

# HOW CUSTOMER VALUE AND WORD-OF-MOUTH (E-WoM) AFFECT CUSTOMER SATISFACTION WITH FASHION CONCIOUSNESS AS A MODERATING VARIABLE

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## ABSTRACT

This study aims to determine the effect of customer value, e-WOM on customer satisfaction moderated by fashion consciousness. This study uses a quantitative approach with a questionnaire method. The population in this study is the people of Jakarta who have shopped for secondhand clothes. Using non-probability sampling method with purposive sampling technique. Data analysis using Smart PLS. The results showed that customer value and e-WOM had a positive and significant effect on customer satisfaction. Fashion consciousness is able to moderate the negative but significant effect of customer value on customer satisfaction. Fashion consciousness is able to moderate the effect of EWOM on customer satisfaction positively and significantly.

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh nilai pelanggan, e-WOM terhadap kepuasan pelanggan dimodifikasi oleh kesadaran mode. Penelitian ini menggunakan pendekatan kuantitatif dengan metode kuesioner. Populasi dalam penelitian ini adalah masyarakat Jakarta yang pernah berbelanja pakaian second. Menggunakan metode non-probability sampling dengan teknik purposive sampling. Analisis data menggunakan Smart PLS. Hasil penelitian menunjukkan bahwa nilai pelanggan dan e-WOM berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kesadaran mode mampu memoderasi pengaruh nilai pelanggan terhadap kepuasan pelanggan secara negatif namun signifikan. Kesadaran mode mampu memoderasi pengaruh EWOM terhadap kepuasan pelanggan secara positif dan signifikan.

## INTRODUCTION

Nowadays clothing is not just a major need but also has another function that reflects the personality of the person who wears it. So the need for clothing and *fashion* increases along with the high demands of a person to look good and professional and in accordance with every event he is visiting. A number of *thrift shops* in Jakarta are doing various ways to provide good solutions to deal with various customer complaints. With the advent of new markets, where products and resources are used and redistributed, marketers must find new ways to direct and manage their business (Yrjölä et al., 2021). Competition in the world of *thrift shops* today, especially in terms of increasing customer satisfaction, the increasing number of businesses that sell second clothes makes a lot of attention to the services provided by each of these businesses to customers to attract customers. The priority thing for businesses that sell these *second* clothes is customer satisfaction, because when customers feel satisfied with the service provided, these customers will become more

frequent in making purchases in the company. The increasing number of people *selling second* clothes makes the opportunity to attract customers a very fierce competition in companies that sell *second* clothes. Every company that sells second-hand clothing must determine the right strategy as well as by providing customer value. The *customer value* of each company and its customers is certainly different. With the increasing competition in the field of *thrift shop* business, customer expectations when spending a certain amount of money to buy *second* clothes become higher. Customers expect products that are still good, good and attractive designs, affordable prices, good service, and others. With the amount of value that customers expect it makes the company set a good strategy to meet customer desires and expectations by measuring customer value.

Currently, the second clothing industry is growing in Indonesia, including in the Jakarta area, currently many people like to use *second* clothes. Most customers of the *thrift shop* business are teenagers, the popularity of *second* clothing is increasing because many people consider *second* clothing as a unique and classic fashion, thereby increasing customer satisfaction with second clothing products. Globally, *online* shopping, especially shopping for second-hand goods or used clothing *online*, has now become a rapidly growing segment (Fernando et al., 2018). Customer satisfaction is an important thing that must be created by all companies, one of the important elements in achieving customer satisfaction is *electronic word of mouth* and customer value. According to (Rahayu, 2020) Customer satisfaction is the feeling that customers feel for the experience they get with the expected. Customer satisfaction is a person's desire to get satisfaction in a product or service (Pasaribu et al., 2019). According to (Fornell et al., 1996) Customer satisfaction is how to measure a product to be able to meet or exceed customer expectations. Customer satisfaction is how a customer's perception of being happy or sad about a product or service with what he expects (Kotler et al., 2016). Customer satisfaction will increase along with the quality of services provided by the company. But if the company wants to achieve customer satisfaction it must be by providing good quality to customers. If the performance of a business is in accordance with customer expectations or exceeds customer expectations, customers will feel satisfied, but if the performance of a business is below expectations, then customers will feel dissatisfied. Customer satisfaction with a product is influenced by factors that come from inside and outside the customer (Qomariah, 2017).

Customer value is the overall customer assessment of the usefulness of a product based on the perception of what is received and what is given (Zeithaml, 1988). Customer value is a customer's estimate of the benefits on a product, based on their perception of what the customer receives and that the manufacturer offers (Suhendra et al., 2017). Kazakeviciute et al., (2012) states that the perceived value of the customer takes into account one of the main aspects of sales differentiation, since it defines the customer's beliefs and desires, expectations after purchase and during the process of product consumption. (Zeithaml, 1988) explaining that the perceived value of the customer is personal and individualist. Results of the study (Hasfar et al., (2020) shows that customer value has a positive and significant influence on customer satisfaction. The results of research on the influence of customer value on customer satisfaction of local brands show that customer value has a positive and significant effect on customer satisfaction (Candra et al., 2018). Research conducted by (Lutfiyani et al., 2019) states that customer value affects customer satisfaction.

In addition to customer value, a factor that can affect customer satisfaction is the electronic word of mouth (EWOM). According to (Hennig-Thurau et al., 2004) e-WOM is any informal

communication that exists on the internet regarding products, services, and brands. e-WOM is a positive or negative statement given by potential customers and other consumers about a product through internet media (Itasari et al., 2020). Social media is a useful tool for everyone to be able to communicate with others to share information. Social media users can be useful as a means of information for the public to find out the products sold by the thrift shop business, so that the products offered have the opportunity to get new customers. Most potential customers will do a search for information first before making a purchase. Customers who feel fulfilled their level of satisfaction with the products and services provided by a company will increase the purchase commitment, among others, with the decision to repurchase. Research conducted by (Seo et al., (2020) point out that *electronic word of mouth* is useful for showing positive reviews on social media and motivating customers to make positive comments about their experience shopping on social media.

Customer value and *electronic word of mouth* (EWOM) provide an impetus for customers to establish a strong relationship with the company. With a relationship like this, it can allow companies to understand customer expectations and their needs. Thus, the company can increase customer satisfaction. Companies can maximize a pleasant customer experience and minimize less pleasant customers. Customer value and *electronic word of mouth* (EWOM) play an important role in shaping customer satisfaction, while also being related to creating profits for the company. The higher the quality of customer value, the more customer satisfaction will increase. Customer satisfaction with a business can be interpreted as a situation where customer expectations of the products they sell and the quality of services provided are in accordance with the reality received about the product and the quality of service provided to customers. Customer value is also a factor that can shape customer satisfaction so that customers use the products or services provided by the company and find that the product or service provides added value.

(Nam et al., 2007) states that *fashion consciousness* is the extent to which a person engages with style or clothing. (Lertwannawit et al., (2012) says that fashion awareness is a person's desire to follow and adopt a *ter- up to date* style to maintain his social media status. Fashion awareness is defined as the degree of involvement of a person with style or *fashion* and interest in appearance (Nam et al., 2007).

H1 : customer value has a positive and significant effect on customer satisfaction

H2 : e-WOM has a positive and significant effect on customer satisfaction

H3 : Fashion conciousness has a positive and significant effect on customer satisfaction

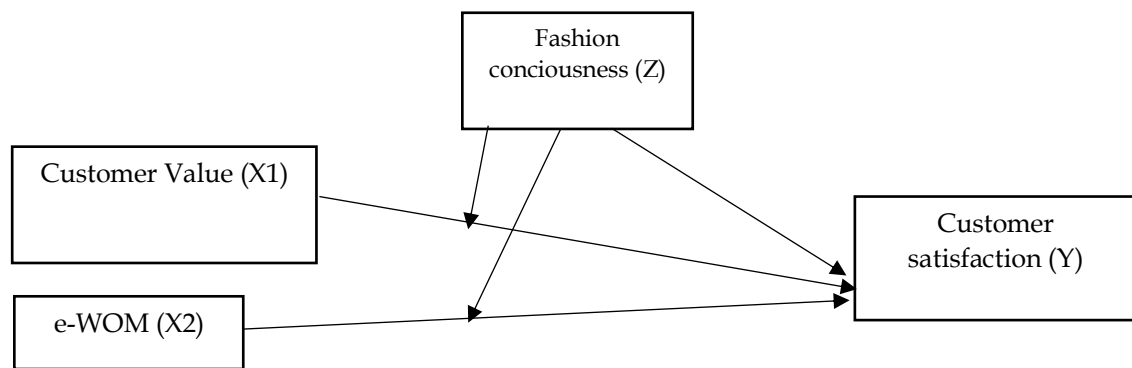
H4 : fashion awareness moderates the influence of customer value on customer satisfaction

H5 : fashion awareness moderates the influence of e-WOM on customer satisfaction

Based on this explanation, this study aims to determine the influence of customer value and *electronic word of mouth* on customer satisfaction with fashion awareness as a moderation variable of the secondhands business. Some researchers are already conducting studies on the influence of customer value, EWOM, fashion awareness, and customer satisfaction. However, there have not been many studies that discuss the influence of customer value, EWOM, *fashion awareness* on customer satisfaction as a research model. Hopefully this research can fill *the research gap*. Thus this research can contribute to creating customer satisfaction in a business.

## RESEARCH METHODS

The type of research carried out in this study is quantitative research. The independent variable, namely Customer Value (X1) is a picture of the exchange between the quality and benefits felt and received by the customer with what has been spent such as money, energy, and time (Kasiri et al., 2017). *Electronic Word Of Mouth* (E-WOM) (X2) is a communication medium for sharing information about products or services that are commonly used between customers which is delivered electronically (Gruen et al., 2006). The moderation variable, namely Fashion awareness (Z) is a manifestation of the desire of a person who wants *to look up to date* in dressing (Shim et al., 1996). Dependent Variable, namely Customer Satisfaction (Y) is a comparison between expectations and performance or results felt by customers (Supranto, 2006). The population in this study was people who had shopped for *second-hand* clothing. This study used a *non-probability sampling* method with *purposive sampling* technique and obtained a sample of 200 respondents who were jakartans who had shopped for *second* clothes. The data sources used in this study are primary and secondary data. The data collection technique used to collect data is by using questionnaires (questionnaires) to obtain data from respondents. The results of the questionnaire were first tested for validity and reliability, then analyzed with multiple linear regression analysis techniques.



**Gambar 1. Model penelitian**

*Source: Data processing results, 2022*

## RESULTS AND DISCUSSION

### Respondent Description

The description of respondents in this study included gender, age, final education, and status/occupation. This study used 200 respondents, based on Table 1. It showed that the respondents in this study were dominated by women as many as 146 respondents (63.5%) while men as many as 72 respondents (36.5%).

For the age of respondents, it was dominated by 21-30 years old as many as 166 respondents (72.2%), aged 30-40 years as many as 37 respondents (16.1%), and < 20 years old as many as 27 respondents (11.7%),

Based on the last education, it was dominated by respondents with the last high school / equivalent education as many as 142 respondents (61.7%), then for S1 as many as 77 respondents (33.5%), for D3 and junior high schools had the same number, namely 5 respondents each (2.2%), and the least was S2 as many as 1 respondent (0.4%).

Respondents' jobs were dominated by respondents with 106 respondents/ student jobs/status (46.1%), private employees as many as 69 respondents (30%), entrepreneurs as many as 28 respondents (12.2%), others as many as 16 respondents (7%), civil servants as many as 6 respondents (2.6%), and not working as many as 5 respondents (2.2%).

**Table 1. Characteristics of Respondents**

Characteristic	Item	Sum	Percentage (%)
Jenis kelamin	a. Male	72	36
	b. Female	128	64
Age	a. <20 tyears old	27	13,5
	b. 21-30 tyears old	148	74
	c. 30-40 years old	25	12,5
	d. >40 years old	-	-
Recent education	a. SD	-	-
	b. SMP	5	2,5
	c. SMA	130	65
	d. D3	5	2,5
	e. S1	59	29,5
	f. S2	1	0,5
Status/Occupation	a. PNS	6	3
	b. Private Employees	57	28,5
	c. Entrepreneur	22	11
	d. Students	94	47
	e. Doesn't work	5	2,5
	f. Other	16	8

*Sumber: Data processing results, 2022*

## Validity and reliability

### Validity Test

This study has 4 variables, namely customer value, EWOM, fashion awareness, and customer satisfaction consisting of 23 question items. Validity test with *SmartPLS 3.0* program there is a *loading factor* value for each indicator. *Discriminant validity* is connected with the principle that different *constructive manifest variables* should not correlate with height, the way to test *discriminant validity* with reflexive indicators is to look at the *cross loading* value for each variable should be greater than 0.7 and its value higher than other variables (Ghozali et al., 2015) From the results of the data processing in the table below, it is known that there are invalid indicators, namely EWOM1 and EWOM2, therefore the invalid indicators must be deleted and validity tests are carried out again so that the data becomes valid. The results of the validity test of this study are as follows:

**Table 2. Validity Test Results**

Indicator	Cross loading	Information
Customer Value 1	0,789	Valid
Customer Value 2	0,867	Valid
Customer Value 3	0,834	Valid
Customer Value 4	0,740	Valid
Customer Value 5	0,774	Valid
Customer Value 6	0,797	Valid
Customer Value 7	0,711	Valid
e-WOM 1	0,722	Valid
e-WOM 2	0,780	Valid
e-WOM 3	0,864	Valid
e-WOM 4	0,756	Valid
e-WOM 5	0,784	Valid
e-WOM 6	0,734	Valid
Fashion Conciousness 1	0,907	Valid
Fashion Conciousness 2	0,906	Valid
Fashion Conciousness 3	0,911	Valid
Fashion Conciousness 4	0,819	Valid
Customer satisfaction 1	0,871	Valid
Customer satisfaction 2	0,924	Valid
Customer satisfaction 3	0,900	Valid
Customer satisfaction 4	0,723	Valid

Source: SmartPLS data processing results, 2022

From table 2, the results of the validity test after the removal of the EWOM1 and EWOM2 indicators and the re-validity test were carried out. Validity test results in table 2. above it is known that there are 21 questions or indicators that are said to be valid, namely having a *cross loading* value greater than 0.7. Based on table 3, it shows that the AVE values in all variables have a value of >0.5 so it can be said that the measurement model has been *discriminantly valid*.

**Table 3. Value of Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)
X1	0,622
X2	0,600
Z	0,786
Y	0,736

Source: SmartPLS data processing results, 2022



### Reliability Test

Reliability test is a tool used to measure the consistency of questionnaires which are indicators of variables or constructs. A variable can be said to be reliably met when the value of *cronbach's alpha* >0.7 and the value of *composite reliability* >0.7. The results of the reliability test can be seen in table 3:

**Table 4. Reliability Test Results**

Variable	Cronbach's Alpha	Rho_A	Composite Reliability
X1	0,898	0,905	0,920
X2	0,867	0,881	0,900
Z	0,909	0,917	0,936
Y	0,879	0,900	0,917

Source: SmartPLS data processing results, 2022

In table 3, you can see the results of the reliability test using SmartPLS which states that all *composite reliability* values >0.7 which means that all variables in this study are reliable and have met the test criteria. The *above cronbach's alpha* values have also indicated that all values of *cronbach's alpha* >0.7 which means this indicates that the reliability level of the variable has also met the criteria.

### Structural Model (Inner Model)

The structural model (*inner model*) is a pattern of relationships of research variables. Evaluation of structural models is by looking at the coefficients between variables and the value of the coefficient of determination. The coefficient of determination measures the extent of the model's ability to describe dependent variables. In this study used an *adjusted value of r-square*, because it has more than two free variables.

**Table 4. r-square adjusted**

Variabel	r-square adjusted
Customer satisfaction	0,804

Source: SmartPLS data processing results, 2022

From table 4 it can be concluded that the r-square adjusted value of the customer value variable, EWOM and fashion awareness of the customer satisfaction variable is 0.804. This value is categorized as strong. Independent variables of customer value variables, EWOM and moderation variables, namely mode awareness, contributed to the dependent variable, namely customer satisfaction of 80.4% while the remaining 19.6% was influenced by other variables that were not discussed in this study.

### Hypothesis Testing

After a research model is believed to be fit, a hypothesis test can be carried out (Purwanto et al., 2021). The next step to take is to test the hypothesis in this study. The following are the results of testing data using *bootstrapping*. Hypothesis testing in this study can be known by comparing the *p*-

value with a significance level of 5%. The hypothesis can be said to be significant if it has a probability value (*p-value*) of >5%.

**Table 5. Hypothesis Testing**

Hypothesis	Original Sample (O)	<i>p-value</i>	Result
X1 -> Y	0,595	0,000	Positive and significant
X2 -> Y	0,216	0,002	Positive and significant
Z -> Y	0,159	0,009	Positive and significant
Moderation Z over influence X1-> Y	-0,175	0,001	Negative and significant
Moderation Z over influence X2 -> Y	0,162	0,001	Positive and significant

Source: SmartPLS data processing results, 2022

#### ***The relationship between customer value and customer satisfaction***

Based on the results of data analysis using SmartPLS, a *p-value* of 0.000 is obtained, which means it is smaller than 0.050 so that it can be concluded that customer value has a significant influence on customer satisfaction. The *original sample (O)* value is 0.595 which means positive. Then it can be implied that customer value has a positive and significant influence on customer satisfaction. This is in line with previous research that has been carried out by (Wijanarko, 2014) states that customer value has a positive and significant effect on satisfaction. Research conducted by (Munisih et al., 2015) states that customer value has a positive and significant effect on customer satisfaction.

#### ***The relationship between EWOM and customer satisfaction***

Based on the results of data analysis using SmartPLS, a *p-value* of 0.002 is obtained, which means it is smaller than 0.050 so that it can be concluded that EWOM has a significant influence on customer satisfaction. The *original sample (O)* value is 0.216 which means positive. Then it can be concluded that EWOM has a positive and significant influence on customer satisfaction. This is in line with the research conducted by (Duarte et al., 2018) get the results of research that there is a relationship between EWOM and customer satisfaction.

#### ***The relationship between fashion awareness and customer satisfaction***

Based on the results of data analysis using SmartPLS, a *p-value* of 0.009 is obtained, which means it is smaller than 0.050 so that it can be concluded that fashion awareness has a significant effect on customer satisfaction. The *original sample (O)* value is 0.159 which means positive. So it can be concluded that fashion awareness has a positive and significant effect on customer satisfaction. This is in line with the research conducted by (Kim et al., 2018) which states that *fashion consciousness* has a significant effect on satisfaction.

#### ***The relationship of fashion awareness as a moderation variable on the influence of customer value on customer satisfaction***

Based on the results of data analysis using SmartPLS, a *p-value* of 0.001 is obtained, which means it is smaller than 0.050 so that it can be concluded that fashion awareness can moderate the



influence of customer value on customer satisfaction. The *original sample (O)* value is -0.175 which means negative. So it can be concluded that fashion awareness as a moderation variable can moderate the influence of customer values on customer satisfaction negatively but significantly.

#### ***The relationship of fashion awareness as a moderation variable to the influence of EWOM on customer satisfaction***

Based on the results of data analysis using SmartPLS, a *p-value* of 0.001 was obtained so that it can be concluded that fashion awareness can moderate the influence of EWOM on customer satisfaction. The *original sample (O)* value is 0.162 which means positive. So it can be concluded that the modeas a moderation variable can moderate the influence of EWOM on customer satisfaction positively and significantly.

### **CONCLUSION**

Based on the results of data analysis using SmartPLS, it was obtained that the customer value has a positive and significant effect on customer satisfaction, the increase in customer value will have a positive and significant influence on increasing customer satisfaction and a decrease in customer value will have a significant influence on reducing customer satisfaction. With the proven proof of customer value has a positive and significant effect on customer satisfaction, this means that the better the customer value, the customer satisfaction in a business will also be better, but if the customer value in a business is bad, customer satisfaction will also be bad. EWOM has a positive and significant effect on customer satisfaction, with the increase in EWOM will provide an increase in customer satisfaction and a decrease in EWOM will have a significant influence on the decrease in customer satisfaction. Fashion awareness is able to moderate the influence of customer value on customer satisfaction in a negative but significant way. Fashion awareness is able to moderate the influence of EWOM on customer satisfaction positively and significantly. Businesses in the *field of thrift shops* must be able to increase customer value and EWOM in order to increase customer satisfaction.

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