The Role of Customer Satisfaction in Mediating Outcome Quality and Interest in Revisiting Tlocor

Candraningrat[1]*, Gloria Era Christianto Putri[2]

[1, 2] Management study programme, Faculty of Economics and Business, Universitas Dinamika
Email: candra@dinamika.ac.id[1]*; gloriera1@gmail.com[2]

Abstract

This study was motivated by the significant decline in visitor numbers at Tlocor Marine Tourism (WBT), from 118,476 tourists in 2020 to 76,380 tourists in 2024. This drastic decline indicates a serious problem related to Revisit Interest. This study aims to examine and analyse the significance of the influence of Outcome Quality and Customer Satisfaction on Revisit Interest, as well as to examine the mediating role of Customer Satisfaction. This study uses a quantitative approach with an explanatory causal research type. Primary data was collected through questionnaires distributed to 250 WBT tourists determined through purposive sampling techniques. Data analysis was conducted using Partial Least Square (PLS-SEM) based Structural Equation Modelling (SEM). The results of hypothesis testing show that Outcome Quality has a significant and positive effect on Customer Satisfaction. Customer Satisfaction also has a significant and positive effect on Revisit Interest. The main finding confirms that Customer Satisfaction significantly mediates the effect of Outcome Quality on Revisit Interest. These findings indicate that customer satisfaction functions effectively as a psychological mechanism that translates the quality of the tourist experience (facilities, amenities, service) into the intention to return. Therefore, WBT managers are advised to prioritise efforts that focus not only on physical quality, but also on interaction processes that enhance Customer Satisfaction, in order to ensure the sustainability of tourist visits.

Keywords:

Customer Satisfaction, Outcome Quality, PLS-SEM, Revisit Interest, Tlocor Marine Tourism

INTRODUCTION

Tourism is a strategic economic sector that is increasingly in demand in various countries, contributing significantly to state revenue, including through the oil and gas sector and taxes. Indonesia, as a developing country, has enormous maritime potential, especially in the East Java region, supported by natural resources, local culture, and community participation [1]. The contribution of the tourism sector to Gross Domestic Product (GDP), foreign exchange, and employment has consistently shown an increase, making it a key factor in national economic development [2].

One effective strategy for developing regional tourism is through marine tourism, which involves recreational activities that take advantage of the beauty of the coast and the sea, including marine ecotourism such as mangrove conservation. In Sidoarjo Regency, Tlocor Marine Tourism (WBT) stands out as a unique destination, originating from the formation of Lusi Island, an artificial island created by Sidoarjo mud deposits. The potential of Tlocor Marine Tourism is further enhanced by supporting facilities such as a pier, mangrove trails, and a mangrove seed monument as a symbol of identity.

Although WBT once received a national award as the most popular destination (Anugerah Pesona Indonesia 2019) and recorded a peak of 118,476 tourists in 2020, the latest data from the management shows a significant decline to 76,380 tourists in 2024. This drastic decline indicates serious issues related to the quality of the experience received by tourists, which impacts the sustainability of the destination. Therefore, this study needs to focus on the factors that influence tourists' decisions to return, namely Revisit Interest. This concept is adopted from purchase intention theory due to similarities in post-consumption behavioural intentions [3].

This interest in visiting is influenced by several factors, one of which is Outcome Quality. Outcome Quality is defined as the quality of service perceived by tourists, namely the extent to which the service received meets their expectations [4]. Another important factor that plays a role as an outcome of perceived quality is Customer Satisfaction, which is the feeling of pleasure or disappointment felt by tourists after visiting [5]. Theoretically, Customer Satisfaction is an important mediator that bridges service quality to the intention to return.

Several studies have found that Outcome Quality has a significant effect on Revisit Interest [6]. However, other studies have found different results, where Outcome Quality does not have a significant effect on Revisit Interest [7]. These differing findings indicate that the influence of Outcome Quality cannot stand alone and requires a mediating variable to provide a more comprehensive explanation. Therefore, this study adds the variable of Customer Satisfaction as a mediating variable. Theoretically, Customer Satisfaction can bridge the relationship between service quality and behavioural intent.

Based on the issue of declining visitor numbers at Tlocor Marine Tourism and the lack of research on the effect of Outcome Quality on Revisit Interest, this study aims to examine and analyse the significance of the effect of Outcome Quality and Customer Satisfaction on Revisit Interest at Tlocor Marine Tourism in Sidoarjo. The results of this study are expected to provide strategic recommendations and practical contributions to the managers of Tlocor Marine Tourism in their efforts to improve service quality in order to halt the decline in visits and realise sustainable tourism.

METHODS

This study uses a quantitative approach with an explanatory causal research design. The purpose of this design is to examine the direct and indirect causal relationship between the outcome variable of quality and revisiting interest, with customer satisfaction in Tlocor Marine Tourism. Primary data was collected through the distribution of questionnaires measured using a 1-5 point Likert scale to tourists. The research sample consisted of 250 tourists selected through purposive sampling, with the main criterion being tourists who had visited the Tlocor Marine Tourism destination.

This study uses a quantitative approach with an explanatory causal research design. The purpose of this design is to examine the direct and indirect causal relationship between the outcome variable of quality and revisiting interest, with customer satisfaction in Tlocor Marine Tourism. Primary data was collected through the distribution of questionnaires measured using a 1-5 point Likert scale to tourists. The research sample consisted of 250 tourists selected through purposive sampling, with the main criterion being tourists who had visited the Tlocor Marine Tourism destination.

Data analysis was performed using Partial Least Square-based Structural Equation Modelling (PLS-SEM) through SmartPLS. This analysis was also used to determine the mediating role of Customer Satisfaction in the relationship between Outcome Quality and Revisit Interest. An explanation of the variables in this study is provided in Table 1.

Table 1. Constructs and Item Description

| Variable/Source	Indicators	Operational Description
Outcome Quality (Parasuraman et al. [8]; [9]	- The facilities and infrastructure at WBT are adequate (OQ1). - I find the atmosphere at WBT comfortable (OQ2). - The staff at WBT serve me politely (OQ3). - Communication between WBT staff and me is easy to understand (OQ4). - I feel real benefits after visiting WBT destinations (OQ5).	Measured based on tourists' perceptions of the actual quality of the services they receive, including the availability and comfort of physical facilities, as well as the quality of staff interactions after service at WBT.
Customer Satisfaction (Oliver [10]; [11]	- I felt happy when visiting the WBT (CS1). - I was satisfied with the service provided during my visit (CS2). - The WBT location was easy to reach (CS3). - The environment around the WBT was safe and comfortable (CS4). - My experience at the WBT met my expectations before visiting (CS5).	Measured by tourists' overall evaluation of their experience at WBT, focusing on their level of enjoyment, satisfaction, and the extent to which the actual experience matched their initial expectations.
Revisit Interest [12]	- I would like to visit the WBT destination (RI1) again. - I will visit the same attractions if I visit WBT (RI2). - I will recommend others to visit WBT (RI3). - I will give a positive review to WBT (RI4). - I will look for new information about WBT (RI5).	Measured by the future behavioural intentions of tourists that are beneficial to the destination, including personal desire to return and intention to recommend the destination to others.
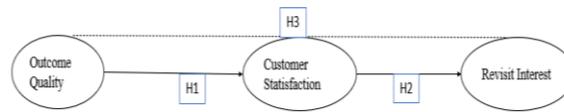
Figure 1. Research Framework

This research framework describes the causal relationship between Outcome Quality, Customer Satisfaction, and Revisit Interest in the context of Tlocor Marine Tourism. Outcome Quality is positioned as an exogenous variable that directly influences Customer Satisfaction (H1), indicating that the quality of service outcomes and tourist experiences perceived by tourists form the basis of satisfaction. Furthermore, Customer Satisfaction acts as an endogenous variable and mediator that has a direct influence on Revisit Interest (H2), which reflects tourists' intention to revisit and recommend the destination. Additionally, this framework also tests the indirect influence of Outcome Quality on Revisit Interest through Customer Satisfaction (H3), which confirms that tourist satisfaction functions as a psychological mechanism that bridges the quality of experience with revisit behaviour. Thus, this model emphasises that an increase in revisit interest is not only determined by service quality alone, but is highly dependent on the level of satisfaction felt by tourists.

RESULT AND DISCUSSION

The results of the descriptive analysis of a total of 253 respondents are presented in Table 2. Demographically, the profile of tourists visiting the Tlocor Marine Tourism Object (WBT) is dominated by women (54%), the majority of whom are in the young productive age group of 20–25 years (30.83%). Based on occupation, respondents were predominantly employees (40.32%) and freelancers (27.67%). The most notable finding was the concentration of respondents' places of residence, with 74.70% coming from Sidoarjo, followed by Surabaya, clearly showing that the main market for WBT destinations is heavily dependent on local and regional domestic tourists in East Java.

Table 2. Demographi

No	Characteristics	Description	Frequency	Percentage
1	Gender	Male	117	46%
		Female	136	54%
		Total	253	100
2	Age	< 20 Years Old	8	3,16%
		20 – 25 Years Old	78	30,83%
		25-30 Years Old	74	29,25%
		30-35 Years Old	53	20,95%
		35-40 Years Old	21	8,30%
		>40 Years Old	19	7,51%
		Total	253	100
3	Occupation	Student	35	13,83%
		Freelancer	70	27,67%
		Employe	102	40,32%
		Entrepreneur	46	18,18%
		Total	253	100
4	City of residence	Sidoarjo	189	74,70%

No	Characteristics	Description	Frequency	Percentage
		Surabaya	19	7,5%
		Malang	7	2,75%
		Gresik	6	2,35%
		Semarang	3	1,9%
		Blitar	3	1,9%
		Bogor	3	1,9%
		Bandung	3	1,9%
		Kediri	2	0,79%
		Solo	2	0,79%
		Yogyakarta	2	0,79%
		Surakarta	2	0,79%
		Depok	2	0,79%
		Bekasi	2	0,79%
		Pasuruan	1	0,4%
		Sumenep	1	0,4%
		Mojokerto	1	0,4%
		Bojonegoro	1	0,4%
		Salatiga	1	0,4%
		Tangerang	1	0,4%
		Jakarta	1	0,4%
		Bandar lampung	1	0,4%
		Total	253	100

Outer model testing was conducted to evaluate the validity and reliability of constructs in the study, so that it could be ensured that each indicator was able to represent the latent variables being measured [13]. This testing includes convergent validity, discriminant validity, and reliability testing (Composite Reliability and Cronbach's Alpha) [14]. The convergent validity test aims to ensure that the indicators are strongly correlated with the construct, with the criteria being met if the Loading Factor (outer loading) value is >0.7 and the Average Variance Extracted (AVE) value is >0.5. The results of the PLS-SEM analysis are shown in Table 3 and Table 4.

Table 3. Outer Loading

Variabel	Indicator	Factor Loading	Model
Outcome Quality	OQ1	0.842	Valid
	OQ2	0.762	Valid
	OQ4	0.766	Valid
	OQ5	0.707	Valid
Customer Satisfaction	CS1	0.765	Valid
	CS2	0.765	Valid
	CS3	0.807	Valid
	CS4	0.712	Valid
	CS5	0.718	Valid
Revisit Interest	RI1	0.763	Valid
	RI2	0.770	Valid
	RI3	0.797	Valid
	RI4	0.826	Valid
	RI5	0.799	Valid

The outer loading test results show that all indicators in the Outcome Quality, Customer Satisfaction, and Revisit Interest variables have factor loadings above 0.70, meaning that all

indicators are valid. The indicators in the Outcome Quality variable have a strong contribution in representing the quality of the tourism experience, especially in terms of facilities, comfort, staff interaction, and perceived benefits. All Customer Satisfaction indicators also show a strong correlation in describing the overall level of tourist satisfaction, both emotionally and in terms of expectation fulfilment. Similarly, all Revisit Interest indicators are proven to consistently reflect tourists' intention to revisit and recommend the destination. Thus, it can be concluded that all indicators in the measurement model meet the convergent validity criteria and are suitable for further structural model testing.

Table 4. Construct Validitas dan Reliabilitas

	Cronbach Alpha	Composite Reliability	AVE
OQ	0.810	0.868	0.570
CS	0.810	0.868	0.569
RI	0.851	0.893	0.626

The outer model results show that all indicators on the outcome variables of quality, customer satisfaction and revisit interest have met the eligibility criteria in PLS-SEM. First, the outer loading values of all indicators are above 0.70, which means that each indicator has a strong correlation with the construct it measures. High loading values indicate that these indicators are able to represent latent variables consistently and accurately, thus meeting the standards of convergent validity.

The Average Variance Extracted (AVE) results for the three variables were also above the minimum value of 0.50. This indicates that each construct was able to explain more than half of the variance in its indicators. Thus, the variables of outcome quality, customer satisfaction and revisit interest were able to capture information from each indicator well. Valid AVE values further reinforce that these constructs have adequate convergent validity.

The reliability test results show that Cronbach's Alpha values for all variables are above 0.70. This indicates strong internal consistency among indicators in each construct. In addition, the Composite Reliability value of all variables was also above 0.70, confirming that the construct had high reliability in PLS-SEM. Composite Reliability is considered superior to Cronbach's Alpha in SEM because it takes into account the factor loadings of each indicator, and the valid results in this study showed that the three variables had excellent measurement reliability.

Overall, the fulfilment of outer loading, AVE, Cronbach's Alpha, and Composite Reliability values confirms that all variables in this study have met the measurement feasibility criteria. This indicates that the measurement model has good quality, valid indicators, and reliable instruments, so that testing can proceed to the inner model and hypothesis testing stages.

Tabel 5. The Result

Relationship	Sample Mean	T-Statistic	P-Values	Description
OQ -> CS	0.586	11.149	0.000	Significant
CS-> RI	0.655	14.771	0.000	Significant
OQ -> CS -> RI	0.386	7.179	0.000	Significant

The results of hypothesis testing in Table 5 show that all relationships tested in the structural model have a positive and significant effect. Outcome Quality was found to have a significant effect on Customer Satisfaction, as indicated by a T-Statistics value exceeding 1.96 and

a P-Value below 0.05. Furthermore, Customer Satisfaction also had a significant effect on Revisit Interest, indicating that the level of tourist satisfaction plays an important role in encouraging revisit intentions. In addition to the direct effect, the results of the indirect effect test show that Customer Satisfaction significantly mediates the relationship between Outcome Quality and Revisit Interest. This finding confirms that improving service outcome quality does not directly shape revisit intention, but rather works through a psychological mechanism in the form of tourist satisfaction.

1. The Effect of Outcome Quality on Customer Satisfaction

The results show that Outcome Quality has a significant effect on Customer Satisfaction with a T-Statistics value of 11.149 greater than 1.96 and a P-Value of 0.000 less than 0.05, thus accepting the hypothesis. The implication of these findings shows that Outcome Quality is an effective predictor of Customer Satisfaction. In other words, improvements or enhancements in the quality of results or experiences obtained by tourists during their visit will proportionally and significantly increase the level of satisfaction expressed by tourists. Penelitian ini konsisten dengan temuan [15]; [16] menyatakan bahwa outcome quality memiliki pengaruh positif terhadap customer satisfaction. Namun, terdapat pula penelitian yang menunjukkan hasil berbeda. [17] melaporkan bahwa outcome quality tidak berpengaruh signifikan terhadap customer satisfaction.

Interview data with Tlocor Marine Tourism (WBT) tourists reinforces these statistically significant findings. The data shows that comprehensive positive experiences such as adequate facilities, a comfortable environment and quality staff service fundamentally drive customer satisfaction. This set of outcome qualities produces tangible benefits, reflected in high satisfaction levels, including feelings of pleasure, positive assessments of service and fulfilment of visit expectations.

2. The Effect of Customer Satisfaction on Revisit Interest

The results show that customer satisfaction has a significant effect on revisit interest, with a T-statistic value of 14.771 greater than 1.96 and a P-value of 0.000 less than 0.05, thus accepting the hypothesis. This finding indicates that customer satisfaction is an effective predictor of increased revisit interest. In other words, the higher the satisfaction felt by tourists while visiting Tlocor Marine Tourism, the greater their desire to revisit in the future. This study is consistent with studies [18]; [19]; [20], which state that customer satisfaction has a positive effect on revisit interest. In addition to studies that are consistent with the latest research, there are studies that contradict these results, namely [21]; [22], in which researchers state that customer satisfaction is not significant in terms of revisit interest.

At Tlocor Marine Tourism, customer satisfaction is based on positive experiences, including satisfactory service, easy access to the location, a safe and comfortable environment, and experiences that meet expectations, which have been proven to contribute directly to increased repeat visits and tourist loyalty. Evidence in the field shows that visitors have a strong desire to come back, are willing to recommend this destination to potential tourists, and are ready to give positive reviews. Therefore, destination managers have an urgent need to maintain and proactively improve the quality of the tourist experience in order to ensure the sustainability of tourist visits.

3. The Effect of Outcome Quality on Revisit Interest through Customer Satisfaction

The results show that Outcome Quality has a significant effect on Revisit Interest through customer satisfaction with a T-Statistics value of 7.179 greater than 1.96 and a P-Value of 0.000 less than 0.05, thus accepting the hypothesis. This finding indicates that the research model is statistically significant. This means that customer satisfaction successfully mediates the relationship

between outcome quality and revisit interest. Outcome quality, which includes the availability of facilities and infrastructure, quality, amenities, and services received by tourists, is proven to be effective in increasing revisit interest. Penelitian ini berada dalam jalur yang sama dengan penelitian [23]; [24]; [25], yang menyatakan bahwa customer satisfaction memediasi Sebagian pengaruh outcome quality terhadap revisit interest.

These findings indicate that at Tlocor Marine Tourism, customer satisfaction plays an important role as a link between the outcome quality perceived by tourists and their intention to revisit. Substantively, this shows that optimal outcome quality (facilities and services) is not sufficient to maximise revisit interest; rather, it must be preceded by established customer satisfaction. Thus, destination managers are required to prioritise efforts that focus not only on outcome quality, but also on the interaction process that directly improves customer satisfaction, so that revisit interest can be achieved significantly and sustainably [26]; [27].

CONCLUSION

This study, which utilised PLS-SEM analysis, determined that the measurement model and structural model tested met all validity and reliability prerequisites. All indicators for the constructs of Outcome Quality, Customer Satisfaction, and Revisit Interest were proven to be valid and reliable, as demonstrated by high outer loading, AVE, Cronbach's Alpha, and Composite Reliability values. The results of hypothesis testing reveal that outcome quality contributes positively and significantly to customer satisfaction. This finding emphasises that the quality of the experience received by tourists, as well as the facilities and services, are the main determinants that increase their level of enjoyment and satisfaction during their stay at Tlocor Marine Tourism. In addition, customer satisfaction has been proven to have a positive and significant effect on revisit interest, making tourist satisfaction an important factor that influences their intention to revisit or give recommendations.

This study also found that customer satisfaction acts as a mediating variable that strengthens the influence of outcome quality on revisit interest. This means that outcome quality, which includes the availability of facilities and infrastructure, quality, amenities, and services received by tourists, is proven to be effective in increasing revisit interest, but this effect must go through the mediating role of customer satisfaction. Overall, this study confirms that quality of results and satisfaction play an important and effective role in shaping tourists' behavioural intentions towards Tlocor Marine Tourism. Thus, destination managers need to continuously improve the quality of the tourist experience, services, facilities, and comfort to encourage loyalty and ensure the sustainability of tourist visits.

REFERENCES

[1] E. Alifianto and Candraningrat, "Potensi wisata bahari di Indonesia: Penguatan daya tarik dan strategi brand," Jurnal Ekonomi dan Bisnis, vol. 4, no. 1, pp. 45–58, 2018.

[2] A. Astana and B. Karimini, "Pengaruh Outcome Quality terhadap Revisit Interest: Studi Kasus Wisata Eksklusif," Jurnal Manajemen Pemasaran, vol. 12, no. 2, pp. 110–125, 2022.

[3] D. A. Baker and J. L. Crompton, "Quality, satisfaction, and behavioral intentions," Annals of Tourism Research, vol. 27, no. 3, pp. 785–804, 2000.

[4] M. K. Brady and J. J. Cronin, "Some new thoughts on conceptualizing perceived service quality: A hierarchical approach," Journal of Marketing, vol. 65, no. 3, pp. 34–49, 2001.

[5] T. Chotimah, S. Wahyudi, and C. H. Pangaribuan, "Pengaruh Perceived Value Terhadap Revisit Intention : Mediasi Customer Satisfaction Pada Pengunjung Jawa Timur Park I Batu," Jurnal Ekonomi Bisnis, vol. 11, no. 4, pp. 102–115, 2025.

[6] J. J. Cronin Jr, M. K. Brady, and G. T. M. Hult, "Assessing the effects of quality, satisfaction, and value on behavioral intentions in service environments," Journal of Retailing, vol. 76, no. 2, pp. 193–218, 2000.

[7] P. A. Dabholkar, D. I. Thorpe, and J. O. Rentz, "A measure of service quality for retail stores: Scale development and validation," Journal of the Academy of Marketing Science, vol. 24, no. 1, pp. 3–16, 1996.

[8] C. Fornell, M. D. Johnson, E. W. Anderson, J. Cha, and B. S. Everitt, "The American customer satisfaction index: Nature, purpose, and findings," Journal of Marketing, vol. 60, no. 4, pp. 7–18, 1996.

[9] E. Haryanto and S. Indah, "Pengaruh Kualitas Hasil Terhadap Niat Kunjungan Kembali: Peran Kualitas Pelayanan," Jurnal Ilmiah Manajemen, vol. 15, no. 2, pp. 45–60, 2020.

[10] M. A. A. Hasani, "Pengaruh Customer Satisfaction Terhadap Revisit Intention Dimediasi Oleh Word Of Mouth Di Restoran X Di Kota Bandung," Jurnal EK & BI, vol. 7, no. 1, pp. 119–127, 2023.

[11] J. Lee and Y. Kim, "The effects of service failures on customer outcomes: The role of outcome quality and service recovery," Journal of Services Marketing, vol. 35, no. 5, pp. 601–615, 2021.

[12] M. Munawar et al., "Peran Kepuasan Konsumen dalam Industri Pariwisata," Jurnal Ilmu Ekonomi, vol. 7, no. 1, pp. 30–45, 2023.

[13] A. Parasuraman, V. A. Zeithaml, and L. L. Berry, "A conceptual model of service quality and its implications for future research," Journal of Marketing, vol. 49, no. 4, pp. 41–50, 1985.

[14] B. L. Pollack, "The moderating role of customer participation on the relationship between quality and satisfaction," Journal of Operations Management, vol. 27, no. 1, pp. 37–51, 2009.

[15] P. Pujiyati, "Revisit Interest dan Purchase Intention: Sebuah Kajian Konseptual," Jurnal Pariwisata, vol. 15, no. 1, pp. 1–10, 2019.

[16] S. Rajput and K. Gahfoor, "The Impact of Service Quality and Customer Satisfaction on Repurchase Intention," International Journal of Hospitality Management, vol. 75, pp. 10–21, 2020.

[17] Y. Rha and B. Rhee, "Defining Outcome Quality in a service context: A focus on tourism," Journal of Services Marketing, vol. 22, no. 7, pp. 512–520, 2008.

[18] R. T. Rust and R. L. Oliver, "Service quality: New directions in theory and practice," Journal of Marketing, vol. 58, no. 1, pp. 7–26, 1994.

[19] R. Samosir and D. P. Wulandari, "Pengaruh Customer Satisfaction Dan Customer Experience Terhadap Revisit Intention Di Fave Hotel Olo Padang," Jurnal Ekonomi, Manajemen Pariwisata Dan Perhotelan, vol. 3, no. 1, pp. 136–146, 2024.

[20] I. R. Sitorus and S. Lestari, "Kualitas Layanan dan Dampaknya terhadap Kepuasan dan Niat Kunjungan," Jurnal Manajemen Bisnis, vol. 6, no. 2, pp. 120–135, 2019.

[21] A. K. Smith and R. N. Bolton, "The effects of customer satisfaction on repurchase intent and profitability: A critical review," Journal of Marketing Theory and Practice, vol. 10, no. 4, pp. 1–17, 2002.

[22] R. Verma and J. C. Goodale, "Service quality at tourist destinations: An integrated framework," Cornell Hotel and Restaurant Administration Quarterly, vol. 36, no. 1, pp. 7–17, 1995.

[23] J. Wibowo and A. Santoso, "Analisis Peningkatan Minat Kunjungan Ulang Melalui Kualitas Pelayanan Destinasi," Jurnal Ilmu Pariwisata, vol. 10, no. 1, pp. 50–65, 2023.

[24] A. Yasin and I. Ahmad, "Exploring the dimensions of Outcome Quality in heritage tourism," Journal of Heritage Tourism, vol. 16, no. 5, pp. 501–517, 2021.

[25] M. Zainuddin and D. Kusuma, "Mediasi Kepuasan pada Pengaruh Kualitas Infrastruktur Terhadap Minat Kunjungan," Jurnal Ekonomi Pembangunan, vol. 18, no. 3, pp. 201–215, 2022.

[26] V. A. Zeithaml, L. L. Berry, and A. Parasuraman, "The behavioral consequences of service quality," Journal of Marketing, vol. 60, no. 2, pp. 31–46, 1996.

[27] A. Zuhri and I. Hasan, "The differential effects of service quality dimensions on customer satisfaction in e-commerce," Journal of Business Research, vol. 115, pp. 23–34, 2020.