

A Study on the Impact of Service Quality on Customer Satisfaction and Loyalty

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Abstract: This paper is focused on quality of services offered by colleges so those colleges can contend their adversaries and look for satisfaction from understudies. In entire of the world particularly center is thought around spreading training. For instruction improvement, part of Private Colleges is amazingly admitable. Rivalry of Colleges is likewise essential point for every one of school in term of number of understudies. It is acknowledged that colleges who are giving quality of services, their understudies are fulfilled and along these lines responsibility with colleges is expanded which brings about notoriety of school. Measurements of quality of service incorporate substantial, compassion, dependability, responsiveness and affirmation. Adolescents were arbitrarily chosen with the end goal of concentrates that are from Inter level to Master level of instruction. Consequences of study demonstrate that service quality is observed to be vital factor for satisfaction of customers. All of points of view of service quality are observed to be decidedly corresponded while one of those factors that are compassion demonstrates negative association with service quality and with satisfaction of customers and it is guidance for future analyst not to look into on this variable. Principle interest of this exploration in entire of the world is that it recognizes the primary factors of service quality which eventually influence the satisfaction of customers. This paper will enable best administration of organizations and foundations to improve systems to for upgrading quality of service rendered to customers so satisfaction customers' level can be expanded. It is additionally watched if administration of association is cognizant about quality of service then the customers' satisfaction can be expanded which prompts customers' unwaveringness and toward the end customers will be conferred with those organizations.

Index Terms: Customers satisfaction, Service Quality, Private Colleges, SERVQUAL

I. INTRODUCTION

Each association needs to take a stab at perfection. Numerous factors contribute for perfection of any association. In current time, association's definitive objective is to produce profit. Colleges are likewise incorporated into organizations. Understudies are the primary factor for achievement of any school. At the point when understudies' satisfaction is more they obliged progressively and because of it understudies of that school will be expanded. Presently understudies and their folks are exceptionally savvy for choosing school so understudies take in more to face all of world inconveniences come in their life and lead an existence like leader of the world. Since through training we figure out how to handle the issues throughout our life. Colleges which are giving greater quality of services their understudies are expanded and furthermore distinction of school will be expanded which comes about not in just notoriety but rather their profit edges are raising quickly. For drawing in new understudies are turned out to be pivotal point for colleges. Quality is primary factor for drawing in new customers for assembling and in addition service division. This exploration is just for service part curiously training particularly colleges so factors which are demonstrated as points of view of SERVQUAL are taken. Five points of view of SERVQUAL are distinguished by (Parasuraman et al.1988) which are substantial, compassion, affirmation, responsiveness and unwavering quality. Colleges which are consented to expand understudies ought to need to center around quality of services offered. In the expressions of Sattari et al, organizations which give careful consideration to customers as offering service quality get by as a focal point of brilliance. Numerous examinations were led on satisfaction of customers however up till now no investigation is directed in instruction particularly colleges. So this investigation explains satisfaction of understudies. There is more rivalry among colleges and these couldn't collaborate on one part which speak to justify segment among various colleges. This examination is utilized to check the connection between parts of quality of services and satisfaction of client.

II. LITERATURE REVIEW

2.1 Service quality

In service area particularly colleges contemplating service quality has considered as a planned issue. Service quality characterized as "it is a type of conduct that identifies with satisfaction yet not comparable to it which comes about as an adjust of prospect with execution" (Bolton and Drew, 1991; Cronin Jr. furthermore, Taylor, 1992; Parasuraman, Zeithaml and Berry, 1988; Shepherd, 1999). Definitely, SERVQUAL can be depicted as "thinking-less expectations" through profundity support of service quality (Parasuraman, Zeithaml and Berry, 1991). Different scientists characterized quality as "it is a degree to which any service satisfies client's necessities or expectations (Dotchin and Oakland, 1994; Lewis and Mitchell, 1990). It is additionally thought as "it is the reasoning of client about deficiency or amazingness of services (Zeithaml, Berry, and Parasuraman, 1990). From customers' perspective, five factors of SERVQUAL are found by Sureshchandar, Rajendran, and Anantharaman (2003). Those are:

- a) Foundation service
- b) Service delivery as a Human element
- c) Non-human element
- d) Service Tangibles
- e) Societal dependability

In the early hours, scientists has been explained SERVQUAL as " It is a layout of way which comes because of the distinction between customers' expectations about any service got and considering service being gotten (Parasuraman, Zeithaml, and Berry, 1988). As a perspective

of Grönroos (1983), SERVQUAL comprises of two components – down to earth quality ("what" is continue) and effective quality ("how" is continue). As a customary approach, buyers' normal service quality is contrast between real performances and expectations (Grönroos, 1984; Parasuraman et al., 1988). Normally measures utilized for managing this factor are SERVPERF and SERVQUAL (Zeithmal et al., 1993; Cronin and Taylor, 1992), both are utilized to recognize alternate points of view in many investigation of keeping money sector (Oppewal and Vriens, 2000; Bahía and its fitness for arrange reason to extend them (Subramaniam and Youndt, 2005; Santos-Rodrigues et al., 2010). Along these lines, intangibles can separate those qualities which are offered to various customers. Objective capital shape can be contemplated for pondering factors deciding quality, satisfaction and picture. Meaning of sane capital is as "it is the arrangement of inconspicuous assets which straightforwardly appears in money related proclamation of any firm, making of correct esteem or can be do in up and coming (Ding and Li, 2010). Because of idea contemplated in detail by Alama et al. (2006), reasonable capital is the blend of four components: human, relational, organizational and technological capital. These factors are clarified by Bueno et al. (2008) as takes after:

Human capital: It is a capital of human trademark and acknowledges both contemporary capacities (mindfulness, aptitudes and conduct) and the abilities of groups and people for learning and origination.

Technological capital: It is howdy tech intangibles which are enjoyed doing the capacities and traps for generation procedures or rendering of services for any firm. It likewise comprises of attempts for analyze, change and innovation, mechanical individual characteristics of technological, sensible and business belonging (Bueno et al, 2008).

Organizational capital: A progression of easygoing and official intangibles which makes procedure of any association. Components of organizational capital are exercises, customs and structures.

Relational capital: It is the connection work by any firm with operators inside its condition. Condition incorporates customers, providers, relate individuals, competitors, the overall population, foundations and so forth. All of components of normal capital are clarified in these slippery factors.

1. **Attention to customers:** It is the piece of human capital. It incorporates viability and efficiency of school representatives when serving to the present understudies. It likewise incorporates accommodation, obligation and proficiency.

2. **Organizational efficiency:** It is the piece of capital of any firm. It is identified with efficiency in method of school e.g. basic and sets aside less time for consent about services requested by customers, deal with customers inside fitting time.

3. **Web efficiency:** It is the division of technological capital. It is identified with efficiency of web platform, online service and unfaltering quality of accessibility of website pages of school. The level of simple to utilize and security of website page is likewise incorporate into it.

4. **Personalization:** It is the piece of relational capital of a firm. It comprises of selection of services of school for satisfying customer's needs by giving some extraordinary payback to current understudies. It likewise incorporates special paybacks any school offers as cooperations with other school e.g. better focuses or some other service give as to enthusiasm of customers. Personalization can likewise be characterized as "any service adjusted to satisfy requests of individual customer" (Ball et al., 2006; Vesanen, 2007). Shape likewise comprises of these factors:

Physical equipment: It alludes to material transportation and equipment which make it conceivable to give suitable focus to understudies at school.

SERVQUAL is influenced by four factors of which three are immaterial including attention to customer, organizational efficiency and web efficiency yet one is physical equipment that is called unmistakable. Every one of these factors have influenced the photo distinguished by customers which has roundabout impact on satisfaction and direct impact on dependability. As an idea of immaterial components of human capital and from saving money specialists on service quality attention of customers have picture which encourage certainty. Bitner and Hubert (1994) consider service quality as "a customer pondering predominance of the performance of services."

2.2 Service Quality Perspectives

Five viewpoints of service quality have been distinguished by Parasuraman et al. (1988). These are compassion, dependability, responsiveness, confirmation and physical assets which interface specific service character bearing in mind the end goal of customers.

- (a) **Tangibles** – corporal impression of human resources, conveniences and equipments
- (b) **Empathy** – more attention towards things individually and concern about them
- (c) **Assurance** - employee's awareness and politeness and their potential to deliver faith and self-belief
- (d) **Reliability** – potential of institute, organization and employees to carry out service in promised and correct way
- (e) **Responsiveness** – readiness of representatives to help customers when they required and convey snappy service to them. Asubonteng, McCleary and Swan (1996) talked about in their exploration that service quality degree is changed starting with one industry then onto the next business. For instance, Kettinger and Lee (1994) discovered four points of view in their investigation about quality of data framework that have not material viewpoint. Cronin and Taylor (1992) distinguished one-factor profundity as a blend of five factor s'measure presented by Parasuarma et al., (1988). After review of all of proof it can be reasoned that meaning of SERVQUAL gave by Sureshchandar et al. (2003) is as which is given by Parasuraman et al., (1988). For this examination, I have utilized five viewpoints of SERVQUAL gave by Parasuarman et al., (1988).

2.3 Customers' Satisfaction

Customers' satisfaction is characterized through alternate points of view (Egert and Ulaga, 2002; Srijumpa et al., 2007). It is considered as "the sentiment welfare came about because of experience of utilization" (Lévy and Varela, 2006). At another stage, customer satisfaction is the reaction of consummation of purchasers' needs. It is considered as a service attributes or service itself which gives an upbeat satisfaction of utilization related factors (Zeithaml and Bitner, 2000). As examined by ACSI (American Customer Satisfaction Index) shape in Fornell et al's (1996) that "customer satisfaction is more noteworthy quality-pull than value draw and esteem pull." From the interpretation of numerous analysts it was watched that satisfaction is a feeling of feeling which originates from a strategy of deciphering and judging what is gotten because of desire as a consideration of wishes and necessities combined with the buy and buy decision (Armstrong and Kotler, 1996). From perspective of Wang, Lo and Yang (2004) total satisfaction is utilized more when contrasted with unequivocal satisfaction for assessment of performance of any firm and disposition of customer. Focal point of this paper is on total satisfaction on the grounds that on customers' satisfaction the vast majority of studies have done.

It is expressed by Bitner and Zeithaml (2003) that "satisfaction is estimation of customers of a service or item either those satisfy their expectations and necessities. As characterized by Boselie, Hesselink and Wiele (2002) satisfaction is a full of feeling and positive shape which comes therefore from the valuation for all of parts of working of gathering in connection with another. Two parts of satisfaction of customers have been examined by past specialists: unmistakable exchange satisfaction and aggregate satisfaction (Andreassen, 2000).

It is talked about by Giese and Cote (2000) as an evaluative idea that satisfaction is the examination by shopper viably. As a meaning of (Oliver, 1993) it is the reasoning of customer achievement of requests, targets and prerequisites. In various territories, satisfaction of customer is for the most part known and customary idea. Diverse territories incorporate financial aspects, shopper inquire about, promoting, monetary brain research and welfare-financial matters. Writing of service administration induce that satisfaction of customer is decision of a reasoning of customer about the esteem got in any connections or exchange about SERVQUAL where service quality as far as obtaining, cost of customer and value (Blanchard and Galloway, 1994; Heskett et al., 1990). It identifies with trust an incentive from connections or exchanges with blend of contending providers (Zeithaml et al., 1990).

Writing of service administration contends that customers' satisfaction influences unwaveringness of customers which automatically impacts profitability. Scientist for this hypothesis incorporate (Rust, et al. (1995); Schneider and Bowen (1995); Anderson and Fornell (1994); Heskett et al. (1994); Storbacka et al. (1994); Gummesson (1993); and Zeithaml et al. (1990) Reicheld and Sasser (1990); Heskett et al. (1990). Previously mentioned scientists clarify the connection between profitability, satisfaction and steadfastness. Examination of connection because of computing factually by Nelson et al. (1992) who clarify connect amongst satisfaction and maintenance of customers in saving money particularly in retail managing an account Rust and Zahorik (1993).

2.4 Service quality and customers' satisfaction

Connection between satisfactions of customers is given by hypothetical essential learning of SERVQUAL. SERVQUAL is presently examined as distinction amongst considering and any expectations of service of customer. Writings introduced in past years condemned on model of service quality (Brown, Churchill Jr. also, Peter, 1993; Buttle, 1996).

Firstly, proof about service quality disconfirmation prototype was little which assess service quality of customers (e.g. differentiate between real performance of service and any desires for service).

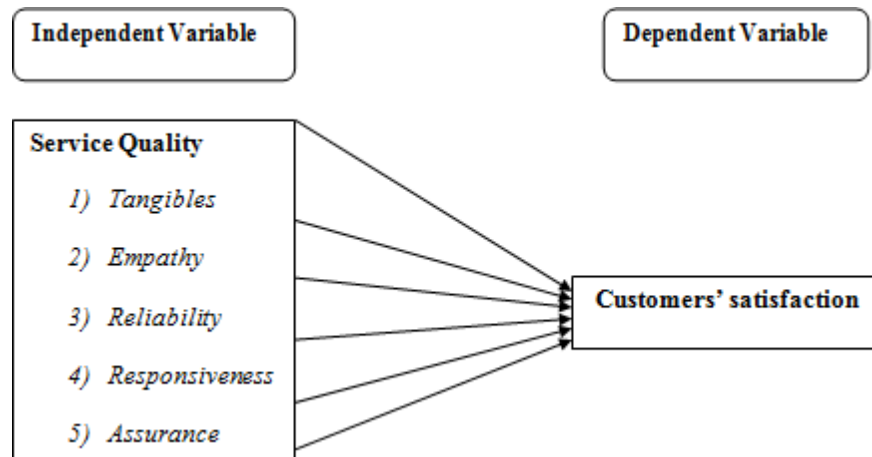
Secondly, SERVQUAL in view of expectations disconfirmation frame which is uncalled for when contrasted with behavioral for SERVQUAL. It is clarified by Cronin Jr. furthermore, Taylor as "It is an obstacle to call service quality as a conduct."

Thirdly, SERVQUAL didn't draw in the developments of evolving trusts (Buttle, 1996). In estimating of SERVQUAL as an uncalled for base was considered as "Expectations less performance" (Cronin Jr. what's more, Taylor, 1994). As a reasoning of Teas (1993) that thought of any desire for service quality ought to need to recognize esteemed deficiency (e.g. trusts not surprisingly to gauge service quality were not to such an extent) thinking short expectations estimation blueprint of SERVQUAL was misdirected purpose of reasoning about customers of service quality. In this way, he insinuated that measure of dispensing with the expectations could progress in esteem type of the SERVQUAL which is fundamentally trust on the part of reasoning. Be that as it may, by contentions of Cronin for the improvement depend on just performance and measure of service quality when correlation is made to the "thinking short expectations" measures (Cronin Jr. furthermore, Taylor, 1994).

III. CONCEPTUAL FRAMEWORK

3.1 Hypothesis for the research

- H1: There is a positive and significant relationship between SERVQUAL and customers' satisfaction
- H2: There is a positive relationship between tangibles and customers' satisfaction
- H3: Empathy is positively correlated with customers' satisfaction
- H4: There is a positive relationship between assurance and customers' satisfaction
- H5: Responsiveness is positively related with satisfaction of customers
- H6: There is a positive and significant relationship between reliability and customers' satisfaction



IV. RESEARCH METHODOLOGY

4.1 Sample

In colleges all are youth understudies are conceded. This examination depends on information taken from understudies of colleges. The purpose behind picking understudies of colleges is that they are on the whole savvy and react effectively when contrasted with others respondents. In the wake of taking consequences of this examination colleges will be in position for adjusting procedures proposed by specialist. All of youth understudies give more accentuation on quality gave by school. 185 youths were looked over changed colleges and polls were directed by and by. 150 surveys were return back with 81.08% reaction rate.

4.2 Instrument and measurement

For estimating measurements of SERVQUAL, instrument was taken from research of Tung Lai (2004). Service quality incorporates effects, affirmation, sympathy, responsiveness and dependability. Instrument utilized for customers' satisfaction is taken from explore work of (Yu et al. 2005) and (Syed Saad Andaleeb and Carolyn Conway, 2010). Survey comprises of 26 Question barring statistic factors of respondents e.g. Sexual orientation, age, involvement and capability and so on. Variable barring statistic were estimated on 5 point Likert scale.

4.3 Data Analysis

The overview investigate was begun to check satisfaction of understudies. Essential information was assembled from understudies of various colleges. The information was entered in Microsoft Excel 2007 and investigation is done through using of SPSS Version 19.0.

V. RESULTS

Table 1 demonstrates Mean and Standard Deviation for satisfaction, service quality and measurements of service quality. 5 point Likert scale instrument was utilized which going from firmly consent to emphatically oppose this idea. Normal score of SERVQUAL measurements portrays that respondents are less happy with measurement sympathy though with effects, confirmation, responsiveness and unwavering quality are more fulfilled. The Mean Score of satisfaction demonstrates that up to some degree individuals are happy with colleges' service quality.

For testing Correlation, Pearson's Co-efficient of Correlation is utilized. Table 2 indicates connection between satisfaction, Service quality and service quality measurements. The outcomes demonstrates that SERVQUAL has positive and noteworthy association with satisfaction ($r=0.570$, $p<0.01$). This impossible to miss judgment affirms Hypothesis H1 that SERVQUAL is emphatically connected with customers' satisfaction. The measurement Tangible has a noteworthy association with satisfaction of customer ($r=0.446$, $p<0.01$). This particular disclosure affirms Hypothesis H2 which appears there is a positive connection amongst satisfaction and physical assets. The measurement Empathy of SERVQUAL delineates a negative connection with the customers' satisfaction ($r=-0.328$, $p<0.01$). This impossible to miss judgment not affirms Hypothesis H3 that Empathy is emphatically connected with customers' satisfaction. Affirmation, the measurement of service quality speak to a huge and positive association with customers' satisfaction ($r=0.599$, $p<0.01$). This particular outcome affirms the H4 that confirmation has huge and positive connection with satisfaction of customers. The measurement of SERVQUAL is additionally responsiveness which speaks to a huge and positive association with satisfaction of customer ($r=0.431$, $p<0.01$). This particular sort of finding affirms the Hypothesis H5 that responsiveness, a measurement of SERVQUAL additionally has a noteworthy and positive association with satisfaction of customers. There is a positive and critical connection amongst unwavering quality and customers' satisfaction ($r=0.570$, $p<0.01$). It has affirmed H6 that unwavering quality has a positive and critical association with customers' satisfaction.

Relapse investigation is additionally ascertained to check whether SERVQUAL is a mediator of satisfaction of customers or not. Consequences of relapse are appeared in Table 3.

Table 3 speak to that there is a low level of variety because of factors considered for satisfaction. Satisfaction is explained by factor entered in condition (R-Squared = 32.4%, Adjusted Rate Squared = 32%). In this way, 32% variety is clarified by SERVQUAL which is estimated by 5 measurements in satisfaction. Other score for it is given in Table 4.

VI. DISCUSSIONS

The given score delineates that understudies are dependent upon some degree happy with quality of service gave by colleges. Affirmation and substantial have more noteworthy score than different points of view of SERVQUAL while compassion has most reduced score. Then again, Correlation speak to that four points of view of SERVQUAL including physical assets, responsiveness, affirmation and dependability are decidedly connected with satisfaction and one viewpoint which is sympathy adversely connected with satisfaction. So in future there is no compelling reason to direct research on factor Empathy. All of points of view of SERVQUAL have a critical association with customers' satisfaction. The relapse examination demonstrates that in satisfaction of customer 28% change comes because of service quality and its points of view and different changes comes because of some different factors.

VII. FUTURE IMPLEMENTATION OF THE STUDY

This investigation is directed just on service sector especially instruction particularly colleges. By expanding its extension different services must be incorporated into this examination. This examination will give charges to upper level administration of colleges that they should take after and upgrade quality of service by focusing towards such sort of things. They have concentrated on all of points of view of service quality i.e. Effects, responsiveness, dependability and confirmation. In the event that colleges need to enhance then they need to make procedures remembering the points of view of quality of service with the goal that get profitable aftereffects of the systems. Thusly, colleges contend others even progress toward becoming successor by concentrating on points of view of quality of service and such like factors.

VIII. APPENDIX

Table 1: Average Mean and S.D. for Service quality, its perspectives and Customer satisfaction

	Mean	Standard Deviation
SERVQUAL	2.3958	.32925
Tangibles	2.0350	.47153
Empathy	3.6173	.70012
Assurance	2.0805	.64086
Responsiveness	2.0683	.56006
Reliability	2.1787	.57889
Satisfaction	1.3200	.42851

Table 2: Relation among SERVQUAL, its perspectives and customer satisfaction

		SERVQUAL	Tangibles	Empathy	Assurance	Responsiveness	Reliability
Tangibles	Pearson Correlation	.683**					
	Sig. (2-tailed)	.000					
Empathy	Pearson Correlation	-.064**	-.313**				
	Sig. (2-tailed)	.436	.000				
Assurance	Pearson Correlation	.802**	.587**	-.379**			
	Sig. (2-tailed)	.000	.000	.000			
Responsiveness	Pearson Correlation	.776**	.455**	-.315**	.589**		
	Sig. (2-tailed)	.000	.000	.000	.000		
Reliability	Pearson Correlation	.722**	.411**	-.415**	.581**	.591**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
Satisfaction	Pearson Correlation	.570**	.446**	-.328**	.599**	.431**	.570**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000

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

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

Table 3: Regression study (Satisfaction as dependent variable)

Regression	R Square	Adjusted Square	Standard Error of the Estimate
.570	.324	.320	.35407

Table 4: Regression Analysis

Beta	Standard Error for Beta	T	Sig.
.743	.088	.570	.000

Dependent Variable (Satisfaction)

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