

JOURNAL OF APPLIED SCIENCES RESEARCH

JOURNAL home page: <http://www.aensiweb.com/jasr.html>

2014 February; 10(2): pages 116-126.

Published Online: 25 March 2014.

Research Article

Impact of Service Quality on Customer Satisfaction (Cs) in the Online Service

Hossein Jamali and Khairul Anuar Bin Mohhd Ali

Graduate School of Business, Universiti Kebangsaan Malaysia (UKM), Bangi, Malaysia

Received: 23 January 2014; Revised: 25 February 2014; Accepted: 26 February 2014; Available online: 25 March 2014.

© 2014 AENSI PUBLISHER All rights reserved

ABSTRACT

Service quality is an important issue in service management and is a function of the differences between expectation and performance along an established set of quality dimensions. Considerable research has focused on the nature of service quality, and there is general acceptance that service quality is composed of a number of underlying dimensions. However, there is a lack of agreement on the exact nature of these dimensions. Five main dimensions of service quality include tangibles, reliability, responsibility, assurance and empathy. This study generally aims to examine the impact of Companies Commission of Malaysia (SSM) service quality on customer satisfaction (CS) in the online service. Specifically, the objectives of this study are (i) examining the relationship between the dimensions of SSM service quality and the level of satisfaction for counter service and (ii) exploring the level of satisfaction for SSM counter service. To achieve the purpose of the study, a validated questionnaire was administered in six areas of Malaysia namely Head Quarter, Kuala Lumpur, Putra Jaya, Selangor, Sunway Putra Mall, and UTC KL. The design of this research was a survey study and, in total, 525 questionnaires were collected. The collected questionnaires were analyzed using Statistical SPSS Software Version 18.0. Both descriptive statistics (frequencies and percentages) and inferential statistics (correlation and multiple regression analysis) were used for analyzing the data. The results showed that the majority of the respondents agreed with the SSM's counter services. Moreover, there was a strong, positive correlation between all the dimensions of SSM service quality in the areas of study.

Key words: Service quality, Customer satisfaction, Online service, Companies Commission of Malaysia

1. Background:

Service quality is an important issue in service management [13]. Besides, with the development of the service sector, the notion of service quality has become increasingly significant [37]. In the related literature, plausible definitions for service quality have been suggested. Parasuraman *et al* [44] define customer perceived service quality as a global judgment or attitude related to the superiority of a service relative to competing offerings. According to Bitner and Hubbert [8], it is the customer's overall impression of the relative inferiority/superiority of the organization and its services. Zeithaml and Bitner [58] see service quality as the delivery of excellent or superior service relative to customer expectations. Gronroos [29] depicts the concept as "the outcome of an evaluation process, where the consumer compares his expectations with the service he perceives he has received" (p. 37).

Service quality has been equated to the customer's judgment about a providers overall

excellence or superiority [57]. Consistent with the concept of excellence or superiority, Parasuraman *et al*. [46] liken perceived service quality to being a global judgment, similar to an attitude, and relating to the superiority of a service. They contend that this form of attitude results from the comparison of expectations with perceptions of performance, and is related to but not equivalent to satisfaction.

2. Literature Review:

Parasuraman, *et al*. [46] believe that service quality is a function of the differences between expectation and performance along an established set of quality dimensions. In other words, they proposed that the differences between perceived performance and expected performance ultimately determine overall perceived service quality [46]. Bolton and Drew [8] explored how customers integrate their perceptions of a service to subsequently form an overall evaluation of that service. Their findings suggest that customer's prior expectations, along with

Corresponding Author: Hossein Jamali, Graduate School of Business, Universiti Kebangsaan Malaysia (UKM), Bangi, Malaysia.
E-mail: hossein_jamali@ymail.com

their perceptions of current performance, coupled with their disconfirmation experiences affect their satisfaction or dissatisfaction with a service. This in turn affects the customer's assessment of service quality.

Parasuraman *et al.*, [46] conceptualized service quality as the overall assessment of the difference between perception and expectation of service delivery. In this model, which has been regarded as the most prominent, through a series of focus group sessions, 10 dimensions of service quality that are generic and relevant to services in general were uncovered. These dimensions are tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding the customer and access. In later studies, the dimensions have been condensed into five ones by using factor analysis: tangibles, reliability, responsibility, assurance and empathy [46]. The following are the definitions of the final dimensions:

Tangibles: Physical facilities, equipment, and appearance of personnel.

Reliability: Ability to perform the promised service dependably and accurately.

Responsiveness: Willingness to help customers and provide prompt service.

Assurance: Knowledge and courtesy of employees and their ability to inspire trust and confidence.

Empathy: Caring, individualized attention the firm provides its customers [59].

Considerable research has focused on the nature of service quality, and there is general acceptance that service quality is composed of a number of underlying dimensions. However, there is a lack of agreement on the exact nature of these dimensions. For example, Parasuraman *et al.* [46] derived five dimensions of service quality: responsiveness, assurance, tangibles, empathy and reliability (RATER), using the SERVQUAL scale. They asserted that these five dimensions were consistent across a number of independent samples in different service contexts. Consequently, they proposed that the SERVQUAL scale could be used directly in different service industries and contexts.

Numerous studies provide support for the industry-specific dimensional structure of service quality. For example, Gagliano and Hathcote [24], in a study of retail apparel specialty stores, found that 19 service quality attributes (of the original 22 SERVQUAL attributes) loaded into four dimensions. These were interpreted as: reliability, tangibles, personal attention, and convenience. In contrast, Carman [11], in his study on service quality perceptions in hospitals, derived nine factors to explain service quality. This variability in dimensional structure is also apparent when sports and leisure services are considered [12]. For example, Hill and Green [31] used four groupings of service quality attributes in their study that linked

perceptions of sportscape with future attendance intentions of spectators at rugby league games. Additionally, Howat *et al.* [32], in a study of 30 Australian sports and leisure centres, obtained a three-factor solution for 17 service quality attributes. Interpretation of the factors identified them as: personnel (loading on staffing functions), core (loading on principal role functions such as clean facilities) and peripheral (loading on secondary services, such as food and drink facilities).

The purpose of this study is to examine the impact of SSM service quality on customer satisfaction (CS) in the online service. Specifically, the objectives of this study are as follows:

Examine the relationship between the dimensions of SSM service quality and the level of satisfaction for counter service.

Explore the level of satisfaction for SSM counter service.

In order to facilitate the investigation regarding the impact of SSM service quality on customer satisfaction, the following research questions were formulated:

1) Is there a relationship between the dimensions of SSM service quality and the level of satisfaction for counter service?

2) How well do the dimensions of SSM service quality predict the level of satisfaction for counter service?

3. Methodology:

The questionnaire of this study consists of three main sections. The first section deals with demographic information including the respondents' position, affiliation, gender, race, age, level of education and branch or state that they are evaluating. The second section refers to SSM counter-services' performance and the type of counter services. This section includes six sub-sections which assess the independent variables of tangibles, reliability, responsiveness, assurance, empathy and the dependent variable of satisfaction level for counter service. Each independent variable in this section is measured through some independent items. The Likert scale of agreement has been used for this section where 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = somewhat agree, 5 = agree, and 6 = strongly agree.

The third section of the questionnaire deals with information services and their different types. This section also consists of a sub-section with five independent statements. The Likert scale of agreement has been used for this section as well. It should be pointed out that the current study just focuses on the first three sections of this questionnaire and reports the findings just related to these sections.

This validated questionnaire was administered in six areas namely Head Quarter, Kuala Lumpur, Putra

Jaya, Selangor, Sunway Putra Mall, and UTC KL. The number of participants in each area is shown in Table 3.1. In total, 525 questionnaires were collected. The majority of the respondents were from three areas of Selangor, Putra Jaya and Kuala Lumpur.

The design of this research is a survey study which aims to investigate the customer satisfaction of companies commission of Malaysia. To achieve the aim of the study, a validated questionnaire named “SSM Customer Satisfaction Index Survey” was conducted in six areas of Malaysia.

4. Findings:

4.1. Demographic Information:

This study was conducted in six areas namely Head Quarter, Kuala Lumpur, Putra Jaya, Selangor, Sunway Putra Mall, and UTC KL. The number of respondents in each area is shown in the Table 1 and Figure 1. In total, 525 respondents answered to the items of the questionnaire. The highest numbers of respondents were from Selangor, Putra Jaya and Kuala Lumpur, respectively.

Table 1: Number of respondents in six areas of study.

	HQ	KL	Putra Jaya	Selangor	Sunway	UTC
Number of respondents	56	121	137	152	43	16

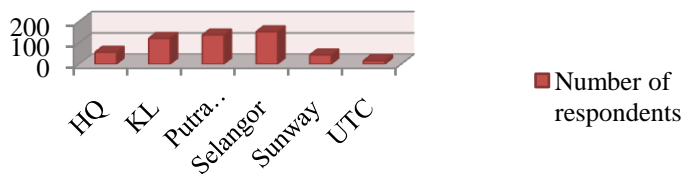


Fig. 1: Number of respondents in six areas of study.

As Figures 2a and 2.b show, when the respondents were asked to indicate their position, the majority of them from Putra Jaya, Selangor, Sunway and UTC selected ‘business owner’ item showing that they have their own business. However, the respondents from Head Quarter and Kuala Lumpur selected the items ‘others’ and ‘company secretary’ respectively. The top management and directors were reported to be the lowest number of respondents.

The analysis of the obtained data showed that except the respondents from Head Quarter, most of the respondents from other areas of study stated SME/ own company as their affiliated company. It shows that the majority of respondents in these areas have their own business and manage their own companies. Table 4.3 and Figure 4.3 show that the items ‘auditor’ and ‘financial institution’ were selected as the lowest number of affiliations indicated by the respondents. However, the respondents from Head Quarter selected ‘government agency’ and ‘regulatory body’ as the highest percentage of affiliation with 35.5 and 28.9 percent respectively.

As Figure 3 shows, the majority of respondents in Head Quarter, Selangor, Sunway and UTC were male. However, the numbers of female respondents in Kuala Lumpur were more than the numbers of male participants. In Putra Jaya, the numbers of male and female respondents were to some extent the same.

The analysis of the data showed that, excluding the area of UTC, the Malay respondents were reported to be the majority of the participants in the areas of study. In UTC, the numbers of Malay and Chinese respondents were equal. Moreover, as Figure 4 show, the Indians were the lowest percentage of the respondents.

As Figure 5 shows, the majority of the respondents in Head Quarter, Selangor, Sunway and UTC were below the age of 30. However, In Kuala Lumpur, more than one-third of the respondents (35.7 %) were between the age of 30 to 40 and about one-third of them (33.9 %) were above the age of 50. It is worthwhile mentioning that in all areas of survey study, most of the respondents were below the age of 50 showing that they were either young or in their middle age.

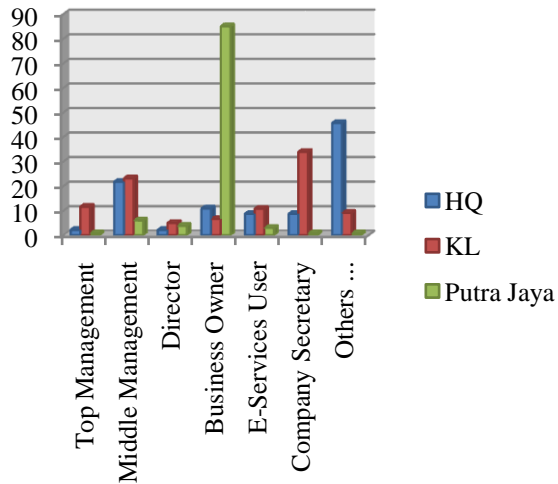


Fig. 2a: Respondents' position in HQ, KL and Putra Jaya

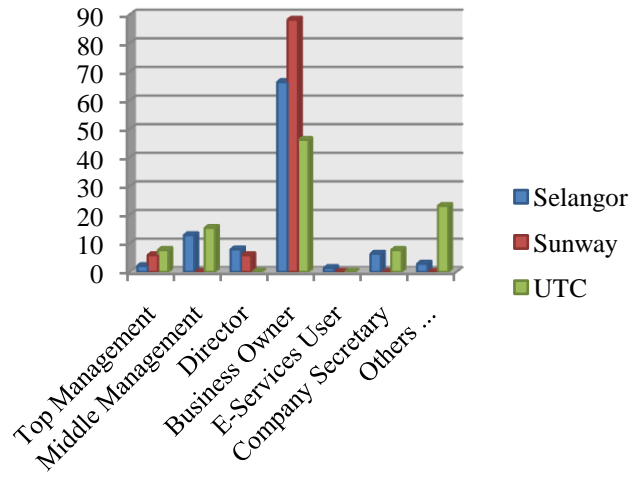


Fig. 2b: Respondents' position in Selangor, Sunway and UTC

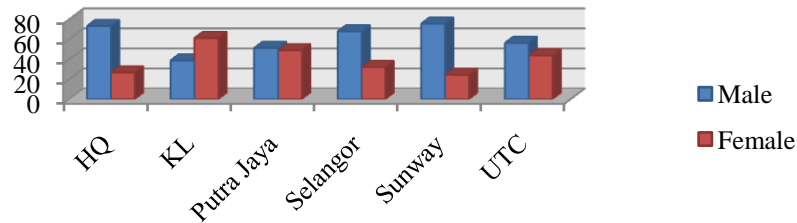


Fig. 3: Gender of respondents in six areas of study.

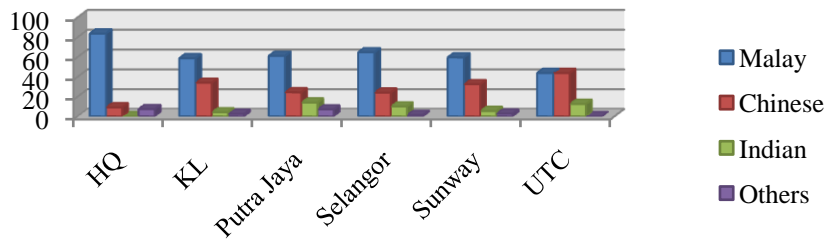


Fig. 4: Race of respondents in six areas of study.

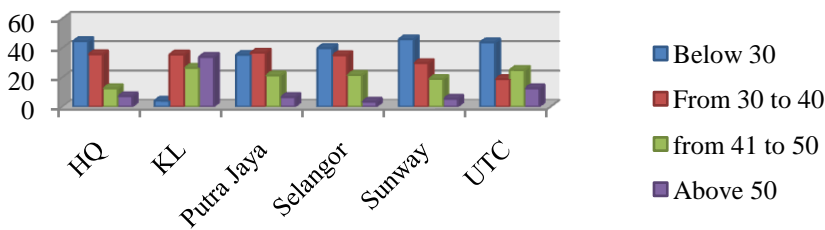


Fig. 5: Age of respondents in six areas of study.

Figure 6 shows that most of the respondents in Head Quarter, Selangor, Sunway and UTC have secondary degree. However, most of the respondents from Kuala Lumpur and Putra Jaya have an academic degree or diploma respectively. It is

notable that that a low percentage of respondents have postgraduate academic degree. In fact, it shows that most of the business people do not have high academic degrees. Instead, they prefer to get some professional degrees.

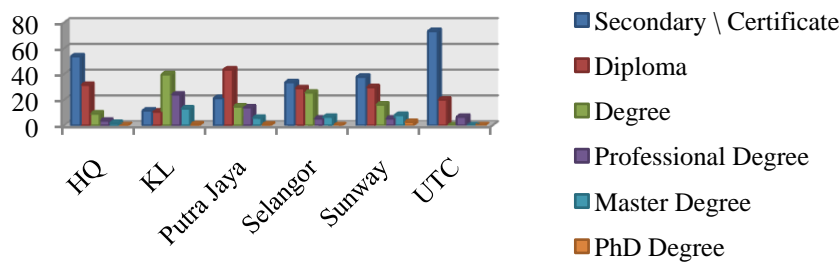


Fig. 6: Respondents' level of education in six areas of study.

4.2 SSM Counter Services Performance:

4.2.1 Type of Counter Services:

When the respondents were asked about the type of counter services, the majority of the respondents from Head Quarter and Kuala Lumpur selected 'counter service (company)' as the preferred response. However, the majority of respondents in

Putra Jaya selected 'counter service (business)' as their preferred response. In UTC, half of the respondents selected 'information counter' and the other half selected 'counter service (business)' as their preferred response. In two study areas of Selangor and Sunway, 'information counter', 'counter service (company)' and 'counter service (business)' were mostly selected as the preferred response.

Table 2: Type of counter services in six areas of study.

Type of counter services (%)	HQ	KL	Putra Jaya	Selangor	Sunway	UTC
Information Counter	24.4	11.5	2.8	28.8	26.3	50
Counter Service (company)	63.4	50.4	8.3	34.2	26.3	0.0
Counter Service (business)	7.4	15.7	86.1	27.9	42.1	50
Complaint Counter	2.4	9.1	0.9	2.7	0.0	0.0
Compound Counter	2.4	9.1	0.9	5.4	5.3	0.0
Mobile Counter Service	0.0	4.2	0.9	0.9	0.0	0.0
Total	100	100	100	100	100	100

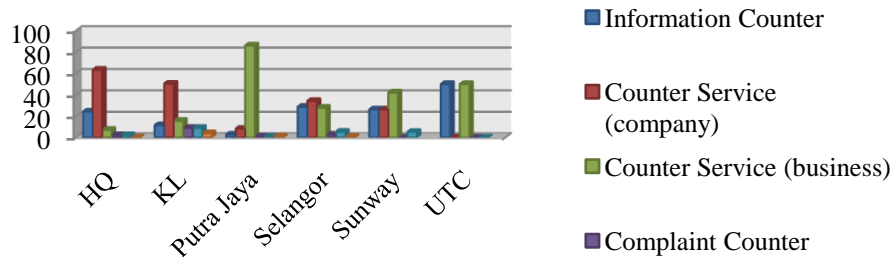


Fig. 7: Type of counter services in six areas of study.

4.2.2 Tangibles:

When the respondents were asked to state their attitude toward the four tangible items, the majority of the respondents from Head Quarter, Kuala Lumpur, Putra Jaya, Selangor and Sunway agreed that SSM has modern-looking equipment. Moreover, most of the respondents from areas stated their

agreement with other three items of this section namely "SSM's physical facilities are visually appealing", "SSM's employees are neat-appearing" and "Materials associated with the service (such as pamphlets or statements) are visually appealing at SSM". Moreover, all the respondents from UTC agreed with these four items related to the issue of tangible.

Table 3: Respondents' Attitudes toward "Tangibles" Items.

Statements	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
	Agree	Agree	Agree	Agree	Agree	Agree
	HQ (%)	KL (%)	Putra Jaya (%)	Selangor (%)	Sunway (%)	UTC (%)
SSM has modern-looking equipment	11.3	8.3	4.4	15.5	17.1	0.0
	88.7	91.7	95.6	84.5	82.9	100
SSM's physical facilities are visually appealing	17.0	8.3	2.9	10.3	22.0	0.0
	83.0	91.7	97.1	89.7	78.0	100

SSM's employees are neat-appearing	9.4	6.6	1.5	8.9	10.0	0.0
	90.6	93.4	98.5	91.1	90.0	100
Materials associated with the service (such as pamphlets or statement) are visually appealing at SSM	13.7	10.7	3.7	13.2	22.5	0.0
	86.3	89.3	96.3	86.8	77.5	100

4.2.3 Reliability:

When the respondents were asked to state their attitude toward the four reliability items, the majority of the respondents from Head Quarter, Kuala Lumpur, Putra Jaya, Selangor and Sunway agreed that when SSM promises to do something by a certain time it does so. Furthermore, more than two-

third of the respondents from these areas stated their agreement with other three items of this section namely "When you have aproblem, SSM shows a sincere interest in solving it", "SSM performs the service right the first time" and "SSM insists on error-free records". Moreover, all the respondents from UTC agreed with these four items related to the issue of reliability.

Table 4: Respondents' Attitudes toward "Reliability" Items.

Statements	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
	Agree	Agree	Agree	Agree	Agree	Agree
	HQ (%)	KL (%)	Putra Jaya (%)	Selangor (%)	Sunway (%)	UTC (%)
When SSM promises to do something by a certain time it does so	14.8	9.9	1.5	6.9	15.0	0.0
	85.2	90.1	98.5	93.1	85.0	100
When you have aproblem, SSM shows a sincere interest in solving it.	15.4	12.4	2.2	4.8	14.6	0.0
	84.6	87.6	97.8	95.2	85.4	100
SSM performs the service right the first time	18.9	16.5	2.2	6.9	20.0	0.0
	81.1	83.5	97.8	93.1	80.0	100
SSM insists on error-free records	11.3	17.4	3.7	6.1	15	0.0
	88.7	82.6	96.3	93.9	85	100

4 Responsiveness:

When the respondents were asked about the issue of responsiveness, they stated their attitudes toward four statements related to this independent variable. More than eighty percent of the respondents from Head Quarter, Kuala Lumpur, Putra Jaya, Selangor and Sunway stated their agreement with the statements "Employees of SSM tell you exactly time

taken to perform the service" and "Employees of SSM give you prompt service". Moreover, these respondents strongly agreed with the other two statements regarding the issue of responsiveness namely "Employees of SSM are always willing to help you" and "Employees of SSM are never too busy to respond to your requests". Moreover, all the respondents from UTC strongly agreed with these four items related to the issue of responsiveness.

Table 5: Respondents' Attitudes toward "Responsiveness" Items.

Statements	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
	Agree	Agree	Agree	Agree	Agree	Agree
	HQ (%)	KL (%)	Putra Jaya (%)	Selangor (%)	Sunway (%)	UTC (%)
Employees of SSM tell you exactly time taken to perform the service	11.1	12.4	2.9	7.7	15.8	0.0
	88.9	87.6	97.1	92.3	84.2	100
Employees of SSM give you prompt service	15.1	9.9	1.5	8.5	10.3	0.0
	84.9	90.1	98.5	91.5	89.7	100
Employee of SSM are always willing to help you	12.0	8.3	0.7	5.6	10.5	0.0
	88.0	91.7	99.3	94.4	89.5	100
Employees of SSM are never too busy to respond to your requests	17.3	18.2	0.7	7.1	13.2	0.0
	82.7	81.8	99.3	92.9	86.8	100

4.2.5 Assurance:

When the respondents were asked to state their attitude toward the four assurance items, the majority of the respondents from Head Quarter, Kuala Lumpur, Selangor and Sunway agreed that the behavior of employees of SSM instills confidence in customers. Furthermore, most of the respondents from these four areas stated their agreement with

other three items of this section namely "You feel secured in your transactions with SSM", "Employees of SSM are consistently courteous with you" and "Employees of SSM have the knowledge to answer your questions". It is worthwhile to mention that all the respondents from Putra Jaya and UTC agreed with these four items related to the issue of assurance.

Table 6: Respondents' Attitudes toward "Assurance" Items.

Statements	Disagree Agree	Disagree Agree	Disagree Agree	Disagree Agree	Disagree Agree	Disagree Agree
	HQ (%)	KL (%)	Putra Jaya (%)	Selangor (%)	Sunway (%)	UTC (%)
The behavior of employees of SSM instills confidence in customers	14.8	14.0	0.0	7	10.5	0.0
You feel secured in your transactions with SSM	85.2	86.0	100	93	89.5	100
	9.4	10.7	0.0	4.2	10.5	0.0
Employees of SSM are consistently courteous with you	90.6	89.3	100	95.8	89.5	100
	13.2	7.4	0.0	7.0	10.3	0.0
Employees of SSM have the knowledge to answer your questions	86.8	92.6	100	93.0	89.7	100
	18.9	21.5	0.0	6.3	12.8	0.0
	81.1	78.5	100	93.7	87.2	100

4.2.6 Empathy:

When the respondents were asked to state their attitude toward the five empathy items, the majority of the respondents from Head Quarter, Kuala Lumpur, Putra Jaya, Selangor and Sunway agreed that "SSM gives you individual attention" and "SSM has operating hours convenient to all its customers".

Moreover, most of the respondents from these areas stated their agreement with other three items of this section namely "Employees at SSM give you personal attention", "SSM has your best interests at heart" and "Employees of SSM understand your specific needs". It can be noted that all the respondents from UTC stated their agreement with all five items empathy items.

Table 7: Respondents' Attitudes toward "Empathy" Items.

Statements	Disagree Agree	Disagree Agree	Disagree Agree	Disagree Agree	Disagree Agree	Disagree Agree
	HQ (%)	KL (%)	Putra Jaya (%)	Selangor (%)	Sunway (%)	UTC (%)
SSM gives you individual attention	16.7	14.0	0.7	4.9	13.2	0.0
	83.3	86.0	99.3	95.1	86.8	100
SSM has operating hours convenient to all its customers	15.1	13.2	2.2	7.7	13.2	0.0
	84.9	86.8	97.8	92.3	86.8	100
Employees at SSM give you personal attention	26.4	12.4	0.7	5.7	15.8	0.0
	73.60	87.6	99.3	94.3	84.2	100
SSM has your best interests at heart	18.9	16.5	0.0	4.9	12.8	0.0
	81.1	83.5	100	95.1	87.2	100
Employees of SSM understand your specific needs	16.7	19.8	0.7	5.0	13.2	0.0
	83.3	80.2	99.3	95.0	86.8	100

4.2.7 Level of Satisfaction for Counter Service:

When the respondents were asked about their overall satisfaction with the SSM's counter services, the majority of the respondents from Head Quarter, Kuala Lumpur, Selangor, Sunway and UTC agreed

with the SSM's counter services. Furthermore, all the respondents from Putra Jaya stated their agreement with the SSM's counter services. The obtained findings show that the respondents were generally satisfied with the SSM's counter services.

Table 8: Respondents' Level of Satisfaction for Counter Service.

Statements	Disagree Agree	Disagree Agree	Disagree Agree	Disagree Agree	Disagree Agree	Disagree Agree
	HQ (%)	KL (%)	Putra Jaya (%)	Selangor (%)	Sunway (%)	UTC (%)
Overall, I am satisfied with the SSM's counter services	15.1	9.9	0.0	4.9	10.3	6.2
	84.9	90.1	100	95.1	89.7	93.8

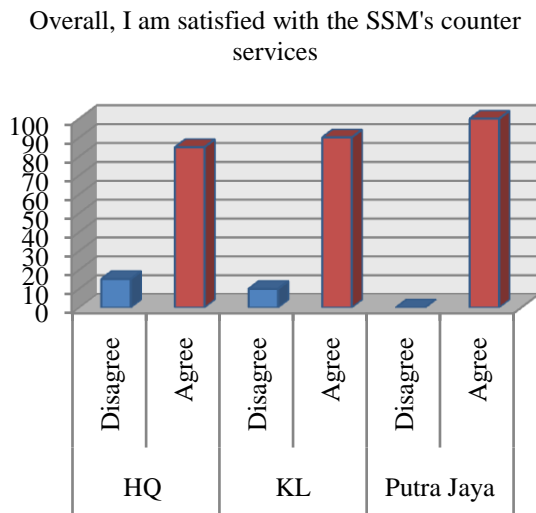


Fig. 8.a: Level of satisfaction for counter service in HQ, KL and Putra Jaya.

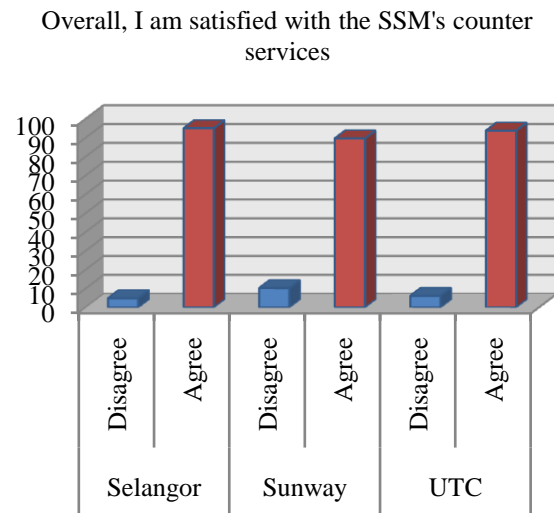


Fig. 8.b: Level of satisfaction for counter service in Selangor, Sunway and UTC.

Conclusion:

The major aim of this study was to examine the customer satisfaction of companies commission of Malaysia. Therefore, to achieve the aim of the study, a validated questionnaire named "SSM Customer Satisfaction Index Survey" was conducted in six areas of Malaysia. When the respondents were asked about the type of counter services, the majority of the respondents selected 'counter service (company)', 'counter service (business)' and 'information counter' as the preferred responses. Moreover, when they were asked to state their attitude toward tangible items, the majority of them agreed that "SSM has modern-looking equipment", "SSM's physical facilities are visually appealing", "SSM's employees are neat-appearing" and "Materials associated with the service (such as pamphlets or statements) are visually appealing at SSM". In response to four items about reliability, the majority of the respondents agreed that when SSM promises to do something by a certain time it does so. Moreover, more than two-third of the respondents stated their agreement with the items "When you have a problem, SSM shows a sincere interest in solving it", "SSM performs the service right the first time" and "SSM insists on error-free records".

When the respondents were asked about the issue of responsiveness, more than eighty percent of the respondents stated their agreement with the statements "Employees of SSM tell you exactly time taken to perform the service" and "Employees of SSM give you prompt service". Moreover, the respondents strongly agreed with the other two statements regarding the issue of responsiveness namely "Employees of SSM are always willing to help you" and "Employees of SSM are never too busy to respond to your requests". In response to four assurance items, most of the respondents agreed that

the behavior of employees of SSM instills confidence in customers. Furthermore, the majority of the respondents stated their agreement with other three items of this section namely "You feel secured in your transactions with SSM", "Employees of SSM are consistently courteous with you" and "Employees of SSM have the knowledge to answer your questions".

In response to five empathy items, the majority of the respondents agreed that "SSM gives you individual attention" and "SSM has operating hours convenient to all its customers". Moreover, most of the respondents stated their agreement with other three items of this section namely "Employees at SSM give you personal attention", "SSM has your best interests at heart" and "Employees of SSM understand your specific needs".

In general, when the respondents were asked about their overall satisfaction with the SSM's counter services, the majority of the respondents agreed with the SSM's counter services. The obtained findings show that the respondents were generally satisfied with the SSM's counter services.

References

1. Anderson, G.W., M.W. Sullivan, 1990. Customer satisfaction and retention across firms. Presentation at TIMS College of Marketing Special Interest Conference on Services Marketing, Nashville, TN.
2. Asubonteng, P., K. McCleary, J. Swan, 1996. SERVQUAL revisited: A critical review of service quality. *Journal of Services Marketing*, 10(6): 62-81.
3. Babakus, E., G. Boller, 1991. An empirical assessment of the SERVQUAL scale. *Journal of Business Research*, 24: 253-268.

4. Babin, B.J., M. Griffin, 1998. The nature of satisfaction: An updated examination and analysis. *Journal of Business Research*, 41(2): 127-136.
5. Backman, S., 1991. An investigation of the relationship between activity loyalty and perceived constraints. *Journal of Leisure Research*, 4: 332-344.
6. Bernhardt, K.L., N. Donthu, P.A. Kennett, 2000. A longitudinal analysis of satisfaction and profitability. *Journal of Business Research*, 47: 161-171.
7. Bitner, M.J., B. Booms, M. Tetreault, 1990. The service encounter: Diagnosing favourable and unfavourable incidents. *Journal of Marketing*, 54(1): 71-84.
8. Bitner, M.J., A.R. Hubbert, 1994. Encounter satisfaction versus overall satisfaction versus quality. In: Bolton, R.N., Drew, J.H. (1991), "A multistage model of customers' assessment of service quality and value", *Journal of Consumer Research*, 17: 375-84.
9. Brady, M.K. and C.J. Robertson, 2001. Searching for a consensus on the antecedent role of service quality and satisfaction: An exploratory cross-national study. *Journal of Business Research*, 51(1): 53-60.
10. Buttle, F., 1996. SERVQUAL: Review, critique, research agenda. *European Journal of Marketing*, 30(1): 8-32.
11. Carman, J., 1990. Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions. *Journal of Retailing*, 66(2): 33-55.
12. Chelladurai, P., K. Chang, 2000. Targets and standards of quality in sport services. *Sport Management Review*, 3(1): 1-22.
13. Clotey, T.A. and D.A. Collier, 2008. Drivers of Customer Loyalty In A Retail Store Environment. *Journal of Service Science*, 3rd Quarter, Cronin, J., M. Brady, G. Hult, 2000. Assessing the effects of quality, value, and customer satisfaction on behavior intentions in service environments. *Journal of Retailing*, 76(2): 193-218.
14. Crilley, G., D. Murray, K. Kelly, 1999. Vulnerable adults attending public sports and leisure centres: Participation levels and perceptions of service quality. In ANZALS Biennial Conference Proceedings (pp: 43-48), Waikato University, New Zealand.
15. Crompton, J.L., K.J. MacKay, 1989. Users' perceptions of the relative importance of public recreation programs. *Leisure Sciences*, 11: 367-375.
16. Crompton, J.L., K.J. MacKay, D.R. Fesenmaier, 1991. Identifying dimensions of service quality in public recreation. *Journal of Park and Recreation Administration*, 9(3): 15-28.
17. Cronin, J.J., M.K. Brady, G.T.M. Hult, 2000. Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2): 193-218.
18. Cronin, J.J., S.A. Taylor, 1992. Measuring service quality: a re-examination and extension. *Journal of Marketing*, 56(3): 55-68.
19. Cronin, J.J., S.A. Taylor, 1994. SERVPERF versus SERVQUAL: Reconciling performance-based and perceptions-minus-expectations measurement of service quality. *Journal of Marketing*, 58(1): 125-131.
20. De Ruyter, K., J. Bloemer, P. Peeters, 1997. Merging service quality and service satisfaction: An empirical test of an integrative model. *Journal of Economic Psychology*, 18: 387-406.
21. De Ruyter, K., M. Wetzels, J. Bloemer, 1997. On the relationship between perceived service quality, service loyalty and switching costs. *International Journal of Service Industry Management*, 9(5): 436-453.
22. Eskildsen, J.K., J.J. Dahlgaard, 2000. A causal model for employee satisfaction. *Total Quality Management*, 11(8): 1081-1094.
23. Fornell, C., B. Wernerfelt, 1987. Defensive marketing strategy by customer complaint management: A theoretical analysis. *Journal of Marketing Research*, 24: 337-346.
24. Gagliano, K., J. Hathcote, 1994. Customer expectations and perceptions of service quality in retail apparel specialty stores. *Journal of Services Marketing*, 8(1): 60-69.
25. Gale, B., 1997. Customer satisfaction – relative competitors – is where it's at. (Strong evidence that superior quality drives the bottom line and shareholder value.) *Marketing and Research Today*, pp: 39-53.
26. Ganesh, J., M.J. Arnold, K.E. Reynolds, 2000. Understanding the customer base of service providers: An examination of the differences between switchers and stayers. *Journal of Marketing*, 64(3): 65-87.
27. Gerbing, D.W., J.C. Anderson, 1992. Monte Carlo evaluations of goodness of fit indices for structural equation models. *Sociological Methods Research*, 21(2): 132-160.
28. Giese, J.L., J.A. Cote, 2000. Defining customer satisfaction. *Academy of Marketing Science Review* [On-line] 00 (01) Available: <http://www.amsreview.org/amsrev/theory/giese01-00.html>
29. Gronroos, C., 1984. A service quality model and its market implications", *European Journal of Marketing*, 18(4): 36-44. <http://dx.doi.org/10.1108/EUM0000000004784>.
30. Hallowell, B., 1996. The relationships of customer satisfaction, customer loyalty, and profitability: An empirical study. *International*

- Journal of Service Industry Management*, 7(4): 27-42.
31. Hill, B., B.C. Green, 2000. Repeat attendance as a function of involvement, loyalty, and the sportscape across three football contexts. *Sport Management Review*, 3(2): 145-162.
 32. Howat, G., D. Murray, G. Crilley, 1999. The relationships between service problems and perceptions of service quality, satisfaction, and behavioural intentions of Australian public sports and leisure centre customers. *Journal of Park and Recreation Administration*, 17(2): 42-64.
 33. Hurley, R.F., H. Estelami, 1998. Alternative indexes for monitoring customer perceptions of service quality: A comparative evaluation in a retail context. *Journal of the Academy of Marketing Science*, 26(3): 209-221.
 34. Johnson, R., M. Tsiros, R. Lancioni, 1995. Measuring service quality: A systems approach. *Journal of Services Marketing*, 9(5): 6-19.
 35. Jones, M.A., J. Suh, 2000. Transaction-specific satisfaction and overall satisfaction: An empirical analysis. *Journal of Services Marketing*, 14(2): 147-159.
 36. Liljander, V., T. Strandvik, 1997. Emotions in service satisfaction. *Journal of Service Industry Management*, 8(2): 148-169.
 37. Ma, Q., J.M. Pearson, S. Tadisina, 2005. An exploratory study into factors of service quality for application service providers. *Information & Management*, 42(4): 1067-80. <http://dx.doi.org/10.1016/j.im.2004.11.007>.
 38. MacCallum, R.C., J.T. Austin, 2000. Applications of structural equation modelling in psychological research. *Annual Review of Psychology*, 51: 201-226.
 39. Mahony, D.F., A.M. Moorman, 1999. The impact of fan attitudes on intentions to watch professional basketball teams on television. *Sport Management Review*, 2(1): 43-66.
 40. McCollough, M.A., L.L. Berry, M.S. Yadav, 2000. An empirical investigation of customer satisfaction after service failure and recovery. *Journal of Service Research*, 3(2): 121-137.
 41. McDougall, G.H., T. Levesque, 2000. Customer satisfaction with service: Putting perceived value into the equation. *Journal of Services Marketing*, 14(5): 392-410.
 42. Norman, R., 1984. *Service management: Strategy and leadership in service organizations*. Chichester, UK: John Wiley & Sons Ltd.
 43. Oliver, R.L., 1993. A conceptual model of service quality and service satisfaction: Compatible goals, different concepts. *Advances in Services Marketing and Management*, 2: 65-85.
 44. Parasuraman, A., L.L. Berry and V.A. Zeithaml, 1993. More on improving service quality measurement. *Journal of Retailing*, 69(2): 140-147.
 45. Parasuraman, A., V.A. Zeithaml, L.L. Berry, 1985. A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4): 41-50. <http://dx.doi.org/10.2307/1251430>.
 46. Parasuraman, A., V.A. Zeithaml, L.L. Berry, 1988. SERVQUAL: A multiple-item scale for measuring customer perceptions of service quality. *Journal of Retailing*, 64(1): 12-40.
 47. Parasuraman, A., V.A. Zeithaml, L.L. Berry, 1994. Reassessment of expectations as a comparison standard in measuring service quality: Implications for further research. *Journal of Marketing*, 58(1): 111-124.
 48. Patterson, P.G., R.A. Spreng, 1997. Modelling the relationship between perceived value, satisfaction, and repurchase intentions in a business-to-business, services context: An empirical examination. *International Journal of Service Industry Management*, 8(5): 414-434.
 49. Petrick, J.F., S.J. Backman, R.D. Bixler, 1999. An investigation of selected factors' impact on golfer satisfaction and perceived value. *Journal of Park and Recreation Administration*, 17(1): 40-59.
 50. Philip, G., S. Hazlett, 1997. The measurement of service quality: A new P-C-P attributes model. *International Journal of Quality and Reliability Management*, 14(3): 260-280.
 51. Poznanski, P.J., D.M. Blin, 1997. Using structural equation modelling to investigate the causal ordering of job satisfaction and organizational commitment among staff accountants. *Behavioral Research in Accounting*, 9: 154-171.
 52. Rosen, D.E., C. Suprenant, 1998. Evaluating relationships: Are satisfaction and quality enough? *International Journal of Service Industry Management*, 9(2): 103-125.
 53. Soderlund, M., 1998. Customer satisfaction and its consequences on customer behavior revisited: The impact of different levels of satisfaction on word-of-mouth feedback to the supplier and loyalty. *International Journal of Service Industry Management*, 9(2): 169-188.
 54. Taylor, S.A., T.L. Baker, 1994. An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing*, 70(2): 163-178.
 55. Teas, R., 1994. Expectations as a comparison standard in measuring service quality: An assessment of a reassessment. *Journal of Marketing*, 58(1): 132-139.
 56. Varki, S., M. Colgate, 2001. The role of price perceptions in an integrated model of behavioral intentions. *Journal of Service Research*, 30(2): 19-30.

57. Zeithaml, V.A., 1988. Consumer perceptions of price, quality, and value: A means end model and synthesis of evidence. *Journal of Marketing*, 52(3): 2-22. <http://dx.doi.org/10.2307/1251446>.
58. Zeithaml, V.A. and M.J. Bitner, 1996. *Services Marketing*. The McGraw-Hill Companies, New York, NY.
- 60.
59. Zeithaml, V.A., A. Parasuraman, L.L. Berry, 1990. *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York, NY.