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E-Commerce: Customer Purchase Intention and its Service Performance (SERVPERF) on Online Businesses in Malaysia

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Abstract

The purpose of this study is to identify the relationship between service preferences (SERVPERF) and purchase intention in online businesses. The methodology or approach of this study is to identify five distinctive research streams in service preference quality. An empirical analysis is then carried out in which the SERVPERF scale is adapted to the study of service preference in the online business industry. The study then examines the relationship between service preference and purchase intention. The originality of the study provides a useful guide to research into service quality by identifying five distinctive streams of research on the field. The study also contributes from a methodological perspective by offering a measurement scale for service preference in the online business industry. Finally, the study contributes to studies of perceived service quality by providing an aggregated ordered logic model, and by confirming the link between service quality and behavioral intention in an online business context.

Keywords: E-commerce; Customer Purchase Intention; SERVPERF; Online businesses; Malaysia

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Introduction

Nowadays, web technology has been increasingly used by both organizations and individuals to seek information and perform online transaction or activities. Customers' information accessed has been improved through technology developments via various media methods such as print, broadcast and electronic media comprising the internet. The

internet has become a highly used medium for businesses and service providers in communicating information, and delivering products and services to customers (Mehrddad Salehi, 2012). Customers will receive latest information quickly through the internet, 24 hours a day, seven days a week regardless of geographical location with the presence of internet. Not only is the internet a giant repository of information, it is also a vast marketplace. The internet has changed the way organizations do business. The emergence of the internet has created opportunities for firms to stay competitive by providing customers with a convenient, faster, and cheaper way to make purchases.

Online business was introduced 45 years ago and continues to grow with new technologies, innovations, and thousands of businesses entering the online market each year. The convenience, safety, and user experience of online business has improved exponentially since its inception in the 1970's. The man credited with inventing the earliest form of online business is Michael Aldrich.

Malaysia too has witnessed the growing importance of online business, particularly in budget airline travel, job recruitment, property selling, book publishing, fast food, retail apparel and deal of the day business. Some small local entrepreneurs in rural areas have also found success when they transform their traditional business to online business. Online marketplaces like Lazada, 11street, and Lelong are some of the most popular websites in Malaysia. Statistics indicate that the Malaysian internet users remain largely consumers rather than sellers. In 2010, Malaysia's online shopping market size was RM 1.8 billion and estimated to reach RM 5 billion by 2014 (Economic report, 2013/2014). According to economic report, 2013/2014 travel services, especially airline ticket and hotel bookings lead in term of products and services purchased online, pushing Malaysia to be among the top three in Asia in the average amount spend online in the past 12 months. Furthermore, by having electronic payments via online banking or credit cards, purchases over the internet become easier.

The internet has changed the way people shop. Even people who do not regularly buy online use search online for prices, product specifications and availability before heading to the high street. The increasing number of internet users and consumers who buy online suggest huge potential for online businesses. In order not to lose out on this growing number of online consumers, firms that do not use website or offering online buying will have to transform their traditional business into online business. In addition, it is important that business reach out to mobile phone subscribers as their number far exceed that of internet users.

The use of the internet has increased every year. Coming along with globalization, the numbers of online business entering into market are lead to an increase in the numbers and differentiation of goods and services. Online business is a very important alternative and complementary to traditional business where it does not require the cost of starting a business (Coker et. al., 2011). However, customers or users who make transactions online are vulnerable to various risks. This is because customers cannot see the transactions that are occurring in real-time but only through intermediaries either smartphones, computers or tablets. While buying online is easier, customers are also more easily tricked into their important information such as account numbers or credit cards that can be stolen and accessed by cyber criminals (Zaleha et al, 2016). In addition, online sales involve problems such as differences in items received by customers with specifications provided in online website and customers do not received the item as promised. In addition, customers are also exposed to risks such as damage to the goods before the good are posted, while on the road or when the goods reach the destination. According to Zaleha et.al. (2016), the most

important issue for the online customer is the delivered goods are received late and the goods obtained are not the same as the picture. This is indeed one of the major problems and risks that online customers must encounter in an online transaction.

Today, customers buy or use products and services in online care about not only quality of products, but also a series of relevant services quality provided by online business that are reliability, responsiveness, employees' performance and others. Service quality can be measured in many methods such as using SERVQUAL model, SERVPERF model and others. According to Lewlyn (2011) SERVQUAL model developed by Parasuraman et al., 1988 is based on the conceptualisation of service quality as the difference between consumer's Perceived performance and Expectation. On the other hand, SERVPERF model developed by Cronin and Taylor, 1992 is purely a Performance based approach to the measurement of service quality (Lewlyn, 2011). There are criticisms about SERVQUAL model. SERVQUAL conceptualization is in fact flawed because it is based on a satisfaction paradigm rather than an attitude model. Another criticism is that SERVQUAL fails to capture the dynamics of changing expectations (Sabri and Oğuz, 2011). SERVPERF scale has come out as an opposite of SERVQUAL scale. According to SERVPERF model, service marketing literature clearly supports the performance-only (SERVPERF) approach. SERVPERF scale explains more of variations in service quality than does SERVQUAL. Furthermore, literature review and the analysis of the structural models suggest that SERVQUAL conceptualization is in fact flawed which it is based on a satisfaction paradigm rather than an attitude model (Sabri and Oğuz, 2011). There are 5 dimensions of SERVPERF that are used from the SERVQUAL instrument to measure service quality which consist of tangibles, reliability, responsiveness, assurance, and empathy.

For online stores as well, the service quality is an important factor affecting the purchase behavior of customers and the perceived value. Nowadays, an increasing number of customers are equipped with a high volume of data and have a higher power for risk-taking. They are, based on the higher value achieving elsewhere, prone to change the online store, so that changing the online store by the customers have become as a norm. High service quality often leads to favorable behavioral intentions while a low service quality tends to lead to unfavorable behavioral intentions. Zeithaml et al. further emphasized that behavioral intentions are relevant to a customer's decision to remain with company or leave a company (Godwin et. al. 2008). Therefore, this study is conducted to investigate the relationship between service performance and purchase intention towards online businesses in Malaysia.

Literature Review

This study attempted to investigate the relationship between service performance (SERVPERF) and purchase intention towards online businesses in Malaysia.

According to Manuela, 2015, The SERVPERF method (Service Performance) is less known, however, an interesting method of the service quality analysis and was created by Cronin and Taylor, who found out that researchers cannot examine customer expectations, because the expectations belong to the ambiguous and variable category. It was created as a contrast proposal to the SERVQUAL method. The basic assumption the SERVPERF method is to improve the service quality. They can change very easily. The SERVPERF method, unlike the method SERVQUAL, examines only the level of quality of the received, realized service (perception), and compares it to the ideal services (Manula, 2015). This method gets rid of the subjectivity, because the customer does not

specify in advance its often-unreasonable expectations about the service. The general formula of the method is very easy, which from a practical point of view makes it easier to apply. The SERVPERF method of service quality is compared to customer perception and this method is therefore easier to use and less time-consuming compared to the SERVQUAL method (Manula, 2015, Ali Bassam and Bayan, 2014 and Lewlyn and Gopalakrishna, 2011). Evaluation and measurement of the quality service in the Servperf method is based on determinants derived from the SERVQUAL method.

In SERVPERF model proceeded to measuring performance (perceived service) with the same dimensions as reliability, responsiveness, assurance, tangibles, and empathy for service quality measurement instead of “expectation-perception” difference (Ali, Setareh & Rohaizat, 2015). The research finding showed SERVQUAL factors are inconsistent, and SERVPERF is a more accurate measurement for service quality in comparison with SERVQUAL. This is not only for being efficient in capturing the real essence of perceived service quality, but also for being efficient in reducing the number of items to 50 percent compared to SERVQUAL, being less biased, holding greater reliability and validity, and explaining greater variance than SERVQUAL (Theerthaana, 2015). Lewlyn and Gopalakrishna (2011) stated that the measure of service performance (SERVPERF) produced better results, more reliable estimations, greater convergent and discriminant validity, greater explained variance, and consequently less bias than the SERVQUAL.

Implicitly, the SERVPERF model assesses customers experience based on the same attributes as the SERVQUAL and conforms more closely on the implications of satisfaction and attitude literature (Theerthaana, 2015). In this study, the researcher used the SERVPERF model in online business. The dimensions of service quality that are related to SERVPERF Model are tangibles, responsiveness, assurance, reliability and empathy.

Service Performance (SERVPERF)

The success of business-to-consumer (B2C) e-commerce is driven by the quality of online business services. This area is usually referred to as e-service quality and defined as “the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services” (Yong Lin et al., 2016). According to Manuel et al. (2007), service quality has become a critical factor in enabling firms to achieve a differential advantage over their competitors, and it thus makes a significant contribution to profitability and productivity. Indeed, service quality has become a key concept in a competitive corporate strategy.

The researcher adapted the “SERVPERF” scale of Cronin and Taylor (1992) for assessment of the online business service. Five dimensions of online business service quality were evaluated and they are tangibility, reliability, responsiveness, assurance and empathy. Each dimension was composed of several factors:

- (1) Tangibility: physical evidence and representations of the service, other customers in service facility.
- (2) Reliability: consistency of performance and dependability, accuracy in billing, keeping records correctly, performing the service right at the designated time
- (3) Assurance: freedom from danger, risk, or doubt, physical safety, financial security, confidentiality.

(4) Responsiveness: willingness or readiness of employees to provide service, timeliness of service such as mailing a transaction slip immediately, calling the customer back quickly, giving prompt service.

(5) Empathy: understanding customer needs, learning the customer's specific requirements, providing individualized attention, recognizing the regular customer.

Furthermore, a research done by Theerthaana (2015) shows that the service quality factors (except Tangibility) Assurance, Responsiveness, Reliability and Empathy are the antecedents of both customer satisfaction and customer retention. Customer satisfaction is also a good predictor and antecedent of customer retention. It is supported by Manuel et al. (2007) that, there is a positive link between service quality (tangible, reliability, assurance, responsiveness and empathy) and behavioral purchase intention. Huam Et al. (2011) shows their analysis to assess the direct effect of these five SERVPERF dimensions on customer satisfaction and all the five SERVPERF dimensions were positively and significantly affected customer satisfaction. The results from Huam Et al. (2011) show that customer satisfaction positively influenced customer purchase intention. It also shows that SERVPERF have directly and indirectly positively affected purchase intention. According to L.-Y. Leong et al. (2015), SERVPERF dimension except empathy have a positive impact on customer satisfaction and indirectly affect customer loyalty. Chul and Jae Hoon, (2016), indicates that perceived value and user satisfaction originate from differentiated factors and that are the relevant factors affecting the satisfaction of recruiting website users both directly and indirectly. The effects of perceived value and user satisfaction on revisit intention were also found to be significant.

Purchase Intention

Purchase intention can be defined as the willingness of a customer to buy a certain product or a certain service and dependent variable that depends on several external and internal factors such as outcome expectation, value, recommendation by others, and emotional association.

A customer purchase intention is a part of the consumer behavioral intentions and considered as predictors of their actual behavior. Therefore, the factor that makes the consumer want to purchase and keep purchasing the product should be identified by the firm (Jasur & Haliyana, 2015). As such, it is important for businesses to understand their customers' purchase intentions. According to Jasur and Haliyana (2015), customers' perceptions of website quality and satisfaction have a positive impact on their purchasing intentions. Consumers' foreseeable behavior in short term future buying decisions reflected by the concept of buying intentions. Purchase intention is one of a very small set of variables that find routine application in consumer research investigations undertaken for a variety of different purposes, for example new product concept and copy tests and segmentation and tracking studies and covering a broad range of products and services. For instance, what products or brand the consumer will buy on his or her next shopping trip. More specifically, buying intention is a future projection of consumers' behavior that will significantly contribute to the configuration of attitudes. Purchase intentions are frequently used to forecast sales of existing products and services. Meanwhile, previous studies have shown that intention is one of the predictive of sales. Besides, the measurements of purchase intentions have been pervasive in modern marketing. Market research firms often use purchase intentions to forecast new products' sales potential. Moreover, purchase intention measures have been used frequently to identify products buying probability within defined time periods. Purchase intentions have been recognized as a part of

consumer behaviors. Therefore, firms need to identify what makes a consumer wants to purchase a product. Consumer purchase behavior may change from time to time due to factors such as social lifestyles, country's industrialization and influence of globalization that might have affected their judgment towards the products. Purchase behavior is the decision processes and acts of people involved in buying and using products (Nor, Nurazariah & Hafizzah, 2016).

Study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences and ideas is a consumer behavior as defined by Nor, Nurazariah and Hafizzah (2016). Behavioral intention is related to purchase intention where it frequently measured as conative loyalty, is an important goal in marketing. The attitudinal and behavioral measures the customer loyalty. The specific desire is to continue a relationship with a service provider measure by attitudinal while the concept of repeat patronage measure by behavioral perspective (Apostolos, Petros & Dimitris, 2013). The indicator of behavioral intentions in service related fields are the variables Intention to Re-purchase and Willingness to Recommend to Others (WOM). According to Apostolos, Petros & Dimitris (2013) & Koushiki Choudhury (2013), service quality positively affects repurchase intentions.

The conceptual model has been developed regarding the impact of overall service quality on particular behaviors. The behavior can be referred to word-of-mouth (WOM) like saying positive things about the company, recommending the company to others, encouraging friends and relatives to do business with the company and purchase intention which means doing more business with the company in the next few years, considering the company the first choice from which to buy services (Koushiki Choudhury, 2013). Koushiki Choudhury, (2013) also stated that when the service quality performance of the company is better, the higher is the propensity to engage in positive word-of-mouth (WOM) and higher is the purchase intention.

According to Koushiki Choudhury (2013), Cronin and Taylor, (1992) have examined the relationship between overall service quality and certain dimensions of customers' behavioral intention which focused solely on repurchase intentions and reported non-significant relationships whereas Boulding et al. focused on both repurchase intentions and willingness to recommend and reported significant and positive ones. Koushiki Choudhury (2013) stated that a link between perceived service quality and behavioral intentions have confirmed by Several studies, but only through value and satisfaction, whereas direct link between perceived service quality and behavioral intentions have been found by other researchers.

This study hopes to build on the connections between service quality and customers purchase intention by exploring the link between the individual dimensions of service quality and customer purchase intention. Exploring the relationship at the level of the individual dimensions of service quality and purchase intentions, and linking both constructs at their dimensional level, increases the diagnostics of explaining customers purchase intention.

The Relationship between Service Preference and Purchase Intention

The relationship between quality and satisfaction has been largely discussed in the literature. Previous studies have tested the causal relationship between service quality and customer satisfaction and they noted that there is no consensus on the causal order of the quality and satisfaction from the perspective of marketing researchers, and suggested that the true nature of this empirical relationship is required for further justification (Huam Hon

Tat Et al., 2011). According to Huam Hon Tat Et al. (2011), perceived service quality can have a powerful impact on satisfaction.

There are quite a number of studies exploring the relationship between service quality and satisfaction. There are a lot of prior studies that illustrated the positive association of satisfaction with purchase intention, likewise the characteristics of a product or service, customer loyalty and profitability. Huam Hon Tat Et al. (2011), found that a high customer satisfaction leads to a high intent of repurchasing. Mohammad Adil (2013) also support that customer satisfaction is widely recognized as a key of the formation of consumers' future purchase intention and the likelihood of their patronizing a firm in the future. On the other hand, dissatisfaction has been seen as a primary reason for customer defection or discontinuation of purchase. According to Huam Hon Tat Et al. (2011), customers switch suppliers because they are not satisfied with the company's perceived value, relative to the competition. The five SERVPERF dimensions serve as the independent variables and are used to find out which dimensions affect the most in customer satisfaction (dependent variable) and leads to repurchase intention and also directly affect the purchase intention.

According Tat et al. (2011), all five SERVPERF dimensions positively and significantly affected customer satisfaction and customer satisfaction significantly and positively influenced the customer purchase intention in Fast food restaurants. It is supported by Adil (2013) that of the five SERVPERF dimensions, all have a significant impact on satisfaction in India's Rural Banking Sector. Prabha (2012) found that three service quality dimensions of modified SERVPERF, which are responsiveness, assurance, and empathy, have a significant influence on satisfaction and indirectly customer satisfaction had a positive influence on behavioral intentions. Responsiveness might be an antecedent of assurance and empathy suggesting that staff in the restaurants need to provide prompt service to customers (responsiveness) for staff knowledge to be appreciated (assurance) and thus demonstrating that they care for their customers (empathy). Finding by Prabha, 2012 suggests that satisfied customers will result in customers dining at the restaurant again in the future and recommending the restaurant to others. Therefore, the following hypotheses were developed:

H1: There is a positive relationship between tangibility and purchase intention in online businesses.

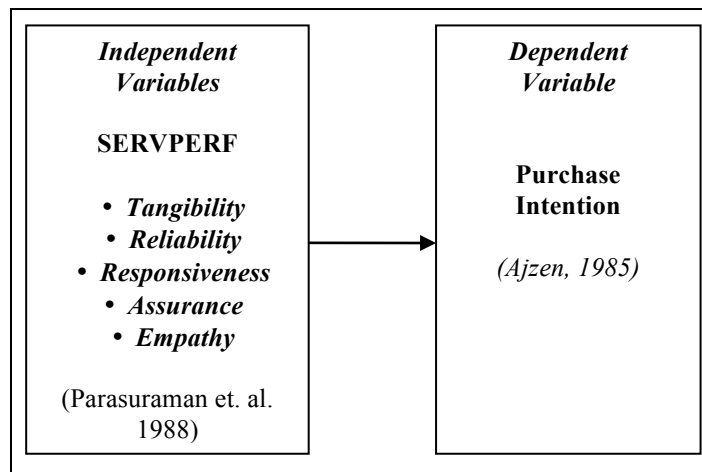
H2: There is a positive relationship between reliability and purchase intention in online businesses.

H3: There is a positive relationship between assurance and purchase intention in online businesses.

H4: There is a positive relationship between responsiveness and purchase intention in online businesses.

H5: There is a positive relationship between empathy and purchase intention in online businesses.

Figure 1: Research Framework



Research Methodology

Correlational research design was chosen for this type of research. Correlation research is a quantitative method of research in which the researcher has two or more quantitative variables from the same group of participants, and the researcher is trying to determine if there is a relationship between the two variables. Correlational research takes the form of words or pictures rather than numbers (Bogdan & Biklen, 2003). In this study, the research design is to test a series of hypotheses between variables, which is drawn from literature, and investigate the correlations. The objective is to examine the relationship between service performance (SERVPERF) and purchase intention. In this study, the research design is to test a sequence of hypotheses between variables, which is drawn from the literature, and investigate the correlations.

Besides, researcher uses non-probability sampling technique to identify the population. The researcher used the non-probability sampling technique because of the population has unknown where total online buyer in Klang Valley cannot be determined. Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. The researcher conducted an empirical study on online business in Klang Valley in order to test the proposed hypotheses.

Further, the type of sampling method sufficiently used in this research is convenience sampling. Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements. In other words, this sampling method involves getting participants wherever researcher can find the respondent and typically wherever is convenient. In convenience sampling no inclusion criteria identified prior to the selection of subjects. All subjects are invited to participate. Researcher used this technique because it is less expensive, quick and easy to get respondents and involved the collection of information from members of the population who were easily accessible to provide it (Salkind, 2009). For this research, the questionnaires were conveniently distributed to the customers who make purchase online in Klang Valley.

Sampling design and sample size are important to establish the representative for the generalization. If the appropriate sample design is not used, the large sample size will

not, in itself, allow the findings to be generalized to the population. The sample size of this research is 250. This sample size is determined based on the rules of thumbs of Roscoe (Uma & Roger, 2016). These data were coded and analyzed using SPSS Version 20.0.

Results and Analysis

Demographic Profile of Respondents

The table 1 below shows that the data for the study were collected from 250 sets of questionnaire which responded by 186 female and remaining 64 were answered by male. The majority of the respondents are married which comprise of 64 percent out of total sample. For the age distribution of the respondents, most of them aged more than 24 years old which indicates 85.2 percent while remaining 14.8 percent was below 25 years old. Besides, for the income level, majority of the respondents of 155 earned RM3,000 to RM5000 per month for their job, followed by those with income less than RM3,000 with 66 respondents and only 29 respondents earned more than RM5,001.

Table 1. Respondent's Profile.

		Frequency	Percentage
Gender	Male	64	25.5
	Female	186	74.5
Marital Status	Single	90	36.0
	Married	160	64.0
Age	<25 years old	37	14.8
	>24 years old	213	85.2
Income level	<RM3,000	66	26.4
	RM 3,000 – RM 5,000	155	62.0
	>RM 5,001	29	11.6

Reliability and Correlational Analysis

The reliability analysis facilitates the goodness of a measure for each variable by computing the Cronbach's alpha score. The findings showed in Table 2 indicates that the Cronbach's alphas for all the variables are in the range of 0.764 to 0.855 which indicates that the items measured were well understood by the targeted respondents. In addition, results of correlation analysis have shown that all variables are moderately correlated with each other. All variables are significantly correlated with each other with the lowest correlation is between assurance and purchase intention ($r = .486, p < 0.01$) and the highest correlation is between reliability and purchase intention ($r = .591, p < 0.01$). Hence, it has been proven that the measures used for this study are highly reliable and ready for further analyses.

Table 2. The results of a reliability and correlation analysis for SERVPERF and Purchase Intention

Variable	Correlations					
	1	2	3	4	5	6
Purchase Intention	(0.855)					
Tangible	0.584**	(0.767)				
Reliability	0.591**	0.625**	(0.764)			
Responsiveness	0.573**	0.554**	0.684**	(0.829)		
Assurance	0.486**	0.381**	0.533**	0.557**	(0.830)	
Empathy	0.555**	0.364**	0.475**	0.553**	0.478**	(0.807)

The hypotheses designed in this study are tested by examining the influence of the five elements of SERVPERF namely tangible, reliability, responsiveness, assurance and empathy towards purchase intention in online businesses. The multiple regression result indicates that a strong relationship existed among some variables as hypothesized. The results of the regression analyses have shown that there was no serious violation of the assumption of independent observations, which stipulated no multicollinearity issue. Besides, R value pointed out that some strong association between the independent variables and dependent variables existed.

Multiple Regression Analysis for Independent Variables and Dependent Variable

The purpose of this paper is to investigate the relationship between SERVPERF (tangible, reliability, responsiveness, assurance and empathy) and purchase intention. Further, findings indicate that there is a positive relationship between overall SERVPERF and purchase intention. The specific results are shown in table 3.

Table 3. The Regression Coefficients for SERVPERF and Purchase Intention

Variables	Standardized Beta
Tangible	.294**
Reliability	.159**
Responsiveness	.091
Assurance	.109**
Empathy	.270**
R ²	.520
Adjusted R ²	.510
F Value	52.919
Significance F Value	.000

Table 3 shows the multiple regression analysis between service performance (SERVPERF) and purchase intention. All independent variables (tangibility, reliability, empathy, responsiveness and assurance) together explains 52 percent of the variance (R square) in purchase intention, which is highly significant, as indicated by the F- Value of 52.919. From the result of this analysis, the researcher found that only tangible, reliability, assurance and empathy elements of service performance (SERVPERF) have a positive impact to purchase intention where ($p < 0.05$). The significant value for tangible is .000, for reliability .021, for assurance .054 and empathy was .000. For responsiveness the impact on customer purchase intention is no impact or least impact where the significant value $> .05$ where responsiveness is .185.

Table 4 summarize the result of hypothesis testing in the study.

Table 4. The Result of Hypothesis Testing

H	Relationship	Correlation r-value	p-value	Decision
H1	Tangibility => Purchase Intention	0.584	<0.05	Supported
H2	Reliability => Purchase Intention	0.591	<0.05	Supported
H3	Assurance => Purchase Intention	0.486	<0.05	Supported
H4	Responsiveness => Purchase Intention	0.573	<0.05	Supported
H5	Empathy => Purchase Intention	0.555	<0.05	Supported

Discussion and Conclusions

As mentioned by Manuel et al. (2007) there is positive link between service quality (tangible, reliability, assurance, responsiveness and empathy) and behavioral purchase intention. Tat et al. (2011) shows their analysis to assess the direct effect of these five SERVPERF dimensions on customer satisfaction and all the five SERVPERF dimensions were positively and significantly affected customer satisfaction and SERVPERF have directly and indirectly affected positively purchase intention. The literature supports only 4 findings that have a positive impact to purchase intention. For the responsiveness, the value significant ($\text{sig} > .05$), so no need to proceed for further study because it has no relation with purchase intention.

The multiple regression analysis is used to address which variable in a set of variables was the best predictor of an outcome. In this study, multiple regression analysis was used to explore which variables in service performance (SERVPERF) namely tangible, reliability, responsiveness, assurance and empathy elements is the best predictor of purchase intention in online business.

On the other hand, future researchers should diversify research methods to gather information and a decision, which can use sufficient material to assist and facilitate the researcher to conduct the study by expanding the scope and the sample of the study. For future research, it is recommended that the study to be implemented at other organizations in Malaysia. As this study only focused on customers of online business in Klang Valley, the result cannot be generalized to all online business customers in Malaysia based on their

thought, cultures and demographic which differs. In order to improve the validity of the study, future researchers can expand the scope of this study to a bigger sample size, state or to different organizations or sectors.

The future researchers can also focus on other elements besides service quality elements (SERVPERF). Future research into other sectors will also allow future researchers to make a comparison between different sectors and organizations. Furthermore, although the number of respondents was valid for the purpose of this study, a wider number of respondents would strengthen the current findings. Therefore, future research should be implemented further to increase and improve the findings of this study. In addition, the future research also should look on other elements as the mediating factor on the relationship between service preferences (SERVPERF) and purchase intention.

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