

Role of Customer Loyalty in Determining the Relationship between Service Quality and Customer Satisfaction

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ABSTRACT

This study will investigate and explore between service qualities which consist of several factors that influence customer loyalty in Selangor, Malaysia which affect customer's satisfaction. The service quality taken as perceived health, perceived price, perceived ingredients, perceived location, perceived time preparation and mediator of customer loyalty in explaining the dependent variable which is customer satisfaction on quality of burgers. The findings revealed that there is a significant impact of service quality on customer satisfaction via customer loyalty.

Keywords: customer satisfaction, perceived health, perceived price, perceived ingredients, perceived location, perceived time preparation, customer loyalty, Malaysia.

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INTRODUCTION

Germany is the first country in the world using the word "Burger" during World War II. The basic ingredient is only bread and slices of meat. This simple menu can provide enough energy such as protein, carbohydrate and calcium to survive in battle field. They must travel and explore many countries to conquer all the resources such as food, mineral, oil, and timber to fulfil their squad needs (Good, Barr, & Scates, 1941; Nguyen et al., 2019; Nikhashemi et al., 2013; Pathiratne et al., 2018; Seneviratne et al., 2019; Tarofder et al., 2019).

After United States of America becoming a leader in economic trade worldwide, fast food has grown even faster. Burger is very popular in United States because it is similar with sandwich which they always get for their daily breakfast menu. The ingredients are more aesthetic because they put more vegetable such as salad, onion, tomatoes, and cucumber. They also add on tasteful condiments such as ketchup, mustard, mayonnaise, and cheese (Lopez, Melendez, Sauer, Berger, & Wyssmann, 1998).

Then Fast Food Company takes advantage to produce burger patty in large scale and serve burger for breakfast, lunch and dinner. The most successful and worldwide brand for the fast food company is McDonalds. They had operated in more than 100 countries and serving more than 200 menus all over the world (Evans & Berman, 2001).

Today's Malaysian citizen is very familiar with international fast food brand such as Kentucky Fried Chicken, McDonald's, Burger King, Wendy's, Carl's Junior and A & W to enjoy their food offer especially burger. It is a big question for every burger lover on when and who started the burger business in Malaysia. Let we explore more to find the answer when I interviewed the founder of Ramly Burger at Cheras.

The main issue for early burger seller in Malaysia is to find suitable supplier for raw material such as burger bread, burger patty and variety of sauce. They must find all the stock directly at supermarket such as The Store and Great Wall which were very popular among burger seller in year 1970. Halal consideration is very important because the entire product is imported from our neighbour Singapore and Thailand (Ailawadi, Neslin, & Gedenk, 2001). The word "Di Tanggung Halal" on every product is enough to convince for the first timer to test and eat burger.

Based on the notion highlighted above, it is a must to discover the benchmark quality of the burger sold in Selangor, Malaysia. This will provide the information to the public towards the standard quality of burger and also will contribute to the understanding to all individual who directly or indirectly involve in this business regarding the factor that will probably influence the quality of burger (Aikman, Crites Jr, & Fabrigar, 2006).

There are too many burger sellers in Malaysia, especially in Selangor area which directly involved in producing burger patty such as Ramly Burger, Saudi Burger, Otai Burger, Yazid Burger, Kaw D Burger, Burger Byte and Burger Lab. The increasingly number of burger seller in Selangor area, obviously will reflect the quality of burger sell during the lunch or breakfast or dinner time. Customers are very selective in choosing quality burger because they very concern on healthy food.

Many burger producers still using traditional method which is putting 20% fat into the production line. They still use 80% minced meat in order to maintain the juiciness of burger patty (Aiello, Garman, & Morris, 2003).

This study would assist every customer's in Selangor area to obtain information regarding the quality of burger all over Malaysia. The information gathered would hope to be used as basic ideas to choose the best and high quality of burger offer by burger seller or burger producer. This study also provides a clear picture.

LITERATURE REVIEW

This section mainly identifies in literature overview related to the factor that influence to the burgers' quality in Selangor, Malaysia. Since this study focusing on the factor attributes of quality and customer perception towards the quality of burger in Malaysia, thus this section will be started with defining the quality, factor that influence on acceptance components along with the intentional behaviour to purchase decision that can be analysed by burger's operator to produce of quality products. The study will extremely review of previous relevant researches and studies that supported to the literature, also discussed and presented followed by some discussion on perception and other possibility of attributes(Good et al., 1941). Quality also can be described as characteristics, desirability, value and palatability attributes which are the major determinants of consumer acceptance and preference(Aaker & Keller, 1990). Today, many people are very conscious about health and health dimension to be important factor that attributes on influence perceived food quality and finally making decision on intention to purchase the product(Littrell & Dickson, 1997). Furthermore, this theory extended and integrates in explaining between both elements in consumer behaviour theory on relation of intention to purchase and consumer satisfaction. The intention to purchase is to identify the results after a trade-off between give and get components. While, consumer satisfaction will be explained the discrepancy between what consumers expected and experienced quality. The Total Food Quality Model in figure 1.1 has been used by many scholars in proposed in the literature (Aikman et al., 2006).

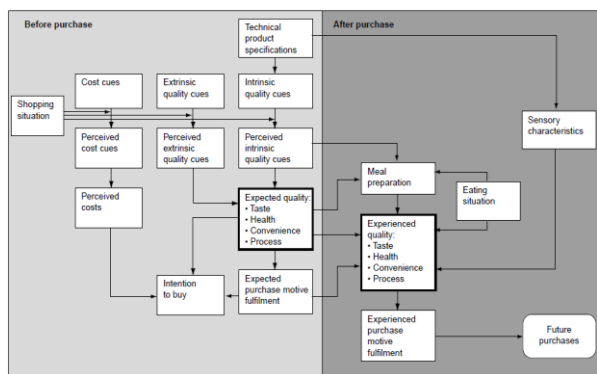


Figure 1: Total Food Quality Model (adopted from Grunert et al. 1995)

Price can be determined as the value in monetary to be paid in exchange to the particular product trading with energy, time and effort. Price is something to be or sacrificed in order to obtain a product. In general, cost means the total amount to be obtained in expense to get the particular products or services. Both price and value are working together in translating people's social cognitive in examine of consumer behaviour or in simple thing known as perceived value(Badar, 2008). There are some researchers who define in their research and measure accordingly the value as a relative variable to be value for money or price, whereas others have separate dimension to be cost or price associated with quality and identified as perceived price. Attribute to low level in multi-attributes model with actually price is a component of give in the model not as

get component. Thus figure 2.2, underline the component of price including perceived non-monetary, objective price and sacrifice. Thus, objective monetary price is not the customer capture price encoded in their mind but many people remember and encode the price is truly cheap or expensive that under their understanding. But some people not even bother about the price at all(Rettab, Brik, & Mellahi, 2009).

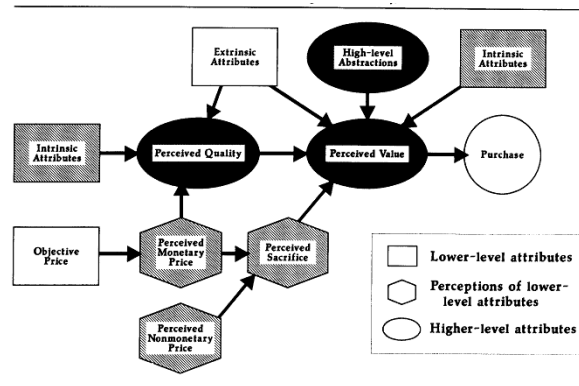


Figure 2: A mean-end Model relating price quality and value.

Economists would analyse behavioural customers as risk taker and at the same time accept price that is offered by the producer. Customers often access price information, decode it depending on their own understanding from previous knowledge purchasing and experience; informal information from colleagues, friends or family members; formal communication by influences of advertising and sales promotion; at online or purchase of point resources. Thus, the theories of consumer behaviour define that right-hand digit influence demand curve that represent of consumers' understanding acted differently and producer manipulating particular endings price as part their marketing strategies. Consumer behaviour theory suggests odd price supremacy and at the same time classifies it at image effect and level effects(Gorondutse & Hilman, 2012).

Image effects are anything that leads to buyer building perception about particular product, competition or store due to price of right digits. For example, customer may be manipulated by pricing strategy that the price of 99 at right end digit is special offer. That involves in customer's depiction processes information (mentality processing) regarding the price of digits that actually did not relate to any behaviour at all. Over the time, buyer may know the actual firm intention in price setting and then lead to understanding the correlation in price ending, discounted products and quality(Good et al., 1941).

Level effects are under-estimation effects that involve in person behaviour that let the buyer to fundamental process to turn or twist their perception over the price. For instance, the price of RM59.99 is lower than RM60.00 because of concerning level effects that the buyers feel inclines round up the digit number becoming nearest value.

In addition, different burger producer in Selangor will provide different burger quality to the burger seller. The burger sellers and burger producers play important role for different price and different quality. Some of the burger sellers are particular in burger quality because they can charge high price for one set of burgers. Some of burger

sellers are very apprehension with burger price because they can get lowest price from burger producer in Selangor area (Boddy, Ladyshevsky, & Galvin, 2010).

In Malaysia, many burger sellers position different ingredient in their burger when they try to attract customer. We can see and taste different quality of burger in every state of Malaysia. Every burger seller uses a basic ingredient such as burger patty, burger bun, vegetable and souse. In order to put high quality of burger, they must clever to find the best layer of vegetable and the best combination of souse. Normally, there is big selection burger patty and burger bun for burger seller in Selangor. They can choose either to sell for high quality of burger or low quality of burger offer by burger producer. Recently, Egypt started trials and experiments for cultivation amaranth (Ağan, Kuzey, Acar, & Açıkgöz, 2016). Therefore, owing to all these advantages, using such as a plant seeds may be substantial idea in testing it in the field of meat products to improve product quality and to save on raw material costs.

Another factor in determinant of ingredients quality is halal. Halal is a concept in Islam and halal is a dietary that following lawful or permitted by Islamic law. The idea of halal is generated by Islam and halal food are available for all type of people as halal provide food with hygiene and cleanness in the process through it preparation. Due to that reason halal industry plays an important role in emerging as most influence and profitable market zone in world business food by today. Opposite of halal is called as haram and haram means as prohibited or unlawful to be consumed (Zehir, Ertosun, Zehir, & Müceldili, 2011).

The ingredients of halal products must avoid from any physical contact with haram materials from sources of any dogs and swine in any manner whether in transportation, storage, serving and cooking. Customers now are much easier which is confident and informed from several of selection of halal food label if they are guided in correct and appropriate method. In Malaysia, special panel has been developed for customers to select in easier way of halal food during perform food purchasing Department of Islamic Development Malaysia (JAKIM).

Location is very important to find the best quality of burger. For example, burger seller in United States and burger seller in Kuala Lumpur have big different in providing quality of burger to the customer. In customer minded, maybe burger in United States is more quality as compared to burger seller in Selangor or Kuala Lumpur area. Generally, location will help burger seller to set up burger price because the most expensive area in Selangor such as Hartamas, Bangsar, and Damansara will be result higher price for burger. The less expensive area such Rawang, Sungai Buloh, Hulu Langat and Sabak Bernam will provide normal quality of burger with low price.

Regularly, local authority put some guideline before burger seller had been licensed in public area especially parking area, roadside, resident area, shop lot and food court. Burger seller must choose right location to sell burger because it will bring.

Duration mean time needed to produce the best quality of burger. Normally customer assume below 30 minutes is the normal quality of burger. What will happen if customer waits too long for one pieces of burger? This is very important for burger seller to explain every customer during he or she take order. Standard operating procedure for every burger seller in Selangor to produce one pieces of burger is 10 minutes. Otherwise it will depend on the

real situation either peak hour or not. Customer can put high quality for the burger if they can eat or take away below than 10 minutes. Burger seller must put priority in time preparation because it will affect time consumes for every customer. They can make decision to choose the best burger seller with the best time management in burger preparation.

Duration of burger have relationship with the quality of burger because every customer love to eat their burger in fresh form and hot delivery. Based on the interview with Abu Yazid founder of Yazid Burger, state that duration of burger preparation is part of successful to attract many customers from all around Selangor to try supersized burger. Burger patty, souse and bread are a daily produce to ensure customer will have very fresh burger in their life. After production hour, many customers take long queue for supersized burger.

Three decade ago, somewhere in 1980's the concept of customer loyalty has been identified and it only based on product or services quality (Gonring (2008). This concept did not explore in further because of customer mind set only demand the basic need of product and services. In beginning of 1990's, many companies started to transform slowly into focusing on customer driven; and segmenting customer to their need and want has been started after the company realize that customer are much smarter. However, in late 1990's, after realizing the important of responding with competitors, the company focus on identifying strength and weaknesses to compete to their competitors by introducing latest and distinctive benefit of the product in the market. Beginning of twentieth century the concept begins to shift to customer primary target and this evolved has created customer as a king and being treated with finest quality of product and services which according to their individualism character needs.

Getty and Thompson (1994), in their study find that customer loyalty is a customer who maintain a positive behaviour towards the service provider. Thus, customer loyalty can be identified as a concept on a customer focusing with intensive built the relationship to make customer trust and create positive behaviour. However, it is difficult to describe because of loyalty will be exist when they conscious and alert to certain product that lead to individual perceived differently by them toward particular product or services.

In most cases judgment in tangibility evidence is limited to service provider physical facilities, personnel and equipment. When customer purchased the goods, one question arises about consumer always employ many tangibles cue to judge the quality such as price, style, hardness, location, colour, feel, label packaging and etc. In the absence of tangibility evidence to evaluate the quality by consumers and they will depend to other cue in evaluate of quality. Many previous researchers omitted to investigate the other cue, although some researchers have suggested that price is an important factor in pivotal quality indicator in situation where other information is not available (Zeithaml, 1981). The intangibility of quality, it difficult for a firm to understand on how consumer perceived quality and when the firms really understand it, it is easy for them to evaluate in a desired direction (Kannan & Tan, 2006).

It is not hard to see why: companies do not rely only in cost efficiencies alone because today there are highly

competitive B2B markets. "Some scholars have reported that ultimately, high level of service quality will result in increased profits for the company"(Agrawal & Knoeber, 1996).

Hypotheses derived from above debate are:

H1:There is a significant nexus between perceived health and customer's loyalty

H2:There is a significant nexus between perceived price and customer's loyalty

H3:There is a significant nexus between perceived ingredients and customer's loyalty

H4:There is a significant nexus between perceived location and customer's loyalty

H5:There is a significant nexus between perceived time preparation and customer's loyalty

H6:There is a significant nexus between customer loyalty and customer's satisfaction.

METHODS

The research model suggests in factor that influence to the burgers' quality in Selangor, Malaysia are based on five factors: perceived health, perceived prices, perceived ingredients, perceived location and perceived time preparation. For this study a questionnaire with a total 29 questions were developed to measure the independent variables and dependent variable. Table 3.2 below illustrated variables being used.

A survey was conducted using a questionnaire with an expected sample size of 250 respondents randomly. The survey was used to answer questions on whether there is an association between consumer perceived health, perceived prices, perceived ingredients, perceived location and perceived time preparation. The survey with a total of twenty-nine (29) items measuring in a 5-point Likert type; value from 5 - Strongly Agree, 4 - Agree, 3 - Neither, 2 - Disagree and 1 - Strongly Disagree.

A conceptual framework is developed for explaining the customer satisfaction in accepting of quality burgers as illustrated in Figure 1. Below is a research framework:-

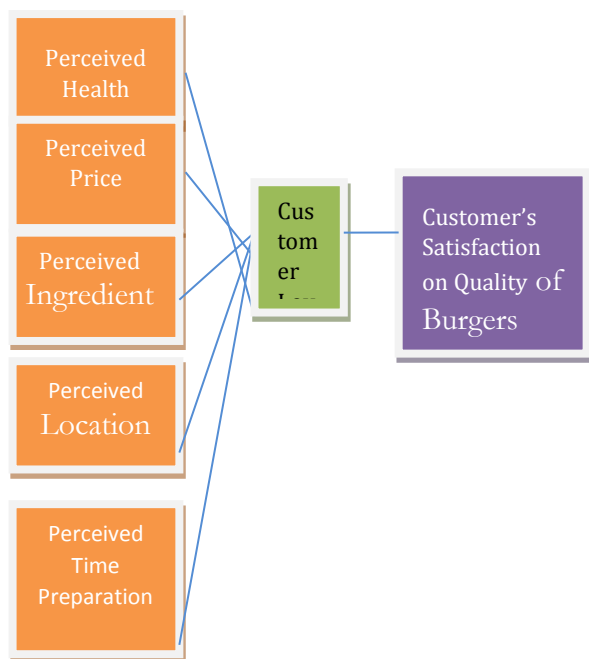


Figure 3: Model

Table 1: Representativeness of Variables

Variables	Operational Definition	No of questions
Perceived Health	Degree to which health factor consideration will affect to customer satisfaction on quality of burgers	4
Perceived Price	Degree to which pricing factor puts pressure and will affect to customer satisfaction of quality of burgers	4
Perceived Ingredients	Degree to which burgers' ingredients awareness by customers create pressure on customer satisfaction of quality of burgers	4
Perceived Location	Degree to which the location of particular burger operators will influence on customer satisfaction of quality of burgers	4
Perceived time Preparation	Degree to which time preparation of burgers as factors on customer satisfaction of quality of burgers	4
Customer loyalty	The degree on which customer loyalty level would influence customer to choose burger	4
Customer's Satisfaction on quality of burger	Degree to which the customers' acceptance on quality of burgers	5

Table 2: Summary of the Questionnaire Design

Variables	No of Items
Section A: Perceived Health	4
Section B: Perceived Price	4
Section C: Perceived Ingredients	4
Section D: Perceived Location	4
Section E: Perceived Time Preparation	4
Section F: Customer loyalty	4
Section G:	

Customer's Satisfaction	5
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Reliability test

Reliabilities were measured in all variables by using Cronbach's alpha in (Table 3.4).

Table 3: Reliability of the scales

Section	No. of Items		Cronbach's alpha
	Initial	Final	
Perceived Health	4	4	.633
Perceived Price	4	4	.775
Perceived Ingredients	4	4	.770
Perceived Location	4	4	.800
Perceived Time Preparation	4	4	.849
Customer Loyalty	4	4	.782
Customer's Satisfaction	5	5	.736

The multiple regressions equation as follows: -

Model 1

$$y = \alpha + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5 + \beta_6x_6$$

Where

α is the intercept point is customer's satisfaction (CS) of the regression line

y axis, β is the slope of the regression line,

x1 is perceived health (PH),

x2 is perceived price (PP),

x3 is Perceived Ingredients (PI),

x4 is Perceived Location (PL),

x5 is Perceived Time Preparation (PT)

x6 is Customer loyalty (CL)

To see the regression equation without moderate variable using of formula:

$$y = \alpha + \beta_1x_1 (PH) + \beta_2x_2 (PP) + \beta_3x_3 (PI) + \beta_4x_4 (PL) + \beta_5x_5 (PT) + \beta_6x_6 (CL).$$

Out of 350 questionnaires which were distributed to the people from various field in Shah Alam, Selangor, only 300 have answered the questionnaires. So the response rate about 85.71 percent which are considered sufficient for meaningful data analysis.

It is found in table 4.1 that perceived health among respondents was scored moderate (mean = 3.4608, sd = 0.85774). For perceived price was scored moderate (mean = 3.3608 sd = 0.73066). Perceived Price variable is holding

at (mean = 3.5983, sd = 0.79025) state that majority of respondents are influence by burger price in order to have customer satisfaction, perceived ingredients value is holding at (mean = 3.5983, sd = 0.79025) referring that ingredient inside of burger is an important factor for people's in making their confident in performing of customer's satisfaction. Perceived location have score at (mean = 3.3342, sd = 0.61899) as moderate mean. Perceived time preparation at mean score of 3.2350 (sd= 0.83292). Customer loyalty at mean of 3.2500 (sd=0.78340) and customer satisfaction at moderate mean (mean = 3.2760, sd = 0.79267).

Table 4: Descriptive (Mean and S. Deviation) Analysis of the variable

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Health	300	1.00	5.00	3.4608	.85774
Perceived Price	300	1.50	5.00	3.3608	.73066
Perceived Ingredients	300	1.75	5.00	3.5983	.79025
Perceived Location	300	1.75	5.00	3.3342	.61899
Perceived time preparation	300	1.00	5.00	3.2350	.83292
Customer loyalty	300	1.00	5.00	3.2500	.78340
Customer satisfaction	300	1.00	5.00	3.2760	.79267

ANALYSIS

Pearson Product Moment Correlation is used to determine the level of correlation between independent variable and dependent variable. This section summarized the results of hypotheses testing that being determined in this research. It is reviewed and shown in Table 4.2 below.

Table 5: Correlation between Independent Predictors: (Constant), CL, PL, PH, PT, PI, PP Moderator variable and Dependent variable

	PH	PP	PI	PL	PT	CL	CS
Pearson Correlation	.233**	.536**	.565**	.335**	.619**	.688**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	300	300	300	300	300	300	300

The results of Pearson Correlation test that has been conducted between dimensions of perceived health and customer loyalty. The findings showed that perceived health have positive relationship towards customer loyalty. Therefore, H1 is accepted. The perceived price and customer loyalty have positive relationship, so H2 is accepted. The perceived ingredients and customer loyalty reveal the positive correlation and it accepts the H3. The perceived location and customer loyalty have low positive correlation. Therefore, H4 is accepted. The perceived time preparation has positive relationship with customer loyalty and H5 is accepted. The relationship between the customer loyalty and customer satisfaction is significant. Furthermore, there is mediate high correlation between these two dimensions as correlation coefficient is at (0.688). Thus H6 is accepted.

In this research, regression analysis is used to analyse the effect of x1 is Perceived Health (PH), x2 is Perceived Price (PP), x3 is Perceived Ingredients (PI), x4 is Perceived Location (PL), x5 is Perceived Time Preparation (PT), x6 is towards Customer Satisfaction (CS).

The model summary table shows that R correlation of four independent variables with dependent variable Customer Satisfaction (CS) is equal to 0.770. After inter-correlation R square (0.770) is generated actually the square of R (0.584)². This means that 77 percent of six independent variables and one mediating variable have impact on the dependent variable.

Table 6: Regression analysis on Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.770 ^a	.593	.584	.51149	.593	60.870	7	292	.000

The ANOVA table shows that the F value of 60.870 is significant at the 0.000 level. This result reflects that 77 percent of the variance (R-square) in customer satisfaction has been significantly illustrated by the six independent variables and one moderate variable.

Table 7: Regression Analysis of ANOVA test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	111.474	7	15.925	60.870	.000 ^a
Residual	76.393	292	.262		
Total	187.867	299			

Regression analysis of coefficient test shown in table 4.5 is used to test the coefficient between independent variable and dependent variable. The five independent variables explain 77 percent of the variance in customer satisfaction. The results from the table shows that Beta of age (-0.211), perceived health (0.085), perceived price (0.134), perceived ingredients (0.056), perceived loyalty (-0.031), perceived time preparation (0.264) and customer loyalty (0.405). It means that every 1 percent increase of independent variable will effect by Beta for each variable. Based on the result, customer loyalty has the highest impact on customer satisfaction.

Table 8: Regression result on Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.720	.205		3.507	.001
PH	.079	.045	.085	1.736	.084
PP	.146	.066	.134	2.214	.028
PI	.056	.059	.056	.956	.340
PL	-.040	.054	-.031	-.741	.459
PT	.252	.049	.264	5.150	.000
CL	.410	.052	.405	7.846	.000

DISCUSSIONS AND CONCLUSIONS

The purpose of this study is to gain an understanding and to identify the factors influence of burgers quality, the relationship between all variables and the suitable model for burger operator to improve the quality of burgers in Malaysia with new variables derived from the customer's satisfaction literature. The concern is about the level of satisfaction, perception and acceptance of the quality of burgers in Malaysia. The results showed that it is reliable to use the five dimensions of the framework's instrument to predict the satisfaction and loyalty that lead to intention to purchase towards burgers. Since all Alpha values for the study are above 0.633, therefore, the method of predicting the satisfaction using five dimensions of the Theoretical framework is acceptable. This study will benefit corporate businesses, manufacturer, wholesaler, retailer, and marketer and business chains in Malaysia with deeper investigation from insight view of customer loyalty and satisfaction that will lead to building of customer confident in making purchase intention. Thus the finding of this study will suggest positive factor towards burger quality would have significant contribution for many burger owners to consider in increasing of customer's purchase intention.

This research provides valuable insight for burger provider and government agencies by indicating customer's loyalty and satisfaction as the most important dominants of creating intentional behaviour among the six predictors. The findings of the study suggest that creating a positive perception towards customer satisfaction may be significantly consideration for burger to increase consumer's purchase intention. These give the management of burger product an insight to develop effective marketing strategies to satisfy that value of potential customers.

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