

## Analysis of Servqual And Product Quality Effects on Customer Satisfaction In Retail (A Field Research In Giant Citra Raya)

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**Abstract:** As the growth of supermarket outlets is rapidly increasing, making the customers have more need to satisfaction. This research is to analysis the effect of service quality and product quality on customer satisfaction. This research object is Giant Tangerang Citra Raya (PT. Hero Supermarket TBK/Dairy Farm. co). Research problems refers to business phenomenon in Giant Citra Raya: what increasing customers satisfaction. A model has been built, and three research hypothesis has been formulated. Overall research respondents are subscribers Giant Tangerang Citra Raya (PT. Hero Supermarket Tbk) in Tangerang . The sampling method used was accidental sampling of the entire customer of Giant Citra Raya is eligible. The number of sampling formula in this study used Slovin formula, with 152 respondents. Data analysis utilizes Path Analysis with SPSS. Result of this research shows the service quality and quality of product of influential positive on customer satisfaction.

**Keywords:** quality, service, product, customer satisfaction.

### I. Introduction

Hectic business competition in the retail sector, forcing retailers continue to innovate and imitate each other in seizing the customer to win the competition. Imitate each other to make each retail concept similar again become indistinguishable.

High competition, also cause customers face more alternative products, prices and quality vary, so customers will always find the values most highly regarded of some products (Kotler, 2005). Low quality (both services and products) will cause dissatisfaction in customers, such as retail, not just customers who shop at the retail but also have an impact on others. Because customers are disappointed to be told at least to the 15 others. The impact, potential customers would impose his choice to competitors (Lupiyoadi and Hamdani, 2006). Efforts to improve service quality system, it would be much more effective for business continuity.

In general, it is said that if customers are satisfied with the products or services offered, they then may re-purchase and add to their purchase (Kotler, 2008). "Customer satisfaction will occur when the value and customer service provided in retailing experience meet or exceed customer expectations (Aeron Setiawan and John Sondra Kunto, 2013: 1)". Then a satisfied customer may tell the others about their mutual experiences, thus generating the information by word of mouth is positive, thereby increasing the company's market share. (Yes Ozkaya and Selda E 2014).

Data from table 1 below can be analyzed that the visitors Giant Citra Raya in the last five years showed a decline, so management is trying to find the cause of the decrease in the number of customers whether internal factors or external factors. The data on the number of customer Giant Citra Raya last five years are as follows:

**Table 1.**Data Number of Visitors Giant Citra Raya

No	Years	Actual	Last Year	% vs Last Year
1	2011	3.139.818		
2	2012	2.186.688	3.139.818	-30%
3	2013	2.108.299	2.186.688	-4%
4	2014	2.073.589	2.108.299	-2%
5	2015	2.070.823	2.073.589	-1%

Source : Giant Citra Raya (2015).

Since it was established five years ago Giant Citra Raya received several complaints submitted to the company's customers, as for the complaint data on the Inventory are as follows.

**Table2.** List of Customer Complaints

No	Division	Complaint
1	Service	1. Lack of personnel, so that when customers need information to be looking for a first officer. 2. The cashier provided insufficient, so customers have to queue at the time to pay. 3. Cashier less friendly.
2	Product	1. Certain products are often out of stock so that customers who specifically want to buy these products to feel disappointed. 2. Lack of variety of products, so customers difficult to compare. 3. The fresh products are sold sometimes less fresh even unseemly.

Source :*Observ in Giant Citra Raya (2015).*

The company's decision to take remedial action services and products systematically is an umbrella decisive in following up on consumer complaints of a failure that could ultimately satisfy the consumer. Customer satisfaction is not only valuable in good economic times, but also in bad economic times. The study was conducted with the aim to: 1) analyze the effect of service quality on customer satisfaction; 2) to analyze the effect of product quality to customer satisfaction; and 3) to analyze the influence of the quality of service and product quality to customer satisfaction, both directly and indirectly simultaneously.

### Literature Review And Hypothesis

Service quality: reflect all dimensions of deals that generate benefits for customers. In the context of the quality of services, also according to Kotler and Keller (2008; 156), there are several dimensions of quality as the reference, which are: 1) Responsiveness (responsiveness), the ability to help customers and availability to serve customers well; 2) Reliability (reliability), the ability to perform the promised services in accordance with immediate, accurate and satisfactory; 3) Empathy (empathy), which is a sense of caring to give individual attention to customers, understand customer needs, as well as easy to be contacted; and 4) Assurance (collateral), namely knowledge, courtesy of its officers and trustworthy so that customers are free from risk; Tangibles (direct evidence), which includes the physical facilities, equipment for employee communications.

Product Quality: According to Mullins, et. al (2005: 422) if the company wants to maintain its competitive advantage in the market, companies must understand what aspect of the dimensions used by consumers to distinguish the products sold by the company with competitors' products. In the retail quality of products is divided into product quality, product packaging, sales, and availability / product variation. Dimensional quality of the product itself consists of:

- 1) Performance, related to the basic operating characteristics of a product.
- 2) Durability, which means how long or life of the product concerned to survive before the product must be replaced. The greater the frequency of use of consumer to the product, the greater the durability of the product.
- 3) Conformity to specifications, namely the extent to which the basic operating characteristics of a product meets certain specifications of the consumer or not the discovery of defects in the product.
- 4) Features, are the characteristics of products designed to enhance the functionality of the product or increase consumer interest towards the product.
- 5) Reliability, is the probability that the product will work satisfactorily or not in a given time period. The smaller the chance of damage to the produce may be unreliable.
- 6) Aesthetics, dealing with how the product appearance can be seen from the look, taste, smell, and the shape of the product.
- 7) Perceived quality, often said to be an outcome of the use of measurements carried out indirectly because there is a possibility that consumers do not understand or lack of information on the product concerned. Thus, consumer perceptions of products derived from the price, brand, advertising, reputation, country of origin, in ritell availability.

Customer satisfaction: Oliver (2010: 129) states that the key to retaining customers is customer satisfaction, customer satisfaction where the dimensions are: 1) Expectations, the customer is satisfied only if the fact they are buying products that already meet or exceed the expectation / expectations of them. A good product is a product that is able to meet the expectations / expectations of its customers, so that customers will have a positive experience after purchasing the product; 2) Subjective Disconfirmation, the customer is satisfied if there are no matters or reasons related products that incompatibility is subjective; 3) Performance Outcomes, the customer is satisfied with the overall performance of the products he purchased and get the optimal benefits in accordance with what he wants.

Based on previous studies, can pull relationship between variables affect service quality to customer satisfaction is partially based on research Krishna, et ., al (2010: 8), affect product quality to customer satisfaction is partially based on research Ehigie (2006), quality of service together influential product quality to customer satisfaction based research Kursunluoglu (2007). Figure frameworks like Figure 1 below.

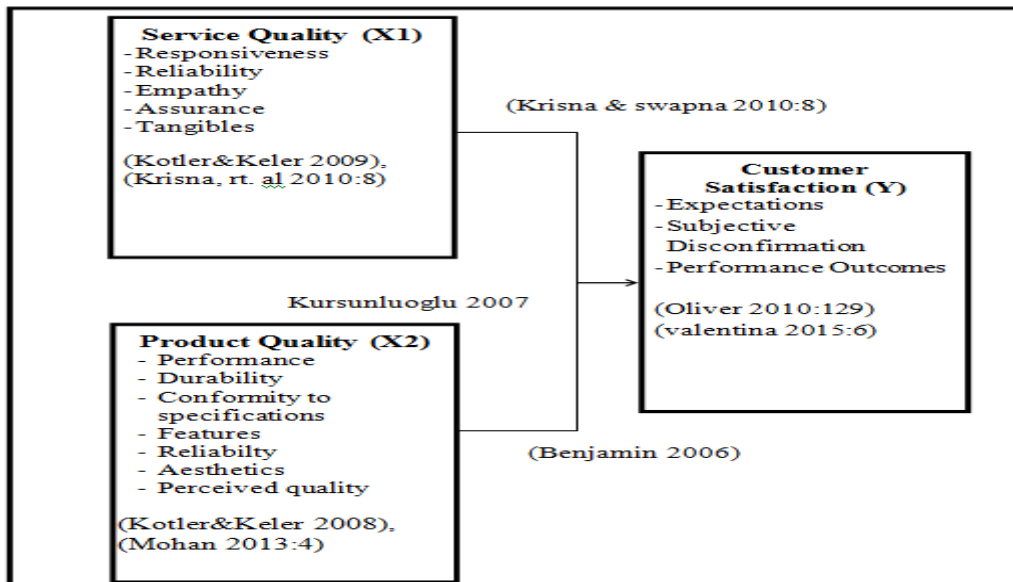


Figure 1: Framework

The research hypotheses are: 1) Quality of service influence on customer satisfaction; 2) Quality of service a positive effect on customer satisfaction; and 3) the quality of service and product quality positively affects customer satisfaction.

## II. Methods

This research uses explanatory research design. The sampling method used is a non-probability sample or not random. The sampling technique in this research is using accidental sampling (how unintentional) where researchers have the freedom to choose who encountered which can be sampled as per the requirements of the existing population. The method used in this study is a survey method.

The population in this study is the Giant Customer Citra Raya average  $2,070,823 / 12/30 = 5752$  per day. The samples used a proper sampling method in order to obtain a representative sample and to describe the state of the population to the fullest. Therefore, the sample collection technique is done with accidental sampling to determine customers who become members of the sample. The size or the number of samples in this study are determined based on the theory developed by Slovin, Umar (2008: 141) with the formula  $sukuran$  sample of 152 respondents. Path analysis tools Analysis with SPSS version 2:33.

Path analysis is one tool of analysis developed by Sewall Wright (Dillon and Goldstein, 1984). Wright developed a method to determine the direct and indirect effect of a variable, where there are variables that influence (exogenous variables) and variables that influenced (endogenous variables), Hapzi Ali and Nandan Limakrisna (2013: 137).

Prior to the analysis instrument to test the questionnaire with validity and realibilitas and classical assumptions of indicators, dimensions and variables of the study.

## III. Result & Discussion

### Validity and reliability test

Before instrument questionnaire given to respondents in advance in the validity and realibilitas. Validity by analyzing count r (coefficient) and r table. If  $r \text{ count} > r \text{ table}$  of the questionnaire conclude valid and can continue to the next analysis.

Table 3. Validity Service Quality (X1)

Service Quality (X1)	Koefisien Validity	r <sub>Table</sub>	Conclusion
X1.11	0.684	0.159	Valid
X1.12	0.472	0.159	Valid
X1.13	0.487	0.159	Valid
X1.14	0.458	0.159	Valid
X1.21	0.454	0.159	Valid
X1.22	0.501	0.159	Valid
X1.23	0.488	0.159	Valid
X1.24	0.459	0.159	Valid
X1.25	0.457	0.159	Valid

X1.31	0.564	0.159	Valid
X1.32	0.616	0.159	Valid
X1.33	0.656	0.159	Valid
X1.34	0.702	0.159	Valid
X1.35	0.623	0.159	Valid
X1.41	0.709	0.159	Valid
X1.42	0.631	0.159	Valid
X1.43	0.588	0.159	Valid
X1.44	0.589	0.159	Valid
X1.51	0.518	0.159	Valid
X1.52	0.595	0.159	Valid
X1.53	0.553	0.159	Valid
X1.54	0.431	0.159	Valid

Source: Results of the questionnaire data processing, 2015

Based on Table 3 above it can be seen that the entire item questionnaire to the variable quality of service altogether has  $r_{hitung} > r_{tabel}$ , ( $r_{hitung} > 0.159$ ) so that the whole item questionnaire on price perception variable declared invalid. The results of the validation test calculations for variable product quality obtained the following results:

**Table4.** Validity Product Quality (X2)

Product Quality (X2)	Koefisien Validity	$r_{Table}$	Conclusion
X2.1	0.831	0.159	Valid
X2.2	0.661	0.159	Valid
X2.3	0.684	0.159	Valid
X2.4	0.639	0.159	Valid
X2.5	0.758	0.159	Valid
X2.6	0.732	0.159	Valid
X2.7	0.840	0.159	Valid

Source: Results of the questionnaire data processing, 2015

Based on Table 4 above it can be seen that the entire item questionnaire to the variable quality of the products entirely have  $r_{hitung} > r_{tabel}$ , ( $r_{hitung} > 0.159$ ) so that the whole item questionnaire on product quality variable declared invalid.

The results of the validation test calculations for Customer Satisfaction variables obtained the following results

**Table5.** Validity Customer Satisfaction (Y)

Customer Satisfaction (Y)	Koefisien Validity	$r_{Table}$	Conclusion
Y1	0.799	0.159	Valid
Y2	0.841	0.159	Valid
Y3	0.754	0.159	Valid

Source: Results of the questionnaire data processing, 2015

Based on the above table 5 it can be seen that the entire item questionnaire for the whole price perception variables have  $r_{hitung} > r_{tabel}$ , ( $r_{hitung} > 0.159$ ) so that the whole item questionnaire on the perception variables declared invalid value.

**Table 6.** Uji Reliabilitas

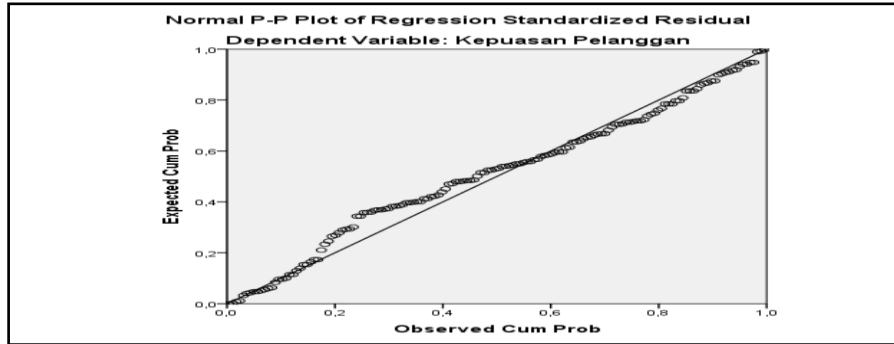
Variabel	Cronbach's Alpha	N of Item
Service Quality (X1)	0.893	22
Product Quality (X2)	0.860	7
Customer Satisfaction (Y)	0.716	3

Source: Results of the questionnaire data processing, 2015

Based on Table 6 above we can see that all the dependent variables as well as the intervening variable and independent variable has a value of Cronbach's alpha  $> 0.6$  for all variables that are reliable and can be used for measurements in the context of data collection.

**Classical assumption**

**Normality test.** Before conducting further analysis to determine whether the data were normally distributed data must be necessary to test for normality using the scatterplot and Kolmogorov-Smirnov test.



Source: Output SPSS 23.0 for windows

Figure 2. Normal P-Plot Customer Satisfaction

From Figure 2 it can be seen that all the data follow or be around diagonal (expected normal) so that all the data that is normally distributed. Thus these data meet the assumption of normal or normality following the line so that the regression model proposed feasible to use.

Table 7. Kolmogorov-Smirnov test

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N	152	
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	,99335541
Most Extreme Differences	Absolute	,053
	Positive	,034
	Negative	-,053
Test Statistic	,053	
Asymp. Sig. (2-tailed)	,200 <sup>c,d</sup>	
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Output SPSS 23.0 for windows

Table 7 above using the Kolmogorov-Smirnov test, the results of tests conducted found angka Asymp sig > 0.05 (5%) so the normal distribution of data distribution and data are good for further analysis.

Multicollinearity Test. Multicollinearity is an event that inform Whether independent variable has similarity with other independent variable in-one models. Multicollinearity can be observed from variance Inflation Factor (VIP) and Tolerance (TOL).

Table 8. Coefficient collinearity

Coefficients			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality	,266	3.756
	Product Quality	,266	3.756
Dependent Variable: Customer Satisfaction			

Based on multi collinearity test table we can see that VIF and TOL mean each independent variable has VIF no more than 10 (VIF < 10) and TOL > 0,1. Thus we can conclude that structure path analysis model is free of multicollinearity assumption.

**Research result**

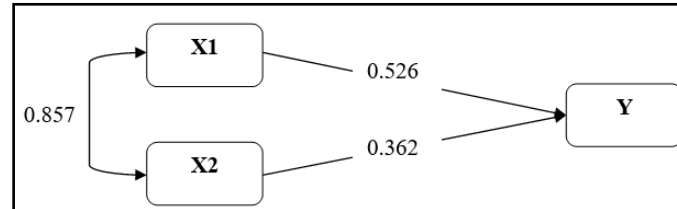
The results of such a study table 9 below with variable coefficient of quality of service (X1) and product quality above X2 is (Pyx1 = 0.526 and Pyx2 = 0.362) and the correlation between variables X1 and X2 are the 0.857 served as figure 3 below

**Table 9.** Coefficients regression

Coefficient		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	,342	,178		1,927	,056
	Service Quality	,606	,094	,526	6,428	,000
	Product Quality	,324	,073	,362	4,428	,000

a. Dependent Variable: Customer Satisfaction

Sumber: Output SPSS 23.0 for windows



Source: Result from the data, 2015

**Figure 3.** Path Analysis Structure

**Determination analysis (R<sup>2</sup>).**

The R value of 0.857 in Table 8 below shows the double correlation (quality of service and product quality) with loyalitasinvestor. Taking into account the variations in the value of R Square of 0.735 which indicates the magnitude of the role or contribution of the variable quality of service and product quality to explain the variables of customer satisfaction for 73.5 percent and the remaining 26.5 percent is influenced by other variables.

**Table 8.** Modelsummary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,857 <sup>a</sup>	,735	,732	,25591

a. Predictors: (Constant), Product Quality, Service Quality

Source: Output SPSS 23.0 for windows

**Effect of Partial (t test) and Simultaneous Effect (Test F)**

Assessment of the effect of partial aims to examine whether each of the independent variables significantly influence the dependent variable partially with  $\alpha = 0.05$  and also the acceptance or rejection of the hypothesis. Partial test (t test) to answer a hypothetical one and two of this study.

**Table 9.** Result t test (Parcial)

No.	Variabel Bebas	t hitung	Sig. t
1	Service Quality (X <sub>1</sub> )	6,428	0.000
2	Product Quality(X <sub>2</sub> )	4,428	0.000

Source : Estimasi Regresi Result

From Table 9 above the figures obtained t count variable X1 for 6,428, because t count > t table (6,428 > 1,683), then Ho is rejected and H1 accepted, meaning partially significant effect service quality to customer satisfaction. In addition, also for the test based on significance testing, can be seen from the output of significance of 0.000, due to number more significance level of <0.05 (0.000 < 0.05), it can be concluded that the quality of service affects signifilan to customer satisfaction, so the first hypothesis is accepted.

Furthermore, in Table 9 above figures obtained t calculate the variable quality of the product (X2) is 4.428, because t count > t table (4.428 > 1,683), then Ho is rejected, meaning a partial no influence product quality to customer satisfaction. In addition, also for the test based on significance testing, can be seen from the output of significance of 0.000, due to the significance level figures much of <0.05 (0.000 < 0.05), it can be concluded that the quality of the products a significant effect on customer satisfaction, thus the second hypothesis is accepted.

To answer the third hypothesis THAT the quality of service and product quality influence on customer satisfaction simultaneously can be seen from Table 10 below.

**Table10.** Result F Simultan Test

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27,095	2	13,548	206,868	,000 <sup>b</sup>
	Residual	9,758	149	,065		
	Total	36,853	151			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Product Quality, Service Quality						
Source: Output SPSS 23.0 for windows						

From table 10 above (ANOVA table) obtained Fhitung 206 868 greater than Ftable 3:10 (206 868 > 3.10) and a significant value of 0.000 is less than 5 percent (0.000 < 0.05). Then the null hypothesis (H0) is rejected and the hypothesis alternative (H1) is accepted, meaning that there is significant influence variable quality of service (X1) and the quality of the product (X2) to the satisfaction of the customer (Y) together (simultaneously) at Giant Citra Raya (PT . Hero Supermarket Tbk) in Tangerang. Thus the third hypothesis is accepted.

Aside from the influence can simultaneously also in the analysis of the influence of langsung and indirect results of the process such as table 11 below:

**Table 11.** Recapitulation Effect of Direct and Indirect

Variable	Direct	Indirect		Sub Total	Total
		X <sub>1</sub>	X <sub>2</sub>		
Service Quality (X <sub>1</sub> )	27,67%		16,32%	43,98%	43,98%
Product Quality (X <sub>2</sub> )	13,1%	16,32%		29,42%	29,42%
Total effect X <sub>1</sub> , X <sub>2</sub>					73,4%
Total Effect of other variables					26,59%

Source: Data processed for the purposes of research, in 2015

The total value of the influence of Quality of Service (X1) and Product Quality (X2) on customer satisfaction (y) both directly and indirectly is sebesar 73.4 percent. This value is equal to the value of R-square of 73.5 percent 0.1 only differ due to rounding as in table 8 Anova above. This process aims to determine the effect of direct and indirect between independent variables. Not that variable X1 or X2 be intervening variable but only to test the value of R square is equal to the total direct and indirect influence.

### 1. Quality of Service effect on Customer Satisfaction

Quality of service is positive and significant impact on customer satisfaction. The quality of service that better reflects all dimensions of deals that generate benefits for customers. In the context of service quality according to Kotler and Keller (2008; 156), the dimensions of service quality are: 1) Responsiveness; 2) Reliability; 3) Empathy; and 4) Assurance. The key to retaining customers is customer satisfaction, Oliver (2010: 129), where the dimensions of customer satisfaction are: 1) Expectations; 2) Subjective Disconfirmation; and 3) Performance Outcomes.

If the company wants to maintain its competitive advantage in the market, companies need to understand aspects of the quality of service expected by the consumer to differentiate the company's products are sold to a competitor's product, Mullins, et. al (2005: 422).

The results of this study supported research conducted Emel (2007), patricia hudelstone (2009) and act saif malik (2012) that there are significant positive and significant correlation between quality of service and customer satisfaction. Besides, strengthened also by the findings that the quality of service is positive and significant impact on customer satisfaction partially, Hapzi Ali, Nanda Limakrisna & Djamalluddin Said (2016).

### 2. Product Quality effect on Customer Satisfaction

Product quality and significant positive effect on customer satisfaction. In the retail quality of products is divided into product quality, product packaging, sales, and availability / product variation. Dimensional quality of the product itself consists of: 1) Performance; 2) Durability; 3) conformance to specifications; 4) Features (features); 5) reliability; 6) Aesthetics; 7) Perceived quality. Customer satisfaction is the key to retaining customers Oliver (2010: 129), where the dimensions of customer satisfaction are: 1) Expectations; 2) Subjective Disconfirmation; and 3) Performance Outcomes.

The results are consistent with research Emel (2007), patricia Huddelstone (2009) and Bijana (2011), where the quality of the products berpengaruh positive and significant impact on customer satisfaction.

### **3. Quality of Service and Quality of Products effect on customer satisfaction simultaneously, and both direct and indirect**

The quality of service and product quality simultan positive and significant impact on customer satisfaction. The quality of service that better reflects all dimensions of deals that generate benefits for customers. In the context of service quality according to Kotler and Keller (2008; 156), the dimensions of service quality are: 1) Responsiveness; 2) Reliability; 3) Empathy; and 4) Assurance. The key to retaining customers is customer satisfaction, Oliver (2010: 129).

Product quality and significant positive effect on customer satisfaction. In the retail quality of products is divided into product quality, product packaging, sales, and availability / product variation. Dimensional quality of the product itself consists of: 1) Performance; 2) Durability; 3) conformance to specifications; 4) Features (features); 5) reliability; 6) Aesthetics; 7) Perceived quality. Customer satisfaction is the key to retaining customers Oliver (2010: 129), where the dimensions of customer satisfaction are: 1) Expectations; 2) Subjective Disconfirmation; and 3) Performance Outcomes.

Results research is consistent with research Emel (2007), patricia Huddleston (2009) and Bijana (2011) that there are significant jointly and positive between quality of service and product quality to customer satisfaction. Quality of service is influenced neither by product quality to the customer satisfaction based on research results from table 10 above, and vice versa. in addition, strengthened also by the findings that the quality of service is positive and significant impact on customer satisfaction partially, Hapzi Ali, Nanda Limakrisna & Djamalluddin Said (2016).

## **IV. Conclusion**

**Conclusions:** 1) Quality of service is positive and significant impact on customer satisfaction Giant. This is justified by the results of the analysis are able to contribute positively. So well known that there is a positive result for the effect, directly or indirectly, with the dimensions of reliability becomes the dominant factor in influencing customer satisfaction; 2) The effect on the product quality customer satisfaction Giant. This is justified by the results of the analysis are able to contribute positively. Other results showed that the quality of products directly and indirectly positive effect on customer satisfaction, with the dimensions of the performance of the product is a dominant factor in influencing customer satisfaction Giant; and 3) quality of service and product quality together or simultaneously influence customer satisfaction Giant Citra Raya. This is justified by the results of the analysis are able to contribute positively and have a strong correlation.

**Suggestions:** 1) To improve customer satisfaction, Giant Citra Raya must consider the best service as promised and ensure that customers purchase can be used optimally and in line with expectations (staff must sort the good before the goods on display) and 2) On research further, researchers can conduct research with marketing variables other than the variables that have been studied, also with data analysis method to another, so that later obtained the findings of a new and more accurate results that can add to or supplement the results of previous research , Finally, hopefully the data and this information can help similar companies in increasing sales.

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