

## Factors Influencing Behavioral Intentions of Television Homeshopping With Moderating Effect of Consumer Satisfaction

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### ABSTRACT

The purpose of this study is to examine the influence of e-service quality, consumer perceived value, and consumer satisfaction on behavioral intentions of Indonesia home shopping consumer's point of view. This study uses Path Analysis to investigate the relations among the model. A significant and positive relations exist on each variable of e-service quality, consumer perceived value, consumer satisfaction and behavioral intentions. In the era of e-commerce, excellent e-service quality and good consumer perceived value can improve consumer satisfaction and behavioral intentions. Thus, company should explore the possibilities to develop loyalty program or reward to elevate suitable marketing strategies.

**Keywords:** E-Service Quality, Perceived Value, Satisfaction, Behavioral Intentions

### INTRODUCTION

Television as the sources of information has changed the community's habits and consumption patterns. Television provides easier way to dig out information on the pre-purchase stage and facilitate the purchase decision stage. According to research conducted by The Nielsen Global Survey of Trust with 29.000 respondents in 58 countries, it found that television constantly become platform choice to communicate message to consumers because of its capacity to reach number of customers. Furthermore, the research also showed that advertising through television, magazines and newspapers constantly becomes the most trusted advertising to consumer in Southeast Asia.

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Another research conducted by Nielsen, Indonesian gross shopping through media advertising reaches 6 million USD in 2012, television dominated the market share with 64% of total shopping through media advertising, followed by newspapers (33%) and magazines (3%).

The growth of Indonesia shopping patterns is mostly influenced by the growth of middle and affluent consumer (MAC). According to research conducted by The Boston Consulting Group (BCG), it shows that Indonesia MAC will be doubled in 2020. However, MAC buying decision is not influenced merely by advertising, but by the family and social domination as well as the reviews of other consumers. The development of Television role as one of information source also contributes the changes in consumption habits and patterns. The development of Television enables consumers to search pre-purchase information as well as improve ease of purchase.

Television Home Shopping, also known as one type of e-commerce refer to the electronic retailing / home shopping channels industry allows consumers to purchase products from their homes. Recently, there are various television channels which also provide TV home shopping service to the audience. This phenomenon implies that there are changes on the consumption habits of Indonesian market from off-line shopping to on-line shopping at home. However, there are still various challenges to meet customer expectations. According to the data gathered from June to November 2013 of one examples of Television home shopping, there are some concerns and complains filed from the customers regarding Television Home shopping services. The details show in Figure 1.

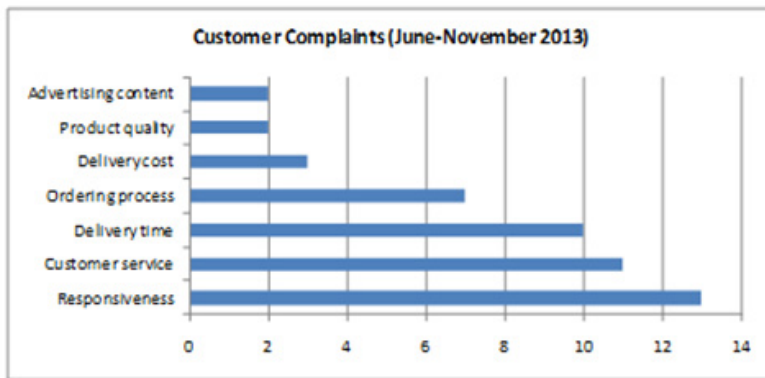


Figure 1 Costumer Complains of Television Home Shopping

Data shown in Figure 1 is gathered from social media (twitter and facebook) and kompas.com reader letters complaints of Television Home shopping services. Based on the data provided, there are 48 customers complaints which are includes 13 complaints regarding the lack of response rate, 11 complaints regarding the willingness of customer service in helping customers, 10 complaints about delivery process of products, 7 complaints about conciseness of purchasing the products, 3 complaints regarding delivery costs that are relatively expensive, and other complaints about the quality of the product and advertising content that is considered incompatible with the practice.

The presence of the customer complaints indicates that the company need to improve quality of the electronic services provided as well as the value or perceived customers. Unsatisfied customers can lead to bad reviews and negative word-of mouth as well as brand switching especially in severe competitions, therefore consumer loyalty has to be well-maintain. To gain customer loyalty and maintain the profitability of the market “Customer focus” or “Customer inside” becomes the most important strategy. Company understanding on how consumer perceives and assesses services becomes very important.

E-service quality and customer perceived value has a positive contribution in creating customer satisfaction (Lien *et al.*, 2011). Customer satisfaction is the customer’s overall assessment of the service in terms of whether the service has been given to meet the needs and expectations of customers (Zeithaml, et. al, 2006). Customer satisfaction also plays an important role in shaping the attitude / intention / desire of customers to behave. Intended behaviors are closely related to actual behavior and have a diagnostic value. Thus, behavioral intention is an important indicator to understand whether the customer will remain with the company or leave the company (Parasuraman, et. al, 1996).

Company engaged in the services industry should recognize the importance of maintaining satisfaction and create consumer intention / desire to behave by improve the quality of electronic services and provide premium value / benefit to consumer.

However, although most companies have maintained good e-service quality and doing great effort to increase consumer perceive value, only few companies understand how e-service quality and consumer perceive value has greater effect to consumer satisfaction and their behavior. Therefore, this study investigates the influence of E-service quality and consumers perceive quality on consumer satisfaction that has effects on consumer behavioral intention. This study takes the consumer of television home shopping’s point of view.

Based on the research background explores if there are relationships between e-service quality, perceived quality, consumer satisfaction and behavior intention, the following describes the research objectives of this study:

- To investigate the influence of e-service quality on consumer satisfaction
- To investigate the influence of perceived quality on consumer satisfaction
- To investigate the influence of e-service quality on consumer behavior intention
- To investigate the influence of perceived quality on consumer behavior intention
- To investigate the influence of customer satisfaction on consumer behavior intention

This paper is organized as follows : Section 2 reviews the literature; Section 3 lays out the empirical model, the estimation method, and the data; Section 4 contains a discussion of the empirical findings; and Section 5 provides a summary and conclusions.

## LITERATURE REVIEW

### A. E-Service Quality

E-S-Qual defines the extent to which a website is able to facilitate shopping, purchases, and delivery efficiently and effectively (Zeithaml and Bitner, 2003). This study uses the dimensions of Wolfinbarger and Gilly (2003) in Lien *et al.* (2011). In their study, they concluded four dimensions that can be used to examine the quality of electronic services (e-Service Quality) which they call as the four-factor models.

These four factors are defined as follows:

- **Fulfillment / reliability** is (a) an accurate view of a product so as that obtained by the consumer in accordance with what they thought they had bought, and (b) the delivery of the right product in the promised time frame.
- **Website design**, covers all consumer experience while using the website (except for the consumer service), including navigation, information search, order processing, easy personalization, and product selection.
- **Customer service**, which responsive, helpful, willing to respond quickly to consumer demand.
- **Security / privacy**, the mortgage payment and the information consumer provided.

### B. Perceived Value

Customer Perceived Value (CPV) is the difference between the prospective customer's evaluation of all the benefits and all the costs of supply and the perceived alternatives. Total customer benefits are the perceived monetary value of the bundle of economic benefits, functional, and psychological that customers expect from a given market offers for products, services, people, and images. (Kotler and Keller, 2012: 147)

According to Lee and Overby (2004) in Lien *et al.* (2011), there are two dimensions that can be used to measure Perceived Value. These two dimensions are described as follows:

- **Utilitarian Value**, defined as an overall assessment of the functional benefits of combining traditional price savings dimension, the dimension of service, save time dimension, and the dimension of merchandise options. Utilitarian value relevant to a particular task usability of online shopping, such as purchasing deliberation (i.e., considering the products, services, and price features before the actual purchase) (Hoffman and Novak, 1996).
  - a. **Price Saving: Economic Value.** Consumers gain values of product and services provided by comparing the price and product quality.
  - b. **Service excellence** involves the evaluation of service quality provided during and after online purchase.
- **Experiential Value**

Experiential value is defined as a representation of the overall benefit of the experience of entertainment, escape, visual appeal and interactivity involved with online shopping.

### C. Satisfaction

Oliver in Tjjiptono & Chandra (2007) defines Satisfaction as a response to consumer fulfillment, the assessment of a product or service feature, or the product / service itself, provides a level of compliance regarding to the satisfy consumption, including levels of under-fulfillment and over-fulfillment.

According to Oliver (1997) in Lien *et al.* (2011), Satisfaction variables can be measured by two dimensions: affective and cognitive dimensions.

Affective and cognitive dimensions include:

- In preliminary categories, **Moods** may play a role in the formation of satisfaction. It is a positive or negative feeling of the majority of properties not mind, though certain events may have preceded their emergence.
- **Quality**, on the contrary, is a cognitive assessment that summarizes very good (or bad) elements of the product, especially when compared with other direct or alternative offered (brand).
- In the same vein, **Value** is an assessment that compares the possible outcomes for the purchase of inputs that are lost. Thus, the value occurs when consumers compare what would be acceptable (e.g., performance) with the cost of acquisition (e.g., financial, psychological, effort).
- **Expectation**, anticipation of consequences based on prior experience and other sources of information that are many and varied. In other words, the expectation can be said as a guide for the performance comparison.

### D. Behavioral Intentions

Behavioral Intentions is a proportion which connect themselves with the impending action (Peter and Olson, 2010: 147). According to Parasuraman, Zeithaml and Berry (1996) in Lien *et al.* (2011), Behavioral Intentions variables can be measured by the five factors that can help reconcile the differences between the dimensions of the Behavioral Intentions measurement.

The biggest factor, **loyalty**, contains 5 items of favorable behavioral-intentions:

- Saying positive things about the company
- Recommend the company to someone who is looking for advice
- Encourage friends and relatives to do business with companies
- Think of the company as the first option to purchase the service
- Doing more business with the company in the next few years.

**Pay More** contains two favorable items:

- Continue to do business with the company even if the price goes up
- Paying a higher price than competitors charge for the same benefits received from the company.

## **E. Hypothesis**

### **H1: E-Service Quality contribute significantly to Customer Satisfaction**

According to research conducted by Lien *et al.* (2011) and Chang and Wang (2011) e-service quality has significant contribution to customer satisfaction. Continuous improvement in service quality could increase service value and increase customer loyalty on the product.

### **H2: Perceived Value contribute significantly to Customer Satisfaction**

According to research conducted by Lien *et al.* (2011) and Chang and Wang (2011) indicated that perceived values have significant contribution to customer satisfaction. Previous researches (Lai, 2004; Lee *et al.*, 2005; dan Spreng, 1997) also indicated that perceived values have significant contribution to customer satisfaction.

### **H3: E-Service Quality contribute significantly to Behavioral Intentions**

According to research conducted by Lien *et al.* (2011) indicated that e-service quality has both direct and indirect significant contribution to behavioral intentions. Previous researches (Boulding *et al.*, 2009; Parasuraman *et al.*, 1996) indicated that e-service quality has direct contribution to behavioral intention however, another researches (Cronin *et al.*, 2000; Hu *et al.*, 2009; Yu *et al.*, 2006) indicated that e-service quality has indirect contribution to behavioral intention.

### **H4: Perceived Value contribute significantly to Behavioral Intentions**

According to research conducted by Lien *et al.* (2011) indicated that perceived value has both direct and indirect significant contribution to behavioral intentions. Previous researches (Bolton dan Drew, 1991; Cheng *et al.*, 2009) indicated that perceived value has direct contribution to behavioral intention however, another researches (Tam, 2004; Patterson dan Spreng, 1997) indicated that perceived value contribution to behavioral intention mediated by customer satisfaction.

### **H5: Customer Satisfaction contribute significantly to Behavioral Intentions**

According to research conducted by Lien *et al.* (2011) indicated that customer satisfaction has both direct and indirect significant contribution to behavioral intentions and mediate correlation between e-service quality, perceived value and behavioral intentions. Satisfied customer willing to purchase the product repeatedly and tend to discuss positive image about the products.

## RESEARCH METHODOLOGY

### A. Research Framework

This study using research framework depicted in Figure 2. It investigates the correlation between e-service quality and perceive value to Customer Satisfaction, and evaluates the influence of Customer Satisfaction to Behavioral Intentions

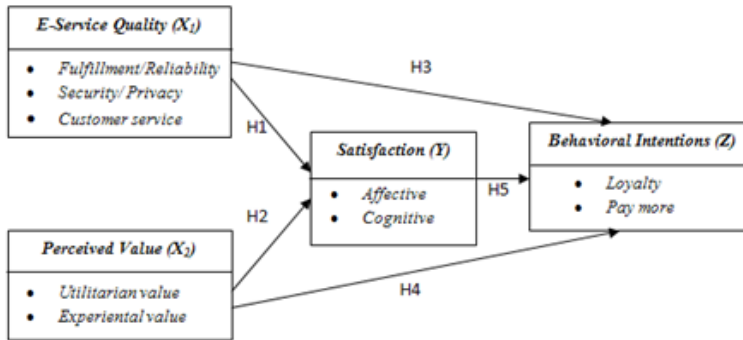


Figure 2 Research Framework

### B. Questionnaire Design

The theory and literature review above develops the questionnaire draft. The questionnaire is spread to 100 consumers of Television home shopping. The questionnaire is using a Likert five-point of scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, 5 = Strongly Agree).

### C. Sampling Techniques

The population used in this study is the MNC Shop customers who live in Jakarta where the population is infinite (infinity) that the source data can't be determined so that the relative limitations can't be expressed in terms of the amount.

Sampling techniques were used in this study is probability sampling procedure, the sample selection process in which all members of the population have an equal chance to be selected. While the method used is simple random sampling is a way of sampling using a random member of the population regardless of the strata (levels) in members of the population (Riduwan & Kuncoro, 2008: 41).

To obtain a sample that can describe and represent the population, the sample used in the determination of the formula of Ariestonandi (2006: 95) where the sample is calculated from the number of unknown population, as follows:

$$n \geq p \cdot q \frac{(Z_{\alpha/2})^2}{e^2}$$

Where:

$n$  = number of minimum samples required

$\alpha$  = degree of confidence (using a confidence level of 0.05)

$p$  = the proportion of the desired variable (using the maximum estimation with  $p = 0.5$ )

$q = 1-p = 1-0,5 = 0,5$

$e$  = the sampling error (set at 10% or 0.1).

Then:

$$n \geq (0,5)(0,5) \frac{1,96^2}{0,1^2}$$

$$n \geq 96,04 \approx 100 \text{ people}$$

From the calculations above, the total sample gathered for this research is 100 respondents.

#### D. Measurement Variable

The dimensional measurements developed from the literature review are summarized in the table as following:

**Table 1** Variable dimensional measurement

VARIABLE	DIMENSI
E-SERVICE QUALITY	Fulfillment/reliability Security/privacy Customer service
PERCEIVED VALUE	Utilitarian value Experiential value
SATISFACTION	Affective Cognitive
BEHAVIORAL INTENTIONS	Loyalty Pay more

## RESEARCH RESULT AND DISCUSSION

### Respondent Demographic, Validity, Reliability and Normality Results

1. Respondent Gender: 36% men and 64% women.
2. Respondent Age: 21-25 years (2%); 26-30 years (11%); 31-35 years (20%); 36-40 years (16%); 41-45 years (11%); 46-50 years (19%) and above 50 years (21%).
3. Respondent Profession: employee / employees (28%); self-employed (33%); housewives (31%) and others (8%).



4. Respondents spending per month, Rp 2,000,001 to Rp 5,000,000 (7%); Rp 5,000,001 to Rp 8,000,000 (48%); Rp 8,000,001 to Rp 11,000,000 (37%) and above Rp 11 million (8%).
5. The frequency of television home shopping last year: first time (27%); 2 times (24%); 3 times (18%); 4 times (22%) and 5 times and more (9%).
6. All data has met the requirements of validity, reliability and normality test. Table 2 presents the scale reliabilities for the construct variables.

**Table 2** Scale Reliability Coefficients

<b>Variables</b>	<b>Cronbach Alpha</b>
E-Service Quality	0.661
Perceive Value	0.726
Customer Satisfaction	0.765
Behavioral Intention	0.785

Analysis conducted to measure respondent answers using the Sturges formula to calculate the number of classes ( $k$ ) and the class width ( $\ell$ ), where the number of classes ( $k$ ) has been determined in advance as many as 5 classes, The first “very bad”, second class “bad”, the third class of “enough”, the fourth class of “good”, the fifth grade “very good”. The Sturges formula for a wide class ( $\ell$ ), namely:

$$\ell = \frac{(X_{max} - X_{min})}{k}$$

The result shows on the table below:

**Table 3** Descriptive Analysis

<b>Interval Variable X<sub>1</sub></b>	<b>Criteria</b>	<b>Interval Variable X<sub>2</sub></b>	<b>Criteria</b>
1-1,98	Very Bad	1-1,96	Very Bad
1,99-2,97	Bad	1,97-2,93	Bad
2,98-3,96	Enough	2,94-3,90	Enough
3,97-4,95	Good	3,91-4,87	Good
4,96-5,94	Very Good	4,88-5,84	Very Good
<b>Interval Variable Y</b>	<b>Criteria</b>	<b>Interval Variable Z</b>	<b>Criteria</b>
1-1,68	Very Bad	1-1,75	Very Bad
1,69-2,37	Bad	1,76-2,51	Bad
2,38-3,06	Enough	2,52-3,27	Enough
3,07-3,75	Good	3,28-4,03	Good
3,76-4,44	Very Good	4,04-4,79	Very Good

The mean (average value) of the E-Service Quality variable ( $X_1$ ) is 4,1237 this means that the quality of the electronic services provided by the television home shopping consider good. The mean of Perceived Value variable ( $X_2$ ) is 3,4704, this means that the customer perceived value of the Television homeshopping consider sufficient. The mean of Customer Satisfaction ( $Y$ ) is 3,3496, this means that the customer satisfaction to Television homeshopping consider good. The mean of Behavioral Intentions ( $Z$ ) is 3.2700, this means that the desire of the customers behave to the Television homeshopping consider sufficient.

## **Path Analysis**

This study uses Path Analysis to test the correlation between variables developed. Validity and Reliability analysis were developed before the correlation test. In utilizing Path Analysis, the first step is to develop baseline measurement model. The baseline model consists of: independent variables (E-service quality and Perceived Value), mediating variable (Customer satisfaction); and dependent variable (Behavioral intention). The results show that a significant and positive relationship existed between variables. The relationship model will be divided into 2 substructures. First substructure will test the relationship between E-service quality, perceive values and Customer satisfaction while Second Substructure will test the relationship between E-service quality, Perceive values, Customer satisfaction and Behavioral Intention.

### ***Substructure 1***

First test in Path analysis is Hypothesis testing to conduct significance correlation test between e-service quality, perceived value and customer satisfaction.

#### Hypotheses Testing

If  $\text{Sig} \geq \alpha$ ,  $H_0$  accepted

If  $\text{Sig} < \alpha$ ,  $H_0$  rejected

### **H1: E-Service Quality contribute significantly to Customer Satisfaction**

$\text{Sig} = 0.000 < 0.05$  then  $H_0$  is rejected. This means E-Service Quality has significant contribution to the satisfaction of Television Home Shopping Customer.

Based on the hypotheses testing results, it shows that E-Service Quality contribute significantly to Customer Satisfaction, consistent with prediction estimate previously, E-service quality affect Customer Satisfaction significantly, although the effect was not strong H1 ( $\beta = 0.381$ ,  $p \leq 0.05$ ).

### **H2: Perceived Value contribute significantly to Customer Satisfaction**

$\text{Sig} = 0,000 < 0,05$  then  $H_0$  is rejected. This means Perceived value has significant contribution to the satisfaction of Television Home Shopping Customer.

Based on the hypotheses testing results, it shows that Perceived Value contribute significantly to Customer Satisfaction, consistent with prediction estimate previously, perceive value affect Customer Satisfaction significantly and the effect is strong H2 ( $\beta = 0.516$ ,  $p \leq 0.05$ ).

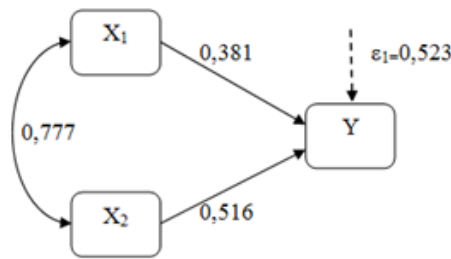


Figure 3 Relationship Model of Substructure 1

The influence of E-Service Quality to Customer Satisfaction is 0,381 while the influence of Perceived Value to Customer Satisfaction is 0,516. This means Perceived value contribute greater influence to satisfaction of the Customer. Coefficient determinant or Rsquare (R<sup>2</sup>) is 71,7% (0,717), this means that the influence of E-Service Quality and Perceived Value to Satisfaction altogether are 71,7%, while the remaining 28,3% influenced by other factors. The influence of other factors that affect the relationship among variables is shown in the following formula:

$$\rho_{Y\varepsilon_1} = \sqrt{1 - R_{Y,X_1,X_2}^2} = \sqrt{1 - 0,717} = \sqrt{0,283} = 0,523 = 53,2\%$$

**Substructure 2**

First test in Path analysis is Hypothesis testing to conduct significance correlation test between e-service quality, perceived value and customer satisfaction.

Hypotheses Testing

If Sig ≥ α, Ho accepted

If Sig < α, Ho rejected

**H3: E-Service Quality contribute significantly to Behavioral Intentions**

Sig = 0,002 < 0,05 then Ho is rejected. This means E-Service Quality has significant contribution to behavioral intention of Television Home Shopping Customer.

Based on the hypotheses testing results, it shows that E-Service Quality contribute significantly to Customer Behavioral Intention, consistent with prediction estimate previously, E-service quality affect Customer Behavioral intention significantly, although the effect was somewhat not strong H3 (β = 0.254, p ≤ 0.05).

**H4: Perceived Value contribute significantly to Behavioral Intentions**

Sig = 0,000 < 0,05 then Ho is rejected. This means Perceived value has significant contribution to behavioral intention of Television Home Shopping Customer.

Based on the hypotheses testing results, it shows that Perceived Value contribute

significantly to Customer Behavioral Intention, consistent with prediction estimate previously, perceive value affect Customer Behavioral Intention significantly and the effect was somewhat not strong H4 ( $\beta = 0.355, p \leq 0.05$ ).

**H5: Customer Satisfaction contribute significantly to Behavioral Intentions**

Sig = 0,000 < 0,05 then Ho is rejected. This means customer satisfaction has significant contribution to behavioral intention of Television Home Shopping Customer.

Based on the hypotheses testing results, it shows that Perceived Value contribute significantly to Customer Satisfaction, consistent with prediction estimate previously, perceive value affect Customer Behavioral Intention significantly and the effect was somewhat not strong H5 ( $\beta = 0.352, p \leq 0.05$ ).

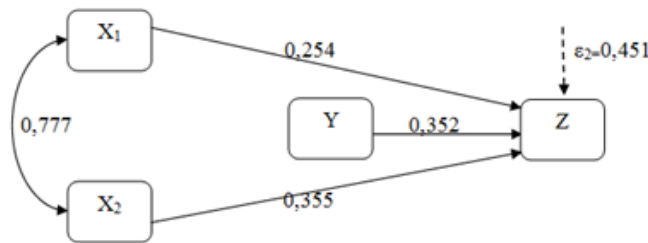


Figure 4 Relationship Model of Substructure 2

The influence of E-Service Quality to Customer Behavioral Intention is 0,254 while the influence of Perceived Value to Customer Behavioral Intention is 0,355. The influence of Customer Satisfaction to Customer Behavioral Intention is 0,352. This means Perceived value as well as Customer Satisfaction contribute greater influence to Behavioral Intention of the Customer. Coefficient determinant or Rsquare (R2) is 79,7% (0,797), this means that the influence of E-Service Quality, Perceived Value, Customer Satisfaction altogether to Customer Behavioral Intention are 79,7%, while the remaining 20,3% influenced by other factors. The influence of other factors that affect the relationship among variables is shown in the following formula:

$$\rho_Z \epsilon_2 = \sqrt{1 - R_{Z.Y.X_1.X_2}^2} = \sqrt{1 - 0,797} = \sqrt{0,203} = 0,451 = 45,1\%$$

**Complete Model Structure**

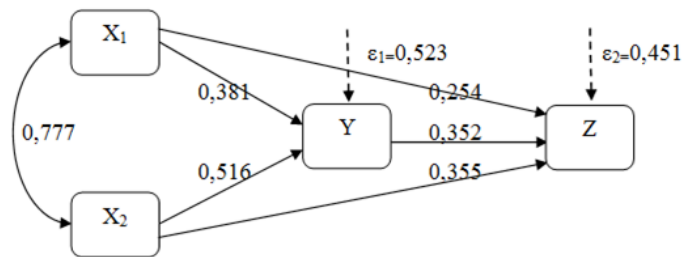


Figure 5 Relationship Model and Result

Path Analysis reveals that a significant and positive relationship exists between E-service quality and Perceive values on Customer satisfaction, which means E-service and Perceive values has strong influence to increase customer satisfaction. Furthermore, a significant and positive relationship exists between E-service quality and Perceive values on Customer Behavioral Intention, which means E-service and Perceive values has strong influence to increase Customer Behavioral Intention. Last findings also reveal that a significant and positive relationship exists between Customer satisfactions on Customer Behavioral Intention, which means that customer satisfaction also has strong influence to increase Customer Behavioral Intention. When a customer satisfied with the service as well as has more perception on values received, they affect and increase the customer behavioral intentions which lead to the increasing of loyalty and the willingness to pay more for the product or services offered.

**Table 4** The Decomposition Summary of Relationship between Model

Variable	Direct Correlation	Indirect Correlation	Total
X <sub>1</sub> to Y	0,381	-	0,381
X <sub>2</sub> to Y	0,516	-	0,516
X <sub>1</sub> to Z	0,254	0,381 x 0,352 = 0,1340	0,388
X <sub>2</sub> to Z	0,355	0,516 x 0,352 = 0,182	0,537
Y to Z	0,352	-	0,352
ε <sub>1</sub>	0,532	-	0,532
ε <sub>2</sub>	0,451	-	0,451

To summarize the table above, it shows that E-Service Quality and Perceive values have a significant and positive influence on customer satisfaction where perceive values have greater influence on customer satisfaction than e-service quality as well as its influence on customer behavioral intention. Research indicates that perceive values has greater influence to both customer satisfaction and customer behavioral intention. Mediation of customer satisfaction contributes greater influence to behavioral intention. The result shows that E-Service Quality dan Perceived Values have greater influence to Customer Behavior Intention if the company can meet customer expectations that lead to satisfied customer.

## CONCLUSIONS AND RECOMMENDATION

### Conclusion

The result of the study shows that when customer has higher perception of a company’s value and quality of the service, the customer satisfaction will be committed, as well as the customer behavioral intentions. The relationship between variables are defined as follows:

1. E-Service Quality has a positive and significant contribution to customer satisfaction.
2. Perceived Value has a positive and significant contribution to customer satisfaction.

3. E-Service Quality and Perceived Value contribute significantly to Customer Satisfaction, where customers' perceive on company's value has greater contribution to customer satisfaction.
4. E-Service Quality has a positive and significant contribution to customer behavioral intention.
5. Perceived Value has a positive and significant contribution to customer behavioral intention.
6. E-Service Quality, Perceived Value and customer satisfaction contribute significantly to Customer behavioral intention, where customers' perceive on company's value and customer satisfaction have greater contribution to customer behavioral intention.

### **Recommendation**

This study suggests in order to increase or maintain Customer satisfaction and loyalty there are several strategies that can be develop as follows:

- Company should improve the customer service responsiveness and provide training as well as debriefing of product knowledge.
- Re-examine the products before shipment as well as considering new delivery service that can be relied upon.
- Company should Researching the types of ads that are interesting to customers and then create brief, concise, and clear content, placing it at certain hours on certain channels in the right timing
- Company improves product quality by reviewing the product continuously, ensure build good communication with customers and follow-up customers' complaints.
- Set the right pricing so that is not required to increase the price and if the price increases need to be done, it can be covered with marketing activities such as giving a discounts, cashback, or bonuses / free gift to the customers
- Provide loyalty rewards for customers who have purchased more than 2 or 3 times, and to the customer who successfully encourage friends or relatives to shop at Television Home shopping.

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