

Perceived Service Quality of Frozen Yogurt in Indonesia

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Abstract

In recent years, frozen yogurt industry has experienced dramatic growth in Indonesia. One of the biggest player of frozen yogurt industry in Indonesia is Sour Sally. Sour Sally is gaining popularity and the number of people who consume it is constantly increasing. Moreover, Sour Sally actively created the yogurt phenomenon in Indonesia. This study aims to examine the factors that significantly affect behavioral intention of Sour Sally's consumer in Surabaya. The variables that will be tested are service quality, food quality, and perceived value that will affect customer satisfaction and lead to behavioral intentions. This study uses a quantitative approach using Multiple Regression through SPSS 16. The samples use 200 respondents with non probability sampling technique and the sampling method is purposive sampling. The results of this study can be used to increase frozen yogurt industry in Indonesia.

Keywords: Perceived Service Quality, Customer Satisfaction, Behavioral Intention, Frozen Yogurt Industry

1. Introduction

Food and Beverage industry is a developing industry in Indonesia. Healthy food is one of the food products that recently experienced rapid development, due to the increase of consumers' awareness about their health so that they become more selective with food they consume. Consumers not only focus on the taste but also the health benefit of the food they consume which results to the change of the people's lifestyle of consuming food. Nowadays, consuming healthy food has become the new lifestyle of Indonesian people, especially in big cities. Most people in Surabaya, typically for people from middle to high class, have been having the healthy lifestyle so that they heavily pay attention at the food they consume.

One of the healthiest foods have been known and consumed in all around the world, including Indonesia and Surabaya, is yoghurt. Yoghurt is one kind of healthy food that tastes good and unique, containing essential vitamins for human body and also could reduce cholesterol level (<http://www.thejakartapost.com>, retrieved on August 28, 2012). Today, yoghurt has been widely improved so it is available in various kind and flavor. Frozen yoghurt is a kind of yoghurt that is growing swiftly in Indonesia's Food and Beverage industry. This rapid growing is more because of Sour Sally's role. Sour Sally is one of the biggest players in Indonesia frozen yoghurt industry. Sour Sally is capable to introduce well frozen yoghurt product to the Indonesian consumers, including in Surabaya. Beside that, Sour Sally has succeeded creating its frozen yoghurt as a part of healthy lifestyle of Indonesian people, including people of Surabaya.

Sour Sally was found by Donny Pramono in 2008, and by 2009 Sour Sally had been having 11 outlets located in: Senayan City, La Piazza Kelapa Gading, La Codefin Kemang, Mall Taman Anggrek, FX Lifestyle, Pacific Place, Mall Puri Indah, Mall Emporium Pluit, Plaza Indonesia, Grand Indonesia and Supermall Karawaci (<http://www.thejakartapost.com>, downloaded on December 12, 2011). By 2010, Sour Sally had been having 25 outlets across Indonesia, and opening outlets in Singapore, accepting franchise enquiries from Malaysia, Abu Dhabi and Shanghai. Number of Sour Sally's consumers is also increasing as the increasing number of the outlets. Sour Sally offered various tastes of frozen yoghurt, such as: original flavor, Pinkilicious, Melonmint, Green Tea, and the popular Sally's Candy, a combination of Pinkilicious and Melonmint. Sour Sally is keeping their innovation going and developing their yoghurt products, providing more than 20 toppings consumers can choose freely (<http://themarketplace.com>, downloaded on December 12, 2011).

The fast growth of Sour Sally shows that Sour Sally is capable to attract consumers' interest to consume frozen yoghurt, which is a healthy food, particularly to attract its market segment, which mostly comprised teenagers, young professionals, Foodies and those who like to hang out (<http://www.thejakartapost.com>, downloaded on December 12, 2011). Sour Sally has succeeded making frozen yoghurt as a healthy food to be a new trend and lifestyle for consumers. Because of these facts, it is important to know and understand the factors that affect positive behavioral intention from Sour Sally's consumers so it can be a trend and lifestyle for consumers. This knowledge and understanding of the factors can be used by Sour Sally or another players in the healthy food

industry to improve their sales and expand their business.

2. Literature Review

2.1 Service Quality

Service quality is one of the most important factors should be concerned by the company. The company needs to give the best service quality so that customers keep coming back to do the repurchase. According to Zeithaml, Parasuraman, and Berry (1990, p.21-22), service quality is 'the customer perception's of the superiority of the service.' While according to Metter et al. (2006), 'service quality is often defined as the satisfaction of expectation. The expectation are subjective and based on cognitive or formal descriptions of the services process and outcome.' According to Barata (2003), 'measurement of service quality is not only based on the people that are serving but is decided more by the people are being served, because they are the ones who enjoy the services so that they can measure the service quality based on their hopes and expectations at delivering their satisfaction.' There are 5 (five) dimensions of the service quality according to Griffin (1995, p.119): 'tangibles, reliability, responsiveness, assurance, and empathy.'

Customer satisfaction is crucial to the company because it will affect the customer loyalty and the company sustainability. According to Rangkuti (2002), 'one of the factors that determines customer satisfaction is the service quality itself, which contains the five dimensions of service.' According to Schiffman (2010), customer satisfaction is 'customer perception individually towards the product performance or service that is related to the customer expectation'. While Kotler (2000) says that satisfaction is 'happiness or disappointment that is appear in someone after he/she compares the perception of the work performance (or result) of a product and the hopes.' Zeithaml and Bitner (2003) said that customer satisfaction is a 'customer evaluation to the product or service customer get, do it delivers the customers' needs and hopes.' According to Rangkuti (2002), 'one of the factors that determines customer satisfaction is the service quality itself, which contains the five dimensions of service.' Gonzalez et al. (2007) 'examine relationship between service quality and customer satisfaction and conclude that satisfaction depends on perceived service quality.' Cronin and Taylor (1992) stated that service quality is 'one of the antecedents of customer satisfaction.' From these statements, we can make first hypothesis:

H1: Service quality has a positive effect on customer satisfaction of Sour Sally frozen yoghurt

2.2 Food Quality

Food quality is the crucial factor to the company that runs in food industry. Food quality is the main factor deciding whether customer will or will not consume the food product continually. According to Kotler and Armstrong (2001, p.299), product quality is 'the ability of a product to perform its function.' West, Wood, and Harger (1965, p.54) stated: 'food standard, although difficult to define and not measurable by mechanical means, are possible to evaluate in term of nutritive value, grade of ingredient used, flour, and appearance of the product.' According to Namkung and Jang (2007), food quality is 'a necessary condition to satisfy the needs and expectations of customer.' According to Namkung and Jang (2007), there are 6 (six) dimensions of food quality, which are: 'presentation, variety, healthy, taste, freshness, and temperature.' Alhabeeb (2002 stated that 'product quality is defined as superiority or excellence of a product.' There are some evidences that food quality and customer satisfaction have a strong relationship. Andaleeb and Conway (2006) stated that 'in addition to service quality, product quality also influence customer satisfaction.' According to Law et al. (2004), food quality is 'deemed related to satisfaction.' The research of Gilbert et al. (2004) told that 'food quality affects customer satisfaction.' Hence, we can make hypothesis that:

H2: Food quality has a positive effect on customer satisfaction of Sour Sally frozen yoghurt

2.3 Perceived Value

Perceived value is the factor that reflects the product quality and influences customers' decision on buying products. McDougall and Levesque (2000) stated that value is 'the difference between benefits or advantages being gotten and the expenses.' Tellis dan Gaeth (1990) defined 'value as a form of a customers consideration to the quality being gotten compared to the price they paid for the product or service.' Sweeney and Soutar (2001) stated that 'with a focus on transactions, value has been conceptualized as an assessment of benefit against cost

when shopping with a vendor.' Kim et al. (2011) define 'perceived value from the customer's perspective as the net benefit (perceived benefit relative to perceived cost) from a transaction with a vendor.' Perceived value is also a factor that affects customer satisfaction. Monroe (1989) said that 'values that are being felt have an effect to the customer satisfaction and as a result, those values are components to the customer satisfaction.' As according to Wellington (1998), 'price is the indicator of customer satisfaction giver, which this indicator (price) creates the customer satisfaction.' Hong Qin and friends (2010) explained that 'values that are being felt influence customer satisfaction to fast food restaurant.' According to Monroe (1989), 'perceived value also influences customer satisfaction because of its ability to attract or repel customers and, as a consequence, perceived value is viewed as a component of customer satisfaction.' Kim et al. (2011) stated that perceived value is 'one of the antecedents of customer satisfaction but that it is extraneous to service and food quality.' Thus, we can make the following hypothesis:

H3: Perceived value has a positive effect on customer satisfaction of Sour Sally frozen yoghurt

2.4 Customer Satisfaction

Customer satisfaction to a product will have an impact on customer behavioral intention to the product. According to Namkung dan Jang (2007), 'behavioral intention refers to people's belief about what they intend to do in a certain situation.' Molinori dan Blaber (2002) stated that 'behavioral intentions are indicators of whether customers will stay with or leave an organization.' According to Zeithaml dan Bitner (1996, p.146), 'behavioral intention define willingness to recommend the service to others and repurchase intent.' Bloemer, de Ruyter and Wetzels (1999) identified 4 dimensions of behavioral intention: 'repurchase intention, word of mouth communication, price sensitivity, and complaining behavioral.' According to Cronin et al. (2000), there is 'a positive relationship between customer satisfaction and behavioral intentions.' Nee (2005) stated that 'customer satisfaction results repurchase from the customers and makes customers recommend the product or service to others.' According to Soderlund dan Vilgon (1999), 'customer satisfaction will influence the customer to do the repurchase.' Based on these statements, we can make fourth hypothesis:

H4: Customer satisfaction has a positive effect on behavioral intention of Sour Sally frozen yoghurt

3. Research Issue and Methodology

3.1 Research Issue

In this study the target of population were customers who buy and consume Sour Sally frozen yoghurt in Surabaya with characteristics as follow: men and women, residing in Surabaya, well educated. This research uses primary data that is the data obtained from the distribution of questionnaires to the respondents in accordance with the characteristics of populations. Questionnaire distribution was conducted in front of Sour Sally's outlet in Surabaya. From 225 questionnaires distributed, 202 questionnaires were returned and can be use for data formulation.

From the questionnaire completed by respondents, the indicators to measure were built from previous researches. For service quality, food quality, perceived value, customer satisfaction, and behavioral intention from research by Hong Qin et al. (2010), Cronin and Taylor. (1992), Griffin (1995), Namkung and Jang (2007), Bloemer, de Ruyter and Wetzels (1999), and Sirdeshmukh et al. (2002). There were 27 indicators for 5 variables tested, and these can be seen from the following research model:

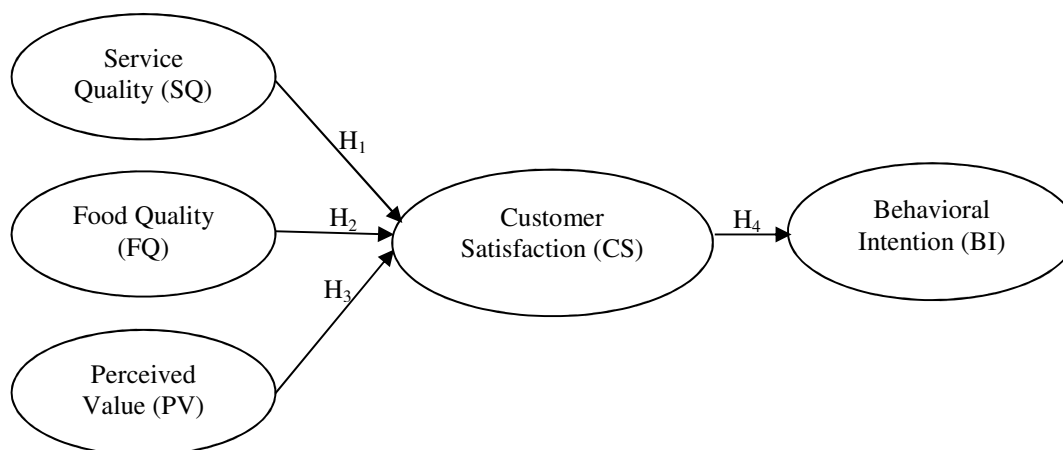


Figure 1. Research Model

3.2 Methodology

Aras which was used within this research were interval level measurement. Type of scale used was Summated Likert, a statement which has a range from 1 = disagree to 7 = agree, the scale represent the respondents opinion for the questions regarding the objects being studied. In which the highest the score or number selected indicated the higher of ratings, and vice versa.

4. Finding and Discussion

4.1 Findings

This study used Multiple Regression in testing between the variables. Statistical analysis tool used to answer the problem formulation of this research is SPSS 15. Once the questionnaires were returned, the next step that must be conducted is descriptive statistic analysis.

Based on the results from data processing in table 1 shows that the average score of the mean for overall indicator is 4.892. This shows that all indicators of variables that tested can be perceived by all respondents. In addition, the standard deviation is 0.9264 shows that the answers given by respondents are homogeneous or relatively the same. It is known that the highest mean average is food quality that is 5.25. This may indicate that the indicators of food quality are best perceived by the respondents than other variables. Behavioral intention has the highest score for standard deviation, that is 1.028. This may indicate that the respondents give answers for behavioral intention least homogeneous compared with other variables.

Table 1. Descriptive Statistic

Variable	Mean	Standard Deviation
Service Quality	4.99	0.738
Food Quality	5.25	0.827
Perceived Value	4.71	1.017
Customer Satisfaction	4.81	1.022
Behavioral Intention	4.70	1.028

Before going for *Multiple Regression* testing, first steps that must be conducted is the testing of the validity and reliability to prove that the data from the questionnaire is valid, reliable and able to be used for the next analysis.

Validity Test

The criteria is if the value of the factor loading is higher than 0.40, then the statement is considered valid,

however, if the value of the factor loading is less than the 0.40, then the statement is considered invalid or failed. Based on the test of the data validity, it is prove that all indicators used to estimate each variable are valid, since the value of the factor loading for every questions are more than 0.40.

Table 2 Validity Test

Indicator	Factor Loading
Service Quality:	
SQ1	0.483
SQ2	0.631
SQ3	0.679
SQ4	0.747
SQ5	0.780
SQ6	0.766
SQ7	0.691
SQ8	0.742
SQ9	0.707
SQ10	0.749
SQ11	0.614
Food Quality:	
FQ1	0.626
FQ2	0.796
FQ3	0.803
FQ4	0.803
FQ5	0.733
Perceived Value:	
PV1	0.851
PV2	0.854
PV3	0.739
Customer Satisfaction:	
CS1	0.864
CS2	0.892
CS3	0.873
CS4	0.764
Behavioral Intention:	
BI1	0.860
BI2	0.863
BI3	0.839
BI4	0.662

Reliability Test

Reliability test is do by comparing cronbach's alpha value, if the value is higher than 0.6, then the statement is considered reliable.

Table 3. Reliability Test

Variable	Cronbach's Alpha Based on Standardized Items
Service Quality	0.890
Food Quality	0.809
Perceived Value	0.748
Customer Satisfaction	0.870
Behavioral Intention	0.818

From the table 3, it is prove that the variable of service quality, food quality, perceived value, customer satisfaction and behavioral intention, all resulting the value of cronbach alpha higher than 0.60. So, it can be conclude that the statements develop the variables can be said to be consistent/reliable and can be used for further analysis.

Results of Coefficient Determination

From table 4, determinant coefficient/R-square (R^2) for model 1 generated is as much as 0.436 which means that the variations of variables of service quality, food quality and perceived value together can explain the variation of variable of customer satisfaction by 43.6%, while the rest 56.4% explained for other variables beyond the model which is not yet observed. Meanwhile, determinant coefficient/R-square (R^2) for model 2 generated is as much as 0.557 which means that the variable of customer satisfaction can explain the variable of behavioral intention by 55.7%, while the rest 44.3% explained for other variables beyond the model which is not yet observed.

Table 4. The Results of Coefficient Determination

Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 ^a	.444	.436	.771

a. Predictors: (Constant), PV, FQ, SQ

Model 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 ^a	.557	.555	.686

a. Predictors: (Constant), CS

b. Dependent Variable: BI

Results of Multiple Regression

The results of multiple regression are as follows:

Table 5. Coefisien Regression Model 1

Variable	Coefisien Regression
Service Quality	0.189
Food Quality	0.144
Perceived Value	0.469

From table 5, the regression equation can be written as follows:

$$CS = b_1SQ + b_2FQ + b_3PV$$

$$CS = 0.189 SQ + 0.144 FQ + 0.469 PV$$

Tabel 6. Coefisien Regression Model 2

Variable	Coefisien Regression
Customer Satisfaction	0.746

From table 6, the regression equation can be written as follows:

$$BI = 0.746 CS$$

Based on table 5, all the independent variables have positively influence towards dependent variable through intervening variable. Perceived value has the greatest regression coefficient compare to other variables, that is 0.469. Therefore, consumer alienation is the most influential variable to customer satisfaction. In the other side, food quality has the smallest influence on customer satisfaction, it is because food quality has the lowest regression coefficient compared to other variables, which is equal to 0.144. Table 6 also shows that customer satisfaction has positive influence towards behavioral intention.

F-test

Based on the calculation of SPSS, the significance of F test value in the model 1 is 0.000, this mean H0 is rejected, so it can be concluded service quality, food quality and perceived value together influencing customer satisfaction significantly. This mean, the hypothesis which declared that service quality, food quality and perceived value are jointly influence customer satisfaction is accepted. The result of SPSS's calculation also shows that the significance of F test value in the model 2 is 0.000. Its means that H0 is rejected, so we can conclude that customer satisfaction is significantly influence behavioral intention.

Table 7 The Results of F-test

Model 1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.148	3	31.716	53.327	.000 ^a
	Residual	118.949	200	.595		
	Total	214.097	203			

a. Predictors: (Constant), PV, FQ, SQ

b. Dependent Variable: BI

Model 2
 ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.546	1	119.546	253.957	.000 ^a
	Residual	95.088	202	.471		
	Total	214.635	203			

a. Predictors: (Constant), CS

b. Dependent Variable: BI

t-test

The t test used to determine whether the independent variables of service quality, food quality, perceived value and customer satisfaction partially (independently) have significance influence on behavioral intention. If the value of t test is below 0.05, than it can be stated that the variable is significantly influenced by partially.

Table 8 Result of t-test

Variable	Sig.	Keterangan
Service Quality -> Customer Satisfaction	0.007	Significant
Food Quality -> Customer Satisfaction	0.033	Significant
Perceived Value -> Customer Satisfaction	0.000	Significant
Customer Satisfaction -> Behavioral Intention	0.000	Significant

From Table 7 it can be explained that the variables of service quality, food quality and perceived value have a significant influence towards customer satisfaction of Sour Sally frozen yoghurt's consumers in Surabaya because it has a significance value below 0.05. Furthermore, customer satisfaction also has significance values below 0.05. This shows that customer satisfaction has a significant influence towards behavioral intention of Sour Sally frozen yoghurt's consumers in Surabaya.

4.2 Discussion

The results of previous studies showed that the variables which service quality, food quality and perceived value have positive effects on customer satisfaction of Sour Sally frozen yoghurt's consumer. In addition, the results also showed that customer satisfaction has positive effects on behavioral intention of Sour Sally frozen yoghurt's consumer. So, it can be conclude that from four proposed hypotheses, all the hypotheses are supported.

The first hypothesis stating that service quality has a positive effect on customer satisfaction of Sour Sally frozen yoghurt is supported. The first hypothesis stating that service quality has a positive effect on customer satisfaction is supported because the t test value is 0.007, below 0.05. This shows the consistency results of this study with the researches Gonzalez et al. (2007) and Cronin dan Taylor (1992) who explained that service quality has positive effect on customer satisfaction.

The second hypothesis stating that food quality has a positive effect on customer satisfaction of Sour Sally frozen yoghurt is supported because the t test value is 0.033, below 0.05. This shows a consistency of the results with previous researches by Andaleeb and Conway (2006), Namkung and Jang (2007), Law et al. (2004) and Gilbert et al. (2004) who explained that food quality has positive effect on customer satisfaction.

The third hypothesis stating that perceived value has a positive effect on customer satisfaction of Sour Sally frozen yoghurt is supported because the t test value is 0.000, below 0.05. This shows a consistency of the results with previous research by Hong Qin et al. (2012), Monroe (1989) and Kim et al. (2011) who explained that food quality was found to have a significant and positive positive effect on customer satisfaction.

The fourth hypothesis stating that customer satisfaction has a positive effect on behavioral intention of Sour Sally frozen yoghurt is supported because the t test value is 0.000, higher than 0.05. shows a consistency of the results with previous researches by Cronin et al. (2000), Nee (2005), Soderlund and Vilgon (1999), who explained that customer satisfaction has positive effect on behavioral intention.

5. Conclusion, Limitation, and Research Extention

5.1 Conclusion

From the research and discussion that have been done, this study successfully extends behavioral intention to the context of frozen yoghurt industry by adding one intervening variable (customer satisfaction) and three dependent variables (service quality, food quality and perceived value). As the result of this study, it can be concluded that service quality, food quality and perceived value have positive and significant influences toward customer satisfaction of Sour Sally frozen yoghurt in Surabaya. In addition, the result of this study also shows that customer satisfaction also has positive and significant influence toward behavioral intention of Sour Sally frozen yoghurt in Surabaya.

This research shows that perceived value is a variable that has the biggest effect to the customer satisfaction of Sour Sally frozen yoghurt in Surabaya. Perceived value has the biggest effect to the customer satisfaction of Sour Sally frozen yoghurt in Surabaya because Sour Sally is the first company that introduces frozen yoghurt to the customer in Indonesia, including Surabaya city. As the first company introducing frozen yoghurt, Sour Sally is also the first company that sets the price to the frozen yoghurt in appropriate to the product value. Besides, Sour Sally is also offering new product value to the customer so customer will have the perception that the value of Sour Sally frozen yoghurt products is match to the price paid by customer.

Second variable that has a massive effect to the customer satisfaction of Sour Sally frozen yoghurt in Surabaya is service quality. Service quality affects customer satisfaction of Sour Sally frozen yoghurt because in the food industry, customer wants the food to be served quickly and well. Moreover, mostly customers of Sour Sally are teenagers and young modern professionals that want everything be quick and fast. Sour Sally's outlets that apply service system like the fast-food restaurant service system make their employee to serve the customer order quickly. Furthermore, frozen yoghurt product is the product that can be served quickly so the customers feel that Sour Sally has a very good service quality.

Variable that has the least effect to the customer satisfaction of Sour Sally frozen yoghurt in Surabaya is food quality. Food quality has the least effect to the customer satisfaction of Sour Sally frozen yoghurt because customers in Surabaya feel that in terms of taste and quality, Sour Sally frozen yoghurt product is almost the same with the other frozen yoghurt products in Surabaya. Furthermore, frozen yoghurt product originally has the dominant sour taste like the yoghurt in common so that even Sour Sally innovates frozen yoghurt in various tastes, the taste of frozen yoghurt product in Surabaya will much likely be the same because of the dominant sour taste which is the basic taste of yoghurt.

The result of this research also shows that customer satisfaction has a huge effect to the behavioral intention of Sour Sally frozen yoghurt customers in Surabaya. Customer satisfaction has a huge effect to the Sour Sally in Surabaya because Sour Sally is the first company offers new and unique experience to the customer through frozen yoghurt products. These experiences make the customers to feel the satisfaction when they consume Sour Sally frozen yoghurt products. Besides, Sour Sally products has become a trend and lifestyle in Surabaya so that consuming Sour Sally product will give satisfaction to the customer, which most are the teenage and young professional that love to hang out.

Perceived value is the variable that give the biggest effect to the creation of customer satisfaction, and because of that, it is important for Sour Sally to improve their perceived value it has by: making sure of the suitability of the price offered with the product offered, make a cooperation with the parties involved in the effort of giving attractive promotions, and make sure that all the promotions offered can be delivered well.

Service quality is the variable with the second biggest effect to the creation of customer satisfaction. Sour Sally needs to continually improve service quality it has. The tenant or outlet attractive design, the cleanliness, the service that is friendly, quick and satisfiable, are all the main points need to be concerned. Moreover, waiter, waitress and employee need to master all the products that Sour Sally offers. Sour Sally's employees that can understand customers' wants well will bring customer satisfaction.

Food quality is the variable that also important in the creation of customer satisfaction. Food quality holds an important role in the food industry. Even frozen yoghurt offered has taste options and quality that tend to be

same with other frozen yoghurt brands, Sour Sally need to continually improve the uniqueness it has so there will be striking differences in the tastes and quality offered. When Sour Sally improves and enhances its uniqueness it offers, this uniqueness will create a difference between Sour Sally and other frozen yoghurt brand, and finally will create a barrier for the other frozen yoghurt brand to equalize or rival Sour Sally's food quality. The uniqueness offered can be the topping variation, variation of frozen yoghurt taste (e.g. vegetables taste), more attractive frozen yoghurt packaging design that adjusts to the market segment which is the young people, and the more interesting form of frozen yoghurt presentation.

In the food industry, customer satisfaction is so important because it will create a positive behavioral intention, which in the end will directly bring customers to buy Sour Sally products. Moreover, now there are more players in the food industry, including some frozen yoghurt brands that come up. Because of that, it is important for Sour Sally to improve and enhance its service quality, food quality, and maximize its perceived value so Sour Sally can improve customer satisfaction that will bring effects to the customers' behavioral intention of Sour Sally frozen yoghurt in Surabaya.

5.2 Limitation and Research Extention

There are several limitations within this research, first this research only use limited sample in Surabaya. It also can be concluded that researchers and strategists need to consider other issues relating to service quality, food quality, perceived value and customer satisfaction to increase behavioral intention. In further research, it is expected to increase the sample used in order for the data to be more generalized. Secondly, it is to consider other issues such as socio – demographics factors related to behavioral intention.

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