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Analysis Of Service Quality Attributes Towards Customer Purchase Intention Of Creative Workshops

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Abstract

EksplorAksi is confronted with the crucial task of enhancing service quality, indicated by lower ratings, negative reviews, and reduced repeat participation. Therefore, this research aims to identify the relationship between service quality dimensions (tangibility, empathy, assurance, responsiveness, and reliability) with customer purchase intention in the context of creative workshops. The primary focus of this research is EksplorAksi, a creative workshop organizer based in Bandung. The data collected from EksplorAksi's workshops participants (N = 214) were analyzed using the multiple linear regression method. The results indicate a significant relationship between all service quality dimensions and customer purchase intention. The research findings offer recommendations for EksplorAksi to improve customer purchase intention by focusing on tangible and intangible elements. The specific sample size of EksplorAksi's participants may restrict the generalizability of the findings to other industries. Future research should consider examining the impact of new technologies to improve service quality in creative workshops.

Keyword: *Creative workshops; service quality; customer purchase intention; EksplorAksi*

Abstrak

EksplorAksi dihadapkan pada tugas penting untuk meningkatkan kualitas layanan, yang ditandai dengan peringkat yang lebih rendah, ulasan negatif, dan partisipasi berulang yang berkurang. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi hubungan antara dimensi kualitas layanan (tangibility, empathy, assurance, responsiveness, and reliability) dengan niat beli pelanggan dalam konteks bengkel kreatif. Fokus utama penelitian ini adalah EksplorAksi, penyelenggara workshop kreatif yang berbasis di Bandung. Data yang terkumpul dari peserta workshop EksplorAksi (N = 214) dianalisis dengan menggunakan metode regresi linier berganda. Hasilnya menunjukkan hubungan yang signifikan antara semua dimensi kualitas layanan dan niat beli pelanggan. Hasil penelitian menawarkan rekomendasi bagi EksplorAksi untuk meningkatkan niat beli pelanggan dengan berfokus

pada elemen tangible dan intangible. Ukuran sampel spesifik peserta EksplorAksi dapat membatasi generalisasi temuan ke industri lain. Penelitian di masa depan harus mempertimbangkan untuk memeriksa dampak teknologi baru untuk meningkatkan kualitas layanan di bengkel kreatif.

Kata kunci: *Lokakarya kreatif; kualitas layanan; niat beli pelanggan; EksplorAksi*

INTRODUCTION

In recent years, customers have become increasingly sensitive to product and service quality (Lee & Hing, 1995). According to Zineldin (2006), service quality has emerged as a critical strategy to improve customer satisfaction in today's competitive world. To determine service quality, customers usually compare their expectations and perceptions (Vazquez & Rodriguez-Del Bosque, 2007). Wakefield and Baker (1998) state that it has been proven that customers are more likely to feel satisfied and remain longer as a result of the store's service quality and atmosphere. It denotes that the store's service quality and atmosphere has a significant impact on customers' satisfaction to make purchases. By identifying the service quality attributes that drive customer decision-making, firms can optimize their strategies and improve service quality, leading to increased sales and profitability.

This research places a significant emphasis on understanding previous customers' purchase intentions and their commitment to repurchase. By concentrating on customer purchase intention, the research aims to capture participants' intentions to engage with EksplorAksi's offerings in the future, providing valuable insights into their likelihood to make following purchases. Understanding purchase intention can offer valuable insights into participants' promises to themselves regarding future repurchases, aligning with the framework presented by Fandos & Flavian (2006) and Halim and Hameed (2005).

Creative workshops are an essential part of the service industry, specifically the event industry. Creative workshops are workshops which offer opportunities for individuals to learn techniques and skills required to create works. In recent years, creative workshops have become increasingly popular in Bandung. According to the Indonesian Ministry of Tourism and Creative Economy's report in 2019, Bandung hosted 30% more events in 2018 than 2017, and creative workshops are part of these events. Service quality is crucial in creative workshops as it contributes to the customer purchase intention and the differentiation from the competitors. The growth of creative workshops in Bandung has led to the need to understand the service quality attributes that influence customer purchase intention. Therefore, it is important to identify the critical service quality attributes that influence customer purchase intention and improve the quality of the creative workshop.

EksplorAksi is a creative workshop organizer that aims to foster creativity, relaxation, and art creation among participants. In the highly competitive event industry, EksplorAksi faces the critical challenge of improving service quality. Upon analyzing feedback from

workshop participants, it becomes apparent that overall customer perception with EksplorAksi's current service quality is declining. This decline is evidenced by lower frequency of workshop registration, lower customer ratings, negative reviews, and a decrease in repeat participation. Initially, the average customer rating was quite high at 4.8 out of 5. However, it has decreased to 4.3 out of 5 in the recent period. Similarly, the proportion of negative reviews was relatively low at 10% before, but it has significantly increased to 25% in the recent reviews. Based on EksplorAksi's database, only 9.5% of the total 453 participants have demonstrated their loyalty through repeated purchases. This relatively low percentage of repeat participation highlights a concerning problem regarding customer purchase intention.

To address this problem, comprehensive research is crucial. By evaluating the service quality and exploring the relationship between service quality and customer purchase intention, the researcher can improve the influential service quality attribute and use the insights for marketing materials in the future. While brand loyalty and customer satisfaction are indeed crucial aspects of customer behavior, this research aims to address the problem regarding declining customer purchase intention, which can significantly impact business revenue and business growth. Focusing on customer purchase intention allows the researcher to identify the factors that directly influence participants' choices to participate in EksplorAksi's workshops. Beside, a positive impact on purchase intention can indirectly contribute to the improvement of brand loyalty and customer satisfaction.

RESEARCH METODE

This research aims to investigate the influence of service quality attributes on customer purchase intention in the context of creative workshops, focusing specifically on EksplorAksi's workshops. The researcher identifies the influence of five key service quality attributes (tangibility, empathy, assurance, responsiveness, and reliability) on participants' intentions to make purchases. The study employs a quantitative research approach and collects data from participants who have attended EksplorAksi's workshops during the period of April to July 2023. This research is conducted in the short semester of 2022/2023 academic year. While the research focuses on five service quality attributes, other factors not included in the analysis may also influence customer purchase intention.

RESULT AND DISCUSSION

BUSINESS DESCRIPTION

1. Current Business Stage Description

1.1 Company Profile

EksplorAksi is a creative workshop organizer that aims to foster creativity, relaxation, and art creation among participants. EksplorAksi has three main offerings, namely regular workshop, corporate workshop, and exploration contents. The primary purpose of our workshops is to provide individuals with opportunities to relax, enhance their creativity, produce art works, and express their uniqueness. Our target market is people living in Bandung aged 19-40 years old who like to join new activities, have interest in creativity, and have motivation for personal development.

1.2 Company History

EksplorAksi was established in October 2022 by four passionate founders: Luthfia Ahdiani, Muhammad Vigas Gibran, Laurencia Maitri Soegianto, and Ida Adelia Krisna Prameswari, all with a shared passion for the event industry. EksplorAksi was established because of the analysis of emerging workshop trends in Bandung. Besides, EksplorAksi was built to accommodate people's need for creative and fun activities and new relationships. At present, EksplorAksi has gained over 800 workshop participants.

1.3 Company Name and Logo



Figure 1. EksplorAksi Logo

The name "EksplorAksi" is a combination of two words: "Eksplor" and "Aksi". "Eksplor" represents the platform's aim to facilitate people in exploring various activities by recommending activities to try. "Aksi" represents EksplorAksi's primary role as a workshop organizer, mainly focusing on creative workshops. The logo of EksplorAksi features a blue lotus, symbolizing wisdom and knowledge, which represents the expertise and knowledge of the stakeholders. The lotus also reflects the journey of the participants, who arrive at the workshops feeling stressed but leave feeling inspired.

1.4 Company Vision And Mission

The company's vision is to be a leading company that accommodates best experiences in exploration and creativity for individuals. EksplorAksi has three core missions: to offer creative activities for productive leisure time, to create insightful and memorable experiences, and to foster a creative community by collaborating with local brands

2. Current Business Stage Description

EksplorAksi's product consists of regular workshops, corporate workshops, and private workshops. EksplorAksi's workshops range from various creative skills, such as flower arrangement, cake decoration, pottery, flower balloon, painting on fabric, keychain-making, paper flowers, jelly art, punch needle, knitting, baking cookies, and pizza-making. Regular workshops take place on weekends. Corporate workshops cater to team-building activities or are integrated into corporate events, such as grand openings and product launches. Private workshops are workshops that are held on-demand for private individuals or groups. EksplorAksi is organizing the workshops while collaborating with local brands as the workshop speaker.

3. Customer Purchase Intention in Service Quality Attributes

Customer purchase intention refers to the psychological state of individuals towards making a specific purchase of a product or service. It appears as a promise made to oneself to repurchase again on a subsequent trip (Fandos & Flavian, 2006; Halim and Hameed, 2005). In the area of customer purchase intention, the quality of service is acknowledged as the main driver to improve customer satisfaction and increase competitiveness (Shamdasani, Mukherjee & Malhotra, 2008). There is an importance of perceived service quality in raising customer satisfaction (Blodgett & Wakefield, 1996). The customer's perception of the offline or online environment's excellence or superiority is the basis for the term "perceived quality of the service." Customers are more likely to be satisfied when they believe that the service quality exceeds their expectations (Li & Shang, 2020).

4. Service Quality Attributes

According to Parasuraman, Zeithaml and Berry (1985), the service quality is divided into five attributes, namely service tangibility, empathy, assurance, responsiveness, and reliability.

4.1 Service Tangibility

Service tangibility was frequently viewed as the impression that service providers created when offering services in terms of good facilities, tools, employees, and communication materials (Osman & Sentosa, 2013). The physical facilities in the workshop venue, such as workshop tools and material, table and chairs, parking area, also food and beverage service, can be referred to as service tangibility. A great tangible physical environment is essential for creating customers' enthusiasm, pleasure, and relaxation (Chen, Li & Liu, 2019; Woo, 2019). Further, customer practical responses are impacted by the service tangibility (De Vos, 2019). Thus, the proposed hypothesis is as follows:

H1: Service tangibility has a significant influence on the customer purchase intention of creative workshops.

4.2 Service Empathy

According to Raza et al. (2012), service empathy was correlated with giving attention to the customer's needs when providing services. The ability to understand and respond to individual needs, such as assisting the customers in trying the workshop materials, providing a private space for the introverted individuals, and arranging seats that the customers prefer, can be referred to as service empathy. Through service empathy, customers receive individualized attention (Mittal & Lassar, 1998). Thus, the proposed hypothesis is as follows:

H2: Service empathy has a significant influence on the customer purchase intention of creative workshops.

4.3 Service Assurance

Service assurance is the ability of EksplorAksi's team, especially MC, photographer, and workshop organizer, to foster customer confidence and trust through actions like employee knowledge and respect. According to Juwaheer & Ross (2003), Osman & Sentosa (2013), and Raza et al. (2012), assurance was frequently referred to as credibility, competence, and security in providing services. Thus, the proposed hypothesis is as follows:

H3: Service assurance has a significant influence on the customer purchase intention of creative workshops.

4.4 Service Responsiveness

According to Juwaheer and Ross (2003), responsiveness is the willingness of service providers to give quick and accurate service. Service responsiveness refers to an EksplorAksi's readiness and willingness to assist the customers with service issues (such as workshop cancellations, lost items, and force majeure). Thus, the proposed hypothesis is as follows:

H4: Service responsiveness has a significant influence on the customer purchase intention of creative workshops.

4.5 Service Reliability

Service reliability was usually defined as the ability of service providers to consistently and accurately deliver the promised service (Juwaheer & Ross, 2003; Osman & Sentosa, 2013; Raza et al., 2012), includes the ability to perform convenience of workshop speaker, accuracy in the workshop materials, accuracy in the promised workshop benefits, safety and punctuality. According to Risitano, Romano & Sorrentino (2020), good service reliability means providing customers with high-quality service that is convenient and accurate, which could improve the perceived value of customers. Service reliability is the most crucial driver of customer satisfaction (Shiwakoti, Jiang, & Nguyen, 2021). Thus, the proposed hypothesis is as follows:

H5: Service reliability has a significant influence on the customer purchase intention of creative workshops.

5. Conceptual Framework

In this research, the researcher is studying the influence of service quality attributes towards customer purchase intention of offline creative workshops. The researcher utilizes Parasuraman's framework, particularly the original SERVQUAL model. Its comprehensiveness in capturing five key dimensions of service quality (tangibility, reliability, responsiveness, assurance, and empathy) aligns well with the objectives of this research to investigate the impact of those dimensions on customer purchase intention. As this research focuses on a creative workshop organizer, EksplorAksi, the SERVQUAL model's applicability to service contexts makes it a suitable choice. The SERVQUAL model offers a foundation for evaluating the perceived service quality of EksplorAksi's workshops and identifying the dimensions that significantly influence

customer purchase intention.

METHDO RESEARCH

1. Research Design

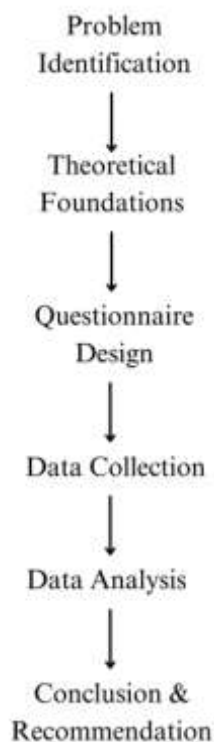


Figure 2. Research Design

The first step in the research design is to identify the problem that needs to be addressed. In this case, the problem is the declining customer satisfaction and the need for service quality improvement for EksplorAksi. The goal is to understand the key attributes of service quality that participants value when evaluating workshop offers. In the second stage, namely theoretical foundations, the researcher reviews relevant literature and theories related to customer purchase intention, and service quality to provide a theoretical framework and a foundation for hypothesis development. In the questionnaire design stage, the researcher gathers data from EksplorAksi's workshop participants. The questionnaire consists of both closed-ended and open-ended questions, focusing on participants' perceptions of service quality attributes and their purchase intentions.

2. Research Approach

In this research, the researcher utilizes a quantitative research method to quantify participants' perceptions, measure the strength and significance of relationships between variables. Given that the research aims to examine the association between service quality attributes and customer purchase intention in creative workshops, a quantitative method is

relevant due to its ability to quantify perceptions and establish statistical significance in these relationships. Furthermore, the focus of this research is to identify and measure the impact of service quality attributes to customer purchase intention and the quantitative method allows for the examination of patterns, relationships, and trends within the data.

Questionnaires will be distributed to the EksplorAksi's workshop participants limited from April until July 2023, consisting of structured questions that allow participants to rate service quality attributes and purchase intentions on measurement scales. The choice of structured questions and rating scales facilitates consistency in data collection and statistical analysis. The questionnaire will be distributed through various channels, such as direct interaction during EksplorAksi's workshops and WhatsApp invitations utilizing Google Forms. Those channels are practical and efficient for capturing a larger sample of workshop participants' perspectives. The data collected will be analyzed by using the Statistical Package for the Social Sciences (SPSS) software. SPSS will facilitate the exploration of patterns, relationships, and trends within the dataset. Through descriptive statistics, correlation analysis, regression analysis, and hypothesis testing available in SPSS, the researcher will gain deeper insights into the associations between variables and meaningful insights from the collected data.

3. Data Collection

Population

The population consists of all individuals who have participated in workshops organized by EksplorAksi during the period of April to July 2023. The decision to focus on individuals who have participated in EksplorAksi's workshops is rooted in the need for direct experience and insights into the service quality attributes and purchase intentions associated with EksplorAksi's workshops.

Sampling

In this research, the researcher will employ the non-probability sampling technique, specifically convenience sampling. This convenience sampling method is selected as it allows the researcher to gather data from readily available participants rather than through random selection, such as directly during the workshops and via WhatsApp messages. The finite population formula is applied to ensure both accuracy and representativeness in the findings. With a margin of error of 5%, a confidence level of 95%, a population proportion of 50%, and a population size of 214, the calculated sample size of 138 participants is recommended. This method is suitable for estimating a sufficient sample size that aligns with the research's

objectives and constraints.

4. Questionnaire Design

The questionnaire includes questions that are structured in a close-ended format and multiple-choice options. To collect information about the respondent's profile, the short-answer questions and checkboxes are added. The questions are implemented with a rating scale, consisting of likert five-point rating scale. The likert five-point rating scale requires respondents to assess the provided items to determine their collective agreement on the given items.

Score	Meaning
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Table 1. Likert Five-Point Rating Scale

Information about the respondents' age, occupation, and monthly income provides context for interpreting their responses. This helps the researcher understand how their financial situation relates to their likelihood of making a purchase. Gathering information about respondents' domiciles helps the researcher understand their answers in the context of different domiciles since their domicile can influence cultural and social factors that affect perceptions of service quality.

5. Data Analysis Method

To test hypotheses about a significant relationship between service quality attributes (independent variables) and customer purchase intention (dependent variable), the researcher is using multiple linear regression (MLR). In the context of this research, Multiple Linear Regression (MLR) is used to identify the service quality attributes of creative workshops that can influence customer purchase intention. By using MLR, the researcher can evaluate the factors that drive customers' intentions to make purchases of creative workshops, which is crucial for

enhancing service quality and marketing strategies.

Below is the multiple linear regression formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Y = Customer Purchase Intention.

a = Constant

b = Regression Coefficient

X1 = Service Tangibility

X2 = Service Empathy

X3 = Service Assurance

X4 = Service Responsiveness

X5 = Service Reliability

e = Standard Error

In addition to multiple linear regression (MLR) analysis, descriptive analysis is used to provide an overview of the respondents' demographics, offering context for the MLR. The descriptive analysis includes calculating means, standard deviations, frequencies, and percentages for variables, such as gender, age, occupation, monthly income, domicile, and frequency of workshop participation. Furthermore, the descriptive analysis is used to summarize and describe the characteristics of each independent variable, including mean, standard deviation, minimum, and maximum to gain a comprehensive understanding of how participants perceive each independent variable.

6. Discussion

RQ: What are the service quality attributes of creative workshops that can influence customer purchase intention?

In response to the research question, the researcher identified five service quality attributes, namely tangibility, empathy, assurance, responsiveness, and reliability that can influence customer purchase intention. The researcher then employed a quantitative research approach to collect data from 138 participants who had participated in EksplorAksi's workshops. The collected data underwent statistical analysis to examine the relationship between each service quality attribute and customer purchase intention. Utilizing multiple linear regression techniques, the researcher assessed the significance of these relationships to identify the influential service quality attributes. The findings revealed that all five service quality attributes

significantly influence customer purchase intention in the context of creative workshops. This indicates that the participants' perceptions of the service quality aspects of creative workshops play a crucial role in their decision to make purchases.

The information about the respondents' profile in the survey gives the researcher clues for answering the research question. Most of the respondents are females, making up 96.4% of the group. Thus, the conclusions drawn may be more applicable to women and might not fully represent the viewpoints of males. Next, more than half (54.3%) are between 18 and 25 years old. This indicates that younger people are interested in EksplorAksi's workshops and the things that matter to them might be different from what matters to older participants. Regarding occupations, many of the participants are either students (41.3%) or employees (34.8%). This indicates what students and employees might value most in the workshops. Students might care about creativity and cost, while employees might look for something professional and valuable. Around one-third (32.6%) earn between 1 to 3 million rupiah per month. This indicates the group might be more concerned about getting value for their money. Most participants are from Bandung (82.6%). This suggests that EksplorAksi should consider what people from Bandung like and care about. Lastly, most participants (92.8%) have been to less than three EksplorAksi's workshops. This means that people who are new to the workshops matter a lot when it comes to purchase intentions.

For EksplorAksi, understanding that service tangibility is one of the influential attributes on customer purchase intention can guide business strategies. EksplorAksi can focus on enhancing the tangible aspects of their workshops, such as providing updated equipment, high-quality tangible materials, visually appealing content, choosing workshop venues that are visually appealing, keeping the appearance of the workshop venues of EksplorAksi with the type of services provided, and ensuring the staff are well-dressed and neat. This can enhance participants' perceptions of the tangible aspects of the workshops, potentially leading to increased customer purchase intention. Other creative workshop organizers can also emphasize the importance of tangible aspects in their workshops to boost customer purchase intention. Furthermore, this research highlights the importance of increasing customer purchase intention by incorporating intangible aspects in the forms of service quality improvement.

CONCLUSION

The conclusion of this research addressed the research question by investigating five key service quality attributes: tangibility, empathy, assurance, responsiveness, and reliability. Employing a quantitative research approach, data was collected from 138 EksplorAksi's workshop participants during the offline workshops and via WhatsApp messages. Through

statistical analysis, the study examined the influence of each attribute on customer purchase intention using multiple linear regression. The results highlighted the significant influence of all five service quality attributes on customer purchase intention within the context of creative workshops.

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