

Customer Loyalty In Hotel Kasih Sayang Kedah Malaysia A Quantitative Research Side

^{1*}Mohammad Tahir Che Umar, ²Yusuf Haji-Othman

^{1,2}Kulliyah Muamalat & Sains Pengurusan, Universiti Islam Antarabangsa Sultan
Abdul Halim Mua'adzam Shah

E-mail: ¹mhmy6365@ukm.edu.my, ²yusufhadi@gmail.com

*Corresponding Author

Abstract—This research is to identify what is the factor that influences customer loyalty in hotel industry. There are a few objectives for this research which are to identify the relationship between tangible, reliability, responsiveness, confidence and communication toward customer loyalty. By using a questionnaire method, all 30 questionnaires complete by 30 respondents and this questionnaire is valid for further analysis this study finds that the loyalty in hotel are tangible, reliability, responsiveness, confidence and communication. From the findings, most of the factors are fairly influencing customer loyalty were identified. This study recommends more explorations in the area of hotel industry using a quantitative approach and future studies should focus on internal or psychological factor of customer satisfaction.

Keywords—loyalty; hotel; customer; quantitative.

This is an open access article under the CC BY-SA License.



Corresponding Author:

Mohammad Tahir Che Umar,
Kulliyah Muamalat & Sains Pengurusan,
Universiti Islam Antarabangsa Sultan Abdul Halim Mua'adzam Shah,
Email: mhmy6365@ukm.edu.my



I. INTRODUCTION

Hotels are classified into 'Star' categories between 2-Star to 5-Star, there is no standard method of assigning these ratings, and compliance with customary requirements is voluntary. A US hotel with a certain rating, for example, may look very different from a European or Asian hotel with the same rating, and would provide a different level of amenities, range of facilities, and quality of service. Whereas hotel chains assure uniform standards throughout, non-chain hotels even within the same country may not agree on the same standards. In Germany, for example, only about 30% percent of the hotels choose to comply with the provisions of the rules established by the German Hotels & Restaurants association. According to International Hotel & Restaurant (IH&RA), to harmonize hotel classification based on a single grading which is uniform across national boundaries would be an undesirable and impossible task. According to the J.D. Power 2015 North America Hotel Guest Satisfaction Index Study.

The hotel guest satisfaction has increase to a high record, while the number of guests experiencing problems during their stay has decrease significantly. Overall guest satisfaction across eight (8) hotel segments which are luxury, upper upscale, upscale, upper midscale, midscale, economy or budget, upper extended stay, and extended stay. Then seven (7) key factors are examined in each segment to determine overall satisfactions which are reservation, check-in or check-out, guest room, food and beverage, hotel services, hotel facilities and cost and fees. Overall satisfaction in 2015 reaches an all-time high compare to 2014 and the previous years. In the study also state that the staff interactions with guests have a great impact on mitigating problems. Hotels also have an opportunity to substantially improve satisfaction by proactively addressing guest needs. While service recovery is often emphasized as a strategy to regain guest loyalty, it's even more important to prevent problems from occurring in the first place. (Calif. 2015, July 15.)

Researchers proposed different views on the definitions of service quality. Service quality is defined as a comparative function between consumer expectations and actual service performance (Parasuraman et al., 1985). On the other hand, Parasuraman et al., (1988) defined service quality as the ability of an organization to meet or exceed customer expectations. According to Cronin & Taylor (1994), service quality is a form of attitude representing a long-run overall evaluation of service. As observed by Chang, Chen and Hsu (2002), the traditional notion of service quality by Parasuraman et al., (1985) is most commonly accepted. When purchasing goods, the customer employs many tangible aspects to judge quality; style, hardness, color, label, feel and package. However, when purchasing services fewer tangible aspects exist. In the absence of tangible

evidence on which to evaluate quality, customers must depend on other aspects. Service quality dimensions are the aspects/characteristics which customers use to evaluate service quality. A research by Parasuraman et al., (1985) identifies ten determinants that influence customers' perceptions of service quality as reliability, responsiveness, tangibility, communication, credibility, security, competence, courtesy, understanding and access. The description of the ten determinants of service quality is given in Table 1.

Table 1: Ten dimensions of service quality

Dimension	Description
Tangibility	Physical evidence of service (facilities, tools, equipment
Responsiveness	Willingness or readiness to provide service, timeliness
Reliability	Getting it right first time, honoring promises, dependability.
Communication	Keeping customers informed in a language that they can understand
Credibility	Honest, trustworthiness, having customer's best interest at heart
Security	Physical and financial; confidentiality
Competence	Possession of the skills and knowledge required to perform the service
Courtesy	Politeness, respect, friendliness, clean and neat appearance.
Understanding	Knowing the customer, his needs and requirements.
Access	Ease of approach and contact

Source: Adapted from Parasuraman, Zeithml and Berry (1985)

In a follow-up study, Berry et al., (1988) found a high degree of correlation between, on the one hand, communication, competence, courtesy, credibility and security, and, on the other, between access and understanding; and so they created the two broad dimensions of assurance and empathy, that is, five consolidated dimensions: -reliability, responsiveness, tangibles, assurance and empathy (Parasuraman et al., 1988). These dimensions were then used as a basis for the development of a service quality measurement instrument; SERVQUAL model (Zeithamlet al., 1988). Table 2.2 demonstrates the five service dimensions customers care about.

Table 2 Five dimensions of service quality

Dimension	Description
Tangibles	Physical facilities, equipment and appearance of personnel.
Reliability	Ability to perform the promised service dependably and accurately
Responsiveness	Willingness to help customers and provide prompt service
Assurance	Knowledge and courtesy of employees and their ability to inspire trust and confidence
Empathy	Caring, individualized attention the firm provides its customers.

Source: Adapted from Parasuraman, Zeithml and Berry (1988)

Johnston et al., (1990) tested the comprehensiveness of Parasuraman et al's (1985) service quality determinants using management perceptions of service and suggested a refined list of 12 determinants of service quality as access, appearance/aesthetics, availability, cleanliness/tidiness, comfort, communication, competence, courtesy, friendliness, reliability, responsiveness and security. The limitation of their work lay in the fact that the empirical investigation drew only on management perception of service quality unlike Parasuraman et al., (1988) who used customer data in order to identify the determinants of service quality.

Johnston and Silvestro (1990) included the customer's perspective to the 12 service quality dimensions and identified 5 additional dimension to create 17 dimensions as access, appearance/aesthetics, availability, cleanliness/tidiness, comfort, communication, competence, courtesy, friendliness, reliability, responsiveness, security care, commitment, attentiveness/helpfulness, functionality and integrity (Johnston et al.,1990).

Gronroos (1990) identified three dimensions of service quality as technical quality of the service ("what" service is provided), which can be assessed by the customer like the technical dimensions of a product, functional quality which represent how the service is provided and the image of the service provider which moderates both technical and functional quality to arrive at a perceived level of service. He argued that functional quality is an important dimension of perceived service than technical quality because service quality lies in improving the functional quality of a firm's service process by managing the staff-customer interaction and transactional

relationships. He observed that a favorable image is an asset for any firm because it has an impact on customer perception of the operation of the firm.

These authors and many others who have postulated service quality dimensions appear to have based their work on Parasuraman et al., (1985) and Parasuraman et al., (1988) well publicized work. For the purpose of this study, therefore, the researcher adopted Parasuraman et al's (1988) dimensions of service quality i.e. Reliability, Responsiveness, Access, Empathy and Tangibles. The five dimensions of service quality developed by Parasuraman, Zeithmal and Berry (1988) are the most acknowledged and applied in diversity of service industries (Nathan.D. and Saghier.N. (2013).

Measuring service quality is an important aspect in the quality improvement process because it provides feedback about the type of service provided and the extent to which it meets customers' needs (Mwangi et al., 2009). A number of scholars have carried out several studies with an aim of developing models of measurement that would help service organizations determine the extent to which their services are effective.

II. RESEARCH METHOD

This chapter's study is about design of this research which is includes the conceptual framework, hypothesis and the purpose of the chapter is to explain how the research will be conducted.

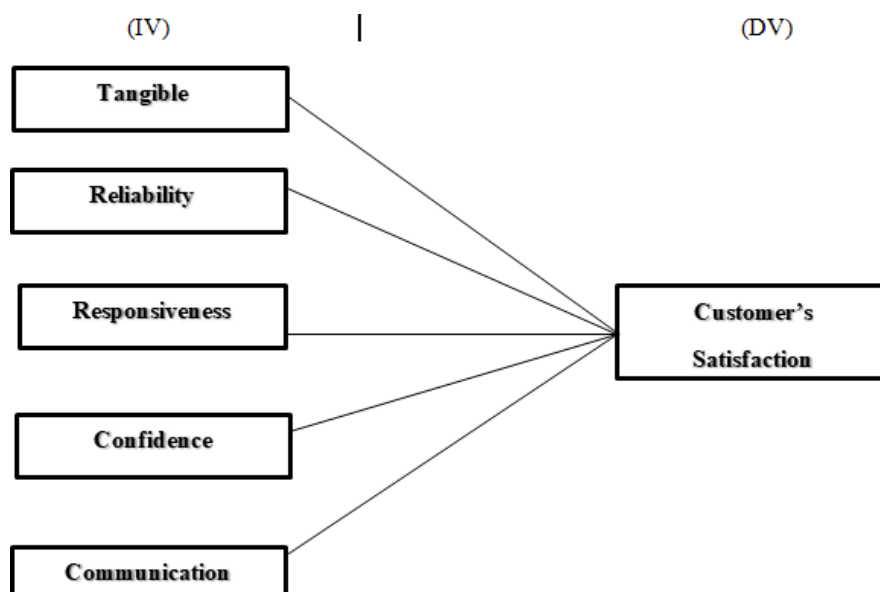


Figure 1 Source: Ladhari R. (2009)

The Figure 1 shows the conceptual framework that purpose in this study. Based on this framework, tangibles, reliability, responsiveness, confidence, and communication are independent variables while the customer satisfaction is a dependent variable.

The factors that influence service quality in a hotel between tangibles, reliability, responsiveness, confidence, and communication with customer satisfaction.

The following hypothesizes are the results:

H1: The tangibles have a positive relationship between customer satisfactions. H2: The more the reliability, the higher the customer relationship.

H3: The responsiveness has a positive relationship between customer satisfactions.

H4: The more the confidence, the higher the customer satisfaction.

H5: The communications have a positive relationship between customer satisfactions.

The unit of analysis was defined as unit in the study that going be measured and analyses to produce the result in our research, about the customer satisfaction in Hotel Cinta Sayang Resort Sungai Petani.

The questionnaire items were selected from previous research and the results of focus group sessions, and were rephrased to suit the context of the study and to represent the variables in the research model. In this study, using Getty and Getty (2003) examined the dimensions of service quality in the hotel industry in USA and developed a new scale (called "Lodging quality index") with five service-quality dimensions which is consist tangible, reliability, responsiveness, confidence and communication.

The items measured for perceived cost were adapted from a prior study on customer. Measures of perceived risk were adapted from several prior studies in different commercial areas and the discussions in the focus group sessions. A seven-point Likert scale, with anchors ranging from "strongly disagree" to "strongly agree", was used for all questions except the demographic ones. This chapter represents the details of the approaches quantitative methods employed in this study. The perceived of service quality. In accordance with the views of Cronin and Taylor (1992) and Brady et al. (2005), the present study measured service quality with a performance measure (rather than "gap" measure). The measure selected was the lodging quality index (LQI) developed by Getty and Getty (2003). LQI is composed 26 item categorized into five dimensions:

Tangibles (consisting of eight items, such as the front desk was visually appealing, the employees had clean neat uniform, the restaurants atmosphere was inviting, the shop were pleasant and attractive, the outdoor surroundings were visually attractive, the Cinta Sayang Resort was bright and well lighted, the Cinta Sayang Resort interior and exterior were well maintained, and the Cinta Sayang Resort was clean).

Reliability (consisting of four item, such as my reservation was handled efficiently, my guestroom was ready as promised, TV, Radio, A/C, light, and other mechanical equipment worked properly, and last I got what I paid for).

Responsiveness (consisting of five item, such as employees responded promptly to my requests, informative literature about the Cinta Sayang Resort provided, employees are willing to answer my questions, employees responded quickly to solve my problems and last room service was prompt).

Confidence (consisting five items, such as employees knew about local places of interest, employees treated me with respect, employees were polite when answering my questions, the Cinta Sayang Resort provided save environment, and last the facility were conveniently located). Communication (consisting four item, such as charges on my account were clearly explained, I received undivided attention to the front desk, preservationist tried to find out my particular needs, and last employees anticipated my needs).

The emotional satisfactions were measured in terms of three emotions which are, not at all happy, very pleasant, and not joyful.

The respondents were asked to indicate their perceived service quality and emotional satisfaction on a seven-point Likert scale (1="strongly disagree" to 7="strongly agree") that used for all items.

The target population for this study was the customers who had stayed in Cinta Sayang Resort. From this population, a sample for the study was selected on the basic of convenience sampling method. Data were collected by group of study in one day at Cinta Sayang Resort. Potential respondents were approached by group of study at the entrance and were asked whether they would be willing to participate in a survey dealing with hotel service quality. Only those who had stayed in hotel Cinta Sayang Resort received the questionnaire. In all 30 questionnaires were distributed to respondents who consented to take part in survey. For this study, all 30 questionnaires complete by 30 respondents and this questionnaire is valid for further analysis.

Questionnaires were used to capture the necessary data for the study. The questionnaire comprised sections A and B. Section A elicited demographic information such as gender, age, marital status, race, annual income and occupation. Section B was designed based on previously validated questionnaires for the different constructs, using a 7-point Liker type scale. Data from questionnaires was captured into Microsoft excel and imported into SPSS software for statistical analysis.

A survey is a powerful and effective tool that can be used to collect data about perceived service quality and behavioural intention. The advantage of this method was that both the cost and the time required were low. Data collection was conducted in March 2016 at Hotel Cinta

Sayang Resort. Different customers with different backgrounds were randomly invited to do the survey questionnaires. The sample exclusively considered of Hotel Cinta Sayang Resort customers.

The questionnaires administered to the respective respondents for primary data collection. Data collected were analyzed both qualitatively and quantitatively through Statistical Package for Social Science (SPSS). The ideas collected from Interview were also analyzed by using SPSS and the researcher's knowledge obtained from literature review. A brief invitation and introduction to this research was provided to participants before they started filling out the questionnaires. If they accepted the invitation, questionnaires were handed out to them.

III. RESULT AND DISCUSSION

This chapter also covers the frequency analysis to analyze the demographic of the research. Besides, descriptive statistics were also used to measure the mean and standard deviation, and reliability analysis is to evaluate whether the value obtained in this research can be trusted or not. This presentation will proceed with an analysis to determine the demographic profile of respondent and the respondents' background. Furthermore, Pearson Product Moment Correlation Analysis to identify the relationship between two variables, and also multiple regression analysis was carried out to explain the relationship between the independent variables and the dependent variables. Lastly, the hypothesis testing was conducted to determine the relationship between the dependent variables within independent variables. This chapter was discussed at the following frequency analysis (demographic), reliability analysis, descriptive statistics for the main variables of the study, correlation analysis, and multiple regression analysis and hypothesis test related to the conceptual framework.

Table 3 Respondents

Respondent's demographics		Frequency	Percentage (%)
Gender	Male	14	46.7
	Female	16	53.3
Age	Below 19	3	10.0
	20-29	8	26.7

	30-39	7	23.3
	40-49	5	16.7
	50-59	6	20.0
	60 and above	1	3.3
Marital status	Single	8	26.7
	Married	21	70.0
	Other	1	3.3
Race	Malay	20	66.7
	Indian	6	20.0
	Chinese	4	13.3
Occupation	Government sector	9	30.0
	Private sector	12	40.0
	Other	9	30.0
Annual income	Below RM15k	11	36.7
	RM 15 001- RM30k	1	3.3
	RM 30 001- RM 45k	6	20.0
	RM 45 001 – RM 60k	8	26.7
	Above RM 60 001	4	13.3

The table above is about the demographic profile of respondents by genders, age, marital status, race, occupation and annual income. Table 3 shows the number of respondent by gender for this study. Based on the findings, it appears that more female respondents than male respondents. Male respondents consist of 14 people (46.7%), while female 16 people (53.3%). The age of the respondents consists of 3 people below 19 years old (10%), 8 people of 20-29 years old (26.7%), 7 people 30-39 years old (23.3%), 5 people 40-49 years old (16.7%), 6 people 50-59 years old. Finally, 1 people 60 years old and above (3.3%). The marital status of our respondents consists of 8 people single (26.7%), while 21 people married (70%) and 1 people the marital status is not state (3.3%). Among of our respondent, the race of Malay consists of 20 people (66.7 %), while Indian is 6 people (20%), and Chinese is consist of 4 people (13.3%). The occupation of our respondent consists of 9 people in government sector (30%), 12 people from private sector (40%) and 9 people from other sector (30%). The annual income of our respondents

consists of 11 people (36.7%) below RM 15 000, 1 people of RM 15 001-RM 30000 (3.3%), 6 people (20%) RM 30 001- RM 45 000, 8 people (26.7%) RM 45001- RM 60 000, while 4 people (13.3%) above RM 60 001.

Table 4 Summary of reliability analysis

Variables	Number of items	Number of items discarded	Cronbach's alpha
Tangible	8	-	0.821
Reliability	4	-	0.902
Responsiveness	5	-	0.869
Confidence	5	-	0.928
Communication	4	-	0.861
Emotional satisfaction	3	-	0.942

The summary of the descriptive statistic of the variables is given in table 4 All variables were measured in 7-point Likert scale with 7 being strongly agree.

Table 5 correlation

	Mean	Std. deviation
Tangible	5.5417	0.48394
Reliability	5.9083	0.63817
Responsiveness	5.6267	0.78033
Confidence	5.8467	0.67197
Communication	5.6333	0.75639
Emotional satisfaction	6.3556	0.75269

Person product-moment correlation was used to investigate the inter- correlations among all the study variables. Table 5 and appendix provides the summary of the results. The first regression was run to determine the relationship between tangible, reliability, responsiveness, confidence, communication, toward customer satisfaction. From the output of regression from the ANOVA table, the variables were tested significant with ($p < 0.01$) and $F = 8.048$. The regression tests had presented a strong inference with R square of 0.626. Approximately 62.6% variations of customer satisfaction toward Hotel Cinta Sayang Resort, Sungai Petani, Kedah can be explain by tangible, reliability, responsiveness, confidence, and communication. The adjusted R^2 value is 0.549.

Table 6 Result

	TGB	RTY	RES	CFD	COM	EMO
TGB Pearson'sCorrelation Sig.(2-tailed)	1					
RTY Pearson'sCorrelation Sig.(2-tailed)	0.425** 0.019	1				
RES Pearson'sCorrelation Sig.(2-tailed)	0.310 0.096	0.801** 0.000	1			
CFD Pearson'sCorrelation Sig.(2-tailed)	0.437* 0.016	0.798** 0.000	0.810** 0.000	1		
COM Pearson'sCorrelation Sig.(2-tailed)	0.317 0.088	0.727** 0.000	0.695** 0.000	0.812** 0.000	1	
EMO Pearson'sCorrelation Sig.(2-tailed)	0.372** 0.043	0.639** 0.000	0.633** 0.000	0.589** 0.001	0.737** 0.000	1

** Correlation is significant at the 0.01 level (2- tailed).

*correlation is significant at the 0.05% level (2- tailed).

The Durbin-Watson value of 2.283 was confined to the acceptable range (1.5 – 2.5). It indicated that there was no autocorrelation of error terms. Multicollinearity problems does exist as the variance inflation factor (VIF)values were below 10, tolerance values were above 0.1 but the condition indices were above the safety limit of 30.

Table 7 Result of multiple regressions

Variable	Standardized beta
Tangible	0.182
Reliability	0.124
Responsiveness	0.345
Confidence	-0.447
Communication	0.712
F	8.048
R ² Adjusted	0.629
R ²	0.549

The study set out to examine factors influencing customer satisfaction and the relationship between tangible, reliability, responsiveness, confidence, and communication toward customer satisfaction in Hotel Cinta Sayang Resort, Sungai Petani, Kedah was collected through a structured questionnaire which was issued to each respondents. All the 30 questionnaires issued to the respondents were returned back resulting to a 100% response rate. From the analysis, the following findings were arrived at.

The results from the study show that there are 5 factors which fairly influence customer satisfaction which is tangible, reliability, responsiveness, confidence and communication. There are 8 item include in tangible, 4 item in reliability, 5 item in responsiveness, 5 item in confidence and 4 item in communication. These were the factors with a mean greater than 5.5 but less than 6.5 and included the hotel's environment and atmosphere, the cleanness of the hotel, the efficiency of handling reservation, the properly worked equipment, employee appearance, communication of employee, interest in problem solving and sharing information, employee behavior, problem resolution time, prompt attention to request, willingness to help, flexibility of employees, courtesy of employees, individualized attention, convenient operating hours, personal attention from employees, and lastly the concern towards guests.

The results further indicated that the status of communication, and responsiveness were the top two factors in influencing customer satisfaction. This is based on the β result, as for communication is $\beta = 0.712$ and responsiveness is $\beta = 0.345$. These results therefore suggest that there could be other factors that extremely influence customer satisfaction other than these 5 factors used in this study. Future studies should therefore explore the existence of these factors. The result of the regression analysis established that all the five dimensions had a positive effect on customer satisfaction though at varying degree. Reliability was found to have the greatest impact on customer satisfaction followed by communication, responsiveness, tangible, reliability and confidence. All the five dimensions were highly rated by the respondents. This means that service quality is strongly linked with customer satisfaction and the higher the service quality, the higher the customer satisfaction. The results of this study are consistent with the findings of Stromgren (2007), Musyoka (2013) and Akoko (2012) who found out that reliability dimension has the highest impact on customer satisfaction.

This study set out to determine the factors influencing customer satisfaction and the relationship between tangible, reliability, responsiveness, confidence, communication toward customer satisfaction. From the above findings, 26 factors fairly influencing customer satisfaction were identified. Of these factors, the top nine (9) factors were identified in 4 item in communication and 5 item in responsiveness which is the charges on customers account were clearly explained, customer received undivided attention at the front desk, reservationist tried to

find out customers particular needs, and employees anticipated, while the item in responsiveness is the employees responded promptly to customers request, informative literature about hotel was provided, employees are willing to answer on customers request, employees responded quickly to solve customers' problems and room services was prompt. This implies that the hotels can improve the level of customer satisfaction by committing more resources towards improving the factors with the highest impact.

IV. CONCLUSION

The results also show that the service quality dimensions have different impact in influencing customer satisfaction. Communication dimension was found to have the highest impact followed by responsiveness. Tangible, reliability and confidence were seen to influence customer satisfaction the least. However, all the five dimensions were highly rated and it was concluded that the rated hotels offers high quality of services in all the five major area.

REFERENCES

- Bloch, H. (n.d.). average daily rate of hotels worldwide by region. Retrieved from The Statistics Portal: <http://www.statista.com/topics/1102/hotels/>
- Bloch, H. (n.d.). average hotel room rate in the us since 2005. Retrieved from The Statistics Portal: <http://www.statista.com/topics/1102/hotels/>
- Bloch, H. (n.d.). number of hotels of international hotel brands. Retrieved from The Statistics Portal: <http://www.statista.com/topics/1102/hotels/>
- Bloch, H. (n.d.). total revenue of the global hotel industry. Retrieved from The statics portal: <http://www.statista.com/statistics/247264/total-revenue-of-the-global-hotel-industry/>
- Business Dictionary. (n.d.). Retrieved from Hotel: <http://www.businessdictionary.com/definition/hotel.html>
- Calif. (2015, July 15). J.D. Power McGraw Hill Financial. Retrieved from Hotel Guest Satisfaction Reaches All-Time High; Incidence of Problems Hits Record Low - See more at: <http://www.jdpower.com/press-releases/2015-north-america-hotel-guest-satisfaction-index-study#sthash.MQI2sYRA.vwcKbl3e.dpuf>
- <http://www.jdpower.com/press-releases/2015-north-america-hotel-guest-satisfaction-index-study#sthash.MQI2sYRA.dpuf>
- Cambridge Dictionaries Online. (n.d.). Retrieved from

<http://dictionary.cambridge.org/dictionary/english/hotel>.

Ehsan, U. (2012). *British Food Journal*. Factors important for the selection of fast food restaurant, 1251-1264.

Hong Qin, V. R. (2009). *International Journal of Quality and Service Sciences*. Service quality, customer satisfaction, and behavioral intentions in fast-food restaurants, 78 - 95.

Hospitality. (n.d.). Retrieved from Malaysia Investment Development Authority: <http://www.mida.gov.my/home/hospitality/posts/>

Johnston, R. (1994, September). The determinants of service. The determinants of service: satisfiers and dissatisfiers, 53-71.

Katerina Berezina, C. C. (2010, January 28). The impact of information security breach. The impact of information security breach on hotel guest perception of service quality, satisfaction, revisit intentions and word-of-mouth, 991-1010.

Kisang Ryu, H.-R. L. (2012). *International Journal of Contemporary Hospitality Management*. The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions, 200 - 223.

Kit-Fai Pun, K.-Y. H. (2001). *Managing Service Quality*. Identification of service quality attributes for restaurant operations: a Hong Kong case, 233 - 240.

Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioural intentions. A study in the hotel industry.

Nelson Tsang, H. Q. (2000). Service quality in China's hotel industry. Service quality in China's hotel industry: a perspective from tourists and hotel managers, 316-326.

Presbury, R. F. (2005). Impediments to improvements in service quality in luxury hotels. *Managing service quality*, 357-373.

Rhonda Mack, R. M. (2000). *Managing Service Quality*. Perceptions, corrections and defections: implications for service recovery in the restaurant industry, 339 - 346.

Tourism in Malaysia. (n.d.). Retrieved from Trade

Chakra: <http://www.trdechakra.com/economy/malaysia/tourism-in-malaysia-213.php>

Young Namkung, S. (. (2008). *International Journal of Contemporary Hospitality Management*. Are highly satisfied restaurant customers really different? A quality perception perspective, 142 - 155.

Babakus, E. and Boller, G.W. (1992). An empirical assessment of the SERVQUAL scale. *Journal of business research*, Vol. 26.

C.N.KrishnaNaik, swapnaBhargovigantasala, Gantasala V. Prabhakar (2010). Service quality

(SERVQUAL) and its effects on customer satisfaction in retailing,
European journal of social sciences.Vol 16.