
**ANALYZING FACTORS THAT DRIVE REPURCHASE INTENTION OF HERBALIFE
NUTRITION SHAKE PRODUCT IN MANADO****ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI INTENSI MEMBELI KEMBALI PRODUK
NUTRITION SHAKE HERBALIFE DI MANADO**

By

Yosafat Timotius Moniaga¹**Sifrid S. Pangemanan²****Farlane Rumokoy³**

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

E-mail :

¹ yosafatmoniaga@gmail.com² Sifrid_S@yahoo.com³ princefarlent@gmail.com

Abstract : Herbalife Nutrition through the distributors provided a Nutrition Club that they called a place for breakfast and work out. In Manado, there lots of nutrition Club that has been operated since two years ago. The existence of this club indicates repurchase intention of this particular brand. The object of this study is to define the factors that drive customer intention to purchase Herbalife Shake products in Manado. This research is categorized an associative study and used quantitative method which utilizes confirmatory factor analysis as the tool of analysis. This study obtains primary data and sample is collected from Herbalife Nutrition Club members in Manado. The research results show that Customer Engagement factor, Product quality, Reference group, reliability, promotional, product packaging, tangibility, individual and psychological factor are the contributing factor in affecting the repurchase intention.

Keywords : *repurchase intention, customer engagement, product quality, reference group, reliability, promotional, product packaging, tangibility, individual, psychological factors.*

Abstrak : *Nutrisi Herbalife melalui distributor menyediakan Klub Nutrisi yang mereka sebut tempat sarapan dan berolahraga. Di Manado, ada banyak klub nutrisi yang telah beroperasi sejak dua tahun lalu. Keberadaan klub ini menunjukkan niat membeli kembali merek tertentu ini. Tujuan dari penelitian ini adalah untuk menentukan faktor-faktor yang mendorong niat pelanggan untuk membeli produk Shake Herbalife di Manado. Penelitian ini dikategorikan sebagai studi asosiatif dan menggunakan metode kuantitatif yang menggunakan analisis faktor konfirmatori sebagai alat analisis. Penelitian ini menggunakan data primer dan sampel dikumpulkan dari anggota Klub Nutrisi Herbalife di Manado. Hasil penelitian menunjukkan bahwa faktor Customer Engagement, kualitas produk, kelompok referensi, reliabilitas, promosi, kemasan produk, tangibility, faktor individual dan psikologis merupakan faktor pendukung dalam mempengaruhi niat beli kembali.*

Kata Kunci : *niat membeli kembali, keterlibatan pelanggan, kualitas produk, kelompok referensi, keandalan, promosi, kemasan produk, tangibility, individual, faktor psikologis.*

INTRODUCTION

Research Background

Manado was the city that has the highest obesity in Indonesia according to *Riset Kesehatan Dasar (RISKESDAS) 2013*, because the lifestyles of Manadonese. Indonesia is a developing country in Southeast Asia that sixty two percent of the population considering of obesity, nine percent of the population are underweight, fourteen percent of the population are overweight, and the fifteen percent of the population in Indonesia are Obese. Herbalife Nutrition has working quiet impressive for decreasing the people by suffer from obese. The result could be seen by the prospects of product Formula 1 “Shake” that in 2017, Herbalife Nutrition has sold for 6.6 Million cups of “Shake” meaning per day there are 220,000 cups consumed by the people of Indonesia. Imagine how many people each day consume the “Shake” as a breakfast replacement. The only assignments of the distributors Herbalife is to change the mindset of the Indonesian people, particularly Manado people.

Herbalife Nutrition through the distributors provided a Nutrition Club that they called a place for breakfast and work out. In Manado, there lots of nutrition Club in Manado that has been operation since two years ago. The independent distributor that makes the breakfast, which is the “shake” (Formula 1), is called consultants. The job of consultant is find out what are the need of the customers, the needs could be in three categories. The first one is to find out the body fats index of the customers, the levels water inside of the customer, and the lifestyles of the customer. When the consultant find out what are the issues then the consultants will make a “meal plan” and definitely have to be join the program in the nutrition club in order to prevent the bad condition that will happen.

Research Objectives

Regarding the problem, which has been formulated, the objective of this research is: Todefine the factors that drive customer intention to purchase Herbalife products in Manado.

LITERATURE REVIEWS

Marketing

Marketing defines oftenly is a satisfying customer’s needs and wants. However a lot of people disagree with that terms because people believe marketing does more than just satisfying customer’s needs and wants. Marketing involves more than just performed a group of people in a defined area or department. Marketing is about to give the best value of what are you created and give the best perfect relations between consumer and creator than just focus on seeling goods, services, and/or ideas.

Consumer Repurchase Intention

According to Keller (2001: 32), repurchase intention was an important key point for customer in order to maintain what were the need of the customer life and because it needed the customer would feel something awkward whenever the customer did not repurchase it again for example like soap and shampoo. Once the consumers decided to repurchase again the product in the store, the consumer intentionally would take the decision to take it because it was needed. According to Zeithaml (1988: 92) and Chell (2008: 103) repurchase intention might be altered by the influence of price, quality perception and value perception. O

Social Factors

Social Factors According to Kotler and Keller (2006: 76), there are 3 that social factors influenced the consumer behavior, such as:

1. Reference Groups

A person's reference groups consist of all the groups that have a direct (face- to-face) or indirect influence on his/her attitudes or behavior. Their reference groups in at least three ways significantly influence people. Reference groups expose an individual to new behaviors and lifestyles. And influence attitudes and self-concept; they create pressures for conformity that may affect actual product and brand choices.

2. Family

Family members can strongly influence buyer behavior. The family is the most important consumer buying organization in society, and it has been researched extensively. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services.

3. Roles and Status

A person belongs to many groups-family, clubs, and organizations. The person's position in each group can be defined in terms of both role and status. In Japan, with her parents, Yuni Shigeme plays the role of daughter, with her immediate family, she plays the role of wife; in her company, she play the role of store manager. A role consists of the activities people are expected to perform according to the persons around them. Each of Yuri's roles will influence some of his/her buying behavior. Each role carrier's status reflecting the general esteem given to it by society.

Factors driving the repurchase intention

Factors driving the purchase intention in this research are Customer Engagement factor, References Group factor, Product quality Factor, Reliability factor, Promotional factor, Product Packaging factor, Tangibility factor, Individual factor and Psychological factor.

Previous Research

The social status is one of the aspects that the people would increase their lifestyles-According to Igir (2010) people are change because the social aspects. For example if there is a family, middle class family with the enough income to maintain their life, and something magically happen and the family status from middle class family has increasingly become high class status, automatically the family social status will rise unconsciously, this case happen in almost every living people in the world, social status makes people believe they need to have a high lifestyles because if not heir social status will not following their current income. Surprisingly when people status increase the wants and need of people are rise as well, they spend more than before people love to spend to the things that really unnecessary for their life in order to make their lifestyles balance with their current income of life. This opportunity has been grab by the people who are smart enough to use their current emotion to selling the pleasure of people wants.

The quality and the trend of the product are making the products priceless. This statement came from the study of Kawengian (2015), he believed that when people are selling products or services they need to adapted to the situation of the world, for example five years ago people not really using social media to promote the products or services that they are selling, but now years later when one business does not have social media to promote the business, 80% of the conclusion is the business will run slower that one that having social media. So this is happen in the company that this guy looked up because company need to find out what are the people needs and wants continuously and that is the point to make the consumer become a loyal consumer and always love the products.

Conceptual Framework

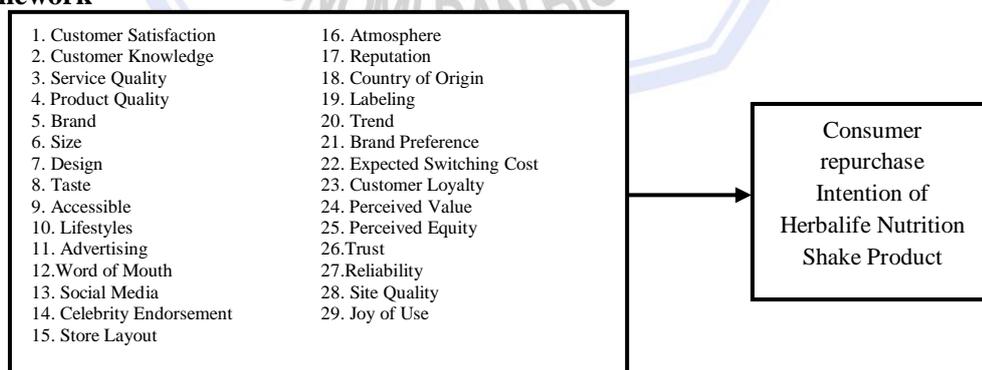


Figure 1. Conceptual Framework

Source: Emperical Review (2017)

Research Paradigm

The data that is used in this research is primary data, which is obtained through questionnaire distribution and uses numerical data, therefore the type of research is quantitative research.

Place and Time of Research

This research was conducted in Manado with the period for about one month started on November 2017.

Population and Sample

The population in the research is all Herbalife Nutrition Club members in Manado. Sample size is the number of observation in a sample. According to Sekaran and Bougie (2013: *p* 185), a sample of 100-500 is large enough to generalize the population. The sample size will be 100 customers of Herbalife nutrition customers who are consume the shake in Nutrition Club in Manado. There are 21 Nutrition Clubs that provide the shakes to consume every morning in Manado

Data Collection Method

This research will be conducted with two sources of data: Primary data is the data that is collected by the researcher directly from the original source or respondent where the research is conducted (without intermediaries). The primary data of this study gets from the result of questionnaire. Secondary data is the data that has been collected with the intention of solving the existing problem. The data source is from literature, articles, journals, books and website on Internet that relating to the research.

Analysis Method

In this research, Confirmatory Factor Analysis (CFA) will be used as the data analysis method Factor analysis important due to find the statistical method used to describe variability among observe, correlated variables in terms of a potentially lower number of unobserved variables. By performing exploratory factor analysis (EFA), the number of constructs and the underlying factor structure are identified. The following is the process of Factor Analysis:

1. Determine what variables that will be analyzed.
2. Test the variables that have been determined, using the method of Barlett test of Sphericity and MSA measurement (Measure of Sampling Adequacy).
3. Perform core processes on the factor analysis factoring or the variable that have escaped the previous variable test.
4. Perform factor rotation of the factors that have formed.
5. Interpretation of the factor that have been formed, in particular giving the name on the form factor, which is considered to represent variables members of these factors.

RESULT AND DISCUSSION

Variable Determination

Table 1. KMO Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.678
Bartlett's Test of Sphericity	Approx. Chi-Square	903.562
	df	406
	Sig.	.000

Source: SPSS output (2017)

Table 1 above shows that the significance score (Sig.) is 0.000 and this indicates a significant correlation, since the Sig. results is below 0.05. The KMO test shows the value of 0.678 which if the KMO result is greater than 0.5, than the sample is regarded as fit or adequate for analysis step.

The next step, is to conduct the Measure of Sampling Adequacy (MSA). In this step, the variable are analyzed further to obtain the adequate variable and which variables are to be excluded. To pass this step, each variables should have MSA score greater than 0.5.

MSA results test concludes that most of the variable are valid, though there are two variables which are invalid according to MSA results. The invalid variable are the Word of Mouth (x12) and Site Quality (x28). Therefore, these two variables need to be excluded, since they are not adequate for further analysis.

Communalities Estimation

Table 2. Communalities Results

	Initial	Extraction
x1	1.000	.684
x2	1.000	.638
x3	1.000	.672
x4	1.000	.662
x5	1.000	.691
x6	1.000	.684
x7	1.000	.730
x8	1.000	.779
x9	1.000	.673
x10	1.000	.792
x11	1.000	.786
x13	1.000	.692
x14	1.000	.555
x15	1.000	.643
x16	1.000	.590
x17	1.000	.476
x18	1.000	.648
x19	1.000	.507
x20	1.000	.592
x21	1.000	.578
x22	1.000	.672
x23	1.000	.611
x24	1.000	.762
x25	1.000	.538
x26	1.000	.711
x27	1.000	.745
x29	1.000	.611

Source: SPSS output (2017)

In variable x1 (customer satisfaction) the value is 0.684. This means that around 68.4% of the variance of this variable could be explained by the formed factors. In variable x2 (customer knowledge) the value is 0.638. Similar with previous example, this finding means that around 63.8% of this variable could be explained by the formed factors. This interpretation applies to all variable. To be noted, the variable x17 (Reputation) shows the value of 0.476. This indicates weak determination from the formed factor towards this variable, which is only 47.6 %, since this is below 50%. This variable will be eliminated in further analysis.

Factor Determination

In this step, the factors that will be used in the analysis will be determined. Components are filtered based on the criteria of eigen values. The eigen value should be greater than 1.00 and is sorted from the bigger to lesser value.

Table 3. Factor Determination Results

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.635	20.870	20.870	5.635	20.870	20.870	2.791	10.337	10.337
2	2.204	8.164	29.034	2.204	8.164	29.034	2.786	10.317	20.654
3	1.896	7.021	36.055	1.896	7.021	36.055	2.166	8.022	28.676
4	1.693	6.270	42.325	1.693	6.270	42.325	1.918	7.104	35.780
5	1.521	5.634	47.959	1.521	5.634	47.959	1.917	7.101	42.880
6	1.294	4.793	52.752	1.294	4.793	52.752	1.638	6.067	48.947
7	1.218	4.512	57.264	1.218	4.512	57.264	1.572	5.821	54.768
8	1.163	4.308	61.572	1.163	4.308	61.572	1.516	5.614	60.382
9	1.097	4.063	65.635	1.097	4.063	65.635	1.418	5.254	65.635
10	.917	3.395	69.031						
11	.877	3.250	72.280						
12	.835	3.093	75.373						
13	.745	2.759	78.132						
14	.703	2.603	80.735						
15	.664	2.458	83.193						
16	.614	2.276	85.469						
17	.508	1.882	89.395						
18	.466	1.724	91.119						
19	.417	1.545	92.664						
20	.353	1.308	93.971						
21	.343	1.269	95.240						
22	.329	1.219	96.459						
23	.292	1.083	97.542						
24	.268	.992	98.534						
25	.203	.752	99.286						
26	.193	.714	100.000						

Source: SPSS output (2017)

Table 3 shows the results of the forming of the factors. Based on the criteria explained before, the 26 variables has formed 9 factors, shown by the "Component" section, section 1-9 only. In section 10 onwards, the eigen values is 0.917 and this is not fit the criteria mentioned. Nine factors are the most optimal amount, based on the results.

Factor Interpretation**Table 4. Rotated Component Matrix Results**

	Component								
	1	2	3	4	5	6	7	8	9
x1	.277	.030	.483	-.203	.219	.298	-.246	.275	-.243
x2	.004	.130	.131	.148	-.069	.081	.208	.721	-.081
x3	.204	.490	.491	.019	.039	.310	-.132	.123	-.136
x4	.146	.053	.759	-.037	-.047	.080	.224	.004	.037

x5	-.207	.283	.572	.182	-.006	-.035	.009	.328	.314
x6	-.016	.052	.572	.383	.385	-.046	.218	-.087	-.043
x7	-.146	.175	.076	.096	.270	.749	.163	.041	.009
x8	.022	.094	.119	-.070	.047	.121	.845	.133	.042
x9	.437	.219	.223	-.084	.345	.045	.494	.089	-.067
x10	.139	.159	-.049	.016	.838	.077	.170	.084	-.014
x11	-.119	.208	.192	.099	.705	.102	-.167	-.164	.347
x13	.204	.397	.213	-.021	-.188	.496	.333	-.222	.075
x14	.072	.582	.127	.063	.174	.234	.268	-.184	.014
x15	.282	.429	.051	.116	-.157	.042	.192	-.547	.028
x16	.347	.507	.313	.053	.222	-.220	.007	-.077	.084
x18	-.125	.726	.075	.042	.015	.021	-.017	.123	.287
x19	.334	.420	-.113	.109	.120	.088	.074	.297	.280
x20	.630	.074	.168	.228	.158	-.071	.192	.068	.194
x21	.639	.345	.018	.060	.133	.126	-.005	-.111	-.033
x22	.532	-.269	.200	.163	-.091	.357	-.023	-.037	.335
x23	.770	.005	-.019	.024	-.095	-.056	-.011	-.031	.066
x24	.283	.101	.001	-.103	.146	.056	.030	-.065	.795
x25	.369	.048	.272	.112	-.090	-.228	.158	.379	.292
x26	.205	.138	-.064	.549	-.098	.490	-.061	.248	.174
x27	.182	-.119	.076	.824	.074	-.064	.000	.049	-.034
x29	.005	.259	.019	.719	.029	.127	-.082	.021	-.047

Source: SPSS output (2017)

Table 4 results displays a more real and clearer distribution of variable. The variable's score of greater than 0.05 will be included as the part of a component, while the variable with the score of lesser than 0.05 will be eliminated. Next, this result have obtained several variable that dominated each of the factors, which described as follows:

1. First factor consists of Trend (x20), Brand Preference (x21), Expected Switching Cost (x22) and Customer Loyalty (x23). To generalize, this factor is named as Customer Engagement factor.
2. Second factor consists of Celebrity Endorsement (x14), Atmosphere (x16) and Country of Origin (x18). This second factor is named as Reference factor
3. Third Factor consists of Product Quality (x4), Brand (x5), and Size (x6). This factor is called as Product Quality factor
4. Fourth factor consists of Trust (x26), Reliability (x27), and Joy of Use (x29). This factor is called Reliability factor
5. Fifth factor consists of Lifestyles (x10) and Advertising (x11). This factor is called Promotional factor.
6. Sixth factor consists of Design (x7). This factor is called as Product Packaging factor.
7. Seventh factor consists of Taste (x8). This factor is called as Tangibility factor
8. Eighth factor consists of Customer Knowledge (x2). This factor is called as Individual Factor.
9. Ninth factor consists of Perceived Value (x24). This factor is called as Psychological Factor.

Discussion

Customer engagement factor is one of the determining factors of repurchase intention of this Herbalife product. This finding is similar with the findings of Hermanto (2017) which stated that customer engagement has an influence towards customer repurchase intention. Satisfied customer will have emotional bond toward the

product. In the case of Nutrition Shake product of Herbalife, customer will both be satisfied with the product and obtain the multi-level marketing benefits of this brand, thus it is not easy to switch to other brand.

Reference factor also determines the repurchase intention. Reference factor is referring into the social class and reference groups. In this research, social class and reference groups refer to celebrity endorsement and country of origin. Consumer of Herbalife products will be influenced by the celebrity and have higher social class perception since these products came from the USA.

Product Quality factor is affecting repurchase intention of Herbalife's Nutrition Shake products. Product Quality is one of the most common factor, since people loves high quality product, where the feature of the product meets or even exceeds their expectation..

The next affecting factor is Reliability. Reliability is considered as how the product effectively and efficiently helps the need of the customer, or solves the customer's problem. Herbalife's Nutrition Shake products is considered to be successfully helping customer's diet program. In this findings, Reliability is complemented with several components like the Joy of Use. This means this product has the guides for the user to create various use of products, like combining it with other ingredients or serving it in many ways to make it more enjoyable.

Promotional factor is any push and pull marketing material, purposed to motivate people to repurchase the product. In this case, promotional factor is the advertising materials. The tool of the Herbalife Independent distributor to promote the products of Herbalife Nutrition Shake Products. In this case, Herbalife Independent distributor uses direct marketing materials, such as presentations and brochures or catalogue. Abdurrohman (2009) states a similar argument, that promotional factor affects repurchase intention. The existence of direct marketing, in this case, will lead to repurchase intention since customer could see the physical appearance of the product.

Product packaging factor refers to the product package design, the outer appearance of this Herbalife product. Design refers to the The development of products (goods) that are designed to meet customer satisfaction of Herbalife Nutrition Shake Product. Good package design, i.e colors, pictures, could create stimuli for customer to re-purchase the product. If Herbalife launches new nutritional shake mix with good packaging design, customer will be triggered and curious to taste the product.

The next factor is the Tangibility. Tangibility refers to the physicality of the mix, which is the taste of the product. Nutritional shake mix is an edible, consumable product. It means customer would take consideration of its taste and the variation of the taste, since they are going to consume it routinely and use them as substitution of meal. Onyemachi (2012) states also that taste is a significant factor influencing purchase intention of a beverage product.

Individual factor is also regarded as the affecting factor and it is composed with customer knowledge. Customer knowledge refers to understanding your customers, their needs, wants and aims. It is essential if a business is to align its processes, products and services to build real customer relationships This factor also stated in the study of Nurjannah (2010) that individual factor refers highly to attitude and life stage of a person, where person with certain attitude towards brand will choose certain products. And different life stage create different needs.

Psychological factors Individual factor is also regarded as the affecting factor and it is composed with customer knowledge. Psychological factor is the perceived value that a customer have, before his purchase or repurchase of the nutritional shake products. Perceived value refers to the worth that a product or service has in the mind of the consumer. For the most part, consumers are unaware of the true cost of production for the products they buy; instead, they simply have an internal feeling for how much certain products are worth to them. In this case, no matter how much the price is, customer has perceived that this Herbalife product has a high value for her need. The high perception of value is associated with trust of that brand. Wen (2011) strengthens this findings, that psychological factor such as perception of high value and trust, would lead to repurchase.

CONCLUSION AND RECOMMENDATION

Conclusion

To conclude, there are nine factors that drive the repurchase intention of Herbalife nutrition shake product in Manado, which are Customer Engagement factor, References Group factor, Product quality Factor, Reliability factor, Promotional factor, Product Packaging factor, Tangibility factor, Individual factor and Psychological factor.

Recommendation

1. Herbalife as a company should pay attention of this factors if they want to increase sales through buying repetition of their nutritional shake products in Manado. They also could use this factors to experiments with marketing other products in Manado.
2. Herbalife or marketing strategists could use this data as a reference to compare the factor that drive the repurchase intention across Indonesia, thus they could formulate better marketing strategy across the nation.
3. Other brands and researchers should pay more attention of this factors, to make decision and to use it as references. Especially those who operate in healthy food or food supplement industry.

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