HASIL CEK_Jurnal Internasional

by Jurnal Internasional Deny Ismanto

CUSTOMER LOYALTY MODEL CREATION THROUGH QUALITY OF SERVICE AND COMMUNICATION OF WORD OF MOUTH CONVENIENCE STORE

Deny Ismanto [1], [2] **Salamatun Asakdiyah**

[1,2]Universitas Ahmad Dahlan, Yogyakarta, Indonesia
[1]deny.ismanto@mgm.uad.ac.id

Abstract

The research was conducted on Pamella supermarket and Mirota Supermarket in Yogyakarta Special region. Samples are determined by convenience sampling method and purposive sampling. Data collection is done by providing a list of questions to respondents that contain the quality of service, word of mouth communication and customer loyalty. The result of partial regression coefficient test with T test shows that service quality, word of mouth communication and interaction between service quality, word of mouth communication significantly affect customer loyalty. While the results of the regression coefficient test simultaneously (together) by indicating that the variable quality of service, word of mouth communication as well as the interaction between the quality of service and communication of word of mouth in unison (together) affect customer loyalty. Service quality variables, word of mouth communication as well as interaction between service quality and word of mouth communication are able to explain customer loyalty variables by 92.1% and the remaining 7.9% is caused by other variables not intended in the study.

Key words : Service Quality, Word of Mouth Communication, Customer Loyalty

INTRODUCTION

The rapid change in business environment demands every company to conform to existing changes so that companies can compete in the global market. Competition can be won if the company has a competitive advantage. Competitive advantage can be achieved through the long-term relationship between the company and the customer by creating customer loyalty. This suggests that customer loyalty plays an important role and can be used as the basis for the development of sustainable competitive advantage, which is the advantage that can be realized through marketing efforts.

Customer loyalty can be created through improved service quality and the achievement of word of mouth communication. Quality of service is one of the main factors of selection of goods and services for customers. While the company aims to produce goods and services to satisfy and improve word of mouth communication. This means that word of mouth communication will be achieved when the quality of service provided by the company can fulfill customer needs. The achievement of word of mouth communication will increase customer loyalty. Thus, the long-term relationship between the company and the customer will be awakened through antecedents-antecedent customer loyalty.

LITERATURE REVIEW

Service Quality

Service Quality is a way to compare between the perception of services that customers receive with the actual service customers expect (Fitzsimmons & Fitzsimmons, 1994; Parasuraman, Zeithaml and Berry, 1988). If the service that the customer expects is greater than the service that real-world customers receive then it can be said that the service is not quality. Whereas if the customer's expected service is lower than the service. Real-Real acceptable customers can then be said that the service is quality, and when the service is received equal to the expected then the service is said to be satisfactory (Fitzsimmons & Fitzsimmons, 1994). Thus, Service Quality is a way to know how much the difference between reality and customer expectations of the service received (Parasuraman, Zeithaml and Berry, 1988). Parasuraman, Zeithaml and Berry (1985) conducted research on several service companies, and successfully identify the 10 main factors that determine the quality of services, which include: (1) Reliability, (2) Responsiveness, (3) Competence, (4) Access, (5) Courtesy, (6) Communication, (7) Credibility, (8) Security, (9) Understanding/Knowing the Customer, and (10) Tangible.

The SERVQUAL analysis is empirically tested on bank services, telephone services and so on. However, the SERVQUAL analysis is not always applied to the retail business. In fact only a little research in the retail business. In research conducted by Dabholkar, Thorpe and Rentz (1996) submitted several dimensions of the quality of retail services. All three of these researchers combined the review and retail literature and SERVQUAL, thus successfully submitted 5 dimensions of quality of retail services.

These five dimensional quality of retail services include: (1) Physical Aspects, is a dimension that includes about the attractiveness of the physical aspect and the ease of the customer in finding the necessary goods, (2) Reliability, is a dimension that includes the accuracy of the fulfillment of promises to customers, (3) Personal Interaction, is a dimension that includes Personal interaction between customers and employees, (4) Problem

Solving, is a dimension related to customers while shopping or solutions to complaints submitted by customers for services received, such as returns and exchanges of goods that have been purchased by customers, and (5) Policy, are dimensions that relate to store policies to respond to customers ' demands or needs, such as providing quality goods, accepting credit card payments and providing adequate parking space.

Word of Mouth Communication

Word of Mouth (WOM) is defined as the oral communication of person to person between the recipient of information (Arndt, 1967). In addition, word of mouth is interpersonal communication with respect to products or services where the receiver considers the communicator to be impartial. People love to talk about their goods, services and experiences for various reasons. Talks about a good experience to other parties either to a neighbor or a friend will influence the other party in making the purchase decision. Word of mouth communication is an important information for consumers and the word of mouth underlying interpersonal communication that significantly affects product evaluations and purchase decisions (Mahajan, 1990). Borgida and Nisbet (1977) put forward the important role of word of mouth as a more robust (powerful) source of information than the media printed information. This is because the word of mouth information is believed to be more credible or accountable. In addition, word of mouth communication is live, making it more accessible and more considered than information through printed media (Kiselius and Shernthal, 1986). Word of mouth communication has important roles in the field of services because :

1. Characteristics of services that are intangible that can not be seen, felt, be kiss or heard before purchase and can not be separated between production with inseparability, (2) services require information especially in the interaction between the company with customers, (3) Services emphasize on interpersonal behavior between the company and the Customer and (4) Word of mouth communication should be carefully evaluated so as to provide better information value for the development of services or business concept (Haywood , 1989).

In addition, word of mouth can reduce the risk and unease of master in the service purchase decisions. When compared with the purchase of goods then the purchase of services have a higher confidence in the source of personal information and personal information has a higher influence on the purchase of services than the purchase of goods (Murray, 1991).

Griffin (1995) suggests that word of mouth helps companies in suppressing promotional costs because sources that have no personal interest will be more believable than advertising in the mass media at a very expensive cost. While Kartajaya (2007) says that word of mouth is the most effective communication media, and with the proper buzzing expected a less good brand starts can be transformed into a better brand.

According to the Global Consumer Study (2007) in Princess (2007), it shows that Indonesia is included in the ranks of the top five countries where word of mouth is regarded as the most credible form of advertising. From 47 countries in the world, Indonesia ranks 3 by 89%. While in the first position is Hongkong and the second position is Taiwan. Then the other top five are also Asian countries namely India and South Korea. The five countries are also the most reliant on recommendations from others about a brand. Then, from all the

respondents in the world the majority replied that recommendations from other consumers were one of the most trusted forms of advertising.

Rosen (2000) suggests that there are 6 elements that a product must have to produce a word of mouth positively and continuously, namely: (1) The product must be able to generate emotional responses, (2) the product or brand should be able to provide something that exceeds the consumer's expectations, (3) the product must have something to advertise itself or inspire someone to inquire about it , (4) a product becomes more powerful when many users, (5) The product must be compatible with other products, in particular it can be applied to products that rely on technology, and (6) experience consumer using the first product, once consumers are disappointed, they will not use the product anymore and they will act like a terrorist.

Word of mouth communication plays an important role in the analysis of consumer attitudes and behaviors (Brown and Reingen, 1987). Katz and Lazarsfeld (1955) find that word of mouth is seven times more effective than advertising through newspapers and magazines, four times more effective than personal selling and twice as effective from advertising via radio and will affect consumers to change brands.

Customer Loyalty

Loyalty can be understood through two approaches, namely the behavioural approach and the approach of attitudinal approach. The behavioral approach saw that loyalty can be understood as a concept that emphasizes the purchase, proportion of purchase, or probability of purchasing, it is more operational in terms of various measures obtained from the data panel. While the understanding of loyalty with an error approach emphasizes on the psychological commitment to the object. In the approach of the error measures used include satisfaction, commitment and intent (Dick and Basu, 1994: Dharmmesta, 1999).

The study of loyalty that emphasizes on attitudes is considered more important and beneficial, because attitudes will encourage certain behaviors (Lau and Lee, 1999, 1999, Darsono and Dharmmesta, 2005). However, the size of the mistake is predictor only in understanding the loyalty contains weaknesses. Therefore, the merger of the behavior and serialization approaches will result in a satisfactory definition of loyalty operations (O'malley, 1998; Darsono and Dharmmesta, 2005). Mowen and Minor (1998) Define brand loyalty in the sense that the condition of the consumer has a positive attitude towards a brand, has a commitment to the brand, and intends to pursue its purchase in the Future (Dharmmesta, 1999). This definition uses an approach of behavior and approach to serialization, as in this definition includes a serialization approach that contains psychological commitments and a behavior approach reflected in the re-purchase intent behaviour.

Based on the above stages, it can explain how cognitive loyalty, then affective loyalty, and conative loyalty, and ultimately loyalty action (loyalty sustained with commitment and action).

Research Hypothesis

H1: Quality of service has a significant influence on customer loyalty.
H2: Word of mouth communication has a significant influence on customer loyalty.
H3: The interaction between quality of service and word of mouth communication more describes customer loyalty variance than each of the variables.

RESEARCH METHODS

Population and Samples

Population is the total sum of the analysis units that its expect. (Mantra and Kastro, 1989). The population in this research is a customer of Pamella supermarket and Mirota Supermarket in Yogyakarta Special region.

Samples are determined by the convenience sampling method and the Purposive sampling method. Convenience Sampling is an unlimited non-probability sample (Cooper and Emory, 1995). Convenience sampling is a method of choosing the most accessible members of the population to be found and asked for information (Hadi, 1987). While purposive sampling is a method of selection of samples based on certain considerations (Cooper and Emory, 1995; Babbie, 1995). The criteria as follows :

a. Customers who are made samples are frequent customers shopping at Pamella supermarket and Mirota supermarket. From the various groups of people who become customers, selected as respondents are a group of students. This group of customers was chosen because it is one of the community groups that often shop in order to fulfill their daily needs.

b. Respondents are customers of Pamella supermarket and Mirota Supermarket in Yogyakarta Special region. Pamella Supermarket and Mirota supermarket is chosen because it is a supermarket owned by local entrepreneurs in Yogyakarta.

In this study the population was not limited, so the number of samples was determined for each store at least 100 respondents. The determination of the number of samples was based on Rescoe's opinion in Sekaran (1992) stating that the number of samples was greater than 30 and less than 500, in most studies already represented.

Data Collection Techniques

The data used in this study consist of primary data and secondary data. Primary Data is used as an ingredient for calculating research variables. Primary data collection is done by providing a list of questions to respondents that contain the quality of service, word of mouth communication and customer loyalty. Secondary data is collected through literature studies excavated from books, scientific journals, and publications of research results. This secondary Data is used to compile the formulation of problems, hypotheses, library reviews, and the use of analytical tools.

Research Instruments and Measurement Scale

The research variables are measured using instruments in the form of questionnaires, which contain a number of questions in writing to obtain data from respondents. Instruments on the quality of service used from instruments compiled by Dabholkar, Thorpe and Rentz (1996) which propose five dimensions of service quality to retail business, namely: (1) Physical Aspects, (2) Reliability, (3) Personal Interaction, (4) Problem Solving, (5) Policy. These five dimensions consist of 28 items, and each is measured using a 7 point Likert scale. The number one represents the answer strongly disagree, the figure two represents an unapproving answer, the

number three represents the less concur answer, the number four represents the neutral answer, the number five represents the answer somewhat agrees, the number six represents the answer agrees, and the number seven represents a very concur answer.

The word of mouth communication in this study was a positive word of mouth measured using instruments developed by Harrison and Walker (2001). Word of mouth communication consists of 10 items measured using a 7 Point scale. The number one represents the answer strongly disagree, the figure two represents the answer disagrees, the number three represents a less concur answer, the number four represents the neutral answer, the number five represents the answer somewhat agrees, the number six represents the answer agreed and the number seven represents the answer strongly agree. Customer loyalty is measured using instruments developed based on Chaudhuri and Holbrook (2001), Oliver 91997), Pritchard et. Al. (1999), Taylor, Celuch and Goodwin (2004), customer loyalty is measured using two dimensions i.e. loyalty and loyalty of behaviour. Both dimensions consist of 9 items measured by a scale of 7 points. The number one represents the answer very disagreed and the seventh number represents the answer very concur.

To obtain quality data, the research instrument must be tested for its validity and reliability (Huck and Cormier, 1996). The validity test is done to measure what you want to quantify (Ancok, 1989). To test the validity of this instrument the research used Pearson Product Moment Test. While reliability tests are conducted to determine the outcome of a measurement can be trusted (Azwar, 1997). To test the reliability of this research instrument used Cronbach Alpha.

Methods of Analysis

To perform hypothesized, this study uses statistical analysis methods. Statistical analysis is used to prove the relationship between service quality, word of mouth communication and customer loyalty. The model in this study used the model presented by Taylor and Baker (1994), the Moderator of Regression Analysis (MRA). The models used in this research can be formulated as follows :

$$Y = a + b_1 X + b_2 Z + b_3 XZ$$

Where:

Y	= dependent variables (Customer loyalty)
a	= Constants
b_1, b_2, b_3	= regression coefficient
X	= Independent variables (service quality)
Z	= variable Moderator (Word of mouth communication)
XZ	= interaction between service quality and word of mouth communication

To test the hypotheses expressed, the T test and test F. Test T is intended to know the free variables (independent variables) that affect significantly against the individually bound variables. While the F test is used to know if collectively the free variables can explain the bound variables.

RESULTS AND DISCUSSION

Test Result Research Instruments

In this study using instruments in the form of questionnaires containing a number of questions posed to respondents. The instruments in this study are tested for validity and reliability to produce quality data. The validity test is done to measure what you want to quantify (Ancok, 1989). The validity of this research instrument was tested with the Pearson Product Moment Test. The realibility test is intended to know the extent to which a measurement can be trusted (Azwar, 1997). The instrument in this study tested its reliability by using Cronbach Alpha.

The instruments used in this study relate to the quality of service variables compiled by Dabholkar, Thorpe and Rentz (1996) consisting of 28 items of which each item was measured using a 7-point scale. In addition, the word of mouth communication variables are used based on instruments developed by Harrison and Walker (2001). The word of mouth communication variable consists of 10 items and is measured using a 7 point scale. While customer loyalty variables are measured using instruments developed based on Chaudhuri and Holbrook (2001), Oliver (1997), Pritchard et.al. (1999), as well as Taylor, Celueh and Goodwin (2004). Customer loyalty variables consist of 9 items measured using a 7 point scale.

The results of the validity test of the research instrument from 30 respondents can be explained through the following table :

Table 1. Service Quality Validity Test Results

Item	R Hitung	R Tabel	Keterangan
1	0,503	0,364	Valid
2	0,563	0,364	Valid
3	0,563	0,364	Valid
4	0,582	0,364	Valid
5	0,439	0,364	Valid
6	0,533	0,364	Valid
7	0,700	0,364	Valid
8	0,659	0,364	Valid
9	0,688	0,364	Valid
10	0,811	0,364	Valid
11	0,664	0,364	Valid
12	0,745	0,364	Valid
13	0,518	0,364	Valid
14	0,785	0,364	Valid
15	0,806	0,364	Valid
16	0,707	0,364	Valid
17	0,733	0,364	Valid
18	0,675	0,364	Valid
19	0,554	0,364	Valid
20	0,519	0,364	Valid

21	0,541	0,364	Valid
22	0,622	0,364	Valid
23	0,623	0,364	Valid
24	0,677	0,364	Valid
25	0,742	0,364	Valid
26	0,613	0,364	Valid
27	0,729	0,364	Valid
28	0,697	0,364	Valid

Source: Primary Data (processed)

Table 2. Word of Mouth Communication Validity Test Results

Item	R Hitung	R Tabel	Keterangan
1	0,770	0,364	Valid
2	0,613	0,364	Valid
3	0,683	0,364	Valid
4	0,695	0,364	Valid
5	0,665	0,364	Valid
6	0,824	0,364	Valid
7	0,548	0,364	Valid
8	0,376	0,364	Valid
9	0,626	0,364	Valid
10	0,621	0,364	Valid

Source: Primary Data (processed)

Table 3. Word of Mouth Communication Validity Test Results

Item	R Hitung	R Tabel	Keterangan
1	0,794	0,364	Valid
2	0,782	0,364	Valid
3	0,678	0,364	Valid
4	0,610	0,364	Valid
5	0,881	0,364	Valid
6	0,833	0,364	Valid
7	0,755	0,364	Valid
8	0,562	0,364	Valid
9	0,801	0,364	Valid

Source: Primary Data (processed)

The result of the validity of the instrument research study used in this research good items of variable quality service, word of mouth communication and customer loyalty resulted in R count more than R table. These results indicate that all items used in this study are considered valid.

While the reliability test results of good quality service variables, word of mouth communication and customer loyalty using Cronbach Alpha can be presented through the table as follows :

Table 4. Reliability Test Results

Variabel	Alpha	Status
Kualitas Pelayanan	0,954	Reliabel
Komunikasi Word of Mouth	0,896	Reliabel
Loyalitas Pelanggan	0,928	Reliabel

Source: Primary Data (processed)

Good reliability test results of service quality variables, word of mouth communication and customer loyalty show the Alpha value greater than 0.60. The test results indicate that the variable quality of service, word of mouth communication and customer loyalty variables expressed reliable (reliable).

The results of data collection of 100 respondents from Pamella supermarket and Mirota supermarkets can be explained through the following table :

Model	Variabe	Alpha (α)	Beta (β)	Nilai t	Prob.	R²	Nilai F
1	Kualitas Pelayanan (x)	-1,505	1,94	23,699	0,000	0,851	561,640
2	Kualitas Pelayanan (x)	-1,602	0,683	9,919	0,000	0,918	543,051
	Komunikasi WOM (z)		0,574	8,875	0,000		
3	Kualitas Pelayanan (x)	-0,245	0,355	2,009	0,047	0,921	374,753
	Komunikasi WOM (z)		0,313	2,168	0,033		
	Interaksi (xz)		0,062	2,012	0,047		

Source: Primary Data (processed)

Based on the table results regression analysis can be explained as follows :

1. First equation model (Model 1)

    as follows: Y =-1.505 +1, 194X

    The first model regression equation shows the value of a constant (intercept) of-1.505. This means the average customer loyalty variable will have a decrease of 1.505 when the service Kuailtas variable is equal to zero. Koefeisien regression (β1) by 1.194 indicates that if there is a variable increase in service quality of 1 caterist paribus will increase custom loyalty by 1.194.

    T test results with α 5% showed that the effect of service quality (X) on customer loyalty (Y) resulted in a T-count of 23.699 with a probability of 0.000 (P = 0.05). It is demonstrate that the quality of service significantly affects customer loyalty.

    The test result F with α = 5% shows the F-calculate value of 561.640 with a probability of 0.000 (P < 0.05). This indicates that the quality of service significantly affects customer loyalty.

    A R2 value of 0.851 indicates that 85.1% of customer loyalty variance determined by the quality of service variance. Thus, service quality variables can explain customer loyalty variables of 85.1%. The remaining 14.9% is caused by other variables not included in the research model.

2. The second equation model (Model 2)

    The second equation model includes a quality service variable and a word of mouth communication as the model-free variable of the second equation can be explained through the formula as follows :

    y =-1.602 + 0, 683X + 0, 574Z

On the basis of the above regression equation, the (intercept) constant is-1.602. This figure shows that the average customer loyalty variable will have decreased by 1.602 when service quality variables and word of mouth communication are equal to zero.

A regression coefficient of service quality (β1) of 0.683 indicates when there is a increase in the service quality variable of 1 cateris paribus will increase the loyalty variable by 0.863. The regression coefficient of word of mouth communication β2 by 0.574 shows that when there is an increase in the word of mouth communication variable of 1 Cateris paribus will increase the customer loyalty variable by 0.574.

The T test results show that the effect of a service quality variable (X) on the customer loyalty variable (y) with the calculated T value of 9.919 with a probability of 0.000 (P < 0.05). This indicates that service quality variables are partially impactful in terms of customer loyalty variables. The effect of a word of mouth (Z) communication variable against a customer loyalty variable (y) with a calculated t value of 8.875 and a probability of 0.000 (P < 0.05). This means that the word of mouth communication variable affects customer loyalty variables.

The test result of F showed F count of 543.051 with a probability of 0.000 (P < 0.05). This shows variable quality of service and the word of mouth communication variables together significantly affect customer loyalty variables.

The value of R2 of 0.918 shows that 91.8% of customer loyalty variance is determined by the quality of service variation and word of mouth communication. This means that the variable quality of service and word of mouth communication are jointly able to explain the customer loyalty variable by 91.8%. The remaining 8.2% is caused by other variables not included in the research model.

3. Model of the third equation (third Model)

The third Equation Model incorporates service quality variables (X), Word of mouth (Z) communication, as well as interactions between the quality of service with word of mouth (XZ) communication as a free variable.
The third equation Model can be formulated as follows :
y =-0.245 + 0, 355X + 0, 313Z + 0, 062XZ

The equation of the regression above shows a constant of-0.245. This shows that the customer loyalty variable averages will experience a decrease of 0.245 when service quality variables, word of mouth communication, and service quality interactions with word of mouth communication are the same as zero.

The regression coefficient of service quality (β1) amounted to 0.355. This means that if there is a variable increase in service quality 1 Cateris paribus will increase customer loyalty variable by 0.355. This means that if there is an increase in word of mouth communication of 1 cateris Paribus will increase the loyalty of 0.313. Koefesien regression interaction between the quality of service with communication (β3) amounting to 0.062. This indicates that in the event of a variable increase in interaction between service quality and word of mouth communication of 1 cateris Paribus will increase the customer's loyalty variable by 0.062.

The t test result indicates that the effect of a service quality variable (X) is against the customer loyalty variable (y) with the calculated T value value of 2.009 with a probability of 0.047 (P < 0.05). This means that a partial ideally service Kuailtas variable affects customer loyalty. The effect of a word of mouth (Z) communication variable against a customer loyalty variable (y) with a calculated t value of 2.168 and a probability of 0.033 (P < 0.05). This means that the word of mouth communication variables are partially significant to affect customer loyalty variables. Effect of interactions between quality of service with word of mouth (XZ) communication on

service loyalty (y) with a calculated t value of 2.012 and a probability of 0.047 (P < 0.05). This indicates that the INTERXY variables between quality of service with word of mouth communication were partially impactful to customer loyalty.

The test result of F showed F count of 374.753 and a probability of 0.000 (P < 0.05). This shows that variable quality of service, word of mouth communication as well as interaction between quality of service with word of mouth communication are jointly significant to affect customer loyalty variables.

The value of R2 0.921 shows that customer loyalty variance is determined by the variance of service quality, word of mouth communication, and interaction between Kuailtas service with word of mouth communication. This means variable quality of service, word of mouth communication, and the interaction between quality of service with word of mouth communication together are able to explain the customer loyalty variable by 92.1%. While the remaining 7.9% is caused by other variables not included in the research model.

CONCLUSION

1. Partial regression coefficient test result.
a. First Model
Test results indicate that a service quality variable significantly affects customer loyalty variables. It supports the first jipotesis to be put forward.
b. Second Model
The test results showed that the quality variables and word of mouth communication were partially significantly affecting customer loyalty variables. This supports the second hypothesis it has put forward.
c. Third Model
Test results show that variable quality of service, word of mouth communication and the interaction between quality of service and word of mouth communication partially significantly affect customer loyalty variables. This supports the third hypothesis expressed.
2. The results of the regression coefficient test in unison.
a. First Model.
Test results indicate that a significant service quality variable affects customer loyalty variables. This supports the first hypothesis to be put forward.
b. Second Model.
The test results indicate that the variable quality of service word of mouth communication in unison (together) has significant effect on customer loyalty variables. This supports the second hypothesis it has put forward.
c. Third Model.
Test results show that variable quality of service, word of mouth communication and interaction between service quality and word of mouth communication in unison (together) have significant effect on customer loyalty variables. This supports the third hypothesis expressed.
3. Interaction between quality of service and word of mouth communication can be customer loyalty Variance. It can be shown from the R2 value of the third model equation.

SUGGESTIONS

1. Self-service Pamella with Mirota supermarkets should further emphasize and understand the variable quality of service and communication variables of word of mouth as a moderator variable in creating customer loyalty. In addition, it needs to be excavated more in-depth variable effects of other moderators on customer loyalty creation as a basis for future customer decision making.
2. The results of the R2 calculations on the third model regression equation still allow the other variables to be contained in this research model. Thus, it is necessary to excavated more in-depth other variables that are in the research model, so the R2 value is increasing in explaining customer loyalty variance.

REFERENCES

Allen, N.J. dan P. Meyer (1990), "The Measurement and Antecedent of Affective, Continuance, and Normative Commitment to the Organization," *Journal of Occupational Psychology*, Vol. 63, p.1 – 18.

Anonimus (1996), "Ritel Antisipasi Serbuan Asing Dengan Kesiapan SDM,"*Usahawan*, No. XXV, April. P.56

(1996), "Toko Matahari Berdasarkan Lokasi," *Matahari*, No. 46, Maret, p.91.

Ancok, D. (1989), "Validitas dan Reliabilitas Instrumen Penelitian," M. Singarimbun dan S. Effendi (ed.), *Metodologi Penelitian Survai*, Yogyakarta : LP3ES.

Athanassopoulos A.,S. Gounaris dan V. Stathakopoulos (2001), "Behavioral Responses to Customer Satisfaction : An Empirical Study," *European Journal of Marketing*, Vol. 35, No. 5,p. 687 – 707.

Azwar, S. (1997), *Reliabilitas dan Validitas*, Yogyakarta : Pustaka Pelajar.

Babbie, E. (1995), *The Practice of Social Research*, 7 th ed. Belmont : Wadsworth Publishing Company.

Bentler, P.M. dan G. Speckart (1979), "Models of Attitude Behavior Relations," *Pshychological Review*, Vol. 86, p. 452 – 464.

Berman, B. Dan J.R. Evans (2001), *Retail Management A Strategic Approach*, New Jersey : Prestice – Hall.

Berry, L.L. dan A. Parasuraman (1991), *Marketing Service: Competing Through Quality*, New York: The Free Press.

Berry, L.L. (1995), "Relationship Marketing of Service – Growing Interest. Emerging Perspective," *Journal of the Academy of Marketing Science*, Vol. 23, No. 4, p. 236 – 245.

Bitner,   M.J. (1990), "Evaluating Service Encounters : The Effecs of Physical Surrounding and Employee Responses," *Journal of Marketing*, No. 54, April p. 69 – 82.

Bitner, M.J. B.H. Booms, dan L.A. Mohr. (1994), "Critical Service Encounters: The Employeers Viewpoint," *Journal of Marketing*, Vol. 58, October, p. 95 – 106.

Brown, S.W. dan T.A. Swartz (1989), "A Gap Analysis of Profesional Service Quality," *Journal of Marketing*, Vol. 53, April, p. 92 – 98.

Carman, J.M. (1990), "Consumer Perceptions of Service Quality : An Assesment of The SERVQUAL Dimensions," *Journal of Retailing*, Spring, p. 33 – 55.

,   _____ (1994), "SERVPERF Versus SERVQUAL : Reconcilling Performance - Based and Perceptions – minus - Expectations Measurement of Service Quality," *Journal of Marketing*, January, p. 125-131.

Chaudhuri, A. dan M.B. Holbrook (2001), "The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The role of Brand Loyalty," *Journal of Marketing*, Vol. 65, No. 2, p. 81 – 93.

Cooper, D.R. dan C.W. Emory (1995), *Business Research Methods*, 5 th ed., chicago : Richard D. Irwin Inc.

Coulter, K.S. dan R.A. Coulter (2002), "Determinant of Trust In a Service Provider: The Moderating Role of Length of Relationship," *Journal of Service Marketing*, Vol. 16, No. 1, p. 35 – 50.

Cronin, J.J. dan S.A. Taylor (1992), "Measuring Service Quality; A Reaxamination and Extension." *Journal of Marketing*, July, p. 55 – 68.

Dabholkar, P.A., D.I. Thorpe dan J.O. Rentz (1996), "A Measure of Service Quality For Retail Store : Scale Development and Validation." *Journal of The Academy Marketing Science*, Vol. 24, No. 1, p. 3 – 16.

Darsono, L.I. dan B.S. Dharmmesta (2005), "Kontribusi Involvement dan Trust In Brand Dalam Membangun Loyalitas Pelanggan," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 20, No. 3, p. 287 – 304.

Darsono, L.I. dan C.M. Junaedi (2006), "The Examination of Perceived Quality, Satisfaction, and Loyalty Relationship; Applicability of Comparative and Noncomparative Evaluation," *Gadjah Mada International Journal of Business*, September – Desember, Vo. 8, No. 3, p. 323 – 342.

Dharmmesta, B.S. (1999), "Loyalitas Pelanggan: Sebuah Kajian Konseptual Sebagai Panduan Bagi Peneliti," *Jurnal Ekonomi dan Bisnis Indonesia*, Vol. 14, No. 3, p. 73 – 88.

Dick, A.S. dan K. Basu (1994), "Customer Loyalty: Toward an Integrated Conceptual Framework," *Journal of The Academy of Marketing Science*, Vol. 22, No. 2 (Spring), p. 99 – 113.

Dwyer, F.R., P.H. Schurr dan S. Oh's (1987), "Developing Buyer – Seller Relationship," *Journal of Marketing*, April, Vol. 51, p. 11 – 27.

Engel, J.F, R.D. Black Well dan P.W. Miniard (1990), *Consumer Behavior*, 6th ed., Chicago: The Dryden Press.

Ferdinand, A. (2000), *Structural Equation Modeling Dalam Penelitian Manajemen*, Semarang : Badan Penerbit Universitas Diponegoro.

Fitzsimmons, J.A. dan M.J. Fitzsimmons (1994), *Service Management For Competitive Advantage*, New York : Mc. Graw – Hill Inc.

Fornell, C.J.D. Michael, A.W. Eugene, C. Jaesung dan B.E. Barbara (1996), "The American Customer Satisfactions Index: Nature, Purpose and Finding," *Journal of Marketing*, Vol. 60, October, p. 7 – 8.

Garbarino, E., dan M.S. Johnson (1999), "Different Roles of Satisfaction, Trust, and Commitment In Customer Relationship," *Journal of Marketing*, April, p. 70 – 86.

Gilliland, D.I, dan D.C. Bello (2002), "Two Sides to Attitudinal Commitment: The Effect of Calculative and Loyalty Commitment on Enforcement Mechanism In Distribution Channels," *Journal of The Academy of Marketing Science*, Vol. 30, No. 1, p. 24 – 43.

Goetsch. D.L. dan S. Davis (1994), *Introduction to Total Quality : Quality, Productivity*, Competitiveness, Englewood Cliffs, N.J : Prentice Hall Int. Inc.

Gotlieb, J.B., D. Grewal, dan S.W. Brown (1994), "Consumer Satisfaction and Received Quality: Complementary or Divergent Construct," *Journal of Applied Psychology*, Vol. 79, No. 6, p. 875 – 885.

Gulati, R. (1995), "Does Familiarity Breed Trust? The Implications of Repeated Ties for Contractual Choices In Alliances," *Academy of Management Journal*, January, Vol. 38, p. 85 – 112.

Gundlach, G.T., R.S. Achrol, dan J.T. Mentzer (1995), "The Structure of Commitment In Exchange," *Journal of Marketing*, January, Vol. 59, p. 78 – 92.

Hadi, S. (1987), *Metodologi Research*, Jilid I, Yogyakarta : Yayasan Penerbit Fakultas Psikologi UGM.

Hair, F.J.Jr. R.E. Anderson, R.L. Tatham dan W.G. Black (1995), *Multivariate Data Analysis*, With Reading, 4 th ed., USA : Prentice Hall International Inc.

Quality, Value, and Word-of-Mouth Intention, "*Journal of Business Research*," Vol. 35, p. 207 – 215.

Hampton, G.M. (1993), "Gap Analysis of College Student Satisfaction as a Measure of Profesional Service Quality," *Journal of Profesional Service Marketing*, Vol. 9. Bo. I,p. 115 – 128.

Heskett, J.L. Et.al. (1994), "Putting The Service – Profil Chain to Work," *Harvard Business Review*, March – April, p. 166.

Huck, S.W. dan W.H. Cormier (1996), *Reading Statistics and Research*, 2nd ed,. New York : Harper Collins Publisher Inc.

Hurley, R.F. (1998), "Customer Service Behavior in Retail Settings : A Study of The Effect of Service Provider Personality," *Journal of The Academy Marketing Science*, Vo. 26, No. 2, p. 115 – 127

Johnson, W.C. dan A. Sirikit (2002), "Service Quallity In The Thai Telecommunication Industry : A Tool For Achieving A Sustainable Competitive Advantage," *Management Decision*, Vol. 40, No. 7., p. 693 – 701.

Kotler, P. (1997), *Marketing Management : Analysis, Planning, Implementation and Control*, 9th ed. Upper Saddle River. New Jersey; Prentice Hall Inc.

HASIL CEK_Jurnal Internasional

8 Submitted to Coventry University
Student Paper
<1 %

9 louisdl.louislibraries.org
Internet Source
<1 %

10 Submitted to Braintree High School
Student Paper
<1 %

11 www.scribd.com
Internet Source
<1 %

12 Nursiam Nursiam, Anastasia Auti Merry Yanissa, Kurnia Rina Ariani. "Simplicity, Price, Quality of Service and Safety Towards The Decision to Purchase Products Through Shopee.id Application", Riset Akuntansi dan Keuangan Indonesia, 2020
Publication
<1 %

13 Won-Moo Hur, Jungkun Park, Minsung Kim. "The role of commitment on the customer benefits–loyalty relationship in mobile service industry", The Service Industries Journal, 2010
Publication
<1 %

14 www.ijstr.org
Internet Source
<1 %

15 Submitted to University of York
Student Paper
<1 %

16 Submitted to unars
Student Paper
<1 %

17   Submitted to Universitas Gunadarma
      Student Paper   <1 %

18   core.ac.uk
      Internet Source   <1 %

19   Submitted to Asia Pacific University College of
      Technology and Innovation (UCTI)   <1 %
      Student Paper

20   Submitted to Auckland Institute of Studies at
      St. Helens   <1 %
      Student Paper

21   G Qin, Victor R. Prybutok. "Determinants of
      Customer-Perceived Service Quality in Fast-
      Food Restaurants and Their Relationship to   <1 %
      Customer Satisfaction and Behavioral
      Intentions", Quality Management Journal,
      2017
      Publication

22   Submitted to Universitas Dian Nuswantoro
      Student Paper   <1 %

23   Hyun Jeong Kim. "Service Orientation, Service
      Quality, Customer Satisfaction, and Customer
      Loyalty: Testing a Structural Model", Journal   <1 %
      of Hospitality Marketing & Management, 2011
      Publication

24   Submitted to Institute of Business and
      Technology (IBAT)   <1 %
      Student Paper

25 Submitted to Universitas Muhammadiyah Sinjai
Student Paper
<1 %

26 Neale J. Slack, Gurmeet Singh. "The effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction", The TQM Journal, 2020
Publication
<1 %

27 iiespace.iie.ac.za
Internet Source
<1 %

28 Juan de Oña. "Understanding the mediator role of satisfaction in public transport: a cross-country analysis", Transport Policy, 2020
Publication
<1 %

29 Reza Widhar Pahlevi, Md. Mahmudul Alam, Dwipraptono Agus Harjito, Jamaliah Said. "Implementation of corporate governance principles to support sustainable development goals in Yogyakarta's traditional markets", International Journal of Ethics and Systems, 2022
Publication
<1 %

30 Suyanto Suyanto, Endah Trisnawati. "THE INFLUENCE OF TAX AWARENESS TOWARD TAX COMPLIANCE OF ENTREPRENEURIAL TAXPAYERS AND CELENGAN PADJEG PROGRAM AS A MODERATING VARIABLE: A
<1 %

Case Study At The Pratama Tax Office Of Wonosari Town", INFERENSI, 2016
Publication

31   www.ijicc.net
      Internet Source   <1 %

32   Dadang Kurnia Abdurrahman, Sri Fajar
      Ayuningsih. "Pengaruh Kualitas Pelayanan
      Terhadap Loyalitas Konsumen Di Hotel Best
      Western Plus Kemayoran, Jakarta", Destinesia
      : Jurnal Hospitaliti dan Pariwisata, 2020
      Publication   <1 %

33   eprints.mdx.ac.uk
      Internet Source   <1 %

34   mafiadoc.com
      Internet Source   <1 %

35   theses.lib.polyu.edu.hk
      Internet Source   <1 %

36   www.researchgate.net
      Internet Source   <1 %

37   Sung Youl Jun, Tridib Mazumdar, S.P. Raj.
      "Effects of Technological Hierarchy on Brand
      Extension Evaluations", Journal of Business
      Research, 1999
      Publication   <1 %

38   anotter-space.sgp1.digitaloceanspaces.com
      Internet Source   <1 %

39 anyflip.com
Internet Source
<1%

40 eprints.lancs.ac.uk
Internet Source
<1%

41 eprints.utas.edu.au
Internet Source
<1%

42 iosrjournals.org
Internet Source
<1%

43 journal.ummgl.ac.id
Internet Source
<1%

44 repository.unej.ac.id
Internet Source
<1%

45 Alice Rossi, Tom Vanacker, Silvio Vismara. "Equity Crowdfunding: New Evidence from US and UK Markets", Review of Corporate Finance, 2021
Publication
<1%

46 Carmen Berne-Manero, Maria Gómez-Campillo, Mercedes Marzo-Navarro, Marta Pedraja-Iglesias. "Reviewing the Online Tourism Value Chain", Administrative Sciences, 2018
Publication
<1%

47 Jessica Ho, Yeoh Foon. "Internationalizing Higher Education: The Effect of Country-of-
<1%

Origin on the Evaluation of Service Quality", Communications of the IBIMA, 2012

Exclude quotes	On	Exclude matches	Off
Exclude bibliography	On		