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HOW SERVICE QUALITY AND BEHAVIORAL INTENTION AFFECTS
HOTEL IMAGE

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ABSTRACT

Hospitality in the service business, especially in the hotel business, is an important knowledge to understand. With the competition of star hotels offering the same things like facilities and competitive rates or service, every hotel operator should always have a dynamic strategy to achieve the desired level of occupancy. Service quality is one of the mandatory variables to be reviewed by hotel operators, both by local and international hotel operators. Good service quality is expected to enhance the good image of the hotel in the eyes of its customers. Satisfactory service quality will also entice customers to keep returning and become a loyal customer to a hotel, and these customers will also be willing to help promote it by word of mouth. A positive behavioral intention from the customer will hopefully affect the hotel image. This study was conducted to examine the effect of service quality on the hotel image with the variable of behavioural intention as the intervening variable.

INTRODUCTION

The hospitality industry nowadays has a very competitive level of competition and pushes each company to try to achieve excellence in order to maintain an optimal position in the market. Hospitality service, especially in the hotel business, highly depends on customer visits or occupancy of the hotel. When offering services, hotels should strive to provide the best service to costumers who have different needs, desires and characteristics. The costumers in this case could be domestic or foreign tourists, businessmen, and travellers who they are very thorough in selecting and taking into account the type of services provided by the hotel. Thus, this serves as a challenge in the development of the hospitality services industry (Erlangga, 2013).

Quality of service is very important to review; where hotels with good service quality will be able to increase market share and profits compared to

other hotels. A quality dimension of service that can be well implemented is a key factor in influencing the success of a hotel because it can create customer satisfaction. Satisfaction means that customers feel that they are encouraged to stay overnight which contributes a positive point for the success of the hotel. If the hotel employees are able to provide good service, the customer will feel satisfied and this will create a positive image of the hotel in the eyes of the customer (Normasari, 2013).

Service quality is characterized as the gap between clients' assumptions regarding the service that they have seen and truly receive. Despite the fact that SERVQUAL is broadly recognized as service quality estimation, a number of scholars have contended that SERVQUAL likewise has restrictions. Therefore, other service quality estimations have emerged, for example SERVPERV LODGESERV for the hotel industry and the various level models of service quality. Despite the fact that there are quantities of service quality estimation, there is no approach that is better than the others, as service quality estimations ought to be founded on the business attributes (Hapsari, Clemes, & Dean, 2016).

Service in accordance with what is desired by consumers can lead to customer satisfaction, where it raises a positive effect on behavior intentions. Behavior of the customer's intentions towards the products and services is the result of the satisfaction process that the customer perceives of the products and services provided by the provider of products and services.

The modelling of behavioral intentions remains a vital subject in tourism promotion and research. Good conduct goals speak to conative loyalty. Earlier investigations operationalize social expectations by utilizing three factors: goal to return, eagerness to prescribe and verbal (Prayag, Hosany, & Odeh, 2013).

The following is a comparison of occupancy rates between 5-star, 4-star and 3-star hotels in DKI Jakarta during 2010 - 2014. For 5-star hotels, the room occupancy for the years mentioned are: 2010 with 52.18%, 2011 with 58.40%, 2012 with 54.58%, 2013 with 49.19% and 2014 with 46.19%. For 4-star hotels, the room occupancy rates are described as: 2010 with 48.98%, 2011 with 52.41%, 2012 with 58.02%, 2013 with 50.83% and 2014 at 54.89%. For 3-star hotels, the room occupancy rates are: 2010 with 54.59%, 2011 with 54.87%, 2012 with 56.23%, 2013 with 56.11% and 2014 with 53.67%. The occupancy rate of 5-star hotel rooms is the lowest compared to 4 and 3-star hotels (Statistics Indonesia, 2015).

With intense competition among hotels and hotel operators which are dominated by foreign operators, the growth of local operator hotels has also seen much progress recently and has developed rapidly in order to compete in such tight competition. This has become a possibility as local hotels grow by changing their strategies with the aim of winning the competition to improve their room occupancy rates. The formulation of a business strategy must be understood according to the dynamic nature of the guests' expectations. Both foreign and locally operated hotels are competing to reach and serve guests at their hotels. In fact, out of the many hotel brands that exist today, the actual situation is that customers would almost experience the same facilities and services in terms of the products and services offered. As a result, many customers prefer brand-name hotels that

are well known when selecting hotels to avoid disappointment. This aims to reduce the risk of failure in purchasing the product / service.

Based on the described background above, the author is interested in finding out about the effect of the service quality conducted by 4-star hotels in Jakarta on hotel image, with behavioral intention as an intervening variable. This study aims to determine whether service quality and behavioral intention affects hotel image.

LITERATURE REVIEW

Service Quality

Service quality is the level of which service can meet or exceed consumer expectations (Zeithaml & Gremler, 2011). The assessment of service quality is measured by the following indicators:

a) **Tangible variable:**

With regard to the physical attractiveness, equipment, and materials used by the company

(Tjiptono, 2006). The empirical indicators are:

- 1) Completeness of main facilities such as beds, air conditioners and bathrooms
- 2) Availability of supporting facilities such as restaurants, parking lots and internet access
- 3) The hotel building is clean and comfortable

b) **Reliability variable:**

With regard to the company's ability to provide accurate service from the beginning without making any mistakes and delivering its services according to the agreed time. The empirical indicators are:

- 1) Service according to promise
- 2) Consistent service in accordance with the standards

c) **Responsiveness variable:**

Relates to the willingness to help consumers and provide good service rapidly and of good quality. This dimension emphasizes attention and promptness when dealing with customer requests, statements and complaints. The empirical indicators are:

- 1) Clarity of accurate information to customers
- 2) Speed of service

d) **Assurance variable:**

Includes the knowledge and propriety of employees and their ability to generate trust and confidence to be free of danger, risk, or doubt. The empirical indicators are:

- 1) The ability to build trust
- 2) Security guarantee
- 3) Courtesy of employees

e) **Empathy variable**

With regard to the individualized attention the company provides to customers, such as the ease of contacting the company, the employee's ability to communicate with customers and the company's efforts to understand customer wants and needs (Umar, 2000). The empirical indicators are:

- 1) Able to care and give attention to customers
- 2) Understand the specific needs of customers (personalized service)
- 3) Respond to suggestions and complaints from customers with enthusiasm

Behavioral Intentions

Behavioral intentions are attitudes or behaviors that customers will show after receiving services from the hotel.

a) Recommendations by word of mouth, which is a communication performed by the customer of the hotel to others who can influence others (Bloemer, 2003).

The empirical indicators are as follows:

- 1) The customer will say positive things about the hotel to others
- 2) Customers will recommend to friends or others

b) Price sensitivity is a customer's sensitivity to a price change (Bloemer, 2003). The empirical indicators are:

- 1) Customers will stay at the hotel in spite of rate increases
- 2) Customers will not move to another hotel offering lower rates

c) Loyalty is when the customer wishes to return and stays again at the hotel (Bloemer, 2003). Empirical indicators are:

- 1) Customers will regard the hotel as the primary choice
- 2) Customer will make a return visit to the hotel

Hotel Image

Brand image is fundamentally what comes into the shoppers' mind when a brand is positioned before the client. In other words, it implies that when the clients survey a brand name, they immediately think about the highlights of a brand. This picture is the general impression made in the psyches of the general population. They additionally express that they have various pictures of administration association. This way, every client has a distinctive sort of expected impression, encounters and contacts with the association, which prompts an alternate picture acknowledgment. Ongoing perspectives of lodging administrators expressed that a strong brand image has the ability to enhance corporate regard, budgetary execution, inhabitancy, normal value, income and level of benefit capacity (Lahap, Ramli, Said, Radzi, & Zain, 2016)

Specifically, a positive influence on the general picture is accounted for on rehash buy goal and recommendation intention. Image is the crucial variable that plays a fundamental role in goal development alongside consumer loyalty, which is frequently viewed as having the most grounded relationship with expectation. Boosting the level of item/benefit image that clients have is probably going to bring about expanded expectation to be steadfast, either in a specific or roundabout way. In this way, it is regularly proposed that image together with other vital factors should be fused into the hypothetical structure of client basic leadership. The general picture of one's general impression of an organization is reflected in the connections held in client memory (Han & Hyun, 2017).

The indicators of hotel image for 4-star hotels in Jakarta are as follows:

a) Image attributes: The hotel is in a strategic location with complete hotel facilities, overall attractive interior, competitive hotel room rates, good and high quality hotel service, and friendly and dexterous hotel employees.

Commented [Pro1]: Unsure of meaning

Commented [Pro2R1]:

Commented [Pro3]: Unsure of meaning

b) Holistic image: A sense of security and comfort when entering and staying in the hotel, good hotel reputation, the hotel building is in good physical shape with high taste, and attractive rooms (lobby, reception, restroom) with a good layout.

Hypotheses

Relationship between Service Quality and Hotel Image

The relationship between service quality and hotel image is based on research from Hui, Kandampully and Juwaheer (Hsin-Hui, 2009) along with Lai, Griffin and Babin (Lai & Mitch, 2009), who suggest that service quality positively affects customer satisfaction. Service quality positively affects the company image. In this study, the hypothesis can be proposed as follows:

H1: There is a significant influence between service quality to hotel image.

The Relationship between Service Quality and Behavioral Intentions

The customer has an assessment of the level of satisfaction after using the services or services. Attitudes to quality do not depend on experience. People often base judgments on the quality of care based on word-of-mouth information (lovelock & Wright, 2005). Bitner suggests that there is a direct influence between service quality and behavioral intention (Zeithaml, 2006). Thus the hypothesis that is proposed in this study is as follows:

H2: There is a significant influence between Service Quality and Behavioral Intention.

The Relationship between Behavioral Intention and Hotel Image

By using a sample of quick casual restaurant customers in Korea, the results of Ryu, Han, and Kim (2008) show that the image of the restaurant is influenced by behavioral intentions. Here, the image of the restaurant is influenced by customer satisfaction, customer satisfaction then affects behavioral intentions and mediates the effect of perceived value on behavioral intentions. The same thing was also revealed by Clemes, Wu, and Hu (2009) by using a sample of hotel customers in Taiwan, indicating that service quality, perceived value, image, customer satisfaction have a significant effect on behavioral intentions. Based on this, the research hypothesis of this research is proposed as follows;

H3: There is significant influence between behavioral intentions to hotel image.

MATERIALS AND METHODS

This research was conducted in Jakarta. The population of this research are customers who stay at 4-star hotels in the Jakarta area. The total sample size numbered to 315 respondents taken with the accidental sampling technique. The data collection technique for this research was through the use of questionnaires that were measured with the 5-point Likert scales, which are: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1). To test the quality of data, the author tested the validity and reliability of the instrument by using the formulas of Pearson Correlation and Cronbach Alpha.

Data Analysis Technique

1. Classic Assumption Test

This was conducted through 4 tests, namely the multicollinearity test, autocorrelation test, heteroscedasticity test, and normality test.

2. Data Analysis Technique

Path analysis was used as the technique of data analysis for this research, which was aimed to discover the direct and indirect influence of service quality (X1) and behavioral intentions (X2) to hotel image (Y). In this path analysis there are two equations, as follows (Ghozali, 2005):

$$Y1 = + p1X + e1..... (1)$$

$$Y2 = + p2X + p3Y1 + e2..... (2)$$

3. Hypothesis testing

a. Hypotheses 1 and 3 were tested using the t test generated from the Regression equation. Testing criteria was carried out by looking at the p value generated from the calculation of t-test. If p-value ≤0.05 then Ho is rejected, which means that the influence of service quality and behavioral intention are partially significant to hotel image. If instead p value ≥0.05 then Ho is accepted, meaning that the influence of service quality and behavioral intention to hotel image is partially insignificant.

b. Hypothesis 2 was tested using the t test resulting from the equation regression. The test criteria were performed by looking at the resulting p value of t-test calculations. If p value ≤0.05 then Ho is rejected, which means the influence of the service quality was significant against behavioral intention. Instead, if p value ≥ 0.05 then Ho is accepted, meaning that the influence of service quality to behavioral intention was insignificant.

c. To test and compare the coefficient of direct effect (p1) with the coefficients of indirect effect or (p1 + (p2x p3)) is as follows:

- If the coefficient of indirect effect (p1 + (p2x p3)) > direct effect (p1), then Ho is rejected, meaning behavioral intention mediates the influence of the service quality in influencing the hotel image.
- If the coefficient of indirect effect (p1 + (p2x p3)) < direct influence (p1), then Ho is accepted, meaning behavioral intention does not mediate the influence of the service quality in influencing the hotel image.

RESULTS AND DISCUSSIONS

Demographic Characteristics

Demographic characteristics of the respondents are shown on Table 1 below:

Table 1.: Demographic Characteristic of Respondents

Variabels	Category	Frequencies	Percentage
Gender	Male	201	63,8
	Female	114	36,2
Age	18-25 yo	32	10,1
	26-35 yo	76	24,1
	36-45 yo	134	42,5
	46-55 yo	55	17,4
	>55 yo	18	5,7
Education	Diploma	68	21,6
	Bachelor	192	61
	Postgraduate	55	17,5
Work	Government	14	4,4

	Private	216	68,5
	Entrepreneur	42	13,3
	Teacher/Lecture	25	7,9
	Other	18	5,7
Frequency of repeat stay at the hotel	1 month	18	5,7
	1-3 month	18	5,7
	3-6 month	48	15,2
	>6 month	231	73,3
Activity at the Hotel	Stay overnight	217	68.9
	Seminar	65	20,6
	Meeting Point	28	8,9
	Other	5	1,6
Hotel Name	Best Western Mangga	15	4,8
	Dua	15	4,8
	Alila Jakarta	15	4,8
	Harris Hotel Tebet	15	4,8
	Millenium Hotel	15	4,8
	Sari Pan Pacific	15	4,8
	Arion Swiss-belhotel	15	4,8
	Mercure Rekso	15	4,8
	Novotel Gajah Mada	15	4,8
	Ciputra Hotel	15	3,8
	Aston Marina Hotel	12	3,8
	Mercure Convention Center	12	3,8
	Center	12	3,5
	Menara Peninsula	11	3,2
	Le Grandeur Hotel	10	3,2
	Lumire Convention Center	10	3,2
	Center	10	4,8
	The Acacia Hotel	15	4,8
	Puri Denpasar Hotel	15	4,8
	Kartika Chandra	15	4,8
	Ambhara Hotel	15	3,8
	Bidakara Hotel	12	3,5
	Grand Kemang	11	3,2
	Hotel Kristal	10	3,2
	Grand Tropic		
	Santika Premier		
	Century Hotel		
Hotel Group	International Chain Hotel	180	57,1
	Hotel	135	42,8
	National Chain Hotel		

Source : Processed research data, 2018

Based on the data above, male customers of hotels in Jakarta amount to 63.8%, while female customers make up 36.2%. From an age point of view, the dominant costumers are aged between 36 - 45 years old at 42.5%. Based on education, 61% of the customers have a bachelor's degree. 68.5% of customers work in private companies. Most of the customers (73.3 %) stay repeatedly in a hotel in Jakarta less often than every six months. 68.9% of the respondents stay overnight. The most popular hotels (4,8%) customers choose to stay at while they are in Jakarta are Best Western Mangga Dua, Alila Jakarta, Harris Hotel Tebet, Millenium Hotel, Sari Pan Pacific, Arion Swiss-belhotel, Mercure Rekso,

Novotel Gajah Mada, Ciputra Hotel, Kartika Chandra, Ambhara Hotel, Bidakara Hotel, and Grand Kemang. Most of the customers also prefer to stay at hotels managed by international chains (57.1%).

Data analysis in this research was performed using path analysis to discover the influence of each variable, either directly or indirectly. This analysis is one option to study the dependence of a number of variables within the model. This analysis is a good method to explain if there is a large set of data to analyze and requires seeking causal relationships. The research parameters are relationships between service quality, behavioral intentions and hotel image, as shown on Figure 1:

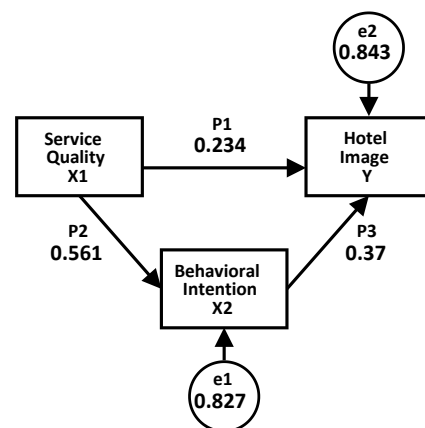


Figure 1. Relationship Parameter between Variables
Source: Processed research data, 2018

Direct Influence

The direct effect of path analysis in this study is shown by parameter p1. The value of p1 is the value of the standardized coefficient (Beta) obtained from the result of service quality regression (X1) on Image (Y).

Indirect Influence

The indirect effect is shown by the parameters p2 and p3. The parameter values of p2 and p3 are the standardized coefficient (Beta) values obtained from the first regression of service quality to hotel image, the second regression is service quality to behavioral intention, while the third regression is behavioral intention to hotel image. The indirect effect of service quality on hotel image is $p2 \times p3$.

Total Influence

The total effect of this path analysis is the sum of the direct and indirect effects of service quality variables on hotel image. The direct effect is p1, while the indirect effect is $p2 \times p3$. Thus, the total effect can be shown as $= p1 + (p2 \times p3)$

There are three variables that is the research focus of this path analysis, namely service quality, behavioral intention and hotel image.

Three parameters p1, p2, and p3 were obtained from the regression results, which can be shown as follows:

Table 2: *Coefficient Regression 1*
Coefficients 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,214	,218		5,577	,000		
	X	,638	,053	,561	11,997	,000	1,000	1,000

Source: Processed research data, 2018

Table 3: *Coefficient Regression 2*
Coefficients 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,197	,261		4,587	,000		
	X	,298	,073	,234	4,060	,000	,685	1,460
	X2	,414	,065	,370	6,412	,000	,685	1,460

Source: Processed research data, 2018

Direct Influence:

Based on table 3, p1 is the standardized coefficient (Beta) for service quality of hotel image with a value of 0.234 and a significance level of 0.000, or smaller than 0.1 so it is significant.

The direct effect on this research is the service quality of the hotel image, with a value of 0.234.

Indirect Influence:

Based on Table 2, p2 is the standardized coefficient (Beta) for service quality to behavioral intention with a value of 0.561 and significance of 0.000, or smaller than 0.1 so that the effect is significant. Furthermore, p3 parameter values obtained from the result of standardized coefficient (Beta) for behavioral intention of the hotel image resulted in a value of 0.37 and a significance value of 0.000 which is smaller than 0.1 so it is significant.

The indirect effect of this research is the service quality of the hotel image through behavioral intention, the value is: $p2 \times p3 = (0.561 \times 0.37) = 0.207$

Total Influence

The total effect is the sum of the direct and indirect effects of variable service quality on the hotel image. The calculation is as follows = $p1 + (p2 \times p3) = 0.234 + 0.207 = 0.441$

The total effect of 0.441 shows that there is a significant influence between service quality on hotel image through behavioral intention.

Regression Equation Model

The first regression equation model in this study is e1, shown on Table 4, while the second regression equation model in this study is e2, which can be seen on Table 5.

Table 4: *Regression Summary of Service Quality to Hotel Image*

Model Summary 1

Model	R	R.Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.561 ^a	.315	.313	.38969	1.367

Source: Processed research data, 2018

Table 5: *Regression Summary of Service Quality to Hotel Image Through Behavioral Intentions*

Model Summary 2

Model	R	R.Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.537 ^a	.289	.284	.44555	1.854

Source: Processed research data, 2018

The value of R² in the service quality variable to hotel image is 0.315. This shows the effect of service quality on hotel image is 31.5%. Value e1 = e1 = √(1-0.315) = 0.827 or as much as 82.7%. This means that the amount of variance that cannot be explained by the service quality of hotel image is 82.7%.

The value of R² on the variable of service quality of the hotel image through behavioral intention is 0.289. This shows the effect of service quality on hotel image through the behavioral intention variable is 28.9%. Value e2 = √(1-0.289) = 0.843 or equal to 84.3%. This means that the amount of variance that cannot be explained by the service quality of the hotel image through behavioral intention is 84.3%.

CONCLUSIONS

Based on the data analysis and discussion that has been carried out, it can be concluded that:

a. The first and third hypothesis states that there is a significant influence between service quality and behavioral intention towards hotel image, which is proven to have a significant effect with a significance value of 0.000. From the variable of service quality in 4-star hotels in Jakarta, the assessed results gave a good response. Cleanliness of the building, ample parking space, and smooth internet access are the reasons for the respondents to return to the 4-star hotel. The services provided that are according to promise and the consistency of good service are also judged as positive aspects that support the image of a 4-star hotel in Jakarta. The accurate information that employees provide and prompt service was also favoured by respondents. Respondents also rated that the hotel they stayed at is a safe place, with employees who are very attentive to the guests. Thus service quality is proven to affect hotel image. From the variable of behavioural intention, most respondents heard of the reputation of the 4-star hotel in Jakarta through mouth-to-mouth recommendations from friends or

family who have given favourable opinion. Loyal respondents were not too concerned about the price increase, as most respondents were more concerned with the location of the hotel being close to where they were conducting activities, even though there was a rise in room rates. Thus, they were able to carry out their necessary activities fairly easily.

b. The second hypothesis states that there is a significant influence between service quality and behavioral intention; this hypothesis was proven significant. The significance value was 0.000, which means both were significant variables. The success of hotels and employees in carrying out quality services can encourage customers to convey positive things to others without hesitation. In this study, the respondents answered that they had no objections in sharing the favourable things they know about the 4-star hotels in Jakarta. In addition, the average respondent is a customer who repeatedly came and stayed at the hotel that they have stayed at before. In terms of price, respondents do not mind the existing price.

c. The direct and indirect effect of this research found that the value of P1 is 0.234, P2 is 0.561, and P3 is 0.37. The effect of direct service quality on hotel image is seen on the P1 line coefficient. The indirect effect of service quality on hotel image influenced behavioural intention is: $(P2 \times P3) = 0.561 \times 0.37 = 0.207$. The total effect of service quality on hotel image is: $P1 + (P2 \times P3) = (0.234) + (0.207) = 0.441$. So it can be concluded the indirect effect has a score value of (0.441) or is greater than the score of the direct influence value of (0.234) and indicates that there is significant influence between service quality on hotel image through behavioural intention. This means, behavioural intention gives good influence to the hotel image.

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