



Customer Satisfaction as the Mediating Influence of Service Recovery, Perceived Quality, and Price Fairness on Indihome Triple Play Services to Customer Loyalty

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Abstract

The development of telecommunications business is currently growing rapidly which makes many telecommunications companies compete to provide the best service to customers, so they are not eliminated from competition. This study aims to examine how the effect of service recovery, perceived quality, and price fairness on customer loyalty through customer satisfaction as an intervening variable. The population in this study were the consumers of indihome Datel Purbalingga. The sampling technique that is used is the purposive sampling method, samples that can be taken with an Slovin formula. The method of the data collection used in this study is documentation and questionnaires. Partial analysis and path analysis using the IBM SPSS 16 program is used as data analysis. The results of the study show that the service recovery and customer satisfaction has a positive and significant direct influence on the customer loyalty. However, perceived quality and price fairness do not have a direct and significant influence on the customer loyalty. Path analysis shows that customer satisfaction can mediate service recovery, perceived quality, and price fairness on the customer loyalty. The suggestions for companies is to optimize their service in terms of improvement to network hardware and software so that there is no interference with indihome triple play services. For further researchers to examine different subjects and add other variables that can affect customer loyalty.

INTRODUCTION

Services understood as an act or performance offered by one party to the other party that is intangible and does not result in ownership of any part in the production process, also not involved in the physical product (Kotler & Keller, 2012). The service industry is the industry most affected by consumers and the industry's ability to survive in a competitive environment is very dependent on the quality of services provided (Khan & Srekumar, 2009).

According Lupiyoadi (2013), the dynamics that occur in the services sector can be seen from the development of various service industries such as business, telecommunications, contri-

butions, education, environment, finance, health and social services, tourism, recreation, culture and sports, transportation, and more. The development of communication technology is very influential for service companies engaged in the field of communication technology in Indonesia (Wijayanti & Wahyono, 2015).

The competition is quite keen telecommunications business sector makes many telecommunications companies compete to provide the best service to customers. Intense competition at this time made the company is required to survive and always try to provide satisfactory services in order to attract and retain customers (Vrankis, et al., 2012). Every company from time to time are always trying to provide satisfaction to its custo-

mers, because it gives satisfaction to customers is tantamount to maintain and improve the business of the company itself (Permana, 2013). The success of a service provider depends on whether the company has a high-quality relationship with a customer who later helped establish customer loyalty (Lympelopoulus & Soureli, 2006).

Companies should strive to learn and understand the needs and desires of its customers. By understanding the needs, desires, and consumer demand, it will provide important input for the company to design a marketing strategy in order to create satisfaction for its customers (Fatona, 2010). The best service to the consumer and quality levels can be achieved consistently to improve services and give special attention to good service performance standards standar internal services and external service standards (Fatona, 2010).

Quality services should start from the customer's needs and ends with customer satisfaction and positive perceptions of the quality of services. One of the actions is to satisfy customers by providing quality services that effectively and efficiently (Shandra & Murwatiningsih, 2016). This is important because, according to Farida (2014), the purchase of products / services, consumers will do post-purchase evaluation that consists of two things the satisfaction and dissatisfaction with the products / services.

Satisfaction is one important factor that is expected by the consumer in the purchase of a product or service. Perceived consumer satisfaction will encourage customer loyalty. Loyalty has an important role for a company and creating loyal customers is at the core of a business, so business is called a success if consumers to purchase products or services through repeat purchases and recommend the company's products to others (Maftukhah & Familiar, 2015).

Customer loyalty is a repeat purchases made by a customer because it is committed to a brand or company (Kotler, 2009). Consumer complaints are not handled properly can cause problems when consumers tell a lot of people even more so if the complaint was made through the media, but if handled properly it will bring a satisfaction (Utami, 2010). According to Cheng (2018) customer loyalty has a positive relationship with satisfaction and service recovery. Another study conducted by Marakanon and Panjaka-jornsak (2017), shows that there is a relationship between customer loyalty with perceived quality.

The higher the quality of service provided the customer satisfaction will be higher (Yuriansyah, 2013). Where it encourages customer loyalty. Loyalty is generally formed as a result of their

positive impression of customers for a product or service that has been consumed. Basically, customer satisfaction can be defined simply is a situation where the needs, desires, and expectations of customers are met through products consumed (Fatonah, 2010). Customer satisfaction is the feeling of pleasure or disappointment felt by someone who arises because comparing their expectations of a product or service with the perceived results after the consumption of goods or services and can be felt as it depends on the expected purchase (Kotler & Keller, 2009).

Satisfaction with links to customer loyalty as described in (Tabaa, 2016), customer satisfaction will encourage customer loyalty that need to be considered by the company. If the performance or experience far from the expectations of the customers are not satisfied, if in accordance with the expectations of customers are satisfied, if exceed the expectations of customers are highly satisfied (Kotler, 2016). Customer satisfaction is getting the attention of enterprises in developing the service strategy, so that customer satisfaction is placed as primary destinations (Tumpal-P, 2012).

Service recovery is a program whose aim is to improve relations between the company and customers in order to get back to normal after the occurrence of errors made by the company (Lucas, 2102). Failure handling consumer complaints service or an activity that plays an important role in restoring consumer satisfaction after a service failure and maintain the good will of consumers (Utami, 2010). Availability of the company in the management of the service failure recovery and prevent similar failures that can improve customer satisfaction. This will impact on Word of Mouth (WoM) is positive, loyalty, and a high level of confidence by the customer (Kau & Loh, 2006).

Price fairness a customer perception regarding the sale transaction to be paid a fair price, reasonable and acceptable to the mind (Bolton, 2003). Unreasonable price will affect customer satisfaction and repurchase intention. According Nurhayati (2011), the price of a product / service in accordance with the quality of a product or service that customers will be satisfied and will be more loyal. Perceptions of quality can be defined as the overall customer perception of quality or excellence of a product or service asal related to what is expected by the customer. Customer perception will involve what is important for the customer because every customer has an interest (measured relative) different to a product or service (Rivai & Wahyudi, 2017).

Headwinds on the object of research to be the author discussed is the occurrence of fluctua-

tions in the number of customers who subscribe to the service indiHome triple play Datel Purbalingga, with a tendency to decrease even though the Datel Purbalingga have made every effort to achieve customer satisfaction through service recovery and optimal service to their complaints system complaints through the division customer service, call center 147, or through the application channel 6 myindihome.

Promo adjustment to consumer needs such as providing inexpensive Internet packages, and adjustments promo celebration of the dates of certain events. Purbalingga Datel also provides relief to customers using prepaid payment system indiHome, namely to use the new first pay.

The fluctuations in customer data will be described by the following table:

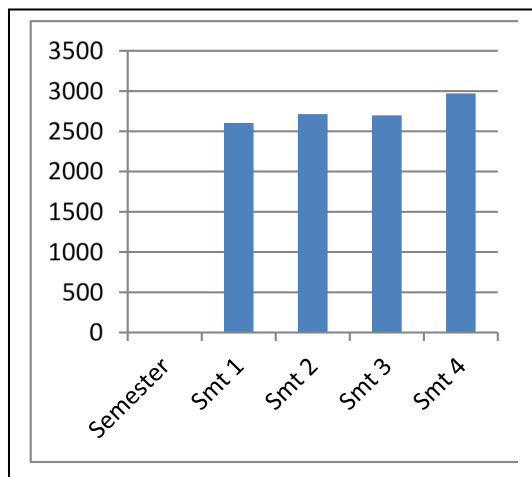


Figure 1. Data Customer Service Interruption Telkom Regional IndiHome Purbalingga
Sources: Primary data is processed, 2019

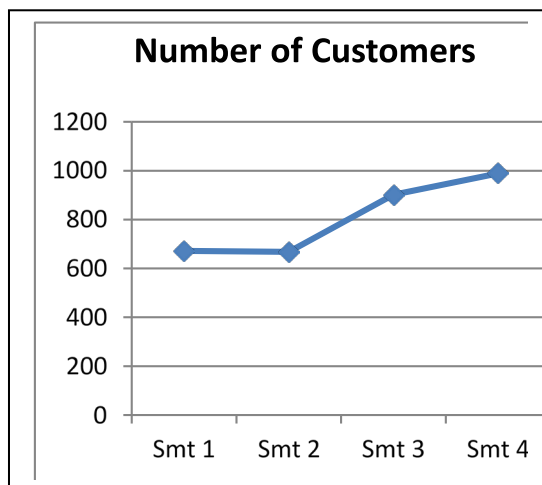


Table 2. Customer Data Service Telkom Purbalingga Regional IndiHome
Sources: Primary data is processed, 2019

Based on data of the number of disturbance on indiHome services increased in each semester concealment of the Year 2016-2017. This shows the failure of the service on the product indiHome. But the number of service interruptions do not affect customer loyalty to service indiHome. IndiHome customer service number on the year 2016-2017 has increased every the semester. To know the determining factors of customer loyalty in indiHome triple play services Datel Purbalingga, do research by asking a few variables that are supposed to influence, that is service recovery, perceived quality, price fairness, customer satisfaction, and customer loyalty.

Hypothesis Development

The provision of such failure handling briefing reasons and compensation can overcome the dissatisfaction in the consumer (Tammo, et al., 2014). Consumers who have experienced failure of the service they receive generally will give a negative response if not accompanied by their failure to dealing with the service received. Also found that by applying a system failure handling services to the consumer will be able to give an impression and a positive consumer experience that can lead to the satisfaction of the consumers themselves. While the research conducted by Kau and Loh (2006) explains that satisfaction with the service recovery will establish commitments and strengthen customer loyalty.

This was disclosed by Utami (2010), that the consumer complaints were not handled properly can cause problems when customers tell a lot of people even more so if the complaint was made through the media, but if handled properly it will bring some satisfaction. Contrary to the research conducted by Yilidrim (2018) states that there is no correlation between failure handling service and overall customer satisfaction. In this study to measure the variable service recovery using 4 indicators, namely the reason and apology (Kumar, 2015), compensation and responsiveness (Zeithaml & Malhotra, 2005).

Consumer perceptions of service quality can be formed with the services rendered or the previous felt (Rintar, 2011). Perception of quality is almost always a consideration in every consumer choice. Consumer perceptions of the overall quality of a product or service is able to influence these consumers in making purchasing decisions (Khasanah, 2013). According Suratno (2016), suggests that when customers receive better service quality than the money that is issued, they believe it will receive a good value (good value), where it will increase his loyalty to the

service providers.

Perception of quality that your customers is very important to improve customer satisfaction. Because the higher the quality of service provided the customer satisfaction will be higher (Yuriansyah, 2013). Where this will encourage the creation of customer loyalty. This is in line with the opinions Moorthy (2018), states that the perceived quality and significant positive effect on customer satisfaction.

These results contrast with research conducted by Wahyudi (2017), states that the perceived quality is less effect on customer satisfaction. In this study to measure the perceived quality variables using three indicators of quality that is consistent and acceptable standard of quality (Sweeney & Soutar, 2001), distinctiveness (Stone & Romero, 1997).

Reasonableness of the price (price fairness) is the customer's perception of the sales transaction must be paid a fair price, reasonable and acceptable to the mind (Bolton, 2003). Xia and Cox (2004), revealed that the assessment of the reasonableness of the price most likely based on the comparison of the transaction involving the sharing parties. When it happens perceived price difference, then the degree of similarity between the transaction is an important element of the assessment of the reasonableness of the price.

Unreasonable price will affect customer satisfaction and repurchase intention. So the higher the perception of consumers regarding the price will affect how future satisfaction of the customer (Xia & Cox, 2001). According Nurhayati (2011), the price of a product or service in accordance with the quality of a product or service that customers will be satisfied and loyal.

Research conducted by Hassan (2013) states that the price of fairness influence to customer satisfaction. Another study by Kaura (2015), states that the price fairness positively affect customer satisfaction. These results contrast with research conducted by Rahyuda and Atmaja (2009) states that the reasonableness of prices has no effect on customer satisfaction. In this study to measure the fairness price variables using four indicators, which is a reasonable price, reference price levels, pricing policies, ethics prices (Consuegra, et al., 2007).

Based on the gap theory was explained earlier, the researchers propose seven hypotheses used as a basis to find the effect to the specified variable. The seven hypotheses were as follows:

H1: There is the influence of service recovery on customer loyalty

H2: There is the influence of service recovery on customer loyalty through customer satisfaction

H3: There is the effect of perceived quality on customer loyalty

H4: There is the effect of perceived quality on customer loyalty through customer satisfaction

H5: There is the influence of price fairness on customer loyalty

H6: There are significant *price fairness* against *loyaitas* customers through customer satisfaction

H7: There is the influence of customer satisfaction on customer loyalty

From the development of hypotheses that has been done, it can be made a model study described in the framework of thinking.

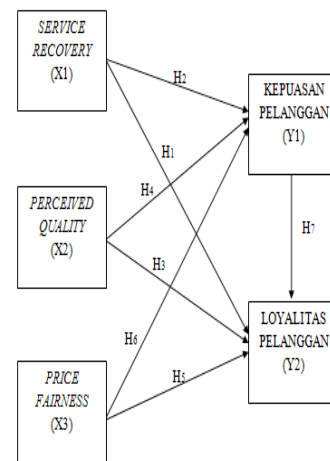


Figure 3. Research Model

METHOD

This type of research is quantitative. The population in this study is indiHome Datel customer service Purbalingga of 3,231 customers. Sample is determined by using the formula Slovin because the population is unknown. By using this equation, obtained results of the sample of 116 respondents. The independent variable in this study is service recovery, perceived quality, and price fairness. Intervening variables in this study are customer satisfaction, while the dependent variable is customer loyalty. The sampling technique used in this research that probability sampling with purposive sampling with random sampling techniques. Purposive sampling is a technique that is based on the characteristics or properties of *tertenetu* predicted to have a close relation with the characteristics or attributes that

exist in the previously known populations (Narbuko & Achmadi, 2016).

To test the hypothesis used data analysis through partial test (t test) and path analysis. T statistical test used to show how far the influence of the independent explanatory variables individually or in explaining the variation of the dependent variable, whereas the test path analysis (path analysis) was used to test the intervening variables in a study (Ghozali, 2016). All data that has been collected is processed using IBM software SPSS 16 for windows.

RESULTS AND DISCUSSIONS

Statistical Test or commonly referred to as a partial test is used to show how far the influence of individual independent variables on the dependent variable being studied. In testing using t statistical analysis, decision-making be based on a comparison coefficient t arithmetic with t table and the level of significance used. Here are the results of individual parameter significance test using SPSS 16.

Table 1. Test Results Statistics t

Independent variables	Dependent variables	Sig
Service Recovery	<i>Customer satisfaction</i>	.017
Perceived Quality	<i>Customer satisfaction</i>	.511
Price Fairness	<i>Customer satisfaction</i>	.000
Service Recovery	<i>Customer loyalty</i>	.001
Perceived Quality	<i>Customer loyalty</i>	.807
Price Fairness	<i>Customer loyalty</i>	.859
Customer Satisfaction	<i>Customer loyalty</i>	.000

Sources: Primary data is processed, 2019

Service Recovery to Customer Loyalty

Based on table 1, can be obtained that service recovery is positive and significant impact on customer loyalty. that is to say the better the service recovery in this case the failure handling indiHome triple play services that will increase customer loyalty, H_1 accepted. This research was supported by Cheng (2018) states that there is a significant and positive effect of service recovery and customer satisfaction to customer loyalty. Another study by Kau and Loh (2006) states that satisfaction with the service recovery will establish commitments and strengthen customer loyalty. These results indicate that an effective recovery service actions and in accordance with customer expectations can increase customer satisfaction, and encourage customer loyalty.

Another study said the same thing is Kim (2007) states that the service recovery effect on

customer loyalty. These results indicate that the service recovery comprising apologize, fixing the problem, and compensation has an influence on customer satisfaction will establish customer loyalty.

Perceived Quality to Customer Loyalty

Based on Table 1, the result showed that the perceived quality have no effect on customer loyalty. That is not the perceived quality is fundamental and is not very important in building customer loyalty, so that H_3 rejected.

The results are consistent with research Marakanon and Panjakajorns (2017), which states that the perceived quality is not significantly affect customer loyalty. Another study by Rival and Wahyudi (2017), which states that the lack of effect of perceived quality on customer satisfaction and customer loyalty. Hidayat and Firdaus (2014), states that the perception of the quality of service has no effect on customer loyalty. Nugroho and Pamungkas (2015), stating that the perception of quality not significantly affect customer loyalty.

Price Fairness to Customer Loyalty

Based on Table 2, can be obtained that price fairness no effect on customer loyalty. That is not a price fairness is fundamental and is not very important in building customer loyalty, so that H_5 rejected.

The results are consistent with the Rahyuda (2009), which states that the price of fairness does not significantly affect customer loyalty. Hidayat and Firdaus (2014), states that the price of a significant negative effect on customer loyalty.

Customer Satisfaction to Customer Loyalty

Based on Table 1, can be obtained that affect customer satisfaction to customer loyalty. This indicates that when customer satisfaction or story contains positive response has contributed to increasing customer loyalty indiHome triple play Datel Purbalingga, H_7 be accepted. The higher the customer satisfaction will encourage customer loyalty.

The results are consistent with previous studies conducted by Tabaa (2016), which states that customer satisfaction and significant positive effect on customer loyalty. Another study by Morthy and Ling (2018), which states that customer satisfaction and significant positive effect on customer loyalty. Rivai and Wahyudi (2017), which states that the positive effect of customer satisfaction on customer loyalty. Cheng (2018),

states that customer satisfaction has a positive effect on customer loyalty.

These results indicate that customer satisfaction is very important and affect customer loyalty, if the customer is satisfied on the products / services of a company's customers are loyal, otherwise if dissatisfaction with a product or service perceived by customers, it will cause customers to move or not to buy back against brand or same brand but will switch brands. Loyal customers will increase profits and market share broad coverage for the company, because the determinants of success in creating a loyal customer is a company able to create satisfaction.

Influence Service Recovery, Perceived Quality, and Price Fairness to Customer Satisfaction (Model 1)

The path coefficients of each variable based on calculations using SPSS are as follows:

Table 2. R Square in Model 1

Model	R Square	Adjusted R Square	Std. Error of the Estimate
1	.446	.431	1,486

Sources: Primary data is processed, 2019

Table 3. Influence Service Recovery, Perceived Quality, and Price Fairness to Customer Satisfaction (Model 1)

Model	standardized Coefficients beta	T	Sig.
Constant		6987	.000
Service Recovery	.210	2427	.017
Perceived Quality			
Price Fairness	.061	.660	.511
	.492	5,346	.000

Sources: Primary data is processed, 2019

Referring to Table 2 and 3, it can be arranged regression structural equation model 1 as follows:

$$CS = 0.210 SC + 0.061 PQ + 0.492 PF + 0.668 \dots (1)$$

From the regression equation model 1 can be explained that:

In the regression equation model 1 has the meaning of service recovery, perceived quality, and price fairness have a positive relationship to customer satisfaction. These results indicate that

the better sense of service recovery, perceived quality, and price fairness will increase its customer satisfaction.

To determine the value of residual (error) from the regression equation 1 then used the formula $e_1 = \text{then } e_1 = 0.668$, which shows that the variance of customer satisfaction that can not be explained by variables service recovery, perceived quality, and price fairness.

Influence Service Recovery, Perceived Quality, and Price Fairness to Customer Loyalty (Model 2)

The path coefficients of each variable based on calculations using SPSS are as follows:

Table 4. R Square in Model 2

Model	R Square	Adjusted R Square	Std. Error of the Estimate
2	.417	.396	1,877

Sources: Primary data is processed, 2019

Table 5. Influence Service Recovery, Perceived Quality, and Price Fairness to Customer Loyalty (Model 2)

Model	standardized Coefficients beta	T	Sig.
Constant		-.113	.911
Service Recovery	.323	3,530	.001
Perceived Quality			
Price Fairness	-.023	-.245	.807
Customer Satisfaction	.019	.178	.859
	.422	4,337	.000

Sources: Primary data is processed, 2019

Referring to Tables 4 and 5, it can be arranged regression structural equation model 2 as follows:

$$CL = 0.323 SC + 0.023 PQ + 0.019 PF + 0.422 CS + 0.64 \dots (2)$$

From the regression equation model 1 can be explained that:

In the regression equation model 2 has the meaning of service recovery, perceived quality, and price fairness have a positive relationship to customer loyalty. This means that any good increase of service recovery, perceived quality, and price fairness will display a positive customer satisfaction as well, which causes customer loyalty.

To determine the value of residual (error) from the regression equation 2 then use the formula $e^2 =$ then $e^2 = 0.646$, which indicates that the value of customer loyalty variants that can not be explained by variables service recovery, perceived quality, and price fairness.

Conclusions regression of this study are as follows:

$$CS = 0,210SR + 0,061PQ + 0,492PF + 0.668 \dots (1)$$

$$CL = 0,323SR - 0,023PQ + 0,019PF + 0,422CS + 0.646. (2)$$

Indirect Influence Service Recovery (SR) to Customer Loyalty (CL) Through Customer Satisfaction (CS)

Based on the results of calculation of IBM SPSS output direct influence on customer loyalty service recovery represented by β_4 at 0.323. The indirect effect of variables service recovery to customer loyalty through customer satisfaction by multiplying the path coefficient of service recovery (β_1) 0.210 and customer satisfaction path coefficients (β_7) 0.422 is $0.210 \times 0.422 = 0.089$. The total effect of the path coefficient ie by summing the direct effect and the indirect effect that $\beta_4 + (\beta_1 \times \beta_7) = 0.323 + 0.089 = 0.412$.

From the calculation of the coefficient is known that the total indirect effect that is equal to 0.412, while the result of the path coefficient direct influence on customer loyalty service recovery was largely amounted to 0.323, therefore the total indirect path coefficients > direct path coefficient. So it can be said that H_2 stating that there is the influence of service recovery on customer loyalty through customer satisfaction can be accepted. These results indicate that customer satisfaction variables mediate service recovery on customer loyalty.

Indirect Influence Perceived Quality (PQ) to Customer Loyalty (CL) Through Customer Satisfaction (CS)

Based on the results of the calculations in Table 4 SPSS output direct effect of perceived quality on customer loyalty represented by β_5 is equal to -0.023. The indirect effect of variables perceived quality on customer loyalty through customer satisfaction by multiplying the path coefficient of perceived quality (β_2) The path coefficient 0.061 and customer satisfaction (β_7) 0.422 is $0.061 \times 0.422 = 0.026$. The total effect of the path coefficient ie by summing the direct effect and the indirect effect that $\beta_5 + (\beta_2 \times \beta_7) = -0.023 + 0.026 = 0.003$.

The coefficient of the calculation results that the total indirect effect that is equal to 0.003, while the coefficient of perceived quality track direct influence on customer loyalty adaah of -0.023, therefore total indirect path coefficients > direct path coefficient. So it can be said that H_4 stating that there is the influence of perceived quality on customer loyalty through customer satisfaction can be accepted. These results indicate that customer satisfaction variables may mediate perceived quality on customer loyalty.

Indirect Effect of Price Fairness (PF) on Customer Loyalty (CL) Through Customer Satisfaction (CS)

Based on the results of the calculations in Table 4 SPSS output price fairness direct influence on customer loyalty represented by β_6 is equal to 0.019. The indirect effect variable price fairness on customer loyalty through customer satisfaction by multiplying the path coefficient of price fairness (β_3) 0.492 and customer satisfaction path coefficients (β_7) 0.422 is $0.492 \times 0.422 = 0.208$. The total effect of the path coefficient ie by summing the direct effect and the indirect effect that $\beta_6 + (\beta_3 \times \beta_7) = 0.019 + 0.208 = 0.227$.

From the calculation coefficient above that total indirect effect that is equal to 0.227, while the coefficient of perceived quality track direct influence on customer loyalty is of 0.019, therefore the total indirect path coefficients > direct path coefficient. So it can be said that H_6 stating that there is the influence of price fairness on customer loyalty through customer satisfaction can be accepted. These results indicate that customer satisfaction can mediate variable price fairness on customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Results showed that of the seven hypothesis there are two hypotheses were rejected. This study proves that recovery service variables can influence the customer loyalty, while variable fairness perceived quality and price are not able to affect customer loyalty. Variable capable of mediating variables of customer satisfaction service recovery, perceived quality, and price fairness on customer loyalty.

Suggestions for Ditel Purbalingga based on Perceived Quality research shows that no significant influence on customer loyalty, but Perceived Quality positive and significant impact on customer loyalty through customer satisfaction. Customer perception of the quality of service in diHome triple play can lead to feelings of satisfac-

tion, but not enough to make the customers loyal to the company. It can be seen from the variable Consistent Perceived Quality indicator of Quality with the statement indiHome rare triple play service failures get an average of the lowest response compared statements on other indicators. From these results indicate the need for improvement in the hardware or network software so that no interruption in service indiHome triple play. For further research to examine the different subjects as well as adding other variables that may affect customer loyalty.

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