MAXIMIZING CUSTOMER VALUE AND CORPORATE IMAGE THROUGH STRATEGIC MARKETING AND DISTRIBUTION IN PUBLIC WATER SERVICES

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Abstract

This study investigates the influence of marketing and distribution strategies on customer value and their implications for corporate image at the Regional Drinking Water Company (PDAM) in the Bandung Metropolitan Area. Employing a descriptive and verificative approach, data were gathered through interviews, questionnaires, observations, and literature review, with cluster random sampling used to select respondents. Structural Equation Modeling (SEM) was utilized for data analysis. The findings indicate that PDAM's marketing and distribution strategies, customer value, and corporate image are generally below expectations. Marketing and distribution strategies significantly affect customer value, both jointly and individually. Furthermore, customer value positively influences corporate image. These results emphasize the importance of enhancing strategic marketing and distribution practices to increase customer satisfaction and reinforce PDAM's public image, thereby supporting its broader developmental mission beyond profit generation.

Keywords: marketing strategy; distribution; customer value; company image

INTRODUCTION

Water is essential to the livelihood of many people, and thus it is the duty of the State to provide it, as mandated in Article 33, paragraph 3 of the 1945 Constitution: The earth and water and the natural resources contained therein are controlled by the State and used for the greatest prosperity of the people." Furthermore, Law Number 7 of 2004 concerning Water Resources, Article 5, states that "The State guarantees the right of everyone to access water for their basic daily needs, at least to meet their healthy, clean, and productive needs." This means that water must be managed to ensure it is always available in sufficient quantity and quality to meet the needs of the community, both now and in the future, considering the declining availability of water and the increasing demand. Based on Article 33, paragraph 3 of the 1945 Constitution as a legal foundation, it is affirmed that natural resources, including water, are under state control for the greatest prosperity of the people. In the context of water management, there are several substantive challenges that need to be addressed,

such as conflicts of interest among different water user sectors, limitations in distribution infrastructure, as well as the decline in the quality and quantity of water sources due to pollution and climate change. Moreover, there are disparities in regulatory enforcement at the regional level, particularly in hard-to-reach areas, resulting in inadequate access to clean water for some communities.

The public requires clean, healthy, high-quality water that flows continuously. Such water improves the quality of life. As part of the government's responsibility for water resource management, the central government delegates part of its authority to local governments (Law Number 7 of 2004, Article 18). The local governments then establish regional water companies (PDAMs) to provide clean water services in accordance with existing laws and regulations, fulfilling one of the government's primary functions: service. Given the importance of clean water, the water supply sector should be prioritized since it directly impacts many people's lives. Clean water provision can be handled in various ways, depending on available facilities and infrastructure. In urban areas, water supply systems are managed through both piping and non-piping systems. The piping system is managed by the PDAM, while the non-piping system is managed by communities, either individually or in groups.

The establishment of Regional Drinking Water Companies (PDAM) is authorized under Law No. 5 of 1962, which permits the formation of local government-owned enterprises to deliver public services, particularly in the provision of drinking water. PDAM plays a crucial role in meeting the clean water needs of urban communities, especially given the increasing pollution of urban groundwater. Overextraction of groundwater has resulted in declining water tables and saltwater intrusion, leading to significant deterioration in groundwater quality. Unlike purely profit-driven private entities, PDAM operates with a broader social mandate. One of its fundamental objectives is to support regional and national development by providing safe and healthy drinking water that complies with public health standards. This role reflects the government's commitment to safeguarding public welfare through essential services. However, in practice, many PDAMs face challenges such as limited service coverage, high levels of water loss, and inadequate infrastructure investment.

Customer decisions often hinge on their perception of a company's reputation or image. Building a positive corporate image requires long-term planning, typically taking years to achieve. Effective communication through promotions and word-of-mouth plays a crucial role in shaping this image, as information shared by trusted sources has a strong impact. Corporate image can be measured by several dimensions: corporate identity (the company's recognized name, logo, and advertising), corporate reputation (service quality and customer trust), social responsibility (concern for the social environment), and the physical environment, all contributing to a positive impression.

Building a good corporate image is crucial, as it influences customers' perceptions of what they receive from the company. A company with a positive image in the public eye will foster greater trust from customers in its ability to provide high-quality services. This trust strengthens the positive perception customers have when they receive the company's products or services, suggesting that the corporate image has a direct impact on customer purchasing behavior. A company's image can also affect the perceived value customers experience; a positive image will reflect the quality of service. Customers who view a company's image favorably will likely perceive that the cost or sacrifice they make to enjoy the service is well-balanced with the satisfaction they derive from it. This perception increases the value customers associate with the company's services, as any sacrifices they make will be overshadowed by the enjoyment and comfort they experience in consuming the service. This relationship demonstrates that a positive corporate image provides customers with a higher perceived value. When formulating a strategy, companies often weigh the importance of leveraging internal resources against assessing the external competitive landscape. There are two common perspectives used in developing corporate strategies: one that is resource-oriented, known as the Resource-Based View, and another that focuses on market conditions, known as the Market-Based View.

The Resource-Based View (RBV) has an inward orientation. A company must possess advantages in terms of its resources and be able to manage these resources effectively to create a competitive advantage. Of all the resources available, the company is expected to identify key resources with the potential to realize this competitive edge. Key resources are defined as those that meet the following criteria: (1) Resources will have added value if they support the company in meeting customer needs better than competitors; (2) Resources are

rare or limited in supply; (3) Resources become more valuable if their utilization provides greater benefits to the company; (4) Resources increase in value if they depreciate slowly, and even more so if they can appreciate over time. In contrast, the Market-Based View (MBV) emphasizes external conditions when formulating strategy. Companies must conduct a structural analysis of the industry they intend to enter. MBV theory is based on the concept developed by Porter, known as the competitive forces model. To achieve competitive advantage in its business environment, a company must consider five external driving forces: the threat of new entrants, rivalry among existing firms in the industry, the threat of substitute products, the bargaining power of suppliers, and the bargaining power of buyers. The combined strength of these five factors determines the company's competitive advantage within an industry. According to Porter (2018), the first consideration when developing a strategy is to evaluate the five external factors mentioned above. Afterward, the strategy should be aligned with internal resources such as skills, assets, and distinctive capabilities to achieve a competitive advantage in the business environment. Combining RBV and MBV will further strengthen the company's strategy in achieving a competitive edge.

Market orientation has been proven to have a positive relationship with business performance. In their research, Haris and Piercy (2019) state that competitiveness and business performance can be enhanced by developing an organizational culture focused on market orientation, which involves understanding the needs, wants, and demands of the market. Appiah-Adu and Satyendra (2019) also found a significant positive relationship between market orientation and business performance. Baker and Sinkula (2013) similarly argue that market orientation significantly influences business performance. Murray et al. (2010) reinforce this relationship by asserting that market orientation has a significant impact on three indicators of performance: financial performance, strategic performance, and product performance. Dubihlela and Dhurup (2010) further emphasize the positive and significant impact of market orientation on business performance. Corporate image, shaped by advertising, word-of-mouth, and customer experience, significantly influences customer expectations and satisfaction. A positive image can buffer minor service errors, while a negative image can amplify issues. As Flavian (2018) notes, a company's image helps set customer expectations, making it essential for improving satisfaction. Customer satisfaction, in turn, affects corporate image and acts as a switching barrier (Mardalis, 2018). Aydin (2018) emphasizes that corporate image is shaped by customer experiences, directly impacting their perception of the company. A strong image is a valuable asset, fostering long-term advantages such as public trust, increased competitiveness, and reduced operational costs (Elvinaro, 2019; Sutojo in Eriyanto, 2019). Ultimately, corporate image influences customer decisions, including trust in the company's products and services and their likelihood of recommending them to others.

Corporate image has been empirically proven to exert a direct influence on customer purchasing behavior, as positive perceptions of a brand or institution enhance trust, foster loyalty, and increase the likelihood of repurchase decisions. Khuong and Dai (2020) demonstrate that a strong corporate image reinforces emotional attachment to the organization, which in turn promotes consistent consumer behavior. This is supported by Rahman et al. (2022), who found that brand image serves as a significant mediating factor between customer satisfaction and loyalty, particularly within the public service sector. In the context of strategic management, the development of competitive advantage can be guided by the integration of the Resource-Based View (RBV) and Market-Based View (MBV). While RBV emphasizes internal capabilities—such as intangible assets including managerial expertise, organizational culture, and technological know-how (Barney et al., 2021)—MBV focuses on external forces such as industry structure and competitive dynamics (Porter, 2018). A strong corporate image can be cultivated through the strategic utilization of intangible resources (RBV) that are aligned with evolving market demands (MBV), thereby enhancing both competitive positioning and perceived customer value. Recent research by Alam et al. (2023) affirms that the integration of RBV and MBV enables firms to deliver sustainable value to customers while remaining responsive to environmental changes. However, practical frameworks for combining these two approaches effectively in real-world settings remain underdeveloped. As such, this integrative perspective should be supported by systematic mapping of internal capabilities—such as innovation and human capital excellence—alongside continuous assessment of market positioning, as underscored by Awang et al. (2021), who emphasize the importance of aligning organizational competencies with market expectations in shaping a strong corporate image.

Enhancing customer value and corporate image in public drinking water services heavily depends on the marketing and distribution strategies implemented. In this context, digital marketing strategies have proven effective in increasing customer loyalty and corporate image. Yahya and Soesanto (2023) demonstrate that digital marketing combined with customer satisfaction strengthens loyalty towards PDAM Semarang. Similarly, Ghobbe and Nohekhan (2023) emphasize the importance of green marketing, which contributes to brand quality perception and reinforces corporate image in the public eye. Reliable and high-quality service distribution is also a key factor in customer satisfaction. Aulia and Syarvina (2022) identify that adequate water distribution networks and responsive service systems significantly enhance customer satisfaction at PDAM Tirtanadi Medan. The study by Sala-Garrido et al. (2021) underscores the importance of customer-based performance indicators in evaluating water distribution services, as this approach guides management to focus more on consumer experience.

Service quality is a critical variable in creating high customer value. Dewi and Mursyidah (2022) show that fast, friendly, and professional service at PDAM Delta Tirta Sidoarjo positively impacts customer satisfaction. This finding is reinforced by Prasetyo et al. (2022), who reveal that service quality strongly affects customer satisfaction levels at PDAM Surabaya, further strengthening perceived value for the received service. Regarding corporate image building, green marketing strategies have also proven crucial. Nohekhan and Barzegar (2024) find that green marketing significantly increases brand awareness and shapes positive customer perceptions of the company. This becomes increasingly important when linked to public expectations for sustainable and socially responsible public services. Furthermore, performance evaluation of public services based on customer perceptions is considered essential for developing marketing strategies and improving services. Saal and Parker (2001) state that PDAM's performance measurement should not only rely on technical aspects but also include customer satisfaction indicators to obtain a more accurate picture of service quality.

Marketing and distribution strategies play a vital role in shaping customer value and corporate image. Although PDAMs operate under a public service mandate, many members of the community continue to express dissatisfaction due to discrepancies between perceived service quality and the actual distribution of clean water on the ground. Appropriate marketing strategies can enhance customer perceptions of service quality, while efficient distribution ensures service accessibility—particularly important in public sectors such as clean water provision. Aulia and Syarvina (2022) studied PDAM Tirtanadi Medan and found that stable distribution networks and prompt service delivery significantly improve customer satisfaction. This is supported by Dewi and Mursyidah (2022), who assert that service quality at PDAM Delta Tirta directly contributes to positive customer value perceptions. More broadly, Prasetyo et al. (2022) highlight that responsive and transparent services foster stronger customer loyalty toward regional water utility providers.

Distribution not only involves technical infrastructure but also reflects internal management efficiency and the company's commitment to customer-centric values. Sala-Garrido et al. (2021) emphasize that customer-based performance indicators in water service distribution can support the formulation of market-relevant strategies. This study occupies a unique position in the literature by integrating two major corporate strategy approaches: the Resource-Based View (RBV) and the Market-Based View (MBV). The RBV highlights the strategic value of internal competencies such as distribution reliability, technological integration, and service efficiency. In contrast, the MBV encourages firms to align their strategies with external factors, particularly customer needs, preferences, and expectations, thereby informing the design of targeted marketing efforts.

By synthesizing these two perspectives, the present study examines the combined effects of marketing and distribution strategies on customer value creation and corporate image development, with a specific focus on public drinking water services that have direct implications for community well-being. The novelty of this research lies in its integrative approach, which simultaneously investigates the role of marketing strategies and distribution systems—areas that previous studies have typically examined in isolation.

METHOD

This study is descriptive and verificative in nature with a more specific aim to fill the gap in the literature regarding the influence of marketing and distribution strategies on customer value and corporate image within the context of public water services. The descriptive approach is employed to comprehensively depict how companies implement market-oriented marketing strategies and resource-based distribution to enhance customer value and build a positive corporate image. Meanwhile, the verificative approach is directed at empirically testing the causal relationships between these variables using field data. Thus, this study occupies a unique position in the research landscape as it not only describes the phenomenon but also systematically tests a conceptual model that integrates internal (resource-based view) and external (market-based view) perspectives, which have rarely been examined simultaneously in the public service sector, especially in drinking water services. Consequently, this research is expected to provide significant contributions to the development of strategic marketing theory and the practice of managing public services focused on increasing customer value and corporate image. The Structural Equation Modeling (SEM) method used in this study is Partial Least Squares SEM (PLS-SEM). The choice of PLS-SEM is based on the characteristics of the data, which involve a relatively moderate sample size and data distribution that does not always meet multivariate normality assumptions, making PLS-SEM a more flexible and appropriate method for this analysis. Moreover, PLS-SEM is more suitable when the research aims to develop and predict complex theoretical models with many latent variables, as in this study that examines the influence of marketing and distribution strategies on customer value and corporate image. Unlike Covariance-Based SEM (CB-SEM), which prioritizes confirmatory model testing with strict data assumptions, PLS-SEM offers advantages in handling complex structural models and focuses on the explained variance in dependent variables. Therefore, the choice of PLS-SEM in this research provides a strong methodological foundation to obtain valid and reliable analytical results in line with the research objectives. This explanation also clarifies the differences and advantages of the SEM approach used compared to previous studies.

RESULTS

Based on the results of the descriptive analysis of the marketing strategy, the analysis includes dimensions such as customer orientation, competitor orientation, inter-functional coordination, product, price, place, promotion, employees, physical facilities, and processes. The distribution analysis encompasses dimensions such as water quality, timeliness of water distribution, quantity of water distribution, and continuity. Customer value is analyzed through the dimensions of benefits and sacrifices, while corporate image is examined through the dimensions of personality, reputation, value, and corporate identity. Each of these dimensions was operationalized into multiple observable indicators, which were incorporated into the research instrument in the form of a structured questionnaire. The questionnaire employed a 5-point Likert scale ranging from "strongly disagree" to "strongly agree" to capture respondents' perceptions with a standardized level of sensitivity. Prior to data analysis, the instrument underwent rigorous testing for both validity and reliability to ensure that each indicator accurately reflected the construct it was intended to measure. Construct validity was assessed through factor loadings and average variance extracted (AVE), while internal consistency reliability was evaluated using Cronbach's alpha and composite reliability coefficients. All items met the minimum thresholds, confirming the instrument's adequacy for further statistical analysis.

The structural relationships among all the variables studied, including marketing strategy, distribution, customer value, and corporate image, are illustrated in Figure 1.

Based on the results of data processing of the Lisrel 8.8 program for structural model 1, according to the proposed hypothesis is as follows:

$$NP = 0.469*SP + 0.411*DIS, \text{ Error var.} = 0.288, R^2 = 0.712$$
$$(0.0638) \quad (0.0628) \quad\quad\quad (0.0633)$$
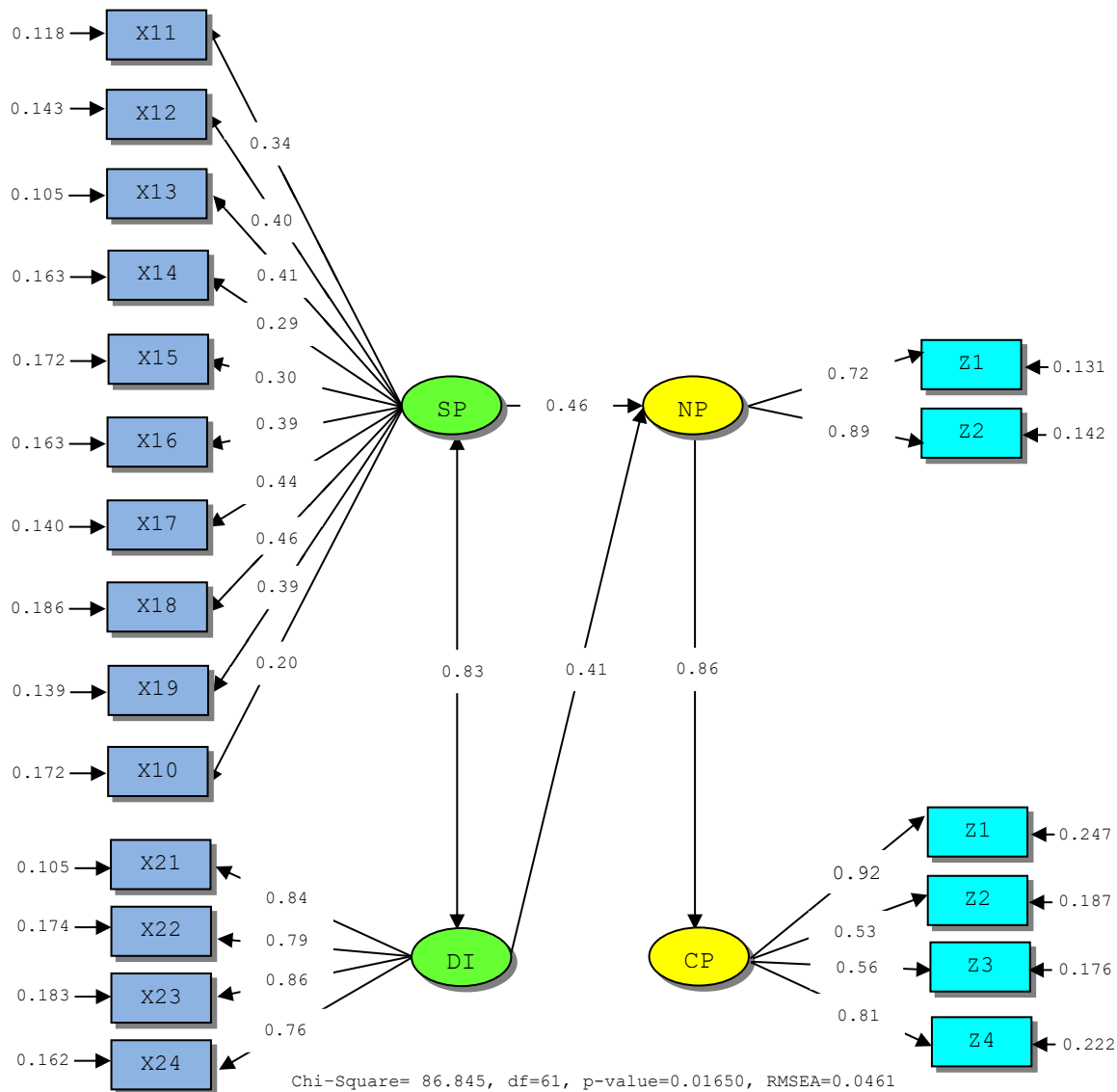$$7.351 \quad\quad 6.545 \quad\quad\quad\quad 4.550$$

Figure 1. Marketing and Distribution Strategy Path Diagram to
Customer Value and Company Image (Standardized Coefficient)

Table 1. Direct and Indirect Influence of Marketing Strategies
and Distribute Customer Value

Variable	Direct Influence (1)	Indirect Influence Through		Indirect Influence (2)	Total Influence (1 + 2)
		Marketing Strategy	Distrbusi		
Marketing Strategy	22%		16,15%	16,15%	38.15%
Distrbusi	16,90%	16,15%		16,15%	33.05%
Total	38,90%	16,15%	16,15%	32,30%	71.20%
Epsilon					28.80%

Source: Processed by researchers with the Lisrel 8.8 program (2021)

Based on the results of data processing of the Lisrel 8.8 program for structural model 2, according to the proposed hypothesis are as follows:

CP = 0.867*NP, Errorvar.= 0.248 , R² = 0.752
    (0.0243)   (0.0178)
     3.576   1.393

Table 2 below is a recapitulation of data processing whose purpose is to make it easier for researchers to make discussions, as follows:

Table 2. Recapitulation of Data Processing Results

Information	Variable	Result
Values of the coefficients of the Exogenous Variable	$\xi_1 \rightarrow \eta_1$	0,469
Path to endogenous	$\xi_2 \rightarrow \eta_1$	0,411
	$\eta_1 \rightarrow \eta_2$	0,867
Effect of exogenous variables on endogenous variables	$\xi_1 \rightarrow \eta_1$	38,1%
	$\xi_2 \rightarrow \eta_1$	33,0%
R2	$\xi_1, \xi_2 \rightarrow \eta_1$	71,2%
	$\eta_1 \rightarrow \eta_2$	75,2%

Source : Data processed by researchers (2021)

The total contribution made by marketing and distribution strategies to customer value simultaneously was 71.2%. The total contribution made by marketing strategies to customer value was 38.1%, which was obtained from direct influence of 22% and indirect influence through resource distribution of 16.1%. The total contribution made by the distribution of customer value was 33.0%, which was obtained from direct influence of 16.9% and indirect influence through market-oriented-based marketing strategies of 16.1%. The total contribution made by customer value to the company's image is 75.2%.

DISSCUSSION

Marketing and distribution strategies simultaneously have a significant influence on customer value. The meaning of the statistical test states that marketing and distribution strategies have a role in supporting the increase in total customer value and *customer cost* to get services in PDAM. For value creation, it is formed by a market-oriented-based marketing strategy, where total *customer benefits* are formed by pooling, promotion and distribution. Meanwhile, total *customer cost* is formed by the pricing strategy. However, the customer value is influenced by the distribution of resources, if customer expectations for service are high, it will have an impact on the perception of service that is also expected to be high. Therefore, PDAM customers' perception of resource distribution needs to be identified so that the market is able to offer superior customer value. This study asserts that marketing and distribution strategies simultaneously influence customer value; however, a deeper explanation of the causal mechanisms linking these elements is necessary. Theoretically, this relationship can be elucidated through the marketing mix concept, which consists of product, price, promotion, and distribution (place), where each element synergistically contributes to creating value for customers. For instance, an effective promotion strategy not only increases product awareness but also shapes positive perceptions that enhance the perceived customer value. Likewise, appropriate distribution ensures product availability at the right time and place, thereby improving accessibility and customer satisfaction. The Resource-Based View (RBV) concept further explains how optimal management of resources in marketing and distribution can create competitive advantages that ultimately enhance customer value. Therefore, the relationship among these variables is not merely descriptive but interconnected within a dynamic process that continuously builds and reinforces customer value. This more in-depth theoretical explanation strengthens the foundation of the research argument and contributes to a more comprehensive understanding of how marketing and distribution strategies affect customer value.

Marketing strategies partially have a significant influence on customer value. These results support the statement of Narver & Slater (2011) to give an overview that *customer orientation* is an adequate understanding of target buyers, so that *superior value* can be provided continuously. Meanwhile, Yohanes Suhari, et.all (2012:47) explained that companies in providing value to customers, must consider what is known as "total market offering". The total market offer includes the organization's reputation, staff representatives, product benefits, and technology characteristics compared to competitors and price. Thus value can also be defined as the relationship between what is offered to the market by one company and its competitors. In marketing, value can be measured according to qualitative and quantitative measures. On a qualitative measure, value is a combination of emotional, mental, and psychic plus social, economic, cultural

and environmental factors. In quantitative measures, value is measured by financial size, percentage, and rupiah. Values can change with the development of time, place, and society that can change environmental factors. Subasakthi (2014) revealed that if you carefully focus on the needs, wants, opinions, and pretest messages of customers, then the company is able to choose the right segment and design a campaign aimed at the segment that gets results. The company strives to gain a competitive position and attract many customers. Market orientation is an organizational culture (culture and climate, Deshpande and Webster, 2009) that effectively and efficiently creates the behaviors necessary to create superior value in the program for buyers, resulting in sustainable superior performance for the business. The main focus of market orientation is on the creation of superior consumer value, which is based on knowledge drawn from the analysis of consumers, competitors, interfunctional coordination and responsiveness. A business must be careful not to underestimate the potential contribution of other learning resources, such as suppliers, businesses in different industries, consultants, universities, government agencies, and others who have valuable knowledge for the business (Achrol, 2001; Dickson, 2002; Kanter, 2009).This result is in line with the results of research conducted by Pelham (2010) which states that a market-oriented company will be able to develop a better organizational understanding of consumer needs. This will ultimately be able to create *consumer value*, knowing better about the strengths and weaknesses of competitors so as to help to create a quality market strategy (Erpurini & Juju, 2024; Koesworodjati & Sapira, 2023; Ratnamiasih & Rohmah, 2023; Sufyani & Cahbana, 2024).

Distribution partially has a significant influence on customer value. These results reinforce the statement of Narver and Slater (2011) explaining that customer value is the quality perceived by customers which is adjusted to the relative price of the products produced by a company. By customer or customer value, we define the emotional bond formed between the customer and the manufacturer after the customer uses an important product or service produced by the manufacturer and finds the product provides additional value (Butz and Goodstein, 2018).Hu (2009) found a relationship between marketing mix strategies, in this case price, promotion, and distribution to customer loyalty because companies can control these variables according to the company's strengths and weaknesses. Goldsmith (2009) argues that the concept of the 4P marketing mix is very important because it is the heart of marketing management (Constantinides, 20180). In a competitive situation like today, companies must prioritize elements of the marketing mix. This does not mean concentrating only on a few elements and ignoring others. Prioritizing emphasizes the need to acknowledge the fact that some elements may be more important than others at any given time (Kumar, 2018). Meanwhile, Ivy (2018) stated that the marketing mix is a set of controlled marketing tools that are used to generate the desired response from various target markets. Pourdehghan (2019) revealed that the marketing mix consisting of price, promotion, distribution, and product has a positive and significant influence on brand loyalty through service value. Kailani (2012) found that the influence of integrated marketing communication on the consumer decision-making process is a complex activity that involves in-depth analysis of relationships and instruments through applied influences (Juju & Supriadi, 2024; Kurniasari & Gunardi, 2023; Sarman & Kartika, 2023; Suhardiman et al., 2024).

Customer value has a significant influence on the company's image. This strengthens Flavian et.al's statement (2004:368) that the company's image is very dominated by customers' perception of the service they feel. Ferrand, Monique (2009) in his research explained that the company's image can be improved by increasing the value of a company's services to serve consumers. This shows that the value of services affects the image of the company. Likewise, Nguyen, Gaston, LeBlanc (2008) stated that the value of services has a positive effect on the company's image. Customer satisfaction and company image have a positive effect on customer loyalty. Eggert Andreas & Ulaga (2011) research on *customer perceived value* states that superior customer value is found in positional excellence. Where customer value has a positive effect on the image. In creating customer satisfaction, companies must be able to increase customer value and brand image. Customer satisfaction can be created through customer value and brand image from its customers (Goh et al., 2022; Gunawan, 2024; Ratnamiasih et al., 2024).

CONCLUSION

Marketing strategies are on bad criteria. When compared between dimensions, the place dimension and customer orientation provide the best picture while the process dimension provides the lowest picture. There are several indicators suggested to be the focus of improvement, namely in repairing the network not in accordance with the set time, PDAM customers' understanding of the company's policies in running the company is not good, and the arrival schedule of water meter officers is sometimes not according to schedule. The distribution is in the bad to very good criteria. When compared between dimensions, the accuracy dimension gives the best picture while the continuity dimension gives the lowest picture. There are several indicators suggested to be the focus of improvement, namely the adequacy of the volume of water distributed to customers, the distribution of water to customers beyond the necessary time and the ability of PDAM water treatment and supply plants. The customer rating in Bandung Metropolitan Area is at a bad criterion. When compared between dimensions, the victim dimension gives the highest picture while the benefit dimension gives the lowest picture. There are several indicators suggested to be the focus of improvement, namely the water distributed to customers is sometimes colored and smelly, the lack of ability of PDAM employees to understand customer needs and PDAM distributing water is not in accordance with customer expectations. There is a simultaneous and partial influence of marketing and distribution strategies on customer value in PDAMs in the Bandung Metropolitan Area. There is an influence of customer value on the increase in the image of PDAM in the Bandung Metropolitan Area. The results of this study are expected to be used as a basis for future research development by using similar variables, or adding other variables. Other variables that can be considered for future research are customer demographic data. The demographic factors of these respondents consist of age, gender and education level.

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