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## The Effect of Service Quality and Customer Perceived Value The Intention To Do A Medical Check-Up With Patient Satisfaction as A Mediating Variable at Medika BSD Hospital

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### KEYWORDS

service quality,  
customer perceived  
value, patient  
satisfaction, intention to  
do MCU

### ABSTRACT

The intention to do MCU is a behavior after the patient has evaluated the quality of service, customer value, and patient satisfaction offered by health facilities. Low intention to perform MCU leads to a decrease in the number of patient visits in MCU units and leads to hospital losses. Data shows that the number of MCU patient visits in 2022 has decreased by 29.35% compared to 2021. Objective: To analyze the influence of service quality and customer perceived value on the intention to do MCU mediated by patient satisfaction. Methods: This study is a quantitative research and data collection using questionnaires. The number of samples was 135 respondents. This study uses the SEM method with the LISREL application for data analysis and SPSS for validity and reliability pretest tests. Results: Service quality has a positive and significant effect on customer perceived value. Service quality and customer perceived value have a positive and significant effect on patient satisfaction. Service quality, customer perceived value, and patient satisfaction have a positive and significant effect on the intention to do MCU. Service quality and customer perceived value have a positive and significant effect on the intention to do MCU mediated by patient satisfaction. Implications: This study has positive implications in helping hospital quality evaluation and marketing with the active role of the quality management system and hospital marketing system. Suggestion: The importance of socializing, monitoring and evaluating SOPs and MCU service flows.

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### INTRODUCTION

Global economic developments have encouraged rapid business growth in the health sector. Hospitals, which were initially seen as providers of social health services, have now transformed into socio-economic health service providers. Fierce competition in the hospital business requires service managers to continue to create strategies to increase company profits. (Elizar et al., 2020).

The decision to choose a service to be purchased with many offers that promise satisfaction, the customer forms expectations about the value and satisfaction that will be provided and buys based on his expectations. (Kotler & Armstrong, 2010)

Customer satisfaction has a big influence on behavior intention. (Wearne & Morrison, 2013). Satisfied customers will make repeat purchases, give positive feedback and

recommendations about the product to others, not be affected by the brand of a competitor company, and make a purchase of other products from the company.

Service quality has a direct impact on service performance. Quality is closely related to customer satisfaction and delivery.

Data from the recapitulation of the MCU unit of Medika BSD Hospital shows that the number of MCU visits has decreased by 29.35% compared to 2021. The increasing number of hospitals, clinics, and laboratories in South Tangerang that offer MCU services at competitive prices increases competition in attracting customers. In addition, internal factors such as the implementation of MCU are still mixed so that the waiting time for examinations is longer and the MCU customer satisfaction survey has not yet been conducted will affect the number of MCU patient visits.

A decrease in the number of MCU patient visits can result in hospital losses due to a decrease in profits, operational costs incurred continue to run even though the number of patients is on the rise, and a decrease in the work efficiency of MCU nurses due to a decrease in the number of MCU patients. Therefore, as explained earlier, to increase the number of visits, hospitals must provide excellent service quality, superior value, and satisfaction to customers.

### **Theoretical Studies**

#### **Intention to do MCU**

The intention to do MCU is the desire of individuals to conduct a thorough health examination after conducting an evaluation of all the benefits, values, and satisfaction offered by health facilities based on previous websites and information from people around and advertisements. (Kotler & Keller, 2009). According to (Schiffman et al., 2011) the decision to purchase a product or service is made through a process of recognizing needs, pre-purchase research, and evaluation involving the psychological aspect of consumers in the form of motivation or a strong desire to determine the decision to make a purchase decision either in the form of a purchase experiment or a repurchase.

In this study, the indicators used to measure the intention to do *MCU* adoption (Heung & Gu, 2012) (Ryu et al., 2008) and (Ge et al., 2021) consist of: *purchase repeation* and *recommendation*

#### **Service Quality**

Service quality is the level of service integrity in meeting the wishes and needs of customers provided by service providers consistently.

Services have the characteristics of *intangibility, in-separability, variability, and pershability* so that the quality of service is difficult to assess compared to the quality of goods. In order for services to be assessed, they need to be transformed into services that feel real and well defined. (Parasuraman et al., 1988).

In this study, *the service quality* assessment adopts *the Brady and Cronin Model* which divides *service quality* into three dimensions, including: *interaction quality, physical environment quality, and outcome quality*.

#### **Customer Perceived Value**

*Customer perceived value* is an individual's overall assessment of the benefits of the services received compared to the sacrifices made to obtain the expected services. (Droge, 1998).

The assessment of *customer perceived value* in this study adopts the opinion (Chen & Hu, 2010) which divides *customer perceived value* into *functional value dimensions* to assess whether the services provided can meet the real needs of patients consisting of comfort, quality, and price. The symbolic value dimension to assess whether the services provided can meet the psychological needs of patients consists of hospital reputation, social, aesthetic, and emotional status.

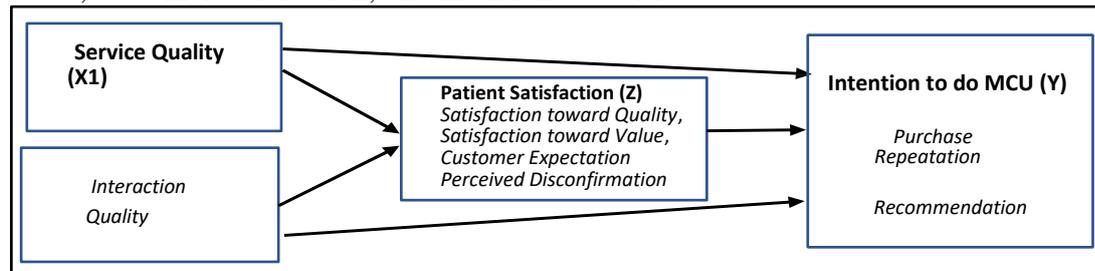
#### **Patient Satisfaction**

Patient satisfaction is a feeling of satisfaction or disappointment that an individual gets by comparing the expected service performance with what he perceives.

In this study, the measurement of customer satisfaction adopted opinions (Droge, 1998) and previous research by (Ge et al., 2021) which consisted of *satisfaction toward quality, satisfaction toward value, disconfirmation*, customer expectation.

### Framework of Thought and Hypothesis

Based on the theoretical foundation that has been described in Figure 1, a research concept framework can be made that connects the variables in the research. There are 4 variables that will be examined in this study, namely *service quality, customer perceived value, customer satisfaction, and intention to do MCU*.



**Figure 1. Conceptual Framework**

The data of this study was obtained using a questionnaire of 135 respondents who were MCU patients. During the questionnaire distribution period, there were 135 questionnaires that had been filled out completely, so the participation rate in this study was 100%. Based on the distribution of respondent characteristic data, the majority are female (63%), aged 31-40 years (43.7%), and married respondents (65.2%). Bachelor's education (S1) (45.9%), and working as an employee (44.5%).

### Test Research Instruments

**Table 1. Data Quality Test Results**

Variabel		KMO	Barlet's test	Cronbach Alfa
<i>Service quality</i>	<i>Interaction quality</i>	0.777	0.000	0.795
	<i>Physical environment</i>	0.789	0.000	0.787
	<i>Outcome quality</i>	0.773	0.000	0.838
<i>Customer perceived value</i>	<i>Functional value</i>	0.696	0.000	0.839
	<i>Symbolic value</i>	0.610	0.000	0.792
Kepuasan pasien		0.767	0.000	0.855
Niat melakukan MCU		0.833	0.000	0.900

## RESEARCH METHOD

The type of research used is quantitative research with a cross sectional approach. The sampling technique was purposive sampling with a sample of 135 respondents.

This study aims to find out the influence of service quality (X1) and customer perceived value (X2) on the intention to do Based on table 1 above the validity test.

MCU (Y) with patient satisfaction as a mediating variable (Z) at Medika BSD Hospital. This study consisted of two independent variables, namely service quality (X1) and perceived value (X2), one bound variable, namely the intention to do MCU (Y), and one mediating

variable, namely patient satisfaction (Z). The research was conducted from June 2023 to July 2023. Filling out the questionnaire as a research instrument uses a Likert scale of 1-4, namely a score of 4 to strongly agree, 3 to agree,

2 to disagree and 1 to strongly disagree. The data obtained from the respondents will be analyzed using SEM with the LISREL and SPSS applications for pretest validity and reliability tests.

**Ethics Review**

This research has been approved by the research ethics committee of Esa Unggul University Number: 0923-07.075/DPKE-KEP/FINAL-

EA/UEU/VII/2023. Each respondent has agreed to inform consent and participation without coercion from anyone.

**RESULTS AND DISCUSSION**

**Characteristics of Respondents**

showed that the variables of *service quality*, *customer perceived value*, patient satisfaction, and intention to do MCU were all declared valid because of the  $KMO > 0.5$  value and *the Barlet's test value*

$< 0.05$ . The reliability test also showed that all variables had *Cronbach's alpha values*  $> 0.6$  so it is considered reliable

**Descriptive Analysis**

The resume description of the respondent's answers about attitudes in behavior is shown in the behavior matrix presented in the following table:

**Table 2. Matrix Variable Category Description**

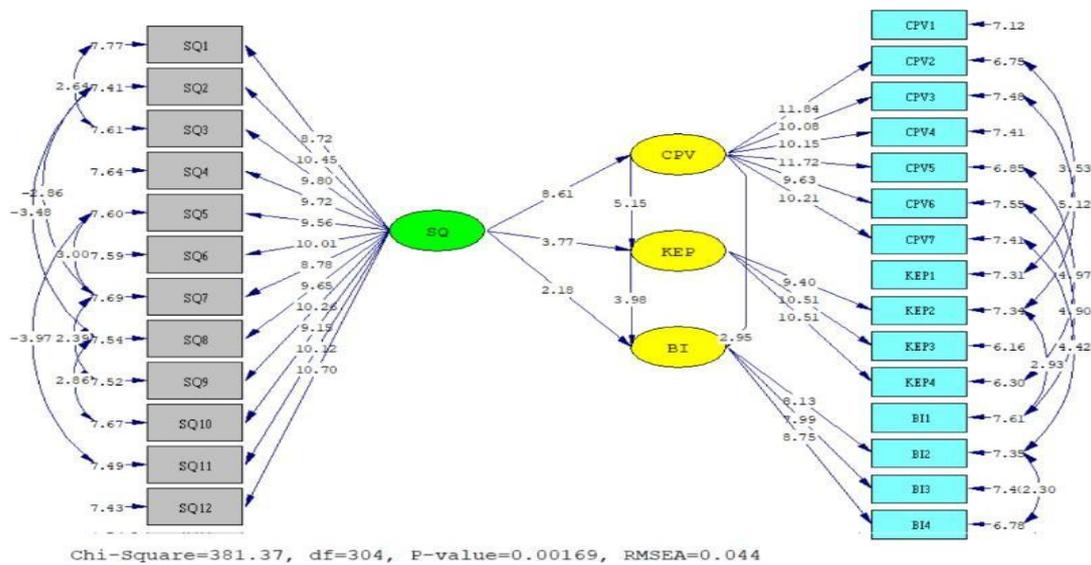
It	Variable	Category			Behaviour
		Low	Keep	Tall	
1.	<i>Service Quality</i>			✓	Satisfied
2.	<i>Customer Perceived Value</i>			✓	Satisfied
3.	<i>Satisfaction Patient</i>			✓	Loyal
4.	<i>Intention to Do MCU</i>			✓	Motivated

Descriptive analysis using *the three box method* shows that *service quality*, *customer perceived value*, *patient satisfaction*, and *intention to do MCU* are good.

- H1: *Service quality* has a significant effect Customer Perceived Value
- H2: *Service quality* has a significant effect to patient satisfaction
- H3: *Customer* perceived value has a significant effect on patient satisfaction
- H4: *Service quality* has a significant effect against the intention of doing the MCU
- H5: *Customer* perceived value is influential significance to the intention to do MCU
- H6: Patient satisfaction has a significant effect against the intention of doing the MCU

- H7a: Patient satisfaction mediates the influence of service quality on the intention to do MCU
- H7b: Patient satisfaction mediates the influence of customer perceived value on intention doing the MCU

**Measurement Model Analysis**



**Figure 2. Path Diagram Standardized Solution**

Based on Figure 2 above, all indicators of the variables studied have a loading factor value of >0.5 so it is concluded that all indicators are valid.

**Table 3 Construct Reliability and Average Variance Extracted**

Variable	AVE	CR
Service quality	0,54	0,93
Customer perceived value	0,63	0,92
Patient satisfaction	0,65	0,88
Intention to do MCU	0,57	0,84

Based on Table 3 above, the variables of service quality, customer perceived value, patient satisfaction, intention to do MCU have a CR value of > 0.7 and a VE value of > 0.5 so it is concluded that the variables studied are reliable.

**Model Compatibility Analysis**

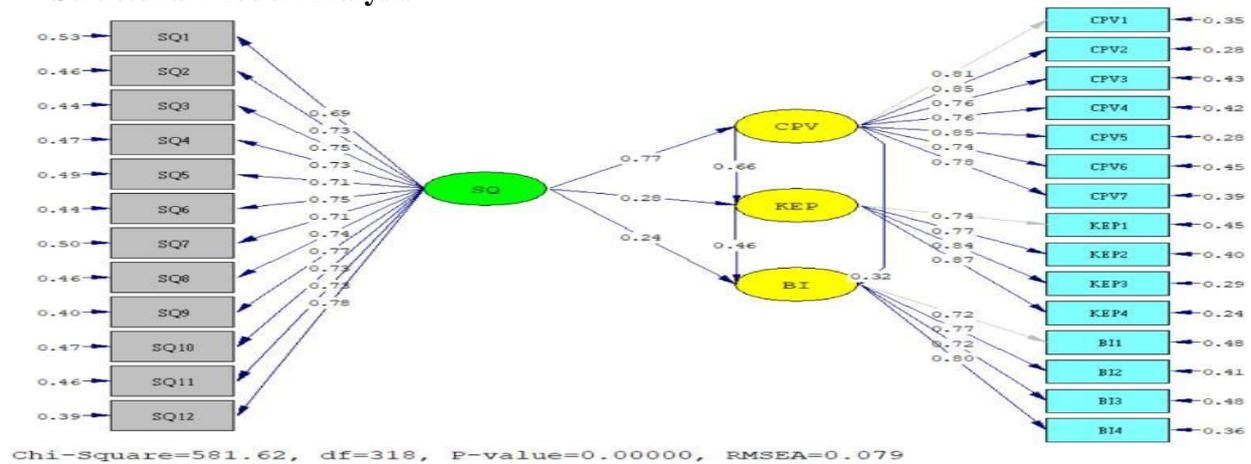
**Table 4. Overall Model Fit Analysis (Goodness of Fit)**

Goodness of Fit	Value	Information
Chi-Square/df	1.34	Good Fit
p-value	0.0001	Marginal Fit
NCP	77,3702	Good Fit
RMSEA	0,04358	Good Fit
GFI	0,8259	Marginal Fit
AGFI	0,78835	Marginal Fit
CFI	0,9915	Good Fit
IFI	0,9916	Good Fit
RFI	0,9625	Good Fit

<i>NFI</i>	0,9675	<i>Good Fit</i>
<i>ECVI</i>	3,9505	<i>Good Fit</i>
<i>Model AIC</i>	529,3702	<i>Good Fit</i>
<i>Model CAIC</i>	818,3605	<i>Good Fit</i>
<i>NNFI</i>	0,9902	<i>Good Fit</i>
<i>PNFI</i>	0,8380	<i>Marginal Fit</i>
<i>PGFI</i>	0,6642	<i>Marginal Fit</i>

Based on Table 4, 11 criteria for *good fit* and 5 criteria for *marginal fit* were obtained, so it can be concluded that this study is included in *good fit*.

### Structural Model Analysis



**Figure 3. Path Diagram t-Value**

The structural analysis carried out using *Lisrel software* as shown in figure 3 above to determine the direct influence of *service quality*, *customer perceived value*, and customer satisfaction on the intention to do MCU can be summarized in the following table:

**Table 5. Results of Direct Impact Analysis**

Hypothesis	Coefficient	t-value	R <sup>2</sup>	Information
H1	0.78	8.61	0.6	H1 accepted
H2	0.37	3.77		H2 accepted
H3	0.55	2.18		H3 accepted
H4	0.21	5.15		H4 accepted
H5	0.33	2.95	0.94	H5 accepted
H6	0.50	3.98		H6 accepted

This study uses a *sobel test* to determine the indirect influence of *service quality* and *customer perceived value* on the intention to do MCU through patient satisfaction which is summarized in the following table:

**Table 6. Results of Indirect Impact Analysis**

Hypothesis	t-value	p-value	Information
H7a	2.06	0.039	H7a accepted
H7B	2.61	0.009	H7b accepted

## Discussion

### The Influence of *Service Quality* on Patient Satisfaction Customer Perceived Value

The results of this study show that the  $t\text{-value} = 8.61 (>1.96)$  means that *service quality* has a significant effect on *customer perceived value*. The *coefficient* value is positive, which is 0.78, meaning that if the *service quality* increases by one unit, the *customer perceived value* will increase by 78%. The value of  $R^2=0.6$  means that *the customer perceived value* is influenced by *service quality* by 60%. This study supports the research conducted (Adelia, 2019) which concludes that *interaction quality* and *physical environmental quality* have a positive and negative effect on *perceived value*. (Ge et al., 2021) obtaining service quality has a positive influence on customer value per ceived value in the symbolic value dimension.

Service quality is the key to creating value and patient satisfaction. The value increases as the quality of service improves. (Zeithaml, 1988)through *Means end Theory* stated that the higher the quality of goods/services and benefits received by customers compared to the sacrifices spent to obtain or use these services, the higher the *customer perceived value*.

### The Effect of *Service Quality* on Patient Satisfaction

The results of this study showed that the  $t\text{-value} = 3.77 (>1.96)$  meaning that *service quality* had a significant effect on patient satisfaction. The *coefficient* value is positive, which is 0.37, meaning that if the *service quality* increases by one unit, patient satisfaction will increase by 37%. The  $R^2$  value = 0.76 means that patient satisfaction is influenced by *service quality* and *customer perceived value* of 76%. This research supports the research conducted (Adelia & Prasastyo, 2019) and (Hardjanti, 2011) to obtain *interaction quality* and *physical environmental quality* have a positive and significant effect on *customer satisfaction*. This is also supported by research (Kashif & Ekiz, 2009)that *interaction quality*, *physical environmental quality*, and *outcome quality* have a positive and significant effect on *customer satisfaction*.

The higher the quality of service provided, the higher the level of customer satisfaction produced. Customer perception of service quality is a key factor in customer satisfaction. Service quality is a measure of how well the level of service provided by the company is able to adjust consumer expectations.

### The Influence of *Customer Perceived Value* on Patient Satisfaction

The results of this study showed that the  $t\text{-value} = 2.18 (>1.96)$  meaning that *customer perceived value* had a significant effect on patient satisfaction. The *coefficient* value is positive, which is 0.55, meaning that if the *customer perceived value* increases by one unit, patient satisfaction will increase by 55%. The  $R^2$  value = 0.76 means that patient satisfaction is influenced by *service quality* and *customer perceived value* of 76%. These results support research by (Ge et al., 2021) finding that *the result of symbolic value* of customer value has a significant positive influence on customer satisfaction. This shows that the better the customer experience in the process of enjoying the service, the greater the likelihood that they will get a better level of satisfaction. If the value and benefits received by consumers are higher, the satisfaction felt by consumers will also increase. (Sari et al., 2022), (Kusumawati & Rahayu, 2020), Customer value is considered one of the determinants of customer satisfaction. High customer value will increase customer satisfaction. *The Model of Linkage of Customer Value Chain to Customer Satisfaction* developed by (Droge, 1998) highlights the concept of consumer value as a driving force for customer satisfaction as a psychological reaction. Oliver (1999) argues that customer value in the form of benefits obtained by customers and *cost based value* along with the quality and performance of the services provided are factors that form patient satisfaction.

### **The Effect of *Service Quality* on the Intention to Do MCU**

The results of this study show that *the t-value* = 5.15 (>1.96) means that *service quality* has a significant effect on the intention to do MCU. The *coefficient* value is positive, which is 0.21, meaning that if the *service quality* increases by one unit, the intention to do MCU will increase by 21%. The R2 value = 0.94 means that the intention to do MCU is influenced by *service quality*, *customer perceived value*, and patient satisfaction by 94%. This study supports research (Susriyanti et al., 2023) and (Adelia & Prasastyo, 2019) that obtain *interaction quality* and *physical environmental quality* have a positive and significant effect on *repurchase intention*. *Interac-tion quality* and *outcome quality* have a positive and significant effect on *purchase intention*. (Hardjanti, 2011). This research is supported by other research by (Tran & Le, 2020)(Kung et al., 2021)(Hamari et al., 2020).

Repurchase intention is basically the behavior of customers who respond positively to the quality of service of a company in meeting consumer expectations so that customers will intend to make a return visit and give a *positive word of mouth* to others.

### **The Influence of *Customer Perceived Value* against the intention of doing MCU**

The results of this study show that the *t-value* = 2.95 (>1.96) means that *customer perceived value* has a significant effect on the intention to do MCU. The *coefficient* value is positive, which is 0.33, meaning that if the customer perceived value increases by one unit, the intention to do MCU will increase by 33%. The R2 value = 0.94 means that the intention to do MCU is influenced by *service quality*, *customer perceived value*, and patient satisfaction by 94%. These results support several previous studies conducted in several sectors that have found that *perceived value* has an effect on *behavioral intention*.

*Purchase intention* is the customer's desire to purchase a certain service after evaluating all the benefits, values, and satisfaction offered, previous user experience, information from people around and advertising. When the value felt by customers is in accordance with the sacrifices made by customers to get a certain product or service, it will give a sense of satisfaction and increase customer intent to make a repeat purchase.

### **The Effect of Patient Satisfaction on Intention to Perform MCU**

The results of this study showed that the *t-value* = 3.98 (>1.96) meaning that patient satisfaction had a significant effect on the intention to do MCU. The *coefficient* value is positive, which is 0.50, meaning that if patient satisfaction increases by one unit, the intention to do MCU will increase by 50%. The R2 value = 0.94 means that the intention to do MCU is influenced by *service quality*, *customer perceived value*, and patient satisfaction by 94%. These results support previous research that shows that customer satisfaction has a positive effect on *behavior intention* to make a return visit and recommend the product to others. It is also supported by (Dash et al., 2021), (Roudposhti et al., 2018), (Iqbal et al., 2018).

Satisfaction has a significant influence on customer attitudes and behavioral intentions. Dissatisfied customers risk moving on to competitors. Satisfied customers, whose expectations are met or exceeded, hold on to further business promises. (Wearne & Morrison, 2013).

### **The Effect of *Service Quality* on the Intention to Perform MCU through the mediation of Patient Satisfaction.**

The indirect influence of *service quality* on the intention to do MCU through patient satisfaction mediation had a *t-value* of 2.06 (standard value of *t-value* >1.96) and *p-value* of 0.039 (standard value of *p-value* <0.05). Thus, it means that *service quality* has a significant effect on the intention to do MCU through patient satisfaction mediation. The quality of service that has been received by a customer has a good effect on customer behavior in the future so that the gan will feel satisfied. This study is supported by other research conducted by (Baiomy, 2021) which states that service quality affects repeat visit intention with customer satisfaction mediation.

Behavioral intentions are influenced by the customer's experience of purchasing products or services beforehand. When patients feel satisfied with the services provided before, it will be considered by customers to make a repeat purchase. The level of customer satisfaction is determined by the quality of the product or service and customer satisfaction is the core factor that influences consumer repurchase behavior.

### **The Influence of *Customer Perceived Value* on the Intention to Perform MCU through Patient Satisfaction Mediation.**

The indirect influence of *customer perceived value* on the intention to do MCU through patient satisfaction mediation has a *t-value* of 2.61 (standard value of *t-value* >1.96) and *p-value* of 0.009 (standard value of *p-value* <0.05). Thus, it means that *customer perceived value* has a significant effect on the intention to do MCU through patient satisfaction mediation. These results support previous research revealing that the value received by customers has a good effect on customer behavior in the future so that customers will feel satisfied. This research is supported by other research by (Muharmi & Sari, 2019)

Purchase intention is the customer's desire to purchase a certain product or service after evaluating all the benefits, values, and satisfaction offered. High customer value will increase customer satisfaction and satisfied customers will become loyal customers.

### **Research Findings**

The results show that *service quality*, *customer perceived value*, and patient satisfaction have a great influence on the intention to do MCU. *Service quality* is found to have an effect on *customer perceived value*. *Service quality* and *customer perceived value* are found to have a direct or indirect effect on the intention to do MCU through patient satisfaction.

## **CONCLUSION**

From a health perspective, cigarettes are the cause of death and pain that cause human misery and a decrease in quality of life and are contrary to Indonesia's human development. From a social and economic point of view, bad behavior of cigarette consumption violates human rights and is a means of impoverishing people. Based on the legal aspect, cigarettes are addictive substances which need to be regulated for the security of both production, distribution and use. For this reason, a draft regulation on Smoke-Free Areas has been formed which intends to regulate, secure and control these addictive substances.

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