

The Effect of Service Quality in Achieving Customer Satisfaction

An Analytical study of the Opinions of a Sample of Supermarket Customers in the Raparin Administration- Kurdistan Region Iraq

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Abstract:

The recent research calls for the service quality, which has been an important topic for businesses as well as for the customers.

This study aims to determine the effect of service quality in achieving customer satisfaction in a sample of supermarkets in the Raparin Administration. In which SERVQUAL was used to measure service quality in achieving customer satisfaction through five dimensions: reliability, tangible, responsiveness, assurance, and empathy, and purchasing factors (price, quality, behavior, desire, and income) that influence shopping. This research induces a quantitative research method and convenient samples of 384 random questionnaires were distributed in 10 supermarkets. For the data analysis, Statistical Package for the Social Sciences (SPSS) software (version 21) was used. The study results indicated that service quality has a positive relationship with achieving customer satisfaction and service quality has a positive effect on achieving customer satisfaction. After the results, the research suggests that supermarkets' management systems must focus on dimensions of service quality to reduce negative space.

Keywords: Service Quality, Customer Satisfaction and Supermarkets, Raparin Administration.

المخلص:

تدعو الدراسات الأخيرة إلى الاهتمام بجودة الخدمات، التي أصبحت موضوعاً مهماً للتجار وللعلماء، فارتفع الوعي لدى العملاء بزيادة الطلب على جودة الخدمات والمنتجات المقدمة.

تهدف هذه الدراسة إلى تحديد مستوى تأثير جودة الخدمة في تحقيق رضا المستهلك في عينة من المتاجر الكبرى في إدارة رابرين. في هذه الدراسة تم استخدام قياس جودة الخدمة لمعرفة جودة الخدمة ودورها في تحقيق رضا المستهلك/العميل عن طريق خمسة أبعاد: الثقة، التجسيد/الاستشعار، الاستجابة، الضمان والتعاطف.. وعن طريق مجموعة من الأسباب، مثل: السعر، الجودة، التعامل، الطلب، الدخل).

لقد استخدم في هذه الدراسة المنهج الكمي، وتم توزيع عينة مكونة من 384 استبانة بطرية عشوائية في 10 من المتاجر الكبرى، وتم تحليل البيانات عن طريق برنامج الحزمة الإحصائية للعلوم الاجتماعية (SPSS) الإصدار (21).

وأظهرت النتائج إن لجودة الخدمة علاقة إيجابية بنبيل رضا العميل، وأن لجودة الخدمة تأثير إيجابي على نبيل رضا العميل. وفي الخاتمة يقترح البحث أن تركز أنظمة إدارة المتاجر الكبرى على أبعاد جودة الخدمات لغرض تقليص التأثير السلبي.

الكلمات المفتاحية: جودة الخدمة، تحقيق رضا العملاء، المتاجر الكبرى، إدارة رابرين.

پوخته:

تویژینهو مکانی ئه دواییانه بانگهشهده که بۆ گرینگیدان به کوالیتی خزمهتگوزاری، که بابعتیکی گرنگ بووه بۆ بازرگانهکان و ههروهها بۆ کریار مکان. هۆشیاری کریار مکان خواست زیادهکات لهسه کوالیتی باشی خزمهتگوزاری و بهرهمهکان پیشکesh کرارون.

مههست لهئهجامدانی ئه تویژینهو مه دیاریکردنی ئاستی کاریگهری کوالیتی خزمهتگوزاریه له بهدهست هینانی رهزامهندی بهکار بهر/کریار له چهده سوپهر مارکیتیکی ئیداره ی راپهریندا، له تویژینهو مه ده (SERVQUAL) بهکار هاتوه بۆ پیوانهکردنی کوالیتی خزمهتگوزاری له بهدهستهینانی رهزامهندی بهکار بهر/کریار له ریگهی پینچ رهههدهوه: متمانه پیوون، بهرجهسته پیوون/ههسته پیکراوی، وهلامدهر پیوون، دلنای و هاوسۆزی، وه هۆکارهکانیش وهک: نرخ، کوالیتی، ههلسوکوت، خواست، و داهات).

له تویژینهو مه ده میتودی چهندیتی بهکار هاتوه وه سامپلئیکی گونجای کهتیدا ۳۸۴ راپرسی ههرمهکی له ۱۰ سوپهر مارکیتدا دابهشکراوه. وه بۆ شیکردنهوی داتا پروگرامی ئیسی ئیسی (SPSS) فیزنی (۲۱) بهکار هاتوه. ئهجامهکانی تویژینهو که دهریخت که کوالیتی خزمهتگوزاری پهیومندی ئهرینی ههیه لهسه بهدهستهینانی رهزامهندی کریار وه کوالیتی خزمهتگوزاری کاریگهری ئهرینی ههیه لهسه بهدهستهینانی رهزامهندی کریار. لهکوتایدا ئه تویژینهو مه پیشنیاردهکات که سیسته می بهر پیومردنی سوپهر مارکیتهکان جهخت لهسه رهههدهکانی کوالیتی خزمهتگوزاری بکه بۆ کهمکردنهوی کاریگهری ئهرینی.

کلله ووشهکان: کوالیتی خزمهتگوزاری، رهزامهندی کریار مکان، سوپهر مارکیتهکان، ئیداره ی راپهرین.

1. Introduction

Within the context of marketing, the process towards sustainability in supermarkets can be assessed through customer satisfaction, which is a key driver for attracting the customers around the services that the supermarket provides. Due to consistent competition among the supermarkets and the uncertainties, it is widely acknowledged that paying attention to the service quality is extremely crucial for the success of any business particularly the supermarkets. Indeed, the study of service quality and customer satisfaction have been associated with the five-gap service model including "intangibility, responsiveness, reliability, assurance and empathy" (Salman, 2017).

Attaining customers for supermarkets is a serious challenge because most supermarkets and companies pay less attention on delivering same service quality to their customers after they get their satisfactory market share and customers. In fact, there is a scholar consensus on retention of customers around the service and products that the supermarkets provide.

According to Antoney and Vazhacharickal (2019) given definitions confirm that services are intangible performances and deeds that fulfill certain needs and wants of customers." Moreover, they differentiate service from service quality in a sense that service refers to the main components of an activity for which the price is paid, while service quality is the know-how approach of how to deliver service during the selling process to the buyers. In addition Feigenbaum (1991) "Quality is a customer's decision based on actual experience with the product or service, measured based on customer requirements, these requirements can be stated or not stated, consciously or simply perceived, wholly subjective or professional and always representing dynamic goals in a competitive market". According to Jiang and Wang (2006) service quality is defined as a consumer's assessment of how the service performance received and compared with their expectations. Furthermore, Parasuraman et al. (1990) defined service quality as a result of the comparison that customers make between their predictions about a service and their understanding of the way the service was

performed. Nevertheless, Service quality can be interpreted as an attempt to meet customer needs and desires as well as the accuracy of its delivery in the balance of customer expectations (Adnyana and Primasari, 2020).

The existing literature provides evidence on the effect of service quality on customers' requirements and demands. As noted in their works, Parasuraman et al. (1985), Zeithaml et al. (1988) highlighted that service quality (SERVQUAL) measures five basic dimensions commonly referred to as customer requirements. Which are tangible; reliability, responsiveness, assurance, and empathy. This concept has been widely applied to any kind of company or supermarket that is directly related to consumers as product customers. The final goal is to create customer satisfaction (Gronroos, 1990). Satisfaction is the feeling of someone that is both satisfied and dissatisfied based on the result of the performance of a product or service according to customers' expectations. Customers will feel satisfied if the performance of a service or product is according to expectations, and customers will feel dissatisfied if the performance of a service or product is not according to expectations (Kotler and Keller, 2015). Align with this, customer satisfaction is a sense of pleasure or disappointment after an assessment of the real performance of the service and product they feel after using them, if the service and product have met their expected needs (Kotler and Keller, 2006).

Currently, due to technological changes and quick transition in marketing globally, supermarkets and business owners make effort to retain high number of customers by diversifying their business strategy, and service quality. In fact, customers satisfaction are careful regarding a number of factors while considering a purchase, including; price, behavior, quality, income and their desire. Meanwhile, in the developing world only few supermarkets and service industries try to achieve service quality and care about customer satisfaction. Considering the significance of customer satisfaction in the context of service quality in the supermarkets in the Kurdistan Region of Iraq, this research precisely focuses on the effect of service quality in achieving customer satisfaction in the supermarkets in the Raparin Administration.

2. Literature Review

2.1 Service Quality

The service quality has become a serious concern now and in the past. Thus the service quality received by customers has been a key factor in driving profit and steady growth of businesses. As, the international trend toward service quality began in the 1880s, when firms understood that a great product alone would not be enough to preserve competitive advantage (Sultana and Das, 2016). Those early study efforts has centered on determining quality in the industrial sector were derived from a review of quality literature. Though research into services began in the late 1970s in some regions of the world, initiatives in the industrial sector began in the 1920s (Gummesson et al., 1991). In a basic terms, Rao (2011) stated that quality is associated with facts including; costs, profitability, customer satisfaction, customer relation, behavioral intentions. 'Quality' means a product's ability to satisfy a customer's needs and requirements for goods and/or services. The product may be a physical good or a service, or a blend of both Perreault et al. (2011) service is an action or activity that can be offered by one party to another party. It is intangible and does not result in any ownership. All services are carried out to provide the sense of satisfaction desired by customers (Kotler and Keller, 2016). Service

quality is a critical component of customer perceptions. In the case of pure services, service quality will be the dominant element in customers' evaluations. In cases where customer service or services are offered in combination with a physical product, service quality may also be significant in determining customer satisfaction (Zeithaml and Bitner, 2000). The definition of service quality is a measure of how well the service level delivered matches customer expectation (Weitz and Wensley, 2002). Service quality, as perceived by customers, can be defined as the extent of discrepancy between customers' expectations or desires and their perceptions (Zeithaml, 2010). Slack and Singh (2020) Found that service quality significantly influences customer satisfaction. This model assumes that customers' evaluation of service quality is grounded on five dimensions; tangibles, reliability, responsiveness, assurance, and empathy. The SERVQUAL scale is based on research by Parasuraman et al. (1985).

Table (1) Dimension Definition Kerin et al. (2009)

Dimension	Definition
1. Reliability:	Ability to perform the promised service dependably and accurately.
2. Tangibles:	Appearance of physical facilities, equipment, personnel, and communication materials.
3. Responsiveness:	Willingness to help customers and provide prompt service.
4. Assurance:	The knowledge and ethic of employees so well so their capability to pronounce trust and confidence.
5. Empathy:	Caring, individualized attention provided to customers.

1. Reliability means the ability to perform the service dependably, accurately, and consistently. Reliability is performing the service right the first time. This component has been found to be the one most important to consumers (Lamb et al., 2004). “Reliability refers to the promises given by the store. If the store cannot keep or break the promises, it dissatisfies customers and results in negative word-of-mouth. In contrast, when the company is able to keep its promises, it increases customer confidence for the store and creates customer satisfaction and lead to loyalty” (Yuen and Chan, 2010).

2. Tangibles: the appearance of physical facilities, equipment, personnel, and communication materials. The physical environment provided by the service provider is a concrete reflection of the service provider's concern and attention to detail. This level of evaluation can also be expanded to include the behaviors of other consumers in the service (Mulat, 2017).

3. Responsiveness: the willingness to help customers and provide prompt service. Retaining clients waiting, mainly for no obvious reason, creates unnecessary and harmful perceptions of quality. If a service failure happens, the capacity to improve rapidly and with expertise can create very constructive perceptions of quality (Mulat, 2017). These dimensions refer to the importance, encouragement, and treatment of employees regarding customer requests, questions, complaints, and problems. Be responsible for answering questions or paying attention to problems that customers always contact and wait for help answering from employees (Linh and Anh, 2018).

4. Assurance: The knowledge and ethic of employees so well so their capability to pronounce trust and confidence. The assurance dimension contains the following features: ability to give service,

effective communication with the consumer, courtesy and value to the customer, and a general attitude that the service provider is looking out for the client's best interests (Mulat, 2017).

5. Empathy: Caring, individualized attention is provided to customers. Employees show empathy for clients by comprehending their wants during business hours in order to satisfy them that their demands are met during business hours. It is very important to have personal attention to satisfy customers that a supermarket fits their needs. Meanwhile, customer demands are increasing daily in this dynamic environment, and it is the responsibility of companies and supermarkets to provide for customers' needs; otherwise, customers who do not receive individual attention will seek it elsewhere (Singh et al., 2021).

2.2 Customer Satisfaction

According to Madu (2012) achieving customer satisfaction is the introductory goal of any company. The short- and long-term needs and aspirations of customers are considered in designing products and services. Any product or service that fails to meet these needs will not be considered fit for consumers. Achieving customer satisfaction requires one to produce products and/or services that are free from flawlessness in order to delight the customer (Ofulla, 2013). Regardless of various definitions for customer satisfaction, the term Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction varies from person to person and to product/service (Chandrasekar, 2010), Consumer's fulfillment response, which acts as an evaluation based on an emotion-based response to a product or service received. In addition, satisfaction is a customer's post-purchase evaluation of a product or service received, or a consumer's post-purchase evaluation and effective response to the overall product or service experience (Ahmad and Allan, 2014). Customer satisfaction depends on the product's perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted (Kotler et al., 2011). Laisak et al. (2021) found that the service quality dimensions of empathy, assurance, and responsibility had an important influence on customer satisfaction.

In fact, price, behavior, income, quality, and desire are all factors that influence achieving customer satisfaction in supermarkets.

1. A Price is the amount of money charged for a product or service. More broadly, price is the sum of all the values that customers give up to gain the benefits of having or using a product or service (Armstrong and Kotler, 2013).

2. Behavior refers to the buying behavior of ultimate consumers, those who purchase products for personal or household use and not for business purposes. Marketers strive to understand buyer behavior for several reasons. First, buyers' reactions to a firm's marketing strategy have a great impact on the firm's success. Second, as indicated in the marketing concept, stresses that a firm should create a marketing mix that satisfies customers (Pride and Ferrell, 2011).

3. "Income" is money that a person or a business receives in return for working, providing a product or service, or investing capital. A person's income may also derive from a pension, a government benefit, or a gift (Berry-Johnson and Kvilhaug, 2021).

4. "Quality" means those features of products that meet customer needs and thereby provide customer satisfaction (Eldin, 2011). In this sense, high-quality products and services are important to keeping business competition in the market (Scarborough and Zimmerer, 2003).

5. Desire includes "a state of mind whereby an agent has a personal motivation to perform an action or to achieve a goal" (Perugini and Bagozzi, 2004). Customers desire certain products or services to satisfy their needs and translate those needs into the desired benefits sought from particular products or services (Crane, 2010).

2.3 Service Quality and Customer Satisfaction

Service quality and achieving customer satisfaction both concentrate on the factors that consumers will compare products or services with a specific standard and the relationship between service quality and customer satisfaction (Tien et al., 2021, 2). Customer satisfaction is described as the customer's evaluation of the product or service and the way in which this product or service has met the customer's needs and expectations (Berndt and Brink, 2004). Service quality is defined as the customer-based difference between the expectations about the service performance and the perceptions about the service provided (Bui et al., 2020). Customer satisfaction measurement or indexing, or customer-defined service quality determining the relevant impact of customers' ratings of individual service attributes on overall satisfaction with service (International and Program, 1999). However, the study findings revealed that there is a positive and important relationship between all the five dimensions of service quality and customer satisfaction, as well as between service quality, trust, and customer loyalty (Arifin et al., 2020, Goestjahjanti et al., 2021, Saeed et al., 2021).

3. Research framework

The research framework for service quality covers a number of dimensions that have an effect on customer satisfaction. The model was created to demonstrate the service quality model and its dimensions in Figure 1.

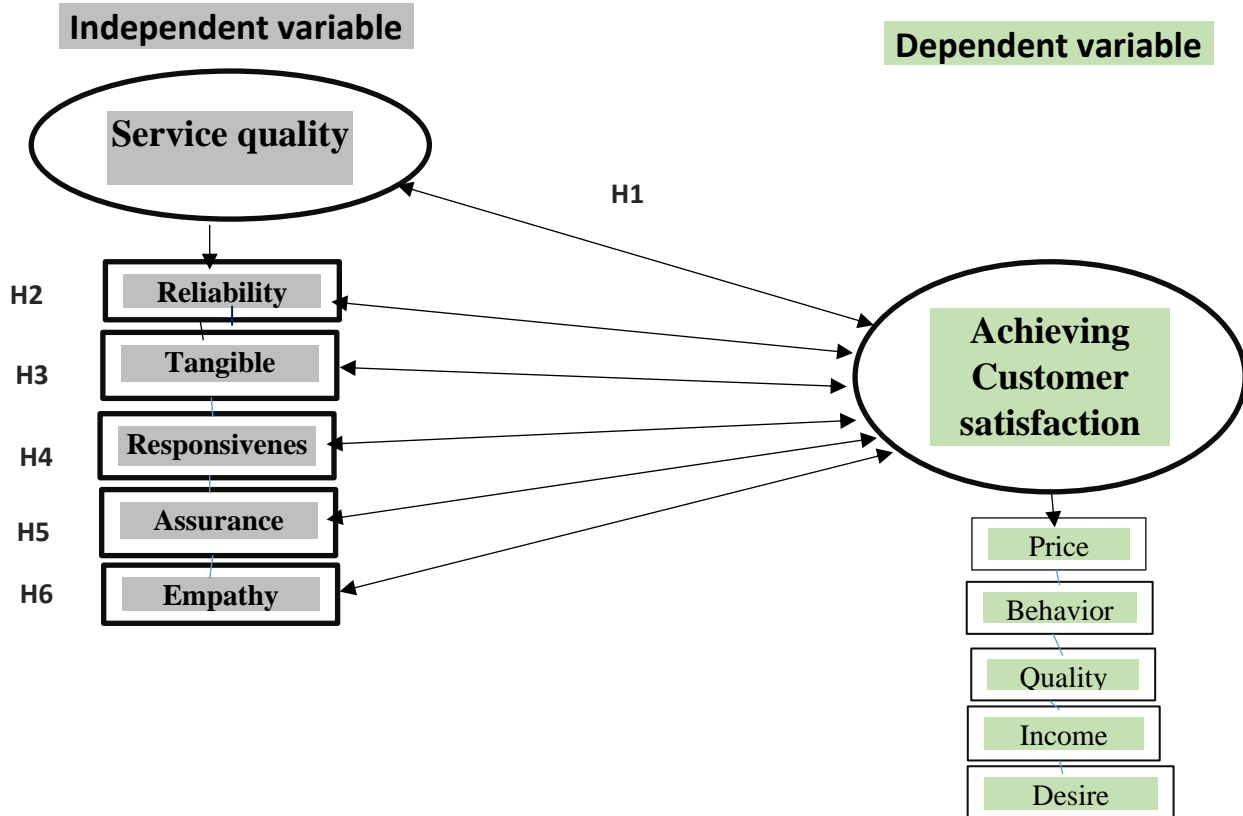


Figure 1: Research Framework

This research framework consists of independent variables and dependent variables. The independent variables have five dimensions including: reliability, tangible, responsiveness, assurance, and empathy. This research framework is created to measure service quality in supermarkets. Meanwhile, service quality variable was divided into five hypotheses to find the effect of service quality in achieving customer satisfaction through the dimensions determined to be measured. But, the dependent changes have some factors, such as prices, behaviors, quality, income, and desires that mainly affect customers' satisfaction in supermarkets.

3. Research Methodology

The quantitative research approach has been widely used in various fields of study in the social sciences and especially in researches that deal with customer satisfaction. Using quantitative method in research can be a good way to ensure that you get the same results as the previous studies. The focus of a quantitative design is using statistical tool to analyze data generated from the variables. These variables can be measured, normally on devices, to analyze numbered data using statistical actions (Creswell and Creswell, 2017).

4.1 Research Design

Considering research design, which is important for facilitating the method and techniques that fit the study. For the purpose of this study, a quantitative research methodology is selected for collecting empirical data; the researchers have used a survey questionnaire. Few crucial factors influence the chosen design for a specific research. Including, the knowledge of the research, interpretations, research problems, potential consumers of the study (Yorgure, 2018). In the case of this study, the SERVQUAL model was applied to measure the effect of service quality in achieving customer satisfaction at 10 supermarkets.

4.2 Study Sample and Population

The research population is customers in the 10 selected supermarkets in the Raparin administration, where samples of 384 surveys were distributed for (10) supermarkets on customers. The name of the supermarkets have been considered confidential based on the demand of the participating supermarkets, thus names are only given in case of request based on the consent of the supermarkets. Thus, names are kept anonymous in this study.

Table (2) List of names of supermarkets in the Raparin Administration

N	Name of supermarkets	History opened	Place	Distribution of questionnaire	Respondent Rate
1.	Happy City	2014	Ranya City	38	35
2.	Mother Market	2011	Ranya City	38	34
3.	SASAN Supermarket	2016	Ranya City	38	35
4.	Plac Market	2016	Ranya City	38	32
5.	Hafta Bazary Farmany Baqal	2015	Ranya City	38	34
6.	New City	2021	Chuarqurna City	38	33
7.	Top Target Market	2021	Chuarqurna City	38	32
8.	Sha Bazar	2020	Hajyawa City	38	33
9.	Happy Town	2020	Hajyawa City	38	31
10.	Sha Bazar	2022	Qaladze City	42	37
	10			384	336

4.3 Sample Design

The size of this sample is just limited to 384 participants from the population in Raparin Administration. The sample is convenience, while the technique for reaching out to the participants is random selection of customers from the ten selected supermarkets. According to Kothari (2004) "A sample design is a definite plan for obtaining a sample from a given population," and (Dhivyadeepa, 2015), a sample size should be neither too small nor excessively large.

The study used Krejcie and Morgan (1970) formula to achieve a reasonable sample size. The research want to calculate sample size for about (400000) population size in the Raparin administration (n), at 95% confidence level with degree of freedom 1 the chi-square value is (χ^2) (3.841). The population proportion (P) 0.5, at 95% confidence level the margin of error (e) is 0.05

$$n = \frac{\chi^2 np(1-p)}{e^2(N-1) + \chi^2 P(1-p)} \dots \dots \dots (1)$$

$$n = \frac{1.96 \times 1.96 \times 400000 \times 0.5(1-0.5)}{0.05 \times 0.5(400000-1) + 1.96 \times 1.96 \times 0.5(1-0.5)} \quad n = \frac{3.841 \times 400000 \times 0.25}{0.0025 \times (399,999) + 3.841 \times 0.25}$$

$$n = \frac{384,100}{999.9975 + 0.96025} = \frac{384,100}{1000.95775} \quad n = 383.73 \quad n = 384$$

For the sake of primary data, ten supermarkets are selected in the Rapairn administration. The sample is convenience while the technique for reaching out to the participants is random selection of customers from the ten selected supermarkets.

4.5 Data Collection

The study used a survey-questionnaire to collect preliminary data related to research variables. The questionnaire used in this research contains 32 items. For the data analysis, Statistical Package for the Social Sciences (SSPS) software (version 21) was used. Customer satisfaction was measured using a Likert scale, the 5 scale was used as "strongly agreed" and 1 was "strongly disagreed."

5. Data Analysis, Findings and Discussion

Regarding service quality and its influence on customer satisfaction, the gathered data from this research sample of 384 respondents from 10 supermarkets in the Raparin administration, in this section the data provides few answers for the chosen questions and it will explain the effect of the five variables of this research study. From the distributed questionnaires, only 336 questionnaires were selected as suitable for analysis. As noted from table 1 the response rate is 87.5%, which is a standard rate for a research.

Table (3): Respondent rate

Questionnaires	Frequency	Percent
Returned	336	87.5
Un-returned	28	7.291
invalid	20	5.208
Total	384	100.0

Source: Primary Data (2022)

Reliability of the Study Questionnaire

Table (4): The Value of the Alpha Cronbach's Coefficient

Variables	N. of class	Alpha Cronbach's
Independent variable(service quality)		
Reliability	4	0.954
Tangibles	4	0.952
Assurance	4	0.953
Responsiveness	4	0.949
Empathy	4	0.951
Total	20	0.94
Dependent variable (Achieving customer satisfaction)		
Achieving customer satisfaction	12	0.957
Total	32	0.958

Validity and reliability tests

Depending on the results of the analysis from the table (4), it is clear that the value of the Alpha Cronbach coefficient at the total level of the variables of study is equal to (0.958), while for (service quality) variable is (0.94), and for (achieving customer satisfaction: factors (price, behavior, quality, desire and income) variable is 0.957. As a result, if the reliability coefficient is (0.60) or more according to this equation, it is considered sufficient for research that depends on the questionnaire as a tool for it (Allen and Yen, 2002).

Table (5) Distribution of the Sample According to Socio Demographic

Gender	Frequency	%
Male	225	67.0
Female	111	33.0
Total	336	100.0
Age (Years)	Frequency	%
< 21	19	5.7
21 – 30	100	29.8
31 – 40	166	49.4
Over 40	51	15.2
Total	336	100.0
Level of education	Frequency	%
Primary school	43	12.8
High school	75	22.3
Diploma	66	19.6
Bachelor's degree	111	33.0
Master's degree	24	7.1
PhD	17	5.1
Years of experience	Frequency	%
Less than 5	220	65.5

5-10 Years	95	28.3
11- 15 Years	10	3.0
Over 15 Years	11	3.3
Total	336	100.0

Table (5) shows the socio demographic data it is clear from table (5) that the majority of the respondents are male, reaching approximately more than 67.0% of the total number of respondents, while the percentage of female is 33.0%. The data indicates that the workplace is more male oriented than females. The age group (31 – 40 years) of the study sample came first with 49.4%; Second place was the age group (21 – 30 years) by (29.8%). However, the minority of participants as ratio indicates are young (< 21) years with only (5.7%). As, can be seen from table (5), it is clear that people who Bachelor's degree in this study are the majority with 33.0%; following degree is high school by (22.3%). While the level of education of participants who holding PhD is minority with only 5.1%. This indicates that the sample members' education level is different and is qualified to answer correctly the paragraphs of the questionnaire. The majority of the respondents are individuals with experiences, (less than 5 years) at a rate of (65.5%). Then followed by a category of (5-10 years) at a rate of (28.3%), then Individuals with experiences from (Over 15 Years) reached (3.3%), and then individuals with experiences of (11- 15 Years) as (3.0%).

1-Testing the Hypotheses of the Correlation between the Study Variables

Table (6): A Correlation between Independent Variables and Dependent Variable

Independent Variables	Achieving Customer Satisfaction		
	Correlation	Sig.	Sample
Reliability	0.649	0.000	336
Tangibles	0.720	0.000	336
Assurance	0.768	0.000	336
Responsiveness	0.751	0.000	336
Empathy	0.693	0.000	336
Service quality	0.803	0.000	336

*The level of significance at level 0.05

*There is a relationship between the statistical function between independents variables and dependent variable

H₀: *There isn't a positive and significant correlation between the service quality and achieving customer satisfaction.*

H₁: *There is a positive and significant correlation between the service quality and achieving customer satisfaction.*

Based on the data from table (6), it is noticed that the value of the correlation coefficient between service quality and achieving customer satisfaction is equal to (0.803) at a significant level (0.05). Its value reached (0.000), and through comparing the significant value, that its value is less than (0.05),

which means that there is a significant positive statistical correlation between (service quality and achieving customer satisfaction). The result of the statistical correlation indicates the acceptance of the first hypothesis.

In the light of sub hypotheses of first hypothesis, table (6) shows the results of the statistical analysis of the correlation relationships between the dimensions of independent variable (Reliability, Tangibles, Assurance, Responsiveness and Empathy) and the dependent variable separately as follows:

H₀: *There is no positive and significant correlation between the reliability and achieving customer satisfaction.*

H₁: *There is a positive and significant correlation between the reliability and achieving customer satisfaction.*

It is noted from table (6) that there is a positive statistically significant correlation between the reliability and achieving customer satisfaction, which is equal to (0.649) and that the significance value is equal to (0.000) and it is less than (0.05). A positive and crucial correlation exists between the reliability and achieving customer satisfaction, in other words, it means accepting the alternative hypothesis and rejecting the null hypothesis.

H₀: *There is no positive and significant correlation between the tangibles and achieving customer satisfaction.*

H₁: *There is a positive and significant correlation between the tangibles and achieving customer satisfaction.*

Table (6) shows that there is a statistically significant correlation between tangibles and achieving customer satisfaction. Then, the value of the correlation coefficient between tangibles and customer satisfaction is equal to (0.720) at a significant level (0.05), indicated as (0.000) and by comparing the significant value, it shows that its value is less than (0.05). This means that it is a statistically function and that there is a relatively strong correlation between the variable dependent on the research and the current dimension of the independent variable. And, this confirms the acceptance of second sub of the main first hypothesis. In other words, it means accepting the alternative hypothesis and rejecting the Null- hypothesis.

H₀: *There is no positive and significant correlation between the assurance and achieving customer satisfaction.*

H₁: *There is a positive and significant correlation between the assurance and achieving customer satisfaction.*

Table (6) shows that the value of the correlation coefficient between assurance and achieving customer satisfaction is equal to (0.768) at a significant level (0.05) as it reached (0.000). it show that its value is less than (0.05), which means that it is a statistically function and that there is a relatively strong correlation between the dependent variable of the research and the current dimension of the independent variable, and this confirms the acceptance of third sub hypothesis of the main first

hypothesis. In other words, acceptance of the alternative hypothesis and rejection of the Null-hypothesis.

Ho: *There is no positive and significant correlation the responsiveness and achieving customer satisfaction*

H1: *There is a positive and significant correlation the responsiveness and achieving customer satisfaction*

Table (6) presents that there is a statistically significant correlation between responsiveness and achieving customer satisfaction. Then, the value of the correlation coefficient between responsiveness and customer satisfaction is equal to (0.751) at a significant level (0.05), as it reached (0.000) and by comparing the significant value. This indicates that its value is less than (0.05), which means that it is a statistically function and that there is a relatively strong correlation between the variable dependent on the research and the current dimension of the independent variable, and this confirms the acceptance of fourth sub of the main first hypothesis. In other words, it means accepting the alternative hypothesis and rejecting the Null- hypothesis.

Ho: *There is no positive and significant correlation the empathy and achieving customer satisfaction*

H1: *There is a positive and significant correlation the empathy and achieving customer satisfaction*

Table (6) shows that there is a statistically significant correlation between empathy and achieving customer satisfaction. Then, the value of the correlation coefficient between empathy and achieving customer satisfaction is equal to (0.693) at a significant level (0.05), as it reached (0.000) and by comparing the significant value, we see that its value is less than (0.05), which means that it is a statistically function and that there is a relatively strong correlation between the dependent variable of the research. As, the current dimension of the independent variable and this confirms the acceptance of the fifth sub-hypothesis of the main first hypothesis. In other words, it means accepting the alternative hypothesis and rejecting the Null-hypothesis.

2- Test Hypotheses of the Effect between the Study Variables: Analyzing the Regression between the service quality and customer satisfaction

Table (7): Regression Analysis a Service Quality and Customer Satisfaction.

Model	Coefficients				Model Summary			ANOVA Table	
	Unstandardized Coefficients		T Test	Sig	R	R ²	Adj.(R ²)	F Test	Sig.
	B	Std.Error							
Constant	1.987	0.087	22.730	0.000	0.803	0.645	0.644	606.953	0.000
Service quality	0.618	0.025	24.636	0.000					

The main hypothesis: This hypothesis states that “service quality has a positive effect on achieving customer satisfaction,”

Ho: Service quality has no a positive effect on achieving customer satisfaction.

H1: Service quality has a positive effect on achieving customer satisfaction.

The data from table (7) indicates that the regression model predicts the dependent variable significantly well. This indicates the statistical significance of the regression model that was run. Thus, the (p-value) was (0.000) which is less than 0.05, and indicates that, the regression model statistically significantly predicts the outcome variable. This means that the method is possible to be used to analyze this data and this indicates acceptance of the alternative hypothesis. R^2 value indicates how much of the total variation in the dependent variable (achieving customer satisfaction), can be explained by the independent variable (service quality). In addition, R Square for this study is (0.645). In this case, 64.5% can be explained, which is very large. In other words, this indicates that (64.5%) of the variance of (achieving customer satisfaction) has been explored in (service quality), this illustrates that only (64.5%) of factors affect (achieving customer satisfaction) in (service quality) and the other variables (35.5%) are due to random error. Therefore, all the data from table (7) indicated the acceptance of the main hypothesis, which stated “service quality has a positive effect on achieving customer satisfaction”.

Table (8): Regression Analysis of dimensions of service quality in Customer Satisfaction

Model	Coefficients				Model Summary			ANOVA Table	
	Unstandardized Coefficients		T Test	Sig.	R	R^2	Adj.(R^2)	F Test	Sig.
	B	Std.Error							
Constant	2.106	0.093	22.594	0.000	8.818	0.669	0.664	133.303	0.000
Reliability	-0.014	0.043	-0.329	0.743					
Tangibles	0.155	0.038	4.065	0.000					
Assurance	0.261	0.036	7.338	0.000					
Responsiveness	0.140	0.042	3.338	0.001					
Empathy	0.029	0.048	0.596	0.551					

According to the results of table (8) there are four sub-variables and their impacts on (customer satisfaction) were tested, and the test results are as follows:

Ho: Reliability dimension has no positive effect in achieving customer satisfaction.

H1: Reliability dimension has positive effect in achieving customer satisfaction.

The first sub-hypothesis of the main fourth hypothesis: According to the results of table (8), it is clear that the reliability has no effect on achieving customer satisfaction because the (P. Value 0.743) is more than (0.05), therefore, according to these results; the first sub-hypothesis of the main fifth hypothesis is rejected.

Ho: Tangible dimension has no positive effect in achieving customer satisfaction.

H1: Tangible dimension has positive effect in achieving customer satisfaction.

The second sub-hypothesis of the main fourth hypothesis: According to the results of table (8), it is clear that the tangibles has effect on customer satisfaction because the (P. Value 0.000) is less than (0.05), therefore, according to these results; the second sub-hypothesis of the main fifth hypothesis is accepted.

Ho: *Responsive dimension has no positive effect in achieving customer satisfaction.*

H1: *Responsive dimension has positive effect in achieving customer satisfaction.*

The third sub-hypothesis of the main fourth hypothesis: According to the results of table (8), it is noted that the assurance has effect on customer satisfaction because the (P. Value 0.000) is more than (0.05), therefore, according to these results; the third sub-hypothesis of the main fifth hypothesis is accepted.

Ho: *Assurance dimension has no positive effect in achieving customer satisfaction.*

H1: *Assurance dimension has positive effect in achieving customer satisfaction.*

The fourth sub-hypothesis of the main fourth hypothesis: According to the results of table (8), it is obvious that the responsiveness has effect on customer satisfaction because the (P. Value 0.001) is less than (0.05), therefore, according to these results; the fourth sub-hypothesis of the main fifth hypothesis is accepted.

Ho: *Empathy dimension has no positive effect in achieving customer satisfaction.*

H1: *Empathy dimension has positive effect in achieving customer satisfaction.*

The fifth sub-hypothesis of the main fourth hypothesis: According to the results of table (8), it is clear that the empathy has no effect on customer satisfaction because the (P. Value 0.551) is more than (0.05), therefore, according to these results; the fourth sub-hypothesis of the main fifth hypothesis is rejected.

5.2 Findings and Discussion

This study has evaluated the service quality that affects consumer's satisfaction in shopping in the selected supermarkets in the Raparin administration. The above mentioned hypotheses were developed after the literature was prepared, but the results prove that there are two directions of effects in shopping either positive or negative. Thus, the questionnaire deployed for this study has used a modified version of the SERVQUAL survey tool developed by Parasuraman et al. (1988), to measure service quality and customer satisfaction. This section provides a search for the discussion, which similarly obtained from the analysis of previous researches aligned with this study.

The result of the first hypothesis has proven that reliability has no effect in achieving customer satisfaction. Because of the p-value (0.743,) is greater than 0.05. Therefore, supermarkets should place emphasis on providing reliable service for customer satisfaction. The results of the second hypothesis test explain that tangibles have a positive impact on achieving customer satisfaction in the chosen supermarkets in the Raparin Administration. Therefore, the p-value (0.000) is less than (0.05). Moreover, the result of the third hypothesis examination is that search assurance quality has a positive effect in achieving customer satisfaction. Because the p-value (0.000) is less than 0.05, should supermarket employees pay more attention to the safety and security of customers when they are

visiting a supermarket. Four hypotheses find that responsiveness has a positive influence on achieving customer satisfaction. Therefore, the p-value (0.001) is less than (0.05). Adnyana and Primasari (2020), Bungatang and Reynel (2021) revealed that service quality from the aspect of tangible, assurance, and responsiveness have a positive and significant effect on customer satisfaction at Loka Supermarket Cibubur. Based on the results of hypothesis five analyses, it can be seen that empathy has no positive and significant effect in achieving customer satisfaction. Because of the p-value (0.551) is greater than (0.05). The results of hypothesis number six, is among the main objectives of the current study, indicated that service quality has a positive effect in achieving customer satisfaction in the selected supermarkets. Therefore, it is revealed that the p-value (0.000) is less than (0.05). Meanwhile, certain other factors have a positive impact in achieving customer satisfaction, such as discounting the price of products and services in supermarkets. Based on the findings from the previous studies, service quality has a positive and significant effect in achieving customer satisfaction, (Prasetyo et al., 2022, KARABOĞA et al., 2013, Slack and Singh, 2020). Nevertheless, factors such as discounts, product quality, and appropriate product pricing all have impact on achieving customer satisfaction in supermarkets.

The result of the seven-hypothesis test shows a positive and significant relationship between service quality and achieving customer satisfaction in supermarkets. Because of the p-value (0.000) is less than (0.05), While the value correlation between achieving customer satisfaction and achieving customer satisfaction is equal to (0.803). similarly, Toili (2017), Ogiemwonyi et al. (2020) service quality (SERVQUAL) has a positive relationship with customer satisfaction in supermarkets.

6. Conclusion

Exhibiting conclusions, measuring service quality in supermarkets is not an easy task to show effects on achieving customer satisfaction based on a limited sample in the Raparin Administration. Based on the result of the study, several dimensions and factors are the reasons for achieving customer satisfaction including the following: The first result, dimension of reliability, has no effect on achieving customer satisfaction. Second result: the dimension of tangible has an effect in customer's satisfaction; third result: the dimension of assurance has an influence in achieving customer satisfaction. And, four results: the dimension of responsiveness has an effect on customer satisfaction; five results: the dimension of empathy has no impact in achieving customer satisfaction; six results found the service quality has effect in achieving customer satisfaction in supermarkets in the Raparin administration. Furthermore, the factors of price discount of products and services had an impact on customer satisfaction, as customers strongly agreed considering the lower the price of products and services quality as priorities in shopping. Furthermore, discounts are a priority in achieving customer satisfaction in their buying needs in supermarkets; another factor is product quality, which has an influence on customer satisfaction. Nonetheless, the product price demonstrated an impact on customer satisfaction; another reason that income has affected customers' consideration of their income to purchase their needs.

The final objective of the seven results demonstrated that the service quality dimension had a significant influence on achieving customer satisfaction in supermarkets. Therefore, as long as more supermarkets pay attention to the dimension of service quality, it will have a greater impact on the achievement of customer satisfaction in the supermarkets in the Raparin Administration.

7. Recommendation

Based on the conclusions, the study findings have given a complete analysis of the situation regarding the service quality in 10 supermarkets in the Raparin Administration. Thus, the study makes the following suggestions.

1. Supermarkets Management System

Managing a supermarket should intend to meet the demands of the customers. For reducing the negative effects, each supermarket requires a systematic management system, first to keep the customers and to differentiate itself from the other supermarkets in terms of quality service and number of customers and profitability. That is to say, this research recommends investing in modern management systems for achieving customer satisfaction.

2. Keeping an Eye on Price and Quality in Supermarkets

Based on the findings of this research, price is the most important factor that affects customer satisfaction and reliability of the supermarket services. Indeed, quality service influences customer satisfaction, hence balancing price and quality is required for customer satisfaction. From this point, discount is influential factor for keeping customers in the long-term.

3. Quick Service

The findings indicate that majority of customers prefer a quick service delivery, as keeping customers for a long time affects customer satisfaction and poor response in providing quality service will create a bad experience for customers thus it damages customer satisfaction. Therefore, here it is recommended for supermarkets in the Raparin Administration to provide sufficient service at a convenient time.

4. Training Supermarket Employees

In many businesses especially in the service sector, proper training for employees is necessary. As it is important that supermarkets provide special training that emphasize on developing employees' skills and knowledge. It should be said that skilled-employees influence keeping customer satisfaction. Hence, supermarkets need to provide continues professional development for their employees.

5. Considering the Health and Safety aspects

Creating a convenient environment has a vital role in buying in new customers and keeping the satisfied customers for long. It is unfortunate that health and safety in many supermarkets is at the cost of providing of quality service. Thus, it is recommended for supermarket owners to focus on creating a healthy environment, better hygiene and product qualities for keeping profitability and customer satisfaction highly grounded.

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