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Review of the Impact of Customer's Perceived Value and Trust on Satisfaction (Case Study: Cancer Prevention Research Center, Isfahan University of Medical Sciences)

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ABSTRACT

The purpose of this research is to review the impact of customer's perceived value and trust on satisfaction. The research method in the study is applicable in terms of purpose and in terms of method, it is correlative. The statistical population of this research is the clients of the Center Prevention Research Center of Isfahan's Medical Science University and 178 distributed questionnaires. In order to determine the reliability of the questionnaire the Cronbach's alpha coefficient and for analyzing the data SPSS and LISREL software have been used. By using the variables of the organizational resources, customer resources, unanimity (empathy), physical environment, customer perceived value, confidence, and satisfaction are measured and the findings of the research show that organizational resources and empathy affect satisfaction through customer perceived value; also, the organizational resources, customer resources and empathy influence satisfaction through trust.

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INTRODUCTION

An important factor in the success of advertisement and marketing strategies is an accurate understanding of the consumer's behavior. In interesting services, focusing on exciting structures is important. Since the consumers interact with the environment and personnel of services while experiencing consumption, perceiving emotional reactions of the consumers is crucial [1]. In order to evaluate satisfaction, an approach that is just cognitive is not sufficient, because evaluation of the consumers is based on recognition to some extent and somehow it is based on emotional responses to the product stimulant [2]. Also Verts *et al* stated that when consumers interact with the environments of the services, it has a desirable degree of stimulation. The main stimulants for the behavior of the receiver in preventive health care services are the clinical / technical factors. For example, providing reliable technical services in the screening of breast cancer will guarantee that women will come to repeat the examinations in the future. This thought focuses on the technical aspects of services in the strategy of services and resource allocation. Marketing researches on the quality of health care services show that achieving the satisfaction of services and repeating the behavior depends on the concentration of technical resources of the organization. Customer's experience of services is significantly important in their perception of the received services. Customer's experiences can be reviewed in terms of interactive, relativistic and preferential experience. The value of the received services by the customer in the preventing health is affected by the cooperation and participation between the customer and the provider of the services in exchange of the services (interactive), the difference between individuals (relativistic) and judgment of the evaluator (preferential) [4].

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Understanding this reality that improvement of quality has a positive impact on business and is essential for survival in the current comparative environment has completely changed the approaches and it has made the presented necessity and their improvement obligatory. This matter itself refers to the improvement of services and the role of researching and reviewing the future behavioral ends of the customers. Many of the serving institutions, in order to determine the needs and expectations of their own customers in terms of any of the aspects of services, have done additional research investments constantly and permanently evaluating the customer's satisfaction of the quality of the services and their future behavioral ends. By considering the expressed issues, the main purpose of this article is how the customer perceived value and trust affect satisfaction.

Theoretical Principles and Expansion of the Research Hypotheses:

The purpose of social marketing solutions is to help people to change their unhealthy behaviors to healthy ones (reformation of behavior). This is usually done through educational attempts for increasing or reforming individuals' knowledge about the considered issue and also attitudinal measures for trying to change the approaches of the individuals. In addition to these communicative programs, social marketers sometimes provide unique products to help individuals to replace their unhealthy behaviors with healthy ones (such as nicotine gum). Also, customer perceived value is one of the many issues which are equally interesting for academic and working people in the field of marketing and they are still logically new in the marketing literature. It seems that being interested in customer perceived value is rooted in this recognition that this value has the origin of comparative advantage; and it is a necessity for organizations' long-term profitability and it determines customer's satisfaction, buying or repeated buying, tendencies, loyalty to the brand of the product and commission to the communications [7]. Social marketing includes two parts in this model: functional value and emotional value.

Organizational resources:

Creating value is a process in which the organization and the customers affect the process of consumption in various stages in order to create product / services; creating value, traditionally, is considered as a process inside the company without customer's intervention; this view is the description of exchange as the responsible firm for creating value, whereas the customers are only responsible for consumption. The organizational resources include official quality, technical quality and interpersonal quality [4].

Official quality:

Systems of health care have unique factors but they have many similarities with other industrial systems and can be analyzed, evaluated and developed similarly. Quality development in the section of health care has become necessary to enhance the effectiveness and efficiency of the services. It has been reported that managing the process, customer's satisfaction / reviewing the expectations and managing the comprehensive quality are some of the solutions of quality development.

Also there are some criteria for excellence of the performance which have been especially organized or the suppliers of health care; there criteria are: leadership, strategic programming, center of customer and market, measurement, management of knowledge and analysis, center of human resources, management of work results and process [10].

Technical quality:

It refers to the technical abilities of the service providers or an aspect of services including employees' expertise. Thus, customers' experience creates a tool for understanding technical quality through interacting with the employees of an organization [4].

Interpersonal quality:

Communication reflects the nature between the provider of services and customers; this includes aspects such as methods, approaches, and behavior of the providers of services and also the connection between the provider and the customer. Thus, the nature of the interpersonal interaction can bring peace of mind for the users of health care and treatment services [4].

Customer perceived value:

Although the customer perceived is customarily a substituting relationship between price and quality; but in fact, it is a way more vague and more abstracting in which variables such as price, quality and interests can be considered as more effective ones. Perceived value is defined as follows: customer's overall evaluation of profitability of a product based on understanding what is received and what is given. Also in a marketing environment, value is not just limited to the functional aspects of quality and price but it might also include components of social, emotional value [7]; according to the recommended model of perceived value by

customer includes three components: functional value, emotional value and perceived value of sacrifice; which will be reviewed in the following.

Functional value:

Functional value is stimulated unnaturally and from outside and is searched in favor of itself and not others. This value emphasizes on the performance and being functional which can include economic interest in a business environment or an interest which is obtained through consumption of a product / service. The functional value probably is applicable for the social marketing services of the government which provides a service as a part of social marketing combination; this is associated with the consumption of a social marketing service as a means for a person in order to achieve its own purpose which is maintaining health of the goods in this field [4]. Functional value can be defined as the perception of the value of the tangible interests of services and economical interest obtained from achieving them.

Emotional value:

It is reflection of emotions and feelings created by the product or services and has two internal emotions (emotions of the individual) and social confirmation (individual's confirmation by the society and others). Emotional value is stimulated naturally and automatically and it is attributed to a variety of positive and negative emotional modes. Purposes which are achieved through emotional value are the purposes which are derived from emotions or emotional modes achieved from consumption of product / service. Emotional value is important in social marketing, especially in personal health, because it can be defined as promotion of positive emotional modes or reduction of negative emotional modes. In order to give value to the customer's health, the social marketers shall also be careful, how value can be created in the eye of customers which creates the evaluation of services based on evaluation of functional value (associated with work) and emotional value (in terms of interest and personal) [4].

Perceived value of dedication:

Basically, dedication evaluation has been made from cognitive view; this variable refer to the understanding of the perceived expense by customer which includes two economic and noneconomic dimensions. Generally, receiving more logical and more proper services with perceived value by the customer leads to the enhancement of satisfaction.

Satisfaction:

Satisfaction is a multidimensional structure like quality. Quality cannot be evaluated as easy by the consumers of health care; therefore, trying to achieve a high rate of keeping customers in an industry which is so comparative making understanding their evaluation of satisfaction more important. Thus, satisfaction is based on the consumer's reaction to the perceived difference between evaluation of performance and expectations.

The unconfirmed expectations lead to customer to be close to a mode of lack of satisfaction, whereas confirming the expectations leads to satisfaction. In order for a service to be judged positively, it has to do well from most aspects, whereas for a negative judgment, it is enough if it does not do well in only one or some of those aspects. Global satisfaction of a serving organization is based on satisfaction of all of the multiple aspects of the organization. Global satisfaction is a structure with multiple indexes in the level of specifications. Satisfaction and lack of satisfaction turn into a driving force which ultimately forms features and behaviors subsequent to it. Moral ends are considered as the overall satisfaction which includes return and intention of recommendation [8].

Trust:

One of the intangible dimensions of the quality of services perceived by customer is trust which includes four items:

1. Employees' behavior (ticket sellers, drivers and etc.) leads to creation of trust and safety in the customers.
2. Customers feel safe in the centers which provide services.
3. Employees who are always polite.
4. Employees who have the knowledge to respond to the questions of the customers.

Also, according to the opinion of Rousseau *et al*, who define trust as a psychological mode which includes the intention for a vulnerable acceptance based on the positive expectations about the behavior of the other partner [12]. Trust is an essential element in the human relationships of the producer and it's an interpersonal and collective phenomenon. Trust appears in three levels inside an organization: in personal level, in group level, and in systematic level. Trust in the personal level is based on personal interactions [14]. Trust in the group level which is a collective phenomenon in which groups show collective identity and values [13]. Trust in the level of system is institutional and is based on the roles, systems or reputations through which interference is done about the reliability of a person [14]. Trusting the organization refers to the global and overall evaluation

of the reliability and confidence of an organization [15]. By considering the mentioned theoretical principles we can express the following hypotheses in order to achieving the main purpose of the research:

H1: organizational resources affect satisfaction through the customer perceived value.

H2: organizational resources affect satisfaction through trust.

Customer resources:

Customer's participation in the process of creation of value for services include: 1) mutual production (behavioral activities); 2) motivational orientation (cognitive activities); 3) tension tolerance (emotional activities).

Mutual production:

It is defined as the constructive participation of the customer in creating service and delivering it and interaction as the active participants in the organization and external production interest of interaction with the organization [4].

Motivational orientation:

Proper activities are considered in the respect of conduction and attempting to keeping customers. In fact, it is the customer's incentive for improving the profitability and quality of the provided services of an organization [4].

Tension tolerance:

It refers to the ability of individuals for managing stress; in fact, managing the emotions of a person in order to achieve a certain purpose shows the intelligence and emotional skills of processing feelings and stimulant associated with the thought and behavior [4]. By considering the variables of the customer resources, we can state the two following hypotheses in association with the above principles:

H3: customer resources affect satisfaction through customer perceived value.

H4: customer resources affect satisfaction through trust.

Unanimity (empathy):

The concept of the quality of services is complex, dispersed and abstract. Mostly due to three distinguished features of a service: intangibility, heterogeneity and inseparability (inseparability of production and consumption). If the quality of services is perceived in the view of the consumer, it is usually associated with some levels of customer satisfaction which gives us the concept of the subjective nature (based on the perceived quality) not the objective nature (based on technical or mechanical quality). In this respect, the perceived quality of services is defined like this: a judgment or approach associated with the rate of advantage or superior quality of the services; one of the intangible items of the services is empathy. Generally, the feeling of services' being valuable for the customers, the providers of the services' considering the feelings of the users of the service, knowledge of the need of the customer and respecting them are among the principles of interaction and empathy between the employees of the centers of health care and treatment services and the users of such centers. Thus, we can say:

H5: empathy (unanimity) affects satisfaction through customer perceived value.

H6: empathy affects satisfaction through trust.

Physical environment:

Environment is a natural and made space in which human activities of a society happens. Environment includes a social, ecological, biophysical, cultural, legal, political and business space in which a society lives [6]. Since the services are mainly intangible and their evaluation is somehow difficult from the view of customer, environmental conditions as a tangible aspects of service presents a basic role in understanding customer and overall evaluation of service. Thus, we can mention that:

H7: physical environment affects satisfaction through customer perceived value.

H8: physical environment affects satisfaction through trust.

In the form of a conceptual model, figure 1 briefly shows the relationship between variables which were mentioned in the form of the frame of hypotheses.

Research Method:

The method of the present research is descriptive – survey in terms of how it has been achieved and in terms of gathering the required information and in terms of relationships between the variables is correlative. Also the present research is applicable in terms of purpose. The spatial realm of the present research is the Center Prevention Research Center of Isfahan's Medical Science University. The method of random sampling is simple; by considering the fact that the volume of the population is limited; thus, measuring the volume of the

sample was done through Cochran formula and the volume of the obtained sample is 178 questionnaires. In order to determine the rate of the reliability, 30 questionnaires have been used by using the Cronbach's alpha method. Since the alpha coefficient was more than 0.7, the questionnaire has an acceptable reliability.

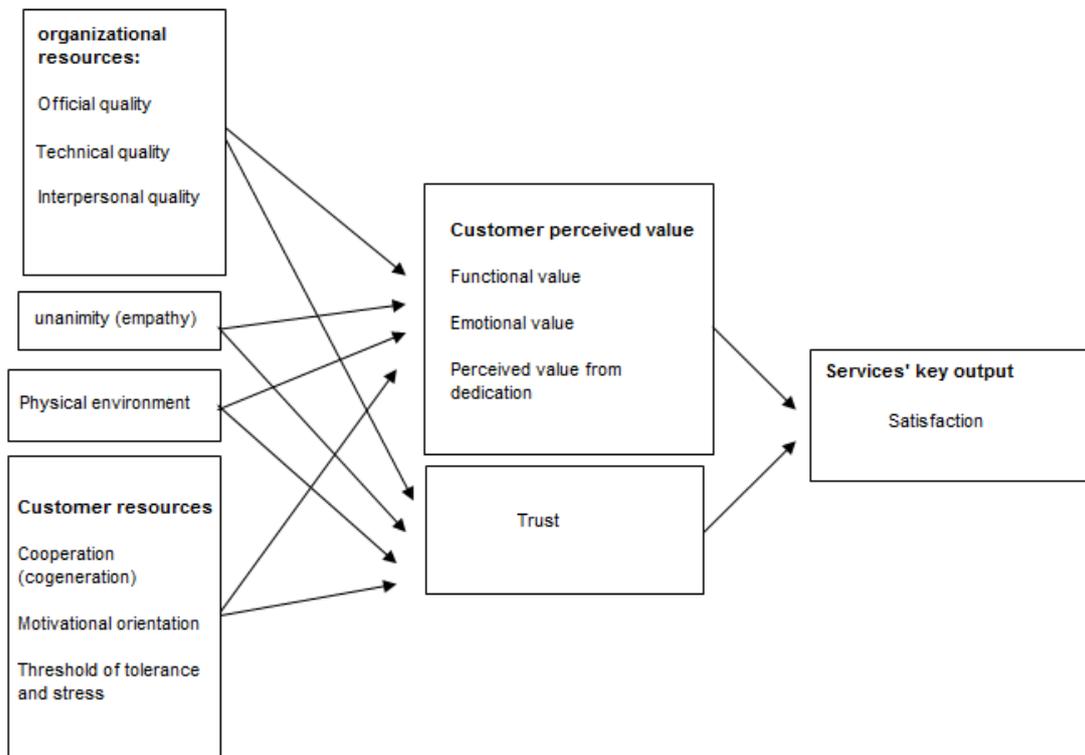


Fig. 1: Conceptual model of the research.

In this research, describing the demographic data has been done by using descriptive statistics and in order to review the variables, by considering the intermediate the scale of measurement, the single sample t test has been used and data has been analyzed by using SPSS 8 software; the confirmation of the relationship between the variables and factors has been done through confirmative factor analysis and the modeling technique of the structural equations has been done by using the LISREL 8.72 software, this software is the most famous software for doing the models which requires testing the hypotheses with the purpose of measuring the simultaneous, direct or indirect relationship between variables and also by using Asmon test, the hypothesis of the mediator role of the variables. Tables 1 and 2 respectively show the rates associated with the reliability of the questions and the demographic specifications.

Table 1: Calculation of the reliability of the questions associated with the questionnaire.

Variable	Number of the questions of the questionnaire	Number of questions	Cronbach's alpha
Customer perceived value (CPV)	1 to 11 56 to 58	14	0.942
Organizational resources (ORE)	12 to 20	9	0.940
Customer resources (CRE)	21 to 36	16	0.878
Satisfaction (S)	37 to 41	5	0.741
Empathy (Em)	42 to 44	3	0.833
Physical environment (PhE)	45 to 50	6	0.912
Trust (t)	—	5	0.923
Whole questionnaire		55	0.979

Research Findings:

Model Confirmation:

As it can be seen in table 3, the rate of χ^2 to the freedom degree is equal to 1.95 and smaller than 3 which is a proper rate. The fact that the rate of this index is low shows little difference between the conceptual model of the research and the observed data of the study. Also the RMSEA rate is equal to 0.073 and smaller than the rate of 0.08. In addition to χ^2 , the lesser the rate of the RMSEA is, the model has a more proper fitting and the

indexes (NFI – NNFI – IFI – CFI) are all more than 0.9 and the GFI index is more than 0.8, so the model number 1 shows a desirable fitting and is confirmed.

Table 2: Demographic table.

Variables	Group	Frequency	Percentage
Marriage status	Single	28	15.7
	Married	150	84.3
Age	Less than 25 years	9	5.1
	Between 26 to 35 years	40	22.5
	Between 36 to 45 years	58	32.6
	Between 46 to 55 years	38	21.3
	More than 56 years	33	18.5
Level of communication	Less than diploma	31	17.4
	Diploma	52	29.2
	Associate	27	15.2
	Bachelor	52	29.2
	Masters	13	7.3
	PhD	3	1.7
	Total	178	100

Table 3: Review of the fitting of the research's model.

Indexes	Reported rate
Chi-square	624.75
Freedom degree	320
Chi-square to freedom degree	1.95
RMSEA	0.073
GFI	0.83
AGFI	0.76
NFI	0.96
NNFI	0.97
IFI	0.97
CFI	0.97

After evaluating and confirming the model of the study, the hypothesis was reviewed and in this section, the hypothesis associated with each question was tested by considering the model.

Comparing the research variables with the intermediate measuring scale:

The single sample t test for comparing the observed mean of the research variables with the theoretical mean of the measuring scale has been shown and by considering the fact that the significance level is less than 0.05, the mean of all variables is significantly different from the theoretical mean and by considering the mean of variables which is more than 3, thus the mean of all variables is significantly more than the average degree.

Table 4: Single sample t test for research variables.

Variables	Comparison of the observed mean with the fixed rate 3				
	Mean	T value	Freedom degree	Significance level	Difference of mean
Customer perceived value	4.0093	21.251	177	.000	1.00934
Organizational resources	3.8414	16.039	177	.000	.84145
Customer resources	3.9897	24.350	177	.000	.98970
Satisfaction	3.9393	19.037	177	.000	.93933
Behavioral tendencies	4.1854	21.057	177	.000	1.18539
Empathy	3.8165	14.476	177	.000	.81648
Physical environment	3.7912	15.411	177	.000	.79120
trust	3.8854	18.183	177	.000	.88539

Results of testing the hypotheses:

Hypothesis (1): organizational resources affect the satisfaction through customer perceived value.

The absolute value of the t statistic is equal to 7.65 and more than 1.96; therefore, organizational resources has a significant impact on the customer perceived value; on the other hand, the absolute value of the t statistic is equal to 2.92 and more than 1.96, therefore, the customer perceived value has a significant impact on satisfaction.

Hypothesis (2): organizational resources affect satisfaction through trust.

The absolute value of the t statistic is equal to 4.30 and more than 1.96; therefore, organizational resources have a significant impact on trust. On the other hand, for direction 2, the absolute value of the t statistic is equal to 7.05 and more than 1.96, therefore, trust has a significant impact on satisfaction.

Hypothesis (3): customer resources affect satisfaction through customer perceived value.

The absolute value of the t statistic is equal to 2.44 and more than 1.96; therefore, customer resources has a significant impact on the customer perceived value; on the other hand, the absolute value of the t statistic is equal to 2.92 and more than 1.96, therefore, the customer perceived value has a significant impact on satisfaction.

Hypothesis (4): customer resources affect satisfaction through trust.

The absolute value of the t statistic is equal to 3.05 and more than 1.96; therefore, customer resources have a significant impact on the trust; the absolute value of the t statistic is equal to 7.05 and more than 1.96, therefore, the trust has a significant impact on satisfaction.

Hypothesis (5): empathy affect satisfaction through customer perceived value.

The absolute value of the t statistic is equal to 3.83 and more than 1.96; therefore, empathy has a significant impact on the customer perceived value; the absolute value of the t statistic is equal to 2.92 and more than 1.96, therefore, the customer perceived value has a significant impact on satisfaction.

Hypothesis (6): empathy affects satisfaction through trust.

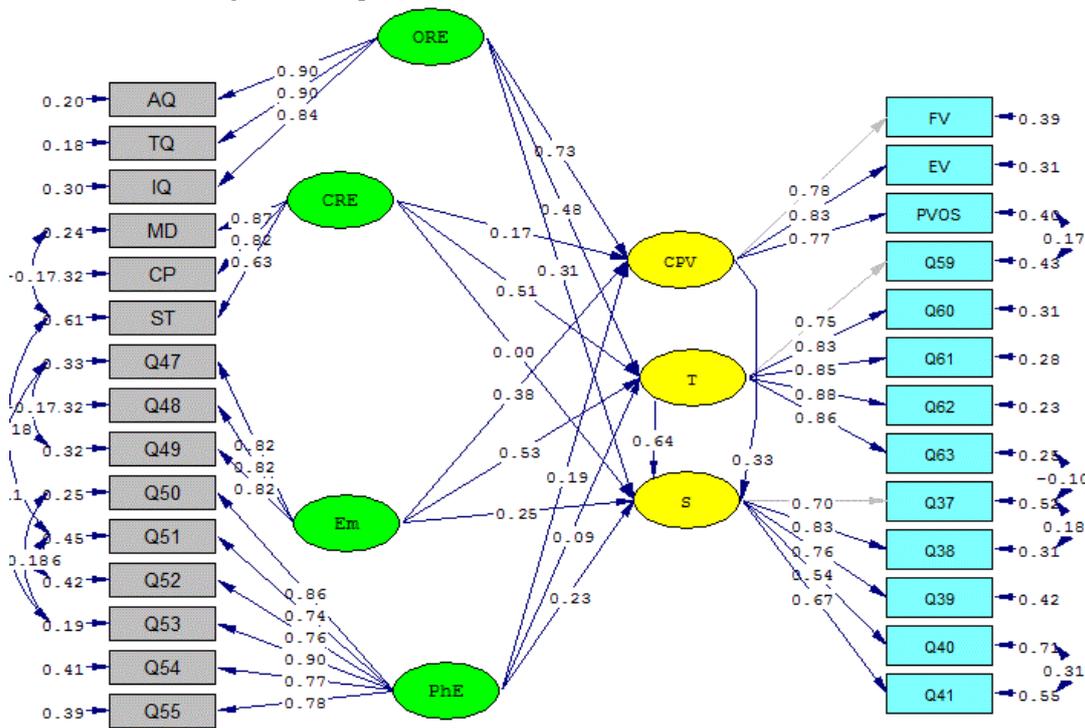
The absolute value of the t statistic is equal to 3.91 and more than 1.96; therefore, empathy has a significant impact on trust; the absolute value of the t statistic is equal to 7.05 and more than 1.96, therefore, the trust has a significant impact on satisfaction.

Hypothesis (7): physical environment affect satisfaction through customer perceived value.

The absolute value of the t statistic is equal to 1.86 and more than 1.96; therefore, physical environment has a significant impact on the customer perceived value; the absolute value of the t statistic is equal to 2.92 and more than 1.96, therefore, the customer perceived value has a significant impact on satisfaction.

Hypothesis (8): physical environment affects satisfaction through trust.

The absolute value of the t statistic is equal to 0.67 and less than 1.96; therefore, physical environment does not have a significant impact on the trust; the absolute value of the t statistic is equal to 7.05 and more than 1.96, therefore, the trust has a significant impact on satisfaction.



Chi-Square=624.75, df=320, P-value=0.00000, RMSEA=0.073

Fig. 2: Model in the mode of standard estimation.

Discussion and Conclusion:

One of the types of organizations in which the quality of the provided services is significantly important is the hospitals and the centers that provide treatment services. In our country, according to the comments of the patients (customers of the hospitals) in the field of the provided service by the hospitals to the customers, there are several problems. Some of these qualitative problems go back to the voluntary and organizational behaviors of the nurses. It can be said that quality includes two dimensions: technical dimension and functional dimension. Functional quality refers to the intangible aspects of the services and how the services are supplies and particularly, the functional quality refers to the behavior of the employees who provide that service and how the interaction between the employees and customers is during the process of supplying the services. Also, social

capital includes institutions, relations, orientations, values and norms which govern the behavior and interactions between the individuals. Also, since the customers are among the most important assets and capitals of any organization, the organizations shall constantly be seeking to improve the level of the quality of the provided services to their customers in order to satisfy them.

The new insight obtained from this research is paying attention to social marketing and preventive services. In the profession of providing services, the health of the important role of customers shall be considered and education of the users of the service has led to their understanding of the created value; also the profit of these services is for the users of them. The required technical quality for making sure of the health of the customers and also official quality and interpersonal quality, which includes the employee's education, shall be acceptable and include customers' trust. The impact of organizational resources (official quality, technical quality and interpersonal quality) on customer and the impact of trust on satisfaction is measured through perceived value and it was proved that it is compatible with the findings of the research of Zainudding [4]. Also the impact of organizational resources on satisfaction through trust has been proved in this research which is in compliance with the results obtained from the research of Zu and Chan. By considering the wider view in the provided services in the field of the screening of breast cancer, women's cooperation for preventing having the disease, stress caused by the treatment and following the annual treatments are considered as the important roles of customer resources and the impact of satisfaction on this issue can play a role in the continuation of these services. In this research, the users of the services of this center don't have the ability to manage their stress and they haven't done the necessary cooperation with the supplier and also this center hasn't done any particular marketing activity and effort in the respect of keeping their customer. Customer resources don't have an impact on satisfaction through customer perceived value whilst the results obtained from the research of Nadia Zainnudin [4] shows this impact. Also the customer resources affect satisfaction through trust and this is compatible with the result of the research of Zu and Chan.

Empathy has a significant impact on the customer. In the personal services such as health care, customers interaction with the service provider in person, thus the behavior of the provider of services will have a strong influence on the feelings of the customer, if the service provider treats the customers with respect, it shows sympathetic concern for the customers and it is a response to the needs of the customers and their feelings. Man has a tendency towards having emotional links with individuals who seem to be informed of his needs. In this research the result is obtained from the impact of empathy on satisfaction through customer perceived value; also Tom's research, it has shown this impact as well. Impact of empathy on satisfaction through trust has been proved and is in compliance with the results of the research of Tom. Physical environment has a considerable impact on customer. The users of health care usually suffer from physical pains and also the emotional stress caused by health problems leads them to relief and improve their stress and anxiety in a delicate environment. In this research, the made space which has been considered for providing services hasn't affected satisfaction, whereas in Tom's research in 2011 an opposite result has been obtained and also the results obtained from the research of Tom indicate that the impact of physical environment on satisfaction is through trust which is not in compliance with the results of this research.

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