

Investigating the relationship between vendor reputation and customer loyalty with the role of mediator of value added components based on customer experience in Internet service centers of Golestan province

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ABSTRACT

Due to the popularity of sales force, customer loyalty is one of the new issues that has attracted many researchers in recent years. There are many factors that affect customer loyalty. The purpose of this study is to investigate the relationship between seller reputation and loyalty with the role of mediators of value added components based on customer experience in Golestan Internet Service Centers. This research is based on the applied purpose and descriptive research in terms of data collection method. The statistical population of this study is all customers of Golestan Internet Service Centers are uncertain. Sampling method in this research is stratified random sampling and sample size is 384 customers. The data collection tool is a questionnaire in this research. Data analysis was performed using SPSS and SmartPC software. Modeling of partial structural equations is used to study the research hypotheses. The result of the research hypotheses test indicates a positive and significant relationship between the reputation of the seller with the economic value, excellent service and pleasurable interaction and customer loyalty. There was also a significant economic value, excellent service and pleasurable interaction with customer loyalty. Finally, the role of the mediator of economic value, excellent service and pleasurable engagement in the relationship between sales reputation and customer loyalty has been confirmed.

Keyword:

value added, seller reputation, customer loyalty, enjoyable engagement, excellent service

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Introduction

In recent years, for a number of reasons, the value of customer experience has emerged as an important topic in marketing research. Creating experimental value for customer satisfaction and loyalty is very important. Creating a superior customer experience is one of the most important goals in today's retail environment (Srivestawa & Cal, 2014). In addition, in the service sector, customer experience helps retailers create sustainable competitive advantage (Sterotivaca & Cal, 2014). As the focus on customer value has increased, specific researchers have looked at the role of sales force in the process of value creation. The main argument is that customers who are interested in establishing long-term relationships are increasingly demanding value-added services for vendors. Graham (1996), Leoulich (2001). (This important role of the sales force in creating value has recently been addressed by Bloker et al. (2012) In this regard, Ruckham and Dinesintis (1999) pointed out that sales force is not only the value of a company's communication, it can also create it.

In today's world, due to the busy business and the lack of opportunities for physical and physical shopping, people's willingness to buy more easily and more easily is increasing day by day. Most successful companies use marketing and e-commerce strategies because today both the customer and the organization are seeking to reduce their buying and selling costs, so the best way to do this is to take advantage of the benefits of the Internet and e-commerce. Profitability through the sale of products (both goods and services) is the main reason for the formation of a business, and having a powerful and creative sales force in creating and maintaining long-term relationships with customers, as well as introducing and selling products in these companies, plays a key role in Profitability, growth and survival. The cornerstone of corporate competition is their sales force, and sales force performance is an indispensable indicator of the company's competitive strength in the competitive market. Identifying the effective factors on this function leads to better planning and strengthening of these factors and facilitates them (Azizi et al., 2012).

. Of course, as well as the success of sales forces can lead to the growth of the business organization, their poor performance also means the loss of human, financial, social, and ultimately loss of business customers. With the expansion of rivalry and the saturation of many markets and the continuous changes in the environment and composition of the population, companies have faced the reality that today, as in the past, they are no longer faced with a growing economic system and growing markets.

Today, every customer has its own value and companies need to fight to gain more share from a steady or declining market. Marketers were only thinking about the customer until yesterday, and sales teams were hunted by new customers, but in today's view, marketing means growing customer, paying attention to satisfaction and effective communication with him, and quality from his point of view, which is decreasing in this way. Types of cost and customer risk for access to products can be an important step in customer loyalty.

Marketers believe that creating loyal customers can have positive benefits for the company, customers that are more

and more with a firm are more profitable, so loyalty is one of the main factors in increasing the reputation of the seller or sales force is. On the other hand, today, due to the increasing quality of service and service satisfaction, which includes the convenience of the order of the order to the stage of consumption, and the interaction that takes place between the seller and the buyer, it has a significant contribution to the seller's reputation. On the other hand, it should be noted that the economic value of a product or of any product or service provided by the organization to the customer by the seller increases the pleasant interactions between the seller and the customer. According to the attention The importance of the Internet in paying and using the Internet in the commercial market today is the type and amount of loyalty in obtaining services that bring financial value to the customer. Because all consumers of Internet services today are not just ordinary people and have a greater share of people's lives, they will increase the importance of reputation in this research and other research titles, the popularity of sales force. Therefore, considering the above, the research in the area of sales and customer loyalty in the Internet centers of Golestan province is important and important.

background research

Abdulwand et al. (2007) conducted a study titled "Factors Affecting the Loyalty of the Bank of Commerce Customers." Considering the importance of customers in the banking industry, this paper examines the concept of loyalty of trade bank customers by examining the effects of mental image variables, service quality and satisfaction. Hence, in order to determine how these variables in a banking environment form loyalty, it has been attempted, by identifying the indicators of each variable, to enable the managers of the commercial bank to develop appropriate and effective strategies for customer loyalty Design and implement. This research is new in terms of the complexity of the relationship between the variables of the research. The statistical population of the research is the clients of the trade bank located in Tehran, and the data were collected using a questionnaire. Data analysis was also performed using parametric and nonparametric tests. The results of the research indicate the direct effect of mental image on satisfaction and quality of service. Also, quality of service has a direct impact on customer satisfaction. On the other hand, customer service quality and customer satisfaction have a significant effect on their loyalty.

- Vedadi et al. (2014) conducted a research entitled "Impact of Value, Satisfaction and Fame on Customer Loyalty". According to this research, creating value for customers and seeking satisfaction and loyalty is now an important issue for winning or losing organizations. With the strengthening of the relationship between the patient and the hospital, customer satisfaction increases, as well as the value of the relationship between the parties increases. This is what leads the patient to increase loyalty and thus increase customer behavioral tendencies, positive attitudes, trust, and commitment. The research is aimed at explaining the role of value, satisfaction and fame in customer loyalty. The statistical population of this research is real clients of Tehran heart center hospital. A sample of 427 people was selected using random sampling. Then, using the structural

equation modeling method, the hypotheses were tested. The results of the research showed that customer value has a positive effect on customer satisfaction and loyalty, and customer satisfaction also has a positive effect on customer loyalty. Finally, the findings showed that ethical reputation positively corrected and strengthened the impact of customer value and customer satisfaction Slowly.

- Ranjbaran, Nazemi (2013), investigated the role of fame and innovation variables on restaurant loyalty, considering the role of the interface between satisfaction and perceived value. It is stated that in the present world, which allows mass production of goods and services, the supply of supply in comparison with demand, has left producers no choice but to satisfy the customer, and the market and supply can not be limited by means of limited means. Past Definition. Experiences have shown that organizations that look at the concepts of customers, goods, markets, sales, purchases, competitions, advertising, quality, etc. have traditionally lost their assets, in addition to failing to succeed. With the advent of a competitive economy, concepts such as customer orientation and customer satisfaction, the foundation of business, and an organization that they ignore, are excluded from the market. Nowadays, the role of customers has changed from the mode of follow-up to the direction of investors, manufacturers, and even researchers and innovators. In this way, many of the concepts and theories are based on customer orientation (Imani, 2007) is the direction of all business activities to meet customer needs and to obtain its satisfaction and trust. On the wider market today, the success or failure of an enterprise depends on the customer's behavior. He is studying and studying his needs and the various goods he has and considering his facilities to value things such as economic value, excellent service, productivity, quality service, and ultimately selects. To keep customers and increase customer loyalty in this competitive atmosphere in the service sector is getting harder day by day.

- Mohammad Ali Shah Hosseini et al. (2012) conducted a research entitled Impact of price perception factors on customer and acceptance of prices in mobile Internet centers and Irancell. In this research, firstly, the dimensions of fair price and price satisfaction as well as customer satisfaction and customer loyalty were identified by examining theoretical and empirical literature. Based on existing theories, the conceptual model of research was developed in the form of seven hypotheses. The statistical population of the research is Tehran University students. Based on the Morgan Curriculum, 379 students were randomly selected to answer the questionnaire. Then Structural Equation Model was estimated in LISREL software. Based on the analysis of collected data, fair price has a positive effect on price satisfaction, customer satisfaction and customer loyalty. Also, price satisfaction has a positive effect on customer satisfaction and customer satisfaction has a positive effect on customer loyalty, but the relationship between customer satisfaction and loyalty was rejected with price acceptance. The results of the research indicate that fair price is the basis of price satisfaction, customer

satisfaction and customer loyalty, thus evaluating the perception of the company's subscribers. T It Irancell is advised from a fair price point.

Hypotheses

With regard to the study of literature and research literature and in line with the goals and objectives, the research hypotheses are as follows:

1. There is a meaningful relationship between the reputation of the seller and the economic value provided by the Internet sales centers of the Golestan province.
2. There is a meaningful relationship between the reputation of the seller and the excellent services offered in the Golestan Provinces.
3. There is a meaningful relationship between the reputation of the seller and the pleasurable interaction offered in the shopping centers of Golestan province.
4. There is a significant relationship between the economic value provided by Golestan Internet Service Centers and customer loyalty.
5. There is a significant relationship between the excellent services offered at Golestan Provinces and customer loyalty.
6. There is a meaningful relationship between the pleasurable interaction provided by shopping centers in Golestan province and customer loyalty.

Research Methodology

The research methodology is a set of valid, reliable and systematic rules, tools, and methods to investigate the facts, discover the unknowns and find solutions to problems. Each research is a systematic and methodical attempt to answer a question or solution to a problem (Khaki, 2000).

The present research is applied in terms of the purpose of the research. Also, the present study is descriptive-survey method.

Statistical population and statistical sample

The statistical population of the present study is customers of Internet Service Centers in Golestan Province. A stratified random sampling method has been used. Based on the existing centers in the province's cities, 384 people have been selected based on Krejcie and Morgan tables as the statistical sample.

Data analysis method

To analyze the data, this research has been used to model structural equations using SmartPlus software.

Fitting structural models

According to the algorithm of data analysis in the PLS method, after considering the fitting of the fitting models, the turning point is applied to the fitting of the structural model, which is one of the four main criteria for evaluating this model, which we will continue to examine these criteria for the model to be considered.

1. The meaningful coefficients Z (values of t)

In order to examine the fit of the structural model of the research, several criteria are used, the first and most fundamental criterion, the z-value coefficients, or the values of t-values. If the value of this number is greater than 1.96, it indicates the correctness of the relationship between the structures.

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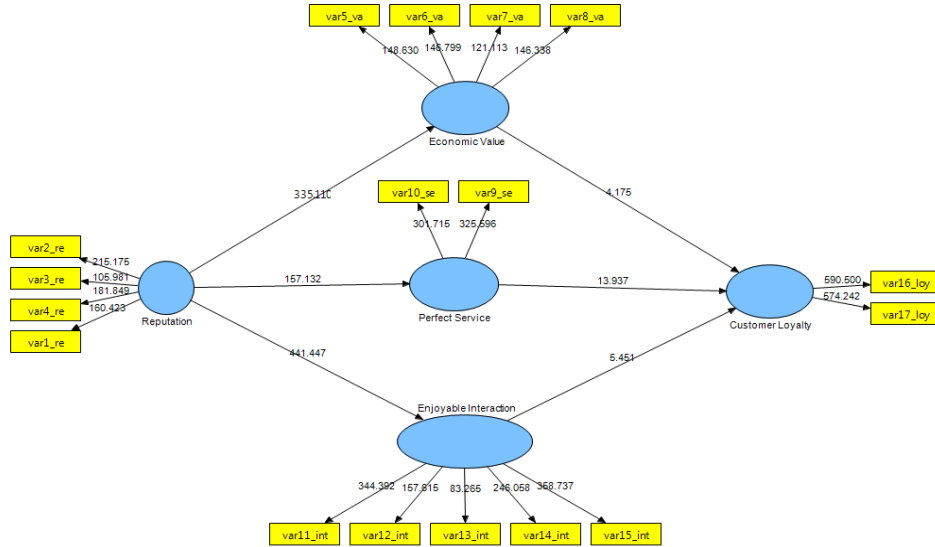


Figure 1: Values of significant numbers for evaluating the structural part of the model

Table 1: Values of significant numbers for the structural component evaluation

Meaningful numbers	Variable name	Row
335/110	Reputation Seller → Economic Value	1
157/132	Reputation Seller → Excellent Services	2
441/447	Reputation vendor → Enjoyment Interactions	3
4/175	Economic value → customer loyalty	4
13/937	Awesome Services → Customer Loyalty	5
5/451	Delightful Interactions → Customer Loyalty	6

As shown in Fig. 1 and Table 1, the coefficient of the path between the five structures is all greater than 1.96, which

shows the significance of these paths and the suitability of the structural model.

2. Criterion R Squares or R²

The second criterion for examining the structural model in a research is the coefficients R^2 associated with the hidden intrinsic (dependent) variables of the model. R^2 is a criterion that indicates the effect of an exogenous variable on an intrinsic variable, and three values of 0.19, 0.33 and 0.67 are considered as the criterion value for weak, moderate and strong R^2 values.



Figure 2: R² values for the study of the structural model section

According to Fig. 2, the value of R^2 for the intrinsic structures of economic value, excellent services, pleasurable interactions and customer loyalty are respectively 0.938, 0.879, 0.953, and 957/0 respectively, according to The three values of the criterion confirm the appropriateness of fitting the structural model.

3. Redundancy Criterion

This criterion indicates the degree of variability of the indices of an endogenous structure that is affected by one or more exogenous structures and is derived from the product of the shared values of an inferior structure in its R^2 value. (The same as: 150). An appropriate criterion for measuring the fitting of the structural part of the structural

equation models is the mean value of the mean redundancy of the endogenous structures in a model. This criterion, which is represented by (Red) \rightarrow , is derived from the mean value of the redundancy of the endogenous structures in a model. The more (Red) \odot more, the better fit the structural part of the model in a research. In the above model, there are four endogenous structures, so the redundancy values of these four structures should be calculated.

Test hypotheses

After examining the fitting of measuring, structural and general models, the researcher will be able to examine and test the research hypotheses based on the proposed model.

1. Review the standardized path coefficients

In order to investigate the research hypotheses, the path coefficients of each of the hypotheses must first be calculated. Therefore, in the form (1.4), the outputs of the Table 2: Reviewing the research hypotheses and its results

Result	meaningful	Path coefficient	Hypothesis	Row
Confirmation	335/110	0/968	There is a meaningful relationship between the reputation of the seller and the economic value provided by Golestan Internet Service Centers.	1
Confirmation	157/132	0/937	There is a meaningful relationship between the reputation of the vendor and the excellent services provided in the Golestan Provinces Internet Services.	2
Confirmation	441/447	0/976	There is a meaningful relationship between the seller's reputation and the pleasurable interaction offered in shopping centers in Golestan province.	3
Confirmation	4/175	0/186	There is a meaningful relationship between the economic value provided in Golestan Internet Service Centers and customer loyalty.	4
Confirmation	13/937	0/513	There is a meaningful relationship between the excellent services offered at the Golestan Provinces and customer loyalty.	5
Confirmation	5/451	0/294	There is a meaningful relationship between the pleasurable interaction provided in shopping centers in Golestan province and customer loyalty.	6

Discussion and conclusion of research summary

The main purpose of this research is to investigate the relationship between seller reputation and loyalty with the role of mediator of value added components based on customer experience in Golestan Internet Service Centers. In the first chapter, the general researches included the definition of the research issue and its necessity and importance. The main issues, goals and hypotheses were expressed and then a conceptual model was presented. The statistical population of this study was the customers of internet service centers of Golestan province were considered as unlimited. By simple random sampling, the sample was 384 selected. Through the prototype, the validity and reliability of the questionnaire were determined. To collect data, a questionnaire containing 17 questions was provided, including 4 questions about seller's reputation, 4 questions related to "economic value", 2 questions about "excellent service", 5 questions about "enjoyable engagement" and 2 questions Related to "customer loyalty". The second chapter is the study of the literature on the topic, which was the theoretical basis of the research, and eventually ended with a summary of the research conducted this chapter. In the third chapter, the research method was a statistical society, sample size, data collection tool, and finally, an explanation was given about the statistical methods used. After collecting data, SPSS software, Smart PLS, was used to analyze the data. This research was based on six hypotheses. Using structural equation modeling and confirmatory factor analysis, the model was studied and

path coefficients of the structural equation model are presented to test the research hypotheses that have been confirmed in the previous stages of fitting them.

2. Review of the significance coefficients for each of the hypotheses

Since the coefficients of the standard estimation model can not be commented on by the large or small coefficients, we can use the t-values model to measure the significance of the path coefficients, and if the meaningful values are greater than the absolute value of 96/1 These relationships are 95% significant in the confidence level. In Fig. 1, the model of significant numbers related to each of the paths was presented.

3. Results of studying research hypotheses

In this stage, according to the results of the standard model and the meaningful number model, we can examine the results of the research hypotheses:

analyzed and analyzed through structural equations and path analysis using T-statistic assumptions.

Analysis of the results and findings of the research

In this section, according to the results described in the fourth chapter separately in each case, we will interpret their hypotheses after expressing the results of the test hypotheses.



he first hypothesis

In connection with the first hypothesis in which the relationship between seller's reputation and economic value presented in Golestan's Internet Service Centers has been studied, the results of the correlation analysis indicate that this hypothesis is confirmed. The variable path of "seller's reputation" and "economic value provided" (0.986), with a value of t equal to 110.335 at the error level of 0.05, is significant. This results from the existence of a direct relationship between these two variables, and thus the research hypothesis is confirmed. The results of the first hypothesis of this study are consistent with the results of Said Achaqui's (2016) study.



he second hypothesis

In conjunction with the second hypothesis, in which the relationship between the reputation of the vendor and the excellent services provided in the Internet centers of Golestan province has been addressed, the results of the correlation analysis indicate that this hypothesis is

confirmed. The variable path of "seller reputation" and "excellent service provided" (0.937), with t value of 157.132, is significant at the error level of 0.05. This results from the existence of a direct relationship between these two variables, and thus the research hypothesis is confirmed. The results of the first hypothesis of this study are consistent with the results of Said Achaqui's (2016) study.



the third hypothesis

In relation to the third hypothesis in which the relationship between seller's reputation and pleasurable interaction presented in shopping centers in Golestan province has been studied, the results of the correlation analysis indicate that this hypothesis is confirmed. The variable path of "seller's reputation" and "pleasurable engagement presented" (0.776), with a value of t, is 441.44 at a error level of 0.05. This results from the existence of a direct relationship between these two variables, and thus the research hypothesis is confirmed. The results of the first hypothesis of this study are consistent with the results of Said Achaqui's (2016) study.

Fourth hypothesis

In conjunction with hypothesis 4, in which the relationship between the economic value provided in Golestan Internet Service Centers and customer loyalty have been investigated, the results of the correlation analysis indicate confirmation of this hypothesis. The coefficient of the variable "economic value provided" and "customer loyalty" (0.186), with t value of 4.45 in the error level of 0.05, is significant. This results from the existence of a direct relationship between these two variables, and thus the research hypothesis is confirmed. The results of the first hypothesis of this study are consistent with the results of Said Ichakouy (2016) and Moradian et al. (2013).



hypothesis Five

In conjunction with hypothesis 5, in which the relationship between the excellent services offered at Internet centers of Golestan province and customer loyalty have been discussed, the results of the correlation analysis indicate confirmation of this hypothesis. The coefficient of the variable "economic value provided" and "customer loyalty" (51.33), with a value of t is 13.13 9.13 at the error level of 0.05, is significant. This results from the existence of a direct relationship between these two variables, and thus the research hypothesis is confirmed. The results of the first hypothesis of this study are consistent with the results of Said Ichakouy (2016) and Moradian et al. (2013).



sixth hypothesis

In conjunction with hypothesis 6, in which the relationship between the pleasurable interaction presented in shopping centers of Golestan province and customer loyalty are discussed, the results of the correlation analysis indicate confirmation of this hypothesis. The variable pathway "delightful interaction provided" and "customer loyalty" (0.294), with t value of 4.551, is significant at the error level

of 0.05. This results from the existence of a direct relationship between these two variables, and thus the research hypothesis is confirmed. The results of the first hypothesis of this study are consistent with the results of Said Ichakouy (2016) and Moradian et al. (2013).

Offers Proposals

In this section, based on the results of the hypotheses as well as the analysis of the data, suggestions are made to use the reputation of the vendor to achieve customer loyalty.



According to the first hypothesis, the seller should keep the customer satisfied; because the satisfied customer, in addition to generally purchasing the service, will also be fully accountable for the business. It is also suggested that the dealers are dressed and clean and have a good customer relationship. Each of these items has a positive and positive effect on the seller's reputation.



Based on the second hypothesis, the vendor must try to advertise his products and services in the end, so that the customer does not see the opposite after the purchase.



Based on the third hypothesis of the company, it should use the forces of sales that have the expertise to interact with customers with spoken skills and can attract the customer and establish a good relationship with the customer. In addition to providing customer service, the company's sales force should also follow customer feedback about the services they receive and, with appropriate skills, collect customer feedback and transfer it to the company in order to improve the service.



Based on the fourth hypothesis, the vendor must have the ability to identify customer needs. By offering discounts on special services, the customer motivates to buy more. It is also suggested that more careful pricing be done in order to re-buy the customer.



Based on the fifth hypothesis, the centers should be at all stages of providing customer service with the highest degree of integrity with the client, and by creating a positive attitude in the customer, it is possible to market the mouthpieces through customers themselves. In the provision of services, the time value Customers should be mindful of the results of customer service.



Based on the sixth hypothesis, center managers should provide training courses for employees and sales force, be aware of the skills needed to communicate effectively with customers, and after effective communication, they can acquire customers for service by mastering and fully understanding the services. , Convinced.

Suggestions for future research

According to the results of data analysis, the present research proposals for future research are presented as follows:

- Considering other factors that can affect customer loyalty, such as individual and environmental factors, and...
- To investigate the effect of marketing mix elements on loyalty of Internet service customers
- To perform similar research in the larger sample and other provinces of the country and comparative comparisons of their results;
- Investigate the relationship between the reputation of sales force and customer preference

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