

REFERENCE

- Abdullateef, A. O., Mokhtar, S. S. M., & Yusoff, R. Z. (2011). The strategic impact of technology based CRM on call centers' performance. *Journal of Internet Banking and Commerce*. https://doi.org/10.1007/978-3-531-92534-9_12
- Anderson, E. W., & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*. <https://doi.org/10.1287/mksc.12.2.125>
- Andreassen, T. W., & Olsen, L. L. (2008). The impact of customers' perception of varying degrees of customer service on commitment and perceived relative attractiveness. *Managing Service Quality: An International Journal*. <https://doi.org/10.1108/09604520810885581>
- Bhat, M. A. (2012). Tourism Service Quality: A Dimension-specific Assessment of SERVQUAL. *Global Business Review*. <https://doi.org/10.1177/097215091201300210>
- Bloemer, J., de Ruyter, K., & Wetzels, M. (1999). Linking perceived service quality and service loyalty: a multi-dimensional perspective. *European Journal of Marketing*. <https://doi.org/10.4324/9780203848821>
- Bouman, M., & van der Wiele, T. (2002). Measuring Service Quality in the Car Service Industry: Building and Testing an Instrument. *International Journal of Service Industry Management*. <https://doi.org/10.1108/09564239210019441>
- Bryman & Bell. (2015). *Business Research Methods - Alan Bryman, Emma Bell. Business Research Method*.
- Caruana, A. (2002). Service loyalty: the effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*. <https://doi.org/10.1108/03090560210430818>
- Chang, P. C., Chuang, C. L., Chuang, W. C., & Lin, W. C. (2015). An examination of the effects of quality on customer loyalty: The automobile industry in Taiwan. *Total Quality Management and Business Excellence*. <https://doi.org/10.1080/14783363.2012.704268>
- Chomeya, R. (2010). Quality of Psychology Test Between Likert Scale 5 and 6 Points. *Journal of Social Sciences*.
- Chowdhary, N., & Prakash, M. (2007). Prioritizing service quality dimensions. *Managing Service Quality: An International Journal*. <https://doi.org/10.1108/09604520710817325>
- Cooper, D. R., & Schindler, P. S. (2011). *Business Research Methods Eleventh Edition. McGraw Hill*.
- Cronin, J. J., & Taylor, S. A. (1994). SERVPERF versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality. *Journal of Marketing*. <https://doi.org/10.2307/1252256>
- Curry, N., & Gao, Y. (2012). Low-Cost Airlines-A New Customer Relationship? An Analysis of Service Quality, Service Satisfaction, and Customer Loyalty in a Low-Cost Setting. *Services Marketing Quarterly*. <https://doi.org/10.1080/15332969.2012.662457>

- Drucker, P. F., & Noel, J. L. (1986). Innovation and entrepreneurship: Practices and principles. *Journal of Continuing Higher Education*.
<https://doi.org/10.1080/07377366.1986.10401060>
- Eriksson L-T & Weidersheim-Paul, F. (2011). *Att utreda, forska och rapportera. Malmö: Liber.*
- Granot, E., Brashear, T. G., & Motta, P. C. (2012). A structural guide to in-depth interviewing in business and industrial marketing research. *Journal of Business and Industrial Marketing*. <https://doi.org/10.1108/08858621211257310>
- Gronroos, C. (1984). A Service Quality Model and its Marketing Implications. *European Journal of Marketing*. <https://doi.org/10.1108/EUM0000000004784>
- Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study. *International Journal of Service Industry Management*. <https://doi.org/10.1108/09564239610129931>
- Hanlon, B., & Larget, B. (2011). Samples and Populations The Scientific Literature The Scientific Literature (cont.). *Department of Statistics University of Wisconsin-Madison*.
- Hansen, E., & Bush, R. J. (1999). Understanding customer quality requirements: Model and application. *Industrial Marketing Management*. [https://doi.org/10.1016/S0019-8501\(98\)00007-8](https://doi.org/10.1016/S0019-8501(98)00007-8)
- Izogo, E. E. (2017). Customer loyalty in telecom service sector: The role of service quality and customer commitment. *TQM Journal*. <https://doi.org/10.1108/TQM-10-2014-0089>
- Kang, G. Du, & James, J. (2004). Service quality dimensions: An examination of Grönroos's service quality model. *Managing Service Quality: An International Journal*. <https://doi.org/10.1108/09604520410546806>
- Kara, A., Lonial, S., Tarim, M., & Zaim, S. (2005). A paradox of service quality in Turkey: The seemingly contradictory relative importance of tangible and intangible determinants of service quality. *European Business Review*.
<https://doi.org/10.1108/09555340510576230>
- Kashif, M., Altaf, U., Ayub, H. M., Asif, U., & Walsh, J. C. (2014). Customer Satisfaction at Public Hospitals in Pakistan: PAKSERV Application. *Global Business Review*. <https://doi.org/10.1177/0972150914543556>
- Kursunluoglu, E. (2011). Customer service effects on customer satisfaction and customer loyalty: a field research in shopping centers in Izmir City - Turkey. *International Journal of Business & Social Science*.
<https://doi.org/10.1086/505039>
- Lee, Y. L. (1995). Measuring quality in restaurant operations: an application of the SERVQUAL instrument. *International Journal of Hospitality Management*, 1995, Vol. 14(3), Pp.293-310. [https://doi.org/10.1016/0278-4319\(95\)00037-2](https://doi.org/10.1016/0278-4319(95)00037-2)
- Llach, J., Marimon, F., Alonso-Almeida, M. del M., & Bernardo, M. (2013). Determinants of online booking loyalties for the purchasing of airline tickets. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2012.05.006>
- Marcel Bouman, M. B., & der Wiele, T. van. (1992). Measuring Service Quality in the Car Service Industry: Building and Testing an Instrument. *International Journal of Service Industry Management*. <https://doi.org/10.1108/09564239210019441>

- Murali, S., Pugazhendhi, S., & Muralidharan, C. (2016). Modelling and Investigating the relationship of after sales service quality with customer satisfaction, retention and loyalty - A case study of home appliances business. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2016.01.001>
- Ooi, K. B., Lin, B., Tan, B. I., & Chong, A. Y. L. (2011). Are TQM practices supporting customer satisfaction and service quality? *Journal of Services Marketing*. <https://doi.org/10.1108/08876041111161005>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*. <https://doi.org/10.2307/1251430>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Jorunal of Retailing*. [https://doi.org/10.1016/S0148-2963\(99\)00084-3](https://doi.org/10.1016/S0148-2963(99)00084-3)
- Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: quality comes to services. *Harvard Business Review*. <https://doi.org/10.1016/j.colsurfa.2006.11.029>
- Rigopoulou, I. D., Chaniotakis, I. E., Lymperopoulos, C., & Siomkos, G. I. (2008). After-sales service quality as an antecedent of customer satisfaction: The case of electronic appliances. *Managing Service Quality*. <https://doi.org/10.1108/09604520810898866>
- Saccani, N., Johansson, P., & Perona, M. (2007). Configuring the after-sales service supply chain: A multiple case study. *International Journal of Production Economics*. <https://doi.org/10.1016/j.ijpe.2007.02.009>
- Saccani, N., Songini, L., & Gaiardelli, P. (2006). The role and performance measurement of after-sales in the durable consumer goods industries: An empirical study. *International Journal of Productivity and Performance Management*. <https://doi.org/10.1108/17410400610653228>
- Shekarchizadeh, A., Rasli, A., & Hon-Tat, H. (2011). SERVQUAL in Malaysian universities: Perspectives of international students. *Business Process Management Journal*. <https://doi.org/10.1108/14637151111105580>
- Shukla, P. (2010). Effects of perceived sacrifice, quality, value, and satisfaction on behavioral intentions in the service environment. *Services Marketing Quarterly*. <https://doi.org/10.1080/15332969.2010.510730>
- Stewart, D. W., & Kamins, M. A. (1993). Secondary Research: Information Sources and Methods. *Applied Social Research Methods Series*. <https://doi.org/9780803950375>
- Tobergte, D. R., & Curtis, S. (2013). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. *Journal of Chemical Information and Modeling*. <https://doi.org/10.1017/CBO9781107415324.004>
- Vázquez-Casielles, R., Iglesias, V., & Varela-Neira, C. (2017). Co-creation and service recovery process communication: effects on satisfaction, repurchase intentions, and word of mouth. *Service Business*. <https://doi.org/10.1007/s11628-016-0311-8>
- Yieh, K., Chiao, Y. C., & Chiu, Y. K. (2007). Understanding the antecedents to customer loyalty by applying structural equation modeling. *Total Quality Management and Business Excellence*.

<https://doi.org/10.1080/14783360601152400>

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*. <https://doi.org/10.2307/1251929>

