

## Investigating the relationship between vendor reputation and value added based on customer experience in Golestan Internet Service Centers

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### ABSTRACT

The purpose of this study was to investigate the relationship between seller reputation and value added 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 salesperson's reputation and value added based on customer experience.

### Keyword:

value added, seller reputation, sales centers, internet services

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## Introduction

Iran's Internet statistics and statistics show that having 33 million and 200 thousand users, equivalent to 43 percent of Iran's 77 million population, the 13th rank is the number of Internet users in the world and is one of the twenty countries that Internet users They have a lot .Today, the goal of the development of Internet services is to increase the quality of service through enhancing access, reliability and customer loyalty (Islami et al., 2017).

Two theories are used to achieve a high level of market competition .Which includes a chain-based approach to analysis (Porter, 1985) and an approach based on resource-based observation (Barney 1991) .(Based on the resource-based observation theory of sales force power, it can be an important source of competition in the market .On the other hand, value added depends on the competence, knowledge, communication, asset, and reputation of the sales force (Serastova et al. 2001) There are several reasons why sales force reputation is the most important factor in creating competition and selling in the market. The positive attitude of the consumer is directly related to the firm's reputation (sales force) (Brun, 1995) .(Fame in various studies has been used with numerous words such as corporate reputation (Foam Nebron, 1996), employee reputation (Brun, 2005), sales reputation (Anderson & Whits, 1992) and network reputation (Lin, 1999) .(On the other hand, studies show that customer relationship management has a direct relationship with customer loyalty.

Customer loyalty creates a customer commitment to deal with a particular organization and the purchase of goods and services is repeatedly described. If we want to consider loyalty as one of the control and management indicators, defining and categorizing the possible types of engagement with customers that they are called loyalty is crucial and provides a basis for customer satisfaction, which is a deep commitment to re-purchase or Getting Preferred For Preferred Goods or Services. For the future, customer knowledge is considered to be the most important asset of a company. Awareness of what a customer would value in a company's product or service can help companies optimize the use of resources based on customer needs and wants.

Loyalty to the willingness to re-buy and analyze customer prices. Customer loyalty growth ensures future revenue to the current customer. Accordingly, customer loyalty is the ultimate goal of the company (Mehdi Baradaran and Abbas Abbasi, 2017).

Increasing customer loyalty will make them introduce new customers and increase your market share. Given the fact that improving the quality of services through enhancement of access, reliability and customer loyalty, in this study, Golestan Internet Services Company is being studied. Golestan Provider Internet Services Company has problems such as lack of Internet service sales force and lack of proper sharing of forces in Despite the fact that the state of the province's telecommunications broadband bandwidth is in poor condition, lack of quality of service has led to lower purchases and a lack of telecommunication broadband. Can represent The tail is due to satisfaction and loyalty.

Getting sales data from Internet sales force forces can be more clearly addressed to problems associated with low purchasing and it's better to know that loyalty is directly

related to the seller's reputation, so all the problems are not just about selling forces, but systems This will increase the speed and the interactive services will play a major role in re-purchasing. These systems have limitations in some of the centers, and the failure to pay the main Internet cost in this study is customer loyalty.

Increasing the value added by the seller can increase the reputation, although these studies are in the eastern provinces, our study examines more aspects that are relevant to Internet services and Internet centers throughout the province. (Mohammad Ghodsi, 1394). Considering the above, we aimed to study a study aimed at determining the relationship between vendor reputation and customer loyalty with the role of mediating value added components based on customer experience in Golestan Internet Service Centers. In other words, the main issue of this research is whether there is a meaningful relationship between vendor reputation and customer loyalty with the mediating role of value-added components based on customer experience in Internet services centers of Golestan province.

## Background research

-Timothy, Aksoy (2011) did not have enough research on "Customer Loyalty Study" to raise its share of customer service. Companies spend time and money improving customer loyalty by measuring and managing indicators such as customer satisfaction and net worth. However, the traditional measures of customer loyalty measurement are poorly correlated with an indicator that is more important than the customer share. The share of Kiev, the percentage of customer expenses in a group of goods that obtains a name, store or company. The customer may be happy with the name of your company and happily offer it to others, but if you are satisfied with your competitors (or more), you will lose your sales.Creating changes to satisfy customer needs is not necessarily beneficial, which does not mean that traditional indicators are worthless .They can be very useful to others to show how satisfied they are with each other and their willingness to recommend your products to others .But these tools, in essence, can not show how important customers are to split their costs between your products and your competitors.

- Romain and Monire (2005) conducted a study titled "The Determination and Results of Ethical Behaviors among Sellers." The purpose of this paper is to identify a clear understanding of the issues affecting the ethical behavior of vendors. The results of this article suggest that the age of vendors plays a major role in the ethical behaviors of vendors; however, vendor education is not related to the probability of ethical behaviors. In confirmation of this study, Hazrati et al. (2012) also presented a paper entitled "The Impact of Sales Force Ethical Behavior Behavior on Customer Satisfaction, Trust and Commitment". The results indicate that the ethical behaviors of vendors have a positive effect on customer satisfaction, commitment and trust. Adnan et al. (2013) wrote a study titled "What determines the ethical behavior of the sales team?" The purpose of this paper is to examine the influential factors on the acceptance of the behavioral measures of sales force in Pakistan's banking industry. The results of this research indicate that the characteristics of leaders, the characteristics of the organization and the sales team have a positive effect on the

incidence of moral behaviors. Pop (2015) also explains the principles in this article in a paper entitled "Ethical Implementation Steps and Behavioral Criteria in the Organization".

- According to an external study entitled "Investigation of the relationship between sales force reputation and customer behavior with the role of empirical value added by the sales force," Ichakoy Saeed (2016), but in a new statistical society, came to the conclusion that the empirical value of the customer Has been raised as an important issue in marketing research. Creating experimental value for customer satisfaction and customer loyalty is essential. Creating superior customer experience is one of the main goals in today's retail environment. In addition, in the service sector, customer experience helps retailers to create sustainable competitive advantage (Sereostaw and Cal 2014). Some researchers, while emphasizing the value of the customer, have examined the role of sales force in the process of value creation. The main reason for this interest and tendency is that customers who are interested in establishing long-term relationships are increasingly in demand of value-added services from vendors. This fundamental role of sales force in the value of affairs recently investigated by Blaker and colleagues in 2012. In this research, we maintain a resource-based approach, since each vendor can be considered as a source of sustainable competitive advantage for the company. In addition, the seller's value added depends on his assets, skills and knowledge, customer relationship and reputation He has.

- Rachel et al., (2009) examined the relationship between employee loyalty, quality of customer satisfaction and customer loyalty services, and ultimately the profitability of the organization. This study was conducted in 210 supermarket stores. The results of this study showed that employees' loyalty to the quality of service is thoroughness, the quality of services on customer satisfaction and customer satisfaction on customer loyalty, customer loyalty to profitability of Throum organization.

**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.

**Descriptive Statistics**

Descriptive statistics are used to explain the phenomena, problem or subject matter of the study, or indeed the characteristics of the subject under study are described in the language of statistics. In this descriptive study, the statistical sample consists of two sections: demographic variables analysis and descriptive statistics of the research variables.

**Findings related to the demographic characteristics of the research sample**

In this section, the statistical analysis of the demographic characteristics of the statistical sample has been analyzed. These specifications include the status of gender, and how their distribution among respondents is categorized according to their frequency, frequency, and percentage of cumulative frequency.

Table 1: Demographic analysis of respondents based on gender

The cumulative percentage	Frequency	Abundance	Sex
78	78	308	Man
100	22	84	woman
	100	392	Total

As shown in Table (1), 308 (78%) men and 84 women (22%) were female.

**Descriptive statistics of research variables**

In this section of descriptive statistics, the responses of participants in the research regarding each of the variables have been examined for central indicators and dispersion including mean, standard deviation and variance. The results of this study are reported in Table (2).

Table 2: Evaluation of central indicators and dispersion of research variables

Standard deviation	Average	the most	The least	Number	Variable
1/18	3/77	5	1	392	Reputation seller
1/20	3/89	5	1	392	Economic value
1/17	3/79	5	1	392	Excellent service
1/10	3/86	5	1	392	Enjoying engagement
1/21	3/98	5	1	392	Customer Loyalty

The mean state and standard deviation of each of the studied variables are shown in Chart (2). According to the results, among the variables, the highest average was related to the "customer loyalty" variable with the value of 3.98 and the lowest value was the variable "reputational factor" with a value equal to 3.77. In addition, the highest amount of dispersion belongs to the "customer loyalty" variable and the least amount of dispersion belongs to the "happy engagement" variable.

**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.

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**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.

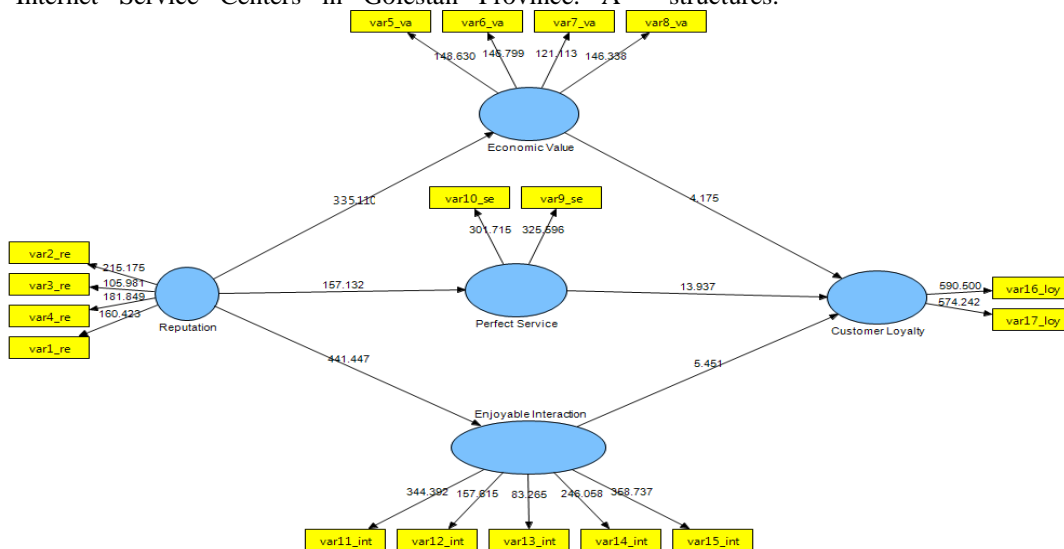


Figure 1: Values of significant numbers for evaluating the structural part of the model

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

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.

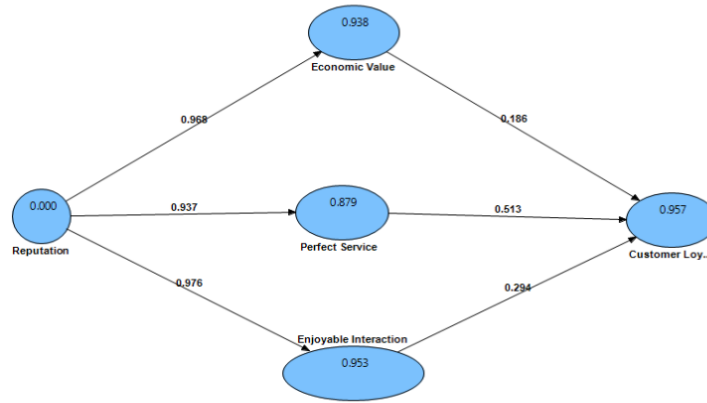


Figure 2: R<sup>2</sup> values for the study of the structural model section

According to Fig. 2, the value of R<sup>2</sup> 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<sup>2</sup> 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) →, is derived from the mean value of the redundancy of the endogenous structures in a model. The more (Red) ⊕ 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 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:

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

**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 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.



##### he 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.

#### 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.

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