

Analysis of The Effects of Service Quality, Customer Value, and Customers Satisfaction To Behavioral Intentions at Auto 2000 Car Service Stations in Indonesia

Aditya Wardhana, Budi Rustandi Kartawinata, Syahputra

Department of Business Administration,
Faculty of Communication and Business, Telkom University, Bandung, Indonesia

Abstract: *The purpose of this research is to analyze the correlation between service qualities, customer value, and customer satisfaction on behavioral intentions of the Auto 2000's customers. Using these tools, organizations will have to become much better at matching internal quality management capabilities with an external strategic focus that is consistent with how customers see value. Auto 2000 is well-known as professional car service stations, especially for those who own Toyota brand in Indonesia. It is still important for the Auto 2000 to understand more about the value that is important for its customer in order to improve its ability to compete in this globalization era. The research held at the Auto 2000's customers in Indonesia. There were 5000 questionnaires spread. Only 4387 questionnaires were suitable with the criteria and processed using multiple linear regressions. With a 95% level of confidence, it is found that customer value gave the biggest influence on customers behavioral intentions of the Auto 2000 service car stations compared to service quality and customer satisfaction variable.*

Keywords: Service Quality, Customer Value, Customer Satisfaction, Customer Behavioral Intentions

1. Introduction

The existence of vehicles cannot be separated by service stations. Vehicles need to be cared so that they can be used by their owners in accordance with needs. Official service stations in car dealers will be a guarantee against a particular car brand to keep in demand by customers so that every car dealer is required to increase brand image better. For the company service stations, image of good company will be supported by a factor of the quality of services, the value of that accompanies services to be provided and satisfaction received by customers. Customers as users have a particularly important role in judging whether services delivered are qualified or not worth or not give satisfaction or not even customers also have a role to assess services that they had received in fact is services beyond customer expectations.

Customers are the most valuable assets for a company. Through the customer, a company can derive profit through the purchase that was conducted on a product produced. Profit obtained this will eventually be used for the survival of the company itself. Very important for companies to defend customers. Means companies can be done, especially its customers in maintaining the service companies is to provide quality services and provide services and beneficial for customers. If customers get the benefit of services, and will tend to experience the satisfaction of customers. Satisfaction is one factor that contributed to an increase in behavioral intentions against a product that impact on the existence of the willingness of customers to buy birthday and in the long term this can also be basic to build customer loyalty.

Cronin, Brady, and Hult (2000), through research that has been done in US service industries, said that there are three factors which is believed to improve service of customers on behavioral intentions. These factors are the sacrifice, value of service, service quality, and customer satisfaction. Hence we try to repeat research with modification that has been done with the same topic, namely the relationship between service quality, customer value, customer satisfaction, on customer behavioral intentions in samples of different research. The sample used in this research is the customers auto 2000 stations in Indonesia.

Based on the background of research that has been mentioned previously, hence we identify and formulate the research problem as follows: (1) how the influence of service quality received by customers on customer behavioral intention at auto 2000? (2) how the influence of customer value on behavioral customer intentions at auto 2000? (3) how the influence of customer satisfaction on customer behavioral intentions at auto 2000? (4) how the influence of service quality to customer value accepted by the customers auto 2000? (5) how the influence of service quality on customer satisfaction at auto 2000? (6) how the influence of customer value on customer satisfaction at auto 2000?

2. Review of Literature

Service Quality: In cases of pure services, the quality of services rendered become dominant element used in conducting evaluation of customers. The quality of services rendered also becomes an important factor in determining whether the services provided the gives satisfaction or not against customers. Parasurama, et.al (1990 in Bergmen and Klersjo, 1994) argue that there are 10 dimensions that determine the quality of a service that is: tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, dan empathy. Tangibles, is physical facilities associated with the services provided. Could include equipment used to provide services or building the place of these services are given, also can be a physical representation of the services provided; (1) *Reliability*, consisting of two thing that is the consistency of performance services and conformity with what promised (dependability). This is relating to the ability of providers of services that provide services in accordance with dijanjikannya on the ability of customers and service providers maintain the quality of which he gave to a long time; (2) *Responsiveness*, reflecting the level of response service providers in assisting desired service to its customers; (3) *Competence*, in the form of ability (skill) and knowledge possessed by a service provider to provide certain services to customers; (4) *Courtesy*, relating to attitude indicated by service provider for services rendered. Attitude polite friendly, and nice is most personal attitude required by moving in that business; (5) *Credibility*, referring to the credibility of service providers in the eyes of customers. This includes dimensions of trust and honesty of service providers in the eyes of customers; (6) *Security*, referring to factor overall security which is owned by service providers. Physical safety, financial safety, and secrecy and confidentiality aspects that determines the customers is at the time of his service providers who will choose; (7) *Access*, pertaining to ease to enjoy the services offered. In this case the service providers, ease to reach, and is found to ease an influential factor in the selection of service providers; (8) *Communication*, Pertaining to a way that pursued by service providers in communicating with customers. Customers usually like service providers who first listen to their complaints

Customer Value: Value is believed to be a person believed to affect a person for the existence of reaching a natural act. To study guidelines value can be a person pattern of behavior, to value the same because everyone will express action that same relative. Thus value believed to be a person can be explained or predict the behavior of someone. The universal and timeless values that is represented as the value of the real, social interactions, the demands of individual and social Swartz Bilsky (1987). And these values would be based on the value of a culture. The culture that is generally believed to be the measure of our moral and competent like everyone else, guidelines about how we behave, the merasionalisasi and help us attitude and behavior is personally and socially acceptable (Rockeach, 1973). Values will be the key to a better if compared with that stance. The people will still be affected by objects and circumstances. Values are more stable and a more than central occupy positions and attitudes within a person's cognitive system. Therefore, they are attitude and behavior of the determinants and hence more stable and inner-oriented provide understanding of customers. (Kamakura, 1992). Because of this, sifat-sifatnya and will be used as a standard of value. The concept of diagnosticate value this has been mentioned with various terms and definitions as customer value, customers value, value for customer, and others which basically implying an idea that uniform (Woodall, 2003), namely implying feeling about something that customers expect and customers can say. The term customer value just want to accommodate all the concept that using the name and ideas similar being perceived or experienced by customers in connection with goods and services (service) certain. There are some of the definition of customer value can be used as reference, as the values of the drives customer satisfaction (Hallowell, 1996), and customer repatronage make decisions on the basis of their predictions concerning the value of a future product or service (Bolton, Bramlett and Kannan, 2000). Value will be remembered as a prediction of satisfaction to be obtained from a product or service. This role because the value of satisfaction as a motivation, and can be used as the basis of that predicted the pattern of the decision of the customers, then customer value can be defined as the values professed to customers and customers patterns of behavior that can predict the decision-making of customers in satisfying their needs. One of the most appropriate way for companies to appreciate the service or services which they give customers against the perceived value is through these services. Customers perceived value is the first assessment of the netherlands of a product based on perceptions of what is received and what is given (Zeithaml, 1988, p.14).

Satisfaction: Satisfaction or satisfaction of influential factor is important in behavioral customer's intentions and customer retention (Anderson and Fornell, 1994; Anderson and Sullivan, 1993; Bolton and Drew, 1994; Cronin and Taylor, 1992; Fornell, 1992; Oliver, 1980; Oliver and Swan 1989). Hunt (1977) describes satisfaction as an evaluation of an emotion. Rust and Oliver (1994) satisfaction interpreted as levels of customer's confidence that produces positive feelings. Customer satisfaction is identified as the level of a person's feeling of pleasure or dissatisfaction resulting from comparing a product's received performance or outcome in relations to the personal expectation (Kotler, 2004). The other definitions about customer satisfaction given by Day (1999) stating that customer satisfaction or dissatisfaction is the evaluation of customer response (disconfirmation) perceived between the hope of earlier (or norm performance and actual performance of other products after used), Engel (1990) said that customer satisfaction evaluation purnabeli in which alternative is chosen at least equal or surpass expectations of customers, while dissatisfaction arises if the outcomes not meet expectations. Based on the above many definitions conclusions may be drawn that basically understanding customer satisfaction includes the difference between expectations and performance or result of being perceived. Hope and determine performance customer satisfaction was the quality of services that focuses on five dimensions services (Parasuraman, Zeithaml dan Berry, 1985) are: Reliability, ability to carry out promised services quickly and satisfying; Assurance, Includes the ability, civility, and the nature of trustworthy owned by the staff; free from danger, risk or uncertainty; Tangibles, Physical appearance from the facility with physical equipment and materials communication; Empathy, covering the ease of doing good communication,

connection and understand the needs of customers; Responsiveness, Willingness to help customers and staff to carry out services to respond .

Research on customer satisfaction with more than 600 companies in Ireland shows that such a lot of customers who are having relatively high level of satisfaction to frequent do the displacement or switching (Griffin, 1995). The decline in levels of trust to a company largely caused by the company to customer behavior , companies such as: arrogance , the behavior of employees and management and lack of communication . Research in general kepuasana customers do not understand that there is change and the level of customers interests in mind (Westbrook, 1981). According to Oliver (1997), satisfaction will appear as a consequence that cannot be cleared off the process of purchasing and consumption. Satisfaction is an outcome of life (life outcomes) that used as a means to understand the environment. The purchase of a satisfying is an achievement that will bring stability and tranquility in life. Satisfaction intended here in accordance with the concept of satisfaction as customers (customer satisfaction suggested by Dick & Basu (1994) said that customer satisfaction is emotional reaction of customers to experience against a product or service.

Behavioral Intentions: Intentions realized when someone makes a plan that linking himself with a future behavior . The acts of which is usually performed by a customers intentions with respect to products can be owned to a product of looking for information , buy a product for the first time, made the purchase birthday , word-of-mouth , complaints , and the contribution of the money. There are three konstruk forming intentions (Soderlund and Ohman, 2002): Intentions-as-expectations (IE), intentions realized when someone makes a plan that linking himself with a future behavior. The acts of which is usually performed by a customers intentions with respect to products can be owned to a product of looking for information, buy a product for the first time , made the purchase birthday, word-of-mouth, complaints, and the contribution of the money. There are three constructs forming intentions; Intentions-as-plans (IP) referring to the choice of planned (planned choice) someone to do a certain behavior in the future. Intentions-as-wants (IW) referring to the meaning of the purpose of the end of the intentions of the desire of the end of his own statement (Gollwitzer, 1993).

Measurement of pointless done against intentions is to know the possibility of a consumption behavior of customers on a product based on the level of customer satisfaction for satisfaction is emotional reaction someone to products that has been consumed. This reaction having scales from feeling bad to feeling good (Babin and Griffin, 1998; Gotlieb et al, 1994; Hausknecht, 1990). If someone shows reactions and feeling good of the spending is likely he has a positive intentions on the products . But if someone shows the reaction of the bad feeling and spending intentions likely he has a negative of that product. Zeithaml, Berry, and Parasuraman suggesting that behavioral intentions is a fine if it is associated with the ability of the service provider to make it has its customers (1) told me something positive about them (2) recommending them to the customers another, (3) fixed loyal against them (for example do purchases in online stores back), (4) involved further with them (5) willing to pay premium prices.

The Relation between Service Quality, Customer Value, and Customers Satisfaction on Behavioral Intentions: Research on the relationship between service quality, the value of service, behavioral and intentions of customers satisfaction have been done since a few years ago by experts (e.g., Athanassopoulou, 2000; Chenet, Tynan, and Money, 1999; Clow and Beisel, 1995; Fornell et al., 1996; Garbarino and Johnson, 1999; Roest and Pieters, 1997; Spreng, Mackenzie, and Olshavsky, 1996; Zeithaml, Berry, and Parasuraman; 1996). Para pakar tersebut menyimpulkan bahwa: (1) customer satisfaction merupakan hasil dari customer's perception terhadap nilai yang diterima, dimana value equals perceived service quality relative to price, (2) determinan pertama dari customer satisfaction secara keseluruhan adalah perceived quality, sedangkan yang menjadi determinan kedua dari customer satisfaction secara keseluruhan adalah perceived value, (3) customer satisfaction diketahui memiliki hubungan yang erat dengan value dan secara konsep didasarkan kepada penggabungan dari atribut service quality dengan atribut jasa seperti harga.

As exposure to the above, Rust and Oliver (1994) also conducted research with the same topic and produce the conclusion that perceptions regarding service quality that favored will lead to the satisfaction and value, which in turn would directly affect satisfaction. Other researchers who named Bagozi (1992) connecting service quality , customer value , intention to behavioral and customer satisfaction in the model as follows: appraisal → emotional response → coping framework. This model explaining that the initial evaluation by the customers to service to be consumed caused emotional reactions that would eventually control behavior . Emotional reaction is a degree of difference between hope at the time before a product consumed with the performance or results perceived consumers after consuming these products . Emotional reaction this could include a sense of value positive or negative will be a supplier of services received . (Woodruff, 1997). Satisfied customers will be a service of their consumption tends to be having the use of services is relatively high compared with the customers who are not satisfied. (Bolton & Lemon, 1999; Ram & Jung, 1991).

3. Research Methods

This research using quantitative research methods, tries to to analyze factors which of service quality , customer value and customer satisfaction has the most influence on customer behavioral intentions from the Auto 2000's customers in Indonesia. Based on the above explanation, hence writers suggested seven a hypotheses which will be expressed on paragraph next . Research model used by a writer are as follow:

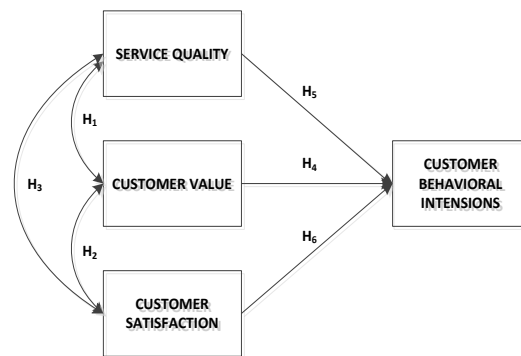


Figure 1: Research Model

Research from those mentioned above, obtained four different constructs was: service quality, customer value, customer satisfaction, and customer behavioral intentions.

Hypotheses: As researchers explained earlier, this study examines the effects of service quality, customer value, and customer’s satisfaction to behavioral intentions. The following hypotheses will be tested in this respect:

- H1: Service quality will be positively related to customer value
- H2: Customer value will be positively related to customer satisfaction
- H3: Service quality will be positively related to customer satisfaction
- H4: Customer value will be positively related to customer behavioral intentions
- H5: Service quality will be positively related to customer behavioral intentions
- H6: Customer satisfaction will be positively related to customer behavioral intentions

Sample Selection: The population in this research was Auto2000’s customers who come directly to the workshop have been using services workshop at least two times until June 2014, and is the owner personal vehicles. A technique that is used in this research was convenience sampling, where it includes non-probability sampling technique which choose samples to cover a considered appropriate by researchers (Malhotra, 2007:333). A unit of the analysis used in this research is the customer auto 2000 which be poured into in the questionnaire with the total 80

questions, which is divided into four parts service quality as much as 20 questions, customer value about 20 questions, customer satisfaction about 20 questions and behavioral intentions about 20 questions. Information on analysis unit processed using software SPSS. The sample collection done in all the Auto 2000 services stations that were 100 services stations from 15 provinces around Indonesia. The sample collection done when the customer who is visiting for services who was waiting for his vehicle. A period of data collection done in January to July 2014. The time of the sample collection done on Saturday to Sunday, when peak hours of service, that is from 8 am up to 1 pm. According to Hair et al (1998), the number of respondents all it took was $N \times 5$, where N are the number of questions that are found on a questionnaire. So in this research the number of respondents all it took was $80 \times 5 = 400$ respondents. As a result, the spread of a questionnaire as many as 4837 a questionnaire then a questionnaire that can be processed have had more than enough. A scale used in this research is likert scale with five value numerical score ranging from 1 through 5, outlined as follows: strongly disagree, do not agree, quite agree, agree, and certainly would agree.

Result: All data analysis was conducted by SPSS. About 3 major methods of multivariate analysis were used to analysis the data. Firstly, the correlations employed Pearson’s correlation coefficient followed by path analysis. The constructs were, also tested for validity and reliability and were found to be relatively sound. Then, the proposed model was tested using SPSS.

Tabel 2: Path Output

Path	Standardized Coefficient β	Std. Error of the Estimate	t-value	p	R Square
service quality → customer value	.470	.102	4.622	.000	.397
customer value → customer satisfaction	.361	.098	3.670	.001	.517
service quality → customer satisfaction	.226	.117	1.928	.001	.494
customer value → behavioral intentions	.221	.204	2.427	.005	.294
service quality → behavioral intentions	.219	.183	2.326	.007	.291
customer satisfaction → behavioral intentions	.206	.221	2.487	.001	.226

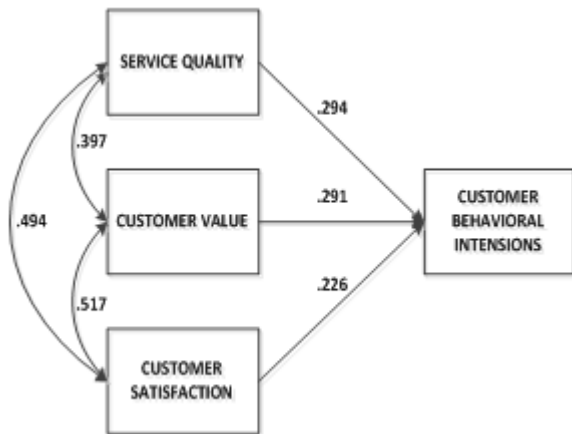


Figure 2: The Path Analysis

From research that has been done obtained that:

1. Service quality will be positively related (0.470) to customer value
2. Customer value will be positively related (0.361) to customer satisfaction
3. Service quality will be positively related (0.444) to customer satisfaction
4. Customer value will be positively related (0.294) to customer behavioral intentions
5. Service quality will be positively related (0.291) to customer behavioral intentions
6. Customer satisfaction will be positively related (0.226) to customer behavioral intentions

The research which was done in be the result of the third side variables that are service quality, customer value, and customer satisfaction, which directly affect the use of behavioral intentions at Auto2000' customers service stations, the variable of customer value gives the impact on consumers behavioral intentions to use the Auto2000 services stations of 29.4 %. Variable customer satisfaction and service quality for only 22.6 % exert 29.1 % of behavioral and consumer services, the intentions of the auto 2000. Therefore, it is very important for the parties to pay attention to the development of the three Auto2000 variables to behavioral intentions to improve its services to customers. The value of the increase in the quality of services and consumer services, which will have to accept the satisfaction that eventually it is expected to improve the customer behavioral intentions.

4. Conclusion

There are three variables (service quality, customer value, and customer satisfaction) which directly affect the behavioral intentions at Auto2000' customers service stations. The variable of customer value gives the impact on customers behavioral intentions to use the Auto 2000 services stations of 29.4 %. Variable customer satisfaction and service quality for only 22.6 % exert 29.1 % to behavioral intentions of the Auto 2000 services stations.

References

- [1] Anderson, James C. and James A. Narus. 1998. Business Marketing: Understand What Customers Value. Harvard Business Review. November-December 1998: 5-15.
- [2] Babin, Barry J. and Mitch Griffin. 1998. The Nature of Satisfaction: An Updated Examination and Analysis. Journal of Business Research, 41, 127-136.
- [3] Berry, Leonard L., Valerie Zeithaml, and A. Parasuraman. 1985. Quality Counts in Service, Too. Business Horizons. May-June 1985: 44-52.
- [4] Bolton, Ruth N. and Katherine N. Lemon. 1999. A Dynamic Model of Service: Usage as an Antecedent and Consequences of Satisfaction. Journal of Marketing Research, 36 (May): 171-186.
- [5] Bolton, R. N., P. K. Kannan, and M. D. Bramlett. 2000. Implication of Loyalty Program Membership and Service Experience for Customer Retention and Value. Journal of the Academy of Marketing Science. 28(1): 95-108.
- [6] Cronin, J. Joseph, Jr., Michael K. Brady and G. Thomas M. Hult. 2000. Assessing the Effects of Quality, Value, and Customer Satisfaction on Customers Behavioral Intentions in Service Environments. Journal of Retailing. 76(2): 19 -218.
- [7] Day, George S. 1999. Market Driven Strategy, Process for Creating Value, New York: Simon & Schuster, Inc.
- [8] Dick, A. and K. Basu. 1994. Customer Loyalty, Towards an Integrated Frame Work. Journal of the Academy of Marketing Science, Vol 22, pp: 99-113.
- [9] Engel, James F. 1990. Customers Behavior. Journal of Marketing, 6th Ed, p:3.
- [10] Griffin, Jill. 1995. Customer Loyalty: How to Earn It, How to Keep It, Lexington: Max Lexington.
- [11] Gollwitzer, Peter M. 1993. Goal Achievement: The Role of Intentions. European Review of Social Psychology, 4, 141-185.
- [12] Gottlieb, Jerry B., Dhruv Grewal and Stephen W. Brown. 1994. Customers Satisfaction and Perceived Quality: Complementary or Divergent Construct?. Journal of Applied Psychology, 79, (6), 875-885.
- [13] Hair, J. F. Jr., Anderson, R. E., Tatham R. L., Black, W. C. 1998. Multivariate Data Analysis, 5th Ed. New Jersey: Prentice Hall, Inc.
- [14] Hollowell, R. 1996. The Relationship of Customer Satisfaction, Customer Loyalty, and Profitability: An Empirical Study. International Journal of Service Industry Management, 7(4): 27-42.
- [15] Hunt, H. Keith. 1997. CS/D-Overview and Future Directions, Pp. 7-23 in Conceptualization and Measurement of Customers Satisfaction and Dissatisfaction, H. Keith Hunt (Ed.). Cambridge, MA: Marketing Science Institute.
- [16] Kamakura, W. A. and T. P. Novak. 1992. Value-System Segmentation: A Model for the Measurement of Values and Value Systems. Journal of Customers Research, June 1992.
- [17] Kotler, Philip, and Kevin Lane Keller. 2009. Marketing Management. 13th Ed. Upper Saddle River, New Jersey: Prentice Hall International, Inc.

- [18] Malhotra, Naresh K. 2007. Marketing Research An Applied Orientation. 6th Ed. New Jersey: Prentice Hall.
- [19] Oliver, Richard L. 1997. Satisfaction, McGraw-Hill, New York.
- [20] Parasuraman, A., V. A. Zeithaml, and L. L. Berry. 1985. A Conceptual Model of SQ and Its Implications for Future Research. Journal of Marketing, Vol 49, pp: 41-50.
- [21] Parasuraman, A., V. A. Zeithaml, and L. L. Berry. 1990. Delivering Quality Service: Balancing Customer Perceptions and Expectations. New York: The Free Press.
- [22] Soderlund, Magnus and Nicholas Ohman. 2003. Behavioral Intentions In Satisfaction Research Revisited, Vol 16, pp: 53-63.
- [23] Westbrook, Robert A. 1981. Source of Satisfaction with Retail Outlets. Journal of Retailing, Vol 57, pp: 68-85.
- [24] Woodall, T. 2003. Concetualizing Value for the Customer: An Attributional, Structural and Dispositional Analysis. Academy of Marketing Science Review, Vol. 2003 no. 12.
- [25] Woodruff, Robert B. 1997. Customer Value: The Next Source for Competitive Advantage. Journal of the Academy of Marketing Science. 25(2): 139-153.
- [26] Zeithaml, Valerie A. 1988. Customers Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. Journal of Marketing, 52 (July): 2-22.
- [27] Zeithaml, Valerie A., Leonard Berry, and A. Parasuraman. 1996. The Behavioral Consequences of Service Quality. Journal of Marketing, 60 (April: 31-46)