

# 1 A Study Customer Satisfaction of E-Service Quality of Point of 2 Sale (POS)

3 Mohammad Fotouhi Ardakani<sup>1</sup>

4 <sup>1</sup> Islamic Azad University

5 *Received: 5 February 2015 Accepted: 1 March 2015 Published: 15 March 2015*

---

## 6 **Abstract**

7 This study examines the level of customer satisfaction and service quality of e-reader devices  
8 has stores and SPSS22 software was used for data analysis and correlation tests to determine  
9 the relationship of variables, the analysis of the test for identification of direct and indirect  
10 effects of variables has been used on customer satisfaction. The population of this study,  
11 shoppers and stores are Ardakan, Iran and sample its 200 stores and shops in the city which  
12 has customers randomly selected. The results show that the security apparatus reader has the  
13 greatest impact on their satisfaction. In addition the low cost; it is most concerned with  
14 customer satisfaction. The remarkable thing is that the devices meet the customer's card is  
15 the least that should be examined. Authorities can resolve individual complaints, the better  
16 the card reader devices can capture and customer satisfaction.  
17

---

19 **Index terms**— e-electronic, customer satisfaction, e-service quality, point of sales (POS.).

## 20 **1 Introduction**

21 Service quality evaluation in companies which offer electronic and online services differs with the quality of  
22 traditional services. In offering these kinds of services, factors such as time, access and system performance  
23 play a highly important role. Subsequently, rapid quality is one of the key factors in offering these kinds of  
24 services. Since each customer has his/her specific viewpoints about and expectations from service, customers'  
25 mutual needs and expectations should be taken into account to detect the key important specifications of service  
26 quality evaluation from the customers' point of view. By determining these specifications and their importance  
27 to the customer, efforts can be made in the time of the customer's dissatisfaction to resolve the problem and  
28 raise service quality. Furthermore, these specifications help the company use its resources in the way which has  
29 the most qualitative improvement, finally resulting in keeping the customers and boosting the company's profit.

30 By improving point of sale (POS) network we will witness, on the one hand, the gradual removal of bill  
31 and the negative consequences of its production and distribution on the country's economic system, resulting  
32 in national productivity increase through increasing daily transactions' productivity, and on the other hand by  
33 raising public trust and belief in the productivity of POS cards and machines, conditions will be better for the  
34 decrease of money supply among people, and many minor adrift and static capitals will return to the country's  
35 economic system and in this situation the economical boom of the country will become easier. This amount of  
36 progress in electronic banking, on the one hand, and the huge amount of the literature on the current topic in  
37 identifying the key aspects of customers' service quality, customers' satisfaction, and customers' loyalty in the  
38 banking environment, on the other hand, and also very few research conducted in the banking environment where  
39 non-human interactions are the main channel of connection and service evolution, determine the significance of  
40 this research. Therefore, attempts have been made in the present research to identify and to study the effective  
41 factors in electronic service quality and finally testing their relationship with the costumers' satisfaction of the  
42 quality of offered services.

## 6 IV. HYPOTHESIS AND RESEARCH FRAMEWORK

---

### 43 2 II.

### 44 3 Customer Satisfaction (CS)

45 Today's, the necessity of continuing activities and maintaining the competitive advantage is attention to customers  
46 (Mozahab, Alamolhodaei and Fotouhi Ardakani, 2015). Customer satisfaction is one of the most important  
47 variables for long-term business success. Particularly, a review from these studies, interrelationship among  
48 service evaluation, loyalty and other related topics with culture . It is stated by Bitner and Zeithaml (2003) that  
49 "satisfaction is estimation of customers of a service or product either those fulfill their hopes and requirements.  
50 For instance, CS has been found to reduce the costs for attracting new customers and dealing with poor quality,  
51 defects and complaints (Michel, Bowen and Johnston, 2009). Reflecting these benefits, CS has been found to  
52 improve the long-term financial performance of firms (Williams and Naumann 2011), have positive impact on  
53 loyalty (Chenet, Dagger and O'Sullivan, 2011), be applicable predictor for purchase intention (Kuo, Wu and  
54 Deng, 2009), increase firm profitability (Williams and Kaumann, 2011) enhance firm's market value (Kanning  
55 and Bergmann, 2009) and relationship with culture (Rajendran and Lokachari, 2010; Chan and Wan, 2008).  
56 From the translation of many researchers it was observed that satisfaction is a sense of feeling which comes from  
57 a procedure of interpreting and judging what is received as a result of expectation as an inclusion of wishes and  
58 requirements coupled with the purchase and purchase choice (Armstrong & Kotler, 1996). It is discussed by Giese  
59 and Cote (2000) as an evaluative concept that satisfaction is the Current studies and practices in marketing have  
60 rekindled interest in and understanding of the role of CS in several ways, and many academicians have studied the  
61 relationship CS and SQ (Ladhari, 2009) in the context of retailing, as a result of the studies CS may be explained  
62 within these critical approaches ; First, CS is not only the pre-dominant objective for the marketing function in  
63 the retail outlets, it is also the summary measure for evaluating the performance of different constructs of the  
64 overall satisfaction, such as, pricing or product assortment (Qin & Prybutok, 2009).

65 Second, CS is a critical predictor for customer loyalty, profitability of the retailer's marketing activities,  
66 purchasing and re-purchasing behavior and the retailer's performance (Kuo, Wu & Deng, 2009).

67 Third, CS provides a common constructs for comparing the impacts of constructs on marketing performance  
68 across diverse industries and geographical locations (Kuo, Wu & Deng, 2009).

### 69 III.

### 70 4 E-Service Quality

71 E-Service quality refers to the consumers overall evaluation and judgment of the excellent and quality of electronic  
72 service offering in the virtual marketplace (Santos, 2003). A number of scales have been developed to measure  
73 the e-SQ in e-commerce environment such as, E-SERVQUAL (Parasuraman, Zeithaml, & Malhotra, 2005).

74 The most well-known scale is SERVQUAL that is developed by Parasuraman, Zeithaml & Berry (1985), and the  
75 scale is based on the estimated disconfirmation method whereby the gaps between a customer's expectation and  
76 perception are tested. Although there has been a consensus that SERVQUAL has a validated scale for measuring  
77 SQ in various service settings, incongruities have been remained over some aspects of the scale. However, this  
78 approach criticized by many researchers Mehta, Lalwani & Han (2000); Dabholkar, Dayle & Joseph (1996);  
79 Bouman & Van Der (1992). The rationale of criticism, as emphasised in the studies of Mehta, Lalwani &  
80 Han (2000) and Bouman and Van Der (1992), customer's expectation of services can be marked better than  
81 performance by customers. For instance, Babakus & Boller (1992) used the SERVQUAL scale for measuring  
82 SQ in their study, and they found, as measured in the SERVQUAL scale, score of relies in the perceptions  
83 more remarkably than expectations. Customers' demand do not basic products or affordable prices, however  
84 also convenience shopping experience (Martinelli and Balboni, 2012). Earlier studies addressed to measuring  
85 SQ in the retailing settings have often started from SERVQUAL (Parasuraman, Zeithaml and Berry, 1985).The  
86 scale operationalizes SQ by calculating the difference between customer's expectation and recent performance,  
87 evaluating both in relation to the 22 items that are classified under five broad categories. The SERVQUAL scale  
88 has been examined and/or adapted in a great number of studies conducted in various service settings such as;  
89 health care ??

### 90 5 Global Journal of Management and Business Research

### 91 6 IV. Hypothesis and Research Framework

92 In this study, we used to Kim and et al (2008) and SERVQUAL for measurement of E-Service Quality of Point of  
93 Sale (POS). In finally, authors used 6 variables for survey of customer satisfaction (see fig 1). This study propose  
94 the following hypothesis:

- 95 1) There is relationship between customer satisfaction and reliability of POS.
- 96 2) There is relationship between customer satisfaction and responsiveness of POS.
- 97 3) There is relationship between customer satisfaction and ease of use of POS.
- 98 4) There is relationship between customer satisfaction and cost of POS.
- 99 5) There is relationship between customer satisfaction and useful of POS.
- 100 6) There is relationship between customer satisfaction and security of POS.
- 101 7) There are different relationship between customer satisfaction and E-service quality.

---

## 102 **7 Research Methodology**

103 This research, initially used library resources to review the subject literature, then a questionnaire was designed  
104 consisting of two parts: demographic (age, education and agenda) and the main body as a measuring tool. The  
105 main body of the questionnaire that measures the main variables of the study is a combination of questionnaires  
106 about E-service quality factors. which makes 34 questions(including: reliability 7 questions, responsiveness  
107 4 questions, ease of use 5 questions, cost 3 questions, useful 6 questions, security 5 questions and customer  
108 satisfaction 4 questions )based on a five-point Likert scale(from 1: very disagree to 5: very agree). The  
109 questionnaires were used after localizing and necessary modifications to fit the target population. The subjects  
110 of the study are in the stores.

## 111 **8 a) Sampling**

112 The population of this study, shoppers and stores are Ardakan city, Iran and sample its stores and shops in the  
113 city which has customers randomly selected. In order to determine the reliability of the instrument, a pre-test  
114 was conducted with a sample size of 25 customers in this city. The results of the pre-test indicated the reliability  
115 of the measurement tool with Cronbach's alpha 82.1%. The total of 200 questionnaires were distributed of which  
116 only 180 questionnaires were usable (Rate of Return: 90.0%). Demographic data obtained from the samples are  
117 shown in Table 1.

## 118 **9 b) Reliability and Validity Analysis**

119 In this study, standard questionnaires are used to assess the validity of questionnaire we use. And, after its  
120 localization, its initial questionnaire was drawn and by the time of codification, the researcher distributed  
121 questionnaires among experts, scholars, and also some of customers, then after collecting opinions of the group,  
122 corrective enterprises in the initial questionnaires get under way. Then, in the next stage the researcher distributed  
123 30 questionnaires among customers. Finally, considering customers' opinions and experts' and advisors' final  
124 considerations, final questionnaire was codified.

125 In this study, reliability or trust ability of the questionnaire is assessed by measurement method of Cronbach's  
126 ? by using SPSS software. In order to assess the reliability level, an examination with a sample of 200 customers  
127 was taken in Ardakan. Test results indicate that the reliability measurement of Cronbach's ? coefficient was  
128 91.4%, which was statistically of a desired rate. To summarize, the measurement indicators of the questionnaire  
129 in this study have good reliability and VI.

## 130 **10 Data Analysis**

131 In this study, SPSS software has been used for data analysis. In order to test the relationship between variables,  
132 correlation test was used. The results of correlation test is shown in Table (2).

## 133 **11 Table 1 : Correlation between Variables**

134 It can be seen, all variables related to E-Service Quality are correlated with Customer Satisfaction. Variable of  
135 reliability is the Lowes mean. It showed reliability of POS are low to users and customers. In addition, cost and  
136 ease of use variables reveal the highest correlation with customer satisfaction. Also all of the variables Correlation  
137 is significant at the 0.01 level with customer satisfaction.

138 Path analysis, which is a generalized form of multiple regression method in the formulation of causal models,  
139 in addition to direct effects, indirect effects of each of independent variables on the dependent variables are  
140 identified. The default linear regression used in the path analysis, shows that the Distribution of dependent  
141 variables is normal or near normal. . In order to verify the normality of data, Kolmogorov -Smirnov single  
142 sample 2 was used. This test compares the observed cumulative distribution function and the normal theoretical  
143 cumulative distribution function. Test results of Kolmogorov -Smirnov showed that for most variables trait  
144 distribution in the sample with its distribution in society, is not normal and there is a significant difference  
145 between observed and expected frequencies. So being aware of the abnormal data distribution, we used their  
146 natural logarithm for performing regression. Finally, the preliminaries were provided for path analysis. In  
147 conducting the path analysis, customer satisfaction was considered as the final dependent variable, Useful, ease  
148 of use, responsiveness, reliability, security and cost as independent variables. The results of the path analysis  
149 process is shown in table (3). The stepwise method was used in this path analysis, accordingly, all factors are  
150 put into the regression and then each of the variables that have significant impact are shown. One of the most  
151 important assumptions in testing causal relationships, is the lack of co linearity relationship between variables.  
152 A high co linearity regression equation signifies a low validity, despite the high coefficient of determination. For  
153 the co linearity test, Variance Inflation Factor was used, which is reverse of tolerance statistic. Tolerance is a  
154 proportion of variance which is not explained by other independent variables. The lower the tolerance, the higher  
155 VIF index, and thereby the rate of co-linearity increases. This leads to the increase of variance of regression  
156 coefficients and causes adverse regression model for prediction. In the present study, the maximum VIF in the  
157 regression models used in all procedures of the path analysis is 1.130, which is an acceptable number. Therefore,  
158 through the VIF index we can realize the low co linearity between independent variables and also concluded

159 that the validity of the model is relatively high. In order to answer the question which of the variables have a  
160 stronger impact on customer satisfaction, the impact of direct, indirect and total effects were calculated. The  
161 results are shown in Table (4). For answer to this question, which variables have a more impact on customer  
162 satisfaction we calculate direct and indirect effect (see fig ??). Finding indicate reliability haven't direct impact  
163 on customer satisfaction but reliability have an indirect effect. Also security have a most effect on customer  
164 satisfaction. Therefore, responsiveness have low negative impact on the customer satisfaction. It can be seen, all  
165 variables related to E-Service Quality are significant correlated with Customer Satisfaction. In result, accepted  
166 all hypothesis.

## 167 **12 Variables**

## 168 **13 VII. Conclusions and Suggestions**

169 The inferential analysis results of this research show that security and being useful have the highest effect on  
170 customers' satisfaction, a result which is in line with that of Ganguli and Roy (2011). Suggesting a positive  
171 significant effect of security on customers' satisfaction and loyalty. It is also in line with Macgregor and  
172 Vrazalic (2005) that the high cost of Internet access and also communicational infrastructures being insufficient  
173 are obstacles to accepting to use the POS machines, and responsiveness has the lowest effect on customers'  
174 satisfaction. The authorities can resolve the problem in the shortest possible time, if one comes up. As the  
175 results of this research show, to increase the tendency to use and subsequently to increase the true use of POS  
176 system in the retailers and stores, the users of POS system should have a thorough understanding of the usefulness  
177 and advantages of this system, for which the authorities can play a significant role by applying suitable advertising  
178 and strategies. Thus, if the banks intend to expand electronic banking and electronic payment in general, they  
179 have to provide the hardware, software, cultural, legal, security infrastructures, and relationship management  
180 with the customer, in addition to improving the effective relations and interactions among the organization  
181 members, customers, networks and organizational groups.

182 The present research is an initial effort in identifying the effective factors on customer's satisfaction of the  
183 points of sale (POS) in the retailers and stores. Attempts have been made to evaluate all the effective factors  
184 on the satisfaction of POS system by using a questionnaire and SPSS software, and to prioritize the importance  
185 of each of these factors on customer's satisfaction. Thus, more expanded research is needed to prioritize all the  
186 effective factors on POS system acceptance and its application with the aim of increasing customer's satisfaction  
187 and the true use of POS. Considering these issues, some suggestions are presented to improve POS quality in  
188 shops:

189 Paying attention to the understanding of POS system's usefulness : considering the fact that the owners of  
190 some shops lack high educational levels, the companies which are responsible for installing and operating this  
191 system should provide these people with complete and useful information (especially about how to use the POS).  
192 As the result of the research indicate, to increase the tendency to use, subsequently improving the true use of  
193 POS system in the retails. The users of the POS system should have a complete understanding of the usefulness  
194 and advantages of this system.

195 Paying attention to the understanding of usage ease: Based on the research conducted on the effective factors  
196 on the understanding of POS system usage ease, the only effective factor on the understanding of POS system  
197 usage ease in the retailers of Ardakan is service quality. By improving service quality, a complete and accurate  
198 understanding of POS system usage ease can be presented to the users of this system. To utilize POS system  
199 maximally, this factor should be highly invested on.

200 Improving electronic service quality: In the time of problem occurrence, POS system service supporting  
201 company must resolve the problem as quickly as possible, and provide the person with suitable guidelines to use  
202 the system correctly. By offering basic and practical guidelines for using POS, service supporting companies can  
203 increase the quality of POS system services, and as a result, cause the usage level of this system to improve in  
204 the shops. Some further action can also be taken, such as: human resource expansion, planning with the aim  
205 of constant improvement through identifying and measuring the effective factors on the quality of the provided  
206 electronic services, planning and coordination with the aim of making Internet and electronic units complexes  
207 responsive.

208 Improving offered services responsiveness: To the end, advertising about the services being provided improves  
209 the provided services responsiveness. Offering fast services, increasing the speed of service offering and also on  
210 time and suitable responsiveness to customer by using electronic-mail, holidays publicizing, etc. through SMS to  
211 customers are other strategies which will improve the offered services.

## 212 **14 Global Journal of Management and Business Research**

213 Volume XV Issue IX Version I Year 2015 ( E ) <sup>1</sup>



Figure 1: VolumeA



Figure 2:



Figure 3: Figure 1 :

1

Age	Year	Agenda	Education
Under 20	10.0	Male	Under diploma
20 -29 30 -39	67.7 15.6	Female	Diploma
40 -50	6.1	N = 180	Under graduate
Upper 50	6.7		M. A and upper

Figure 4: Table 1 :

3

Stage	Variable	Depend	Sig	R	F	Variable	In Depend	Sig	T	Beta	Tolera
1	Customer satisfaction	0.00	.683	25.021	Reliability	Responsiveness	Ease of Use	.743	-.328	-.026	.506
						Cost	Useful Security	.007	.009	-2.0379	-.201
								.023	0.000	2.0639	.303
									0.000	2.0297	.565
										4.0539	
										4.1020	
2	Useful	0.00	.669	28.018	Reliability	Responsiveness	Ease of Use	.474	.717	.057	.508
						Cost	Useful Security	.602	0.000	.523	3.0823
									0.000	3.929	.284
											.265
3	Security	0.00	.638	30.000	Reliability	Responsiveness	Ease of Use	.004	2.0956	.216	.593
						Cost	Useful Security	0.000	4.0450	.345	.565
4	Ease of Use	0.00	.643	41.031	Reliability	Responsiveness	Cost	.0008	.074	.203	.595
								.006	0.000	2.0685	
									0.000	1.0795	.136
										1.0501	.104
5	Responsiveness	0.00	.547	37.073	Reliability	Cost		.135		.708	
										3.0005	.201
										5.0602	.386
											.745
										6.0920	.503
										1.0082	.079

Figure 5: Table 3 :

2

Effects

Figure 6: Table 2 :

214 [Robert et al. ()] 'A basic model of electronic commerce adoption barriers: A study of regional small businesses  
215 in Sweden and Australia'. C Robert , Lejla Macgregor , Vrazalic . *Journal of Small Business and Enterprise  
216 Development* 2005. 12 (4) p. .

217 [Parasuraman et al. ()] 'A conceptual model of service quality and its implications for future research'. A  
218 Parasuraman , V A Zeithaml , L L Berry . *Journal of Marketing* 1985. 49 (4) p. .

219 [Dabholkar et al. ()] 'A measure of service quality for retail stores: Scale development and validation'. P A  
220 Dabholkar , I T Dayle , O R Joseph . *Journal of the Academy of Marketing Science* 1996. 24 (1) p. .

221 [Dabholkar et al. ()] 'A measure of service quality for retail stores: Scale development and validation'. P A  
222 Dabholkar , I T Dayle , O R Joseph . *Journal of the Academy of Marketing Science* 1996. 24 p. .

223 [Mozaheb, Amir. Alamolhodaei, Sayyed Mohammad Ali. Fotouhi Ardakani, Mohammad ()] 'A Study of Influ-  
224 encing Factors of Customer Relate Ship Management On Business Performance In Small And Medium  
225 Business (SMEs), international Journal of Academic Research in Accounting'. *Finance and Management  
226 Sciences* Mozaheb, Amir. Alamolhodaei, Sayyed Mohammad Ali. Fotouhi Ardakani, Mohammad (ed.) 2225-  
227 8329. 2015. 5 (2) p. .

228 [Zhaou et al. ()] 'An empirical assessment and application of SERVQUAL in a Mainland Chinese department  
229 store'. X Zhaou , C Bai , Y V Hui . *Total Quality Management* 2002. 13 p. .

230 [Abakus and Boller ()] 'An empirical assessment of the SERVQUAL scale'. E Abakus , G W Boller . *Journal of  
231 Business Research* 1992. 24 (3) p. .

232 [Babakus and Boller ()] 'An empirical assessment of the SERVQUAL scale'. E Babakus , G W Boller . *Journal of  
233 Business Research* 1992. 24 p. .

234 [Kim et al. ()] 'An empirical examination of the acceptance behaviour of hotel front office systems: An extended  
235 technology acceptance model'. T G Kim , J H Lee , R Law . *Tourism Management* 2008. 29 p. .

236 [Finn and Charles ()] 'An evaluation of the SERVQUAL scales in a retailing setting'. D W Finn , W L Charles  
237 . *Advances in Consumer Research*, 1991. 18 p. .

238 [Amin and Isa ()] 'An examination of the relationship between service quality perception and customer satis-  
239 faction: A SEM approach towards Malaysian Islamic banking'. M Amin , Z Isa . *International Journal of Islamic  
240 and Middle Eastern Finance and Management* 2008. 1 p. .

241 [Armstrong and Kotler ()] G Armstrong , P Kotler . *Principles of Marketing*, (India) 1996. Prentice Hall.  
242 (Seventh edition)

243 [Williams and Naumann ()] 'Customer satisfaction and business performance: a firm-level analysis'. P Williams  
244 , E Naumann . *Journal of Services Marketing* 2011. 25 p. .

245 [Cameran et al. ()] 'Customer satisfaction, corporate image, and service quality in professional services'. M  
246 Cameran , P Moizer , A Pettinicchio . *The Service Industries Journal* 2010. 30 p. .

247 [Giese and Cote ()] 'Defining Customer Satisfaction'. J L Giese , J A Cote . *Academy of Marketing Science  
248 Review* 2000.

249 [Parasuraman et al. ()] 'E-S-QUAL, A Multiple-Item Scale for Assessing Electronic Service Quality'. A Parasur-  
250 aman , V Zeithaml , A Malhotra . *Journal of Service Research* 2005. 7 (3) p. .

251 [Santos ()] 'E-service quality: a model of virtual service quality dimensions'. J Santos . *MSQ* 2003. 13 (3) p. .

252 [Ganguli et al. ()] 'Generic technology-based service quality dimensions in banking: Impact on customer  
253 satisfaction and loyalty'. Shirshendu Ganguli , Sanjit Roy , Kumar . *International Journal of Bank Marketing*  
254 2011. 29 (2) p. .

255 [Jani and Han ()] 'Investigating the key factors affecting behavioral intentions: evidence from a full-service  
256 restaurant setting'. D Jani , H Han . *International Journal of Contemporary Hospitality Management* 2008.  
257 23 p. .

258 [Trivellas and Dargenidou ()] 'Leadership and service quality in higher education: the case of the Technological  
259 Educational Institute of Larissa'. P Trivellas , D Dargenidou . *International Journal Quality Service Science*  
260 2009. 1 p. .

261 [Caro and Garcia ()] 'Measuring perceived service quality in urgent transport service'. L M Caro , J A M Garcia  
262 . *Journal of Retailing and Consumer Services* 2007. 14 p. .

263 [Bouman and Van Der ()] 'Measuring service quality in the car service industry: Building and testing and  
264 instrument'. M Bouman , W T Van Der . *Journal of Service Industry Management* 1992. 3 (4) p. .

265 [Cronin and Taylor ()] 'Measuring service quality: A re-examination and extension'. J J CroninJr , S A Taylor .  
266 *Journal of Marketing* 1992. 56 p. .

267 [Vesel and Zabkar ()] 'Relationship quality evaluation in retailers' relationships with consumers'. P Vesel , V  
268 Zabkar . *European Journal of Marketing* 2010. 44 p. .

269 [Vesel and Zabkar ()] 'Relationship quality evaluation in retailers' relationships with consumers'. P Vesel , V  
270 Zabkar . *European Journal of Marketing* 2010. 44 p. .

271 [Martinelli and Balboni ()] 'Retail service quality as a key activator of grocery store loyalty'. E Martinelli , B  
272 Balboni . *The Service Industries Journal* 2012. 32 p. .

273 [Das et al. ()] 'Retail service quality in context of CIS countries'. A Das , V Kumar , G C Saha . *International  
274 Journal of Quality and Reliability Management* 2010. 27 p. .

275 [Bitner and Zeithaml ()] *Service Marketing*, M J Bitner , V A Zeithaml . 2003. New Delhi: Tata MC Graw Hill.

276 [Padma et al. ()] 'Service quality and its impact on customer satisfaction in Indian hospitals: perspectives of  
277 patients and their attendants'. P Padma , C Rajendran , P S Lokachari . *Benchmarking: An International  
278 Journal* 2010. 17 p. .

279 [Padma et al. ()] 'Service quality and its impact on customer satisfaction in Indian hospitals: perspectives of  
280 patients and their attendants'. P Padma , C Rajendran , P S Lokachari . *Benchmarking: An International  
281 Journal* 2010. 17 p. .

282 [Mehta et al. ()] 'Service quality in retailing: Relative efficiency of alternative measurement scales for different  
283 product-service environment'. S C Mehta , A K Lalwani , S L Han . *International Journal of Retail &  
284 Distribution Management* 2000. 28 (2) p. .

285 [Qin and Prybutok ()] 'Service quality, customer satisfaction, and behavioral intentions in fast-food restaurants'.  
286 H Qin , V R Prybutok . *International Journal of Quality and Service Sciences* 2009. 1 p. .

287 [Ladhari ()] 'Service quality, emotional satisfaction, and behavioural intentions: A study in the hotel industry'.  
288 R Ladhari . *Managing Service Quality* 2009. 19 (3) p. .

289 [Chenet et al. ()] 'Service quality, trust, commitment and service differentiation in business relationships'. P  
290 Chenet , T S Dagger , D Sullivan . *Journal of Services Marketing* 2010. 24 p. .

291 [Kuo et al. ()] 'The relationships among service quality, perceived value, customer satisfaction, and post-purchase  
292 intention in mobile value-added services'. Y F Kuo , C M Wu , W J Deng . *Computers in Human Behavior*  
293 2009. 25 p. .

294 [Kettinger et al. ()] 'Understanding the consequences of information systems service quality on IS service reuse'.  
295 W J Kettinger , S H Park , Smith . *Information and Management* 2009. 46 p. .

296 [Michel et al. ()] 'Why service recovery fails: Tensions among customer, employee, and process perspectives'. S  
297 Michel , D Bowen , R Johnston . *Journal of Service Management* 2009. 20 p. .