Developing a measurement of service quality, price perception, satisfaction and customer loyalty

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Service Quality

Dimension	Indicator	Question
Reliability	Competency	XYZ employees are quite skilled in providing services
	Credibility	XYX employees can be trusted
Responsiveness	Quick response	XYZ employees are quick to respond to customer requests
	Information clarity	Information about XYZ services is quite clear
Emphaty	Concern	XYZ employees care about the customer's wishes
	Attention	XYZ employees give full attention to customers
Assurance	Comfort	XYZ gives customers a sense of comfort
	Complaint	Complaints from customers are well served
Tangibles	Physical appearance	Physical appearance of employees is quite good
	Technology	The available technology is quite good

Adapted from: Parasuraman, Zeithaml, & Berry (1985); Parasuraman, Zeithaml, & Berry (1994); Amy, & Sohal (2003).

Price Perception

Dimension	Indicator	Question
Price fairness	Fairness of prices versus facilities	The price of XYZ is quite reasonable compared to the service facilities provided
	Fairness of prices versus satisfaction	The price of XYZ is fair enough compared to the satisfaction I feel
Price acceptance	Acceptance of price	I could accept the price set by XYZ
	Acceptance of price increases	I could accept if the XYZ price increases in the future
Price perception	Prices are not expensive	I think the price of XYZ is not quite expensive
	Prices are comparable to other brands	I think the price of XYZ is comparable to other brands

Adapted from: Asadi, Pool & Jalilvand (2014); Lee, Illia & Body (2011); Habel, Schons, Alavi & Wieseke (2016); Suki (2013).

Customer Satisfaction

Dimension	Indicator	Question
Overall satisfaction	Personel	The ability of XYZ employees to provide services is satisfying
	Product	The variety of XYZ products is satisfying
	Price	Harga yang ditetapkan XYZ memuaskan
	Access	The ease of accessing XYZ services is satisfying
	Technology	The technology provided by XYZ is satisfying
Fulfilment of expectations	Fulfillment of hope	Services provided by XYZ are as expected
	Service disappointment	Hampir tidak pernah kecewa dengan pelayanan XYZ
Comparison with ideal	Comparison with appointments	Almost never disappointed with the XYZ service
	Comparison with similar services	Compared to similar services, XYZ services are ideal

Adapted from: Coelho & Esteves (2007); Johnson, Gustafsson, Andreassen, Lervik & Cha (2001); Mihelis, Grigoroudis, Siskos, Politis & Malandrakis (2001).

Customer Loyalty

Dimension	Indicator	Question
Say positive think	Say positive	I always say positively about XYZ to others
	Stating excellence	I always declare XYZ's superiority to others
Recommend company	Recommend	XYZ is always the first suggestion if someone asks for my opinion
	Encourage	I always encourage friends to use XYZ
Remain loyal to company	Loyal to product	I almost never use products / services from other similar companies
	Sustainability	I will use XYZ in the next few years
Spend more with company	Main consideration	XYZ is the first consideration for me to use compared to other services

Dimension	Indicator	Question
	Product variation	If XYZ launches a new product variation, I will use it
Pay price premium	Willing to pay	I am willing to pay whatever I can to use XYZ
	Willing to use	I am willing to use XYZ even though there are no discounts

Adapted from: Zeithaml, Berry & Parasuraman (1996); Wong & Sohal (2003).

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