variable		Shapiro-Wilk		
		Statistic	df	Sig.
Decision_conveniec	Male	.968	50	.189
	Female	.950	50	.075
Access_convenience	Male	.958	50	.076
	Female	.967	50	.167
Transaction_convenience	Male	.952	50	.184
	Female	.958	50	.076
Benefit_convenience	Male	.967	50	.176
	Female	.969	50	.211

a. Lilliefors Significance Correction

Source:SPSS Output, 2018

### Group Statistic

**Table 4. Group Statistic Result**

Variable		N	Mean	Std. Deviation	Std. Error
					Mean
Decision_conveniece	Male	50	15.9400	1.83403	.25937
	Female	50	16.8200	1.66218	.23507

Access_convenience	Male	50	15.6200	1.98864	.28124
	Female	50	15.9600	1.85120	.26180
Transaction_convenience	Male	50	17.1200	1.34983	.19089
	Female	50	15.9600	1.66550	.23554
Benefit_convenience	Male	50	14.9800	1.83492	.25950
	Female	50	15.5400	2.38370	.33711

Source: IBM SPSS Statistic 22.0 output, 2018

From table 4 shows that the mean of decision convenience from male is 15.94 while mean of decision convenience from female is 16.82, in mean of access convenience from male is 15.62 and mean of access convenience from female are 15.96. While mean on transaction convenience from male are 17.12 whereas mean of transaction convenience from female is 15.96. And the last mean of benefit convenience from male is 14.98 and mean of benefit convenience from female is 15.54. From the result above shows the mean of female on decision convenience, access convenience and benefit convenience are bigger than male. Just have the mean of transaction convenience is male bigger than female. It means female customers more feel comfortable and satisfy with the service convenience of Pizza Hut Manado town square than male.

### Independent Sample T-Test

**Table 5. Independent Sample T-Test**

		Independent Sample T-Test								
		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	99% Confidence Interval of the Difference	
									Lower	Upper
Decision_convenience	Equal variances assumed	.124	.725	2.514	98	.014	-.88000	.35004	-1.79954	.03954
	Equal variances not assumed			2.514	97.066	.014	-.88000	.35004	-1.79972	.03972
Access_convenience	Equal variances assumed	.085	.771	-.885	98	.378	-.34000	.38423	-1.34935	.66935
	Equal variances not assumed			-.885	97.502	.378	-.34000	.38423	-1.34945	.66945
Transaction_convenience	Equal variances assumed	.202	.654	3.826	98	.000	1.16000	.30318	.36357	1.95643
	Equal variances not assumed			3.826	93.969	.000	1.16000	.30318	.36289	1.95711
Benefit_convenience	Equal variances assumed	4.667	.033	1.316	98	.191	-.56000	.42542	-1.67754	.55754
	Equal variances not assumed			1.316	91.980	.191	-.56000	.42542	-1.67899	.55899



**Discussion**

Services come under intangibility since they are performances rather than objects, precise manufacturing specifications concerning uniform quality can rarely be set. Most services cannot be counted, measured, inventoried, tested, and verified in advance of sale to assure quality. The continuous rise in consumer demand for convenience has been attributed to socioeconomic change, technological progress, more competitive business environments, and opportunity costs that have risen with incomes (Berry, Seiders, Grewal, 2002). The subject of service convenience is important in service economies, yet little is known about this topic. The consumer convenience literature strong in certain respects, underdeveloped in other respect gives insufficient attention to service convenience.

**Comparison Service Convenience between Male and Female Based on Decision Convenience**

A decision to purchase requires decisions on which supplier to use and what specific service to buy. Decision convenience involves consumers' perceived time and effort expenditures to make service purchase or use decisions. The results showed that there is a significant difference related to decision convenience between male and female consumer of Pizza Hut Manado town square. Once a consumer recognizes the need for a certain product or service, information needs to be gathered and processed to evaluate alternatives. Research shows that male and female differ dramatically in their strategies for decision making.

**Comparison Service Convenience between Male and Female Based on Access Convenience**

Access convenience involves consumers' perceived time and effort expenditures to initiate service delivery. It involves consumers' required actions to request service and, if necessary, be available to receive it. The results showed that there is no significant difference related to access convenience between male and female consumer of Pizza Hut Manado town square in service convenience. It indicates that, according to male and female consumer the access to catch the restaurant are similar the same way to access. Nothing happens until consumers gain access to the service or food.

**Comparison Service Convenience between Male and Female Based on Transaction Convenience**

Transaction convenience involves consumers' perceived expenditures of time and effort to effect a transaction. Transaction convenience focuses strictly on the actions consumers must take to secure the right to use the service. The results showed that there is significant difference related to transaction convenience between male and female of Pizza Hut Manado town square. It indicates that, between male and female consumer of Pizza Hut Manado town square have a difference perception about the transaction that occur in the restaurant, rather it in payment method or other transaction.

**Comparison Service Convenience between Male and Female Based on Benefit Convenience**

Benefit convenience is consumers' perceived time and effort expenditures to experience the service's core benefits, such as being transported in a taxi or having a food. Benefit convenience results showed that there is no significant difference in male and female consumer of Pizza Hut Manado town square in service convenience. Meaning benefit of both male and female consumer of Pizza Hut Manado town square still have the same or not much different or affected equally with convenience of the services. It is because both male and female have same perception of convenience like services, quality and taste of food and also environment.

**CONCLUSION AND RECOMMENDATION****Conclusion**

An analysis of the literature and the result of the research which was conducted indicate that among the majority of service convenience of Pizza Hut Manado town square continues dominate by male and female. This is characterized by large commitment customer to the decision convenience, access convenience, transaction convenience and benefit convenience of services. Therefore, the adopted hypotheses claiming that there is no significant difference between male and female convenience in term of access convenience and benefit convenience and there is a difference convenience perception in services between male and female in terms of decision convenience and transaction convenience. By continuously monitoring the services and convenience in the defined segments of male and female consumers, strives to stay ahead of the expectations of



its customers. The company, through regular market research, also consolidates its position in the other service categories by introducing new products, highly advanced equipment for making food and preparing the highest quality of environment to the customers that can make they feel comfortable.

### Recommendation

Recommendations of this research are:

1. Consumers' service convenience perceptions are influenced not only by the characteristics of the service and individual consumer differences but also by firm-related factors. Company can do much to improve consumers' convenience perceptions. They can lower consumers' actual time and effort costs in many cases and can always improve the quality of consumers' waits for service. Information is an essential tool. Of particular importance is information that reduces consumers' uncertainty and anxiety about delays, helps consumers use the service system properly and explains the reasons for delay. Decision convenience is important because making decisions about intangible and variable services can be difficult for consumers.
2. Firms can reduce the difficulty through clear, accessible information and brand-strengthening efforts that include reliable service performance. Not only does convenience affect service quality, but service quality also affects convenience. Access convenience is important because so many services require consumers' participation. Consumers must be present at the right time and place. Firms can improve access convenience by offering consumers multiple ways to initiate service, including the use of self-service technologies and also bringing the service to the consumer rather than bringing the consumer to the service. Transaction convenience is important because waiting to pay is especially unrewarding for consumers. Benefit convenience is important because a service's benefit is what consumers invest resources (including time and effort) to receive. Benefit inconvenience is common. Restaurant consumers complain about entrees that arrive at the table too late or too soon. Benefit inconvenience can reduce the benefit. it comes at the end of the consumer's service experience.
3. The results of this study can be used as a reference for the development and deepening of knowledge management marketing, especially consumer service convenience.

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