

Analysis of the Effect of Service Quality on Consumer Satisfaction and Loyalty

Emeritus G. Bitros¹, Syahwami², Iswahyu Pranawukir³, Mohamad Ghozali⁴, Hamirul⁵

¹ Dept of Economics, Athens University, Greece

^{2,5} Institut Administrasi dan Kesehatan Setih Setio Muara Bungo, Indonesia

³ Institut Bisnis dan Informatika Kosgoro 1957, Indonesia

⁴ Institut Agama Islam Negeri Syekh Nurjati Cirebon, Indonesia

E-mail: bitros@aueb.gr , elsaleslani96@gmail.com , prana1enator@gmail.com , hrul@ymail.com

Article history: received September 14, 2023; revised September 18, 2023; accepted September 30, 2023

This article is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/)



Abstract

This research aims to provide an analysis of the influence of service quality which is correlated with customer satisfaction and loyalty. The influence of customer satisfaction on customer loyalty has a very important role in customer satisfaction and customer loyalty. This research was conducted at Warmindo Maharasa, Yogyakarta which has a population of all Warmindo customers who have visited with a population sample with a total of around 100 respondents. The calculation of the number of indicators will be multiplied by 5 to 10. The data collection process was carried out using a questionnaire method and also a *Likert scale* as a way of measuring the 21 indicators contained in the 3 research variables. The data analysis technique in this research uses path analysis. The results of this research show that service quality has a positive and significant influence on customer loyalty. Likewise, service quality has a positive and significant role in customer satisfaction. Then customer satisfaction presents a positive and significant element in customer loyalty. The results of this research also show that customer satisfaction influences service quality on customer loyalty.

Keywords: Consumers, Loyalty, Service

INTRODUCTION

The current era of globalization has of course had an influence on increasingly rapid business development. And not only in the world, but in Indonesia it also has the same influence. The current development of the business world is full of creativity and innovation which makes the business world more advanced and interesting. Companies that are in the same business world will compete fiercely in order to win the hearts of consumers.

The effects of globalization of course have other impacts, especially on people's living standards. People's lives have improved, which of course has an influence on people's consumption patterns and how to meet the needs of each consumer. From this phenomenon, of course, many in the business world are now prioritizing creativity and innovation. The food service business is one of the businesses that is currently experiencing quite advanced and rapid development.

The food service business is one of the business units that can generate quite large profits. One of the businesses that is highly sustainable is because all humans need food. Especially those who open their businesses in office environments, at schools or near campuses and student boarding houses. Of course this can support the business unit being built.

In the business world, of course competition is a very natural thing. And of course this competition will be quite tight because business ventures in the food area are quite mushrooming. There are various ways that business owners can increase profits from their business. Of course, this means that food entrepreneurs must be able to think in detail about the right strategy to use. Every business must have the ability to adapt to current conditions.

Times are starting to change and the environment is developing non-stop, of course, business people must be able to adapt to these environmental conditions. Business people themselves must be able to be sensitive to all the changes that are currently occurring. And of course business people must respond quickly and appropriately. This condition must be accompanied by innovation and creativity from business actors.

Business people can certainly do various things to make changes in the business world they are involved in. One way is to improve the quality and quality of the business venture. Apart from that, you must also prioritize customer satisfaction. Service quality is also an important part of competing in the business world. Especially in this era of globalization where competition is increasingly high and tight. Satisfaction from customers is one way to provide satisfaction to them.

If the customer feels satisfied, it can certainly provide an emotional connection between the seller and the consumer. Customer satisfaction is one way to get them to return to make purchasing transactions. Quality of service is one way to create customer satisfaction. This is because the quality of service can have quite a big effect. Of course, this increased competition can indirectly mean that business people in the culinary world must pay attention to the needs of consumers.

Literature Review

Based on the thoughts of Griffin (2003) that if consumers get good and quality service facilities, of course consumers can make repeat purchases at that place. In fact, it is impossible for them to carry out promotions such as *word of mouth* to other potential customers such as friends or relatives. This is what makes business people, especially culinary businesses, think about service and also the quality of employees and also the quality of their food.

Service quality itself cannot be separated from loyalty. Loyalty itself can emerge if consumers can get what they want. The use of this product is of course due to consumers' desire to gain an experience that can give rise to encouragement to make repeat purchases and a feeling of loyalty to the product will emerge.

Meanwhile, research conducted by Akbar (2009) shows that the quality of this service has quite a big influence on customer or consumer loyalty. Likewise with what is called loyalty. Loyalty itself is the behavior of consumers to buy the same goods repeatedly. Either for certain brands or certain foods.

Meanwhile, according to research from Supriyatmini (2005), loyalty itself is the loyalty of consumers to make repeat purchases with the same product. This is due to the quality of service and also services that play an important role in building loyalty from consumers or customers.

Customer loyalty itself has a very important role so that business people can establish connections with consumers. In fact, this connection can exist in the long term. Business people of course have to pay attention to this, especially in this modern era. Moreover, getting new customers is now much more difficult and expensive than caring for customers who have become regular customers. Consumers who have a high sense of loyalty will definitely be an advantage in themselves.

There is a correlation between satisfaction and service quality and customer loyalty. There is a lot of evidence that shows a positive correlation between these aspects. This can be seen from

research conducted by Parves (2009) which shows that customer satisfaction can be a quite important and significant mediating variable on service quality and customer loyalty.

The food business will never die. This is because food is a basic human need that is very important and continues to be needed. The food business has enormous opportunities in the business world. Businesses in the culinary sector are currently experiencing rapid development. Moreover, the need for food will continue to exist. Yogya is one of the world's paradises regarding culinary tourism. Moreover, this student city is a destination for students from outside the city or region to study in this city.

One type of culinary business that is very suitable for all groups and aspects is Warmindo. This instant noodle shop is very popular among students and the people of Jogja who can accompany them at any time, including when financial conditions are declining. The reason the researcher chose Warmindo called Maharasa was because it had quite a lot of branches and also the quality of service in terms of food and also the speed of cooking which apparently could have an influence on the number of consumers who came to the food stall.

Based on research from Aryani and Febrina (2010), service quality has a very positive influence on customer satisfaction. This is in line with research conducted by Siddiqi (2011) which states that service quality has a positive influence on customer satisfaction. This is based on the results of the hypothesis, which include:

H 1 : Service Quality has a positive and significant effect on customer satisfaction

Meanwhile, based on research from Muh. Dona Azis (2014), service quality is one of the factors for consumers when making purchases and reusing services from the seller. In line with research from Lee (2013) which presents service quality which has a positive and significant impact on consumer loyalty. Service quality itself has a very positive and significant influence on customer loyalty. This is due to the hypothesis, namely:

H 2 : Service Quality has a positive and significant influence on Customer Loyalty

While research from Liu *et al.* (2012) presented that customer satisfaction has a very positive influence on customer loyalty. Based on Aryani and Febrina (2010), the research conducted shows that customer satisfaction can be a mediation to determine the correlation between service quality and customer loyalty. According to the results of the literature review, the hypothesis emerged, namely:

H 3 : Customer satisfaction has a positive and significant influence on customer loyalty

Likewise, research from Aryani (2010) found that customer satisfaction is one of the influences on service quality and customer loyalty. Meanwhile research from Malik (2012) also presents the same results where customer satisfaction has a positive and significant influence in mediating the influence of service quality and customer loyalty. Consumer satisfaction has a very big role related to service quality and customer loyalty. From the literature review, a hypothesis was obtained, namely:

H 4 : Customer Satisfaction mediates the influence of Service Quality and Customer Loyalty

RESEARCH METHODS

The research method used is a quantitative method with the data taken being the age of the respondents and also data regarding customer satisfaction and service quality. The research location itself was carried out at Warmindo Maharasa in Yogyakarta, which is around Condong Catur and Kentungan.

The data source used in this research is primary data which is the consumer's perception of the research object according to the category of indicators used. The population of the research is customers or consumers of Warmindo Maharasa using a non -*probability sampling method* . The survey method by prioritizing a questionnaire is a data analysis method that uses a Likert scale where each question will present negative and positive values which is equipped with path analysis techniques as an extension of multiple linear regression analysis. And of course there is a relationship between these indicator variables.

RESEARCH RESULTS & DISCUSSION

Warmindo is one of the business units in the culinary sector that has promising profits. Especially in areas where there are lots of students and workers or employees. Warmindo could be a choice of places to eat that can meet your food needs. Moreover, Warmindo now doesn't just serve instant noodles. Like Warmindo Maharasa which serves a complete variety of fried foods among other Warmindos. Not to mention menus such as fried rice and various other varied menus.

In this study there is a description of the research variables which presents the respondents' assessment of the statements in the questionnaire. The value weight of these questions is between 1 and 5 which is the benchmark or reference in assessing the questionnaire statements which are formulated into class intervals. This can be a basis for determining the answer categories of respondents in research. The provisions for presenting interval classes are:

$$c = R/k$$
$$c = \frac{5-1}{5} c = 0,8$$

Information:

c = class interval

R = highest data value – lowest data value

k = Number of class intervals

In order to determine the assessment of several variables used in this research, the score criteria are:

1. Score 1.00 – 1.79: Very bad
2. Score 1.80 – 2.59: Not good
3. Score 2.60 – 3.39: Fairly good
4. Score 3.40 – 4, 19: Good
5. Score 4.20 – 5.00: Very Good

variable for customer service quality presents 5 dimensions and there are also 15 categories that use 5 points on a *Likert scale* . The respondents' responses can be seen in the following table.

Table 1. Results of processing respondents' answers

Indicator	Answer					Score	Average
	1	2	3	4	5		
Speed in Service	0	44	26	25	5	291	2.91
Readiness of service	0	39	23	33	5	304	3.04
Quality of Cooking	0	17	34	40	9	341	3.41
							3.12

From table 1, the average value of the respondents with the service quality variable in the responsiveness of the respondents to the indicators is obtained. The score obtained is the quality of the food from the Warmindo Maharasa service. Then the next score is the service readiness of the workers at Warmindo Maharasa which has a total score of around 304 with an average of 3.04. Meanwhile, the speed of service itself has a score of around 291, which means it is in the lowest position among the 3 indicators.

Of these 3 indicators, service speed is still the lowest among the other 2 indicators. This certainly indicates that Warmindo Maharasa prioritizes the quality of its cuisine. It is not impossible that the speed of service can be improved again. Then the responsiveness dimension itself gets an average value of around 3.12 which is considered a fairly good indication or classification. This is proof that Warmindo Maharasa employees provide excellent responsiveness in service to their customers.

Table 2. Respondents' Results Regarding Service Quality

Indicator	Answer					Score	Average
	1	2	3	4	5		
Timeliness of presentation	0	30	31	36	3	312	3.12
Fair service to customers	0	12	23	54	11	364	3.64
							3.38

From table 2, it is presented that the service quality variable in the service indicator has the highest score, namely fair service to customers. The recorded score is 3.64 or 364. Meanwhile, the punctuality score itself is not much different from fair service, namely 312 or 3.12. Both respondents' results were in a fairly good classification. This shows that Warmindo Maharasa has employees who are very reliable in customer service and also in running their businesses.

Table 3. Results of Respondents' Answers Regarding Service Quality

Indicator	Answer					Score	Average
	1	2	3	4	5		
Understanding Customer Orders	0	6	25	64	5	368	3.68
Provide compensation to customers	0	14	15	58	13	370	3.70
Friendly and friendly attitude towards consumers	0	10	21	57	12	371	3.71
Give attention to customers	0	6	16	66	12	384	3.84
							3.73

From table 3 there are research results on the service quality variable with the empathy dimension of this indicator. The score regarding the answers provided to customers has the highest score, namely 384 or 3.84. Meanwhile, in second place, the indicator of friendly attitude towards consumers gets a value or score of 371. Slightly different from the second indicator, the indicator for the question Providing compensation to customers is in third position with a score of 370. Meanwhile, the lowest value is the indicator regarding understanding customer orders with a score 368.

From the empathy dimension, an average score of around 3.73 was obtained. This means that this score indicates that the employees from Warmindo Maharasa have a fairly good category of empathy for customers. This can support good reliability in service to customers.

Table 4. Respondents' Results Regarding Guarantees

Indicator	Answer					Score	Average
	1	2	3	4	5		
Communication to customers	0	18	29	48	5	340	3.40
Knowledge of the products being sold	0	10	12	65	13	381	3.81
							3.61

From the data obtained in table 4, it shows that the variable of service quality in the guarantee dimension presents 2 indicators, namely communication with customers and also knowledge about the products being sold. Of these 2 indicators, the variable regarding knowledge about the products being sold received the highest score, namely 381 with an average of 3.81.

Meanwhile, for the communication variable to customers itself, there are around 340 scores with an average of 3.40. Of these 2 variables, there is an average of 3.61 which falls into the good category for the service quality variable in the guarantee aspect. Warmindo Maharasa employees have good knowledge of the products being sold. This can be seen from the respondents' answers which stated that employees understand exactly the difference between banana, pineapple and cassava molen fritters where at first glance the three fritters have the same shape.

Table 5. Results of Respondents' Answers Regarding Physical Quality

Indicator	Answer					Score	Average
	1	2	3	4	5		
Parking area	0	19	23	45	13	352	3.52
Room	0	4	19	55	22	395	3.95
Physical facilities	0	5	14	62	19	395	3.95
Appearance of Employees	0	8	16	55	21	389	3.89
							3.83

In table 5, which presents respondents' answers regarding the physical quality of Warmindo Maharasa, the best or highest score on the room indicators and also the physical facilities are sufficient to satisfy customers. This was recorded at around 395 scores or 3.95 on average. The room itself is standard like Warmindo in general. It's just that respondents were quite satisfied with the number of seats and also the open space so the atmosphere was quite cool.

Likewise with physical facilities. Many respondents were quite satisfied with the easy access of fried food containers and the presence of lighters for customers who wanted to smoke

in the Warmindo area. Not to mention the existence of television and cable TV which provide separate services for customers or consumers.

Meanwhile, the appearance of the Warmindo Maharasa employees received second place with a score of 389. The appearance of the Warmindo Maharasa employees was considered to be quite polite and also did not disappoint customers too much. Meanwhile, parking facilities are a fairly low indicator. The reason is that the parking area at Warmindo is quite limited. And this can be seen with a score of around 352 only. For the physical quality classification indicators, this is included in a good classification.

Table 6. Customer Satisfaction Processing Results

Indicator	Answer					Score	Average
	1	2	3	4	5		
Accurate and fast service	0	28	28	34	10	326	3.26
Satisfied with cooking	0	5	20	59	16	386	3.86
Satisfied with the final result	0	9	16	55	21	391	3.91
							3.66

From table 6 which presents data regarding the results of customer satisfaction, the highest score was obtained for the statement of customer satisfaction with the food and service from Warmindo employees with a score of 391 or 3.91 on average. Meanwhile, for satisfaction in terms of cooking, a score of around 386 and an average of 3.86 was given by consumers or customers. Then for precise and fast service it gets a score of around 326 or an average score of 3.26. And the total average gives an indication of which category is quite good for customer satisfaction.

Table 7. Customer Loyalty Processing Results

Indicator	Answer					Score	Average
	1	2	3	4	5		
Provide recommendations	0	35	13	40	12	329	3.29
Will come back again	0	6	21	53	20	387	3.87
Become a regular customer	0	11	35	39	15	358	3.58
							3.58

From this table it is found that the average assessment regarding customer loyalty reaches a value of 3.58. Of the total average, there is the highest value in the indicator that they will return to Warmindo Maharasa to enjoy their food. The recorded score is around 387 or 3.87 for the average value. For the second position, there is an indicator of being a regular customer which gets a score of around 358 or an average value of 3.58.

Meanwhile, the indicator for providing recommendations to other customers only got a score of 329 or 3.29, which is the lowest score. The average score for these 3 indicators was recorded at around 3.58, which means it is included in a good classification.

Path analysis method or *path analysis* This is an extension obtained from the multiple linear regression method which is used to test the correlation of the relationships between several variables used in the research. Quality regarding service or (X) has a positive influence on customer loyalty or (Y). In calculating the coefficient, the analysis results are obtained in the form of:

Table 8. Regression Path Analysis 1

Model	Unstandardized Coef		Std Coef	t	Sig.
	B	Std. Error	Beta		
(Constant)	0	0.066		0	1
REGR Factor Score	0.757	0.066	0.757	11.46	0
R2: 0.757	Sig. F: 0.000			8	

From the analysis data, a structural equation can be obtained which consists of:

$$M = \beta_1 X + e_1$$

$$M = 0.757X + e_1$$

Meanwhile, service quality (X) has a positive influence on Customer Satisfaction, namely (M). Likewise, service quality or (X) has a significant influence on customer loyalty or (Y) through customer satisfaction (M). The calculation of the path coefficient is carried out using regression analysis with the table presented as follows

Table 9. Regression Path Analysis 2

Model	Unstandardized Coef		Std Coef	t	Sig.
	B	Std. Error	Beta		
(Constant)	,000	0.066		,000	1,000
REGR Factor Score	0.298	0.093	0.298	3,207	0.002
REGR Factor Score M	0.552	0.093	0.552	5,937	,000
R2: 0.632	Sig. F: 0.001				

From the analysis data, the structure equation is obtained, namely:

$$Y = \beta_2 X + \beta_3 Y + e_2$$

$$Y = 0.298 X + 0.552 Y + e_2$$

To prepare the final path model regarding the diagram, a calculation will be carried out from the std value. error with the following equation:

$$e = \sqrt{1 - R^2}$$

$$e_1 = \sqrt{1 - R_1^2} : \sqrt{1 - 0.757} : 0.5$$

$$e_2 = \sqrt{1 - R_2^2} : \sqrt{1 - 0.632} : 0.608$$

From the analytical calculations, the error or ϵ can be obtained, namely the effect of error or (e_1) which has a value of 0.5. And the effect of error or (e_2) gets a value of 0.608. So the results of the total coefficient of determination obtained are:

$$R^2_m : 1 - (Pe_1)^2 (Pe_2)^2$$

$$: 1 - (0.5)^2 (0.608)^2$$

$$: 1 - (0.25)(0.370)$$

$$: 1 - 0.093$$

$$: 0.91$$

The determination value obtained is 0.91, which means that 91% of the variation in customer loyalty is influenced by service quality variables and also customer satisfaction. And the rest get factors from other variables that are not included in the variables discussed.

Table 10. Analysis of Influence on 3 Variables

Model	Direct	Customer satisfaction	
X – M	0.757	-	0.795
X – Y	0.298	0.417	0.715
M–Y	0.552	-	0.552

In table 10, the direct influence between several variables such as service quality and customer satisfaction is displayed which presents a direct influence with a value of 0.757. Service quality and customer loyalty have a direct influence value of around 0.298.

Then the indirect influence value obtained from customer satisfaction is around 0.417. Meanwhile the total influence value has a value of around 0.715. Meanwhile, the final direct influence value is between customer satisfaction and consumer loyalty, which has a value of around 0.552.

This research is intended as a way to determine the influence of service quality on consumer satisfaction with that service. And the data processing analysis obtained with a coefficient value of 0.757. Meanwhile, in the significance sector, there is a value of 0.000 which is smaller than 0.05. Therefore, service quality has a significant and positive influence on consumer satisfaction.

In line with research conducted by Siddiqi (2011) and Aryani (2010) which states that satisfaction from service has a significant and positive influence on customer satisfaction.

Meanwhile, the influence of service quality on consumer loyalty is obtained from data analysis which presents a coefficient value of 0.298 and also a significance value of 0.001 which is smaller than 0.05. This means that the quality of the service has a significant and positive influence on consumer loyalty. These results are in line with research from Ellys (2012) which states that service quality has a significant and positive influence on consumer loyalty.

Then what about customer satisfaction and customer loyalty? From the results of data analysis, it was found that the coefficient value was around 0.552 with a significance value of 0.001 which was smaller than 0.05. From this data, a positive and significant influence was obtained between customer satisfaction and consumer loyalty at Warmindo Maharasa.

And these results are in line with research from Febri (2012) which states that customer satisfaction and service quality have a significant correlation with consumer loyalty. Satisfaction from customers can be a mediation to create loyalty from consumers by providing quality service in the business that is run, including at Warmindo Maharasa. The satisfaction variable from consumers can have a significant and positive influence on the quality of service and the loyalty of these consumers.

CONCLUSION

From the results of the research that has been carried out, it is concluded that the quality of this service has a significant and positive influence on customer loyalty. This could change if there is a change to the quality of service which will make the loyalty of consumers also experience this change. The influence of this relationship presents a positive value. This means that if the quality of service has a high value, then consumer loyalty will also be positive, especially at Warmindo Maharasa. Three variables have a very good correlation and have a significant influence.

ACKNOWLEDGEMENTS

The author would like to thank the research partners who have helped complete this article.

REFERENCES

- Ahmed, Ishfaq., Muhammad Musarrat and Ahmed Usman. 2013. A Mediation of Customer Satisfaction Relationship between Service Quality and Repurchase Intentions for the Telecom Sector in Pakistan . *African Journal of Business Management*, 4 (16):3457-3462. https://www.researchgate.net/publication/315836458_A_mediation_of_customer_satisfaction_relationship_between_service_quality_and_repurchase_intentions_for_the_telecom_sector_in_Pakistan_A_case_study_of_university_students
- Bei, Lien-T and Chiao, Yu-Ching. 2001. An Integrated Model for The Effects of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. 14(10):125-141. <https://jcsdcb.com/index.php/JCSDCB/article/view/110>
- Chinomona, Richard. and Dubihlela, Dorah. 2014. Does Customer Satisfaction Lead to Customer Trust, Loyalty and Repurchase Intention of Local Store Brands? The Case of Gauteng Province of South Africa. *Mediterranean Journal of Social Sciences* , 5(9): 23-32. DOI:10.5901/ mjss.2014.v 5n9p23
- Casalo, LV C. Flavian ., and M. Guinaliu. 2008. The Role of Satisfaction and Website Usability in Developing Customer Loyalty and Positive Word of Mouth in the E-Banking Service. *The International Journal of Bank Marketing* , 26 (5):339-417. DOI:10.1108/02652320810902433
- Chow, Clement SF and Lida L. Zhang. 2008, Measuring consumer satisfaction and dissatisfaction intensities to identify satisfiers and dissatisfies, *Journal of Consumer Satisfaction , Dissatisfaction and Complaining Behavior* , 21 (3):66-79. <https://jcsdcb.com/index.php/JCSDCB/article/view/46/0>
- February 2012. Analysis of the Effect of Service Quality on Consumer Loyalty with Consumer Satisfaction as a moderating variable (case study of CS Kopi Tubruk Surakarta consumers), *Journal of Economics and Entrepreneurship*, 16 (2): 186-233 <https://www.neliti.com/publications/78676/analysis-influenced-kualitas-peanggaran-terhadap-loyalitas-konsumen-dengan-kepuasan#cite>
- Ganguly, Boudhayan., Dash, B , Satya., Cyr, Dianne., Head, M. 2010. The Effects of Website Design on Purchase Intention in Online Shopping The Mediating Rote of Trust and The Moderating Role of Culture. *International Journal of Electronic Business*, 8 (4):302-334. DOI:10.1504/IJEB.2010.035289
- Mardalis A. 2011. Achieving Customer Loyalty, *Journal of Management and Business* , 9 (2): 111-113 https://www.researchgate.net/publication/277853915_Achieve_Pelanggan_Loyalty
- Maria, Vinagre . 2008. The Influence Of Service Quality And Patients' Emotions On Satisfaction. *International Journal Of Health Care Quality Assurance* , 21 (1):108-134 DOI:10.1108/09526860810841183
- Mulyo, Setyawan. 2007. The Influence of Service Quality, Trust and Commitment on Customer Loyalty (Study at Bpr Bank Pasar Kendal). *Journal of Business and Economics (JBE)* , 14 (2):64-82 <https://www.neliti.com/publications/24240/Influence-kualitas-sebuah-kebelian-dan-komitmen-terhadap-loyalitas-nasabah-st>

- Martin, D., Molina, A., and Esteban, A. 2007. An Integrated Model Of Price, Satisfaction and Loyalty: An Empirical Analysis In The Service Sector, *Journal of Product and Brand Management* , 16 (7):459-478.
DOI:10.1108/10610420710834913
- Murwatiningsih. and E. P. Apriliani . 2013. The Influence of Risk and Price on Purchasing Decisions Through Consumer Trust. *Journal of Management Dynamics* , 4 (2):184-191
<https://doi.org/10.24843/EJMUNUD.2018.v7.i05.p13>
- Morgan, RM And Hunt, SD, 1994, The Commitment-Trust Theory Of Relationship Marketing, *Journal Of Marketing* , 58 (2)20-38.
DOI:10.2307/1252308
- Prasastono. 2016. Product Quality and Service Quality to consumers of *Kentucky Fried Chicken* Semarang Candi, *Stikubank Semarang Journal* .
<https://www.unisbank.ac.id/ojs/index.php/pdk1/article/view/1716>
- Pitta, D., Franzak, F., and Fowler, D. 2006. A strategic approach to building online customer loyalty: integrating customer profitability tiers. *Journal of Consumer Marketing* , 23 (7):421-429.
DOI:10.1108/07363760610712966
- Raje, Archana., and Vandana, Tandon Khanna. 2012. Impact of E-Service Quality on Consumer Purchase Behavior in an On-line Shopping . *IJCSMS International Journal of Computer Science and Management Studies*, 12 (2):1-5.
<https://www.semanticscholar.org/paper/Impact-of-E-Service-Quality-on-Consumer-Purchase-in-Raje-Khanna/15b06235757a2ba54c6cef2f1c5b33d81de55ca5>
- Saha, GC and Theingi 2009, Service quality, satisfaction, and behavioral intentions A study of low-cost airline carriers in Thailand, *Managing Service Quality* , 19 (3):350-372.
DOI:10.1108/09604520910955348
- Singh, J. 2000. Agency And Trust Mechanisms In Customer Satisfaction And Loyalty Judgements. *Journal Of The Academy Of Marketing Science* , 28 (1):150-167.
DOI:10.1177/0092070300281014
- Shyh-Jane Li. 2011. How Satisfaction Modifies The Strength Of The Influence Of Perceived Service Quality On Behavioral Intentions. *Leadership In Health Services*, 24 (2):46-70
DOI:10.1108/17511871111125675
- Sujana, Ciptadi 2016. The role of trust in mediating the influence of site quality on consumer intentions to shop on the Zalora site . *Unud Management E-Journal* . 5(1):1-28
<https://ojs.unud.ac.id/index.php/Manajemen/article/view/17702>
- Tjiptono, Fandi and Georgerius Chandra. 2011. *Service, Quality & Satisfaction . Third Edition* . Yogyakarta: Andi Offset.
https://www.researchgate.net/publication/316890418_Service_Quality_Satisfaction
- Wulandari, Sari. 2015. The Role of Trust in Mediating Value Perceptions on Intention to Purchase Environmentally Friendly Products. *Unud Management E-Journal* , 4 (7):1-30
<https://ojs.unud.ac.id/index.php/Manajemen/article/view/12286>
- Yunianta, Eka. 2015. The Role of Guest Trust in Mediating the Influence of Consumer Satisfaction on Customer Loyalty at the Taman Agung Hotel. *Unud Management E-Journal* , 4 (4):1-26
<https://www.neliti.com/publications/250423/peran-kebelian-tamu-dalam-memediasi-Influence-kepuasan-konsumen-terhadap-loyal>
- Yiing Jaing, Chang Lua Wang. 2006. The Impact Of Affect On Service Quality And Satisfaction: The Moderation Of Service Contexts. *Journal Of Services Marketing* , 20 (4):1-25
DOI:10.1108/08876040610674562