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MAPPING IDEA & LITERATURE FORMAT

Determination of Distribution Channel Marketing and Service Innovation Quality in Increasing Consumer Satisfaction

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Abstract: In determining the distribution as an entrepreneur, he must select the distribution channel in his business, and one of them is using the Shopee digital application, creating a page on Facebook, and many other digital accesses that can be used; the aim is to reach more potential customers to see the products being sold, making it easier for prospective customers to see. Customers can contact us online and make transactions easier for customers and entrepreneurs. This research aims to determine the role of distribution channel marketing in increasing customer satisfaction. To find out how service innovation quality increases customer satisfaction. Mapping article use 20 of manuscript form scopus databased index. The proposition in this mapping are H1: Distribution channel marketing has a positive and significant effect on increasing consumer satisfaction. H2: Service innovation quality has a positive and significant effect on increasing customer satisfaction. H3: The distributor channel marketing variable has the most significant influence on increasing consumer satisfaction.

Keywords: Distribution Channel Marketing, Service Innovation Quality, Customer Satisfaction**JEL Classification Code:** M30, M31, C44, D11

1. INTRODUCTION

Shopee's parent, Sea Group, leads the way in terms of the number of visits to e-commerce platforms in Indonesia. Another Singaporean jumbo startup, Grab, excels in food delivery transactions. One way to do this is by promoting or 'burning money. Some venture capitalists have reminded startups, especially unicorns and decacorns, to reduce 'burn cash and focus on profits during the corona pandemic. However, Shopee and Grab managed to increase the number of users with this strategy. President Director of Mandiri Capital Eddi Danusaputro said startups, both small and jumbo, could be self-sustainable or profitable if income was higher than expenses. "However, (it could also be) deliberately making the price of products and services low so that users do not run to competitors, he judged that a reasonable promotion strategy. "However, it can't be forever. Gradually increase the price of goods and services. That way, startups have a path to profitability. In Indonesia, Shopee aggressively provides promotions themed on beautiful dates such as 11.11 and 12.12. Meanwhile, Grab still regularly provides GrabFood discounts such as the Spirit of 2021, the Spirit of Gasol, and others.

Shopee recorded 560 million transactions during the COVID-19 pandemic or the second and third quarters of 2020. This Sea Group subsidiary also plans to intensify promotions and collaborations to boost sales in 2021. Meanwhile, momentum works show that the gross transaction value or GMV of GrabFood is US\$35.9 billion or Rp. 83 trillion in 2020. While Go-Jek's GoFood is only US\$2 billion or 28 trillion. Grab also accounted for nearly half of the total GMV of food delivery in Southeast Asia over the past year, despite the coronavirus pandemic. In total, Indonesia's contribution is the largest in the region at US\$3.7 billion. Startups can indeed proliferate in Indonesia because of their large population and potential. But over the years, many have learned that to be profitable in this country requires long-term play and patience, judging, grab, and SEA can use market leadership and more profitable businesses in other countries to continue to fund their growth in Indonesia.



There are several reasonable factors in determining marketing and service quality in increasing customer satisfaction. For example, in a study conducted by Murfield et al. (2007), strategies for managers of hybrid companies want to optimize pricing decisions based on the interaction between channel distribution and intensity. involvement. Murfield et al. (2007) that the uniqueness of omnichannel consumers is true, and the three LSQ dimensions (condition, availability, and timeliness) differ in satisfaction and loyalty. Saebi & Foss, (2015) contribute to the open innovation literature by determining the requirements under which a business model is conducive to the success of an open innovation strategy. (Babkin et al., 2015) the mechanism for selecting the most appropriate innovation strategy and the most accurate project estimation. A correlation was found between innovation strategy and company performance using data collected on IT companies. Kozlenkova et al. (2015) the marketing and SCM literature by (1) reviewing the breadth of the literature most impacting on SCM that is directly connected to the marketing field, (2) summarizing the state-of-the-art SCM in the marketing literature, and (3) predicting through a series of integrated takeaways what research is needed and where SCM in marketing is likely to develop. (Pötzl, 2016) Retailers retain detailed information about customers that manufacturers do not have. Until shopping through electronic media is established, it can penalize adversary manufacturers by not cooperating with or promoting competing manufacturers' products. Saura et al. (2008) 1) results in customer satisfaction and loyalty. All analyzes were conducted in the context of supplier-retailer and retailer-consumer relationships. 2) company performance results in bringing merchandise and information from the company warehouse to the customer's home. 3) results in terms of customer satisfaction and loyalty across various marketing channels. Mehta et al. (2010) one can conclude that for an international channel strategy to be successful, channel leaders must consider the cultural context when reducing conflict among channel partners. Andreassen & Lanseng, (1997) one can conclude that for an international channel strategy to be successful, channel leaders must consider the cultural context when reducing conflict among channel partners. Jia et al. (2014) Chinese channel managers are advised to increase the use of more information sharing to cope with market uncertainty.

Research results from Murfield et al. (2007) strategies for managers of hybrid firms wishing to optimize pricing decisions based on the interaction between channel distribution and intensity of involvement. Murfield et al. (2007) that the uniqueness of omnichannel consumers is accurate, and the three LSQ dimensions (condition, availability, and timeliness) differ in terms of satisfaction and loyalty. Saebi & Foss, (2015) contribute to the open innovation literature by determining the conditions under which a business model is conducive to the success of an open innovation strategy. (Babkin et al., 2015) the mechanism for selecting the most appropriate innovation strategy and accurate project estimation. A correlation was found between innovation strategy and company performance using data collected on IT companies. Kozlenkova et al. (2015) the marketing and SCM literature by (1) reviewing the breadth of the literature most impacting on SCM that is directly connected to the marketing field, (2) summarizing the state-of-the-art SCM in the marketing literature, and (3) predicts through a series of integrated takeaways what research is needed and where SCM in marketing is likely to develop. Pötzl, (2016) Retailers retain detailed information about customers that manufacturers do not have. Until shopping through electronic media is established, it can penalize adversary manufacturers by not cooperating with or promoting competing manufacturers' products. (Saura et al., 2008) 1) results in customer satisfaction and loyalty. All analyzes were conducted in the context of supplier-retailer and retailer-consumer relationships. 2) company performance results in bringing merchandise and information from the company warehouse to the customer's home. 3) results in terms of customer satisfaction and loyalty across various marketing channels. (Mehta et al., 2010) one can conclude that for an international channel strategy to be successful, channel leaders must consider the cultural context when reducing conflict among channel partners. Andreassen & Lanseng, (1997) one can conclude that for an international channel strategy to be successful, channel leaders must consider the cultural context when reducing conflict among channel partners. Jia et al. (2014) Chinese channel managers are advised to increase the use of more information sharing to cope with market uncertainty.

2. Literature Review Procedure

This study uses a bibliometric literature review approach with a sample mapping literature of 20 articles from 1997 to 2015 under the Scopus indexed journal Table 1 illustrates the results of the literacy mapping that we have summarized. In connection with the presentation in the Introduction section, the proportion of our analysis results has also been stated in section 3.

3. Conclusion and Proposition

- H1: Distribution channel marketing has a positive and significant effect on increasing consumer satisfaction.
- H2: Service innovation quality has a positive and significant effect on increasing customer satisfaction.
- H3: The distributor channel marketing variable is the most significant influence on increasing consumer satisfaction..

Table 1: Mapping Literature

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
A Hybrid Firm's Pricing Strategy in Electronic Commerce Under Channel Migration(Kauffman et al., 2009)	(one way channel) interactions from traditional sales channels to the Internet) influence pricing strategies	important concern for the choice of a hybrid firm's pricing strategy	<ul style="list-style-type: none"> Physical Distribution Logistics Management 	<ul style="list-style-type: none"> theory of price discrimination theory-building theory development and empirical methods for IS research theory of price discrimination in the first proposition theory ex- plains how a firm can maximize its profit by charging different prices to differ- ent customers 	strategy for managers of hybrid firms who wish to optimize pricing decisions based on interactions between channel distribution and intensity engagement in online channels.
Investigating logistics service quality in omni-channel retailing "(Murfield et al., 2007)	questions regarding LSQ, consumer satisfaction, and consumer loyalty relative to their actual experience in any of these situations	investigated the impact of logistics service quality (LSQ) on consumer satisfaction and loyalty in an omni-channel retail environment	<ul style="list-style-type: none"> Comparison of Selling Consumer Goods Industry 	<ul style="list-style-type: none"> 1)theory: When to choose it and how to use it 2) theory: A carrier perspective 	The results show that omni-channel consumer uniqueness is true, and the three LSQ dimensions (condition, availability, and timeliness) differ in terms of satisfaction and loyalty.
Issues in Direct Channel Distribution: A Comparison of Selling via the Internet in the Airline Business and the Fast-moving Consumer Goods Industry(Pötzl, 2016)	<ul style="list-style-type: none"> Is there really a new opportunity to bypass intermediaries? Is it possible to do so profitably? What resources do the middlemen in the channels have to defend them- selves? 	In particular, it remains uncertain who will control the new channels, and how quickly the channels will emerge. Comparing air travel with fmcg distribution permits the following general observations	<ul style="list-style-type: none"> Logistic service quality and technolog Comparison consumer relationships 	<ul style="list-style-type: none"> 	Retailers hold detailed information about customers that manufacturers lack, and, until shopping via electronic media is established, can punish enemy manufacturers by not co-operating or promoting competing manufacturer's products
The International Review of Retail, Distribution and Consumer	there is neither consensus about its dimensions, or on how it might be influenced by technological solutions	1)perceived technology in relation to logistic service quality and its antecedents. 2)it aims to test the influence of logistic service quality and technology assessment on business results in terms	<ul style="list-style-type: none"> Distribution Channel Cross-Cultural Approach 	1)theory of channel structure provides direct	1) results in terms of customer satisfaction and loyalty. All analyses are performed in both contexts

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Research(Saura et al., 2008)		of customer satisfaction and loyalty. All analyses are performed in both contexts of supplier–retailer and retailer–consumer relationships.	<ul style="list-style-type: none"> International Partners 	support for the investment in ICT 2) The theory of power and conflict in channels of distribution	of supplier–retailer and retailer–consumer relationships. 2) results of the company’s performance in the process of bringing merchandise and information from the company’s warehouse to customers’ homes 3) results in terms of customer satisfaction and loyalty in different levels of the marketing channel
Managing International Distribution Channel Partners: A Cross-Cultural Approach(Mehta et al., 2010)	This is of particular concern because cross-national channel partnerships are on the rise, and divergent cultures may engender heightened conflict, which has a deleterious effect on channel performance	.Specifically, the article examines whether the relationship between leadership style and conflict in international distribution channels is moderated by nationalT	<ul style="list-style-type: none"> The principal’s agents’ contribution integrated service distribution channel 	1) Research on the schools-of-leadership theory 2) Behavioral leadership theory 3) Hollander’s theory 4) leader-member exchange theory 5) Fiedler’s contingency theory of leadership 6) Hersey and Blanchard’s situational leadership theory 7) theory of leadership	one can conclude that for an international channel strategy to be successful, channel leaders must consider the cultural context when seeking to reduce conflict among channel partners
Contribution to customer loyalty(Andreassen & Lanseng, 1997)	i.e. regional organizations act in accordance with strategies, policies, and goals established by the HQ. In fulfilling their duties, the regional offices are dependent on a number of services provided by HQ	the purpose of this paper is to examine the joint	<ul style="list-style-type: none"> Customer Satisfaction Market Share 	power dependency theory (Emerson, 1962), transaction cost theory (Coase, 1937; Williamson, 1975; Williamson, 1985), and agency	To estimate the co-operative and individual effort of HQ and the RSF to customer satisfaction and loyalty

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				theory (Jensen and Meckling, 1976). 2) agency theory	
Customer Satisfaction and Market Share: What Is the Missing Link?(Gounaris et al., 2016)	there are contradicting views in regards to the influence of customer satisfaction on market share	To this end, the main competitive advantage of such companies is their ability to better match their products with the desires of their customers and offer superior levels of customer satisfaction which, nonetheless, is made possible	<ul style="list-style-type: none"> • Identification • analysis of moderator variables • customer satisfaction-loyalty link 	<ul style="list-style-type: none"> • Theory consumer behavior 	<p>The study concludes that the relationship of customer satisfaction and market share is contingent upon the degree of homogeneity/heterogeneity of the market.</p> <p>The study concludes that the relationship of customer satisfaction and market share is contingent upon the degree of homogeneity/heterogeneity of the market</p>
European Journal of Marketing(Walsh et al., 2008)	However, existing research is limited in several respects. First, studies examining the moderating effect of personal characteristics offer mixed results and indicate both positive and negative effects	this article aims to present empirical evidence of the conditions in which the satisfaction-loyalty relationship becomes stronger or weaker.	<p>H1. Satisfaction with assortment has a positive impact on attitudinal loyalty.</p> <p>H2. Satisfaction with assortment has a positive impact on behavioural loyalty.</p> <p>H3. Satisfaction with employees has a positive impact on attitudinal loyalty.</p> <p>H4. Satisfaction with employees has a positive impact on behavioural loyalty.</p>	<ul style="list-style-type: none"> • information processing theory (Moskovitch, 1982). • social role theory • relational exchange theory 	The empirical results suggest that not all of the moderators considered influence the satisfaction-loyalty link.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			<ul style="list-style-type: none"> • Moderating 		
Internet Pricing, Price Satisfaction, and Customer Satisfaction(Cao et al., 2014)	A 1999 study by the Boston Consulting Group showed that 28 percent of all on-line purchase attempts fail, as a result of problems ranging from Web site performance to product delivery [6]. This is especially important in the conversion of a first-time buyer into a loyal customer.	The present research models the relationships between e-tailer pricing, price satisfaction, and satisfaction with the ordering and fulfillment processes.	1: E-tailer Price on Price Satisfaction The 2: Satisfaction with the Ordering Process on Price Satisfaction Since 3: Satisfaction with Ordering Process on Satisfaction with Fulfillment Process Research 4: Price Satisfaction on Satisfaction with the Fulfillment Process In	<ul style="list-style-type: none"> • formal theory 	By providing a satisfactory ordering process, e-tailers can somewhat ameliorate the negative effects of higher prices and will have higher overall ratings for fulfillment satisfaction.
The Influence of Relational Selling Behavior on Relationship Quality: The Moderating Effect of Perceived Price and Customers' Relationship Proneness(Lin & Lin, 2013)	an important task of enterprises is finding ways to improve relationship quality between customers and their service providers.	This study focuses on two moderators: perceived price and customers' relationship proneness.	H1: Relational selling behavior has a positive effect on relationship quality. H2: Customers' perceived price moderates the effect of relational selling behavior on relationship quality, and the effect is greater for a high perceived price than for a low perceived price. <ul style="list-style-type: none"> • H3: Customers' relationship proneness moderates the effect of relational selling 	<ul style="list-style-type: none"> • belief theory • reciprocal theory • Commitment-trust theory • role theory of dyadic interaction 	The results of this study contribute to the use of the relational selling behavior strategy.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
			behavior on relationship quality, and the effect on is greater on customers of long-term relationship proneness than customers of short-term relationship proneness.		
Validation of Marketing Performance Model for Service Industries in Korea(Yoon et al., 2008)	marketing effectiveness model, attempted to revise the model to measure marketing effectiveness and performance and to offer manage- rial implications	. In an attempt to verify the major factors affecting marketing performance	<ul style="list-style-type: none"> Validation of Marketing Performance Mode 	<ul style="list-style-type: none"> Theory of Competitive Comparative Advantage 	The result indicated that, for service firms, customer orientation, marketing information, marketing strategy, and marketing personnel were significant factors.
An analysis of the antecedents of loyalty and the moderating role of customer demographics in an emerging mobile phone industry(Authors, 2013)	This creates intense competition in the telecommunications industry in general and the mobile phone industry in particular. Cellular density jumped from 8.3 percent in 2004/2005 to 60.4 percent in 2010	he purpose of this paper is to investigate how various antecedents influence customer loyalty in the mobile phone industry and how customer demographic variables moderate such relationships	<ul style="list-style-type: none"> An analysis of the antecedents of loyalty the moderating role of customer demographics 	<ul style="list-style-type: none"> marketing theory Theory and Research Commitment-trust theory 	Findings – Findings suggest that of six antecedents, customer satisfaction, perceived switching costs, service quality, and perceived value have positive and significant relationships with customer loyalty.
Customer satisfaction and customer loyalty as predictors of future business potential(Eskildsen et al., 2008)	whether or not there is any impact of demographics, such as company size, and age and gender of the respondent.	This paper analyzes the relationship between customer satisfaction, customer loyalty and the future business potential of existing customers.	<ul style="list-style-type: none"> Customer satisfaction customer loyalty predictors of future business 	<ul style="list-style-type: none"> customer satisfaction theory 	The popularity of customer satisfaction measurements in general and the EPSI Rating frame- work in particular has grown considerably over the last few years and more and more companies are using this sort of information in their strategic planning process.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
Customer Satisfaction Factors and Its Relationship with Customer Loyalty in Semiconductor Industry(Ismail et al., 2017)	in order to companies to survive .in an inc reasing ly competitive environment, they must be customer oriented	The obj ective of this research paper is to stud)' the f<'lctors that inOucnce customer satisfaction and the nature of relationship between the customer satisfaction and customer loyalty in the semiconductor industry	<ul style="list-style-type: none"> • Customer Satisfaction Factors • Customer Loyalty 	<ul style="list-style-type: none"> • Theory ond Practice\$ • 011 Introduction to Theory 	This implies that the higher the level or customer satisfaction
Functional form of connections between perceived service quality, customer satisfaction and customer loyalty in the automotive servicing industry(Ažman & Gomišček, 2015)	Inconsistent results of previous studies suggest that different functional forms might be typical for different industries	The aim of this study was to examine the functional forms typical for the vehicle maintenance and repair industry, based on 34,421 computer-aided telephone interviews with customers of Slovenian automotive servicing companies performed between 2005 and 2011.	<ul style="list-style-type: none"> • Functional form • service quality • customer satisfaction • customer loyalty in the automotive servicing industry 	<ul style="list-style-type: none"> • diagnosticity theory • Need-gratification theory • Prospect theory • Disappointment theory • gratification theory 	The obtained results suggest that in describing the relationship between perceived quality of services and customer satisfaction, the non-linear functional model only slightly outperformed the linear one in terms of explained variance of data (R ²).
The Role of Marketing Channels in Supply Chain Management Irina(Kozlenkova et al., 2015)	Such a review identifies where the field of supply chain management (SCM) has been, where it is, and where it is likely to go within the domain of marketing. Importantly, our paper involves a strategic discovery of the anchoring of SCM thought in marketing.	This paper synthesizes five decades of supply chain-related research from premier managerially oriented marketing journals and provides a state-of-the-art integration and forecasting of where the field is heading	<ul style="list-style-type: none"> • The Role of Marketing 	<ul style="list-style-type: none"> • application of theory-based framework • theory Dependence • social exchange theory • Commitment-trust theory TCE, 	Overall, we contribute to the marketing and SCM literatures by (1) reviewing the breadth of the most impactful literature on SCM that is directly connected to the field of marketing, (2) summarizing the state-of-the-art of the SCM in marketing literature, and (3) forecasting via a series of integrated takeaways what research is needed and where the SCM in marketing is likely to progress.
Multichannel marketing: Mindset and program development(Weinberg et al., 2007)	Given this reality, it is critical that organizations adopt a multichannel mindset and effectively employ a multichannel marketing program, as these can enhance	It is the aim of this article to provide firms with guidance in developing an effective multichannel mindset and in designing a multichannel marketing program for serving end-consumers in	<ul style="list-style-type: none"> • Mindset • program development 		Individual consumers have quickly embraced the practice of using a variety of channels through which to make their purchases, as 65–

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	profitability, the customer experience, and customer satisfaction.	business to consumer (B2C) situations. © 2007 Kelley School of Business, Indiana University			70% of them are multichannel shoppers.
Influence of functional conflicts on marketing capability in channel relationships(Tang et al., 2017)	Extending the research on the positive effects of functional conflicts	his study examines how functional conflicts influence innovation capability and responsive capability in channel relationships by triggering inter-organizational knowledge sharing.	<ul style="list-style-type: none"> marketing capability Influence of functional conflicts 	<ul style="list-style-type: none"> conflict theory strategic management theory of technical transfer resource based theory, inter-organizational learning theory 	These findings broaden the theoretical scope of conflict theory and refine the theoretical framework of channel conflict.
Interacting effects of uncertainties and institutional forces on information sharing in marketing channels Fang(Jia et al., 2014)	Marketing channel members in China face difficulties created by market uncertainty and opportunistic costs resulting from behavioral uncertainty, both of which undermine channel performance	In this article, we argue that channel members can use information sharing to maintain channel performance under uncertain circumstances.	<ul style="list-style-type: none"> Interacting effects of uncertainties institutional forces on information 	<ul style="list-style-type: none"> institutional theory theory of global strategic alliances Transaction cost theory and international business Commitment-trust theory 	Chinese channel managers are advised to increase the use of more information sharing to counter market and behavioral uncertainties in marketing channels
An analytic decision making framework to evaluate multiple marketing channels(Chen et al., 2014)	Marketing channel evaluation is a crucial and complex task. Although empirical studies have made efforts to identify key constructs, no models have been developed to comprehensively assess the viability of different marketing channels for business.	With this research, we propose an analytic decision-making framework for multi-channel evaluation. We first develop an analytic network, based on the inputs of managers and literature, to depict the interrelationships between decision criteria.	<ul style="list-style-type: none"> An analytical decision making framework multiple marketing channels 	<ul style="list-style-type: none"> teori fuzzy fuzzy set theory measurement theory. uncertainty theory 	The management at Cisco found the model to be transparent, logical, practical, and it provided a valid and reliable guide for evaluating channel alternatives.

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