



LAPORAN PENELITIAN MANDIRI

DOSEN DAN MAHASISWA MAGISTER MANAGEMEN

*An Encounter Heterogeneous Demand, Consumer Information and
Human Motivation for Increasing the Purchases*

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LEMBAR PENGESAHAN**The Societal Resources and Institutions: An Encounter
Heterogeneous Demand, Consumer Information and Human
Motivation for Increasing the Purchases****Wilhelmus Hary Susilo**

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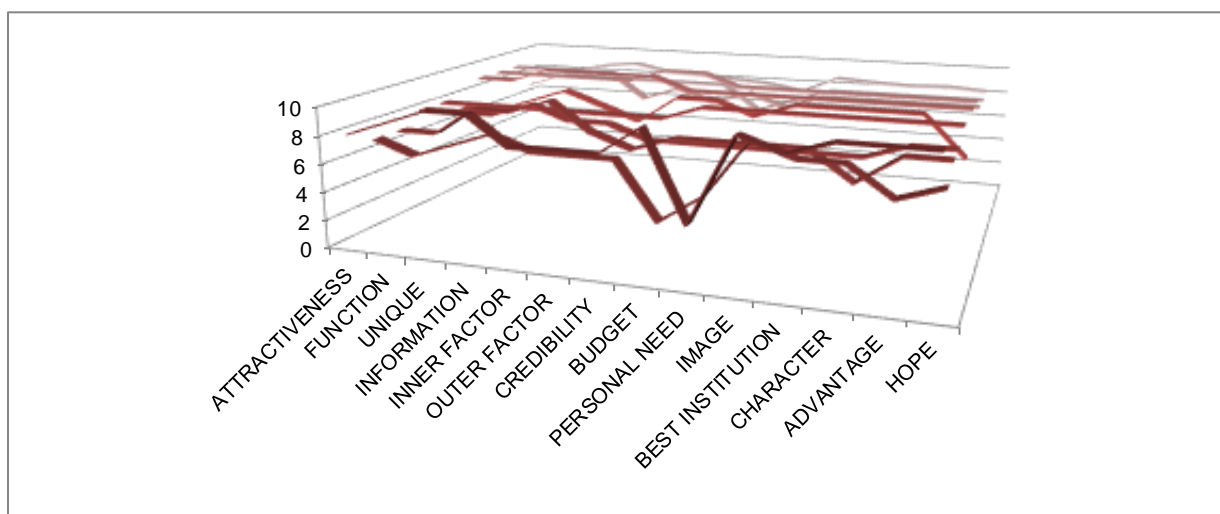
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BAB I. INTRODUCTION

The most higher education's in Jakarta have mix advertisement pertains, online sites use web advertisements and news papers as implement the communication channels that can interact with students. The higher education programs would increase the intellectuality of human being for the better future living. In Hunt (2011), entire the foundational premises of resource- advantage theory engagement to market position, than the demand across industries are heterogeneous and dynamic, also consumer information is imperfect and human motivation is less seeking. The current issues that founded by pre survey and indicated that message in mix advertisement, human motivation constrained of consumer to purchasing from consumer target were decreased situations in Jakarta. The data of the polygons lines showed in figure 1, below:

Figure 1. The polygons lines of the dimensions of message advertisement, human motivation and the purchasing of targeted consumers in higher education at Jakarta



(Source: pilot study 2017)

Data from Figure 1 above indicated that dimensions of personal need to choosing the institutions, price, transaction, attractiveness and function of advertisement were potential to

inquiry more on higher education in Jakarta, because the dimensions have less from the average rating from entire fourteen dimensions.

The behavioral intentions have more pay attentions', that Dimitriadis et al., (2011) has trust based segmentation on consumers with regards the managerial perspective, was proved to be meaningful. The information needed by consumers on the possibilities and benefits offered. Furthermore, the understanding of convenience consumers need inquiry leads with benefits and attitude based segmentations (Svein et al., 2009). The purchase decisions according to Ogden et al., (2004) have relationships with culture and then the managerial perspective indicated that the cultures lead to specific consumer purchasing. Therefore, a institutions needs to identified the consumers response to provide advertising for targeted segment and suggests standardized advertising (Ko et al., 2007). Moreover, from a managerial perspective, that Karpen *et al*, (2015), the critical implications for managers for understanding central on customers value an intensively interaction orientations to individuals rather than customer segments, because the most important value. Also the efforts to increase market share was an emphasis on creating a pleasant, entertaining for interested by consumers than just the products (Park, 2006). The customer loyalty to be crucial to provide the successful business organization, hence attracting new consumers would more expensive rather than retaining (Donio et al., 2006).

Recently, by reviewing, the great successful and performances of higher education institutions for made market segmentations conducted with understanding consumers need, demand and development the strategic focus on consumers oriented (Susilo and Yulius, 2013). Furthermore according to Best (2013), build the customer loyalty should has a strong customer focus, closed contact with them in an effort to provided a high level of satisfactions and the major benefit has long- run survivals. An empirical research attempting to inquiry this paradigm

is limited, hence segmenting market and advertisements in newspapers become important (Harris, 2007). Furthermore, the marketer for more effectively attracted targeted markets should understood about how the intra-national culture leads product purchases (Ogden et al., 2004). This empirical study would be explore and inquiry to answer the problems that; how does the role focus message of advertising and high motivation for increasing the purchasing of targeted consumers on Higher Education in Jakarta?

Theoretical backgrounds in our construction of hybrid model in figure 2 below, we considered the theory of consumers behavioral in global environment, which propose by Schiffman and Kanuk (2008), hence motivation as the power for pursuits, which gained from the critical situation for institutions. Second, we conducted two phase in structural equation modeling with confirmatory strategy and full information technique for maximum likelihood as the second theoretical framework for constructed hybrid model (Ghozali and Fuad, 2014). As introduced in Hunt (2011), that the market position could engage to competitive advantage that leads by societal resources and societal institutions.

The message in mix advertisement and high human motivation leads to purchase

The message in mix advertisement that consumers generally will collect the relevant in formations that marketers must take decisions to provided the content of the theme of advertising, should consideration about used the positively or negatively message in advertisement. Moreover, the objective and factual attractiveness would effectively for customers and in particularly the consumers emotions (Schiffman and Kanuk (2008).

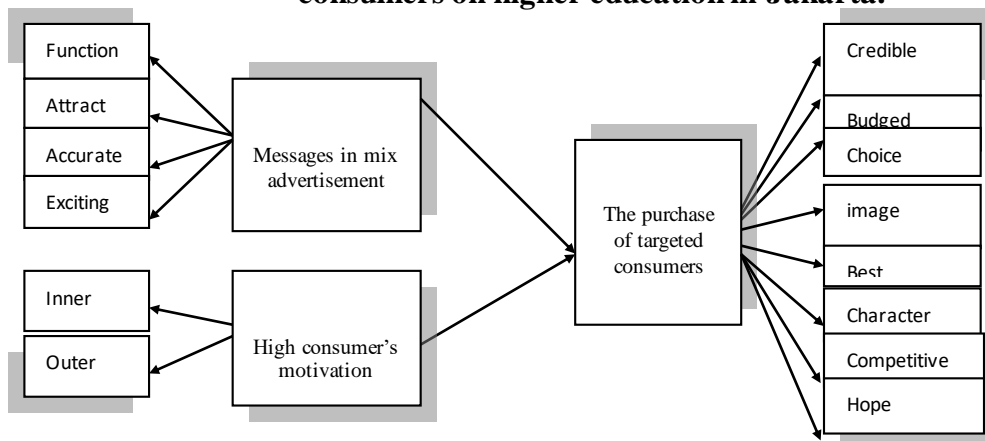
Nevertheless the motivation process model define from Schiffman and Kanuk (2008), motivation as the power inner human being individuality for makes action, that gained from the

critical situation for consumers because the need not accomplished. Hence, the consumers aim and the action base from learning and awareness process. Needs base market segmentation process pertains: 1). Needs based segmentation, 2). Segment identification, 3). Segment attractiveness, 4). Segments profitability, 5). Segment positioning, 6). Segment strategy, and 7) Marketing mix strategy (Best, 2013). The business can also planned of advantage from low cost that offered a lower purchase price to customers, hence marketers can also a well channel strategy in marketing strategy that pertains; customer needs, purchase behavior and customer profile (Best, 2013). The purchasing from consumer become very important for marketers, hence it could be strategic marketing as prudent, worldwide and effectively according to Schiffman and Kanuk (2008), the consumers purchasing theory was varied that depends the researcher assumptions about consumers behavioral. According to the previous research Kim et al., (2010), proved a research model of attribute of web advertisements (perceived informativeness and entertainment), and motivation factor to purchase (product involvement and trust toward websites) leads to intentions to purchase. Furthermore, the finding from research from Manchanda et al., (2006), advertising affects the purchase behavior. From the customers' perspective, the advertisement represent that product have an availability for awareness and customer satisfaction (Taylor and Fawcett, 2001). Further, an effect of internet display advertising in the purchase funnel, have positively influenced.

The Conceptual Frame Work and Hypotheses

In this study we explore the attempt that increased to purchase in higher education by students in higher education at Jakarta. A model was represented of theory (Hair et al., 2010), than in this inquiry we developed the hybrid research model of the role of message in mix advertisement and high motivation for increasing to purchase of targeted consumers on Higher Education in Jakarta. The conceptual frame work that would be inquiry, outlined in Figure 2:

Figure 2. The research framework for full hybrid model: the role of message in mix advertising and high motivation for increasing the purchasing of targeted consumers on higher education in Jakarta.



In this research, we applied each theoretical framework to provided the combined the hybrid research model. From this perspective of the message in mix advertisement and high motivation leads to purchase, and the basis of the results of previous research Kim et al.. (2010), Taylor and Fawcett, (2001), Harris, (2007), Hoban and Bucklin (2014), Manchanda (2006), Donio et al., (2006), Dimitriadis et al., (2011), Ko et al., 2007), in combination, effective outcomes and robust analyzed, we suggested the entire hypotheses, from our review of the previous literature.

An examining hypothesized dependence relationships cause, of the statistically significant and the predicted directions, hence also could be examined the variance-explained estimate for endogenous construct which are an analysis of the R^2 . (Hair et al., 2010). Next, in our research the endogenous variable was purchasing which an essentially for examine the variance- explained estimated. Our research would be confirm the following hypotheses:

Ha₁: Messages in mix advertisement is positively influenced to the purchase of targeted consumers.

Ha₂: High consumer's motivation is positively influenced to the purchase of targeted consumers.

METHODOLOGY:

Our operationalization, validation and investigation of increase the purchasing of targeted consumers on Higher Education consists of 3 stages of the measurement, sampling and data collection and data analysis

The questionnaire a structured technique was conduct for data collected that consists of a series of questions, written that respondent answers (Malhotra, 2010). The instrument was used self-administered questionnaire, when respondent completed themselves in paper format, Polit and Hungler (2002) and Cooper and Schinder, (2014), pertains entire research conceptual variables which measured on a ten- point rating scale (0= extremely disagree, 10= extremely agree). The rating scale was conducted for the instrument because respondent score an indicant without made the direct comparison to another higher institutions (Cooper and Schinder, 2014). The variable of the focus message of advertising that measured by four dimensions (attractiveness, function, unique and the information). Furthermore, the variable of high consumers motivation assessed by two dimensions (inner and outer factors). The purchasing variable was observed by eight dimensions included; credibility, budged, personal needs, image, best institutions, characters, the advantage and consumer expectations). Demographics information was collected for gender, age, income and graduates academic.

An evidenced of model stability and generalizability should be the outcome from well analysis and robust entire samples (Hair et al., 2010). The respondent were conducted with structural equations models analysis should be among 100 – 200 respondents (Ghozali and Fuad, 2014), the estimated method used was the maximum likelihood that gained the valid,

efficient and reliable parameters that support with multivariate normality data. The samples were from the higher education students enrolled at Central Jakarta. The questionnaire was administered during some regularly undergraduate (95.30%) and the post graduate (4.70%) class. We collected data that were used obtain from 127students, who represented more female 73.2%, age average 25.52 (± 7.10) years old and income, 59.8% lower than IDR 5 million.

The reflective measurement theory was based on the concept of the variables as that the latent constructs because that the measured variables and that an error outcome (Hair et al., 2010). Our research were conducted by latent construct pertains; the message in mix advertisement, high Motivation and purchase. The measurement model as first phase and continued with second phase was structural model used covariance matrix with maximum-likelihood were estimated simultaneously and causal model with latent variables and observed variables. (Ferdinand, 2014). SEM conducted in this study because it was the ability to confirmation strategy about the dimensions or indicators of a concept with latent variables, as well as to measure the relationship between variables that have been supported by theory and empirical research. Structural equation modeling used latent variables by the number of indicators that many theoretical terms it was better because it will be able to explain the measurement error in the model be better. Furthermore the procedure conducted with one - step approach hybrid full models (Wijanto, 2008).

The data were analyzed with conducted full information techniques on maximum likelihood estimated that could estimation the hybrid model of equation model system in simultaneously (Ghozali and Fuad, 2014). The structural model was between construct represented of its' relationships, that building from theoretical model and a causal model (Hair et al., 2010).

Nevertheless, in our research the structural equation formulated to express causality between different constructs as below in Equation 1:

$$PTC = \gamma.1 MMA + \gamma.2 HCM + \zeta.1 \quad (1)$$

Structural Equation Specification Notation:

Notation	Spesification
MMA	Exogenous Variables / Message in mix advertisement
HCM	Exogenous Variables / High consumers motivation
PTC	Endogenous Variables / increasing purchasing targeted consumers
Γ (gamma)	Direct link exogenous variables on endogenous variables.
Z (ZETA)	An error in the equation is between exogenous and / or endogenous on endogenous variables
	Error

RESULTS and DISCUSSIONS:

The result of multivariate normality indicated not fit because the Chi-square value was 1162.21, the degrees of freedom was 402 and p value was .00, hence as conducted the robust maximum likelihood methods for the analysis data. The co linearity test indicated fit because r value .72 less than .90. Moreover the fitting full hybrid models was determined not fitted with p value .00, $Chi-square/df=1162.21/402=2.89 < 5$ indicated fitted models and the *Root mean square error approximation* value was .12 > .04, for absolute fit measured (Hair et al., 2010). Our research indicated that the models was closed fitted models. Nevertheless, the results for overall the full hybrid models was indicated the closed fitted, cause the structural models was referred from theoretical model and causal model that meet the conditions necessary for causation. Furthermore, the measurement equation that had good contributed that shows Table 1, as below:

Table 1. The outcome of measurement equation

Variable	Indicators	Measurement Equations	Errorvar	R ²
MOTIVATION	M3-achievement and a career	M3=1.12*MOTIVATION	.38	.80
MOTIVATION	M2-pride	M2=1.07*MOTIVATION	.41	.74
PURCHASE	K8-image and the future hope	K8=1.08*PURCHASE	.44	.72
PURCHASE	K1-credible-trusted	K1=1.06*PURCHASE	.46	.71

Hypothesis testing

The structural equations model was evidenced the confirmed models as below in Equation 2:

$$\text{CONSUMER} = .38 * \text{ADVERTISEMENT} + .45 * \text{MOTIVATION} \dots\dots\dots(2)$$

The full hybrid model with path is indicating that an entire hypothesis tested was confirmed, with t_{value} 3.75 and 4.40 > 2.00. The motivation leads to purchasing better than advertisement with γ_{value} .45.

Furthermore, as the contribution with the simultaneous was 58% for prediction the endogenous variable the purchase of targeted consumers, which an essentially for examined the variance- explain estimate. Also for that closed fit model not guarantees that full hybrid model was the single best for represented of the data. Furthermore, our research still has of 42% another of constructs' that leads on the purchase, as like the product involvement (Kim *et al.*, 2010), the price, and service quality, supply chain effectiveness (Taylor and Fawcett, 2001), internet display advertising (Hoban and Bucklin, 2014), banner advertising on internet (Manchanda, et al., 2006), benefit segmentation (Olsen, et al., 2009) and trust-based segmentation (Dimitriadis, et al., 2011).

CONCLUSIONS:

The full hybrid models with closed fitted in this study was conducted with one-step approach confirmed strategic was pursue the confirmed entire hypothesis accepted. The entire predicted directions were greater than zero, which obtained for a positive relationship. Meanwhile, as Ko et al., (2007) provides insight on suggests standardized advertising to enhance the market, that shows there were differences among various segments. Furthermore the segmenting the market was the way for the future that well in investigated the price. (Harris and Bray, 2007). The customer concept were represented that among customers rather than customer segments appropriated for an inquiry. Meanwhile, as customers with focused more important of value network (Karpen *et al*, 2014). Nevertheless, the loyalty index could an adequate support for market segmentation, that would to be crucial to the success for business (Donio, 2006). From the managerial perspective, the resulted has the critical implications for the management on higher education's to improve the well planned for sustainability long life process.

Furthermore, as perspective from customers would be represents an implicit promise that institutions' had advertisement published. Hence the evaluated from the resulted that ability of retailers to product availability and met to customer satisfaction (Taylor and Fawcett, 2001). Than as an image and trust of institutions would increased innovativeness behavior rather the value of consumers (Rasool et al., 2017). Meanwhile, as the contextual comprises several component pertains; search base contextual, channel based, behaviorally and in-line advertising. Hence, as reach the consumers in web was highly effective got many information of general messaging and brand. Hence as the common advertising strategy would be build some awareness

between the product and consumer intention so that increased the purchase (Lal and Rahman, 2013).

Then we evaluated, as is shown in Table 2, we initially the quality of among latent variables, to determined whether measurement covariance matrix could be accurately explained.

Table 2. The covariance matrix of latent variables

Constructs	PURCHASES
ADVERTISEMENT	.69
HUMAN MOTIVATION	.71

As is shown in Table 2, we can predict that the approach to improving the mix advertisement and high motivation may enhance the purchasing. In particular the motivation directly and better influenced. On the basis of this result finding, we can suggest that advertisement and motivation may be an important construct when consumers find the credible of website and newspapers'. Therefore, indicators of motivation (M3)-achievement and a career, motivation (M2)-pride, purchases (K8)-image and the future hope and purchases (K1)-credible-trusted were the best for contributed build the constructs.

Theoretical implications from our marketing research, as after presenting the findings of the hybrid model with regards to the role of message in mix advertising and high motivation for increasing the purchasing of targeted consumers on higher education in Jakarta, we can draw the following significant theoretical implications. First, we attempt to occur the relevant theory such as behavior consumers, motivations and an elaboration likelihood confirmatory strategy model of our research, from the context of messages in mix advertisement. We can understand more

deeply high consumers motivation (e.g., achievement and a career also the pride from consumers) and the purchases of targeted consumers (e.g., image and the future hope also credible and trust from institutions). Second, we systematically were doing improvement in explaining the factors of online consumer's purchase of targeted buyer. We could evaluate on line and not by the consumers and had high motivation to purchases by examining whether the message in mix advertising and high motivation for increasing the purchasing of targeted consumers via simultaneous. Our finding would help for the targeted consumer in higher education to achieved consumers objectives. Finally we can confirmed from entire both exogenous variables that leads to endogenous variable. In particular, we determined that these hybrid model had closed fit to improved purchases, so our findings, we would provide two step approach hybrid model and than doing synthesis of an items that good contributed to entire constructs. Our findings can help to inform both of messages in mix advertisement (with four dimensions e.g., attract, function, accurate and exiting). Furthermore, the high motivations (with two dimensions e.g., inner and outer) also the purchase of targeted consumers (with nine dimensions e.g., credible, budget, choice, image, best, character, competitive and hope), to determined what the targeted consumer desire.

A practical implication from our research pertains:

First, base on our results regarding the role of messages in mix advertisement, it would be possible for online and not to analyze targeted consumers profiles and the motivations in higher education to recognized the degree of purchases. Second, as confirmed by our research model were generated in higher education. Thus we determined that the impact of entire dimensions e.g., attract, function, accurate and exiting that correlated to messages in mix advertisement could differ depending on the level of trust of website and newspapers', which performed in

reducing consumers risks for buying. Finally, the results of our inquiry warrant more comprehensiveness perspectives by targeted consumers in higher education that the hybrid model can be evaluated more holistic. Therefore, our hybrid model confirmed entire hypothesis' would proved helpful for on line institutions sites, more insight the motivations in higher education into the relative influenced purchases in targeted consumers (e.g., the spirit for learning process until the end, an increased the supported from parents and friends, The well organized campuses, best locations, competitive price and also have the wide-range in corporation with others institutions).

Limitations and future research directions, hence, this research has several limitations and for future research, that critical to evaluated of the result and contributions. First, the confirmed among hypothesis' result, that representative respondents and the amount of institutions, may limit for generalizability our outcome closed fit model. Therefore, the future research ought to require evaluating fit hybrid model with large respondents and with minimum for 3 institutions in higher education. Finally, our confirmed closed fit the hybrid model did not propose more comprehensive, because focus to purchase from targeted consumers in higher education. Therefore, for future research may be necessary to build more holistic hybrid model that leads to purchases. These results will help for refine more understanding by verifying and confirmation the application more factors to new hybrid model for increasing purchase targeted consumer in higher education.

The research allowed demonstrated that male and female that more dominants had motivated differently. An entire hypothesis' were confirmed so that could pursuit increased more sustainability in higher education. The higher education should be aware to build consumer targeted conducted on enhance the loyalty programmed like the continuous learning. This study

extends the current the role of message in mix advertising and high motivation for increasing the purchasing of targeted consumers on Higher Education in Jakarta that transformed into the full hybrid models. The full hybrid models in this research were attempted data collected techniques informed the findings that are presented as two hypotheses confirmed. Finally, the height impact of messages would increase on involved attention catching images with inquiry framing (Cervellon, 2012). Hence as to fully explore about consumer targeted area, so that could pursuit increased more sustainability in higher education. Hence, on a cross-sectional study across several higher education's can be useful in informing development research project aiming at pursuit sustainability. Indeed, that the study more critical could be for the dimensions testing. Nevertheless the practical implications as a set of the guidelines a marketing plan effort to sustainable that could be increase targeted consumers, which determined by the mix advertisement and educated the students. The originality as value in this research were the full hybrid models of the role of message in mix advertising and high motivation for increasing the purchasing of targeted consumers on Higher Education in Jakarta were confirmed that the entire hypothesis accepted and which gained for a positive relationship. Moreover our results demonstrated that well advertisement with the dimensions pertains; attractiveness, eye catching, the full of color, unique and well information would increased to attempt purchasing. Indeed, the motivation with the dimensions included; inner and outer power would be increase the purchasing that with conducted the dimensions divided; credibility on institutions, pricing, unique, well image, best quality institution, character, competitiveness, met the expectations on higher education. The motivation of consumer's pursuit better than the role of message in mix advertising to leads purchasing.

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Appendix A.

Noted: all items are anchored for “0” (strongly disagree) – “10” (strongly agree)

The constructs and dimensions:

Messages in mix advertisement

- Attract
- Function
- Accurate
- Exciting

High consumer’s motivation

- Inner
- Outer

The purchase of targeted consumers

- Credible
- Budget
- Choice
- Image
- Best
- Character
- Competitive
- Demand

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