

# Service Quality as Mediation Variable between Online Transportation Image and Interaction Quality and Consumer Satisfaction

Arief Adhy Kurniawan<sup>1</sup>, Berlilana<sup>1</sup>, Sri Murni Setyawati<sup>2</sup>

<sup>1</sup>*Teknik Informatika, STMIK AMIKOM Purwokerto, Central Java, Indonesia*

<sup>2</sup>*Economic Faculty, Jenderal Soedirman University, Central Java, Indonesia*

**Keywords:** Satisfaction of online consumer transportation.

**Abstract:** This study discusses service quality as a mediating variable between corporate image and quality of interaction with customer satisfaction. This study was conducted on consumers of online transportation services in Purwokerto. The sample size for the study was 105 respondents. Data analysis techniques were done by path analysis with AMOS software. The results of data analysis obtained consumer satisfaction influenced by the quality of service. Service quality is influenced by the company's image and the quality of interaction. Service quality is able to be a mediating variable between company image and interaction quality.

## 1 INTRODUCTION

Corporate image is a variable that plays an important role in the formation of intentions. The Image is defined in the mind of the buyer, partly by its functional quality and partly by the aura of psychological attributes (Martineau, 1958). The image is shaped by the customer as a result of the overall evaluation of the company and its offering, or even assesses the image projected by a particular product category (LeBlanc & Nguyen, 1996). Some researchers suggest that imagery is included in the theoretical framework of customer decision making (Brunner, Stöcklin, & Opwis, 2008). So that the image is not lost, the company tries to improve the quality of its services. The results of the study by Han and Hyun (2017) show that there is a positive influence on the company's image on service quality, this shows that companies that have a good image will provide quality services so that their image becomes stronger in the minds of consumers. The Corporate image also affects consumer loyalty, namely the better the image of a company, the more loyal the consumer is to a company (Kandampully & Suhartanto, 2000).

Consumer loyalty is a consumer who has a strong desire to buy back or subscribe to a product or service that is consistently preferred in the future, giving rise

to the purchase of the same brand or brand series repeatedly, despite the situational influence and marketing efforts that have the potential to cause brand switching behavior (Oliver, 1999). To minimize the shift of consumers to other brands or other services the company strives that what is done in providing services to consumers can provide satisfaction to consumers. Consumer satisfaction is important to note because customer satisfaction determines consumer loyalty (El-Adly & Eid, 2016; Han & Hyun, 2018).

The satisfaction that the company builds with service and instills a good perception of services. Perceptions that can be formed from consumers include corporate images. The existence of these perceptions, consumers will prove what they perceive to be a satisfaction. Corporate image or image is a company image that is built by brand associations that relate to a habit, lifestyle, benefits, product attributes, geographical, price, competitors, celebrities and others (Durianto & Sugiarto, 2001). Building an important image for the company when competition is intense. As happened in the transportation business competition that uses technology services such as Go-Jek. The strength of the company's image needs to be maintained and enhanced to obtain consumers and make consumers satisfied. This shows the importance of the company's image to improve customer satisfaction, in accordance with the results of the

study (Lahap, Ramli, Said, Radzi, & Zain, 2016). Tse and Wilton (1988) state that subjects in a good performance will make consumers feel more satisfied. Ladhari, Souiden, and Dufour (2017) stated that one of the variables that influence consumer satisfaction is service quality. Kandampully (2000) states that a company's competitive advantage can begin with service quality. The quality of the service makes the product sold more valuable.

Companies that pay attention to the quality of interaction will make the service better, so that the better the quality of interaction, the better the quality of service. This is in accordance with the results of the study can be seen that there is a positive effect of interaction quality on service quality (Clemes, Gan, & Ren, 2011; Wu & Cheng, 2013). In addition, the quality of interaction also affects consumer satisfaction. This is consistent with the research (Joon Choi & Sik Kim, 2013), which states that there is a positive influence on the quality of interaction on consumer papacy, meaning that the better the quality of interaction, the more satisfied consumers will be in the transaction.

From the results of previous research, there is a problem or research gap, namely, some research results suggest that service quality affects consumer satisfaction and loyalty. But there are studies that show no influence between variables studied, namely Beerli, Martin, and Quintana (2004) obtain perceived quality and satisfaction research results which are variables that do not influence each other. Caruana (2002) obtained the results of service quality research affecting consumer satisfaction but did not affect consumer loyalty. In the study of Wallin Andreassen and Lindestad (1998), the problem is that the value and perception of quality do not affect consumer satisfaction and high consumers of consumer satisfaction are not the main pathway towards consumer loyalty rather than corporate image. In low-level consumers, the image of the company becomes the main pathway towards consumer loyalty rather than consumer satisfaction. The existence of a research gap as stated above then built a model of the relationship between the variables of corporate image, service quality, quality of interaction and customer satisfaction.

## 2 THEORETICAL BACKGROUND AND HYPOTHESIS

### 2.1 Image

Keller (1993) defines the overall image as a perception of a company as reflected in the relationship between consumers and companies recorded in customer memory. Imagery is described as the overall perception of a product or company that is developed which ultimately is based on information obtained and processed (Assael, 1984). The image is also defined as the overall image refers to the beliefs, impressions, and ideas of consumers about the company, brand, product, service, or purpose (Rein, Kotler, & Haider, 1993). According to (Bolton & Drew, 1991) corporate image has a positive effect on consumer satisfaction. From the results of the study (Wallin Andreassen & Lindestad, 1998) also obtained that corporate image has a positive effect on customer satisfaction. A good corporate image will be maintained by the company by providing services that should be better. This is in accordance with the results of the study by Han and Hyun (2017). This shows that the better the company image, the better the quality of service. Therefore in this study, the following hypothesis was formulated:

H<sub>1</sub>: Company image has a positive effect on customer satisfaction online transportation services

H<sub>2</sub>: Company image has a positive effect on the quality of online transportation services

### 2.2 Service Quality

In service quality research, measurement of customer expectations in service companies is measured, namely customer trust in service companies compared to perceptions regarding the reality of services received (Parasuraman, Zeithaml, & Berry, 1985). There are five factors in service quality (Parasuraman et al., 1985), namely:

- a. Reliability, namely the ability to provide promised services immediately, accurately and satisfactorily.
- b. Responsiveness, namely the desire of staff to assist customers and provide responsive services.
- c. Assurance, including the knowledge, competence, politeness, and trustworthiness of the staff, free from danger, risk or doubt.
- d. Empathy, including the ease of establishing relationships, good communication, personal

attention, and understanding of the customer's individual needs.

- e. Tangibles, including physical facilities, equipment, employees and means of communication.

Consumers expect good service for every transaction made. If the service provided is good, the consumer will feel the satisfaction of the transaction. Based on research by Ladhari et al. (2017) one of the variables that influence consumer satisfaction is the quality of service. Therefore in this study, the following hypothesis was formulated:

- H<sub>3</sub>: Service quality has a positive effect on customer satisfaction online transportation services

### 2.3 Interaction Quality

The interaction quality is defined as positive results derived from the verbal conversation and information exchange between service providers or companies and customers (Auh, 2005) More than that in this interaction the customer is involved in a deeper interaction, the quality, and depth of the conversational interaction is very clear. So, build the quality of interaction involvement experienced by customers from a dialogue with service providers. The quality of this interaction builds more narrowly in scope and touches especially the quality of relationships that are built from engaging in an interactive conversation.

Consumers interact with the company through designated employees who can improve service quality. The better the quality of interaction, the better the quality of service. This is consistent with research This is consistent with the results of the study (Clemes et al., 2011; Wu & Cheng, 2013), which states that there is a positive influence on interaction quality on service quality. Caruana's (2002) study obtained the results of service quality research affecting consumer satisfaction. Consumers will feel satisfaction if the interaction is done in accordance with expectations. This shows that the better the quality of interaction, the more satisfied a consumer is. This is consistent with the research (Joon Choi & Sik Kim, 2013), which states that there is a positive influence on the quality of interaction on consumer papacy, meaning that the better the quality of interaction, the more satisfied consumers will be in the transaction. Therefore in this study, the following hypothesis was formulated:

- H<sub>4</sub>: The quality of interaction has a positive effect on the quality of online transportation services

- H<sub>5</sub>: Quality of interaction has a positive effect on customer satisfaction online transportation services

The existence of research that shows the influence of image on service quality (Bolton & Drew, 1991; Wallin Andreassen & Lindestad, 1998) and the quality of service to customer satisfaction (Caruana, 2002; Ladhari et al. (2017)). In addition, there are also research results that show the quality of interaction on service quality (Clemes et al., 2011; Wu & Cheng, 2013), which states that there is a positive influence on interaction quality on service quality. This shows the variable quality of service to mediate between image and quality of interaction with customer satisfaction. Therefore in this study, the following hypothesis was formulated:

- H<sub>6</sub>: Quality of service as a mediation between the image of customer satisfaction

- H<sub>7</sub>: Service quality is a mediation between the quality of interaction with customer satisfaction

## 3 METHODS

### 3.1 Procedure

The research was conducted by survey method to consumers of online transportation services in Purwokerto. The study was conducted with a research instrument in the form of a closed questionnaire with an alternative bipolar adjective answer scale 1 to 10. This scale is a refinement of the semantic scale with gelatin response which can be an interval scale. Each respondent is used to indicate or disagree on each statement given an interval scale using the 10-point Bipolar Adjective technique. This is done by only bringing two extreme categories (Ferdinand, 2002).

The hypothesis testing procedure is carried out using analysis with structural equation modeling software. Testing the first hypothesis up to the hypothesis that is done to see the value of the Critical Ratio. Mediation testing is carried out by procedures developed by Sobel (Ghozali, 2006) and known as the Sobel test (Sobel test).

### 3.2 Measures

This study examines the relationship between image, service quality, interaction quality and customer satisfaction variables. Images are measured by six indicators of company image according to (Bloemer & De Ruyter, 1998), namely location, merchandise, customer service, price, advertising, and personal selling. Service quality is measured by the indicators

used by Parasuraman et al. (1985) who conducted special research on several types of services and managed to identify the five main factors that determine service quality, namely reliability, responsiveness, assurance, empathy, and tangibles. The quality of interaction is measured by indicators of relationship satisfaction, commitment, intimacy, trust, passion, and love (Fletcher, Simpson, & Thomas, 2000). Consumer satisfaction is measured by the indicators used (Dimitriadis, 2006), namely overall satisfaction with the company, the company always meets consumer expectations, interesting experiences and never forgets the company.

#### 4 RESULT

Figure 1 shows the results of the path analysis and the significance test can be seen in Figure 1 and Table 1.

Table 1: Results of hypothesis testing

Exogenous-Endogenous	Estimated	S.E	T value	P value
Image-Consumer satisfaction	-0.032	0,130	-0,382	0,702
Image- Service Quality	0,286	0,120	2,897	0,004
Service Quality-Consumer satisfaction	0,478	0,125	4,917	0,000
Interaction Quality- Service Quality	0,439	0,092	4,414	0,000
Interaction Quality-Consumer satisfaction	0,423	0,106	4,727	0,000

Figure 1 shows the results of path analysis and the value of the Goodness of fit index. Goodness of index value consists of chi-square = 260,025, probability = 0,000, Cmin / df = 1,42, RMSEA = 0,064, GFI = 0,817, AGFI = 0,770, CFI = 0,960 and TLI = 0,955. The goodness of fit index provides information that there is still an indicator of the Goodness of fit index that has not indicated that the model is fit, ie chi-square with a probability of 0,000 (less than 0.05), the value of GFI and AGFI is less than 0.9. There is a goodness of fit index value that provides information on the indicator Goodness of fit index which shows that the model is fit, ie Cmin/df less than 2, RMSEA is less than 0.08, the value of CFI and TLI is more than 0.95. Based on the value of the Goodness of Fit, the index shows that the model used in this study cannot

be used as a solid model, because there is still a goodness of fit index that is marginal (Chi-square, probability, GFI and AGFI). Path coefficients and significance tests are shown in Table 1. The Goodness of index score consists of chi-square = 260.025, probability = 0,000, Cmin / df = 1.42, RMSEA = 0.064, GFI = 0.817, AGFI = 0.770, CFI = 0.960 and TLI = 0.955. The value of the goodness of fit index provides information on the Goodness of fit index indicating that the model is fit, ie chi-square with probability 0.000 (less than 0.05), GFI and AGFI value less than 0.9. There is a value of the goodness of the fit index which gives the Goodness of fit index indicating that the model is fit, ie Cmin / df less than 2, RMSEA less than 0.08, CFI and TLI values greater than 0.95. Based on the value of Goodness of fit index indicates that the model used in this study can not be used as a solid model, because there is still a goodness of fit index is marginal (Chi-square, probability, GFI and AGFI).

Based on Table 1, it can be seen that the standardized estimated image value of consumer satisfaction is -0.032, t = -0.382 and P = 0.702. So H0 is accepted, meaning that the image does not affect consumer satisfaction, so the results of the analysis do not support the first hypothesis. The standardized estimated image value of service quality is 0.286, t = 2.897 and P = 0.004. So H0 is rejected, meaning that the image influences service quality, so the results of the analysis support the second hypothesis. The value of the standardized estimated service quality against consumer satisfaction is 0.478, t = 4.917 and P = 0.000. So H0 is rejected, meaning service quality affects consumer satisfaction, so the results of the analysis support the third hypothesis. The standardized estimated interaction quality value of service quality is 0.439, t = 4.414 and P = 0.000. So H0 is accepted, meaning that interaction quality affects service quality, so the results of the analysis support the fourth hypothesis. The standardized estimated interaction quality value for consumer satisfaction is 0.423, t = 4.727 and P = 0.000. So H0 is rejected, meaning that interaction quality affects consumer satisfaction, so the results of the analysis support the fifth hypothesis.

Table 2 shows the results of the mediation test with Sobel t-test. The result of image-service quality-consumer satisfaction mediation was 2.0226 with p = 0.0431. This shows the service quality variable can be a mediating variable between image and consumer satisfaction, thus supporting the sixth hypothesis. The results of the mediation test interaction quality-service quality-consumer

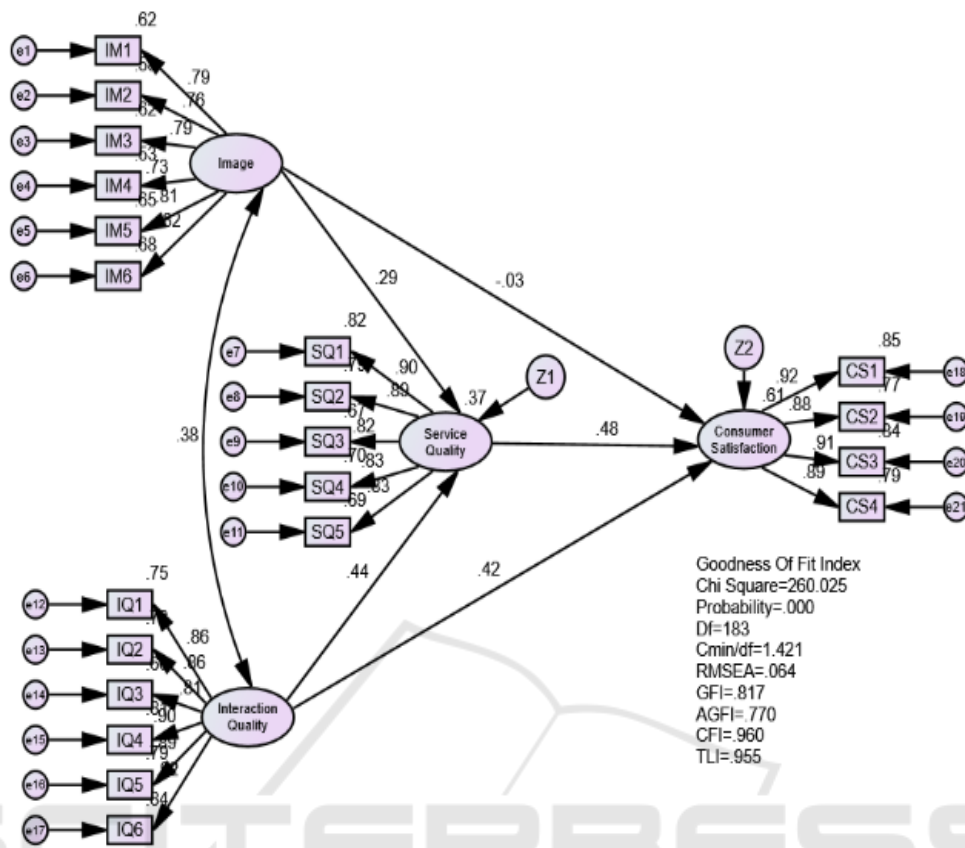


Figure 1: Research Model

satisfaction is 2.9840 with  $p = 0.0028$ . This shows the service quality variable can be a mediating variable between interaction quality and consumer satisfaction, thus supporting the seventh hypothesis

Table 2. The mediating effect of the image, interaction quality, service quality, and consumer satisfaction

Independen Variable	t hitung	P Value	Result
Image- Serv Quality- Consumer satisfaction	2,0226	0,0431	Support
Interaction quality - Serv Quality- Consumer satisfaction	2.9840	0,0028	Support

## 5 DISCUSSION

The results of this study indicate a model that is not fit based on chi-square, probability, GFI and AGFI so that only discussion of the relationships between variables in the research hypothesis. Based on the

results of hypothesis testing it can be seen that the image variable has no effect on customer satisfaction. The results of this study are different with Bolton & Drew (1991), Wallin Andreassen & Lindestad (1998). This difference is motivated by the character of the sample, in the study of Wallin Andreassen and Lindestad (1998) using a sample of consumers with high-cost travel packages, rarely traveling with travel packages. In contrast to consumers, online-based transportation services that can be obtained at a low cost and consumers tend to often use online-based transportation services. In previous studies, travel packages were enjoyed with a rare frequency, so when using the service, it was not a matter of cost and expected a trip with a classy image, so that the image had an effect on consumer satisfaction. Consumers of online-based transportation services allow it to be used for everyday transportation, so consumers need cheaper costs and do not question the image of the transportation service provider company. This results in the company's image not affecting consumer satisfaction.

The results of the study show that service quality affects consumer satisfaction. The results of this

study support Han & Hyun (2017). Service quality affects consumer satisfaction, meaning that the better the service provided by the driver of transportation services, the more satisfied consumers will be. Han & Hyun (2017) is done in dominant restaurants selling products and services. Products sold in the form of food menus, while services sold in the form of a restaurant atmosphere and various services to consumers. Although there are differences in the character of consumers, there are similarities in terms of services, so the service business that is sold coupled with good service can make consumers feel satisfied.

The results of this study also show that interaction quality affects service quality. The results of this study support previous research conducted by (Clemes et al., 2011; Wu & Cheng, 2013). The results of this study support the previous research with the background of the respondent's character together in the service company, Clemes et al. (2011) conducted research on motel service companies, while Wu and Cheng (2013) conducted research on aviation transportation services. The similarity of the respondent's character opportunities for the results of mutual support is getting bigger. The results of this study also show that interaction quality affects consumer satisfaction. This shows that the better the quality of interaction, the more satisfied.

## 6 CONCLUSION

This study resulted in the conclusion of the study that the improvement of application-based transportation company image was able to improve service quality, but was not able to improve customer satisfaction. This study also concluded that improving the quality of interaction between drivers and consumers was able to improve service quality and customer satisfaction. The quality of interaction has a more significant effect on service quality compared to the image. Service quality has a more significant influence on customer satisfaction compared to company image. The placement of service quality variables as mediation variables turned out to be important in this model, it was proven that service quality variables were able to mediate the relationship between image variables and customer satisfaction and the quality of interaction with customer satisfaction.

## 7 MANAGERIAL IMPLICATION

This research produces practical implications for online transportation service providers, should improve customer satisfaction by improving the image of online transportation companies, encouraging the driver to better interact with consumers and provide better quality services to consumers.

## 8 LIMITATION AND FUTURE RESEARCH

The limitation of this study is that in measuring customer satisfaction it does not identify consumer behavior in using other transportation services, so satisfaction is only from the point of view of transportation services. In subsequent studies, it is expected that there will be additional moderation variables that lead to consumer satisfaction from consumers who have used other online transportation services that use cars as a means of transportation services.

## REFERENCES

- Assael, H. (1984). *Consumer behavior and marketing action*: Kent Pub. Co.
- Auh, S. (2005). The effects of soft and hard service attributes on loyalty: the mediating role of trust. *Journal of Services Marketing*, 19(2), 80-92.
- Beerli, A., Martin, J. D., & Quintana, A. (2004). A model of customer loyalty in the retail banking market. *European Journal of Marketing*, 38(1/2), 253-275.
- Bloemer, J., & De Ruyter, K. (1998). On the relationship between store image, store satisfaction and store loyalty. *European Journal of Marketing*, 32(5/6), 499-513.
- Bolton, R. N., & Drew, J. H. (1991). A multistage model of customers' assessments of service quality and value. *Journal of consumer research*, 17(4), 375-384.
- Brunner, T. A., Stöcklin, M., & Opwis, K. (2008). Satisfaction, image and loyalty: new versus experienced customers. *European journal of marketing*, 42(9/10), 1095-1105.
- Caruana, A. (2002). Service loyalty: The effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 36(7/8), 811-828.
- Cho, Y. K. (2015). Creating customer repurchase intention in Internet retailing: The effects of multiple service events and product type. *Journal of Retailing and Consumer Services*, 22, 213-222.
- Clemes, M. D., Gan, C., & Ren, M. (2011). Synthesizing the effects of service quality, value, and customer

- satisfaction on behavioral intentions in the motel industry: An empirical analysis. *Journal of Hospitality & Tourism Research*, 35(4), 530-568.
- Dimitriades, Z. S. (2006). Customer satisfaction, loyalty and commitment in service organizations: Some evidence from Greece. *Management Research News*, 29(12), 782-800.
- Doyle, P., & Fenwick, I. (1974). How store image affects shopping habits in grocery chains. *Journal of Retailing*, 50(4), 39-52.
- Durianto, D., & Sugiarto, T. S. (2001). Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek. *Jakarta: Gramedia Pustaka Utama*.
- El-Adly, M. I., & Eid, R. (2016). An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context. *Journal of Retailing and Consumer Services*, 31, 217-227.
- Ferdinand, A. (2002). Structural equation modeling dalam penelitian manajemen. *Semarang: Badan Penerbit Universitas Diponegoro*.
- Fletcher, G. J., Simpson, J. A., & Thomas, G. (2000). The measurement of perceived relationship quality components: A confirmatory factor analytic approach. *Personality and Social Psychology Bulletin*, 26(3), 340-354.
- Flores-Zamora, J., & García-Madariaga, J. (2017). Does opinion leadership influence service evaluation and loyalty intentions? Evidence from an arts services provider. *Journal of Retailing and Consumer Services*, 39, 114-122.
- Garvin, D. A. (1984). Product quality: An important strategic weapon. *Business horizons*, 27(3), 40-43.
- Ghozali, I. (2006). *Aplikasi analisis multivariate dengan program SPSS*: Badan Penerbit Universitas Diponegoro.
- Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management*, 63 (2017), 82-92.
- Han, H., & Hyun, S. S. (2018). Role of motivations for luxury cruise traveling, satisfaction, and involvement in building traveler loyalty. *International Journal of Hospitality Management*, 70, 75-84.
- Jarvelin, A., & Lehtinen, U. (1996). *Relationship quality in a business-to-business service context*. Paper presented at the Quis.
- Joon Choi, B., & Sik Kim, H. (2013). The impact of outcome quality, interaction quality, and peer-to-peer quality on customer satisfaction with a hospital service. *Managing Service Quality: An International Journal*, 23(3), 188-204.
- Kandampully, J. (2000). The impact of demand fluctuation on the quality of service: a tourism industry example. *Managing Service Quality: An International Journal*, 10(1), 10-19.
- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International journal of contemporary hospitality management*, 12(6), 346-351.
- Keaveney, S. M., & Hunt, K. A. (1992). Conceptualization and operationalization of retail store image: A case of rival middle-level theories. *Journal of the Academy of Marketing Science*, 20(2), 165-175.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *The Journal of Marketing*, 1-22.
- Kotler, P., & Armstrong, G. (2004). Prinsip-prinsip Marketing. *Edisi Ketujuh, Penerbit Salemba Empat, Jakarta*.
- Ladhari, R., Souden, N., & Dufour, B. (2017). The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions. *Journal of Retailing and Consumer Services*, 34, 10-18.
- Lahap, J., Ramli, N. S., Said, N. M., Radzi, S. M., & Zain, R. A. (2016). A Study of Brand Image towards Customer's Satisfaction in the Malaysian Hotel Industry. *Procedia-Social and Behavioral Sciences*, 224, 149-157.
- LeBlanc, G., & Nguyen, N. (1996). An examination of the factors that signal hotel image to travellers. *Journal of vacation Marketing*, 3(1), 32-42.
- Lee, J.-S., Hsu, L.-T., Han, H., & Kim, Y. (2010). Understanding how consumers view green hotels: how a hotel's green image can influence behavioural intentions. *Journal of sustainable tourism*, 18(7), 901-914.
- Lewis, B. R., & Soureli, M. (2006). The antecedents of consumer loyalty in retail banking. *Journal of consumer Behaviour*, 5(1), 15-31.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69, 41-48.
- Martineau, P. (1958). The personality of the retail store.
- Ngobo, P.-V., & Jean, S. (2012). Does store image influence demand for organic store brands? *Journal of Retailing and Consumer Services*, 19(6), 621-628.
- Oliver, R. L. (1999). Whence consumer loyalty? *The journal of marketing*, 33-44.
- Ostrowski, P. L., O'Brien, T. V., & Gordon, G. L. (1993). Service quality and customer loyalty in the commercial airline industry. *Journal of travel research*, 32(2), 16-24.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *The Journal of Marketing*, 41-50.
- Rein, I., Kotler, P., & Haider, D. (1993). Marketing Places: Attracting Investment, Industry, and Tourism to Cities, States, and Nations.
- Song, J., & Regan, A. (2003). Combinatorial auctions for transportation service procurement: The carrier perspective. *Transportation Research Record: Journal of the Transportation Research Board*(1833), 40-46.
- Tjiptono, F. (2001). *Strategi Pemasaran*: Andi. Yogyakarta.
- Tjiptono, F. (2004). *Manajemen jasa*: Yogyakarta: Andi.

- Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of marketing research*, 204-212.
- Wallin Andreassen, T., & Lindestad, B. (1998). Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise. *International Journal of service Industry management*, 9(1), 7-23.
- Wong, A., & Sohal, A. (2002). Customers' perspectives on service quality and relationship quality in retail encounters. *Managing Service Quality: An International Journal*, 12(6), 424-433.
- Woodside, A. G., Frey, L. L., & Daly, R. T. (1989). Linking service quality, customer satisfaction, and behavioral intention. *Journal of health care marketing*, 9(4), 5-17.
- Wu, H.-C., & Cheng, C.-C. (2013). A hierarchical model of service quality in the airline industry. *Journal of Hospitality and Tourism Management*, 20, 13-22.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *The Journal of Marketing*, 31-46.

