



**A STUDY OF LDH ARCHITECTURAL DESIGN'S MARKETING
STRATEGY IN CHINA**



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY
2022**



**A STUDY OF LDH ARCHITECTURAL DESIGN'S MARKETING
STRATEGY IN CHINA**

**Thematic Certificat
To
LIU XIXIA**

This Independent Study has been Approved as a Partial Fulfillment of the
Requirement of International Master of Business Administration in International
Business Management

Advisor:..... *Chao Qiu*
(Associate Professor Dr. Qiu Chao)

Date: *15 / 1 / 2023*

..... *J. Jomphong*
(Associate Professor Dr. Jomphong Mongkhonvanit)
Acting Dean, Graduate School of Business Administration

Date..... *14 / 3 / 2023*
Siam University, Bangkok, Thailand

Title: A Study of LDH Architectural Design's Marketing Strategy in China

By: LIU XIXIA

Degree: Master of Business Administration

Major: International Business Management

Advisor: *Chen Qiu*

(Associate Professor Dr. Qiu Chao)

..... *15 / 1 / 2023*

ABSTRACT

Due to of the rising standard living, consumers are demanding a higher quality of living and attach great importance to the design and aesthetics of interior spaces. This has led to the rapid development of the interior design industry. Interior design service providers can provide good after-sales service quality and increase reputation and high satisfaction from customers which leads to customer loyalty, it is a topic that deserves attention. In this study, the PZB service quality model proposed by Parasuraman et al was used as a theoretical framework to investigate the impact of service quality on customer reputation, customer satisfaction and customer loyalty of LDH Architects (hereinafter referred to as LDH DESIGN). The five dimensions of the PZB SERVQUAL scale (reliability, responsiveness, assurance, care, and tangibility) were used to understand customers' perceptions of interior design service quality, customer satisfaction, customer word-of-mouth, and customer loyalty. This study used a questionnaire survey to collect data through online and physical questionnaires. The data collected was quantified and analyzed. The results of this study showed that: 1. service quality had a significant positive impact on customer reputation, customer satisfaction and customer loyalty; 2. customer reputation had a significant positive impact on customer loyalty; 3. customer satisfaction had a significant positive impact on customer loyalty.

Keywords: service quality, customer word-of mouth, customer satisfaction, customer loyalty

DECLARATION

I, LIU XIXIA, hereby certify that the work embodied in this independent study entitled “Study Title” is result of original research and has not been submitted for a higher degree to any other university or institution.



(LIU XIXIA)

Oct 6, 2022

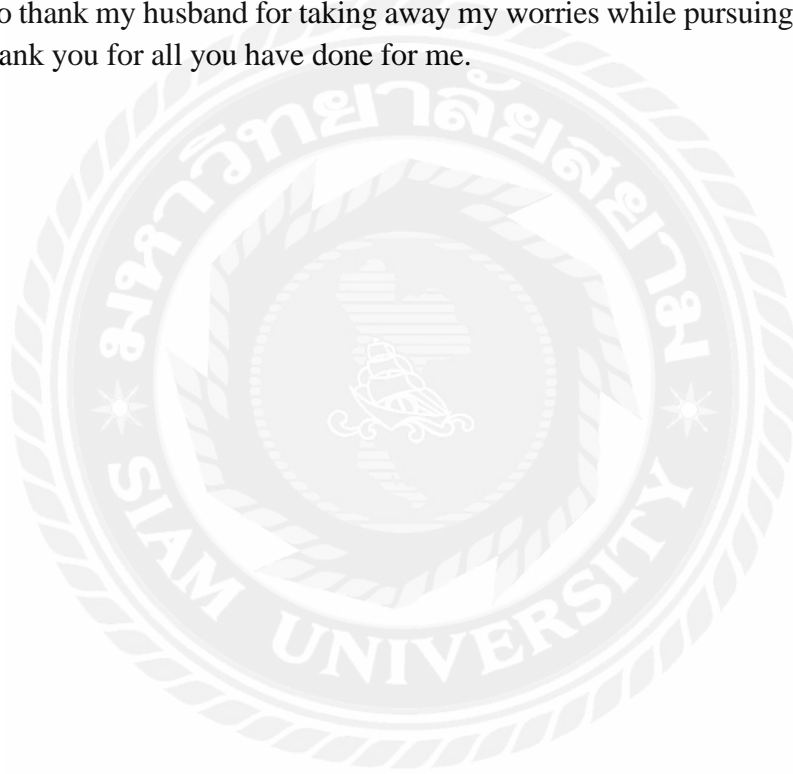


ACKNOWLEDGEMENT

In the process of writing this thesis, my supervisor, Associate Professor Qiu Chao, has devoted a lot of effort to it, from choosing the topic to the opening report, from writing the outline to pointing out the specific problems in each draft over and over again, strictly checking and guiding, for which I would like to express my sincere gratitude.

Secondly, I would like to thank my teachers, classmates and friends who have always helped me with the thesis writing process and given me valuable advice and assistance. I would also like to extend my heartfelt thanks to all the teachers in the dissertation defence team; you have worked hard!

Finally, I thank my family for their understanding and support. In particular, I would like to thank my husband for taking away my worries while pursuing my studies. All in all, thank you for all you have done for me.



CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENT	II
CONTENTS.....	III
LIST OF FIGURES	IV
LIST OF TABLES	V
1. Introduction.....	1
1.1 Research Background	1
1.2 Research Problems.....	1
1.3 Objective of the Study	2
1.4 Scope of the Study	2
1.5 Research Significance.....	3
2. Literature Review.....	3
2.1 Quality of Service	3
2.2 Customer Word of Mouth	5
2.3 Customer Satisfaction	7
2.4 Customer Loyalty.....	8
2.5 PZB Model Theory	9
3. Research Methodology	10
3.1 Introduction.....	10
3.2 Research Structure	10
3.3 Hypothesis.....	11
3.4 Reliability and Validity Analysis of the Scale.....	11
4. Finding and Conclusion	12
5. Recommendation	14
REFERENCES	17

LIST OF FIGURES

Figure

Figure 1: Conceptual architecture diagram..... 11



LIST OF TABLES

Table

Table 1: The five dimensions of service quality	9
Table 2: Study hypothesis calibration results.....	12



1. Introduction

1.1 Research Background

In recent years, as consumers have become more and more demanding in terms of quality of living, they have attached great importance to the design and aesthetics of interior spaces, leading to the rapid development of interior design and a large number of practitioners, resulting in increasingly fierce competition in the market (Tamanna, 2020). The internal design market has been uneven for a long time, and quality standards are difficult to define, leading to constant consumer rights disputes (Ajzen, 2001). For interior design operators, The design process is not only highly customizable but also challenging to standardize quality. In addition to the price advantage, the quality of after-sales service should not be ignored to achieve a competitive advantage in a highly competitive environment. It is, therefore, worthwhile to enhance the quality of after-sales service to improve customer satisfaction (Namin, 2017).

Interior design is mainly concerned with providing interior design services and customized finished interiors according to the owner's needs and the realization of design content, directly affecting customer satisfaction (Wu, Yan, &Guo, 2013). The whole interior design process, from space planning and design to construction supervision and quality control and maintenance, is complicated and complex, involving design style, budget, choice of materials, construction methods, etc. Frequent communication with the owner is required to avoid disputes and to meet the owner's needs and objectives. According to your daughter, interior design is an important activity that can enhance the happiness of human life and the value of human life by designing spaces, constructing and beautifying interior spaces, and shaping a living environment that combines art and technology to improve the standard of living and material civilization (Dai, Jiang, Xu, Yang, &Xiao, 2007). Interior design is a massive project, as each project has different needs and preferences of the consumers, the style and nature of the interior design are also different, and the project content is complicated and requires meticulous planning to implement precisely the needs of the consumers (Wirtz & Chew, 2002). Therefore, internal design operators must clearly understand the expectations and needs of consumers, follow the construction schedule, avoid delays and strive for perfect quality.

1.2 Research Problems

This study explores the relationship between LDH DESIGN's after-sales service quality, customer satisfaction, word-of-mouth and customer loyalty and puts forward the PZB service quality model as a research theory, extending its SERVQUAL service quality scale to develop a service quality scale for interior design (Parasuraman, 2002). based on the research results, we can understand customers' evaluation and expectations of interior designers' product and service quality, as a marketing strategy for interior design and practical suggestions and references for effectively improving customer

satisfaction and service quality management. It can also provide consumers. It is a reference basis for future selection of interior design services. (Parasuraman et al., 1988).

LDH DESIGN decoration company mainly provides consumers with overall decoration services, including auxiliary materials, primary materials, design and construction. The design industry has low barriers to entry and fierce competition. Facing the current situation, LDH DESIGN needs to optimize its marketing strategy to face market challenges. This article takes LDH DESIGN Decoration Company as an example, aiming at the existing problems, putting forward the marketing optimization strategy, improving the service quality, and thus enhancing the core competitiveness (Bansal & Voyer, 2000).

1.3 Objective of the Study

This study uses the PZB service quality model as a theoretical framework to explore the impact of LDH DESIGN's service quality on word of mouth, customer satisfaction and customer loyalty, using the five dimensions of the PZB SERVQUAL scale: reliability, responsiveness, assurance, care and tangibility, to understand customer perceptions of LDH DESIGN's service quality, customer satisfaction, word of mouth and customer loyalty. Customer satisfaction, word of mouth and customer loyalty. It is believed that the quality of service affects the reputation and satisfaction of customers, which in turn affects customer loyalty. Therefore, service quality is critical in attracting and maintaining long-term customer relationships. If a company can establish good service quality, it will enhance positive customer reputation and satisfaction and increase customer loyalty towards its products or services. Therefore, the objectives of this study are as follows.

(1) To explore the impact of various components of interior design service quality on customer reputation.

(2) To explore the impact of various components of interior design service quality on customer satisfaction.

(3) Explore the impact of customer word-of-mouth on customer satisfaction.

(4) Explore the impact of word-of-mouth and customer satisfaction on customer loyalty.

1.4 Scope of the Study

The scope of the study examines the service quality of interior design companies, customer word of mouth, customer satisfaction, and customer loyalty. Service quality is how customers rate the quality of the interior design company's services to achieve a good level of customer loyalty. Overall performance is the feeling that can be directly assessed, and customers will compare the service with their ideal standards. The aim is to provide new ideas for business development and improve economic efficiency to

cope with the increasingly competitive market.

This study uses Beijing's LDH DESIGN interior design company as a case study focusing on restaurant decoration design and is a high-budget restaurant decoration company. The clients of this company are willing to pay a higher budget for high-quality construction and sound design.

1.5 Research Significance

Theoretical Implications

By collating and analyzing the literature and existing research findings, we find domestic scholars have entered a relatively mature research stage on customer loyalty (Homburg, Koschate, & Hoyer, 2005). However, not much research has been conducted on the relationship between service quality, customer word-of-mouth, customer satisfaction, and customer loyalty, and even less research has been conducted on this aspect of interior design in China. Therefore, this paper focuses on the relationship between quality on customer reputation, customer satisfaction, and customer loyalty, using LDH DESIGN customers as the research object and using questionnaires, hoping to enrich the research on service quality on customer reputation, customer satisfaction, and customer loyalty in the interior design industry (Yudhiantoro, 2009).

Relevance

As competition in the interior design industry intensifies, the market choice is gradually shifting from the design company to the customer, prompting design companies to turn their attention to customer relationship management, the core of which is cultivating customer loyalty (Pitman, 2000). Research shows that the cost of developing a new customer is five times that of retaining an existing customer and that companies that can reduce customer churn by 5% can increase profits by 25% to 85%. However, research in the interior design industry in China is currently focused on macro aspects such as the current state of development and strategies for interior design, and very little research has been carried out on the customers on which interior design depends. This paper starts from the perspective of the internal design customer, finds out the influencing factors of service quality (Shin, 2016). customer word of mouth, and customer satisfaction through investigation and analysis, then discusses the relationship between service quality on customer word of mouth, customer satisfaction, and customer loyalty, and proposes countermeasures to win customer loyalty. Therefore, the research in this paper contributes to the healthy and sustainable development of interior design in China and has a particular significance and practical guidance for LDH DESIGN to carry out customer marketing strategies.

2. Literature Review

2.1 Quality of Service

Service is the foundation of service marketing, and service quality is at the heart of service marketing. Service is "Service is doing work for others" (Jones, C. et al., 1996)." Service is a single or multiple sequential actions that are interactions between the customer and the tangible resources of the company's service staff and interaction that satisfies the customer (Gronroos, 1990). Service quality is the degree of consistency in meeting customer expectations (Behshid & Elshennawy, 1989). It is considered that the behaviour or benefits provided by a business to its customers are essentially intangible and do not give rise to physical ownership and that services may or may not relate to a particular physical good (Thomas, 2019). Service is the provision of a company's skills, expertise, information, and equipment to its customers to solve their needs and problems. The connotation of service quality is different from that of tangible product quality in that customers evaluate service quality not only in terms of the outcome of the service but also in terms of the process of the service. This means that service quality is the evaluation of all the sensory perceptions and ratings of a product or service (Tsiotsou, 2006). Service quality is considered to be the level of customer satisfaction with a service, and the level of happiness depends on the difference between what is expected before the service experience and what is felt after the experience (Bao, &Liu, 2016). Service quality is a comparison between the customer's pre-expectation of the service and the perception of the service after receiving the service; if the perceived quality of the service meets the pre-expectation level, the service quality is good. Otherwise, it is not good (Grönroos, 1982). Service quality is considered to be a long-term assessment of service, an evaluation that can be measured in terms of attitude, and is defined as the difference between what the customer expects from the service and what the customer actually perceives after receiving the service (hereinafter referred to as PZB, 1985) (Zeithaml, Berry, & Parasuraman, 1996). PZB (1988) also proposed that service quality is the degree of service excellence in the process of service delivery, where the service provider and the customer interact with each other. Simply put, service quality is measured by the customer, and the difference between the expected service and the actual service is used to measure service quality (Etzel, et al., 2001), so service quality affects customer perception. Whether it is the production of a tangible product or the intangible services of a company, service quality is the key to winning the competition between companies.

PZB (1985) combined the scholars mentioned above' arguments and defined service quality as the degree of difference between customers' preconceived expectations of service before purchasing it. Their perceptions after experiencing the actual performance of the service when the actual perceived service performance is better than the expected service level, customers' perceptions of service quality are positive; conversely, customers' perceptions of service quality are negative. It follows that service quality is a perception that has not yet been consistently defined and measured to the extent that it has attracted considerable research PZB 1985 (Lewis & Mitchell, 1990; Dotchin & Oakland, 1994a; Asubonteng et al., 1996). Although scholars

have different views on the definition of service quality, the more common belief is "the degree to which it meets the needs or expectations of the customer". The general view is "the degree to which it meets the needs or expectations of the customer (Lewis & Mitchell, 1990; Dotchin an & Oakland, 1994a; Asubonteng et al., 1996; Wisniewski, 1996). Customers' perceptions of service quality. The perception of service quality is a combination of multiple perceptions, but there needs to be a standard view of the dimensions that influence service quality assessment. As a result, scholars have used research to identify a more representative set of dimensions. As a result, not only does the number of constructs obtained vary, but the number of constructs obtained varies.

PZB (1985) classifies the nature and characteristics of services into four primary characteristics: Intangibility, Inseparability, Heterogeneity, and Perishable. Intangibility means that a service is an act, a feeling, not a physical object, and therefore cannot be felt until consumed. Because of this characteristic, services are less visible than physical products, and the quality of the product cannot be measured (Wisniewski, 1996). Therefore, customers can use word of mouth and corporate brand image as a reference for decision-making, reducing the risk of purchase and use. The service is highly variable, and the performance or quality of the service often varies depending on the service provider, the time, the location, the project and the customer. Lastly, fugitive, as services are intangible, inseparable and heterogeneous, cannot be stored for future sale or use in the same way as physical goods. As a result, customers may be less satisfied with the service quality because they cannot receive it in a timely manner. It is clear from this that service quality is an interactive relationship that provides a sense of satisfaction, and nowadays, it is not only the quality of the product that is sold but also the attitude of the service (Zhou, Wang, & Su, 2016).

2.2 Customer Word of Mouth

(Word-of-Mouth WOM) is the transfer of information about products, brands and services from one consumer to another, through the reviews of friends and family, experiences, mass media and corporate marketing, which in turn influences consumers' purchase intentions and behaviour. Define word-of-mouth communication as the art of establishing positive and reciprocal communication between consumers or between consumers and sellers on the effectiveness of word-of-mouth marketing (Ranaweera, & Jayawardhena, 2014). It is not a commercial message in terms of content or motivation, but rather an 'informal communication' (Blackwell et al., 2001) between friends, family and acquaintances. Word-of-mouth marketing is also a professional marketing strategy technique that influences consumer-to-consumer communication (Kozinets et al., 2010).

According to the study, Internet Word of Mouth (IWOM) is more influential than traditional word of mouth in the information search and decision-making process. Not only does IWOM spread quickly, but it also has a broader reach and, most importantly,

avoids the pressure of face-to-face communication (Phelps et al., 2004). However, word-of-mouth is more reliable and trustworthy than product recommendations through more formal marketing channels (e.g. advertising, social media), meaning that word-of-mouth is more suitable than print media for shaping consumer attitudes and behaviour and is more persuasive. "Word-of-mouth communication (WOM) is also a form of interpersonal sources, or "word-of-mouth recommendation sources". (Duhan, D.F. et al., 1997).

Research also confirms that 'word of mouth is one of the most frequently used sources of information by consumers in their daily lives (Kiel & Layotn's, 1981). Word-of-mouth advice is the most commonly used source of information because of its accessibility. Word of mouth is a unique and vital influence in the consumer decision-making process, as it is a highly reliable source of information (Buttle, 1998). It is easy for consumers to trust word of mouth because they believe that the content of word of mouth is honest and fair without deception (East et al., 2008). Consumers base their decisions on the word of mouth they receive, and because consumers have a high level of trust in word of mouth, companies should pay attention to the effects of word of mouth communication (Bansal & Voyer, 2000).

Word-of-mouth communication can be informal interpersonal communication about a product, brand, or service between non-commercial communicators and recipients of perceived information, who are consuming information about each other, and is characterized by two-way communication, timely feedback, and high frequency of interaction (Westbrook, 1987). Word-of-mouth communication is direct, non-commercial communication between people who communicate directly about a product, brand, or service and discuss the product, brand, or service in a way that influences consumer perceptions and intentions (Soderlund & Rosengren, 2007). Word-of-mouth communication has a unique and significant influence on consumer decision-making (Bansal & Voyer, 2000; Wirtz & Chew, 2002; Liu & Lee, 2016).

Word-of-mouth communication is divided into positive and negative evaluations (Swan & Oliver, 1989). Positive word-of-mouth is when consumers experience certain companies or products as pleasant, satisfying, or novel compared to other experiences, or even noticeable differences, and recommend the resulting positive reviews or their satisfaction to others (Browne al., 2002). Conversely, negative word-of-mouth usually occurs when consumers have an unpleasant experience or a less-than-expected experience with certain companies or products and complain about this unsatisfactory message, experience, etc., to others (Singh, 1990). According to (Mangold & Faulds, 2009). the higher the level of positive or negative consumer perceptions, the more likely it is that word-of-mouth will spread, meaning that positive word-of-mouth is likely to bring in new customers and new markets, while negative word-of-mouth will not only bring harm to the company but also spread.

This shows that positive and negative word-of-mouth communication is essential to companies. On the other hand, negative word-of-mouth can damage a company's image and may cause irreparable damage. In addition, It is proposed that word-of-mouth communication can be divided into two types in terms of target audience (Maru File, Cermak, & Alan Prince, 1994): input WOM and output WOM. Input WOM means receiving messages from others before consumption, which influences purchase intentions and behavior; output WOM is the word-of-mouth behavior of customers after consumption. It involves the evaluation of the opinions given by others, which involves thoughts and perceptions about a product before deciding whether or not to buy it.

2.3 Customer Satisfaction

Customer satisfaction was first introduced by (Cardozo, 1965), who applied the concept of customer satisfaction to the marketing field, suggesting that increasing customer satisfaction would increase consumer loyalty and behavior and lead to purchasing other peripheral goods. Many scholars have since devoted themselves to research in this area. However, in the literature on customer satisfaction, there is still a lack of consensus on the definition of customer satisfaction. Customer satisfaction is considered to be an emotional response, based on whether the customer's pre-purchase expectations of a product or service match the actual outcome of the product or service purchased (Oliver , 1981). Consumers will compare the quality of the product or service they receive with the cost they pay. From a process perspective, customer satisfaction arises when consumers assess whether the process and experience are as good as they should be, not only as a response to the emotions of the process but also as a result of perceived comparisons of quality and value. On the other hand, The first to apply customer satisfaction to consumer theory, he believed that customer satisfaction is the state of mind that customers have when they compare the price they pay with what they actually get (Hanks ,Line & Kim ,2017). It is considered that customer satisfaction is the result of the purchase and use of a product and is generated by the customer comparing the reward of the expected result with the cost of the input, i.e. the analysis of costs and benefits Generally speaking, customer satisfaction can be defined from two perspectives, the first being Transaction-specific Perspective and the second being Cumulative Perspective (Ghobadian, Speller, & Jones, 1994). The assessment of satisfaction with the viewpoint intent of a particular transaction is based on the results of a single recent experience or post-purchase assessment (Boulding, et al., 1993). is a transient concept and this transient satisfaction should be analysed and recorded by the customer immediately after the service interaction (Ekinici & Dawes, 2009). On the other hand, according to the Expectancy Disconfirmation Paradigm, the outcome of satisfaction is the customer's subjective assessment of the work of consumption based on expectations (Oliver & Richard, 1989). which emphasises a holistic assessment from a cumulative transactional perspective, i.e. satisfaction is an overall assessment of all customer experiences rather than a specific purchase experience and is an important

indicator that can be used to measure a company's performance in the past, present and future (Rust, & Oliver, 1994). It is believed that customer satisfaction can be measured in terms of 'time' and can be divided into an outcome and a process perspective, which interprets satisfaction as the experience gained from the process of consumption (Ranaweera & Prabhu, 2003). Traditionally, customer satisfaction has been seen as a fundamental decision factor for long-term customer behavior performance. Moreover, since customer satisfaction affects retention and market share, customer satisfaction is an important goal for companies to pursue (Hansemark & Albinsson, 2004; Zhou, et al., 2016). Customer satisfaction is the degree of overall customer pleasure or satisfaction that results from the ability of a service to satisfy customers' desires, expectations, and needs (Hellier, et al., 2003). Customer satisfaction is not only central to the concept of marketing (Fournier & Mick, 1999). It is one of the leading forces in attracting customers and is seen as an essential and vital factor for business success (Gary Moore, et al., 1998).

2.4 Customer Loyalty

Early definitions of customer loyalty focused on consumers' repeat buying behavior. Propose a cut-off point of 50% of purchases to distinguish loyal from non-loyal customers, i.e. the number of purchases of a brand as a percentage of total purchases in a given period as a measure of loyalty (Churchill & Surprenant, 1982). Define loyalty as consistent and frequent re-purchase or bulk purchase of the same brand (Folkes, 1988).

This behavioral approach to measuring loyalty ignores the impact that consumers' attitudes and changes in the external environment and consumption process have on loyalty. It is considered that a consumer's preference for a brand remains the same over several years, i.e. the consumer's preference for the brand is consistent, and the brand that he or she likes best in his or her mind and whose attitude does not change after a period of time is loyal to that brand (Grönroos, 1982). Consumers' attitudes towards brands are divided into three zones: Acceptance, Neutral and Rejection, and the distance between these zones or the number of brands is used to measure consumer loyalty (Ganesan, 1994). In the questionnaire, respondents were asked to remove the price factor before measuring loyalty, i.e. to judge loyalty based on consumers' willingness to buy the preferred brand without considering price." Defining customer loyalty based on behavioural or attitudinal facets alone can only cover one part of the loyalty construct, stemming from some scholars proposing a comprehensive definition of loyalty (Hansemark & Albinsson, 2004). Dein, a leading American scholar, first suggested that companies should consider both the behavioural and attitudinal components of customer loyalty together. Considers customer loyalty as the strength of the relationship between personal attitudes and repurchase behavior (Bansal & Voyer, 2000). Customer loyalty is believed to be a consumer's commitment to a long-lasting

relationship with a particular brand or company, which is ultimately expressed through a combination of attitudes and behaviours. Attitudes include the intention to repurchase or buy other products from the company, the willingness to recommend them to others, and immunity to competitors. Behaviours include repeat purchases, the purchase of other products from the company and the act of recommending them to others. Loyalty is measured by the extent to which consumers prefer each brand (Jones, 1996).

2.5 PZB Model Theory

The PZB model is a conceptual model of service quality developed in 1985 by three professors, Parasuraman, Zeithaml, and Berry, from the University of Cambridge in the UK, known as the PZB model. The central concept is that the customer is the determinant of service quality and that companies must bridge the five gaps in this model to meet customer needs.

Customer satisfaction with service quality is based on comparing their perceived service and service expectations. that customers' service expectations come from four sources: word of mouth, personal needs, experience, and external communication. When the customer's perceived service exceeds expectations, the customer perceives excellent quality; when perceptions are lower than expectations, the customer does not accept the quality of service provided; and when perceptions confirm expectations, the service quality is satisfactory (Parasuraman et al., 1985). Although the SERVQUAL scale has good reliability and validity, there are suggestions for its revision. For example, It is recommended that while the original five dimensions of the SERVQUAL scale are very stable, in some industries the service quality dimensions should be increased or modified for different service types (Carman, 1990).

PZB (1988), three scholars developed a scale that can quantify the PZB conceptual model - SERVQUAL. Moreover, condensed the ten dimensions into five dimensions: reliability, responsiveness, authenticity, caring and tangibility. To measure service quality, customers use these five dimensions to compare the gap between cognition and expectation and expectations (e.g., Table 1).

Table 1: The five dimensions of service quality

Structure	Definition
Reliability	It represents the extent to which a company can be relied upon to perform the promised services correctly. Reliable service performance is what customers expect and means that service is delivered on time, consistently and without error, every time.
Responsiveness	It represents a company that assists its customers and provides immediate service. Leaving customers waiting creates unnecessary negative perceptions; when service errors do occur,

	a professional and prompt return to service gives customers a very positive perception of quality.
Assurance	It represents the knowledge, courtesy and ability to convey trust and confidence of a company's employees. It is characterised by the ability to perform service responsively, to treat customers with courtesy and respect, to communicate effectively with them and to consider their best interests at all times.
Carefulness	It represents a company's ability to provide personalised attention to its customers. Characteristics include being approachable, sensitive and trying to understand the needs of the customer.
Tangibility	It represents the actual facilities, equipment, employees and materials of the business. The state of the surrounding entities is an outward demonstration of the care shown to the customer. This dimension also relates to the part of service delivery that is established by other customers.

3. Research Methodology

3.1 Introduction

This chapter explains the research methodology of this study. The research variables were developed into research hypotheses based on the literature review and collection in Chapter 2 and using the PZB model as the theoretical basis (Zeithaml, Berry, & Parasuraman, 1996). Then the research structure and operational definition of this study were derived. This section contains the research structure, research hypothesis, operational definition, research design and statistical analysis methods (Zamanian & Khanlari, 2015).

3.2 Research Structure

This study mainly discusses the correlation between service quality, word of mouth, customer satisfaction and repurchase intention of LDH Design Company. Based on the research motivation and purpose, this study combines the discussion and analysis of the above-mentioned relevant literature, proposes the PZB model as a theoretical framework, and then proposes the framework of this study as shown in Figure 1 (Parasuraman, Zeithaml, & Berry, 1988). The research framework uses four dimensions: service quality, word of mouth, customer satisfaction and repurchase intention. The service quality dimension uses the five quality dimensions in the SERVQUAL scale, including reliability, responsiveness, assurance, Caring and tangible (Wisniewski, 1996).

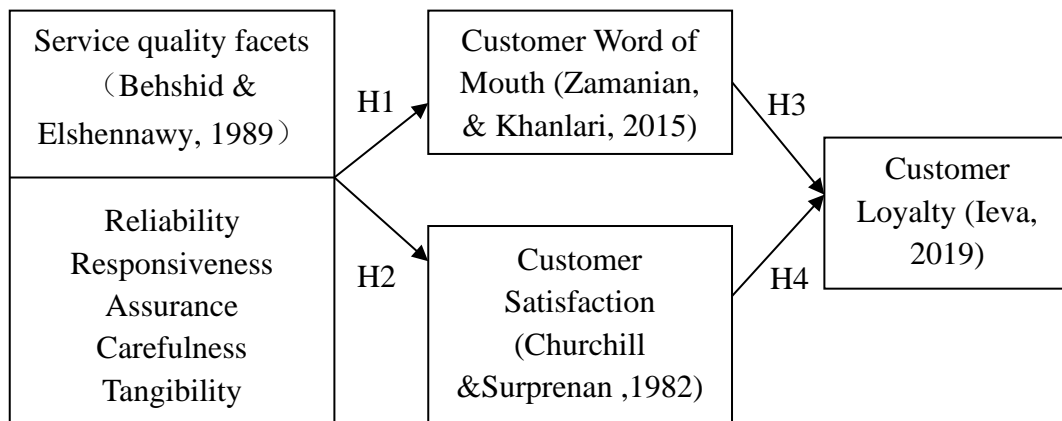


Figure 1: Conceptual architecture diagram

3.3 Hypothesis

H1: Service quality has a positive impact on customer word-of-mouth.

H1-1: The various components of service quality have a positive impact on customer reputation. The various components of service quality have a positive impact on customer reputation.

H2: Service quality has a positive impact on customer satisfaction.

H2-1: The various components of service quality have a positive impact on customer satisfaction.

H3: Customer word-of-mouth has a positive impact on customer loyalty.

H4: Customer satisfaction has a positive impact on customer loyalty.

3.4 Reliability and Validity Analysis of the Scale

Before conducting inter-component validation analyses, it is important to verify that the items and scales have a certain degree of Validity and Reliability. Validity is a measure of the correctness of a scale, which means that the instrument is able to correctly measure the predictive properties of the instrument, and the higher the validity of the scale, the better it is able to reveal the true characteristics. Reliability represents the reliability of a scale, i.e., whether the results are consistent or stable (Nunnally, 1978).

● Reliability analysis

The reliability analysis reveals a reliability Cronbach's alpha value of 0.726, responsiveness Cronbach's alpha value of 0.826, assurance Cronbach's alpha value of 0.797, caring Cronbach's alpha value 0.867, tangibility Cronbach's alpha value 0.835, customer word of mouth Cronbach's alpha value 0.833, customer satisfaction Cronbach's alpha value 0.830, customer loyalty Cronbach 's alpha value was 0.849 (Ganesan, 1994).

The overall Cronbach's α value of the questionnaire was 0.834, so the α of the reliability analysis was > 0.70 , which means that the reliability of the questionnaire is high and the questionnaire is acceptable.

● **Validity analysis**

Validity and correctness mean that the instrument can correctly measure the qualities and functions the research intends to measure (Westbrook, 1987). The questionnaire results from several views exchanges and should therefore have a significant degree of content validity.

After factor analysis of the questionnaire, a KMO value of 0.775 was obtained; Bartlett's spherical test was 13483.992; $p < 0.001$. A KMO value greater than 0.7 and $p < 0.001$ indicates that this sample is suitable for factor analysis.

4. Finding and Conclusion

● **Regression analysis**

In this study, regression analysis was used to check whether there was autocorrelation in the model. When the D-W value was close to 2, the relationship value was close to 0, and there was no autocorrelation in the residual term. If the VIF value of the variable is greater than 10, it means that there is co-collinearity between the variable and other variables (Wisniewski, 1996). The R² coefficient of determination, F-check, significance level and β -value were then used to determine the relative magnitude of the regression coefficients of the standardized β -values and the independent variable's influence on the dependent variable. The hypotheses of this thesis are all valid (Nosi, C. et al., 2022). The hypothesis testing results of this study are summarized in Table 2 below.

Table 2: Study hypothesis calibration results

Assume code	Research hypothesis	Inspection results
H1	Service quality has a positive impact on customer reputation.	Established
H1-1	The various components of service quality have a positive impact on customer reputation. The various components of service quality have a positive impact on customer reputation.	Established
H2	Service quality has a positive impact on customer satisfaction.	Established
H2-1	The various components of service quality have a positive impact on customer satisfaction.	Established

H3	Customer word-of-mouth has a positive impact on customer loyalty.	Established
H4	Customer satisfaction has a positive impact on customer loyalty.	Established

●Conclusion

Based on the results of the empirical analysis of this study, a total of three significant items were summarised, the first being service value to customer word of mouth and customer satisfaction; the second being customer word of mouth to customer loyalty; and the third being customer satisfaction to purchase intention(Su, Swanson, & Chen, 2016). The breakdown is as follows.

(1) Service value has a positive impact on customer word-of-mouth and customer satisfaction

In this study, service quality was classified into five categories, namely "reliability", "responsiveness", "assurance", "caring", and "tangibility", as supported by the literature. Reliability, responsiveness, assurance, caring, and tangibility of service quality positively impact customer word-of-mouth and customer satisfaction (Hamari, Hanner, & Koivisto, 2017). Pearson's correlation coefficient and regression analysis results show a significant positive impact. The higher the level of consumer recognition of service quality, the higher the recognition of word of mouth and satisfaction. The mean of the question items in this section is the most strongly agreed on options across all dimensions. From the above results, it is clear that service quality is an essential factor in consumers' purchasing decisions (Kotler& Keller, 2007). If companies pay attention to this type of consumer group, it will be helpful to consumers' purchase decisions and business performance. In addition, this study has broken down service quality into five sub-dimensions (reliability, responsiveness, assurance, care and tangibility). According to the reliability study, most consumers believe that the company's reputation, the consistency of the work before and after completion, and the service promised by the company are all factors that make consumers feel happy and achieve positive recognition. The responsiveness study revealed that consumers felt optimistic about the assistance in resolving any problems that may have occurred prior to work, the attention given to my requests, the excellent and patient communication and the professional response of the contractor. The assurance study showed that the contract made consumers feel secure and reassured, that the price was entirely in line with the estimate and that the work was completed within the scheduled time frame, all of which contributed to a positive and satisfied attitude towards the operator and helped to improve the image of the operator. Caring research also shows that owners are proactive in providing advice, understanding and listening to consumers' needs and customising their services, all of which make consumers feel cared for and happy. Lastly, the tangible study reported that consumers value the overall service attitude of the

engineering team, the availability of tools and equipment and the cleanliness of the environment(Buttle, 1998).

(2) Customer word-of-mouth has a positive impact on customer loyalty

After verifying the positive impact of customer word of mouth on customer loyalty in this research, the results show a very significant and positive impact after the Pearson correlation coefficient analysis and regression analysis. That is to say, the higher the degree of identification of consumers with word-of-mouth, the higher the degree of identification with customer loyalty. Moreover, in this part, the questions in each dimension are mainly in the agree on option. From the above results, it can be seen that word of mouth is essential for consumers in making decisions (Hanks, Line & Kim, 2017). If the industry can pay attention to this type of consumer group, it will be helpful to consumers' purchasing decisions and the business performance of enterprises. In addition, any attitude of consumers after purchase will affect their dissemination of information, and most of consumers are satisfied with the product or service, they will inevitably share it with the people around them and achieve a certain degree of word of mouth. Consumers believe that word of mouth is an essential measure for them to make decisions(Ekinci & Dawes, 2009).

(3) Customer satisfaction has a positive impact on customer loyalty

The positive effect of customer satisfaction on customer loyalty in this study was verified by Pearson's correlation coefficient analysis and regression analysis, which both showed a highly significant and positive effect. This means that the higher the level of consumer satisfaction, the higher the customer loyalty. In this section, the mean of all the constructs fell in the agreement category (Ladhari, Souiden, & Dufour, 2017). It is clear from the above results that satisfaction is an essential factor in consumer decision-making and that companies that market their products in such a way as to address the potential for customer satisfaction will undoubtedly contribute to customer loyalty. In addition, any post-purchase attitudes of consumers are critical to their next customer loyalty decision, so it is recommended that companies pay attention to the stimulation of service quality and word-of-mouth among consumers, both in marketing and tactics (Mittal& Kamakura, 2001).

5. Recommendation

4.1 Recommendations for improving LDH DESIG marketing i.e. customer loyalty

In order to increase consumer satisfaction with the overall service quality of interior design companies, it is essential to consider the everyday needs and expectations of the majority of consumers and to consider how to improve the areas where they are lacking and deficient in order to increase consumer trust and affection for the company and thus increase consumer reputation, satisfaction, and customer loyalty. Based on the results of the empirical analysis, this study has compiled a list of

everyday consumer needs for interior designers and will make the following recommendations for LDH DESIGN.

(1) Reliability

Reliability refers to the degree of reliability and consistency of the services that interior design promises to provide (Ranaweera & Prabhu, 2003). In today's interior design world, most design companies communicate directly with consumers using 3D drawings, i.e., presenting post-construction drawings for consumers' reference. However, consumers are willing to pay for them and even take the initiative to request 3D drawings as a sign of self-assurance and consistency, as interior design can cost millions. This study also found that most consumers value the availability of 3D drawings, so it is assumed that if 3D drawings were available, this would help their performance. Therefore, this study suggests that LDH DESIGN designers should take the initiative to provide 3D drawings for consumers' reference to increase satisfaction and subsequent customer word-of-mouth and repurchase behavior.

(2) Responsiveness

Responsiveness refers to the willingness of interior design to assist the consumer, pay attention to the consumer's needs, and provide quick service, expertise, and courtesy. Although interior design is a high-volume and high-stress industry, the emotional management, service attitude, and professional responsiveness of the designer are all critical to the consumer. Therefore, this study recommends that LDH DESIGN designers assess each designer or publicist. In addition to assessing their behavior in the initial job evaluation, they should also strengthen the personal emotional management of designers and publicists. This will not only improve customer satisfaction and subsequent customer word-of-mouth but will also increase customer loyalty.

(3) Assurance

Assurance refers to the extent to which the interior design delivers what it promises and can be trusted by the consumer. Tzu said, "If a man does not have trust, he does not know what he can do. How can a large cart journey without clamps and a small cart without a yoke?" This study has shown that a full reference to the estimated completion date and the amount charged by the operator drives consumer confidence and peace of mind. Therefore, the study recommends that LDH DESIGN designers should assess the target completion date and the quoted amount, and if necessary, include possible risks in the estimated date, such as the possibility of a rainy season, or state in the contract that there is a risk that the work will not be completed on time. In addition, it should also be stated in the quotation: "The scope of work in this quotation, beyond the scope of this quotation, additional terms and conditions should be added" to avoid future disputes and not to create a negative image of the operator, but also to enhance consumer satisfaction and subsequent customer word-of-mouth, as well as to increase customer loyalty.

(4) Carefulness

Caring refers to the extent to which interior designers take care of consumers' needs and provide attentive service. According to the majority of consumers, the ability of designers to listen to consumers' needs and provide customized services is one of the most critical indicators for consumers. Therefore, this study suggests that LDH DESIGN designers should provide different services to meet different needs of consumers, such as adding styles to the decorative samples, or even creating a portfolio for consumers to see, and providing timely advice and services. All of these aims are aimed at meeting the consumer's expectations, thus increasing consumer satisfaction and subsequent customer word-of-mouth and increasing customer loyalty (Bansal & Voyer, 2000).

(5) Tangibility

Tangibility refers to the need for interior design to be well equipped with tools and equipment, a neat appearance, and a friendly service attitude. This study shows that most consumers are very concerned about the operator's overall service attitude, the project team's tools and equipment, and the environment's cleanliness. There is no way to keep the environment clean during the project, so it is a big task to improve it effectively. Therefore, this study suggests that LDH DESIGN should take a different approach to the engineering team's overall service attitude, tools and equipment, and environmental cleanliness. This will not only improve the efficiency of the work but also enhance the positive perception of consumers, which in turn will enhance consumer satisfaction and subsequent customer word-of-mouth, which will also improve customer loyalty.

REFERENCES

- Ajzen, I. (2001). Nature and operation of attitudes. *Annual Review of Psychology*, 52(1), 27–58. <https://doi.org/10.1146/annurev.psych.52.1.27>.
- Asubonteng, P., McCleary, K.J., & Swan, J.E. (1996). Servqual revisited: A critical review of service quality. *Journal of Services Marketing*, 10(6), 62–81. <https://doi.org/10.1108/08876049610148602>.
- Bansal, H.S., & Voyer, P.A. (2000). Word-of-mouth processes within a services purchase decision context. *Journal of Service Research*, 3(2), 166–177. <https://doi.org/10.1177/109467050032005>.
- Bao, G.M., & Liu, J.H. (2016). Factors affecting customer loyalty in online marketing. *Contemporary Economy*, 5(03), 90-93.
- Behshid, F., & Elshennawy, A. K. (1989). Definition service quality is difficult for service and Manufacturing firm. *Industrial Engineering*, 21(9), 17-19.
- Blackwell, D. R., Miniard, P. W., & Engel, J. F. (2001). *Consumer behavior*. Orlando, FL: Harcourt Inc, 5(6), 18-23.
- Boulding, W. et al. (1993). A dynamic process model of service quality: From expectations to behavioral intentions. *Journal of Marketing Research*, 30(1). <https://doi.org/10.2307/3172510>.
- Brown, T.J. et al. (2002). “The customer orientation of service workers: Personality trait effects on self-and supervisor performance ratings,” *Journal of Marketing Research*, 39(1), 110–119. <https://doi.org/10.1509/jmkr.39.1.110.18928>.
- Buttle, F.A. (1998). Word of mouth: Understanding and managing referral marketing. *Journal of Strategic Marketing*, 6(3), 241–254. <https://doi.org/10.1080/096525498346658>.
- Cardozo, R.N. (1965). An experimental study of customer effort, expectation, and satisfaction. *Journal of Marketing Research*, 2(3), 244. <https://doi.org/10.2307/3150182>.
- Carman, J. M. (1990). Consumer perception of service quality: An assessment of the SERVQUAL dimension. *Journal of Retailing*, 66 (1), 33-55.
- Churchill, G.A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 19(4), 491. <https://doi.org/10.2307/3151722>.
- Dai, A.P., Jiang, Y.J., Xu, W.N.W., Yang, C.R., & Xiao, X.J. (2007). A case study on the management of interior design companies. *A study of management cases in interior design firms. Special issue of Business Management Series*, 287-298.
- Dotchin, J. A., & Oakland, J. S. (1994a). Total quality management in services: part 2 service Quality. *International Journal of Quality & Reliability Management*, 11 (8), 28-42.

- Duhan, D.F. *et al.* (1997). Influences on consumer use of word-of-mouth recommendation sources. *Journal of the Academy of Marketing Science*, 25(4), 283–295. <https://doi.org/10.1177/0092070397254001>.
- East, R., Hammond, K., & Lomax, W. (2008). Measuring the impact of positive and negative word of mouth on brand purchase probability. *International Journal of Research in Marketing*, 25(3), 215–224. <https://doi.org/10.1016/j.ijresmar.2008.04.001>.
- Ekinci, Y., Dawes, P.L. (2009). Consumer perceptions of frontline service employee personality traits, interaction quality, and consumer satisfaction. *The Service Industries Journal*, 29(4), 503–521. <https://doi.org/10.1080/02642060802283113>.
- Etzel, M. J., Bruce, J. W., & William, J. S. (2001). *Marketing management*. Boston: McGraw Hill, 31(3)37-39.
- Folkes, V.S. (1988). Recent attribution research in consumer behavior: A review and new directions. *Journal of Consumer Research*, 14(4), 548. <https://doi.org/10.1086/209135>.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6. <https://doi.org/10.2307/1252129>.
- Fournier, S., & Mick, D.G. (1999). Rediscovering satisfaction. *Journal of Marketing*, 63(4), 5. <https://doi.org/10.2307/1251971>.
- Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, 58(2), <https://doi.org/10.2307/1252265>.
- Gary Moore, L., Hopkins, W.E., & Hopkins, S.A. (1998). Quality and empowerment programs: Dual paths to customer satisfaction? *Managing Service Quality: An International Journal*, 8(2), 133–141. <https://doi.org/10.1108/09604529810206963>.
- Ghobadian, A., Speller, S., & Jones, M. (1994). Service quality: concepts and models. *International Journal of Quality & Reliability Management*, 11(7), 43-66.
- Grönroos, C. (1982). An applied service marketing theory. *European Journal of Marketing*, 16(7), 30–41. <https://doi.org/10.1108/eum0000000004859>.
- Gronroos, C. (1990) “Service management: A management focus for service competition,” *International Journal of Service Industry Management*, 1(1), pp. 6–14. Available at: <https://doi.org/10.1108/09564239010139125>.
- Hamari, J., Hanner, N., & Koivisto, J. (2017). Service quality explains why people use freemium services but not if they go premium: An empirical study in free-to-play games. *International Journal of Information Management*, 37(1), 1449–1459. <https://doi.org/10.1016/j.ijinfomgt.2016.09.004>.
- Hanks, L., Line, N., & Kim, W.G. (2017). The impact of the social servicescape, density, and restaurant type on perceptions of interpersonal service quality. *International Journal of Hospitality Management*, 61, 35–44. <https://doi.org/10.1016/j.ijhm.2016.10.009>.

- Hansemark, O. C., & Albinsson, M. (2004). Customer satisfaction and retention: The *Managing Service Quality*, 14(1), 40-57.
- Hellier, P.K. *et al.* (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–1800.
<https://doi.org/10.1108/03090560310495456>.
- Homburg, C., Koschate, N., & Hoyer, W.D. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. *Journal of Marketing*, 69(2), 84–96.
<https://doi.org/10.1509/jmkg.69.2.84.60760>.
- Ieva, M. (2019). Managing customer experience to foster customer loyalty. *Loyalty Management*, 125–153. <https://doi.org/10.4324/9780429022661-6>.
- Jones, C. *et al.* (1996) “Pan troglodytes,” *Mammalian Species*, (529), p. 1.
<https://doi.org/10.2307/3504299>.
- Jones, T.O. (1996). Why satisfied customers defect. *Journal of Management in Engineering*, 12(6), 11–11. [https://doi.org/10.1061/\(asce\)0742-597x\(1996\)12:6\(11.2\)](https://doi.org/10.1061/(asce)0742-597x(1996)12:6(11.2)).
- Kiel, G.C., & Layton, R.A. (1981). Dimensions of consumer information seeking behavior. *Journal of Marketing Research*, 18(2), 233.
<https://doi.org/10.2307/3150957>.
- Kotler, P., & Keller, K. L. (2007). *Marketing Management*. Englewood Cliffs, NJ: Pearson Prentice Hall, 6(10)56-60
- Kozinets, R.V. *et al.* (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74(2), 71–89.
<https://doi.org/10.1509/jmkg.74.2.71>.
- Ladhari, R., Souiden, N., & Dufour, B. (2017). The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions. *Journal of Retailing and Consumer Services*, 34, 10–18. <https://doi.org/10.1016/j.jretconser.2016.09.005>.
- Lewis, B.R., & Mitchell, V.W. (1990). Defining and measuring the quality of Customer Service. *Marketing Intelligence & Planning*, 8(6), 11–17.
<https://doi.org/10.1108/eum0000000001086>.
- Li, S. H., & Lin, C.J. (2013). The Impact of Relationship Quality on Service Quality and its Gaps Mingdao Academic Forum. *Ming Dao Academic Forum.Academic Forum*, 3(8), 41-56.
- Liu, C.-H.S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management*, 52, 42–54. <https://doi.org/10.1016/j.jairtraman.2015.12.007>.
- Liu, Y.Y., Chang, Y. P., & Zheng, Y. (2007). Analysis of customer loyalty factors and strategies in the E-era. *Market Research Research*, (01), 31-35.
- Mangold, W.G., & Faulds, D.J. (2009). Social Media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
<https://doi.org/10.1016/j.bushor.2009.03.002>.

- Maru File, K., Cermak, D.S., & Alan Prince, R. (1994). Word-of-mouth effects in professional services buyer behavior. *The Service Industries Journal*, 14(3), 301–314. <https://doi.org/10.1080/02642069400000035>.
- Mittal, V., & Kamakura, W.A. (2001). Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics. *Journal of Marketing Research*, 38(1), 131–142. <https://doi.org/10.1509/jmkr.38.1.131.18832>.
- Namin, A. (2017). Revisiting customers' perception of service quality in fast food restaurants. *Journal of Retailing and Consumer Services*, 34, 70–81. <https://doi.org/10.1016/j.jretconser.2016.09.008>.
- Nosi, C. *et al.* (2022). Why do consumers free ride? investigating the effects of cognitive effort on postpurchase dissonance. *Journal of Consumer Marketing*, 39(5), 417–431. <https://doi.org/10.1108/jcm-02-2021-4436>.
- Nunnally, J.C. (1978). *Psychometric Theory*. New York: McGraw-Hill.
- Oliver & Richard. (1989). Processing of the Satisfaction Response in Consumption: a suggested framework and research propositions. *Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior*, 2, 1-16.
- Oliver, R. L. (1981). Measurement and evaluation of satisfaction process in retail setting. *Journal of Retailing*, 57 (3), 25-49.
- Parasuraman, A. (2002). Service quality and productivity: A synergistic perspective. *Managing Service Quality*, 12(1), 6–9. <https://doi.org/10.1108/096045202104>.
- 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(10), 12- 40.
- Phelps, J.E. *et al.* (2004). Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and motivations to pass along email. *Journal of Advertising Research*, 44(4), 333–348. <https://doi.org/10.1017/s0021849904040371>.
- Pitman, T. (2000). Perceptions of academics and students as customers: A survey of administrative staff in Higher Education. *Journal of Higher Education Policy and Management*, 22(2), 165–175. <https://doi.org/10.1080/713678138>.
- Ranaweera, C. & Jayawardhena, C. (2014). Customer responses to word of mouth questionnaire. *PsycTESTS Dataset* [Preprint], 7(9)23-25. <https://doi.org/10.1037/t62982-000>.
- Ranaweera, C., & Prabhu, J. (2003). The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting. *International Journal of Service Industry Management*, 14(4), 374–395. <https://doi.org/10.1108/09564230310489231>.
- Rust, R. and Oliver, R. (1994). Service quality: *New directions in theory and Practice*, 15(6)87-90. <https://doi.org/10.4135/9781452229102>.
- Shin, D. (2016). Optimal loyalty-based management. *Journal of Economics & Management Strategy*, 26(2), 429–453. <https://doi.org/10.1111/jems.12194>.

- Singh, J. (1990). A topology of consumer dissatisfaction responses styles. *Journal of Retailing*, 66 (1), 57-99.
- Söderlund, M. and Rosengren, S. (2007). Receiving word-of-mouth from the service customer: An emotion-based effectiveness assessment. *Journal of Retailing and Consumer Services*, 14(2), 123–136.
<https://doi.org/10.1016/j.jretconser.2006.10.001>.
- Su, L., Swanson, S.R., & Chen, X. (2016). The effects of perceived service quality on repurchase intentions and subjective well-being of Chinese tourists: The mediating role of Relationship Quality. *Tourism Management*, 82–95.
<https://doi.org/10.1016/j.tourman.2015.06.012>.
- Swan, J. E., & Oliver, R. L. (1989). Postpurchase communications by consumers. *Journal of Retailing*, 65 (2), 516-533.
- Tamanna, T. (2020). Consumer perceptions and expectations of service quality: Assessment through Servqual Dimensions. *Journal of Economics and Business*, 3(2). <https://doi.org/10.31014/aior.1992.03.02.213>.
- Thomas, B. (2019). Marketing management. *Marketing Management [Preprint]*, 9(6) 50-52. <https://doi.org/10.37298/abpl978-81.01>.
- Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International Journal of Consumer Studies*, 30(2), 207–217. <https://doi.org/10.1111/j.1470-6431.2005.00477.x>.
- Westbrook, R.A. (1987). Product/consumption-based affective responses and Postpurchase Processes. *Journal of Marketing Research*, 24(3), 258.
<https://doi.org/10.2307/3151636>.
- Wirtz, J., & Chew, P. (2002). The effects of incentives, deal proneness, satisfaction and tie strength on word-of-mouth behavior. *International Journal of Service Industry Management*, 13(2), 141–162.
<https://doi.org/10.1108/09564230210425340>.
- Wisniewski, M. (1996). Measuring service quality in the public sector: The potential for SERVQUAL. *Total Quality Management*, 7(4), 357–366.
<https://doi.org/10.1080/09544129650034710>.
- Word of Mouth Marketing Association. (2013). *WOM101*, 56-60.
<http://womma.org/wom101/>.
- Wu, Y. W., Yan, H.C., Guo, Y. Z. (2013). A study of service quality key indicators for interior design firms' service processes A study on customer value perspective. *Journal of Property Management*, 4(2), 25-34.
- Yudhiantoro, D. (2009). Pengaruh postpurchase price perception Dan postpurchase performance perceptions TERHADAP satisfaction. *KINERJA*, 13(2).
<https://doi.org/10.24002/kinerja.v13i2.40>.
- Zamanian, S., & Khanlari, A. (2015). Electronic word of mouth marketing. *Advances in Marketing, Customer Relationship Management, and E-Services*, 268–289.
<https://doi.org/10.4018/978-1-4666-8586-4.ch014>.

- Zeithaml, V.A., Berry, L.L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31.
<https://doi.org/10.2307/1251929>.
- Zhou, J.H., Wang, R.J., & Su, G.N. (2016). A study on the relationship between service provider personality traits and customer satisfaction. *Multi-national Business Business Management Review*, 2(10), 163-187.
- Zhou, T. (2009). The relative importance of website design quality and Service quality in determining consumers' online repurchase behavior. *Information Systems Management*, 26(4), 327-337.

