

The Effect of Service Quality on Customer Satisfaction in JKT48 Theater

Rakaputra Prasetya¹, Nurti Rahayu², Priyanto³

¹*Sekolah Tinggi Pariwisata Trisakti*

²*Sekolah Tinggi Pariwisata Trisakti*

³*Akademi Pariwisata Indonesia*

²*nurti@stptrisakti.ac.id*

Abstract

The purpose of the research was to identify the influence of service quality on the customer satisfaction in JKT48 Theater, such as tangibles, reliability, responsiveness, assurance, empathy. This research was descriptive research. Data collection techniques used in data collection in this study were observations, questionnaires, and interviews conducted in November 2018 until December 2018. While the method used for data analysis is to test the validity, reliability, correlation, and coefficient of determination. Based on the correlational test results it is known that the correlation between service quality and customer satisfaction produces 0.809 or 80.9% which can be categorized as having a very strong relationship. Based on the results of the test of determination coefficient it is known that the value of R Square is 0.655 which means that the variable quality of service has an effect of 65.5% on customer satisfaction. While 34.5% customer satisfaction is influenced by other variables.

Keyword : Service Quality, Customer Satisfaction, JKT48 Theater

A. Introduction

The quality of service provided by the company to customers is one indicator that determines customer satisfaction with what is given by the company. If the quality of service provided by the company to customers is good, it will make customers think the company has been professional in providing its services. Similarly, if the customer thinks the quality of service provided to customers is bad, then the customer will assume that the company is less professional in providing services to customers.

As Zeithaml and Bitrner said in Lupiyoadi (2013: 228) in the book, it was explained that the main factor determining customer satisfaction is the customer's perception of service quality. The level of customer satisfaction can also be interpreted the level of feeling where someone states the results of the comparison of the performance of the product (service) that is received and expected (Lupiyoadi, 2013: 228).

Determinants of customer satisfaction itself can be seen from the dimensions of the quality of service provided by the company to customers. There are 5 dimensions that later become a benchmark in knowing customer satisfaction, these dimensions include Tangible, Reliability, Responsiveness, Assurance and Certainty and Empathy (Lupiyoadi in Hamdani, 2006 ; 182). Service is an intangible service provided by the company to customers. The service cannot be seen, but the service can only be felt by every customer who uses the service. One of the service servants available today is the JKT48 theater. JKT48 Theater is an exclusive theater for JKT48 shows.

The JKT48 theater has a capacity of around 400 people, 260 seats for sitting spectators, and 140 spectators standing, although sometimes the audience stands can exceed that number. The stage of the theater is approximately 30 m² JKT48 only appear once a day on weekdays, at night shows at 19:00. Two shows are held every day on Saturdays, lunch shows at 2:00 p.m. and evening shows at 7:00 p.m. For Sundays and holidays, matinee at 12.00 and evening shows at 16.00.

The format of routine performances in theater-style stage settings has become a distinctive character of AKB48 and their twin sister groups. Theater is a tangible manifestation of the slogan "idols that you can meet" and the concept of growing with fans. This is where AKB48 and their twin sister groups hold regular shows almost every day with a limited audience, allowing for intense interaction with the audience. Fans can monitor the progress of their favorite members to achieve their dreams as a star. That's why since JKT48 was formed at the end of 2011, JKT48 theater has been eagerly awaited by its fans, especially those who have previously become AKB48 fans.

To be able to provide satisfaction to customers, companies are required to be able to compete with other companies. With that the company must have a benchmark against customers in meeting customer satisfaction. Likewise for the

JKT48 theater as an illustration, here are some examples of customer benchmarks;

1. Service Effectiveness.
2. Location, which concerns ease of reach.
3. Services, Regarding services received.
4. Safety and security of customers.

(Lupiyoadi, 2013, Rambat, 2006)

To find out the extent to which JKT48 theater capabilities provide satisfaction through its services, a research is needed. The information in the research aims to find out the attitudes and behavior of customers towards what is most influential in making decisions to become customers of JKT48 Theater.

B. Literature Review

1. Service Quality

Wyckof's public service quality cited by Tjiptono (2004: 59) states that service quality is the expected level of excellence and control over the level of excellence to meet customer desires. If the service or service received or perceived (perceived service) is as expected, then the quality of service or service is perceived as good and satisfying. If services or services received exceed customer expectations, then the quality of services or services perceived as ideal quality. Conversely, if the service or service received is lower than expected, then the quality of services or services is perceived poorly.

Kotler and Keller (2009: 54) state that customers create service expectations from past experience, word of mouth communication and advertising. Customers compare services perceived by expected services. Customers will be disappointed if the services perceived are under the expected services, and vice versa. Service quality, according to Lewis and Booms in Tjiptono, (2005: 121), is defined as a measure of how well the level of service provided, and in accordance with customer expectations. This means that the quality of service can be realized through meeting the needs and desires of customers and the accuracy of delivery to offset customer expectations.

Parasuraman in Tjiptono (2005; 121) suggest two main factors that influence service quality, namely:

- 1) Customer perception of the services they receive (Perceived service). Quality must begin with customer needs and end to the customer's perception. This means that the image of good quality is not based on the viewpoint or perception of the service provider, but based on the customer's point of view or perception.
- 2) Services that are actually expected / expected (service) In the context of quality and satisfaction, consensus has been reached that customer expectations have a large role as a comparison of quality evaluation facts.

Parasuraman et al. (1985) in Tjiptono and Chandra (2005: 132) state ten main dimensions of service quality resulting from his research, namely:

- 1) Reliability, involves consistency of performance and relevance. Means the company is demanded to provide services correctly and precisely.
- 2) Responsiveness relates to preparedness or willingness of employees to provide services. Responsiveness involves the timeliness of service.
- 3) Competence (ability), means having the knowledge and skills needed to carry out services.
- 4) Access (easily available), means having the ease of making contacts.
- 5) Modesty, involves politeness, respect, consideration and familiarity of personal contacts.
- 6) Communication, means maintaining customers with language that is easy to understand and willing to listen to customers.
- 7) Credibility, which is honest and trustworthy.
- 8) Security, means free from hazards, risks and threats.
- 9) The ability to understand customers, namely business to understand customer needs.
- 10) Physical ability, means physical evidence including physical facilities, appearance of personnel, equipment and equipment provided.

Based on the research that has been done before by, Zeithaml and Berry (2009: 111) SERVQUAL is based on five dimensions of service quality, including:

1. Tangibles dimension: SERVQUAL assessment of the ability to manage the dimensions of physical evidence. Measured by the condition and location of the building, interior, and appearance of employees.
2. Reliability Dimension: SERVQUAL's assessment of the company's consistency and reliability in its service performance. Measured by timely service, ease of payment process, accuracy of the implementation of promotional programs.
3. The Responsiveness Dimension: SERVQUAL's assessment of the company's commitment to provide services in a timely manner. Measured with the accuracy of resolving complaints, always ready to help customers, and speed and responsiveness in service.
4. Dimensions of Assurance: SERVQUAL assessment of company competency, politeness to customers, and security of operations. Measured by employee skills, friendly and courteous service, product quality according to promotion, and employee knowledge.
5. Empathy Dimension: SERVQUAL's assessment of the company's ability to intrigue places itself from the customer's position. Measured by the attention of employees seriously and does not distinguish social status in service.

2. Customer Satisfaction

Lovelock and Wirtz (2007: 102) define satisfaction as an emotional state, post-purchase reactions in the form of anger, dissatisfaction, irritation, neutrality,

excitement, or pleasure. According to Park (in Hasan, 2009: 57) customer satisfaction is a feeling of the customer in response to products or services that have been consumed. Customer satisfaction is defined as predetermined by how the expectations of the customer are met Kotler in Komalasari and Budiman, 2018.

Whereas according to Danang Sunyoto (2013: 36) customer expectations are to play an important role and very large influence in determining product quality (goods and services) and customer satisfaction in evaluating customers will use their expectations as a standard or reference, thus the expectations of customers / customers are the background why two organizations in the same business can be valued differently by their customers.

There are factors that influence customer satisfaction. According to Rambat Lupiyoadi (2001: 158), in determining customer satisfaction, there are five main factors that must be considered by the company, namely:

- a) Quality of service
Especially for the service industry customers will be satisfied if they get good service or what is expected.
- b) Product quality
Customers will be satisfied if the results of their evaluation show that the products they use are of high quality.
- c) Customer Emotions
Customers will feel proud and get confidence that other people will be amazed at him when using products with certain brands that tend to have a higher level of satisfaction.
- d) Price
Products that have the same quality but set prices that are relatively cheap will provide higher value to their customers.
- e) Costs
Customers who do not need to incur additional costs or do not need to waste time getting a product.

C. Research Methodology

This research is classified into quantitative descriptive research. According to Sugiyono (2014) descriptive research is a study conducted to determine the value of independent variables, both only on one variable or more independent variable. This research tries to investigate the correlation between variables. According to Faenkel and Wallen (2008: 328) a correlational research is a study to find out the relationship and level of relationship between two or more variables without any attempt to influence the variable so that it is not variable manipulation. The population is the average visitors per month, which is about 11.200. Slovin formula is used to select the number of sample. From the calculation, the selected sample is 99 which is rounded into 100. To asses the

results, validation and reliability test is applied. At the same time, the researcher also uses correlation, regression, and descriptive statistics.

D. Result

JKT 48 Theater

There was an inauguration of the JKT48 Theater as well as the inaugural appearance of the 1st generation JKT48 members by presenting their first setlist, Pajama Drive on September 8, 2012 at FX Sudirman, Central Jakarta. JKT48 Theater is a facility created for JKT48 members to carry out the performances every day. So that the fans will be able to meet directly to watch the shows held by JKT48 every day. JKT48 Theater has provided a variety of setlists for each team (Team J, Team KIII, Team T) since 2012 to date including:

a) Team J:

1. Pajama Drive
2. Renai Kinshi Jourei
3. Dareka No Tameni
4. Megami Theater No
5. Tadaima Renai Chuu

b) Team KIII:

1. Pajama Drive
2. Boku No Taiyou
3. Saishuu Bell is not Naru
4. Saka Agari

c) Team T:

1. Pajama Drive
2. No megami theater

JKT48 Theater is owned by a company, PT Dentsu Aegis Network Indonesia. The JKT48 theater has a capacity of around 400 people, 260 seats for sitting spectators, and 140 standing spectators, although sometimes the audience stands can exceed that number. The stage of the theater is approximately 30 m². JKT48 only appear once a day on weekdays, at night shows at 19:00. Two shows are held every day on Saturdays, lunch shows at 2:00 p.m. and evening shows at 7:00 p.m. For Sundays and holidays, matinee at 12.00 and evening shows at 16.00.

JKT48 Theater has 75 staff consisting of various parts. For now 75 staff are managed by a General Manager of JKT48 Theater, Melody Nurramdhani Laksani, who was once a former JKT48 member himself. JKT48 Theater has many variations in ticket prices including: For students and women, currently priced at Rp. 60,000 and for others the price is Rp. 120,000. These prices are quite affordable prices so that almost all people can watch shows at the JKT48 Theater.

At first the researchers chose the JKT48 Theater as an object of my research because of the huge enthusiasm of fans to always come and watch live shows held by JKT48. Even though with the same theme every day, fans will continue to arrive even from overseas and also watch live shows at the JKT48 Theater

E. Discussion

Demographic data in this research ranges from gender, age, income, frequency of visit, and income. As for the first category, as much as 89% of the visitors are male, the other 11% are female. Most of the visitors (61%) is in the age range of 21-30 years old with the biggest occupation as students (84%) with the average income less than Rp. 1,000,000 (39%) and 35% between Rp. 1,000,000 – Rp. 2,000,000. As much as 72% has visited JKT48 Theater for 3-6 times in a month.

Table 1. Validation for Service Quality Variable

Statement	Koefisien Korelasi	Remark
JKT48 Theater has a good facility and good decoration.	.647	Valid
Staff at JKT48 Theater has a good appearance and grooming.	.660	Valid
Staff at JKT48 Theater knows how to serve the customers.	.813	Valid
The ticket selling at JKT48 Theater is well-organized.	.688	Valid
Staff at JKT48 Theater handles the complaints well.	.803	Valid
Staff at JKT48 Theater can serve the costumers effectively.	.847	Valid
Staff at JKT48 Theater has a good product knowledge on JKT48 Theater	.590	Valid
Staff at JKT48 Theater serve with politenes and friendliness.	.802	Valid
Staff at JKT48 Theater pays attention to the customers' need.	.789	Valid
Staff at JKT48 Theater treat the customers fairly and equally.	.676	Valid

The results of the SPSS output above are used to measure the level of validity of the items in the Service Quality variable statement seen from the value of Corrected Item-Total Correlation. According to Sugiyono (Sugiyono, 2014) a statement item can be said to be valid if the value of Pearson correlation for each

item is a positive statement and the number is > 0.2120 . So it can be concluded from the table above that all service quality variables are valid.

Table 2. Validation for Customer Satisfaction Variable

Statement	Coefisient Correlation	Remark
You are satisfied with the fast service at JKT48 Theater	.727	Valid
You are satisfied with the security, comfort and cleanliness at JKT48 Theater	.733	Valid
You are satisfied with the performance of the member of JKT48 on the stage	.431	Valid
Variation of Setlist (theme) at JKT48 is very attractive	.463	Valid
You are satisfied with the politeness and friendliness of staff at JKT48 Theater	.747	Valid
Staff at JKT48 Theater provides GEMS services	.677	Valid
The tickets at JKT48 Theater is very affordable.	.763	Valid
The ticket price of JKT48 Theater is in line with the product quality	.744	Valid
You don't have to spend extra money to enjoy performance at JKT48 Theater	.578	Valid
Tickets at JKT48 Theater is suitable for all ranges of visitors including students	.822	Valid

The results above are used to measure the level of validity of the items of the Customer Satisfaction variable as seen from the value of Corrected Item-Total Correlation. According to Sugiyono (2014) a statement item can be said to be valid if the value of Pearson correlation for each item is a positive statement and the number is > 0.2120 . So it can be concluded from the table above that all variables of customer satisfaction are valid.

Table 3. Reliability for Service Quality Variable

Reliability Statistics for Service Quality	
Cronbach's Alpha	Number of Instrument
0.903	10

The Service Quality variables with a number of statements of 10, get the number of Cronbach Alpha at 0.903. The value is greater than 0.6, so all the items above are very reliable.

Table 4. Reliability for Customer Satisfaction Variable

Reliability Statistics for Customer Satisfaction	
Cronbach's Alpha	Number of Instrument
0.862	10

As for Customer Service variable, the Cronbach Alpha is at 0.862. The value is greater than 0.6, then all the items above are very reliable. It means that the 10 instrument are reliable to measure Customer Satisfaction variable.

Table 5. Mean for Service Quality Variable (X)

Variable	Subvariable	Statement	Mean		
			Mean	Mean Sub Variable	Mean Variable
Tangibles		JKT48 Theater has a good facility and good decoration.	3,09	3,0050	
		Staff at JKT48 Theater has a good appearance and grooming.	2,92		
Reliability		Staff at JKT48 Theater knows how to serve the customers.	2,59	2,7600	
		The ticket selling at JKT48 Theater is well-organized.	2,93		
Responsiveness		Staff at JKT48 Theater handles the complaints well.	2,50		
		Staff at JKT48 Theater can serve the costumers effectively.	2,62	2,5600	2,7910
Assurance		Staff at JKT48 Theater has a good product knowledge on JKT48 Theater	3,04		

Variable	Subvariable	Statement	Mean		
			Mean	Mean Sub Variable	Mean Variable
	Empathy	Staff at JKT48 Theater serve with politeness and friendliness.	2,85	2,9450	
		Staff at JKT48 Theater pays attention to the customers' need.	2,59		
		Staff at JKT48 Theater treat the customers fairly and equally.	2,78	2,6850	

The SPSS calculation shows the mean value of the variable Service Quality (X) is 2.7910 which is included in the interval $2.60 < x < 3.40$ which is quite good according to Durianto, Sugiarto, Sitinjak: 2011). So, it can be seen the highest mean value in the Tangibles sub-variable of 3.0050 which is included in the interval $2.60 < x < 3.40$ which is quite good according to Durianto, Sugiarto, Sitinjak (2011). The lowest mean value is in the Responsiveness sub-variable of 2.5600 which is included in the interval $1.80 < x < 2.60$ which is not good according to Durianto, Sugiarto, Sitinjak (2011). The highest mean value in the statements listed above is that JKT48 Theater has good facilities and attractive decorations of 3.09 which are included in the interval of $2.60 < x < 3.40$ which is quite good according to Durianto, Sugiarto, Sitinjak: (2011). And the lowest mean value is on the statement of Theater Staff JKT48 can solve customer complaints well by 2.50 which is included in the interval $1.80 < x < 2.60$ which is not good according to Durianto, Sugiarto, Sitinjak (2011).

Table 6. Mean for Customer Satisfaction Variable (Y)

Variable	Subvariable	Statement	Mean		
			Mean	Mean Sub Variable	Mean Variable
	Service Quality	1. You are satisfied with the fast service at JKT48 Theater	2,87	3,0230	

The Effect of Service Quality on Customer Satisfaction in
JKT48 Theater

Variable	Subvariable	Statement	Mean		
			Mean	Mean Sub Variable	Mean Variable
	Product Quality	2. You are satisfied with the security, comfort and cleanliness at JKT48 Theater	3,06		
		3. You are satisfied with the performance of the member of JKT48 on the stage	3,62		
		4. Variation of Setlist (theme) at JKT48 is very attractive	3,56	3,5900	
	Customer Emotion	5. You are satisfied with the politeness and friendliness of staff at JKT48 Theater	2,89		2,9650
	Price	6. Staff at JKT48 Theater provides GEMS services	2,74	2,8150	
		7. The tickets at JKT48 Theater is very affordable.	2,76		
		Cost	8. The ticket price of JKT48 Theater is in line with the product quality	2,99	2,8750
	9. You don't have to spend extra money to enjoy performance at JKT48 Theater		2,83		
	10. Tickets at JKT48 Theater is suitable for all ranges of visitors including students		2,91	2,8700	

The result shows the mean value of Variable Y (Customer Satisfaction) is 2,9650 which is included in the interval $2.60 < x < 3.40$. It means the customers are quite satisfied (Durianto, Sugiarto, Sitinjak: (2011)). The highest mean value in the sub-variables of Product Quality of 3.5900 which is classified as satisfied and the lowest mean value is subvariable Emotion of 2.8150 meaning quite satisfied. The highest mean value is in statement number three “*You are satisfied with the performance of the member of JKT48 on the stage*” with 3.62 classified as ‘satisfied’. And the lowest mean value number six “*Staff at JKT48 Theater provodes GEM services*” with 2.74 classified as quite satisfied.

The Correlation Test table below shows the correlation between service quality and customer satisfaction produces a figure of 0.809 which can be categorized as having a very strong relationship according to Sugiyono (2013).

Table 7. Correlation Table

Correlations			
		Variable X	Variable Y
Pearson	Service Quality	1.000	.809
Correlation	Customer Satisfaction	.809	1.000
Sig. (1-tailed)	Service Quality	.	.000
	Customer Satisfaction	.000	.
N	Service Quality	100	100
	Customer Satisfaction	100	100

Table of Coefficient Test Determination explained about how much the quality of service contributes to customer satisfaction. Based on Table 8, the R Square value is 0.655. This shows that the contribution of 65.5% of the customer satisfaction variable is explained by changes in service quality variables and the rest is influenced by other factors of 34.5% which were not discussed in this study. This means that service quality contributes to customer satisfaction.

Table 8. Coefficient Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.655	.651	.29396

a. Predictors: (Constant), Total_X
b. Dependent Variable: Total_Y

F. Conclusion

From the research that has been done in JKT48 Theater regarding the influence of service quality on customer satisfaction there are several suggestions that can be recommended to the management of JKT48 Theater, among others:

1. The mean values t are quite good from the Quality of Service, researchers suggest that JKT48 Theater maintains Service Quality, which is already good. However, the researcher suggested that the JKT48 Theater should improve Service Quality in response to customers, especially in resolving complaints from customers. For management, it is suggested to conduct training on excellent service to improve the quality of existing services. Then from the results of the good mean value of Customer Satisfaction, the researcher suggested that JKT48 Theater can continue to maintain Customer Satisfaction and if necessary better review customer needs so that the results of Customer Satisfaction can be maximized.
2. The correlation test among two variables shows very strong results, the researchers suggested that the management of JKT48 Theater could continue to maintain and give more attention to aspects of Service Quality to maximize Customer Satisfaction.
3. The determination of the Service Quality variable on Customer Satisfaction in JKT48 Theater is 65.5%, the researcher suggests that the management of JKT48 Theater can continue to maintain aspects of Service Quality.

REFERENCES

- Budi, T. P. (2006). *SPSS13.0 Terapan; Riset Statistik Parametrik*. Yogyakarta: CV Andi Offset.
- Danang, S. (2013). *Metodologi Penelitian Akutansi*. Bandung: PT Refika Aditama Anggota Ikapi.
- Durianto, D. S. (2001). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merk*. Jakarta: PT Sun Jakarta.
- Fajar, L. (2008). *Manajemen Pemasaran*. Yogyakarta: Graha Ilmu.
- Fajar, L. (2008). *Manajemen Pemasaran*. Yogyakarta: Graha Ilmu.
- Fandy, T. (2004). *Manajemen Jasa (Edisi 1)*. Yogyakarta: Offset.
- Graham, C. d. (2007). *Pemasaran Internasional*. Jakarta: Salemba empat.
- Hasibuan, M. S. (2007). *Manajemen Sumberr Daya Manusia Perusahaan*. Bandung: PT Bumi Aksa.
- Hassan, A. (2009). *Marketing*. Yogyakarta: MedPress.
- Hassan, M. (1999). *Pokok-pokok Materi Statistik 1*. Jakarta: Bumi Aksara.
- Imam Ghozali. (2004). "Aplikasi analisis Multivariate dengan Program SPSS", Semarang, Badan Penerbitan Universitas Diponegoro

- Kotler, P. (2007). *Manajemen Pemasaran, Jilid 2, Edisi 12*. New Jersey: PT Indeks.
- Kotler, P. d. (2009). *Manajemen Oemasaran (Jilid 1)*. Jakarta: Erlangga.
- Komalasari, Fiona Poetri and Surya Fajar Budiman. (2018). Customer Retention Strategy Through Customer Satisfaction and Customer Loyalty: The Study on Traveloka Loyalty Program. *Tourism Research Journal*. 2 (1), 69 – 75.
- Lovelock, C. d. (2007). *Service Marketing: People, Technology, Strategy*. New Jersey: Pearson Educational International.
- Lupiyoadi. (2001). *Manajemen Pemasaran Jasa Teori dan Praktek*. Jakarta: Salemba Empat.
- Lupiyoadi, R. (2013). *Manajemen Pemasaran Jasa Berbasis Kompetensi (Edisi 3)*. Jakarta: Salemba Empat.
- Mankunegara, A. P. (2009). *Manajemen Sumber Daya Manusia Perusahaan*. Bandung: PT Remaja Rosdakarya.
- Maryadi, d. (2010). *Pedoman Penulisan Skripsi FKIP*. Surakarta: Universitas Muhammadiyah Surakarta.
- Moleong, L. (2011). *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung: PT Remaja Rosdakarya.
- Nawawi, H. d. (1992). *Instrumen Penelitian Bidang Sosial*. Yogyakarta: Gadjah Mada University Press.
- Rambat, L. d. (2006). *Manajemen Pemasaran Jasa (Edisi 2)*. Jakarta : Salemba empat.
- Sudijono, A. (2009). *Pengantar Evaluasi Pendidikan*. Jakarta: Rajawali Pers.
- Sugiyono. (2013). *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan Re&D*. Bandung: Alfabeta.
- Supangat, A. (2008). *Statistika Dalam Kajian Deskriptif, Inferensi dan Parametrik*. Jakarta: Kencana Prenada.
- Tjiptono. (2001). *Manajemen Pemasaran dan Analisa Perilaku Konsumen*. Yogyakarta: BPFE.
- Tjiptono, F. (2005). *Pemasaran Jasa* . Malang: Bayumedia Publishing.
- Tjiptono, F. (2012). *Service Management Mewujudkan Layanan Prima (Edisi 2)*. Yogyakarta: Andi Offset.
- Tjiptono, F. d. (2005). *Service, Quality Satisfaction*. Yogyakarta: Andi Offset.
- Zeithaml. (2009). *Service Marketing: Integrating Customer Focus Across The Firm. FIifth efition*. New York: McGraw-Hill Companies, Inc.