



The impact of service quality attributes on customer service value, satisfaction, loyalty of Foreign media in Malaysia

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ABSTRACT

The aim of this research study is to determine the satisfaction level of Foreign media regarding service quality attribute on customer service value, satisfaction and loyalty. Service quality is studied within a spectrum of different dimensions. An effort is also made to find out which service quality dimensions may enhance customer satisfaction and customer loyalty in a better way. Respondent are chosen from a range of varying demographic features using stratified random sampling. Findings indicate that service quality and its entire dimension have significant and positive association with customer satisfaction and customer loyalty. Therefore, this study has been specifically conducted to look into this phenomenon and seek empirical justification in this regard by considering service quality as the main contributory factor towards customer satisfaction and customer loyalty.

Keywords: customer loyalty, customer satisfaction, service quality.

Back ground of the study

service quality is one of the most important aspects of the premium customer experience. Most organization monitors their services quality on regular basis to ensure maximum customer satisfaction and to improve customer retention and loyalty. The main aim of this study is to find out the service quality attribute on customer service value, satisfaction, loyalty by Media in Malaysia. Today's world media is playing an outstanding role in creating and shaping of public opinion and strengthening of society. Including as a means to distribute news and convey information regarding politics and education which is become as essential need in our daily life. Media is the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness. In the media industry, talking about only one country alone, there are hundreds of media houses in it, let alone talking about the total numbers of private media companies or corporate houses all over the globe. They exist in all forms such as visual media, online media and print media. Media development emerged as a significant component of international development aid in 1989 with the collapse of the Soviet Union (SU) and the end of the Cold War (CW). Civil society and development workers attributed communism's end at least in part to the introduction of dissident voices via radio stations like Radio Free Europe (RFE) and the underground replication and distribution of restricted publication. Therefore, since the beginning, there have been intense competitions among the media houses to gain more and more audience over one another. With the emergence of social media like Facebook, Twitter and Instagram etc., the already intensified market has become even more intensified to find more customers. They have been fighting over more Television Rating Points (TRPs), for maximum hits or visitors on their websites and more and more buyers for their printed newspapers. As more and more media entities are fighting over luring customers, the customers out there have now got plenty of choices for them. They can now easily choose and go for the Television channels, browse online website or buy the newspapers according their likes and to fulfill respective and different requirements such as political news, business, sports, entertainments etc. News media agencies often react to criticism by nothing that they merely report the news. They do not make it and so the impact or consequence of what gets broadcast should not be laid at their productions by anything that they merely cater to the interests of their audiences. They give people what they

want. In media among policy makers, media, industry leaders and media consumers alike by shedding some light on how media actually influences us. In recent decades, interesting in media's impact has not only been fed by a fear of media's potential negative impact but also by the prospect that media can have a profoundly positive and constructive impact on how we understand and deal with a variety of global issues. A large number of internet-based activities are of course mainly part of a consumer culture, thus they are more about positive consumption, play, entertainment and lifestyle, about politics and the common good. During recent years, for instance, we have witnessed an enormous expansion of blogging.

Literature Review & Hypothesis Development

(Gopalakrishnan et al., 2011) states that service quality and customer satisfaction had a direct positive effect on customer's retention intentions out of which customer satisfaction is a stronger predictor for retention. (Llorens Montes et al, 2003) determined that customer's perceptions, attitudes and intentions are affected by employees' experiences and attitudes who are the internal customers of the organization. (Dutta, K., and Dutta, A., 2009) found that customer expectations are higher than perceptions and this gap varies across the banking sector with tangibility having the highest impact on overall customer satisfaction. (Elangovan and Sabitha, 2011) in their empirical study found that there is no significant difference in the level of satisfaction of the respondents belonging to different age, education and occupation except income. (Vanpariya and Ganguly, 2010) observed that service quality is having a positive and significant correlation with customer satisfaction, positive word of mouth and loyalty intention. (Dharmalingam et al., 2011) examined that all the services quality attributes are positively correlated with the customer satisfaction. According to (Parasuraman et al., 1985; 1991) said that in several organizations the performance of service quality is being evaluated mainly by the principle tool called "Servqual". (Zeithaml and Bitner, 1996) found that service quality is an overall judgment similar to attitude towards the services and generally accepted as an antecedent of overall customer satisfaction.

Service unlike tangible are produced and consumed at the same time in the presence of the customer and the service producer. More than two decades ago (Surprenant and Solomon, 1987) stated that service encounters are human interaction. They suggested that customer and service provider have roles to play during and possibly after service encounters and that these roles are based on interpersonal interactions between organizations and customers. Service quality in all

service encounters is thus intrinsically affected by the perspectives of both the service provider and the service receiver. Similarly, (Tam and Wong, 2001; Chow-Chua and Komaran, 2002; Dedek, 2016; Svensson, 2004) observed that a few have applied dual perspectives and considered interactive feature of service quality in service encounters.

Service are the continuous process of on-going interactions between customers and service providers comprising a number of intangible activities provided as premium solutions to the problems of customers and including the physical and any other useful elements of the system involved in providing these services (Gronroos, 2004). Fogli (2006, p.4) define service quality as “a global judgment or attitude relating to a particular service; the customer’s overall impression of the relative inferiority or superiority of the organization and its services. Services quality is a cognitive judgment”. Gronroos (2000, p.46) service quality define as, “A service is a process consisting of a series of more or less intangible activities that normally, but not necessarily always, take place in interactions between the customer and service employees and or physical resources or goods and or systems of the services provider, which are provided as solutions to customer problem. (Aydin & Ozer, 2005; and Parasuraman et al., 1988) said that premium service quality is a key to gain a competitive advantage in services industry. The satisfaction level of customers is dependent on their perception of service quality and the trust in service provider. By providing better quality services to customers, a firm revives the perception of customers about quality of services. Service is kind of performance that is offered by one party to another and in corporeality is a must part of it (Kotler & Keller, 2006). Services observed by some characteristics like service are incorporeal in nature; we cannot measure the service by some instrument. Service are said to be inseparable that is production and consumption usually takes places at the same time.

Very often polymorphism is also seen in services as services are simple as well as complex. Perceived qualities as well as customer expectations are two most important constructs that positively and directly influence overall customer satisfaction (Yu et al, 2005). Customer satisfaction is directly proportional to service quality. Empathy, reliability, responsiveness and tangibility which are the dimensions of services quality are positively related to customer’s loyalty. (Al-Rousan et al., 2010) research depicts that improvement made to service quality will automatically increment the loyalty of customers. Numerous evidences found in literature establish that there is a significant correlation between service quality and customer satisfaction

(Sureshchandar et al, 2002). While Spreng and Mackoy (1988) provided evidence of the significant correlation between services quality and customer loyalty. According to (Al Rousan et al., 2010) depicts that improvement made to service quality will automatically increment the loyalty of customers (Aydin & Ozer, 2005; and Parasuraman et al., 1988). Premium service quality is a key to gain a competitive advantage in services industry. The satisfaction level of customers is depending on their perception of service quality and the trust in service provider. In every aspects customers' perception are comparatively higher of their expectations. The research also shows that in the effects of service quality on service loyalty, customer satisfaction plays the role of mediator. In addition, there is a meaningful and positive relation between all dimensions of service quality with customer's satisfaction and loyalty. And also several researches founded that in literature establish that there is a significant correlation between service quality and customer satisfaction (Sureshchandar et al., 2002). SERVQUAL scale, developed by Parasuraman et al., (1988), is the famous measure of service quality. It classifies and measure service quality in five dimensions. Researcher have taken of these i.e. Tangible, Reliability, Responsiveness, Assurance, and Empathy. SERVQUAL scale has been the most widely used measure of service quality. In many private research studies SERVQUAL has been constructively deployed (Parasuraman et al., 1991). Furthermore, numerous published research studies have positively discussed the SERVQUAL framework.

The argument of Wasantha, Sekak, Ghosh (2015), it has clearly mentioned that knowledge, interpretation, awareness of technology, communication channels gaps were significantly correlated with perceived service quality of municipal council in Sri Lanka. Based on the place of research service quality dimension as well as gap of the service quality have varied with perceived service quality.

Research Questions

The main question discussed in this research includes services quality attributes on customer services value, satisfaction and loyalty of the media Channel. This study attempts to answer what are the determinants of customer satisfaction on service quality attributes on customer by Media channel. The research will seek to answer the following questions.

1. What are the specific service quality attribute that influence customer?

2. What are the specific predictors that affect the customer loyalty of Media channel?
3. What is the impact of services quality?
4. How the proposed model contributes in Media channel?

Hypothesis

The development of hypothesis can be as follows:

H1: There is a positive or negative relationship between tangible and customer satisfaction.

H2: There is a positive or negative relationship between reliability and customer satisfaction.

H3: There is a positive or negative relationship between responsibility and customer satisfaction.

H4: There is a positive or negative relationship between assurances and customer satisfaction.

H5: There is a positive or negative relationship between empathy and customer satisfaction.

H6: There is a positive or negative relationship between customer satisfaction and customer loyalty.

Methodology

This is a practical research and it needs interview questionnaire from the sample of the study. The aim of this study is to find the relationship between service quality, customer satisfaction and loyalty program with the level of media channel. The survey method is used for this study using questionnaire. The data collection method includes literary sources questionnaire survey, observation and related agencies. Primary data is original data and collected to achieve research goal. And also, this section explains the methodology of research to develop the answer to the research question. At first the research questions are addressed and then the hypotheses have developed. Next a sampling frame and data collection procedure has been discussed.

Research purpose

Early in any research study one faces the task of selecting the specific design to use. A number of different design approaches exist but unfortunately no simple classification system defines all the various that must be considered (Cooper & Schindler, 2003). Research can be classified in terms

of their purpose. Accordingly, Saunders, Lewis & Thornhill (2003) mentioned that they are most often classified exploratory, descriptive and causal. This way the essential difference between descriptive and causal studies lies in their objectives. If the research is concerned with finding out who, what, where, when, or how much, then the study is descriptive. In a causal study we try to explain relationships among variables. Exploratory research is useful when the research questions are unclear or when there is little theory available to guide predictions. At the same times, research may find it impossible to formulate a basic statement of the research problem. According to (Hair, Babin, Money & Samuel 2003) exploratory studies are a valuable means of finding out what is happening to seek new insight, to ask questions and to assess phenomena in a new light. It is particularly useful if researcher wish to clarify the understanding of a problem. Generally, things are describing by providing measure of an event or activity. Descriptive research designs are usually structured and specifically designed to measure the characteristics describe in a research question. Hypotheses, derived from the theory, usually serve to guide the process and proved a list of what needs to be measured (Hair, Babin, and Money & Samouel 2003). Studies that establish causal relationships between variables may be termed explanatory studies. The emphasis here is on studying or a problem in order to explain the relationship between variables (Saunders, Lewis & thornihill 2003). Explanatory studies are designed to test whether one event causes another (Hair, Babin, Money and Samouel 2003) The purpose of the research is descriptive. The data been collected through questionnaire is aimed to understand the most important factors of services quality.

Research strategy

Research strategy will be a general plan of how researcher will go about answering the research questions that has been set by researcher. It will contain clear objectives, derived from research questions specify the sources from which researcher intend to collect dada, time, location and money, ethical issues (Thornhill et al., 2003). Based on the conditions 1. Form of research question. 2. Requires control over behavioral events and 3. Focus on contemporary events five research strategies were identified in social science. These are experiments, surveys, archival analysis, histories and case studies.

Research Strategy

Strategy	Form of research question	Requires control over behavioral events	Focuses on contemporary events
Experiment	How, why	Yes	Yes
Survey	Who, what, where, how many, how much	No	Yes
Archival Analysis	Who, what, where, how many, how much	No	Yes/No
History	How, why	No	No
Case study	How, why	No	No

The most important condition for selecting research strategy is to identified the type of research questions being asked Who, What, Where, How and Why are the categorization scheme for the types of research question. Two possibilities need to investigate by asking the “What” question. First, some types of what questions are justifiable for conducting an exploratory study and the goal is to develop pertinent hypotheses and propositions for further inquiry. Any of the five research strategies can be used in that situation- like as exploratory survey, exploratory. experiment or an exploratory case study. The second type of what question is actually form a how many or how much line of inquiry and the outcomes from a particular situation. Since the question in this study is based on “what” question and this what question is actually form a how many and investigator has no control over the actual behavioral events, survey is found to be a more an appropriate approach in order to gain a better understanding of the research area. Survey is more appropriate for quantitative study.

Target population

The population of the study was the total number of clients who had accesses the Media services in the selected clients in the Selangor area of Malaysia. There are 10 cities in Selangor area. Such as

Target Population

Rank	City
1	Klang
2	Ampang Jaya
3	Subang Jaya
4	Shah Alam
5	Petaling Jaya
6	Cheras
7	Selayang Baru
8	Kajang
9	Rawang
10	Taman Greenwood

In these regions the total Rohingya population is estimated 75 thousand. Klang, Cheras, Selayang Baru and Kajang is the most population. For this research target population selected all levels of men, women and children. However, research was taken not selected very old clients. It was going to be difficult contacting them and two their memories of their experiences might have faded. The other target population was selected staff of the media. These were staff that come into direct contact and therefore interact with the clients on daily basis. These clients consist with retailers, grocery, push cart, taxi services and others. The total population of selected clients was 105. Purposive sampling technique was used to select them because of their schedules and that they will be best persons to respond to the questions that yield the desired responses.

Sampling selection

The elementary knowledge of sampling is that by selecting some of the fundamentals in a population, researcher may draw assumptions about the entire population. There are several compelling reasons for sampling, including; lower cost, greater accuracy of result, greater speed of data collections and availability of population selection (Cooper & Schindler 2003).

Selection of the sampling method to use in a study depends on a number of related theoretical and practical issues. These include considering the nature of the study the objectives of the study and

the time budget available. Traditional sampling method can be divided into two categories: probability and non-probability sampling (Samuel et al., 2003). Probability sampling is most commonly associated with survey-based research where researcher needs to make inferences from the sample about a population to answer the research questions or to meet research objectives (Saunders et al., 2003). In probability sampling, sampling elements are selected randomly and the probability of being selected is determined ahead of time by the researcher (Hair et al., 2003).

Non-probability sampling provides a range of different techniques based on researcher subjective judgment (Saunders et al., 2003). In non-probability sampling the selection of element for the sample is not necessarily made with the aim of being statistically representative of the population. As a result, the probability of any element of the population being chosen is not known (Samuel et al., 2003).

Data collection

There are two kinds of data used by this study. As shown a questionnaire was designed and managed to customers. The essence was to collect from the client's point of view information on the level and standards of service delivery gaps offered by Media. Their understanding of service quality and their performance. The dimensions of service delivery gaps and how they impact on their client performance. In this study quantitative survey is used as data collection method. Since the aim of the study is classifying service quality dimensions in online purchasing from the customer's point of view, the main focus thus is customer.

Semi-structure interviews were also conducted using interview guide with the management and some selected staff indiscriminately. This will assist to understand the client's perceptions and management views regarding the Media has done since its establishment to develop the service quality gaps whether there is a policy impact, whether the clients are satisfied with standards of service quality and their customer care service in Media. With the respect to the selected staff the interviews sought to find out whether there exists any policy or guiding principles on service quality delivery by Media; how it has been implemented if any; their role in its implementation and the challenges they encounter

Research instruments

Thorough research instrument was developed and pretested before they were administered. A complete questionnaire was designed and administered to one hundred clients drawn from the selected. The substances were carefully selected and administered and meticulously edited bearing in mind the research objectives and questions. This questionnaire was separated into variable group. Under each variable had some questions or items as their capacity and sought some backgrounds about the respondents. Under the dependent variables there are five dimensions Reliability, Responsiveness, Assurances, Empathy and Tangibles each dimensions were mentioned some question relating to the clients. Expectation and perception towards service quality in media. On the customer behavior decision whether they satisfy or not and are their loyalty clients or not that was affected to their decision making.

Under each variables gaps specially, researcher arise some questions, knowledge gap 7, perception 7, interpretation 4, technology 5, bossiness communication channel 4 can be seen that was covered the all expected outcome according to Wasantha H.L.N., (2015) argument, customer knowledge mean customer consciousness about the delivery system of municipality based on the marketing research, upward communication, management layers and decision making of the service dimensions. In addition, two separate interview guides were designed and formed the basis for separate interviews with the selected clients. This information was more effectively impact to find out service quality, client care and satisfaction, the level of implantation, successes and challenges, their understanding of service quality, client satisfaction among others.

Other interview guide for selected employee sought to find out from them whether they were aware of any service quality, clients care and client's satisfaction, their roles in is implementation, successes and challenges, standards of service quality in Rvision and their recommendations to enhance service quality and client's satisfaction. It will be enhanced the effectiveness of delivery system and treat to the client's friendly manner for their performance.

Research Methodology

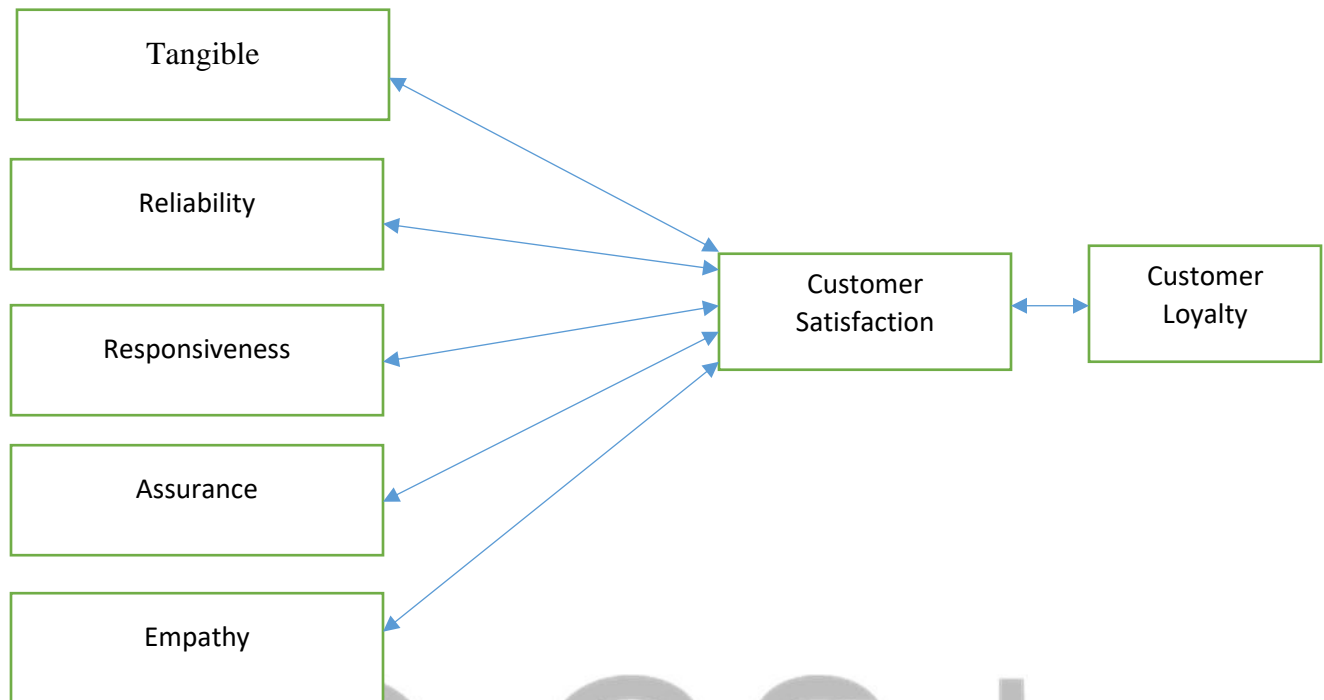
Research methodology is usually a guideline for solving a problem, with specific components such as methods, phases, techniques, tasks and tools. (Ishak & Alias, 2005). The research methodology is selected by concerning several various factors. For example it is preconceptions by the researchers' beliefs on whether there is one authenticity to be discovered the truth or there are

multiple perception to be discovered. That is based on the researcher's tendency to positive or other researcher context. In the meantime, it will be affected by the ways that researcher focus the theory should be utilized in terms of deductive or inductive approach Creswell (2009) terms research methodology as the judgment on quantitative or qualitative design that derives with specific guidelines for the measures in a research approach. Researcher methodology simply address the steps that researcher need to take to define objectives or research and research questions. The decision on research methodology selection is more important as it shapes the way that it will be conducted and affects the quality of outcome of the research.

This is a practical research and it needs interview questionnaire from the sample of the study. The aim of this study is to find the relationship between service quality, customer satisfaction and loyalty program with the level of media. The survey method is used for this study using questionnaire. The data collection method includes literary sources questionnaire survey, observation and related agencies. Primary data is original data and collected to achieve research goal. And also, this section explains the methodology of research to develop the answer to the research question. At first the research questions are addressed and then the hypotheses have developed. Next a sampling frame and data collection procedure has been discussed.

Conceptual framework

The aim of this study is to find the relationship between media and service quality, customer satisfaction and loyalty program with the level of customer. As per the literature review presented in chapter two, this study has proposed its conceptual framework based on deductive approach to be researched via a quantitative methodology. It has considered celebrity worship motives as the main independent variable (IV). The main dependent variable (DV). Media explained by five variables Tangible, Reliability, Responsiveness, Assurance and Empathy.



Reliability

In order to reducing the possibility of getting the answer wrong attention need to be paid particular on research design; reliability (Sauners et. Al., 2003). Reliability discusses to the degree to which data collection method or methods will harvest consistent findings, similar observations would be made or conclusions research by other researchers or there is transparency in how sense was made from the raw data. Cooper and Schindler (2003) have defined reliability as many things to many people but in most contexts the notion. A measure is reliable to the degree that it supplies consistent results. Reliability is a necessary contributor to validity but is not a sufficient condition for validity.

Table : Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	N of Items

0.761	0.770	0.579	23
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The alpha coefficient for the four items is 0.770. Suggesting that the items have relatively high internal consistency. The reliability test is an assessment of the degree of consistency between multiple measurements of variable. Cronbach's Alpha is the most widely used measurement tool with a generally agreed lower limit of 0.7. A reliability coefficient of 0.70 or higher is considered "acceptable" in most social science research situation.

Peasant Correlation Analysis

Pearson Correlations								
		Reliability	Responsive:	Assurance	Empath:	Tangible	Customer satisfaction	Customer Loyalty
DVS	PE	.105	.114	.335**	.033	.077	1	
DVL	PE	.153	.214**	.170*	.053	.337**	.243**	1

Recommendation for further study

There are numerous schemes to improve the limitation of further research. For RVision, its mandate of promoting, protecting and enforcing the service quality. From the study, the relationship between customer satisfaction and service quality has been clearly established. Therefore, the service quality should be enhanced on order to achieve audience satisfaction. Base on the research the following recommendations have been made.

From the study it was founded that service quality dimensions are positively related to customer satisfaction. However, not all of them are significantly correlated to customer satisfaction. The results indicated that the dimensions of Reliability and Empathy are not significantly related to customer satisfaction, in other words they are not major determinants of customer satisfaction. It

is therefore recommended that the media needs to enhance more of its Reliability and Empathy. This is not suggested that the other dimensions of Tangibility, Responsiveness and Assurance are not very much important. To this end resources should be committed to improve the materials. Majority of the respondent rated the standard of service quality and client care as average, which certainly can't be any criteria be described as the best. It is therefore important to strengthen the system, process and procedures to improve service quality. It is the link between employees' training and employee performance. Training generally enhance the proficiency and confidence of staff. The training should aim at equipping the employees to be more efficient and effective to deliver high standards of service quality. It is therefore recommended that training on service quality should be given serious consideration. Management should ensure that there is appropriate selection and training of staff so that they can exhibit the quality of Reliability and Empathy.

The training should be regular and continuous and not only during orientation programmes of newly recruited staff. The study also recommends that measures should be put in place to reduce the negative service quality gaps. The negative gaps are indicative of the fact that the audience are dissatisfied. Specifically, the service quality gaps for Reliability and Empathy recorded negative value. This means that the audience expectations with regards to these dimensions are unmet. It is important to take steps to reduce the negative gaps recorded for them. Perhaps in spite of the fact that the audience see them as not significant. They still want to see improvement in those factors. First of all, one of the ways that could be done by conducting online survey by keeping target across the globe and also can extend the survey to people in all the age group. Another aspect that can be looked into for further research may need to be carried out because this research was limited to specific geographical area to investigate. In this research conduct a more accuracy and reliable data and result. There were around 150 questionnaires. Besides, the time frame of conducting survey should be extended in order to for the researches to get sufficient time.

Conclusion

The study sought to find out the relationship between service quality and customer satisfaction in media. It also sought to identify the significant customer's satisfaction. It was explained that not all the service quality dimensions or attributes are significantly correlated to customer satisfaction.

Specifically, the attributes of Tangibility, Responsiveness and Assurances were found to be the most important predictors of customer satisfaction. It was also found that the standards of service quality of media are seen differently by audience. Most of the audience was felt that the standard of media is above the average. Furthermore, the study founded that the media had processes and procedures to facilitate quality service delivery but these have to be improved to ensure efficiency and effectiveness. Finally, constraints and challenges media faces in ensuring higher standard of service quality were identified. Recommendation has been offered and they include the following; ensuring improvements in the Reliability and Empathy attributes reducing the service quality gaps.

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