International Journal of Hospitality & Tourism Systems
Volume 8 Issue 1 June 2015
ISSN: 0947-6250 Print

Hospitality & Tourism Systems

Service Quality and Consumer Satisfaction and Loyalty association Moderated by Switching Cost in Hospitality Industry

Anahita Naderian*, Rohaizat Baharun**

Abstract *Booming travel and tourism trade cause a tremendous growth in hotel industry in Malaysia. This industry will continue to promote country and other businesses in a good way. Therefore, the evaluation of customers' perception, satisfaction and loyalty in hospitality industry has been major of attention in marketing strategies. This research aims to evaluate customer loyalty at in-house restaurant hotels in Malaysia. To achieve this goal, this research takes two steps to better understand the role and influence of each constructs; (1) Examines customer satisfaction by considering the effect of service quality antecedents on customer satisfaction. (2) Investigates the association between customer satisfaction and loyalty by identifying the moderating role of switching cost in satisfaction-loyalty relationship. The data is collected through self-administrated questionnaire from hotels in two states of Malaysia from 200 customers who have been served at in-house restaurant of those hotels since last three months. Structural Equation Modeling (SEM) is used to analyze the reliability and validity of data and the hypothesized relationships in the proposed research model.*

Keywords: *Service Quality, Customer Satisfaction, Loyalty, Switching Cost*

INTRODUCTION

The hotel industry in Malaysia has experienced tremendous growth. The industry will continue to offer copious commercial opportunities for the country and businesses alike. In 2010, tourist arrivals to Malaysia reached a new high of 24 million. It is the highest ever for the sixth straight year. The Tourism Ministry is targeting an increase of 25 million tourists visiting the country in 2011, with a projected tourism revenue of RM60 billion (The Malaysian Insider, 2011). Furthermore, the United Nations World Tourism Organisation (UNWTO) placed Malaysia in the top ten list in terms of tourist arrivals for 2009 (Bernama, 2010). In line with the growing number of tourists, the hotel industry in Malaysia has also stepped up its development and upgrading programs. By the end of 2010, the Malaysian Association of Hotels (MAH) recorded a total of 515 hotels with 98,238 hotel rooms to cater to tourist arrivals (MAH Press Release, 2010). Its commitment towards the industry is very encouraging, and has stirred many hotel operators to strive harder in improving the quality of their service.

In this era, globalization is increasingly important. Information on factors determining the creation of loyalty among customers becomes an essential matter. Thus, the same concept applies here where it is imperative for restaurants owner to identify the factors, which influence consumer's choice in choosing one restaurant over the others, in order for them to be successful in the new or existing market. To take advantage of such a huge market potential, firms need to start in investigating the factors that producing loyalty by understanding consumer perception on the restaurants.

Keeping in view of the growing of eating out culture and the increasingly competitive environment, it is definitely important for firms to be customer-oriented by understanding customer needs and supplying their customers with the service that fill the void. At the hearts of most marketers, it is of great interest to find out: what makes restaurants patron loyal? This research aims to study loyalty at in-house restaurants located in hotels in Malaysia by investigating on the association between variables of service quality which affect customer satisfaction and loyalty, with considering the moderating role of switching cost. The information

* PhD Candidate, University Technology Malaysia, Faculty of Management, Malaysia. E-mail: nanahita2@live.utm.my
** Associate Professor, University Technology Malaysia, Faculty of Management, Malaysia. E-maill: m-rohaizat@utm.my

sought will be able to provide useful insight to restaurants owners on the important factors that would contribute to a successful restaurant in Malaysia. The research begins with the investigation on customer satisfaction in leading to loyalty and further to delve into the important role of switching cost as moderator.

Problem statement

From previous researches can conclude that one of the certain ways of growing profit is to make customers loyal. As such, customer loyalty has been well-researched topic in the hospitality industry. According to studies, customers display differing degrees of loyalty or allegiance in various aspects of their daily interactions.

It has been stated that customer satisfaction is connected positively with loyalty in hospitality (Chitty et al., 2007), (Kandampully and Surhatano, 2000). Moreover, (Olson, 2002) stated the Satisfaction-Loyalty model which shows that high level of perceived service quality would provide a high level of customer satisfaction, which positively impact on customer loyalty. Thus, in conclusion from information above, a number of key areas need to be considered if the customer is to be served satisfactorily; consequently, in this research paper, the problem statements are as follows:

First, what are the key determinants that contributing to customer satisfaction at in-house restaurant hotels in Malaysia? This problem statement will serve as the basis of this research. However, some previous studies have been conducted on influences of mentioned construct on customers' satisfaction in restaurant industry, no studies found on their combined impact by considering the role of recovery as an indicator of service quality on customer satisfaction.

Second, subsequent problem statement arises is whether customer satisfaction exerts some influence in driving loyalty at in-house restaurant hotels in Malaysia; As loyalty is deeming as essential in the growth of businesses, Generating loyalty is one of major marketing objective which is followed by key players in different industries and deliver to business customers (Bansal and Gupta, 2001). According to (Bowen and Chen, 2001) customer should feel more than satisfaction and just making customers satisfied could not be enough. This will result customer loyalty. Making loyalty is going to be one of obligation for each business to achieve competitive advantage.

Lastly it is of great interest of this research on whether switching cost can moderate the satisfaction-loyalty relationship. Previous researches have revealed that switching costs can assume a significant moderating effect on customer loyalty through satisfaction. Study of (Heesup Han et al, 2009) which has focused on switching barrier in restaurant industry suggested this identification of dimensions of switching barriers for additional research through test of its applicability in other context. Moreover, the identified positive and negative barriers may enable restaurant managers to better understand inhibiting factors of customer switching, and they can be used as a valuable tool to develop customer retention strategies.

Research Objective

The overall objective of this research is to provide insight on in-house restaurants hotels loyalty, which shed light into the establishment of successful those kind restaurants in Malaysia, by taking into consideration the understanding in the areas of consumer perception, customer satisfaction and loyalty. Most marketing literature cited that loyalty is a direct reflection of customer experience with the service/ product. The role of affect is an important aspect of loyalty. Particularly, satisfaction plays a crucial role in determining future patronage of a service provider (Oliver, 1999); (Hess and Story, 2005); (Berschler, 2006). Hence, it is pertinent to understand what drives customer satisfaction. In this research paper, one of the research objectives is "Identifying the key determinants that contributing to customer satisfaction at in-house restaurants hotels in Malaysia." This objective will serve as the basis of this research. Therefore in this research the influence of antecedents of service quality dimension would be examined towards customer satisfaction. The subsequent objective arises whether customer satisfaction exerts some influence in driving loyalty at the in-house restaurants hotels. Lastly, observing the role of switching cost as a moderator on customer satisfaction and loyalty relationships would be the research final objective.

Service Quality Measurement

People are eating out more often, but they increasingly put a premium on saving time and eating healthy in better eating environments. As a result, the new segment has emerged as a growth category in the foodservice industry. This new category fills a restaurant niche which is located insides hotels and known as fine dining restaurants. The service is premium and offer menus and décor more reflective of casual dining restaurants. In this segment of the restaurant industry, the attractiveness of restaurant facilities, exceptional food, and acceptable level of service quality can affect customer satisfaction.

One strategy that deem important in the success of service and retail businesses is the delivery of high service quality. Unlike goods quality that can be measured objectively by indicators such as durability and number of defects, service quality is an abstract and elusive construct because of three features unique to services: intangibility, heterogeneity, and inseparability of production and consumption (Parasuraman et al, 1985). These characteristics inherently made service quality much harder to be evaluated than goods quality. (Lehtinen and Lehtinen, 1991) proposed the three-dimension quality approach and defined service quality as formed by the qualitative levels of a service resides on three main dimensions, which are:

(1) Physical quality: Refer to the physical aspects of the service e.g. physical products and physical support (Environment, Instruments).

(2) Interactive quality: Which involves interactive elements such as interactive persons and interaction equipment?

(3) Corporate quality: Refer to the image and profile of the service organization.

In the absence of objective measures, Parasuraman et al (1985) in the groundbreaking work posited that the appropriate approach for assessing the quality of a firm's service is by way of measuring consumer's perceptions of quality based upon the comparison of consumer's expectation with actual service performance. Parasuraman et al., based on a survey conducted on 12 focus groups of four different services category (retail banking, credit card, securities brokerage and product repair and maintenance) invented a standardized instrument called SERVQUAL for measuring customer perceptions of service quality. The initial SERVQUAL model was made up of ten quality dimensions: access, communication, competence, courtesy, credibility, reliability, responsiveness, security, tangibles and understanding/knowing the customer. Subsequently, through an empirical test, (Parasuraman et al, 1988) removed the potentially overlapping dimensions and refined SERVQUAL to five dimensions. The refined SERVQUAL or RATER is a service quality measurement model used to quantify the service perception-expectation gap along five generic dimensions:

(1) Reliability: Involves consistency of performance and dependability to deliver service as promised.

(2) Assurance: Competence, credibility and courtesy of employees and their ability to convey trust and confidence.

(3) Tangibles: The physical aspects of the service such as physical facility, equipment and the appearance of personnel and communication materials.

(4) Empathy: Including access, individualized attention and caring that firm provides to its customers.

(5) Responsiveness: The willingness or readiness of employees to help customers and to provide prompt service.

SERVQUAL, a multi-item scale consists of 22 items measuring customers' expectations and another 22 items measuring their perceptions of five dimensions of service performance. SERVQUAL instrument suggests that a negative gap between perceptions and expectations will result in consumer dissatisfaction, and a positive gap will result in satisfaction.

There were critiques levied at the SERVQUAL model and lead to (Cronin and Taylor, 1992) challenged the conceptualizing of service quality as a difference score measure. They proposed a new methodology for service quality called SERVPERF. In the new approach, Cronin and Taylor still incorporated the original five dimensions and 22 items but the gap scale was replaced with perception, where the service quality is solely measured by consumer perception. Their results suggested that the performance-minus expectations (SERVQUAL) is an inappropriate basis for use in the measurement of service quality and questioned the usefulness of the expectation data in measuring service quality. More of the researchers have supported Cronin and Taylor's views and the performance-based SERVPERF (Zeithaml et al, 1993).

(Gilbert et al, 2004) commented that there are some advantages to this performance only approach, especially in the fast food industry. This is due to customers have the propensity to rate exceedingly high expectations (ideal expectations) when asked about the quality of service and food that they would expect. In such cases, the unrealistic customers' expectations could rarely be fulfilled or exceeded in actual practice. This has led to the viewpoint that the inclusion of expectation as an assessment in such industry is likely to be more problematic than its worthiness. Accordingly, assessment on expectation should be eliminated since it will not yield more useful information than what is gained from the perception (performance) score alone.

Regarding recovery which is investigated in this study as another antecedent of service quality, from several previous literatures can conclude that modifying SERVPERF is favorable as it could be applied for different industries (Andaleeb and Conway, 2006). This is a motivation to look for other influential variables towards service quality in food industry. In study of (Qin and Prybutok, 2009) they investigated 60 customers who were dissatisfied in FFR context. They found that those customers are mostly experienced dissatisfaction through the poor resolving of their problem by service providers and not by quality of service itself. It is interesting to know that most customers believed that if restaurants owners were concerned about their problem their feeling would be changed regarding those restaurants. This finding is consistent with study of (Bitner et.al., 1994), (McColl et.al., 2005). Therefore, service failure itself does not make dissatisfaction; although failure to handle complain and dissatisfaction can lead to lose customers and negative word of mouth (Hesket et al, 1994), (McColl et.al., 2005). On the other hand, handling the complaint and full recovery can lead to increase customers and positive word of mouth and repeat patronage (Leong and Kim, 2002). Therefore this study follow the (Qin and Prybutok, 2009) modified model and included recovery as another antecedent of service quality in SERVPERF instrument.

Service Quality and Customer Satisfaction in Restaurants Industry

Restaurants is a kind of producer and service provider at the same time, regarding the fact that it serves customers as a service providers as well as preparing meal as a producer. In other words there is a mixed of tangible and intangible together. To understand the role of restaurants as a service provider should consider the relationship between customers and staff while serving customers, greeting them and taking order or delivering service, also to better know about considering food as a product should think over the taste, quality and price of the meal. This is a the fact that when customers refer to a restaurant to have meal they experience receiving a combination of service and product, although their main purpose is eating, their experience of dining out would be a combination of having meal as a product and receiving service from the way staff treat them to the ambiance and physical appearance of restaurants such as lighting, the location of restaurants, music and decoration. All those elements mentioned above can contribute to customer satisfaction towards dining in restaurants.

In other words, the quality of food, physical ambiance and the level of service they received influence their level of satisfaction regarding those restaurants. This can affect their decision to choose where to have their breakfast, lunch or dinner. As long as customer consider value for money they are more likely to be sensitive in making choice of the place for dining out. Therefore there are several factors accounted for preferring a family dining restaurant over another. Although the food can satisfied customers at a certain family chain restaurant, the quality of service or ambiance might affect their decision. Thus customers' experience of food is not the only reason to choose a restaurant as long as they take into accounts other factors such as service and physical environment.

According to previous research regarding the influential factors which affect customer satisfaction when they patron a restaurant, some elements are recognized as the most important indicators of satisfaction including hygiene (Aksoydan, 2007), freshness, quality of food and food portion (Myung et al, 2008). In study of (Namkung and Jung, 2010) price, speed of service, taste of food and presentation were the major indicators of satisfaction in restaurants. Quality of food and service in study of (Goyal&Singh, 2007) were determiners of satisfaction towards restaurants. The measurement scale for satisfaction which uses SERVPERF focuses on performance perceptions instead of expectation of services (Cronin and Taylor, 1992). (Qin and Prybutok, 2008) used the modified SERVPERF approach (performance

Table 1: Service Quality Dimension

Construct	Dimensions	Elements	Source
Services Quality	Tangibles	Clean dining area Well-dressed employees Using disposable gloves and hair net Seating availability Parking availability	Cronin and Taylor (1992);
	Reliability	Providing service as promised Sympathetic and reassuring Dependable on-schedule service Accurate charge	Cronin and Taylor (1992)
	Assurance	Trust employees Feel safe for financial transactions Friendly employees Knowledgeable employees	Cronin and Taylor (1992)
	Responsiveness	Telling exact service time Employees available to requests Prompt service Employees willing to help	Cronin and Taylor (1992)
	Empathy	Convenient operating hours Convenient locations Completely packaged food Employees quickl apologize for mistakes	Cronin and Taylor (1992);
	Recovery	Cares about customer's complaints Skills and ability to deal with complains Employees empowered to provide compensation	Olorunniwo et al. (2006), Hong Qin and Victor R. Prybutok (2009)

perception alone) to examine the relationships among factors such as service quality, food quality, price/value on customer satisfaction and satisfaction towards behavioural intentions. The research was based on the survey conducted on college students at south-western university. In addition, in the study of (KisangRyu and Heesup Han, 2009), they have done a research to examine the relationships between three dimension of quality including quality of food, service quality and physical environment, also they perceived, price as a moderator, towards satisfaction. They furthered their study by examining the association between satisfaction and behavioral intention towards quick casual restaurants. Regarding the direct association between service quality dimension and customer satisfaction, according to (Jamal and Anastasiadou, 2009), reliability, tangibility and empathy positively related with customer satisfaction. In study of (Hon Tat.et.al., 2011) findings also revealed that among the five SERVPERF dimensions, namely tangibility, reliability, responsiveness, assurance and empathy, assurance was found to have the strongest positive influence on customer satisfaction towards FFRs.

The concept and Importance of Customer Satisfaction

Customer satisfaction has been the subject of many researches. The concept of customer satisfaction refers to the degree of meeting or exceeding customer needs and expectations by receiving a service either product. (Schiffman et al 2010); (Levens, 2012); (Kotler and Armstrong, 2012). If the quality of product or service could not meet customer expectation, customers would be dissatisfied towards that certain product or service. If service or product performance could meet customers expectation the satisfaction will be occurred while the service performance beyond the expectation, customers feel satisfied or tend to stick in the certain service or good provider. When customers' needs and expectation fails towards receiving service in restaurants, regardless of this restaurant fails for one or a few aspect of service such as food, ambiance or cost, customers will experience dissatisfaction. Those customers, who feel satisfaction regarding overall experience, would be satisfied. On the other hand other customers, who generally found the quality of service or product is below their expectation like unattractive ambiance and low quality of food, are dissatisfied. Customer satisfaction depends of different variables which totally leads to satisfaction including satisfaction towards the performance of product, consuming a product, quality of the service and many other diminutions. The experience customers have with receiving a service is different from consuming a good or using a product regarding the transaction between customers and restaurants' staff and also amenities provided (Schiffman et al, 2010). It is important to notice that long run business performance and the degree of success in organization is a result of customer satisfaction which leads to loyalty, gaining profit and return patronage (Gilbert, 2006); (KisangRuy and Han, 2009); (Ladhari et al, 2008); (Namkung and Jang, 2007); (Singh, 2006); (Kim et al, 2009).

Transaction Specific Satisfaction and Cumulative Satisfaction

While numerous theories abound about the antecedents of satisfaction, there appear to be only two key definitions of satisfaction, different mainly in the temporal sense. Transaction specific satisfaction refers to customers' assessment of a specific transaction/service encounter. Hence it is also often referred to as service satisfaction. In contrast, cumulative satisfaction is the customer's overall judgement of an offering through the summation of all experiences he or she has had with that offering. Transaction specific satisfaction Transaction specific satisfaction is seen as a short term, post purchase evaluation of a specific encounter (Anderson et al., 1994); (Anderson and Sullivan, 1993); (Oliver 1980); (Oliver 1993).

The significance of cumulative satisfaction has also been highlighted within the attitude behavior consistency theory. According to this theory, the more transient the satisfaction experience, the less effect it is likely to have on future behaviour (Fishbein and Ajzen 1975). This implies that short-term satisfaction, in other words, transaction specific satisfaction, would have weaker predictive capacity of behaviour than cumulative satisfaction. (Bitner and Hubbert, 1994) concluded that overall satisfaction and service quality are highly correlated, whilst service satisfaction was not as highly correlated with overall satisfaction or service quality.

Loyalty

Importance of customer loyalty as a key competitive advantage beside the positive impact on firms leads marketers to know more about this construct and its particular dimensions. According to this not having enough knowledge about loyalty may face firms with negative result such as determining wrong measurement in identifying loyalty, recognizing wrong customers behaviors to allocate rewards in loyalty program and not having a logical linkage between customer loyalty and performance of firm. While researchers' interests grow towards loyalty, understanding service loyalty concept and measurements is being more complicated. Generally speaking loyalty in service firms refers to customers' tendency towards that service. In primary research loyalty has defined as a particular behavior such as repurchase or switching intention.

After many researches, researchers introduced two dimensions which were used as most common measurement scales in loyalty constructs. These two dimensions include repurchase intention and attitudinal tendency (Pritchard et al, 1999). In new research towards loyalty, researchers use three dimensions for measuring loyalty regarding service which are included behavioral, attitudinal and cognitive dimension. Moreover, evaluating the loyalty of customers with the behavior dimension involves frequently the improper combination of both attitudinal and behavioral attributes (Back, 2005). Particularly, according to (Back, 2005) to evaluate the loyalty of customers in industry like hospitality, attitudinal should be consider more than other dimension.

Therefore, Attitudinal approach, in this study, is taken to evaluate the loyalty by measuring specific rang of latent behaviors which are set off by experiences in a particular restaurant. When customers are committed strongly or there are deep intention to rebuying, recommending to others and paying more, there is likelihood to become a loyal customer(Getty and Thompson, 1994).

Customer Satisfaction and Loyalty Relationship

Satisfaction has been defined and measured in different ways over the years (Oliver, 1997). One of the latest formal definitions of satisfaction as a composite construct of an overall evaluation has been developed by (Oliver, 1997), who proposed it to be "the consumer's fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant" (p. 28). This study defines satisfaction as a consumer's accumulative (Johnson et al., 1996) overall evaluation of positive affective responses (Oliver, 1997) of a given product category (Olsen, 2007).

The most widely agreed-on definition of loyalty is a behavioral response expressed over time (Oliver, 1997, p. 392) defines loyalty as "a deeply held commitment to repurchase a preferred product or service in the future". Combinations of past frequent behavior and intention to repurchase (Nijssen et al., 2003); (Pritchard et al., 1999) are also used to assess a global and cumulative loyalty measure. Thus, loyalty is in this study defined as a cumulative construct including both the act of consuming (action loyalty) and expected consumption (future repurchasing) in terms of (Oliver's,1997, 1999) recent loyalty framework. Researchers assume that the relationship between satisfaction and the different facets of attitudinal, intentional and behavioural loyalty is positive, but varies between products, industries and situations. The few empirical studies that test the relationship between satisfaction and perceived or actual buying behavior or loyalty have suggested a moderate to low relationship compared with studies assessing attitudinal and intentional loyalty (Szymanski and Henard, 2001). In addition, most studies testing the moderator effect between satisfaction and loyalty use an attitudinal or intentional assessment of loyalty.

According to (Bowen and Chen, 2001) customer should feel more than satisfaction and just making customers satisfied could not be enough. This will result customer loyalty. Making loyalty is going to be one of obligation for each business to achieve competitive advantage. Generating loyalty is one of major marketing objective which is followed by key players in different industries and deliver to business customers (Bansal and Gupta, 2001). There are some strategic apply in order to build loyalty among customers:

-Concentrating on key customers

-Constantly increasing the level of satisfaction

-Predicting what customers want and their reaction before other competitors do

-Building strong bond with customers

-Adding value action

It becomes increasingly important that researchers consider the customer satisfaction measurement in order to achieve loyalty. (Fornell, 1992) believed that more customer satisfaction leading to more loyal customers for businesses also encouraging customers to not leave the competition. There are other views in this aspect such as (Anton, 1996) who argued that satisfaction has a positive relationship with repurchase decision, also could lead customers to recommend it to others, making loyalty and increasing market share. Customers who feel loyalty towards the firm will purchase again and again over a long time (Evans and Berman, 1997). It is also predicted that satisfied customers might repeat and become loyal (Guiltinan et al, 1997). On the other hand, there is also another view by (Sivadas and Baker-Prewitt, 2000) who argued that satisfaction can lead to recommendation of department store and repurchasing from it but cannot directly affect loyalty.

According to this satisfaction will not lead to loyalty by itself. However, satisfaction can trigger desirable attitude like recommending and repeated purchasing of store which those behavior are related to loyalty. While customers recommend a store to others increase the chance of re- patronage and loyalty for that store. Therefore, it seems recommending a store to others will lead to loyalty.Customers will recommend the store to others if they feel satisfied and experiencing favorable attitude towards the store.(Evans and Berman, 1997) believed that there is a likelihood companies with more satisfied customers can experience more loyal customers who spend over long time.

SWITCHING COST

Switching cost is referred to the perceived cost customers would bare once they change their service provider (Porter, 1998), (Jackson,1985) indicated this cost includes physical, economical and psychological cost together. The switching cost is supposed to be a cost of non-loyal customers who defect the brand to competitors for switching to another brand. It is not only about the financial and monetary cost customers should bare through changing service providers but also is related to all effort and time they spent to find a better deal (Kim et al, 2003). Switching cost could be assumed as partly consumer specific (Shy, 2002). The economic cost also is known as sunk cost which is those cost customers have to bare while change to new brand. One example of sunk cost is when once customers close a bank account and open a new one in other bank.

The effect of switching cost on choice behavior has been investigated in mane researches so far (Burnham et al., 2004); (Jones et al., 2000). For instance in the study of (Jones et al., 2007) he argued that switching cost foster the intention for repurchasing, also (Burnham et al., 2004) indicated switching cost leads customer to lock to that service or product providers.

Switching cost is assumed as an important factor due to its power to trigger loyalty and maintain the firm stable during constant changes of service quality in short time. There is much evidence of studies which claim switching cost has an important role to retain current customers loyal and bolster loyalty as a competitive advantage among existing and new customers (Farrell and Shapiro, 1988). Therefore, there are also many researches have been done to control the cause of such cost (Burnham et al., 2003). While the switching cost increase the customers lose their sensitivity regarding satisfaction (Hauser et al., 1994). Although there are some environmental and situational factors affect the influence of switching cost.

Switching cost is a part of decision making and implementing process and by customers. In this process the customers who like to ignore switching cost should estimate and evaluate the alternative choice from different criteria such as customer service, financial differences, added value and the time it takes and many more, also the social bond between customers and service personnel. Therefore there are many risk should be taken by customers once they decide to switch to another brand. While customers are not able to evaluate the service quality unless purchase it, they should take a higher risk (Sharma et al., 1997).

Switching Cost as a Moderating Variable in Satisfaction-Loyalty Relationship

In recent years, there are many researches have been done to examine the role of switching cost as a moderating on the relationship between customer satisfaction and loyalty (Jones et al., 2007);(Burnham et al., 2003). It is supposed that high switching cost will decrease the positive impact of satisfaction on loyalty. Switching cost can make customers to maintain their relationship with firm in fluctuation of their satisfaction regardless of in what extent they are satisfied with firm (Bansal et al, 2004),(Burnham et al, 2004),(Jones et al, 2000).

While the switching cost is considered too high for changing to new service provider, firms who provide less quality product or service will diminish (Jones et al, 2007). High switching cost make customer to ignore any perceived benefit they can obtain to change to new provider. Customers lose their desire to change to new service providers and it will cause they be locked to current relationship with firm (Zauberman, 2003). As such, it is supposed that the effect of satisfaction on loyalty will be lessen when switching cost perceived high, also in the reverse situation when switching cost is low the effect of customer satisfaction on loyalty goes high (Lam et al., 2004).

(Fornell, 1992) indicated that the association between customer satisfaction and loyalty could be affected by different factors such as the type of industry itself, the degree of product differentiation and switching cost. There are other studies shows that the relationship between customer satisfaction and loyalty is lessen while switching cost perceived high in that segment in compare of the situation with less perceived switching cost (Jones et al., 2000). Therefore, from mentioned studies can conclude that switching cost could have an impact as a moderator on customer loyalty due to making customers less sensitive to satisfaction when it goes high (Hauser et al., 1994). Switching cost has been mentioned in many previous studies as a moderator in satisfaction –loyalty association. As long as switching cost is perceived substantial and irresistible those customer are even dissatisfied do not tend to switch the firm (Jackson, 1985).

As such, not only committed loyal customers are considered as loyal but wrongly those customers including defectors and hostages also supposed as loyal (Jones &Sasser, 1995). Research has suggested that switching cost has a moderating impact on customer loyalty through customer satisfaction.(Lee, Lee and Feick , 2001) in their study of mobile phone service located in France has investigated the influence of switching cost on the correlation between loyalty and satisfaction and found the role of switching cost as a moderator on customer loyalty. (Hauser, Simester, and Wernerfelt, 1994) indicated that customer would be less sensitive to satisfaction if they consider switching cost high. In this relation (Anderson and Sullivan, 1993) in their study of banking industry mentioned this negative relation between sensitivity to satisfaction and switching cost.

The Proposed Research Model

This study tries to develop a new framework to assess and evaluate the effect of service quality variables on customer satisfaction which provides a total understanding of importance of each indicators of quality of service towards customer satisfaction. Moreover to evaluate the influence of each construct this research tries to choose the appropriate dimensions based on pervious literatures. To investigate the effect of quality of service on satisfaction the research mostly followed the studies of (KisangRyu and Heesup Han, 2009) and (Hong Qin, Victor R. Prybutok, 2009). Both study mentioned above use SERVPERF as (Cronin and Taylor, 1992) justified their SERVPERF or performance-only instrument in place of the gap measurement approach. In addition, they provided empirical evidence that the SERVPERF instrument outperforms the SERVQUAL scale across four industries: fast food, dry cleaning, banks and pest control.

Next step of this research is to examine the relationship between customer satisfaction and loyalty by considering the moderating role of switching cost component. Accordingly this research used (Sunghyup S.H.,2010) and (KisangRyu and Han, 2009) to assess loyalty which was focused on measuring attitudinal loyalty; as especially in the hospitality industry, the attitudinal approach to assessing the level of customer loyalty should be more focused (Back, 2005); (Schall, 2003).

Hypothesis Development

Based on the review literatures, the following hypothesis outlined the propositions to be investigated:

H1: tangibility has a positive impact on service quality

H2: reliability has a positive impact on service quality

H3: assurance has a positive impact on service quality

H4: responsiveness has a positive impact on service quality

H5: empathy has a positive impact on service quality

H6: recovery has a positive impact on service quality

H7: service quality has a positive impact on customer satisfaction

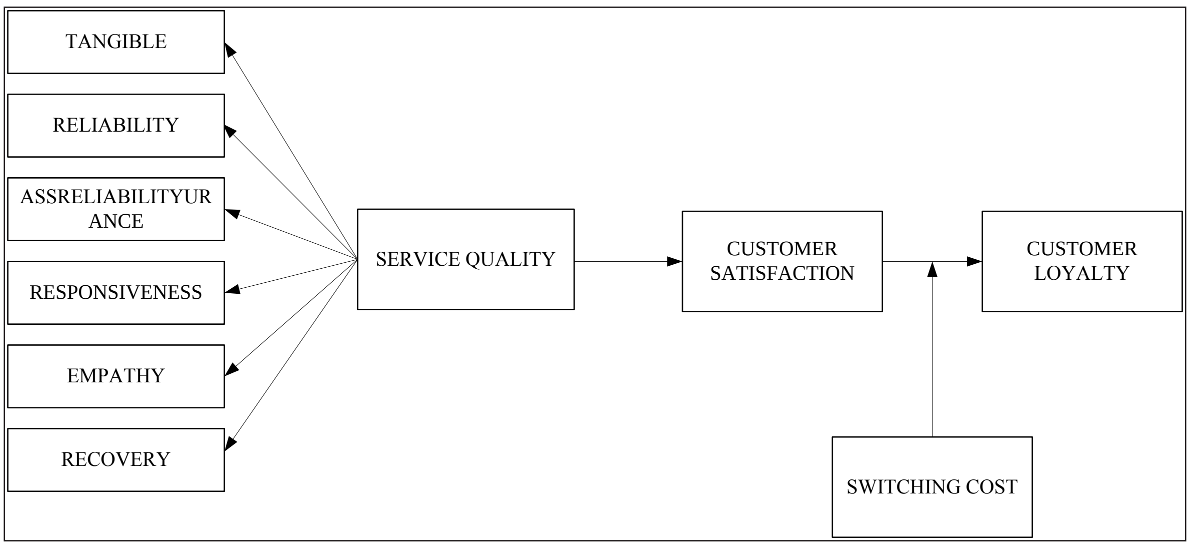
H8: customer satisfaction has a positive impact on customer loyalty

H9: The relationship between satisfaction and customer loyalty weakens as the switching costs increase

MEASUREMENT TECHNIQUE

The measurement technique used in this study was the self-administered survey technique. The quantitative phase of this study employed a self-administered, cross-sectional survey design. The survey technique has several strengths that provide rationale for its use in this study. First, surveys are particularly effective when used for descriptive, explanatory, and exploratory purposes. Furthermore, survey research is probably the most frequently used method of data collection in the retail industry (Mason et al., 1993). Also, the use of survey is an effective vehicle for collecting information from a wide range of respondents.

Figure 1. Research Frame Work



In addition, surveys, especially self-administered ones, make large samples more feasible (Babbie, 1998). The ability to consider large number of data from a wide variety of respondents also enhances the potential generalizability of findings. Moreover, survey research allows for a direct and systematic measurement of large number of variables simultaneously. In summary, a survey design is deemed to be the most suitable methodology for this phase of the study. Survey research allows for: (1) the measurement of a large number of variables across a wide range of respondents; (2) the ability to examine naturally occurring, rather than artificial phenomenon, and (3) greater potential generalizability of the findings.

Moreover, questionnaires distributed through face-to-face method. A logical explanation of why this method appears to be so effective is that the face-to-face nature or personal contact between interviewer and respondent usually facilitates and enhances communication. Moreover, the fact is that the interviewer's mere presence motivates the respondent to cooperate (Mayer, 1974). For these reasons, a survey design is most suitable for addressing the overall research question and hypotheses developed in this thesis.

Sampling procedure and Design

Step 1: Define the Target Population

Individual in-house restaurant hotels customers in Kuala Lumpur and Putrajaya will be targeted, in which these are two big states of Malaysia. The customers of in-house restaurants who are tourists would be asked to answer the questionnaire. This targeted population will be divided into four categories of age groups: age 16-25 years, age 26-35, age 36-45 years, age of 46 years and above.

Step 2: Select the Data Collection Method

The primary data are gathering through self-administered survey (questionnaire), personal interview and email. In this research, the 7-point Likert scale is used for respondent to rank important of the variables and its attributes. A 7-point scale was used in an endeavor to improve the reliability of the scales (Churchill and Peter, 1984). The 7-point scale was also encouraged because it was hoped that it would discourage respondents from using the mid-point, by making it less obvious than a five-point scale, On the other hand, a midpoint is provided for respondents who were neutral on the scale, and this eliminated any anxiety that may have been caused by forcing respondents to select a predisposition. Consequently, 7 or 9-point numerical scales are recommended for structural equation modelling, as a sufficient range of score values introduces variance (Schumacker and Lomax, 1996). Hence, a consistent scoring procedure was maintained throughout the questionnaire, and negatively worded statements were scored post data collection by reversing the scale. The secondary data source was used through collected information from journals, articles, reference books, websites and etc.

Step 3: Select the Appropriate Sampling Method

The sampling design that was being selected is the convenience sampling method with clustering based on location. The justification of selecting the convenience sampling is because this method satisfactorily meets the sampling needs, primary virtue of low cost and the easiest to conduct within the short research period (Cooper and Schindler, 2006).

Step 4: Determine Necessary Sample Sizes and Overall Contact Rates

(McQuitty, 2004) suggested that it is important to determine the minimum sample size required in order to achieve a desired level of statistical power with a given model prior to data collection. (Schreiber et al, 2006) mentioned that although sample size needed is affected by the normality of the data and estimation method that researchers use, the generally agreed-on value is 10 participants for every free parameter estimated. Although there is little consensus on the recommended sample size for SEM (Sivo et al, 2006), (Garver and Mentzer, 1999), and (Hoelter ,1983) proposed a 'critical sample size' of 200. In other words, as a rule of thumb, any number above 200 is understood to provide sufficient statistical power for data analysis.

Method of Analysis

The procedures used to analyze the data for the purposes of addressing and answering the research question and hypotheses of this study range from simple correlation analysis to more sophisticated structural equation modeling and path analysis. Preliminary univariate statistical analysis was conducted to screen the data, while initial statistical analyses were conducted using SPSS version 10.0 (Coakes and Steed, 2001) to examine the reliability and validity of the scales used in this study. In addition, further statistical analyses such as correlation analysis, exploratory and confirmatory factor analyses were conducted to explore the relationships between the constructs in the research proposed model.

In other words, in this research structural modeling analysis enables researcher to examine the hypothesized relationships. Structural equation modeling (SEM) was employed because it is generally considered more suitable for the model that involves complicated variable relationships. SEM allows analysis of both the measurement model and the structural model. It cannot only address measurement errors but also allows the examination of the factor analysis and hypothesis testing together (Gefen et al., 2000).

CONCLUSION

After studying many literatures and according to gathered information, the study tries to investigate customer satisfaction through different construct including the added item which is recovery. This combination allows researcher to develop a new framework to evaluate and compare the effect of each variable on customer satisfaction simultaneously which provides a total understanding of importance of each antecedent of quality of service towards customer satisfaction. Moreover to evaluate the influence of those constructs this research tries to choose the appropriate dimension based on pervious literatures.

To investigate the effect of quality of service on satisfaction the research mostly followed the studies of (KisangRyu and Heesup Han, 2009) and (Hong Qin, Victor R. Prybutok, 2009). Both study mentioned above use SERVPERF as (Cronin and Taylor, 1992) justify their SERVPERF or performance-only instrument in place of the gap measurement approach. In addition, they provided empirical evidence that the SERVPERF instrument outperforms the SERVQUAL scale across four industries: fast food, dry cleaning, banks and pest control. The performance-only measures are used and suggested by many scholars in various industries (Gilbert et al., 2004).

Besides the research of (Cronin and Taylor, 1992) in fast food industry, (Jain and Gupta, 2004) compare weighted and un-weighted versions of the SERVQUAL and SERVPERF instruments by conducting a survey of FFR customers in India. They found that the SERVPERF scale is more effective in explaining the service quality constructs and variations in service quality scores within the restaurant industry.

Next step of this research is to examine the relationship between customer satisfaction and loyalty by considering the moderating role of switching cost component. Accordingly this research used (Sunghyup S.H.,2010) and (Heesup Han and KisangRyu, 2009) to assess loyalty which was focused on measuring attitudinal loyalty; as especially in the hospitality industry, the attitudinal approach to assessing the level of customer loyalty should be more focused (Back, 2005); (Schall, 2003). Loyalty in the hospitality field involves attitudinal and emotional commitment to a provider/brand (Schall, 2003). Many customers have multiple memberships in various branded restaurants or hotels (Mattila, 2001). To assess switching barrier study used mostly the work by (Zhilin Yang and Robin T. Peterson, 2004) and (Heesup Han, Ki-JoonBack , and Betsy Barrett , 2009).

In conclusion, this research with the help of previous literatures opens a new sight towards obtaining loyal customers in hospitality industry especially at in-house restaurants hotel in Malaysia which is the area of focus in this research. People who are in charge of hotel industry and hotel owner should find out the most effective factors to provide customer loyalty, in order to apply them into their policy and strategy. This study could provide better understanding of customers in this sector. The study could be examined in different part of hospitality industries not only in-house restaurants hotels which is the major focus of this research as the finding might be varies according to the type of service and context of the study. Moreover, switching cost as a moderator could be replaced with other influential variable including socio-demographical and psychological variables.

REFRENCES

Aksoydan (2007). Hygiene factors influencing customers' choice of dining-out units: Findings from a study of university academic staff. *Journal of Food Safety,* 27(3), 300–316.

Andaleeb, S. S., & Carolyn, C. (2006). Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of Services Marketing,* 20(1), 3-11.

Anderson, E. W., & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science,* 12(2), 125-143.

Anton, J. (1996). *Customer relationship management: Making hard decisions with soft numbers*. Upper Saddle River, Prentice-Hall.

Babbie, E. (1998). Survey research methods (2nd Ed.). Belmont: Wadsworth. Ch. 8.

Back, K. (2005). The effect of image congruence on customers' brand loyalty in upper middleclass hotel industry. *Journal of Hospitality & Tourism Research,* 29(4), 448-467.

Bansal, S., & Gupta, G. (2001). *Building customer loyalty business-to-business commerce. In J. N. Sheth, A. Parvatiyar & G. Shainesh, eds., Customer Relationship Management*", New Delhi, Tata McGraw-Hill, 2001, pp. 3-25.

Bitner, M. J., & Hubbert, A. R. (1994). Encounter Satisfaction Versus Overall Satisfaction Versus Quality. *Service quality: New directions in theory and practice.* London, Sage. 72-9.

Bowen, J. T. & Chen, S. L. (2001). The Relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management,* 213-217.

Breschler, H. (2006). Brand loyalty is about the experience. *Brand strategy,* 198-14.

Burnham, G. M., Pariyo, G., Galiwango, E., & Wabwire-Mangen, F. (2004). Discontinuation of cost sharing in Uganda. *Bulletin of the World Health Organization*, 82(3), 187–195.

Chitty, B., Ward, S., & Chua, C. (2007). An application of the ECSI model as a predictor of satisfaction and loyalty for backpacker hostels. *Market. Intel. Plan.,* 25(6), 563-580.

Churchill, G. A., & Peter, J. P. (1984). Research design effects on the reliability of rating scales: A meta-analysis. *Journal of Marketing Research*, 21(4), 360-375.

Coakes, S. J., & Steed, L. G. (2001). SPSS: Analysis without anguish: version 10.0 for Windows (Brisbane: Wiley).

Cooper, D. R., & Schindler, P. S. (2006). *Business research methods (Ninth Ed.).* New York, McGraw-Hill/Irwin.

Cronin, J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56, 55–68.

Evans, J., & Berman, B. (1997). *Marketing.* New Jersey: Prentice Hall International.

Farrell, J., & Shapiro, C. (1988). Horizontal mergers: An equilibrium analysis, Working paper 88- 4 (Program in Law and Economics, University of California, Berkeley).

Fishbein, M., & Ajzen, I. (1975*). Belief, attitude, Intention and Behavior: An introduction to theory and research*. Addison-Wesley, Boston.

Fornell, C. (1992). A national customer satisfaction barometer: the Swedish experience. *Journal of Marketing,* 56, 6-21.

Garver, M. S., & Mentzer, J. T. (1999). J.T. Logistics research methods: Employing structural equation modeling to test for construct validity. *Journal of Business Logistics,* 20(1), 33-57.

Gefen, D., Straub, D. W., & Boudreau, M.-C. (2000). *Structural equation modeling techniques and regression: Guidelines for research practice*. Communications of theAIS (1:7), pp. 1-78.

Getty, J. M., & Thompson, K. N. (1994). A procedure for scaling perceptions of lodging quality. *Journal of Hospitality Research,* 18(2), 75-96.

Gilbert, G. R., Veloutsou, C., Goode, M. M. H., & Moutinho, L. (2004). Measuring customer satisfaction in the fast food industry: A cross-national approach. *Journal of Services Marketing,* 18(5), 371-383.

Gilbert, G. R. (2006). A cross-industry comparison of customer satisfaction. *Journal of service marketing*, 20(5), 298-308.

Goyal, A., & Singh, N. P. (2007). Consumer perception about fast food in India: An exploratory study. *British Food Journal*, 109(2), 182 – 195.

Guiltinan, J. P., Paul, G. W., & Madden, T. J., (1997). *Marketing management: Strategies and programs* (6th ed.). New York, McGraw-Hill.

Hauser, V. L., Shaw, M. A., & Weand, B. L. (1994). *Effectiveness of soil-vegetative covers for waste sites*. Proc., Superfund XV.

Hauser, J. R., Simester, D. I., & Wernerfelt, B., (1994). Customer satisfaction incentives. *Marketing Science,* 13(4), 327-350.

Han, H., Ki-Joon, B., & Betsy, B. (2009). Influencing factors on restaurant customers' revisit intention : the roles of emotions and switching barriers. *International journal of hospitality management,* ISSN 0278-4319, 28(4), 563-572.

Hess. J., & Story. J. (2005). Trust-based commitment: multidimensional consumer-brand relationships. *Journal of Consumer Marketing,* 22, 313 – 322.

Hoelter, D. R. (1983). The analysis of covariance structures: Goodness-of-fit indices. *Sociological methods and research,* 325–344.

Tat, H. H., Sook-Min, S., Ai-Chin, T., Rasli, A., & Hamid, A. B. A. (2011). Consumers' purchase intentions in fast food restaurants: An empirical study on undergraduate students. *The Special Issue on Contemporary Issues in Business and Economics*, 5(5).

Qin, H., & Prybutok, V. R. (2009). Service quality, customer satisfaction, and behavioral intentions in fast-food restaurants. *International Journal of Quality and Service Sciences,* 1(1), 78 – 95.

Jackson, B. B. (1985). *Build customer relationships that last*. Harvard Business Review. Nov-Dec, 120-128.

Jain, S. K., & Gupta, G. (2004). Measuring service quality: SERVQUAL vs. SERVPERF Scales. *Vikalpa*, 29(2), 25-37.

Jamal, A., & Anastasiadou, K. (2009). Investigating the effects of service quality dimensions and expertise on loyalty. *European Journal of Marketing*, 43(3/4), 398 – 420.

Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2000). Switching Barriers and Repurchase Intentions in Services. *Journal of Retailing,* 76(2), 259-74.

Jones. M. A., Reynolds, K. E., Mothersbaugh, D. L., & Beatty, S. E. (2007). The positive and negative effects of switching costs on relational outcomes. *Journal of Service Research*, 9(4), 335-355.

Kandampully, DwiSuhartanto, (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management,* Vol. 12 , pp.346 – 351.

Kim W. G., Ng Yen N., Christy, and Kim Y.S.(2009). Influence of institutional DINESERV on customer satisfaction, return intention, and word-of-mouth. *International Journal of Hospitality Management*. 28, 10-17.

Kim, M., Kliger, D., & Vale, B. (2003). Estimating switching costs: The case of banking. *The Journal of Financial Intermediation*, 12, 25–56.

Ryu, K., & Han, H. (2009).The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality & Tourism Research*, 33(4), 487-510.

Kotler, P., & Armstrong, G. (2012). *Principles of marketing* (14th Ed.). Pearson Education.

Ladhari, R., Brun, I., & Morales, M. (2008). Determinants of dining satisfaction and post-dining behavioral intentions. *International Journal of Hospitality Management,* 27, 563-573.

Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy, B. (2004). Customer value, satisfaction, loyalty, and switching costs: An illustration from a business-to-business service context. *Journal of the Academy of Marketing Science*, *32*, 293–311.

Lehtinen, U. M., & Lehtinen, J. R. (1991). Two approaches to service quality dimensions. *The Service Industries Journal, 11*(3), 287-303.

Leong, J. K., & Kim, W. G. (2002). Service recovery efforts in fast food restaurants to enhance repeat patronage. *Journal of Travel & Tourism Marketing*, *12*(2/3), 65-93.

Levens, M. (2012). *Marketing: Defined, explained, applied* (2nd Ed.). Pearson Education.

Lee, J., Lee, J., & Feick, L. (2001). The impact of switching costs on the customer satisfaction-loyalty link: Mobile phone service in France. *Journal of Services Marketing,* 15(1), 35-48.

Mason, G., van Ark, B., & Wagner, K. (1993). *Productivity, product quality and workforce skills: Food processing in four European countries*. Berlin: Wissenschaftzentrum Berlin.

Mattila A. S. (2001). Emotional bonding and restaurant loyalty. *The Cornell Hotel and Restaurant Administration Quarterly,* 42, 73–9.

Mayer, D. (1974). Measuring instructional practice: Can policymakers trust survey data? *Educational Evaluation and Policy Analysis*, 21(1), 29-45.

McColl, R., Mattsson, & C. Morley (2005).The effects of service guarantees on service evaluations during a voiced complaint and recovery.*Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour* 18, 22-50C.

McQuitty, S. (2004). Statistical power and structural equation models in business research. *Journal of Business Research*, 57 (2), 175-83.

Myung, E., McCool, A. C., & Feinstein, A. H. (2008). Understanding attributes affecting meal choice decisions in a bundling context. *International Journal of Hospitality Management*, 27, 119-125.

Namkung, Y., & Jang, S. (2010). The effects of interactional fairness on satisfaction and behavioral intentions: Mature versus non-mature customers. *International Journal of Hospitality Management,* 28, 397-405.

Nijssen, E., Singh, J., Sirdeshmukh, D., & Holzmüeller, H. (2003). Investing industry context effects in consumer–firm relationships: Preliminary results from a dispositional approach. *Journal of the Academy of Marketing Science*, 31(1), 46–60.

Oliver, L. R. (1999). Whence consumer loyalty. *Journal of Marketing*, 63 (4), 33-44.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17, 460-468.

Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research*, 20, 418-430.

Oliver, R.L. (1997). *Satisfaction: A behavioural perspective on the consumer*. McGraw-Hill, New York, NY.

Olorunniwo, F., Hsu, M. K., & Udo, G. (2006). Service quality, customer satisfaction, and behavior intentions in the service factory. *Journal of Services Marketing*, 20 (1), 59-72.

Olsen (2007). Repurchase loyalty: The role of involvement and satisfaction. *Psychology & marketing special issue: Blocking in consumer choice*, 24(4), 315–341.

Olson, J. J. P. (2002). *Consumer Behavior and Marketing Strategy*. McGraw-Hill.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985).A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 4, 41-50.

Parasuraman A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1).

Porter, M. E. (1998). *Competitive Advantage (with a new introduction).* New York: The Free Press.

Pritchard, M. P., Havitz, M. E., & Howard, D. R. (1999). Analyzing the commitment–loyalty link in service contexts. *Journal of the Academy of Marketing Science*, 27(3), 333–348.

Qin, H., & Prybutok, V. R. (2008). Determinants of customer-perceived service quality in fast-food restaurants and their relationship to customer satisfaction and behavioral intentions. *Quality Management Journal*, 15(2).

Schall, (2003). *Effects of stimulus-response compatibility on neural selection in frontal eye field*. Neuron, 38, 637-648, 2003.

Schiffman , L. G., & Kanuk, L. L. (2010). *Consumer Behavior* (10th ed.). Pearson Prentice Hall.

Singh, J., & Sirdeshmukh, D. (2000). Agency and trust mechanisms in relational exchanges. *Journal of the Academy of Marketing Science*, 28, 150-167.

Sivadass, E., & Baker-Prewitt, J. L. (2000). An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management*, 28 (2), 73-82.

Sivo, S. A., Fan, X. T., Witta, E. L., & Willse, J. T. (2006). The search for optimal cutoff properties: Fit index criteria in structural equation modeling. *Journal of Experimental Education*, 74(3), 267-289.

Sunghyup, S. H. (2010). Predictors of relationship quality and loyalty in the chain restaurant industry. *Cornell Hospitality Quarterly*, 51, 251-265.

Schumacher, R. E., & Lomax, R. G. (1996). *A Beginner's guide to structural equation modeling.* New Jersey: Lawrence Erlbaum Associates, Publishers.

Sharma, A. (1997). Who prefers key account management programs? An investigation of business buying behavior and buying firm characteristics. *Journal of Personal Selling and Sales Management*, 17 (Fall), 27-39.

Shy, O. (2002). A quick-and-easy method for estimating switching costs. *International Journal of Industrial Organization,* 20(1), 71-87.

Szymanski, D. M. & Henard, D.H. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. *Academy of Marketing Science Journal*, 29(1), 16-35.

Wilkins, H. C., Merrilees, W., & Herington, C. (2010). The determinants of loyalty in hotels. *Journal of Hospitality Marketing and Management,* 19(1), 1-21.

Zauberman, G. (2003). The intertemporal dynamics of consumer lock-in. *Journal of Consumer Research,* 30(3), 405-419.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1993). The behavioral consequences of service quality. *Journal of Marketing*. 60(2), 31-46, 21-34.

Yang, Y., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology & Marketing*, 21(10), 799-822.