CHAPTER IV

RESEARCH RESULT AND DISCUSSION

4.1 General View of Research Object

4.1.1 Brief Overview of Organization

Lazada is one of the leading e-commerce platforms in Southeast Asia, serving millions of consumers across countries such as Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. The platform offers a wide variety of products ranging from electronics, fashion, beauty, home essentials, and groceries. Lazada provides a seamless online shopping experience with features such as secure payment options, fast delivery, and customer-friendly return policies. It has also developed its own mobile application, making online shopping more convenient and accessible for users across the region.

Founded in 2012 by Rocket Internet, Lazada was initially created to replicate the success of Amazon in the Southeast Asian market. The company began as an online retailer but gradually shifted to a marketplace model that allowed third-party merchants to sell products directly to consumers through the platform. Lazada quickly gained popularity due to its aggressive marketing strategies, frequent promotional campaigns, and wide product selection. Its early growth was supported by heavy investment and technological support from Rocket Internet and other international backers.

In 2016, Alibaba Group, the Chinese tech giant, acquired a controlling stake in Lazada, significantly enhancing its logistics infrastructure, technological

capabilities, and regional reach. Under Alibaba's leadership, Lazada has strengthened its market position and continued to innovate by incorporating features like live streaming, AI-based product recommendations, and localized shopping experiences. Today, Lazada plays a crucial role in the digital economy of Southeast Asia and remains a major competitor in the rapidly growing e-commerce sector.

In Indonesia, Lazada officially launched in 2012 as part of its Southeast Asian expansion. The country quickly became one of Lazada's largest and most important markets due to its large population and growing internet penetration. Lazada Indonesia tailored its services to local preferences by offering features such as cash on delivery, localized customer service, and partnerships with local sellers and delivery services. Over the years, Lazada Indonesia has played a significant role in shaping the country's e-commerce landscape, competing with other major platforms like Tokopedia, Shopee, and Bukalapak. With various shopping festivals such as the 11.11 and 12.12 sales, Lazada continues to capture the attention of Indonesian consumers and supports local MSMEs through its digital ecosystem.

4.1.2 Vision, Mission and Value of Lazada

Lazada's vision is to become the leading e-commerce platform in Southeast Asia, empowering customers and businesses through technology and innovation to create a better everyday life. The mission of Lazada focuses on:

1. Provide tools, support, and a reliable digital ecosystem to help businesses grow online.

2. Deliver seamless, fast, and secure online shopping with a wide range of quality products and services.
3. Foster the growth of the digital economy in Southeast Asia by connecting consumers with local and global sellers.
4. Use data, AI, and logistics innovation to improve e-commerce experiences for all users.

4.2 Research Result

4.2.1 Test of Research Instrument

In a research study, it is crucial to ensure that the instrument used to collect data is both valid and reliable. The validity test examines whether the instrument accurately measures the concept or variable it is intended to measure.

4.2.1.1 Validity Test

Validity testing assesses how effectively a measurement tool achieves its intended purpose. This process generally uses the Bivariate Pearson correlation method, which examines bidirectional relationships at a significance level of 0.05. High validity is essential for reducing bias in research results. A commonly applied analytical approach is the Bivariate Pearson (Pearson Product Moment), which correlates individual item values with the total score based on a set criterion; an item is considered valid if it significantly correlates with the overall score. Specifically, an item is classified as valid if the calculated correlation coefficient (rcount) surpasses the critical value (rtable) of 0.361, with degrees of freedom (df) equal to N-2 and at a 5% significance level. The table below presents the validity test results for the study variables:

Table 4.1
Result of Purchase Experience Variable Validity Testing

No	Statement	r_{count}	r_{table}	Information
1	Consumers have prior shopping experience on the Lazada application.	0.796	0.361	Valid
2	Consumers have made multiple purchases on the Lazada application.	0.764	0.361	Valid
3	Consumers decide to repurchase on the Lazada application due to previous satisfying experiences.	0.779	0.361	Valid
4	Consumers prefer to repurchase on the Lazada application rather than other e-commerce platforms.	0.728	0.361	Valid
5	Consumers feel comfortable and safe when using the Lazada application for shopping.	0.681	0.361	Valid
6	Consumers feel confident when conducting transactions on the Lazada application.	0.636	0.361	Valid

Source: Research Results, 2025 (Processed Data)

Build upon the table shows that the results of the validity test for the Purchase Experience variable show that all r_{count} values are greater than r_{table} (0.361) so that all statements in the questionnaire are valid.

Table 4.2
Result of Ease of Use Variable Validity Testing

No	Statement	r_{count}	r_{table}	Information
1	Consumers find the Lazada application easy to use for making purchases.	0.640	0.361	Valid
2	Consumers can understand how to use the Lazada application without difficulty.	0.808	0.361	Valid
3	Consumers feel that the Lazada application has simple and easy-to-understand navigation.	0.737	0.361	Valid
4	Consumers do not need much time to understand the features available on the Lazada application.	0.830	0.361	Valid
5	Consumers find it easy to search for products on the Lazada application.	0.736	0.361	Valid
6	Consumers feel that the search feature on the Lazada application is very helpful in finding the desired products.	0.648	0.361	Valid

Source: Research Results, 2025 (Processed Data)

Build upon the table shows that the results of the validity test for the Ease of Use variable show that all r_{count} values are greater than r_{table} (0.361) so that all statements in the questionnaire are valid.

Table 4.3
Result of Application Quality Variable Validity Testing

No	Statement	r_{count}	r_{table}	Information
1	Consumers believe that the products purchased on Lazada are reliable in terms of quality.	0.635	0.361	Valid
2	Consumers rarely experience issues with products purchased through the Lazada application.	0.675	0.361	Valid
3	Consumers are satisfied with the performance of products purchased via the Lazada application.	0.794	0.361	Valid
4	Consumers think that products sold on Lazada match the descriptions and specifications provided.	0.856	0.361	Valid
5	Users believe that the Lazada app has good quality.	0.626	0.361	Valid
6	Users trust that the Lazada app is stable, responsive, and rarely experiences issues.	0.715	0.361	Valid

Source: Research Results, 2025 (Processed Data)

Build upon the table shows that the results of the validity test for the Application Quality variable show that all r_{count} values are greater than r_{table} (0.361) so that all statements in the questionnaire are valid.

Table 4.4
Result of Repurchase Intention Variable Validity Testing

No	Statement	r_{count}	r_{table}	Information
1	Consumers are satisfied with the products purchased on the Lazada application.	0.770	0.361	Valid
2	Consumers feel that the product and service quality on the Lazada application meet their expectations.	0.793	0.361	Valid
3	Consumers are interested in repurchasing products from the Lazada application.	0.768	0.361	Valid
4	Consumers tend to choose Lazada as their primary platform for online shopping.	0.767	0.361	Valid
5	Consumers consider their previous purchasing experience when making another transaction on the Lazada application.	0.747	0.361	Valid
6	The ordering and payment process on Lazada previously went smoothly.	0.723	0.361	Valid
7	Consumers feel that the value obtained from previous transactions on Lazada influences their decision to shop again.	0.622	0.361	Valid
8	The promotions and discounts previously received made shopping on Lazada feel beneficial.	0.841	0.361	Valid

Source: Research Results, 2025 (Processed Data)

Build upon the table shows that the results of the validity test for the Repurchase Intention variable show that all r_{count} values are greater than r_{table} (0.361) so that all statements in the questionnaire are valid.

4.2.1.2 Reliability Test

Reliability testing is used to evaluate the consistency or stability of a measurement tool, frequently applied to questionnaires, to ensure it produces reliable results across repeated measurements. This process often involves analyzing Cronbach's alpha, a measure of internal consistency, where values below 0.6 indicate that the data may lack sufficient reliability for accurate interpretation. Cronbach's alpha is one of the most common methods for assessing the reliability of scales in research. The outcomes of the reliability test are shown in the following table:

Table 4.5
Result of Variable Reliability Testing

Variable	Cronbach's Alpha	N of Items
Purchase Experience	0.824	6
Ease of Use	0.828	6
Application Quality	0.813	6
Repurchase Intention	0.892	8

Source: Research Results, 2025 (Processed Data)

Build upon the table, the items for the Purchase Experience, Ease of Use, Application Quality and Repurchase Intention have a Cronbach's Alpha value 0.6 so that it can be declared reliable.

4.2.2 Descriptive Statistic

The respondent profile provides an overview of the analysis unit or observation group under study, highlighting characteristics or respondent profiles

derived from the processed questionnaire data. The data gathered from Lazada customers, who served as respondents in this study, reflect key characteristics of these individuals. The table below presents a summary of respondent characteristics, detailing these attributes for a comprehensive understanding:

Table 4.6
Respondent Identity Build upon Gender

Gender	Total Respondent	Percentage (%)
Male	28	28%
Female	69	72%
Total	**97**	**100%**

Source: Research Results, 2025 (Processed Data)

Build upon the table about respondent gender, male respondent who bought at Lazada were as much as 28 people or 28% of the total respondents while female respondents were 69 people or 72% of the total respondents. The dominant respondents who make purchases at Lazada are female.

Table 4.7
Respondent Identity Build upon Usage Frequency

Usage Frequency	Total Respondent	Percentage (%)
Once a Month	48	50%
More Than Once a Month	23	23%
Rarely/First Time	26	27%
Total	**97**	**100%**

Source: Research Results, 2025 (Processed Data)

Build upon the table about usage frequency, for consumer who bought from Lazada once a month were as much as 48 people or 50% of the total respondents while consumer who bought from Lazada more than once a month at were 23 people or 23% of the total respondents and consumer who rarely or first time bought from Lazada as much as 26 respondents or 27% from total respondent. Thus, the dominant respondents who make bought from Lazada are consumer who bought once a year.

Descriptive statistics were employed as a methodological approach to summarize and present the collected data, yielding valuable insights for this study. This statistical analysis facilitates the organization of data into tables, charts, and graphs, providing a clear and concise representation. Key measures, such as mean, median, and mode, are utilized to summarize the dataset effectively. The corresponding values for the mean, median, and mode are displayed in the table below:

Table 4.8
Mean, Median and Mode
Statistics

		Purchase Experience	Ease of Use	Application Quality	Repurchase Intention
N	Valid	97	97	97	97
	Missing	0	0	0	0
Mean		19.74	19.97	21.32	27.34
Median		20.00	21.00	22.00	27.00
Mode		20	23	22[a]	27
Std. Deviation		3.153	4.288	3.245	4.449
Variance		9.943	18.384	10.532	19.789

a. Multiple modes exist. The smallest value is shown
Source: Research Results, 2025 (Processed Data)

Build upon the table it can explained as below:

1. Purchase Experience variable has a mean value of 19.74 with a median value of 20 and a mode value of 20, while the standard deviation is 3.153 and the variance is 9.943.
2. Ease of Use variable has a mean value of 19.97 with a median value of 21 and a mode value of 23, while the standard deviation is 4.288 and the variance is 18.384.
3. Application Quality variable has a mean value of 21.32 with a median value of 22 and a mode value of 22, while the standard deviation is 3.245 and the variance is 10.532.

4. Repurchase Intention variable has a mean value of 27.34 with a median value of 27 and a mode value of 27, while the standard deviation is 4.449 and the variance is 19.789.

Table 4.9
Mean, Median and Mode

Variable	Statement	Mean
Purchase Experience (X_1)	1	3.40
	2	3.16
	3	3.24
	4	3.33
	5	3.35
	6	3.26
Ease of Use (X_2)	1	3.36
	2	3.36
	3	3.36
	4	3.18
	5	3.26
	6	3.45
Application Quality (X_3)	1	3.57
	2	3.89
	3	3.48
	4	3.40
	5	3.51
	6	3.47
Repurchase Intention (Y)	1	3.36
	2	3.37
	3	3.54
	4	3.49
	5	3.56
	6	3.34
	7	3.25
	8	3.43

Source: Research Results, 2025 (Processed Data)

1. Purchase Experience (X_1)

The Purchase Experience variable consists of 6 statements. The highest mean value is found in Statement 1, which is 3.40, indicating that this aspect represents the most positively perceived part of the purchase experience by respondents. On the other hand, the lowest mean is 3.16 in Statement 2, suggesting that this particular element is viewed less favorably. The

variation in mean values reflects that respondents had different experiences with the various elements of the purchasing process.

2. Ease of Use (X_2)

The Ease of Use variable includes 6 statements. Statement 6 has the highest mean value of 3.45, indicating that users find this aspect of the product or service particularly easy to use. The lowest mean value, 3.18, is found in Statement 4, showing that this part of the user experience may need improvement. Overall, the responses suggest that while ease of use is generally perceived positively, some aspects still require enhancement.

3. Application Quality (X_3)

The Application Quality variable is composed of 6 statements. The highest mean is 3.89 in Statement 2, which suggests that this element of application quality is the most appreciated by respondents. Conversely, Statement 1 has the lowest mean of 3.36, indicating that this aspect of the application may be perceived as less satisfactory. These differences reflect a varied perception of application quality among users.

4. Repurchase Intention (Y)

The Repurchase Intention variable consists of 8 statements. Statement 3 has the highest mean of 3.49, indicating a strong intention to repurchase in that area. The lowest mean value is 3.25, found in Statement 7, suggesting that there may be some hesitation or conditional attitudes toward repurchasing in specific situations. The range of mean values implies that consumers'

intention to repurchase is influenced by different factors with varying levels of impact.

4.2.3 Classical Assumption Test

4.2.3.1 Normality Test

Various methods can be employed to assess normality, including analyzing the data distribution along the diagonal in a histogram, utilizing a Normal Probability Plot of Regression, or conducting the One Sample Kolmogorov-Smirnov test. The results of the normality assessment using a histogram are depicted in the figure below:

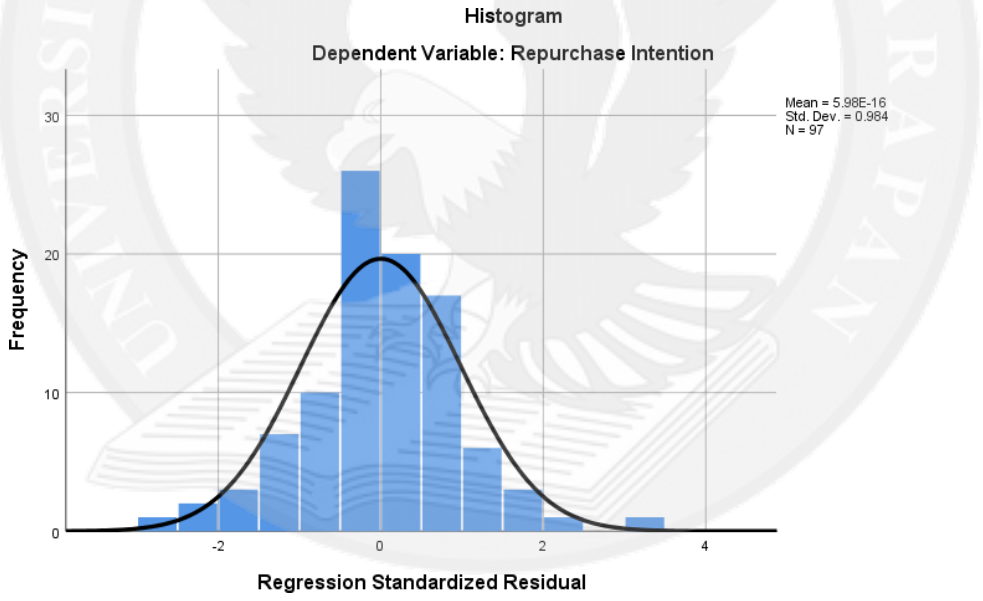

Figure 4.1. Histogram Graph
Source: Research Results, 2025 (Processed Data)

Based on the figure, we conclude that the regression meets the normality assumption, as the data points are clustered around the diagonal line and follow its direction, indicating a normal distribution pattern in the histogram. The results of

the normality test utilizing the normal probability plot of regression are presented in the following figure:

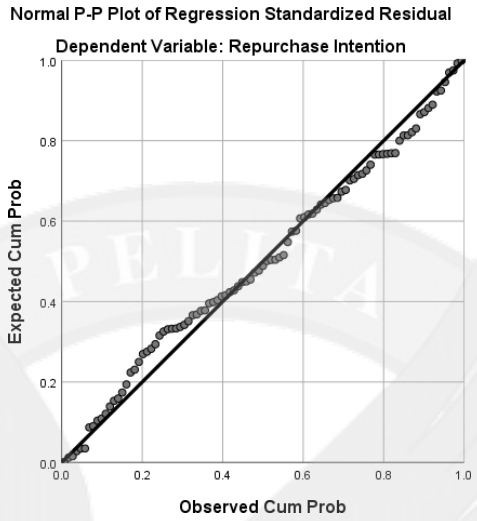

Figure 4.2. Normal Probability Plot of Regression
Source: Research Results, 2025 (Processed Data)

Build upon figure, the points are approaching the diagonal line. This shows that the data is normally distributed and meets the assumptions of normality testing.

The results of normality testing using the One Sample Kolmogorov-Smirnov statistics can be seen in the table below:

Table 4.9
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.73125082
Most Extreme Differences	Absolute	.076
	Positive	.062
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: Research Results, 2025 (Processed Data)

Based on the table, the results of the Kolmogorov-Smirnov normality test indicate that the significance level is greater than 0.05, specifically 0.200. Therefore, it can be concluded that the data passes the normality statistical test and is classified as normally distributed.

4.2.3.2 Heteroscedasticity Test

The results of the scatterplot graph method test can be seen in the image below as follows:

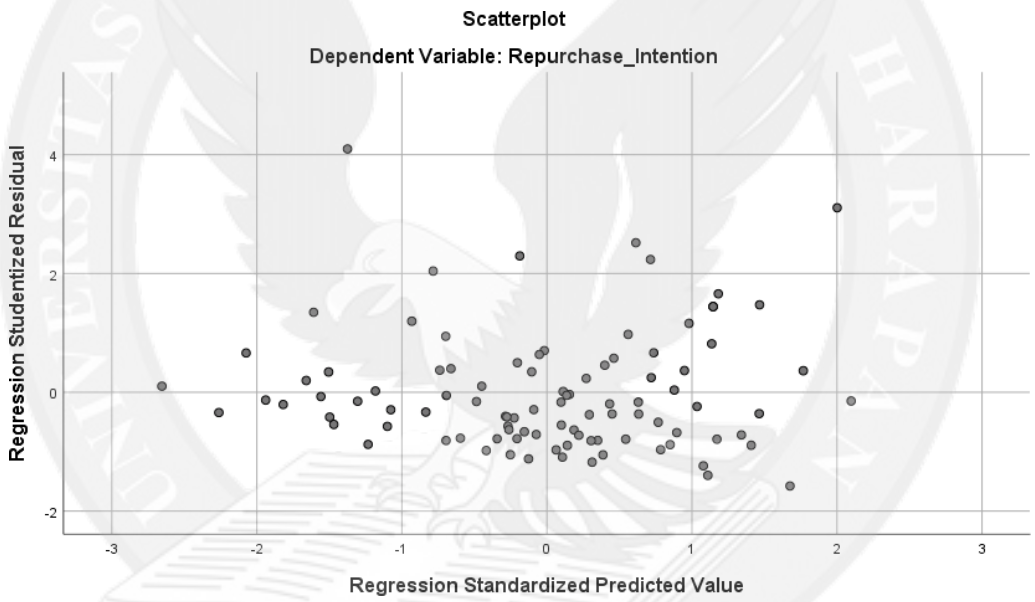

Figure 4.3. ***Scatterplot Graph***
Source: Research Results, 2025 (Processed Data)

In the scatterplot graphic, the points spread randomly and are spread and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity.

The results of the research for the Glejser test can be seen in Table below as follow:

Table 4.10
Glejser Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.730	1.489		-.491	.625
	Purchase Experience	.129	.068	.226	1.908	.059
	Ease of Use	-.012	.049	-.028	-.241	.810
	Application Quality	.022	.059	.039	.369	.713

a. Dependent Variable: Repurchase_Intention
Source: 2024 Research Results (Data processed)

From Table above, it can be seen that the significance level for the Purchase Experience variable is 0.059 > 0.05 and 0.810 > 0.05 for the Ease of Use variable with Application Quality variable is 0.713 > 0.05. From the calculation results and the significant level above, it is not found that there is heteroscedasticity.

4.2.3.3 Multicollinerity Test

The results of the multicollinearity test can be seen in the table below:

Table 4.11
Multicollinearity Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.046	2.318		1.745	.084		
	Purchase Experience	.272	.105	.193	2.580	.011	.728	1.374
	Ease of Use	.628	.076	.605	8.215	.000	.748	1.338
	Application Quality	.253	.091	.185	2.769	.007	.911	1.098

a. Dependent Variable: Repurchase Intention
Source: Research Results, 2025 (Processed Data)

Build upon the table, the correlation value for the Purchase Experience, Ease of Use, and Application Quality variables has a tolerance value > 0.10 and a VIF value < 10 so it can be concluded that all variables do not have symptoms of multicollinearity.

4.2.4 Multiple Linear Regression Analysis

Regression analysis is divided into two main categories according to the number of independent variables involved: simple linear regression and multiple linear regression. The outcomes of the multiple linear regression analysis are summarized in the table below:

Table 4.12
Multiple Linear Regression Analysis
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.046	2.318		1.745	.084		
	Purchase Experience	.272	.105	.193	2.580	.011	.728	1.374
	Ease of Use	.628	.076	.605	8.215	.000	.748	1.338
	Application Quality	.253	.091	.185	2.769	.007	.911	1.098

a. Dependent Variable: Repurchase Intention
Source: Research Results, 2025 (Processed Data)

Build upon the table, Unstandardized Coefficeints section B, a multiple linear regression equation is obtained, namely the following formula:

Repurchase Intention = 4.046 + 0.272 Purchase Experience + 0.628 Ease of Use + 0.253 Application Quality

Build upon the equation, it can be described as follows:

1. Constant (α) = 4.046 indicates a constant value, if the value of the Purchase Experience, Ease of Use, and Application Quality variable is 0, then Repurchase Intention is still at 4.046.
2. The coefficient X_1 (b_1X_1) = 0.272 shows that the Purchase Experience variable has a positive effect on Repurchase Intention by 0.272. This means

that for every increase in Purchase Experience by 1 unit, Repurchase Intention will increase by 27.2%.

3. The coefficient X_2 (b_2X_2) = 0.628 shows that the Ease of Use variable has a positive effect on Repurchase Intention by 0.628. This means that for every increase in Ease of Use by 1 unit, Repurchase Intention increase by 62.8%.
4. The coefficient X_3 (b_3X_3) = 0.253 shows that the Application Quality variable has a positive effect on Repurchase Intention by 0.253. This means that for every increase in Application Quality by 1 unit, Repurchase Intention increase by 25.3%.

4.2.5 Determination Coefficient

The coefficient of determination evaluates how well the model explains the variability in the dependent variable. Its value ranges from 0 to 1, where a value nearing 1 indicates that the model captures almost all the relevant information needed to predict the dependent variable accurately. The findings from the coefficient of determination analysis are detailed in the table below:

Table 4.13
Determination Coefficient Test
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789[a]	.623	.611	2.775

a. Predictors: (Constant), Application Quality, Ease of Use, Purchase Experience
b. Dependent Variable: Repurchase Intention
Source: Research Results, 2025 (Processed Data)

Build upon the table, the value of Adjusted R Square (R^2) or the coefficient of determination obtained is 0.611, meaning that the Repurchase Intention variable can be explained by the Purchase Experience, Ease of Use, and Application Quality

variable by 61.1% while the remaining 38.9% is influenced by other factors originating build upon outside this research model such as price, service quality, promotion and other variables.

4.2.6 Hypothesis Testing

4.2.6.1 Hypothesis t-Test (Partial)

The results of hypothesis testing in this study can be seen in the table below as follow:

Table 4.14
Partial Hypothesis t-Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.046	2.318		1.745	.084		
	Purchase Experience	.272	.105	.193	2.580	.011	.728	1.374
	Ease of Use	.628	.076	.605	8.215	.000	.748	1.338
	Application Quality	.253	.091	.185	2.769	.007	.911	1.098

a. Dependent Variable: Repurchase Intention
Source: Research Results, 2025 (Processed Data)

Build upon the table results of the hypothesis t-testing:

1. Purchase Experience variable has a value of t_{count} (2.580) which is greater than t_{table} (1.985) with a significance value of 0.011 which is less than 0.05, so it can be concluded that Purchase Experience has a positive and significant effect on Repurchase Intention at Lazada.
2. Ease of Use variable has a value of t_{count} (8.215) which is greater than t_{table} (1.985) with a significance value of 0.000 which is less than 0.05 so it can be concluded that Ease of Use has a positive and significant effect on Repurchase Intention at Lazada.

3. Application Quality variable has a value of t_{count} (2.769) which is greater than t_{table} (1.985) with a significance value of 0.007 which is less than 0.05 so it can be concluded that Application Quality has a positive and significant effect on Repurchase Intention at Lazada.

4.2.6.2 Hypothesis F-Test (Simultaneously)

The results of hypothesis testing in this study can be seen in the table below as follows:

Table 4.16
Simultaneously Hypothesis F-Test
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1183.639	3	394.546	51.237	.000[b]
	Residual	716.134	93	7.700		
	Total	1899.773	96			

a. Dependent Variable: Repurchase Intention
b. Predictors: (Constant), Application Quality, Ease of Use, Purchase Experience
Source: Research Results, 2025 (Processed Data)

Build upon the table, Purchase Experience, Ease of Use, and Application Quality variable has a value of F_{count} (51.237) which is greater than F_{table} (2.70) with a significance value of 0.000 which is less than 0.05, so it can be concluded that Purchase Experience, Ease of Use, and Application Quality has a significant effect on Repurchase Intention at Lazada.

4.3 Discussion

4.3.1 The Effect of Purchase Experience toward Repurchase Intention

Purchase Experience variable has a value of t_{count} (2.580) which is greater than t_{table} (1.985) with a significance value of 0.011 which is less than 0.05, so it can be concluded that Purchase Experience has a positive and significant effect on

Repurchase Intention at Lazada. The coefficient X_1 (b_1X_1) = 0.272 shows that the Purchase Experience variable has a positive effect on Repurchase Intention by 0.272. This means that for every increase in Purchase Experience by 1 unit, Repurchase Intention will increase by 27.2%.

4.3.2 The Effect of Ease of Use toward Repurchase Intention

Ease of Use variable has a value of t_{count} (8.215) which is greater than t_{table} (1.985) with a significance value of 0.000 which is less than 0.05 so it can be concluded that Ease of Use has a positive and significant effect on Repurchase Intention at Lazada. The coefficient X_2 (b_2X_2) = 0.628 shows that the Ease of Use variable has a positive effect on Repurchase Intention by 0.628. This means that for every increase in Ease of Use by 1 unit, Repurchase Intention increase by 62.8%.

4.3.3 The Effect of Application Quality toward Repurchase Intention

Application Quality variable has a value of t_{count} (2.769) which is greater than t_{table} (1.985) with a significance value of 0.007 which is less than 0.05 so it can be concluded that Application Quality has a positive and significant effect on Repurchase Intention at Lazada. The coefficient X_3 (b_3X_3) = 0.253 shows that the Application Quality variable has a positive effect on Repurchase Intention by 0.253. This means that for every increase in Application Quality by 1 unit, Repurchase Intention increase by 25.3%.

4.3.4 The Effect of Purchase Experience, Ease of Use, and Application Quality toward Repurchase Intention

Purchase Experience, Ease of Use, and Application Quality variable has a value of F_{count} (51.237) which is greater than F_{table} (2.70) with a significance value of 0.000 which is less than 0.05, so it can be concluded that Purchase Experience, Ease of Use, and Application Quality has a significant effect on Repurchase Intention at Lazada. The value of Adjusted R Square (R^2) or the coefficient of determination obtained is 0.611, meaning that the Repurchase Intention variable can be explained by the Purchase Experience, Ease of Use, and Application Quality variable by 61.1% while the remaining 38.9% is influenced by other factors originating build upon outside this research model such as price, service quality, promotion and other variables.