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## Customer satisfaction analysis and its impact on customer loyalty delivery services reviewed from service quality and price

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**Abstract.** The purpose of this research is to find out how the effect of service quality and price on customer satisfaction and the impact on customer loyalty on customer delivery services J&T Express Bogor. This research uses quantitative approach by collecting data through survey method. The population in this study was users of J&T Express delivery services in Bogor. Sampling techniques using purposive sampling method with the criteria of users of J&T Express delivery services in Bogor who are able to perform or feel the services performed by J&T Express Bogor. The sample of 178 respondents using the technique used questionnaires. The data analysis techniques in this research use structural equation model analysis techniques. The results of this research showed that: (1) service quality has a positive and significant effect on customer satisfaction with a critical ratio of 10,967 with a large influence of 0.920. (2) Price has no effect and is significant to customer satisfaction because it has a critical ratio value of only 1,121. (3) Service Quality has no effect and is significant to customer loyalty because it has a critical ratio value of only 0.225. (4) price positively and significantly affect customer loyalty with critical ratio value of 2,454 with a large influence of 0.099. (5) customer satisfaction has a positive and significant effect on customer loyalty with a critical ratio of 6,138 with a large influence of 0.968. (6) customer satisfaction does not mediate between service quality and customer loyalty because it has a calculated t value of 0.660598. And (7) customer satisfaction does not mediate between service quality and customer loyalty because it has a calculated t value of 0.067883.

**Keywords.** Service Quality, Price, Customer Satisfaction, Customer Loyalty

### 1. Background

The pandemic situation caused by Novel Coronavirus (2019-nCoV) has brought significant changes in a short period of time in all corners of the world. In Indonesia in April 2020 the government urged people to stay at Home. This causes almost all systems to turn into online-based. According to a survey conducted by APJII (Association of Indonesian Internet Service Users), there was an 8.9% increase in internet users in Indonesia from 2018. Internet users in Indonesia, has reached 196.71 million people out of the total population of Indonesia which amounts to 266.91 or there are 73.7% of Indonesians who already use the internet.

One system that drastically changes is the economic system in which there are the consumption activities. According to (Mankiw 2005, 27) consumption consists if the goods and service bought by. Because of this pandemic, people can't get out of the house easily to buy something.

However, because of the technology that is developing, the consumption activities can be done through internet-connected smartphones, such as shopping through marketplaces, ordering food through online motorcycle taxis, and so on.

Hosting service provider Exabytes Indonesia recorded an increase in the number of customers who signed up to e-commerce. Compared to 2019, in January- July 2020 there was an increase of 38.3%. According to APJII (Indonesian Internet Service Users Association), internet usage for online shopping increased from 3.5% in 2018 to 6.1% in 2019-2020. The increasing flow of online shopping also impacts on delivery services that, are supporters of online shopping activities. Delivery services become one of the important aspects in online shopping. This delivery service acts as a bridge that connects sellers and buyers. Briefly, it is the delivery service that distributes goods from the seller to the buyer. ASPERINDO (Association of Indonesian Express, Postal and Logistics Service Companies) recorded 526 members of delivery services, one of whom is J&T Express or PT Global Jet Express.

J&T arrived in Indonesia on August 20, 2015 and started operations in September of the same year. J&T Express as a new company must compete with other much more established delivery services such as JNE and Pos Indonesia which are state-owned companies that have existed since 1746, long before Indonesia's independence. In terms of shipping rates J&T Express has more expensive tariffs than its competitors. For delivery from Bogor to Jakarta alone the tariff is IDR 10,000 for one kilogram of goods. This is more expensive when compared to JNE or POS Indonesia. Shipping rates of the same location with the same weight, JNE only dance IDR 9000 while POS Indonesia is only IDR 7000.\*

- The data was taken in February 2021.

## **2. Literature review**

### **2.1. Customer Loyalty**

(Khadka and Maharjan 2017) defined customer loyalty is not gained by an accident. They are constructed through the sourcing and design decisions. It is built over time across multiple transactions. Mowen and Minor in (Bulan 2016, 596) defined that customer loyalty is a condition when customer have a positive attitude, commitment, and they are determined to continue their purchases in the future. Dimitriadis in (Leninkumar 2017, 451), defined that loyal customers is positively view the organization, endorse the organization to others, and would engage in repurchase.

### **2.2. Customer Satisfaction**

Oxtafiani & Widowati (2017, p. 36) said customer satisfaction is an important thing for a company. Ningsih and Segoro in (Leninkumar 2017, 452) defined satisfaction as an attitude, assessment and emotional response shown by the consumer after the purchase process. Oxtafiani & Widowati (2017, p. 36) Customer satisfaction is an important thing for a company. (Djan and Adawiyah 2020, 264) said satisfaction is after sales evaluation compliance when an alternative goods being chosen at least has given the same result as expected or beyond the customer expectation, but dissatisfaction is when the product received does not meet the customer expectation.

(Kotler and Keller 2009, 139) generally customer satisfaction is person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations. If the performance does not meet expectations, then the customer will be dissatisfied. If the performance meets expectations then the customer will be satisfied. And if the performance exceeds expectations then the customer will be satisfied and happy. According to (Martua and Djati 2018, 12) Customer Satisfaction can be seen with the expectations of consumers.

### **2.3. Service quality**

(Schneider and White 2004, 7) Pure service is intangible. Pure service cannot be seen, touched, or stored. But not all service are “pure services” and have tangible components. So, service are, nor all intangible, but rather are arrayed on a continuum of intangibility. (Kotler and Keller 2009, 38) divides services into 5 categories, one of which is major service with accompanying minor good and service, such as package or goods delivery services. Shipping / expedition services can be included in this category because it consists of the main services and other complementary additional services. For example, consumers buy delivery services, in the delivery accompanied by additional services such as insurance and security extra bubble wrap. Parasuraman, et al in Oxtafiani & Widowati (2017, p. 36) defines quality of service as a basis for marketing services, because the core product being marketed is a performance (quality), and the performance is also to be purchased by the customer.

According to (Kotler and Keller 2009, 52) there are five determinants of service quality, namely reliability, responsiveness, assurance, empathy, and existence.

Reliability has to do with the ability to reliably and accurately provide promised services. Responsiveness is related to willingness to help customers and provide timely service. Guarantees relate to the knowledge, ability, and decency of employees in demonstrating trust and belief. Empathy relates to the attention given to consumers. And the form relates to physical appearance, equipment used, employees, to communication materials.

### **2.4. Price**

(Simon and Fassnacht 2019, 5) Price is the number monetary units which a buyer must hand over for one unit of product.

According to (Kotler and Keller 2009, 72), explains there are four sizes in price i.e. affordability of price, price conformity with quality of service, suitability of price with benefits, and price in accordance with the ability or competitiveness of the price. The four price sizes are as follows: (1) Affordability of prices: Consumers can reach the price set by the company. (2) Price conformity with service quality: price is often used as an indicator of quality for consumers. (3) Price equality with benefits: The consumer decides to use the service if the perceived benefit is greater or equal to that which has been issued to obtain it. If the consumer feels the benefits of the product is smaller than the price then the consumer will think the product is expensive and will end up thinking twice about repurchase. And (4) Prices according to the ability or competitiveness of the price: Consumers often compare the price of a service (expensive cheap) is highly considered by consumers of such services.

Based on the theory and description above, hypotheses can be drawn as follows:

H1: Service Quality contributes positively to consumer satisfaction.

H2: Price contributes positively to consumer satisfaction.

H3: Service Quality contributes positively to Customer Loyalty.

H4: Price contributes positively to Customer Loyalty.

H5: Customer Satisfaction contributes positively to Customer Loyalty.

H6: Service Quality contributes positively to Customer Loyalty through Customer Satisfaction.

H7: Price contributes positively to Customer Loyalty through Customer Satisfaction.

## **3. Research methodology**

### **3.1. Population and Sample**

The population used in this study were J&T Express customers who had made deliveries using J&T Express in the Bogor area. Since the population of this study is unknown, the sample size is influenced by the number of statements in the questionnaire. (Hair et al. 2010, 102)

recommends a sample size of 5 to 20 times the number of indicators or statements. This study uses the Maximum Likelihood Estimation Technique. According to Haryono (2017, p. 61) the ML technique is effective for samples ranging from 150-400 samples. So the number of samples in this study is ten times the number of statements or as many as  $7 \times 26 = 182$  respondents. But because there are data outliers and must be discarded. Then the sample becomes 178 respondents.

### 3.2. Data Collection Technique

This study uses primary and secondary data types. Primary data in this study was obtained directly from the source by distributing questionnaires to respondents containing statements regarding matters relating to Service Quality, Price, Customer Satisfaction, and Customer Loyalty. Secondary data in this research is in the form of literature studies, journals, literature related to problems and other documentation information that can be retrieved through the online system (internet).

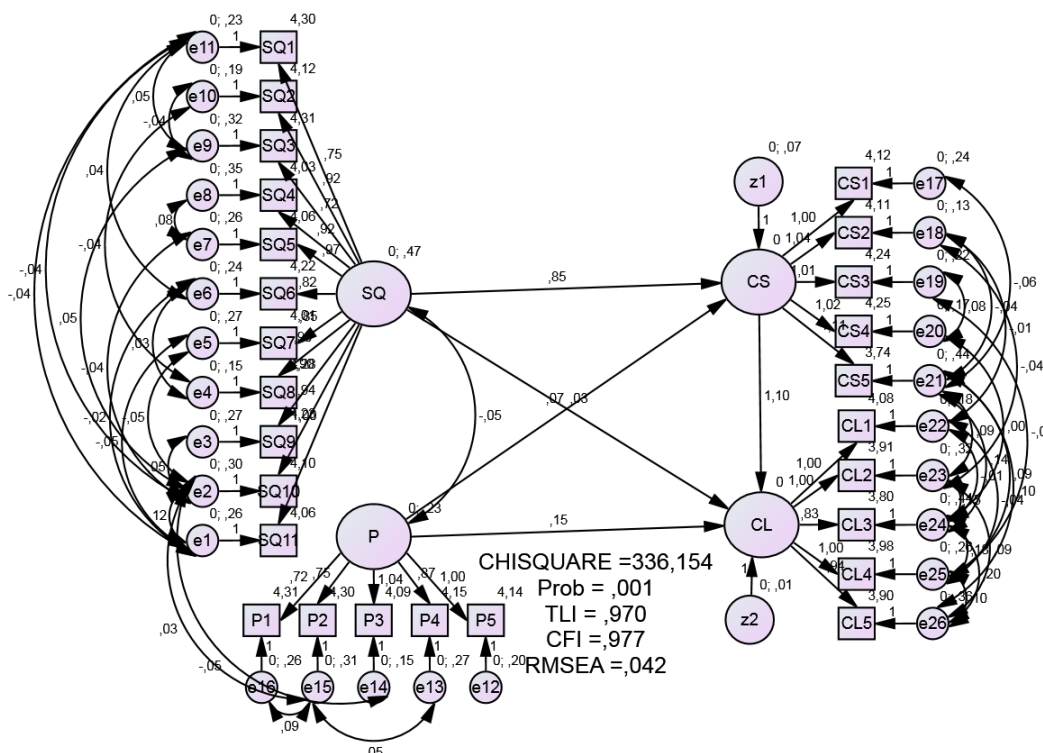
### 3.3. Data Analysis Technique

The data analysis tool used in this study is SEM (Structural Equation Modeling), which is operated through the AMOS 23.00 program. According to Haryono (2017), there are several stages that are carried out when analyzing data using SEM. The first step is to make a full model that is fit then tested with outlier tests, normality tests, construct reliability tests, and discriminant validity.

## 4. Result and analysis

### 4.1. Full Model

The full model of this research is:



### Maximum Likelihood Estimates

### Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CUSTOMER_SATISFACTION	<---	PRICE	.070	,062	1.121	.262	par_24
CUSTOMER_SATISFACTION	<---	SERVICE QUALITY	.854	,078	10.967	***	par_25
CUSTOMER_LOYALTY	<---	SERVICE QUALITY	.033	.146	,225	.822	par_26
CUSTOMER_LOYALTY	<---	PRICE	.147	.060	2,454	.014	par_27
CUSTOMER_LOYALTY	<---	CUSTOMER_SATISFACTION	1.095	.178	6,138	***	par_28

**Standardized Regression Weights: (Group number 1 - Default model)**

			Estimate
CUSTOMER_SATISFACTION	<--	PRICE	.053
CUSTOMER_SATISFACTION	<--	SERVICE QUALITY	.920
CUSTOMER_LOYALTY	<--	SERVICE QUALITY	.031
CUSTOMER_LOYALTY	<--	PRICE	.099
CUSTOMER_LOYALTY	<--	CUSTOMER_SATISFACTION	.968

**Squared Multiple Correlations: (Group number 1 - Default model)**

	Estimate
CUSTOMER_SATISFACTION	.835
CUSTOMER_LOYALTY	.985

Based on the output of AMOS 23.00 on Regression Weigh: (Group number 1- Default model) above, it can be seen that the only variable that affects Customer Satisfaction is Service Quality because it has a CR value of 1.96 or P 0.05. While the variables that affect customer loyalty are Price and Customer Satisfaction because they have a CR value of 1.96 or P 0.05. It can be seen that the AMOS 23.00 output on Standardized Regression Weights: (Group number 1 - Default model) above can be seen that Service Quality has an effect on Customer Satisfaction of 0.920. Price has an effect on Customer Loyalty of 0.099. And Customer Satisfaction has an effect on Customer Loyalty of 0.968. Judging from the estimate value on the Standardized Regression Weights: (Group number 1 - Default model) above, it can be seen that customer satisfaction has a stronger influence than Price on Customer Loyalty. The amount of Service Quality affects Customer Satisfaction by 83.5% and 16.5% is another factor not examined in this research. For Customer Loyalty is influenced by Price and Customer Satisfaction by 98.5% and 1.5% is another factor not examined in this research.

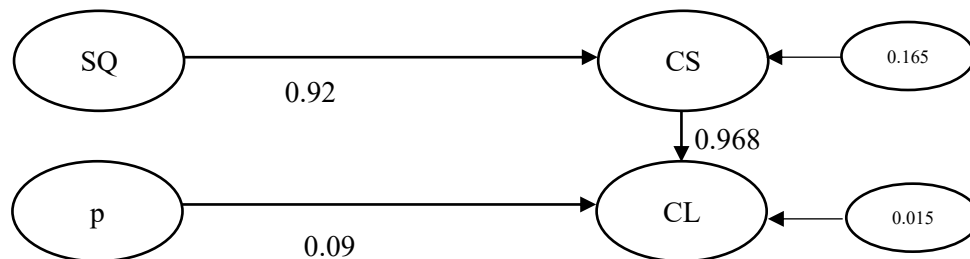
To test the indirect hypothesis, the researcher used the Sobel test, where the calculation results are compared with the t-table value. Service Quality on Customer Loyalty through Customer Satisfaction has no effect and is significant, because t count t table or 0.66 1.96. It is concluded that Customer Satisfaction does not mediate between Service Quality and Customer Loyalty. Likewise, Price on Customer Loyalty through Customer Satisfaction has no effect and is significant, because t count t table or 0.068 1.96. It is concluded that Customer Satisfaction does not mediate between Price and Customer Loyalty.

Structural Equation 1:

$$\text{Customer Satisfaction} = 0.92 \text{ Service Quality} + 0.165$$

Structural Equation 2:

$$\text{Customer Loyalty} = 0.099 \text{ Price} + 0.968 \text{ Customer Satisfaction} + 0.015$$



SQ= Service Quality

P= Price

CS = Customer Satisfaction

CL= Customer Loyalty

#### 4.2. Outlier Test

Degree of freedom or the value of mahalanobis distance is obtained from the number of indicators in the Full Model. The degree of freedom or the value of the mahalanobis distance is 26 indicators at a significance level of  $P=0.001$  or  $2(0.001;26) = 54.0519$ . It can be interpreted that the value of the mahalanobis d-square greater than 54.0519 is a multivariate outlier and must be dropped or discarded. All data have a value of mahalanobis d-square below 54.0519. There are eight data that have a value above 54.0519. Then the eight data are deleted so that the final number of samples is 178.

#### 4.3. Normality Test

##### Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r
Multivariate					109,670	19,173

The results of the normality test show that the cr value for multivariate is 19.173, which is far from  $\pm 2.58$ , so it can be concluded that the data is not normal multivariately. For this reason, researchers will try to estimate using the Bootstrap procedure. Then the results of the Full Model output will be compared with the re-estimation of the model with the Bootstrap procedure.

After comparing SE Bootstrap with SE ML, it is known that the average parameter comparison result is an increase of about 1%. This states that the standard error before and after bootstrapping is small, it can be concluded that with (N=178) the data is normally distributed (not different from SE Bootstrapping with N=500).

#### 4.4. Construct Reliability Test

##### Construct Reliability Test Results

No	Variable	CR	VE	Remarks
1.	Service Quality	0.924637	0.578033	Reliable
2.	Price	0.787367	0.430911	Reliable
3.	Customer Satisfaction	0.904633	0.655703	Reliable
4.	Customer Loyalty	0.883226	0.603765	Reliable

The table above shows that all dimensions and indicators of the research construct have a standard load factor value of 0.5 so that all of them have good validity. The extracted (VE)

variant of the Price variable has a value of 0.430911, slightly below the recommended 0.5. Overall, it can be concluded that all research variables in the Full Model have good reliability and validity.

#### 4.5. Multicollinearity and Singularity

##### Determinant of sample covariance matrix = .000

From the output of the calculation of the determinant of the sample covariance matrix, it can be seen that 0.000 is close to zero. Thus it can be concluded that there is no multicollinearity and singularity in the data of this study, however, it is still acceptable because the other SEM assumptions are met.

#### 4.6. Discriminant Validity

Correlation between constructs and AVE Square Root

	Service Quality	Price	Customer Satisfaction	Customer Loyalty
Service Quality	0.76028			
Price	-0.148	0.65644		
Customer Satisfaction	0.920	0.053	0.809755	
Customer Loyalty	0.031	0.099	0.968	0.777023

Based on the table above, it is clear that each latent construct has good discriminant validity, because overall the latent construct has a higher value than the correlation value between constructs.

## 5. DISCUSSION

### 5.1. Effect of SERVICE QUALITY on Customer Satisfaction.

Based on the results of the research conducted, it is known that Service Quality on Customer Satisfaction has a significance level close to or equal to 0 with a Critical Ratio of 10.967 which is greater than the limit value of 1.96. The coefficient value in the structural equation has a positive value of 0.920. Based on these results, the hypothesis which states "Service Quality contributes positively and significantly to Customer Satisfaction" is accepted. Every increase in service quality; in this case the reliability of service as promised reliability in answering customer questions, accurate receipts, responsiveness and empathy of employees, guarantees, and the visible form of J&T Express; will increase customer satisfaction.

The results of this research supported the research from (Aji 2017) entitled the effect of service quality, price on consumer loyalty and customer satisfaction as intervening variables in shipping service companies in Solo. In his research, the influence of service quality (service quality has a positive and significant effect on consumer satisfaction. So it can be concluded that the higher the quality of service provided, the higher the satisfaction felt by consumers).

### 5.2. Effect of Price on Customer Satisfaction.

Based on the results of research conducted, it is known that Price on Customer Satisfaction has a significance level of 0.262 with a critical ratio of 1.121 which is smaller than the limit value of 1.96. Based on these results, the hypothesis which states "Price contributes positively and significantly to Customer Satisfaction" is rejected.

### 5.3. Effect of Service Quality on Customer Loyalty.

Based on the results of research conducted, it is known that Service Quality on Customer Loyalty has a significance level of 0.822 with a critical ratio of 0.225 which is smaller than the limit value of 1.96. Based on these results, the hypothesis which states "Service Quality contributes positively and significantly to Customer Loyalty" is rejected.

### 5.4. Effect of Price on Customer Loyalty.

Based on the results of research conducted, it is known that Price on Customer Satisfaction has a significance level of 0.014 with a Critical Ratio of 2.454 which is greater than the limit value of 1.96. The coefficient value in the structural equation has a positive value of 0.099. Based on these results, the hypothesis which states "Price contributes positively and significantly to Customer Loyalty" is accepted. Each price increase followed by an increase in service quality will increase customer loyalty by 0.099.

The results of this research supported research of Bulan: 2016 with the title The Effect of Service Quality and Price on Consumer Loyalty at PT Tiki Jalur Nugraha Ekakurir Agents of Langsa City. This study describes the results that price has a significant effect on consumer loyalty at PT Tiki Jalan Nugraha Ekakurir Agent of Langsa City.

#### **5.5. Effect of Customer Satisfaction on Customer Loyalty.**

Based on the results of research conducted, it is known that Customer Satisfaction on Customer loyalty has a significance level close to or equal to 0 with a Critical Ratio of 6.138 which is greater than the limit value of 1.96. The coefficient value in the structural equation has a positive value of 0.968. Based on these results, the hypothesis which states "Customer Satisfaction contributes positively and significantly to Customer Loyalty" is accepted. Every increase in Customer Satisfaction in this case the conformity of customer expectations with the reality that occurs at J&T Express will directly increase customer loyalty.

The results of this research supported the research conducted by Martua and Djati in 2018 with the influence of service quality and price on customer satisfaction which has an impact on customer loyalty for AB Cargo delivery services. In their research, Matua and Djati revealed that in their research there was a positive and significant relationship between customer satisfaction and customer loyalty.

#### **5.6. Effect of SERVICE QUALITY on Customer Loyalty through Customer Satisfaction.**

Based on the results of the research conducted, it is known that Service Quality on Customer Loyalty through Customer Satisfaction has a tcount value of 0.660598 which is smaller than a ttable value of 1.96. Based on these results, the hypothesis which states "Service Quality contributes positively to Customer Loyalty through Customer Satisfaction" is rejected.

#### **5.7. Effect of Price on Customer Loyalty through Customer Satisfaction.**

Based on the results of the research conducted, it is known that the Price on Customer Loyalty through Customer Satisfaction has a tcount value of 0.067883 which is smaller than the ttable value of 1.96. Based on these results, the hypothesis which states "Price contributes positively to Customer Loyalty through Customer Satisfaction" is rejected.

### **6. Conclusion and suggestion**

#### **6.1. Conclusion**

Based on the results of the analysis that has been done, it can be concluded as follows:

1. Service Quality contributes positively and significantly to customer satisfaction. The conclusion is based on the CR value of  $10.967 \geq 1.96$  or the P value which is close to zero.
2. Price does not contribute positively and significantly to customer satisfaction. This conclusion is based on the CR value of 1.121  $< 1.96$  or the P value of 0.262  $> 0.05$ .
3. Service Quality does not contribute positively and significantly to customer loyalty. The conclusion is based on the CR value of 10.225  $< 1.96$  or the P value of 0.822  $> 0.05$ .
4. Price contributes positively and significantly to customer loyalty. The conclusion is based on the CR value of  $2.454 \geq 1.96$  or P value of 0.014  $< 0.05$ .
5. Customer Satisfaction contributes positively and significantly to customer loyalty. The conclusion is based on the CR value of  $6.138 \geq 1.96$  or the P value which is close to zero.

6. Customer Satisfaction does not mediate between Service Quality and Customer Loyalty. The conclusion is based on  $t$  count  $<$   $t$  table  $0.660598 < 1.96$ .

7. Customer Satisfaction does not mediate between Price and Customer Loyalty. The conclusion is based on  $t$  count  $<$   $t$  table  $0.660598 < 1.96$ .

## 6.2. Suggestion

Based on the results of research, discussion and conclusions, the suggestions that can be given are as follows:

1. There needs to be an improvement in terms of service reliability as promised, reliability in answering customer questions, accurate receipts, employee responsiveness and empathy, guarantees, and the visible form of J&T Express in order to increase customer satisfaction which will increase customer loyalty. . Because in the field there are several cases of J&T Express employees sticking the receipt incorrectly or technical errors like that.

2. In addition to the service, J&T Express can increase the tariff with a record that the quality of service must be increased in proportion to the price. This will affect the loyalty of J&T Express consumers themselves. If at the same rate there is a decline in service quality, consumers tend to switch to other delivery services.

3. Satisfaction also affects service. This satisfaction will talk about the suitability of expectations and the reality that occurs in the field. If the consumer's expectations and reality are comparable, the consumer will be satisfied and will be loyal. In this case, J&T Express must act or process its services according to what was promised. Because, what J&T Express promises will be hope in the minds of consumers. So as much as possible what J&T Express has promised such as time estimation, estimated condition of goods, insurance for lost or damaged goods, and so on must be in accordance with what is in the field, even better if it exceeds what was promised.

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