

COMPARISON ANALYSIS OF CARGO SERVICE BETWEEN PT. GARUDA INDONESIA AND PT. LION AIR GROUP

ANALISA PERBANDINGAN DARI JASA PENGIRIMAN BARANG ANTARA PT. GARUDA INDONESIA AND PT. LION AIR GROUP

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Abstract: In companies engaged in the field services such as delivery goods that are currently needed by many people to deliver goods to various places far away so that it can be easily reached and fast. In delivery goods there are 5 things that need to be considered, namely price, trust, value, time and location for each company engaged in freight forwarding services. This study aims to analyze the comparison of cargo services between PT. Garuda Indonesia and PT. Lion Air Group in Manado. The population is peoples who using cargo service from Manado to another places, the sample is 100 respondents (50 respondents from PT. Garuda Indonesia and 50 respondents from PT. Lion Air Group). This study uses Pearson Correlation and for the analytical method used is quantitative by using the Independent Sample T Test analysis technique. The result of the research shows that PT. Lion Air Group has more dominant on price and location comparison between PT. Garuda Indonesia and last PT. Garuda Indonesia has more dominant on trust, value, and time comparison that PT. Lion Air Group. Companies more improve their service quality so they can provide better.

Keyword: *comparison and cargo service*

Abstrak: Perusahaan-perusahaan yang beroperasi di bidang jasa seperti jasa pengiriman barang yang zaman ini banyak dibutuhkan oleh banyak orang untuk mengirimkan barang ke berbagai tempat sehingga proses pengiriman barang menjadi lebih cepat. Dalam jasa pengiriman barang ada 5 hal yang harus diperhatikan, yaitu, harga, kepercayaan, nilai, waktu (kecepatan) dan lokasi. Penelitian ini bertujuan untuk menganalisa perbandingan jasa kargo antara PT. Garuda Indonesia dan PT. Lion Air Group di Manado. Populasi penelitian ini yaitu semua orang yang menggunakan jasa pengiriman barang yang mengirimkan barang dari Manado ke berbagai tempat lainnya, peneliti mengambil 100 orang sebagai sampel (50 responden dari PT. Garuda Indonesia dan 50 dari PT. Lion Air Group). Penelitian ini menggunakan Pearson Correlation dengan metode kuantitatif dan menggunakan teknik analisa Independent Sample T Test. Hasil penelitian menunjukkan bahwa PT. Lion Air Group lebih dominan dalam hal harga dan lokasi berbanding dengan PT. Garuda Indonesia dan PT. Garuda Indonesia lebih dominan dalam hal kepercayaan, nilai dan waktu (kecepatan) dibandingkan PT. Lion Air Group. Perusahaan sebaiknya lebih meningkatkan kualitas jasa sehingga mereka dapat memberikan pelayanan yang lebih baik.

Kata Kunci: *perbandingan dan jasa kargo*

INTRODUCTION

Research Background

Logistics is an industry and a vital part of any business model. In its most basic form, logistics management is the control and supervision of the movement of goods, however, the scope of logistics management can be far more reaching than that. The sphere of logistics management involves a multitude of different factors. Transportation management, freight and inventory management, materials handling, and order fulfillment are just a few of the factors that must be considered when it comes to logistics management.

With this development and increasing demand of shipping goods via air or sea and air freight become one of the easiest way to transfer these goods. While air freight is one of the most expensive modes of transportation when it comes to freight transporting services it is the most efficient in terms of speed. This can be seen from the increasing number of cargo companies worldwide. In Indonesia, TIKI JNE, MSA, Megacitra is the one of few name of cargo companies that has long been in this field. Not to forget airlines like Garuda, Singapore Airlines and other airlines also opened the world of cargo business. And based on kargo.co.id there are two cheapest cargo services in Indonesia, which are PT. Garuda Indonesia and PT. Lion Air Group.

Cargo service PT. Garuda Indonesia from March total 1.159 kg, April total 1.121,8 kg, May total 1.033 kg, June total 538 kg, and July total 1355 kg in 2018. Cargo service PT. Lion Air Group from March total 587 kg, April total 248 kg, May total 15 kg, June total 380 kg, and July total 356 kg in 2018.

Cargo is any goods that are transported by air (aircraft), sea (ship), or land (container truck) which is usually to be traded, both inter-region / city within the country and interstate (international), known as export-import. Cargo sent by air can be classified into 2 parts, namely general cargo and special cargo. In general, the parties involved in the cargo business are 3, namely the sender, transporter, and the cargo recipient. In addition, in shipping cargo there are also shipping documents for example air cargo documents.

There are three main parties related to cargo shipments, namely: Shippers may be individuals, business entities, carried out directly without intermediaries, or through the expedition services of ships or aircraft cargo expeditions. Today many people are using freight forwarder services. Delivery of goods, fast, cheap, and in short time estimates are rarely found, and they are commonly known as lightning packages. Price is very important for everyone who runs a business because the price affects buyer's perception and determination for every brand or service offered.

Prices can change quickly when determining a price offered and also price competition is a problem faced by everyone who runs the business. Therefore the authors are interested in conducting research on "Comparison Analysis of Cargo Service (General Cargo) Between PT. Garuda Indonesia And PT. Lion Air Group" means to find out if there is a differences in term of services quality provide by PT. Garuda Indonesia and PT. Lion Air Group through the lens and perception of the consumer.

Research Objectives

The objectives of this research is To find out the comparison of the cargo services between PT. Garuda Indonesia and PT. Lion Air Group and To provide information about the comparison that occurs in the cargo services between PT. Garuda Indonesia and PT. Lion Air Group.

THEORETICAL REVIEW

Marketing

Marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large (Armstrong et al, 2015).

Price

If the price is high customers expect high quality and their perception will be influenced by this expectation. From the consumer's perspective, price represents the amount of money consumers must give up to get the product/service (Zeithaml, 1988).

Trust

Trust refers to a positive belief about the reliability and dependability of a person or an object (Everard and Galletta, 2006).

Value

Found that, although there are different consumer expressions of value, perceived value can be captured in one overall definition as the consumer's overall assessment of the utility of a product/service based on perceptions of what is received and what is given, example a trade-off between perceived benefits and perceived cost (Zeithaml, 1988).

Time

Time is the one and only one non spatial variable that we need in order to describe the spatial evolution of any system under consideration (Christopoulos, 2014).

Location

Weber says that the location of every industry depends on the total cost of transportation and labor in which the sum of both must be minimizes. Location may affect the costs of an industry in securing a location. (Weber, 1929).

Previous Research

Handfield and Bechtel (2002) in their article the role of trust and relationship structure in improving supply chain responsiveness is in order to reduce cycle times between supply chain entities, managers must work to create new relational forms that rely on trust to a greater extent. We present a model suggesting that to build relationships based on trust, suppliers must invest in site-specific and human assets, and buyers must judiciously apply contracts to control for relative levels of dependence within the relationship.

Adenigbo et al (2014) their article analysis of the volume of air cargo traffic in major international airports in Nigeria. Air cargo transportation system is designed to provide fast and efficient shipment of goods. Fast and efficient because it is the fastest mode of transport and it is used safely to carry high valued goods.

Kim, Dekker, and Heij (2016) in their article the value of express delivery service for cross-border e-commerce in European Union markets is further growth of cross-border e-commerce in the European Union markets requires improved express delivery services. The framework presented in this paper identifies relevant contextual factors that affect express delivery adoption rates in European cross-border e-commerce. This framework leads to a set of hypotheses, both on the effects of express deliveries on financial performance indicators (order incidence, order size, and repurchase rate) and on the factors that drive demand for express deliveries (consumer income, logistic costs, and lead-time benefits).

Conceptual Framework

Conceptual framework explain about the comparison analysis of cargo service between PT. Garuda Indonesia and PT. Lion Air Group based on price, trust, value, time, and time.

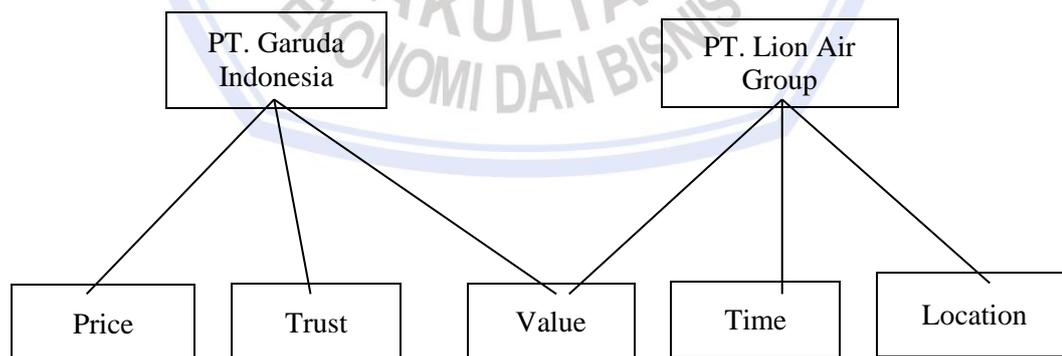


Figure 1. Conceptual Framework
Source: Data Analysis Method, 2018

RESEARCH METHOD**Research Approach**

The type of this research is quantitative research. There is a large body of cross-national comparative research, including the cross-national variation in public support for cuts in unemployment benefits (Fraile and Ferrer, 2005). This study uses Comparative study to compare two freight forwarder companies in terms in Manado.

Population, Sample and Sampling Technique

The population refers to the entire group of people, events, and things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2010). The research of this research is people who have been used the cargo services from Manado to another place.

This research using convenience sampling a non-probability sampling design in which information or data for the research are gathered from members of the population conveniently accessible to the researcher (Sekaran and Bougie, 2009).

The research sampling size is 100 respondents (50 respondents PT. Garuda Indonesia and 50 respondents PT. Lion Air Group in Manado).

Data Collection Method

The data used in this research consist of two types of data, which is primary and secondary data. Primary data are gained data from the result of questionnaire. And secondary data are taken from books, journals and relevant literature from library and internet.

Operational Definition of Research Variables

There are five variables in this research. It is used to make comparison between PT. Garuda Indonesia and PT. Lion Air Group (Price, Trust, Value, Time and Location).

Instrument Testing

The instrument test in this study is conducted based on testing of validity test and reliability test, using Statistical Program for Social Sciences (SPSS) version 20. Toward questionnaire design conducted is to perform reliability and validity test and to prove the truth of hypothesis and to know the relation rate between PT. Garuda Indonesia and PT. Lion Air Group.

Data Analysis Method, Validity and Reliability

In this quantitative data analysis there are explanations in detail of the process after collecting data till getting conclusions. In the validation test is the fixed procedure of the relevant test based on items that is by comparing between each item as the validity criteria. The reliability test is to make sure that the used measurement tool (questionnaire) is established by testing for both really consistent and stability in measuring comparison some cases, even though the observation has been conducted frequently at the different object.

Data Analysis Method, Validity and Reliability

The independent sample t-test evaluates the difference between the means of two independent or unrelated groups (Horn, 2008).

Technical Analysis

This is given section will explain about the overall analysis methods that are used in this current research, either the fundamental testing of the obtained data or the main analysis method of the tabulated data for proving hypotheses in this research.

RESULT AND DISCUSSION**Validity Test**

In this research, to measure the validity test of questionnaire will be conducted by comparing correlation index in Pearson product moment with significant level of 5%, it can be seen valid or not a research instrument.

Table 1. Validity Statistics PT. Garuda Indonesia

		PRICE	TRUST	VALUE	TIME	LOCATION
PRICE	Pearson Correlation	1	.255	.643**	.485**	.325*
	Sig. (2-tailed)		.074	.000	.000	.021
	N	50	50	50	50	50
TRUST	Pearson Correlation	.255	1	.062	.055	.170
	Sig. (2-tailed)	.074		.671	.703	.238
	N	50	50	50	50	50
VALUE	Pearson Correlation	.643**	.062	1	.647**	.413**
	Sig. (2-tailed)	.000	.671		.000	.003
	N	50	50	50	50	50
TIME	Pearson Correlation	.485**	.055	.647**	1	.242
	Sig. (2-tailed)	.000	.703	.000		.090
	N	50	50	50	50	50
LOCATION	Pearson Correlation	.325*	.170	.413**	.242	1
	Sig. (2-tailed)	.021	.238	.003	.090	
	N	50	50	50	50	50

Source: SPSS 20, 2018

Based on the table 1 shows that all the indicators of cargo service PT. Garuda Indonesia are above 0.05, since the Pearson correlation value is above 0.05, it means that all indicators of variables in this research stated as valid.

Table 2. Validity Statistics PT. Lion Air Group

		PRICE	TRUST	VALUE	TIME	LOCATION
PRICE	Pearson Correlation	1	.643**	.646**	.764**	.462**
	Sig. (2-tailed)		.000	.000	.000	.001
	N	50	50	50	50	50
TRUST	Pearson Correlation	.643**	1	.783**	.693**	.315*
	Sig. (2-tailed)	.000		.000	.000	.026
	N	50	50	50	50	50
VALUE	Pearson Correlation	.646**	.783**	1	.662**	.564**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
TIME	Pearson Correlation	.764**	.693**	.662**	1	.433**

	Sig. (2-tailed)	.000	.000	.000		.002
	N	50	50	50	50	50
LOCATION	Pearson Correlation	.462**	.315*	.564**	.433**	1
	Sig. (2-tailed)	.001	.026	.000	.002	
	N	50	50	50	50	50

Source: SPSS 20, 2018

Based on the table 2 shows that all the indicators of cargo service PT. Lion Air Group are above 0.05, since the Pearson correlation value is above 0.05, it means that all indicators of variables in this research stated as valid.

Reliability Test

In this research, to measure the reliability test of questionnaire will be conducted by the variable Cronbach's Alpha.

Table 3. Reliability Statistics PT. Garuda Indonesia

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.853	5

Source: SPSS 20, 2018

Based on the table 3 shows that all the variable are reliable, shows by the variable of Cronbach's Alpha 0,8 indicates good internal or consider that the data result is reliable.

Table 4. Reliability Statistics PT. Lion Air Group

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.881	5

Source: SPSS 20, 2018

Based on the table 4 shows that all the variable are reliable, shows by the variable of Cronbach's Alpha 0,8 indicates good internal or consider that the data result is reliable.

Group Statistic Result

The result from this given can be explained about comparison of cargo service, which are Mean, Standard Deviation, and Standard Error Mean.

Table 5. Group Statistic Result

	COMPANY	N	Mean	Std. Deviation	Std. Error Mean
PRICE	PT. Garuda Indonesia	50	19.1200	3.09470	.43766
	PT. Lion Air Group	50	19.1800	3.27445	.46308
TRUST	PT. Garuda Indonesia	50	19.9600	2.55519	.36136
	PT. Lion Air Group	50	18.2200	3.13173	.44289
VALUE	PT. Garuda Indonesia	50	20.3000	2.24290	.31719
	PT. Lion Air Group	50	18.7200	2.87168	.40612
TIME	PT. Garuda Indonesia	50	19.5400	2.90819	.41128
	PT. Lion Air Group	50	18.3600	2.93299	.41479
LOCATION	PT. Garuda Indonesia	50	18.0600	3.39513	.48014

PT. Lion Air Group	50	18.5200	3.18952	.45107
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Source: SPSS 20, 2018

1. Group statistics showed between PT. Garuda Indonesia and PT. Lion Air Group has different value from mean, standard deviation, and standard error mean. The conclusion, PT. Lion Air Group has more dominant for price comparison between PT. Garuda Indonesia in Manado.
2. Group statistics showed between PT. Garuda Indonesia and PT. Lion Air Group has different value from mean, standard deviation, and standard error mean. The conclusion, PT. Garuda Indonesia has more dominant for trust comparison between PT. Lion Air Group in Manado.
3. Group statistics showed between PT. Garuda Indonesia and PT. Lion Air Group has different value from mean, standard deviation, and standard error mean. The conclusion, PT. Garuda Indonesia has more dominant for trust comparison between PT. Lion Air Group in Manado.
4. Group statistics showed between PT. Garuda Indonesia and PT. Lion Air Group has different value from mean, standard deviation, and standard error mean. The conclusion, PT. Garuda Indonesia has more dominant for time comparison between PT. Lion Air Group in Manado.
5. Group statistics showed between PT. Garuda Indonesia and PT. Lion Air Group has different value from mean, standard deviation, and standard error mean. The conclusion, PT. Lion Air Group has more dominant for price comparison between PT. Garuda Indonesia in Manado.

Independent Sample T-Test

Independent Sample T-Test is used to test level of significant comparison two companies between PT. Garuda Indonesia and PT. Lion Air Group in Manado based on using cargo service variable.

Table 6. 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	95% Confidence Interval of the Difference	
									Lower	Upper
PRICE	Equal variances assumed			-.094	98	.925	-.06000	.63717	-1.32444	1.20444
	Equal variances not assumed	.001	.987	-.094	97.689	.925	-.06000	.63717	-1.32444	1.20444
TRUST	Equal variances assumed			3.044	98	.003	1.74000	.57161	.60566	2.87434
	Equal variances not assumed	5.220	.024	3.044	94.205	.003	1.74000	.57161	.60509	2.87491
VALUE	Equal variances assumed	4.753	.032	3.066	98	.003	1.58000	.51531	.55739	2.60261

E	Equal variances not assumed			3.066	92.569	.003	1.58000	.51531	.55664	2.60336
	Equal variances assumed			2.020	98	.046	1.18000	.58412	.02083	2.33917
TIME	Equal variances not assumed	.312	.578	2.020	97.993	.046	1.18000	.58412	.02083	2.33917
	Equal variances assumed			-.698	98	.487	-.46000	.65879	-1.76734	.84734
LOCA TION	Equal variances not assumed	.006	.939	-.698	97.620	.487	-.46000	.65879	-1.76740	.84740

Source: SPSS 20, 2018

1. Comparison analysis in terms of price between PT. Garuda Indonesia and PT. Lion air Group consumer using cargo service does not have significant comparison as shown by the sig. (2-tailed) in table 6 at point 1 price factor is $0.925 > 0.05$.
2. Comparison analysis in terms of trust between PT. Garuda Indonesia and PT. Lion air Group consumer using cargo service does have significant comparison as shown by the sig. (2-tailed) in table 6 at point 2 trust factor is $0.003 < 0.05$.
3. Comparison analysis in terms of value between PT. Garuda Indonesia and PT. Lion air Group consumer using cargo service does have significant comparison as shown by the sig. (2-tailed) in table 6 at point 3 value factor is $0.003 < 0.05$.
4. Comparison analysis in terms of time between PT. Garuda Indonesia and PT. Lion air Group consumer using cargo service does have significant comparison as shown by the sig. (2-tailed) in table 6 at point 4 time factor is $0.046 < 0.05$.
5. Comparison analysis in terms of location between PT. Garuda Indonesia and PT. Lion air Group consumer using cargo service does have significant comparison as shown by the sig. (2-tailed) in table 6 at point 5 location factor is $0.0487 > 0.05$.

Implication of research result

Consumer using cargo service in the development of the company is the cargo service of quality can be further enhanced in consumer service so that it is better than the previous and interesting by seeing variable such as price, trust, value, time and location of PT. Garuda Indonesia and PT. Lion Air Group. Danil (2017) contended that the air transport took the first place in safety of carriage and delivery time. The lowest transportation costs were achieved by waterways. Consumer using cargo service in the development of the company is the cargo service of quality can be further enhanced in consumer service so that it is better than the previous and interesting by seeing variable such as price, trust, value, time and location of PT. Garuda Indonesia and PT. Lion Air Group.

Comparison about Price between PT. Garuda Indonesia and PT. Lion Air Group

From the result of hypothesis testing that has been done obtained coefficient value on price variable is 0.925, with a significant value of 0.05. Probability value of 0.925 is greater than those the value of $\alpha = 0.05$, so it can be concluded that variable price does not have significant effect on development company.

Comparison about Trust between PT. Garuda Indonesia and PT. Lion Air Group

From the result of hypothesis testing that has been done obtained coefficient value on trust variable is 0.003, with a significant value of 0.05. Probability value of 0.003 is smaller than those the value of $\alpha = 0.05$, so it can be concluded that variable price does have significant effect on development company.

Comparison about Value between PT. Garuda Indonesia and PT. Lion Air Group

From the result of hypothesis testing that has been done obtained coefficient value on value variable is 0.003, with a significant value of 0.05. Probability value of 0.003 is smaller than those the value of $\alpha = 0.05$, so it can be concluded that variable price does have significant effect on development company.

Comparison about Time between PT. Garuda Indonesia and PT. Lion Air Group

From the result of hypothesis testing that has been done obtained coefficient value on time variable is 0.0046, with a significant value of 0.05. Probability value of 0.046 is smaller than those the value of $\alpha = 0.05$, so it can be concluded that variable price does have significant effect on development company.

Comparison about Location between PT. Garuda Indonesia and PT. Lion Air Group

From the result of hypothesis testing that has been done obtained coefficient value on location variable is 0.487, with a significant value of 0.05. Probability value of 0.487 is greater than those the value of $\alpha = 0.05$, so it can be concluded that variable price does not have significant effect on development company.

Limitation of research and Future recommendation

In this study about comparison analysis of cargo service between PT. Garuda Indonesia and PT. Lion Air Group in Manado which was a questionnaire given to all respondent in the Manado using cargo service PT. Garuda Indonesia and PT. Lion Air Group and who feel more satisfaction in the using cargo service PT. Garuda Indonesia and PT. Lion Air Group and can using more than 2 company or brands to make comparisons in the delivery goods of cargo service to another cities.

For the following future recommendations, the research suggests that the next researcher to further research on this title about comparison of cargo service between PT. Garuda Indonesia and PT. Lion Air Group in Manado not only for 2 company but outside company in Manado who using delivery goods of cargo service.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of the research, it can be drawn conclusions as follows:

1. There is no significant comparison analysis in cargo service based on price factors between PT. Garuda Indonesia and PT. Lion Air Group in Manado.
2. There is a significant comparison analysis in cargo service based on trust factors between PT. Garuda Indonesia and PT. Lion Air Group in Manado.
3. There is a significant comparison analysis in cargo service based on value factors between PT. Garuda Indonesia and PT. Lion Air Group in Manado.
4. There is a significant comparison analysis in cargo service based on time factors between PT. Garuda Indonesia and PT. Lion Air Group in Manado.
5. There is no significant comparison analysis in cargo service based on location factors between PT. Garuda Indonesia and PT. Lion Air Group in Manado.

Based on the following results; trust, value, and time are the cargo service quality that need to be maintain by the cargo service providers, as those can be the basic consideration for achieving cargo service customers satisfaction.

Recommendation

Based on the research and conclusions of the research, the recommendations given are as follows:

1. In developing cargo service the companies make marketing strategy should pay attention to more factors that influence consumer using cargo service likes price, value, trust, time, location.
2. For company: Recommend increasing the promotions of cargo service regarding such as prices and location with various methods that can be used and using existing media to promote cargo service. For

- example: facebook, brochure, newspaper, instagram, and twitter about the use of delivery goods from PT. Garuda Indonesia and PT. Lion Air Group in Manado.
3. Improve the service of PT. Garuda Indonesia and PT. Lion Air Group in cargo service such as more information to consumer, so that consumer are more comfortable in using cargo service. For example such as delivery and retrieval goods.

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