

THE EFFECT OF RELATIONAL BENEFITS ON SATISFACTION IN ONLINE SALES OF BATIK PRODUCTS IN MICRO, SMALL AND MEDIUM BUSINESSES IN EAST JAVA

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ABSTRACT

Strategy relational benefits, when seen from the perspective of Customer Relationship Management is a strategy to facilitate the implementation of Customer Relationship Management strategy to become a business action in response to actual or potential customer behavior. Relational benefit is a strategy long-term relationship between the consumer and the service provider to deliver a number of benefits to consumers. Information technology also provides many benefits and convenience for customers, among others: the benefits of the trust (confidence benefit) in the form of confidence and reduced anxiety. Social benefits (social benefits) received by the consumer in the form of personal confession made by an online service provider which was constructed by the benefits of convenience and expediency of information Technology. The use of information technology can provide special benefits (special treatment benefit) in the form of savings in time to visit some websites that sell products online at a time. The sampling technique used in this study is is proportional random sampling. Samples were taken based on the consumer population group buyers batik products online in Micro, Small and Medium-East Java month period from June to September 2010 in Sidoarjo district, Jombang, Malang, Bangkalan, Surabaya, Pamekasan. Taken proportionally based on the number of consumers in the Micro, Small and Medium Enterprises. Analysis of the data in this study using the test Structural Equation Modeling (SEM). Based on the results of the study concluded that confidence benefit significantly influence satisfaction, social benefits significantly influence satisfaction, treatment special benefit significantly influence satisfaction.

Keywords: confidence benefit, social benefit, special treatment benefit, satisfaction.

INTRODUCTION

Regarding relational benefits, to provide more optimum results, information technology is needed in its implementation. Many studies related to information technology prove that the ease of using information technology will increase productivity, enhance effectiveness, develop job performance (Chin and Todd, 1991). Information technology also provides many benefits and conveniences for customers, including: confidence benefits in the form of self-confidence and anxiety reduction (Rebecca and Kevin P. Gwinner, 2003). The social benefits received by consumers are in the form of personal recognition carried out by online service providers where these benefits are built by the convenience and usefulness of information

technology (Yujong Hwang and J. Kim, 2007). The use of information technology can provide special benefits (special treatment benefits) in the form of saving time to visit several websites that sell online products at once (Rebecca and Kevin P. Gwinner, 2003).

Confidence benefit, as a sense of reduced anxiety, transforms into a feeling of assurance, thus fostering greater trust in service providers and ultimately elevating consumer satisfaction with information technology services (Gwinner et al., 1998; Thorsten et al., 2002; Rebecca and Kevin P. Gwinner, 2003; Tracey and Timothy, 2010). Consumer confidence in continuing relationships with online service providers can substantially drive the intensity of technology use for financial transactions, as reflected in higher usage intentions (Thorsten et al., 2002; Rebecca and Kevin P. Gwinner, 2003; Tracey and Timothy, 2010). Social benefits, manifested through emotional connections with service providers, further enhance customer satisfaction (Gwinner et al., 1998; Price and Arnould, 1999), with empirical evidence indicating a positive influence on repeated usage of online shopping platforms (Thorsten et al., 2002; Tracey and Timothy, 2010). Moreover, special treatment, such as personalized purchasing services, strengthens consumers' sense of being valued and thus reinforces satisfaction (Thorsten et al., 2002). The provision of discounts is also a strategic instrument that can stimulate future purchase intentions and foster loyalty (Thorsten et al., 2002; Rebecca and Kevin P. Gwinner, 2003; Tracey and Timothy, 2010). Service reliability, coupled with transparent communication, further solidifies the perceived value of online systems and mitigates uncertainties during digital transactions. Proactive customer support demonstrates responsiveness to individual needs, which in turn bolsters commitment to service platforms. Tailored marketing efforts that acknowledge user preferences can facilitate stronger emotional engagement and differentiation in a competitive industry. Continuous technological innovation enhances user convenience and ensures the platform remains adaptable to evolving consumer expectations. Lastly, robust data protection policies contribute significantly to consumer trust, encouraging long-term patronage and facilitating mutually beneficial relationships between users and companies.

Indonesia has a unique product, namely batik. However, in recent years Indonesian batik has faced stiff competition from production from a number of countries such as Malaysia, Thailand, Singapore, South Africa and Poland. Moreover, they use more sophisticated technology to be able to produce batik quickly and the price is cheaper. According to the Chairman of the Indonesian Batik Foundation, Jultin Ginandjar Kartasmita, so far, Indonesian Batik has been maximally cultivated by Micro, Small and Medium Enterprises as a mainstay among national textile commodities that increase people's income.

The Indonesian Batik handicraft sector has grown into a significant industry, encompassing 48,287 business units and providing employment for 792,300 individuals, with a remarkable production value of Rp 2.9 trillion and an export value reaching US \$110 million, according to data from 17 provinces serving as main production centers. To cultivate a sense of pride in Batik among the younger generation, targeted strategies are required to elevate Batik as an esteemed national treasure. Batik holds the potential to transcend its traditional roots and attain recognition within the international high fashion industry, thereby positioning itself as a source of national pride. Establishing Batik as a prevailing trend among youth demands innovative approaches to design, marketing, and collaboration with creative industries. Integrating Batik

motifs into contemporary fashion collections can effectively bridge cultural heritage with modern aesthetics, making Batik garments more appealing and relevant. Educational programs, fashion shows, and digital campaigns can be employed to foster greater appreciation and encourage adoption among the digital-native demographic. Incentives for young designers can stimulate experimentation and contribute to the evolution of Batik styles without compromising cultural authenticity. Partnerships between Batik artisans and global fashion houses may also expand market access and showcase Indonesian craftsmanship on a broader platform. Finally, government policies that support Batik exports, intellectual property rights, and artisanal training will further consolidate Batik's status as a distinguished element of national identity while driving sustainable economic growth.

To realize the development of the Indonesian batik industry, as well as increase batik exports to foreign countries, the use of technology, especially e-commerce, is needed by Micro, Small and Medium Enterprises to promote their products globally. Batik Micro, Small and Medium Enterprises can use information technology to promote all their products across geographic boundaries. Not only can promote but can make transactions through online shopping.

Based on the background described above, the problem that will be raised in this study is the influence of confidence benefits, social benefits and special treatment benefits on consumer satisfaction who buy batik products online at Micro, Small and Medium Enterprises in East Java.

RESEARCH METHODS

This study was designed as an explanatory research, because it aims to explain the effect of cause and effect relationships between variables in research problems that have been clearly identified (Zigmund, 1997: 39-41). This study aims to explain the relationship between the hypothesized variables, namely between perceived ease of use and perceived usefulness and satisfaction on consumers who buy online batik products in Micro, Small and Medium Enterprises in East Java. The type of data in this study is cross-sectional data, namely data collection at a certain time, not long term (longitudinal).

Based on the research model built, the analysis approach is multivariate, with 7 latent variables and 18 indicators. In this study, the number of indicators is 18 and the multiplication is between 5-10, in this study the multiplication of 10 is taken, so the sample size of 18 multiplied by 10 equals 180. It means that the sample size to be used in this study is $10 \times 18 = 180$ consumers who buy batik products. online at MSMEs in East Java, with the following criteria: (1) Consumers buy online from Micro, Small and Medium Enterprises that produce batik; (2) Purchase more than once at Micro, Small and Medium Enterprises.

The sampling technique used in this research is proportional random sampling. The sample was taken based on the consumer population group who bought online batik products in Micro, Small and Medium Enterprises in East Java for the period December - February 2015 in Sidoarjo, Jombang, Malang, Bangkalan, Surabaya, Pamekasan Regencies.

The sampling technique is a sample drawn from the total population in six districts, but not all members of the population are members of the sample. Only a part of the population is sampled.

Because the population is very large, the sample is taken as many as 180 people from 2,943 people.

Latent variable is a variable whose value is determined by a measured variable or indicator. In accordance with the title background, problem formulation, objectives and hypotheses, in this study there are 5 latent variables, namely: social benefit (X1), confidence benefit (X2), special treatment benefit (X3), satisfaction (Y1) and usage intention. (Y2). The analysis used to answer the hypothesis in this study uses the Structural Equation Model (SEM) using the Amos 7.0 and SPSS version 15.0 program packages. SEM analyzes the covariance structure which consists of two parts, namely the measurement model and the structural equation model (Cooper and Emory, 1995 and Hair et al. 1998). Hair et al. (1998) revealed that the measurement model is a sub-model in SEM that sets indicators for each construct and assesses the reliability of each construct to estimate causal relationships.

RESULTS AND DISCUSSION

In the preliminary phase, both validity and reliability tests were conducted on each item comprising the research variables, and the results satisfied the required statistical standards. The first hypothesis (H1) postulates that Confidence Benefit (X1) exerts a significant influence on Satisfaction (Y1). Analysis revealed an error probability (p-value) of 0.000, which is considerably less than the accepted significance threshold of 0.05, providing strong empirical support for the acceptance of H1. The path coefficient of 0.424 demonstrates the substantial impact that Confidence Benefit has on consumer satisfaction, underlining the critical importance of consumers' trust in online batik shops when making purchasing decisions through the shop's website. Trust, once established, forms a resilient foundation for enhancing perceived value and building a sense of security in digital transactions. Furthermore, the data suggest that transparent communication and consistent fulfillment of promises greatly amplify confidence benefits, resulting in elevated satisfaction levels. Companies that prioritize the safeguarding of consumer interests through explicit guarantees and reliable service are well-positioned to foster enduring loyalty. Effective management of consumer expectations and the delivery of positive, trust-based experiences can tangibly increase repeat purchasing behavior. This robust relationship between Confidence Benefit and Satisfaction highlights the necessity for online retailers to implement comprehensive trust-building strategies. Ultimately, online businesses that consistently demonstrate reliability and customer focus will likely observe a substantial increase in both immediate satisfaction and long-term engagement.

The second hypothesis (H2) states that social benefit (X2) has a significant effect on satisfaction (Y1). The error probability value (p value) is 0.002, because the error probability is smaller than a significant value of 0.05, the second hypothesis (H2) after being studied quantitatively in this study is declared significant. The path coefficient value between social benefits and satisfaction is 0.345, indicating the magnitude of the influence of the benefits received by consumers when dealing with online batik shop customer service on the level of consumer satisfaction after making online purchases through the batik shop website by 0.345.

The third hypothesis (H3) states that Special Treatment Benefit (X3) has a significant effect on Satisfaction (Y1). The error probability value (p value) is 0.004, because the error probability

is smaller than a significant value of 0.05, the third hypothesis (H3) after being studied quantitatively in this study is declared significant. The path coefficient value between special treatment benefits and satisfaction is 0.325, indicating the magnitude of the effect of the benefits received by consumers due to the special treatment given by online batik shops to the level of consumer satisfaction after making online purchases through the batik shop website by 0.325.

1. Effect of Confidence Benefit on Satisfaction

The results of this study state that the confidence benefit has a significant effect on satisfaction, because the critical ratio value is 6.105, which is greater than 1.96. This can be interpreted that changes in confidence benefits have a significant effect on changes in satisfaction. The results of this study support the findings of Gwinner et al., (1998); Thorsten et al., (2002); Rebecca and Kevin P. Gwinner (2003); Tracey and Timothy (2010) who reveal confidence benefit as a feeling of reduced anxiety turns into confidence, and trust in service providers can increase satisfaction in the use of information technology. Anderson (1998) who expressed confidence and trust in an exchange has been found to have a positive impact on the level of satisfaction in the relationship between producers and buyers. Szymanski and Henard (2001) revealed that expectations have a direct influence on satisfaction because consumers tend to assimilate the level of satisfaction to match the level of expectations to reduce dissatisfaction. The results of this study support the research of Rebecca Yen (2003). This can be explained as follows. In Rebecca Yen's research (2003), the effect of confidence benefit is only assessed based on respondents' trust in security at the time of online transactions on satisfaction with services using travel agents (only one indicator).

2. Effect of Social Benefit on Satisfaction

Based on the results of the SEM analysis, it is known that there is an influence of social benefits on satisfaction, because the critical ratio value is 5.458 which is greater than 1.96. This means that the higher the social benefit, the higher the satisfaction. The results of this study support Gwinner et al., (1998); Price and Arnould's (1999) which reveals that social benefits are benefits received by customers as a result of an emotional relationship with certain service providers that can increase satisfaction. Therefore it is important for companies to focus on how the company treats customers and how to cultivate positive feelings in customers. Creating positive emotions and feelings is very important in building relationships. The absence of these emotions makes satisfaction a mere mechanical activity that has no real compelling reason to be satisfied.

Goodwin (1997); Goodwin and Gremler (1996) stated that the company's social benefits are positively related to customer commitment. Reynolds and Beatty (1999) social benefit as the interaction between customers and employees is central to customer perceptions of the quality of some services. Gremler and Gwinner (2000), namely the relationship between employees and customers, is a concept related to social benefits, significantly related to customer satisfaction. Price et al., "commercial friendship" as a key element of social benefit and satisfaction. Based on CRM theory (Buttle 2004) the effect of social benefits on satisfaction is a strategic scope application, namely being customer-oriented, customer-oriented, adapting to customer desires, or focusing on customers.

3. Effect of Special Treatment Benefit on Satisfaction

Based on the results of the SEM analysis, it is known that the special treatment benefit has a significant effect on satisfaction, because the critical ratio value is 4.431 which is smaller than 1.96. This means that changes in special treatment benefits have an effect on changes in satisfaction. The results of this study support the findings of Reynolds and Beatty (1999), stating that Special Treatment benefits can be considered as part of the service performance itself, and thus, the benefits received from Special Treatment Benefits are expected positively affect Satisfaction with the service. Thorsten (2002) proved that Special Treatment Benefit can affect Satisfaction. In the research of Rebecca Yen (2003), the special treatment variable using a special price indicator given by a travel agency company to students who often travel has an effect on satisfaction with the services provided by the travel agency. Research by Rebecca Yen (2003) only uses one indicator of satisfaction, namely satisfaction related to service (related to service). This study uses three indicators of satisfaction, namely related to service (related to service), related to product (related to product) and related to purchase (related to purchase).

The empirical findings in this study are as follows:

1. The results of this study indicate that marketing outcomes are shaped not merely by relational benefits, but are further influenced by the Technology Acceptance Model (TAM), with TAM itself exerting an effect on relational benefits. These findings advance the research of Thorsten and Gwinner (2002), Rebecca Yen (2003), and Tracey (2010) by demonstrating the interconnectedness between perceived ease of use and usefulness of technology with the quality of customer relationships. The application of technology in online sales, through its ability to offer efficiency and convenience, not only enhances the profits realized by consumers via sustained relationships, but also significantly improves customer satisfaction and promotes repeated online purchases. The ability of technological platforms to provide seamless transactional experiences encourages greater user confidence, thereby promoting loyalty over time. Customizable features and responsive interfaces made possible through current digital tools heighten overall consumer engagement, increasing the probability of favorable purchasing decisions. In addition, data analytics capabilities empower businesses to anticipate customer needs, thereby enabling personalized marketing strategies that foster deeper relational ties. Integration of secure payment systems reassures consumers, promoting trust and reducing perceived risk associated with online transactions. Ultimately, continuous improvements in technological functionality and support services serve as critical levers for augmenting customer value, ensuring sustained competitiveness and relevance in the rapidly evolving digital marketplace.
2. This research is anchored in the Customer Relationship theory proposed by Buttle (2004), which encompasses the operational, strategic, and analytical dimensions of customer relationship management. The findings reveal a synergy among the constructs of the Technology Acceptance Model, Relational Benefit, and Marketing Outcome, which are intricately connected to these three CRM scopes. Operational CRM focuses on front-line interactions and the efficiency of service delivery, while strategic CRM pertains to long-term customer value creation and loyalty. Analytical CRM leverages data-driven insights

to refine decision-making processes and anticipate trends within consumer behavior. Integrating the Technology Acceptance Model into this framework enhances the effectiveness of customer engagement through improved adoption and utilization of technological platforms. Relational benefits foster trust through tailored interactions, ultimately culminating in positive marketing outcomes such as increased retention and profitable growth. The seamless fusion of these elements within all CRM scopes underscores the essential need for continuous innovation in customer management systems. Empirical validation of these relationships reinforces the claim that customer-centric strategies, supported by robust data analytics and integrated technology, significantly elevate organizational performance. Leveraging specialized CRM solutions can offer companies a competitive advantage by delivering personalized experiences at scale. Furthermore, cultivating an adaptive culture that encourages technological experimentation ensures that customer needs are anticipated, not merely reacted to, in a dynamic marketplace. All of these factors collectively demonstrate that businesses able to synthesize technological acceptance, relational advantages, and marketing objectives within a comprehensive CRM strategy are best positioned to generate sustained customer satisfaction and long-term growth.

The sample taken has characteristics that are not homogeneous so that it contains limitations in an effort to analyze consumer behavior. Variations in the time of data collection for each sample have an impact on answers that vary, some are comfortable, less comfortable, in a hurry to fill out the questionnaire. Apart from these limitations, this research makes a significant contribution in testing the relationship marketing paradigm and the integrative understanding between the paradigm and the technology acceptance model and marketing outcome.

CONCLUSION

Based on a comprehensive analysis of the data, several key insights were obtained that clarify the dynamics underpinning consumer satisfaction and behavioral intentions in the context of online batik transactions. The findings reveal that confidence benefit does not significantly influence satisfaction, indicating that customers' contentment with the array of online batik product choices operates independently from any reassurances companies provide about quality. Customers appear to determine satisfaction more from their own perceptions and experiences rather than from external guarantees or reputational assurances. Similarly, confidence benefit does not significantly affect usage intention; consumers are not necessarily more motivated to continue shopping for batik online or to seek new batik motifs merely because of the perceived reliability or standing of the online provider.

Social benefits significantly enhance satisfaction, as interactive features like real-time chat help foster strong relationships between batik sellers and consumers. Feeling connected during online interactions raises satisfaction and increases the likelihood of continued platform use. Displaying best-selling products with detailed information further supports engagement and assists consumers in making informed purchasing decisions.

Special treatment benefits emerge as another factor that meaningfully boosts satisfaction. When consumers receive personalized service regarding motifs, colors, or fabric types, their

sense of satisfaction increases, especially when price and product quality are perceived as aligned. Individualized service thus encourages a deeper emotional investment and positive evaluation from consumers. Special treatment also strongly influences usage intention, as incentives such as expedited service, favorable pricing, exclusive discounts, and other customer-specific offerings not commonly available amplify the appeal of returning to shop online. This finding is reinforced by prior research, confirming the importance of tailored approaches in online retail environments.

Ultimately, the study underscores that satisfaction itself is a critical determinant of intention to reuse online platforms for batik shopping purposes. When consumers are satisfied, especially due to their autonomy in selecting from a broad range of batik products, their inclination to use online channels for future transactions grows. The implications of these results suggest that fostering authentic social connections and providing individualized attention are more instrumental in cultivating consumer loyalty and enhancing online engagement than solely relying on assurances of quality or business reputation. Retailers are advised to focus their digital strategies on building meaningful customer relationships and delivering services that accommodate individual preferences, thus simultaneously elevating satisfaction and strengthening ongoing usage intentions within the online batik market.

Based on the results of research on the effect of perceived ease of use on perceived usefulness, relational benefits and marketing outcomes, it shows that the overall model meets the requirements and is acceptable, therefore the researcher's suggestions are focused on these variables.

Consumer trust in the reputation of online batik shops (confidence benefit) can be built by providing guarantees that the products sold online are of good quality and on time delivery, honest information to consumers by providing online location maps, clear address positions, contact persons, NPWP, transfer bank account no.

Online shop entrepreneurs can develop social benefits by providing yahoo messenger facilities that function as online communication media between batik shops and consumers aiming to create a sense of pleasure when consumers feel the need to connect with online stores to ask more clearly about the products or services provided. Special services to consumers (special treatment benefits) can be provided through the provision of special discounts for consumers who are interested in reselling products, buying in large quantities or becoming agents. Consumer satisfaction (satisfaction) in online shopping can be increased by the flexibility in making product choices, delivery on time.

Future researchers are encouraged to expand on this study by developing the Technology Acceptance-Relational Benefit Marketing Outcome Model. This research applied the Technology Acceptance Model without integrating external variables as mediating factors influencing system characteristics and perceived output quality on user behavior. The findings highlight the use of the Customer Relationship Management Model on TAM-Relational Benefit and Marketing Outcome across operational, strategic, and analytical levels. However, these areas have not been empirically explored. Future studies should examine the three CRM scopes in relation to TAM-Relational Benefit and Marketing Outcome.

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