The Impact of Product Quality, Brand Image and Service Quality toward Customer Loyalty

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Abstract – This study aims to examine the effect of product quality, brand image and service quality toward customer loyalty at Starbucks. The research data was taken from a survey conducted on customers of Starbucks with the criteria have been purchased a minimum of 12 times a month. The research method used is linear regression with 3 independent variables processed using the SPSS Statistics program. The results of the research stated that the coefficient of determination is 0.494, which means the percentage contribution of independent variables (product quality, brand image, service quality) to the dependent variable (service loyalty) is 49.4%. The remaining 50.6% is influenced or explained by other variables not included in this research model. The results showed that partially, the Product Quality variable had a significantly positive effect on customer loyalty while the Brand Image and Service Quality variables had no effect on Customer Loyalty. However, simultaneously there is a significant effect of Product Quality, Brand Image and Service Quality on Starbucks Customer Loyalty.

Keywords: product quality; brand image; service quality; customer loyalty; retail; coffee shop; starbucks

INTRODUCTION

The development of technology in industrial sector has an impact on human life especially on the business today. In addition, the number of businesses emerging small and big companies impact on intense competition among companies, especially the competition that comes from retail sector. This causes retailers that apply the concept of marketing needs to look at consumer behavior and the factors that influence customer's loyalty. This is because in the marketing concept, one way to achieve the company's goal is to know what the needs and wants of the customer or the target market and provide the expected satisfaction more effectively and efficiently than the competitors Kotler & Armstrong (2018).

Hidayat (2017) stated the food and beverage industries in Indonesia has big contribution 34.95% to the national income in third quarter of 2017. Today's we can easily find restaurants and coffee shops that are offering variation of food and beverage, and it is a proof that Indonesia's food and beverage industry are growing from time to time, and also evolving by following the world current development and lifestyle of the modern society that creating innovation of the food and beverage itself and to compete each other from the service, product and brand. With the current development and lifestyle of modern society, they now tend to have eat out and drinking activities in restaurant and coffee shop rather than in their house. Mostly the working people and college students who love to drink coffee are likely to hangouts or doing business meeting in place like this. The consumption growth is driven by Indonesia's expanding middle class people (JPNN, 2015), and their growing taste for coffee. This lifestyle creating business opportunities and taken by the food and beverage industries that running on coffee shop.

The previous research from Sajadi and Rizzuto (2013) found the Chinese in Republic of China consumer have a better perception of product quality, brand image and service quality in their loyalty to fast-food restaurant. However, researcher want to continue that research in Indonesian F&B retail shop like Starbucks. The reason for choosing Starbucks for the research is because of the fast spreading of coffee shops in Indonesia make researcher want to know more about the factors that can affect customer loyalty. More loyal the customer the more income can business get. Another research from Mangore, Lumanauw, Tielung (2015) found that the customer of retail shop in Manado concern about the quality of product, the brand and the quality of service from the

retail shop. The research result is Product Quality, Brand Image and Service Quality simultaneously have a positive and significant impact toward Customer Loyalty.

As we can see from the current developments, companies with competitive advantage are expected to win the competition in the field. Other things to consider in choosing a product not only seen from the quality of the product itself, the service quality and the brand image of the product becomes a thing that is noticed by consumers to meet their needs today, it becomes one of the considerations for the company can meet consumer expectations so that consumers feel satisfied. Consumer satisfaction becomes the thing required by the company because with consumer satisfaction then the consumer will be loyal.

Consumer satisfaction is the end result desired by the company, starting from the satisfaction the customer starting to be loyal. Customer satisfaction is an important asset the company must create a brand that can represent the product in the eyes of consumers. The company must create a strong brand, so that consumers can differentiate between the company's product and its competitors' products. A brand must be a suitable symbol and also unique to present the company's products in the eyes of consumers. This is because the first thing the prospective customer sees in the choice is the brand of a product.

The recent fierce competition between coffee shops makes every coffee shop compete to increase the number of their customers to increase their sales. One of the coffee shops discussed here is Starbucks. Starbucks have to analyze the problem that have an impact toward customer loyalty. According to Yang, Paoching, Lin, according to Yang, Paoching, Lin Rofiq, & Davaanyam, (2015) in Starbucks Taiwan product quality has an impact on customer loyalty. Then Khoironi, Syah, & Dongoran (2018) make a research on customer loyalty and got a result that product quality and brand image have an impact on customer loyalty. Another research from Naderian & Baharun (2015) make a research on hospitality industry and the result is service quality have an impact on customer loyalty So Starbucks must prepare a marketing strategy to face the problem to improve the sales.

The problems in this study can be formulated as follows:
1. How Product Quality has an impact toward customer loyalty in Starbucks?
2. How Brand Image has an impact toward customer loyalty in Starbucks?
3. How Service Quality has an impact toward customer loyalty in Starbucks?

LITERATURE REVIEW

Kotler defines marketing and Armstrong is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others Kotler & Armstrong (2018). Another definition by the American Marketing Association as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The term developed from the original meaning that referred literally to going to market with goods for sale. Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value Kotler & Armstrong (2018).

Products are everything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas Kotler & Armstrong (2018). Quality is a blend of properties and characteristics that determine the extent to which output can meet customer requirements. Looking at the above definition can be concluded that the quality of the product is the consumer's suitability of a product that can be expected and meet their needs.

There are eight quality dimensions that Garvin (1984) developed and can be used as a strategic planning framework and analysis, especially for retail products. These dimensions are:
1. Performance
2. Features
3. Reliability

4. Conformance
5. Durability
6. Serviceability
7. Aethetics
8. Percieved Quality

In general, consumers seek to maintain or enhance their self-image by selecting a product or brand that has the "image" or "personality" that they believe in harmony with their self-image, and tend to avoid brands that do not fit with their image and, according to research by Fournier (1998), it is commonly happened to women. Based on the relationship between brand preference and consumer self-image, it is not strange if consumers use brands as media to define themselves Schiffman & Kanuk (2010).

Wijaya (2013) has doing an elaboration between a result from many researchers for brand image dimension, these are the dimension:
1. Brand Identity
2. Brand Personality
3. Brand Association
4. Brand Attitude and Behavior
5. Brand Benefit and Competence

Sasser et al. (1978) defined the factors that raise the level of service quality such as security, consistency, attitude, completeness, condition, availability, and training of service providers. Besides this, physical quality, interactive quality, and corporate quality also affected the service quality level Lehtinen & Lehtinen (1982). Grönroos (1984) developed the first service quality model and measured perceived service quality based on the test of qualitative methods. Technical quality, functional quality, and corporate image were used in the model as the dimensions of service quality. Technical quality is about customer evaluations about the service. Functional quality, which is more important variable for consumer perceptions and service differentiation than technical quality, refers how consumers take the service. Technical quality is interested in what was delivered whereas functional quality is interested in how the service was delivered. Corporate image has a positive impact on customer perceptions.

Valerie, Parasuraman and Leonard to study the service quality developed the SERVQUAL instrument. They stated that services, as opposed to goods, are intangible. They are performances and experiences rather than objects. Services, as opposed to goods are heterogeneous, their performances often varied from producer to producer, from customer to customer, and from day to day Parasuraman (1985).

The SERVQUAL developers identified ten dimensions from their focus group interview – tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication and understanding the customer. There were 97 items corresponding to these 10 dimensions. Each of these 97 items was incorporated into a pair of statements, 22 in number. Thus, SERVQUAL customer perception tool consisted of 22 statements to ascertain the general expectation of customers and 22 matching statements to measure customers' assessment of a specific organization within the service industry. The response to these statements was elicited by way of a 7-point Likert Scale. Difference between the perception and expectation of the customers was calculated to ascertain the gap. After various statistical analyses, overlapping items were removed and the remaining items were regrouped in 5 dimensions. The reliability and validity of these 22 items and 5 dimensions was confirmed thereafter. These 5 dimensions are:
1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

As suggested by some researchers Kandampully & Suhartanto (2000) there are two types of loyalty that is behavioral loyalty and attitude. The behavioral aspects of customer loyalty are

characterized in terms of repurchase intentions, word of mouth communication, and organizational recommendations, they also define attitude loyalty as a good evaluation that is held with sufficient strength and stability to encourage repeatedly favorable responses to products/brands or stores. According to Cengiz (2010), customer loyalty seems to be based on three factors. First is trusting. Consumers must trust the vendor or product they are dealing with. Second, a transaction or relationship must have a positive perceived value greater than that supplied by a competitor. Third, if marketers build the first two factors, they may be able to create a positive level of emotional attachment. That emotional response may be a commitment to their brand that is resistant to change. Today, every industry offers a variety of loyalty schemes aimed at differentiating one competitor from another. Every time a customer buys, he progresses through the buying cycle Filipe, Renedo, & Marston (2017).

Hypothesis
1. Research conducted by Reza Etemad-Sajadi and Daniela Rizzuto (2013) and Khoironi, Syah & Dongoran (2018) found that product quality has a significant effect on customer loyalty.
    Based on the statement above, the hypothesis can be formulated as follows:
    H_1: product quality has a significant positive effect on customer loyalty.

2. Research conducted by Nyadzayo & Khajehzadeh (2016) and Harrington, Ottenbacher, & Fauser (2015) found that brand image has a significant effect on customer loyalty.
    Based on the statement above, the hypothesis can be formulated as follows:
    H_2: brand image has a significant positive effect on customer loyalty.

3. Research conducted by Yuan, Chang & Tzeng (2012), Yang, Paoching, Lin, Rofiq, & Davaanyam (2015) and Naderian & Baharun (2015), found that service quality has a significant effect on customer loyalty.
    Based on the statement above, the hypothesis can be formulated as follows:
    H_3: brand image has a significant positive effect on customer loyalty.

4. Research conducted by Indah Indria Mangore, Bode Lumanauw, Maria Tielung (2015) and Rashid, Rani, Yusuf & Shaari (2015) found that product quality, brand image and service quality has a simultaneously significant effect on customer loyalty.
    Based on the statement above, the hypothesis can be formulated as follows:
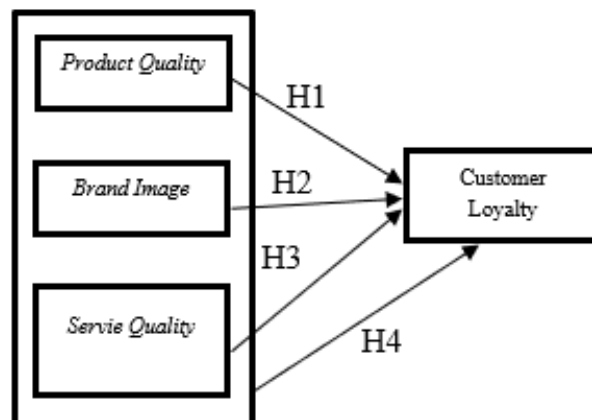 H_2: brand image has a significant positive effect on customer loyalty.

Figure 1. Conceptual Framework

Hipotesis
H_1: Product Quality has a significant effect on customer loyalty Starbucks
H_2: Brand Image has a significant effect on customer loyalty Starbucks
H_3: Service Quality has a significant effect on customer loyalty Starbucks
H_4: Product Quality, Brand Image and Service Quality has a significant effect on customer loyalty Starbucks.

METHODS

In the research process begins with activities to identify problems in place to be used as research locations, formulation of identified problems, the collection of basic theories that strengthen the theoretical basis of variables, the preparation of data collection methods, the preparation of instruments, to the determination of statistical testing techniques used. To obtain data for this research, researchers chose the location and place at Starbucks Coffee, South Jakarta. The study was conducted from March to April 2018.

The research design used by the writer is the method of causal research. According to Sugiyono (2014:6) Causal research is research that aims to know about the relationship of causality in the presence of Independent Variables and Dependent Variables. In this research Product Quality (X1), Brand Image (X2) and Service Quality (X3) become Independent Variable with Customer Loyalty (Y) become Dependent Variable.

The population is too large to determine, Hair (2010) suggests that the number of research samples that are not known to be exact population numbers it must be multiplied 5 times with the question indicators. The number of question indicators from this study is 38, then the results of the sample calculation were obtained 5 X 38 = 190. So, the sample that should be taken is 190 respondents.

In this study researcher used simple random sampling to get sample directly in sampling unit thus each sampling unit of the smallest population has the same opportunity to be a sample or to represent the population. Hair et al. (2010: 637), namely the Maximum Likelihood Estimation (MLE) technique. A good number of samples according to MLE ranges from 100-200 samples. Therefore, the expected number of samples is at least 100 samples and a maximum of 200 samples.

In determining the sample, researchers use non-probability sampling because it does not provide the same opportunity / opportunity for each member of the population to be a sample (Sugiyono, 2013). The sampling method in this study was purposive sampling. Purposive sampling method is a sampling method that is carried out based on criteria determined by the researcher (Ferdinand, 2013). The sample criteria for this study is Starbucks customers who visit and buy products at Starbucks at least 12 times in one month.

The technique of distributing questionnaires is done by giving Google Form links directly to customers in front of the payment cashier. The author is assisted by Starbucks workers to distribute the questionnaire link to respondents and the author notifies workers about the criteria for respondents who must be given a questionnaire link to avoid mistakes in giving questionnaires. The distribution of questionnaires was conducted from September 2018 to November 2018. Respondents in question are customers of Starbucks who buy at least 12 times in a month. Based on the willingness of Starbucks customers to participate during the field research process researcher successfully obtained 190 respondents.

RESULT and DISCUSSION

Starbucks Corporation is an American coffee company and coffeehouse chain. Starbucks was founded in Seattle, Washington in 1971. As of 2018, the company operates 28,218 locations worldwide (Loxcel Starbucks Map, 2018). Starbucks is considered the main representative of "second wave coffee", initially distinguishing itself from other coffee-serving venues in the US by taste, quality, and customer experience while popularizing darkly roasted coffee (Sacks & Danielle, 2015). Since the 2000s, third wave coffee makers have targeted quality-minded coffee drinkers with hand-made coffee based on lighter roasts, while Starbucks nowadays uses automated espresso machines for efficiency and safety reasons (Reuters, 2015).

Starbucks officially entered Indonesia in 2001. PT Mitra Adi Perkasa has acquired the Starbucks franchise in Indonesia, through PT Sari Coffee Indonesia as a subsidiary of PT Mitra Adi Perkasa, the first Starbucks outlet designed in a popular style located at Plaza Indonesia. To date, Starbucks has

more than 350 outlets in Indonesia, including Jakarta, Bandung, Surabaya, Bali, Yogyakarta, Medan, Balikpapan, Semarang, Batam and Makassar.
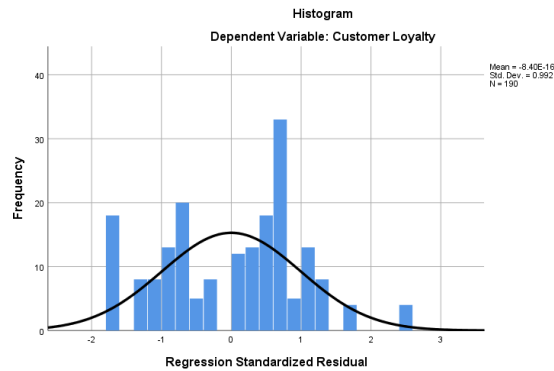
Normality Test

Figure 2. Normality Test Graphic

In Figure 2. above for the histogram graph, it can be seen that the data distribution of the table is lined with bells. Whereas in the P-P plot, the output data from this study shows that it spreads around the line and follows the normality reference line, then the regression model has been normal and is suitable to be used to predict the independent variable.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		190
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.20836348
Most Extreme Differences	Absolute	.120
	Positive	.091
	Negative	-.120
Test Statistic		.120
Asymp. Sig. (2-tailed)		.118[c]

From the table 1. using the Kolmogorov-Smirnov test, it can be seen that the significance value (Asym.sig 2 tailed) is 0.118. Because the value is greater than 0.05 so the distribution of residual data is normally distributed and the data is good for further analysis.

Multicollinearity Test

Table 2. Multicollinearity Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.765	.596		-1.284	.201		
	Product Quality	.119	.022	.480	5.387	.000	.336	2.972
	Brand Image	.065	.045	.202	1.460	.146	.140	7.132
	Service Quality	.013	.030	.065	.447	.656	.126	7.932

a. Dependent Variable: Customer Loyalty

From the table 2. above it can be seen that the VIF value is less than 10.00 and Tolerance is more than 0.100 for the four independent variables, it can be concluded that the regression model does not occur or is free of multicollinearity problems, meaning that there is no relationship between independent variables.

Heteroscedasticity Test

Figure 3. Scatterplot Graph

From the graph above, it can be seen that the points spread with an unclear pattern above and below the number 0 on the Y axis. So it can be concluded that there is no problem of heteroscedasticity in the regression model. Another method of heteroscedasticity is by using the Glejser test, which is done by regressing the absolute value of the residual obtained from the regression model as the dependent variable on the independent variable in the regression model. If the regression coefficient value of each independent variable in this regression model is not statistically significant, it can be concluded that there is no heteroscedasticity (Ghozali, 2016: 138).

Simultaneous Test (f-test)

Table 3. F-Test Result

Model		Sum of Squares	df	Mean Square	F
1	Regression	278.712	3	92.904	62.617
	Residual	275.967	186	1.484	
	Total	554.679	189		

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Service Quality, Product Quality, Brand Image

From the table 3. above, the f-Result value is 62.617, and f-Table value is 2.65, so the result is f-Result (62,617) > f-Table (2.65), then Ho is rejected. An seen on a Significant value of 0.000 where it is smaller than 0.05, this shows that the regression model is significant meaning this regression model is feasible to use in predicting Customer Loyalty.

Partially Test (t-test)

Table 4. T-Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.765	.596		-1.284	.201
	Product Quality	.119	.022	.480	5.387	.000
	Brand Image	.065	.045	.202	1.460	.146
	Service Quality	.013	.030	.065	.447	.656

a. Dependent Variable: Customer Loyalty

1. Product Quality (X_1) variable has a t-result value of 5.387 with a significance value of 0.000. The t-result value when compared to the t-table value is greater, so also the sig t-result value (0.000) is smaller than the sig limit (0.05).
2. Brand Image (X_2) variable has a t-result value of 1,460 with a significance value of 0.146. The t-result value when compared to the t-table value is smaller, as well as the sig t-result value greater than the sig limit (0.05).

3. Service Quality (X_3) variable has a t-result value of 0.447 with a significance value of 0.656. The t-result value when compared to the t-table value is smaller, as well as the sig t-result value greater than the sig limit (0.05).

Coefficient of Determination Test R^2

Table 5. Coefficient of Determination Test R^2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709[a]	.502	.494	1.218

a. Predictors: (Constant), Service Quality, Product Quality, Brand Image

From table 5. above it can be explained that the value of R is also called the multiple correlation coefficient with a value of 0.709a. By looking at the interpretation of the correlation coefficient quoted from Sarwono (2007), the correlation coefficient has a very strong correlation. To find out how much influence is given by the independent variable on the dependent variable, an analysis of determination is carried out. The coefficient of determination shows how much the percentage of the regression model is able to explain the dependent variable.

The results of the calculation of the coefficient of determination (R^2) from table 5, the results of the coefficient of determination or Adjusted R Square obtained at 0.494 or 49.9%. This figure means 49.9% Customer Loyalty is influenced by Product Quality, Brand Image and Service Quality while the remaining 50.1% is influenced by other factors not included in this study.

Table 6. Analysis of Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.765	.596		-1.284	.201
	Product Quality	.119	.022	.480	5.387	.000
	Brand Image	.065	.045	.202	1.460	.146
	Service Quality	.013	.030	.065	.447	.656

a. Dependent Variable: Customer Loyalty

Regression analysis basically learns about the dependent variable (dependent) with one or more independent variables, with the aim of estimating and or predicting the population average or the average value of the dependent variable based on the known independent variable values. Regression analysis in this study to find out how much influence the independent variable consists of Product Quality (X_1), Brand Image (X_2), Service Quality (X_3), on the dependent variable namely Customer Loyalty (Y). The Multiple Linear Regression Test results are shown in the following table 6.

Product Quality variable (X_1) has a t-Result of 5.387 with a significance value of 0.000. The t-Result value when compared to the t-Table value is greater, so does the sig. value. t-Result (0,000) is smaller than the sig. limit. (0.05). This shows that the product quality variable (X_1) partially has a significant effect on customer loyalty (Y), thus hypothesis Ha1 is accepted. The value of t-Result is positive, meaning that it has a positive effect, that is, the increase in the assessment of Product Quality will increase the Customer Loyalty.
H1: Product Quality has significantly positive impact toward Customer Loyalty is accepted

Brand Image variable (X_2) has a t-Result of 1.460 with a significance value of 0.145. The t-Result value when compared to the t-Table value is smaller, so does the sig. value. t-Result (0,145) is greater than the sig. limit. (0.05). This shows that the Brand Image variable (X_2) partially does not has a significant effect on Customer Loyalty (Y), thus the hypothesis accepted is the hypothesis Ho2.
H2: Brand Image has significantly positive impact toward Customer Loyalty is not accepted

Service Quality variable (X_3) has a t-Result of 0.447 with a significance value of 0.656. The t-Result value when compared to the t-Table value is smaller, so does the sig. value. t-Result (0,656) is

greater than the sig. limit. (0.05). This shows that the Service Quality variable (X_3) partially does not has a significant effect on customer loyalty (Y), thus the hypothesis accepted is the hypothesis Ho_3.

H_3: Service Quality has significantly positive impact toward Customer Loyalty is not accepted

From the table 3. above, the f-result is 62.617, f-Result (62,617) > f-table (2.65). Then the hypothesis Ha_4 "Product Quality, Brand Image and Service Quality Simultaneously have a Positive and Significant impact toward Customer Loyalty" proposed can be accepted. Simultaneously there is a significant positive joint effect of Product Quality, Brand Image, Service Quality on Customer Loyalty. So that it can be concluded that Product Quality, Brand Image and Service Quality has a Positive and Significant impact toward Simultaneously Customer Loyalty.

The limit of R^2 is $0 \le R^2 \ge 1$ so that if R^2 equals zero (0) means that the non-independent variable cannot be explained by the independent variable simultaneously, whereas if R^2 is equal to 1 means that the independent variable can explain the non-independent variable simultaneously. The results of the calculation of the coefficient of determination (R^2) can be seen in table 5, where the results of the coefficient of determination or Adjusted R Square are obtained at 0.494 or 49.4%. This figure means 49.4% of customer loyalty is influenced by product quality, brand image and service quality, then the remaining 50.6% (100% - 49.4%) is influenced by other factors not included in this study.

CONCLUSSION

1. Product Quality has a significant impact on Customer Loyalty Starbucks. Every increase in product quality by 1 unit, it will increase customer loyalty by 0.119 units.
2. Brand Image partially has insignificant impact on Customer Loyalty Starbucks. Every increase brand image by 1 unit, it will increase customer loyalty by 0.065 units.
3. Service Quality partially has not significant impact on Customer Loyalty Starbucks. Every increase in service quality by 1 unit, it will increase customer loyalty by 0.013 units.
4. Product Quality, Brand Image and Service Quality has a Positive and Significant impact on Simultaneously Customer Loyalty Starbucks has a coefficient of determination or Adjusted R Square 0.494, this means that 49.4% of customer loyalty is influenced by the variable Product Quality, Brand Image and Service Quality, while 50.6% is influenced by other variables not present in this study.

RECOMMENDATION

1. In Product Quality Variable the results of the research stated that product quality partially had a significant effect on customer loyalty at Starbucks. Consistent indicators of quality in the dimensions of reliability provided at each time product acceptance becomes the main choice in customer loyalty. Therefore it is necessary to maintain and continue to develop so that the products offered are of high quality, have good performance, endurance by maintaining compliance with standard operating procedures (SOP) in order to create quality consistency, periodically educating and informing consumers about the manufacturing process, raw materials, aesthetics (such as appearance) and specifications that are in accordance with the specifications set by PT Sari Coffee Indonesia (Starbucks Indonesia), so that consumers are not easily incited by competitors' marketing strategies, especially for existing customers.
2. In Brand Image Variable the results of the research stated that the brand image partially did not significantly influence the customer loyalty of Starbucks Coffee. Therefore, if it only focuses on building a brand image to increase customer loyalty without being followed by an increase in other customer loyalty aspects, then it can be ascertained will fail. Therefore, brand image will be important if together there is an increase in other factors.
3. In Service Quality Variable the results of the research stated that service quality partially does not significantly influence Starbucks customer loyalty at Starbucks. Therefore, if it only focuses on improving service quality activities to increase customer loyalty without being followed by an increase in other customer loyalty aspects, then it will certainly fail. Therefore, the quality of service will be important if together there is an increase in other factors.

4. In Product Quality, Brand Image and Service Quality Variables Simultaneously The result of the research stated that product quality, brand image and service quality simultaneously have significant influence on Starbucks customer loyalty. So Starbucks must combine the brand image that Starbucks already have with the quality of the products presented properly then maintain the quality of service for all customers in Starbucks.

For further research, more respondents can be used and in several marketing regions of other regions, so the results of the study will be more valid and the population wider.

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