
The Influence of Service Quality, Value Perception and Satisfaction in Consumer Behavioral Intention

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Abstract

The objective of this research is to analyze the influence of service quality, value perception and satisfaction in consumer behavioral intention in a company which provides training service, Amarta Multi Corporation. This particular research is an explanatory one with research population of training participants who join the training in Amarta Multi Corp. The data was collected using questionnaires which its reliability and validity have been tested. The research samples used purposive sampling with 238 total respondents. The data was analyzed using path Analysis with partial statistical test (t test), determination coefficient (R^2) and mediation effect test.

The conclusion of this research is either partially or individually, only value perception and satisfaction which have significant influence in consumer behavioral intention. Meanwhile, service quality has no direct influence. Consumers satisfaction becomes mediator variable for the influence of service quality in consumer behavioral intention, but it does not become mediator variable for the influence of value perception variable in consumers behavioral intention. Partially, service quality and value perception have an influence on value perception satisfaction. Both also become mediator variables for the influence of service quality on behavioral intention.

Keywords: *Path Analysis, service quality, value perception, satisfaction, behavioral intention*

INTRODUCTION

In service industry, one of the components which hold an important role is service quality. A company or an organization which provides service must be able to provide qualified and high value service for the customers, to provide satisfaction and to provide better service than its competitor in order to be able to develop further and to survive. For the consumer centered company, consumers' satisfaction is the objective and facility of the company. Service quality has become one of the strategies of the organization or company in creating consumers' satisfaction. Service quality becomes the main thing since a qualified service will be the main attention in winning the competition.

Service quality is the main supporter for marketing strategy of service training. In accordance with the statements of Zeithaml, Berry and Parasuraman (1996) who analyzed the impact of service quality, service quality could lead to profitable and unprofitable situations for the service user. This phenomenon will be a threat to training service provider company if they do not take any anticipation act soon. This particular research emphasizes on several things

which are service quality which currently to be applied to consumers, the value obtained by the consumers after training which influences the consumers' satisfaction that triggers consumer behavioral intention emerges. This particular research will discuss about the quality of service provided to consumers in Amarta Multi Corporation which is one of consultant and training service provider company where this research was conducted.

THEORETICAL APPROACHES

The model of this research uses four variables which are service quality, value perception, satisfaction and consumer behavioral intention.

1. Service Quality

The definition of quality according to Kotler and Keller (2012) is the feature totality and the characteristic of product or service which depends on its ability to satisfy the demanded or stated needs. Meanwhile, service quality is a measurement of how good the service level provided according to consumers' expectation. Providing service quality means providing consumers' expectation consistently.

2. Value Perception

An opinion regarding value perception was stated by Zeithaml (1988), the value obtained is the assessment of the whole consumers from product usage according to the perception of what is perceived and what is given. Although the things perceived are varied according to consumers (for instance high quality, comfort) and the things given are varied (given the examples some people calculate the money they might spend, other people calculate time and effort they might spend) the value represents the prominent aspect of giving and perceiving the part of something. Then, Zeithaml (1988) identified four various value meanings: (1) value is a low price, (2) value is what the consumers want in a product, (3) value is the quality the consumers perceive for the money they spent, and (4) value is what the consumers get for what they give/spend.

3. Consumers' Satisfaction

According to Kotler and Keller (2012), satisfaction is happy or disappointing feelings that emerge because of comparing the performance that the product (or result) perceived towards their expectation. Satisfaction mirrors people's assessment on the assumption of the product (or result) performance in relation with expectation. If the performance fails to fulfill the expectation, the consumers will not be satisfied. On the other hand, if the performance is suitable with the expectation, the consumers will be satisfied. If the performance exceeds the expectation, the consumers will be so satisfied or happy.

4. Behavioral Intention

According to Zeithaml, Berry and Parasuraman (1996) behavioral intention is the result of satisfaction process which emphasizes behavioral intention to understand the consumer's decision in staying or leaving the company. Intention is related to demand on a certain thing that is usually followed by a series of act which supports the demand and it is such a tendency to do some acts or something else which precedes the real purchasing act.

a. The Relation of Service Quality and Value Perception

The service provider company will try to create the best value to be felt by the consumers. The value increases as service and quality increase as well. The best quality service will definitely gives high value for the consumers. A support for this theory is proven with a research conducted by Sheu (2010) which stated that service quality has a positive influence on value. Thus, from the particular concept and supported by the findings of the previous study, the researcher proposes this following hypothesis:

H1: Service quality has positive and significant influences on value perception

b. The Relation of Value Perception with Behavioral Intention

A consumer who has high perception on the value of a service will influence their behavioral intentions, either the positive or negative one. Cronin, Brady and Hult (2000) stated in their research that value perception has positive and significant relation on consumers' behavioral intention. From the particular thought and concept, the researcher proposes this following hypothesis:

H2: Value perception has positive and significant influences on consumers' behavioral intention.

c. The Relation between Service Quality and Consumer's Satisfaction

In order to create consumers' satisfaction, the quality of service holds an important role. The service provided for the consumers influences the satisfaction level of the consumers. Parasuraman, Zeithaml and Berry (1985) identified 5 dimensions of service quality which influence consumer's satisfaction. A support for the theory is proven with a research conducted by Malik (2010) who stated that quality significantly influences satisfaction. A similar research conducted by Hanaysha (2011) stated that education quality has a positive influence on students and a research conducted by Rinala IN (2013) also stated that service quality improves the consumer's satisfaction.

Hence, according to the particular concept and supported by the findings of the previous studies, the researcher proposes this following hypothesis:

H3: Service quality has positive and significant influences on consumer's satisfaction.

d. The Relation between Consumer's Satisfaction and Behavioral Intention

Consumer's satisfaction has a positive influence on consumer behavioral intention according to Cronin and Taylor (1994). A research that supports that theory is a research conducted by Sheu (2010) which stated that students' satisfaction has a significant influence on students' positive behavioral intention. Other research conducted by Dado (2012) stated the similar thing that students' satisfaction also has positive influence on behavioral intention in recommending the school to other parties. From the particular concept of thought, the researcher proposes this following hypothesis:

H4: Consumer's satisfaction has positive and significant influences on behavioral intention.

e. The Relation between Value Perception and Consumer's Satisfaction

High value perception will give high satisfaction for the consumers. The consumer will give other consumers recommendation regarding the service they perceived if they consider the service that they perceived is worthy. The consumer sees high value if the service quality exceeds their expectation. Cronin, Brady and Hult (2000) stated that the value obtained is the antecedent of satisfaction. These linkages are supported by some previous studies. One of the studies conducted by Sheu (2010) stated that value perception has a positive influence on satisfaction. Another study conducted by Sánchez-Fernández (2010) also stated that value perception has positive and significant influences on satisfaction. From the particular concept, the researcher draws a hypothesis as follows:

H5: Value perception has positive and significant influences on consumer's satisfaction.

f. The Relation between Service Quality and Behavioral Intention

Service quality also influences behavioral intention. This opinion was stated by Cronin, Brady and Hult (2000) through a research conducted on several service industries and it is proven that there is a positive correlation among those variables. Hence, from the particular concept, the researcher draws a hypothesis as follows:

H6: Service quality has positive and significant influence on behavioral intention.

g. The Relation between Service Quality, Satisfaction and Consumer Behavioral Intention

Service quality has an influence on behavioral intention through consumer's satisfaction. Good quality brings high satisfaction for consumers. Finally, a positive behavioral intention is resulted from the consumers. This particular who stated that service quality has positive influence on behavioral intention through consumer's satisfaction. A research conducted by Dado (2012) also stated the similar thing that consumer's satisfaction mediates service quality on behavioral intention. Hence, the researcher draws a hypothesis as follows:

H7: Service quality has positive and significant influence in consumer's behavioral intention through satisfaction.

h. The Relation between Service Quality, Value Perception and Consumer's Behavioral Intention

Service quality will influence behavioral intention through value perception as a mediator. A good service quality will influence value perception felt by the consumers and in the end, it will influence their behavioral intentions. This particular statement was stated by Cronin, Brady and Hult (2000) through a research conducted previously. Hence, from the particular reasoning, a hypothesis can be drawn as follows:

H8: Service quality has positive and significant influence in consumer's behavioral intention through value perception.

i. The Relation between Value Perception, Satisfaction and Behavioral Intention

A high value perception will influence behavioral intention with satisfaction as a mediator. This particular statement was stated by Cronin, Brady and Hult (2000) in their research. With those empirical evidences, hence, the researcher proposes a hypothesis as follows:

H9: Value perception has positive and significant influence on behavioral intention through consumer's satisfaction.

This research uses this following framework:

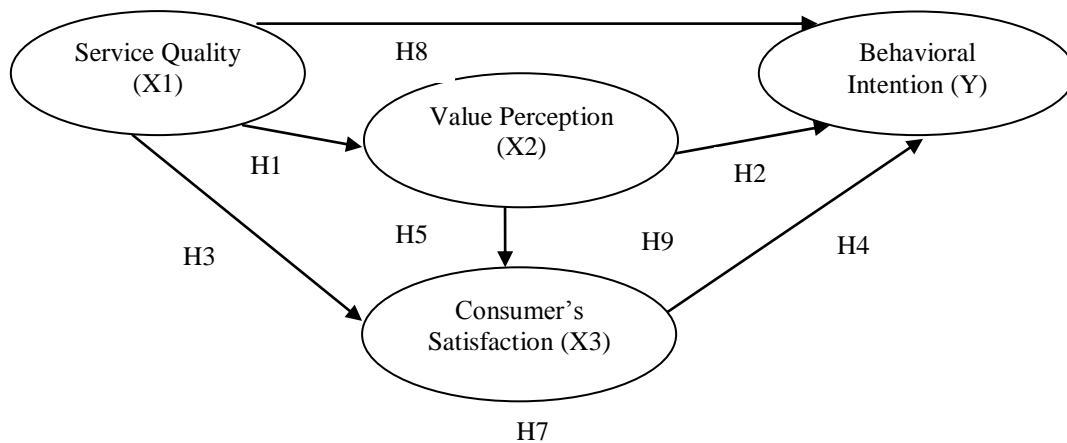


Figure 2.2

A Research Model of the Influence of Service Quality, Value Perception and Satisfaction on Consumer's Behavioral Intention

Research Subject/Object

The object of this research is the training service provider institution Amarta Multi Corporation. Meanwhile, the subject of this research is the participants who joined the training held by Amarta Multi Corporation in Yogyakarta.

Population, Sampling Technique and Total Sample

The population of this research is the participants who joined the training held by Amarta Multi Corporation.

The sampling technique used in this research is purposive sampling which takes sample with certain objectives. The respondent of this research is the participants who joined the training in Amarta Multi Corporation. The criteria of the respondents are the participant who has joined the training in 3 starred hotels in Yogyakarta. The respondents have joined the training for at least 16 academic hours (2 days). The measurement of the total sample in this research is 5 multiple the questions' item (Hair, 2006). Hence, there are 5 multiple 47 or 235 respondents. The questionnaire spread was done by the researcher in the end of the training session when the respondents were still in the training site.

Types of Data

The type of data used in this particular research is quantitative one which is a data in a form of numbers or quantitative one made into number (scoring). The kind of source of data used to support this research is the primary data. The source of primary data is a questionnaire for the respondent regarding the influence of service quality, customer's satisfaction and value perception in consumer's behavioral intention.

1.3 Data Collection Technique

A data collection method in a scientific research is meant to obtain relevant, accurate and trustworthy materials. The data collection technique used in this research is using questionnaire.

Operational Definition and Variable Measurement

The dependent variable in this research is consumer's behavioral intention. The definition of behavioral intention according to Zeithaml et al (1996) is the result of satisfaction process which emphasizes behavioral intention to understand the customer who makes a decision to stay or move from the company. The intention is related to a demand of a certain things which usually followed by behavioral act that supports the particular demand and it is a tendency or behavior or something which precedes the real purchasing behavior soon. Zeithaml et al (1996) stated that there are five dimensions of behavioral intention which are:

- a. Loyalty, loyalty dimension consist of:
 1. Saying positive things about the company
 2. Recommending the company to those who need opinion
 3. Suggesting friends or relatives to do business with the company
 4. Considering the company as the first choice
 5. Implementing a better business with the company in the future
- b. A tendency to switch, this dimension consists of:
 1. Implementing less business with the company in the future
 2. Diverting some businesses to the competitor who offers a better price
- c. Paying premium price (pay more), consists of:
 1. Keep doing business with the company although there is an increasing price
 2. Agreeing to pay a higher price than the competitor's price for the same value
- d. External response, external response dimension consists of:
 1. Switching to other company if there is any service problem with the company.
 2. Complaining to other customers if experiencing service problems with the company.
 3. Complaining to other parties such as consumer institution if experiencing any service problem with the company.
- e. Internal response, internal response dimension consists of:

Complaining to the employees of the company if experiencing any service problem with the company.

The independent variable is the variable which can influence any changes within the dependent variable and has positive and negative relations on the dependent variable. The definition of independent variables in this research is:

1. Service Quality(*X1*)

Service quality is the measurement of some levels of service provided to consumers according to their expectations. Providing service quality means giving service quality which is suitable with the consumer's expectation consistently.

Service quality dimension includes (Prasuraman, Zeithaml and Berry, 1988):

a. Reliability

The indicators are:

- 1). Providing responsible service.
- 2). Reliable in handling customer's service problem.
- 3). Sympathetic and ensuring in handling the service problems.
- 4). Providing service in time.
- 5). Accurate in implementing service treatment (accurate information and schedule)

b. Responsiveness.

The indicators are:

- 1). Always informs the customers regarding the service implementation time.
- 2). Punctual service for the customers
- 3). Willingness to help the customers
- 4). Readiness to respond customers' demand

c. Assurance

The Indicators are:

- 1). The employee who ensures the customers
- 2). Ensuring the safety of the customers when they are doing transaction
- 3). The polite employee
- 4). The employee gets support from the company in implementing their duty nicely.

d. Empathy

The indicators are:

- 1). Providing attention to the customers
- 2). The employee who faces the customers with full attention
- 3). The employee who understands the customers' needs.
- 4). Prioritizing the customers
- 5). The company has a comfortable operational hour for the customers

e. Tangibility

The indicators are:

- 1). Modern tools
- 2). Appealing facilities
- 3). Professional employees with neat appearance
- 4). The company's physical facility appearance should be suitable with the provided kinds of service

2. Value Perception (*X2*)

The value felt is the whole assessment from the customers from using the product according to a perception of what is perceived and what is given. Although, what is perceived is various in consumers (for instance, high quality, comfort) and what is given is various (for instance, some people consider the money they may spend, other people consider the time and effort they may spend). Value represents what is stand out from giving and perceiving the parts of something.

Value perception dimensions according to Sweeney and Soutar (2001) are:

- a. Emotional value
The indicators are:
 - 1). Feeling happy in using the service
 - 2). Persuading the customers to use the service
 - 3). Feeling comfortable on the service provided
 - 4). Satisfied in using the service
- b. Social value
The indicators are:
 - 1). Causing the customers to give their appreciations
 - 2). Giving a good impression within the society
 - 3). Creating easiness in social interaction
- c. Quality/performance value
The indicators are:
 - 1). The company has a consistent quality
 - 2). The company holds training program nicely
 - 3). The company has acceptable quality standard
 - 4). Takes some efforts in communicating
 - 5). Consistent service
- d. Value on price/expenses
The indicators are:
 - 1). Rational training cost
 - 2). Offering proportional value with the money spent
 - 3). The given service product is good and is suitable with the price

3. Consumer's satisfaction (X3)

Satisfaction is the feeling of happiness or disappointment emerge due to comparing the performance that the product (or result) perceived with their expectation. Satisfaction represents someone's assessment on the product's (or result's) performance in relation with the expectation. If the performance fails to fulfill the expectation, the consumers will not be satisfied. If the performance is suitable with the expectation, the consumers will be satisfied. If the performance exceeds the expectation, the consumers will be so satisfied and happy. The indicators of consumers' satisfactory variable according to Claes Fornell (2000) are:

- 1). The whole satisfaction
- 2). Expectation confirmation (performance exceeds expectation)
- 3). Performance comparison with the ideal service according to the consumers

Validity and Reliability Tests

The validity determination of the questionnaire item in this research is a questionnaire item is valid if the significance calculation result is less than 0,05. In order to calculate the validity, Product Moment correlation formula is used using correlating principle or connecting each item score with the total score in this research. Product Moment correlation formula is as follows:

$$r_{xy} = \frac{N \sum xy - (\sum x)(\sum y)}{\sqrt{\{N \sum x^2 - (\sum x)^2\}\{N \sum y^2 - (\sum y)^2\}}}$$

Notes:

- r_{xy} : Correlation coefficient between X variable and Y variable
- $\sum x^2 y^2$: Total score of squares item

A questionnaire is reliable if the answers of the question are consistent or stable from time to time. Reliability shows the respondent's consistency and stability in answering the question related to question constructions in a form of questionnaire. Reliability test can be calculated using Alpha Cronbach formula below:

$$r_{11} = \frac{n}{(n-1)} \left\{ 1 - \frac{\sum \sigma_i^2}{\sigma_\tau^2} \right\}$$

Notes:

n : sample number

$\sum \sigma_i^2$: score variance number of each question item

σ_τ^2 : total variance

In order to calculate σ^2 value, a formula is used as follows (Sekaran, 2011):

$$\sigma^2 = \frac{\sum x^2 - \frac{(\sum x)^2}{N}}{N}$$

According to Sekaran (2011), reliability coefficient that is less than 0,60 is considered bad and reliability coefficient that is around 0,70 is considered reliable and acceptable. Meanwhile, reliability coefficient that is more than 0,80 are good.

3.7 Data Analysis and Hypothesis Test

3.7.1 Descriptive Analysis

This research uses descriptive statistical analysis in describing the data from the respondent. The data obtained from the respondents are sex, age, and education level.

Path Analysis

E analysis in this research also uses Path Analysis. According to Kuncoro and Riduwan (2014) path analysis model is used to analyze the connection pattern among independent variables with an to find out either the direct or indirect influence of a set of independent variables (exogenous) on dependent variables (endogenous).

As for the formulation of the regression equation is:

Equation	(1)	$Y : \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$
	(2)	$X_3 : \beta_1 X_1 + \beta_2 X_2 + e$
	(3)	$X_2 : \beta_1 X_1 + e$

Notes :

Y : Behavioral Intention

$\beta_1, \beta_2, \beta_3$: Regression Coefficient

X1 : Service Quality

X2 : Value Perception

X3 : Consumer's Satisfaction

e : Error

3.7.2. Hypothesis Test

Hypothesis test in this research is divided into 2 which are direct influence hypothesis test and hypothesis test with mediation effect.

a. Direct Influence Hypothesis Test (Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4, Hypothesis 5 and Hypothesis 6)

Partial hypothesis test (individual) is implemented with t test to prove the influence of an independent variable individually in explaining the dependent variable (Ghozali, 2013). The

test is conducted by seeing the number of the significance as many as 0,05 with basic conclusion as follows:

1. If the significance value > 0,05 hence, Ho is acceptable (regression coefficient is not significant). It means that partially, the particular dependent variables have no significant influence on the dependent variables.
2. If the significant value < 0,05 hence, Ho is refused (regression coefficient is significant). It means that partially, the particular independent variable has a significant influence on the dependent variables.

a. Direct Influence Hypothesis Test (Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4, Hypothesis 5 and Hypothesis 6)

Direct and indirect calculations see how big is the value of standardized regression coefficient of each independent variable on dependent variables. Ghozali (2013) stated that the test phases to find out whether a variable is a mediation one or not are as follows:

1. Testing the first regression equation
Intervening variable = b Independent variable
2. Testing the second regression equation
Dependent variable = c Intervening variable + d Independent variable
3. Comparing regression coefficient of the indirect influence with the regression coefficient of the direct influence.
Direct influence: bxc
Indirect influence : d

Notes:

b,c,d: Coefficient Standardized Beta

FINDINGS AND DISCUSSIONS

3.7 Data Analysis and Hypothesis Test

3.7.1 Descriptive Analysis

This research uses descriptive statistical analysis in describing the respondents' data. The data obtained from the respondent are sex, age and education level. In order to calculate the percentage of the answers from the respondents, a formula was used as follows:

$$P = (F/N) \times 100\%$$

Notes:

P : Percentage

F : The frequency of each answer chosen by the respondents.

N : The number of the respondents

In order to conduct primary data quality test in this research, validity and reliability tests are used.

Validity Test

According to the validity calculation result of each questionnaire item, by using SPSS program, here are the details of validity test result of each questionnaire item from each research variable.

Table 4.2
Validity Test Result

Variable	Item	Significance Calculation	Note
Service Quality	Item 1	0,000	Valid
	Item 2	0,012	Valid
	Item 3	0,000	Valid

Variable	Item	Significance Calculation	Note
	Item 4	0,000	Valid
	Item 5	0,001	Valid
	Item 6	0,001	Valid
	Item 7	0,000	Valid
	Item 8	0,000	Valid
	Item 9	0,000	Valid
	Item 10	0,000	Valid
	Item 11	0,000	Valid
	Item 12	0,000	Valid
	Item 13	0,000	Valid
	Item 14	0,000	Valid
	Item 15	0,000	Valid
	Item 16	0,000	Valid
	Item 17	0,000	Valid
	Item 18	0,000	Valid
	Item 19	0,000	Valid
	Item 20	0,000	Valid
	Item 21	0,000	Valid
	Item 22	0,000	Valid
Value Perception	Item 1	0,000	Valid
	Item 2	0,000	Valid
	Item 3	0,000	Valid
	Item 4	0,000	Valid
	Item 5	0,000	Valid
	Item 6	0,000	Valid
	Item 7	0,000	Valid
	Item 8	0,000	Valid
	Item 9	0,000	Valid
	Item 10	0,000	Valid
	Item 11	0,000	Valid
	Item 12	0,000	Valid
	Item 13	0,000	Valid
	Item 14	0,000	Valid
Consumer's Satisfaction	Item 1	0,000	Valid
	Item 2	0,000	Valid
	Item 3	0,000	Valid
Behavioral Intention	Item 1	0,000	Valid
	Item 2	0,000	Valid
	Item 3	0,000	Valid
	Item 4	0,000	Valid
	Item 5	0,010	Valid
	Item 6	0,000	Valid
	Item 7	0,000	Valid
	Item 8	0,003	Valid

Source: The data treatment is done in 2016

The validity test result in table 4.2 shows that the significant value of the whole questionnaire item is smaller than α (the significance level is 5% or 0,05) or it is said that all of the items in the questionnaire such as service quality, value perception, satisfaction and

consumer's behavioral intention are valid. Hence, those can be submitted to research sample test.

4.3.2. Reliability Test

Here is the reliability test result of each questionnaire item from each research variable:

Table 4.3
Reliability Test Result

No	Variable	Cronbach's Alpha	Alpha Coefficient Standard	Notes
1.	Service Quality	0,759	> 0,60	Reliable
2.	Value Perception	0,773	> 0,60	Reliable
3.	Consumer's Satisfaction	0,854	> 0,60	Reliable
4.	Behavioral Intention	0,719	> 0,60	Reliable

Source: The data treatment is done in 2016

According to Table 4.3, it can be explained that the value of Cronbach's Alpha of each instrument of this research fulfills the reliability standard since the reliability value is bigger than 0,60. Hence, it can be said that all of the variables in this research are classified as reliable which means the variables are consistent or stable from time to time.

4.3 Data Analysis Result

The result of this research is obtained by testing the regression of 3 equations according to connection model among variables.

The Calculation of Equation I

The result of the Equation I calculation is presented in Table 4.4 below:

Table 4.4
Service Quality Regression (X1), Value Perception (X2), Satisfaction (X3) in Consumer's Behavioral Intention (Y)

Model	Non standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.505	1.955		1.282	.201
Value Perception (X2)	.284	.056	.444	5.094	.000
Satisfaction (X3)	.603	.168	.247	3.577	.000
Service Quality (X1)	.065	.036	.136	1.799	.073

a. Dependent Variable: Consumer's Behavioral Intention (Y)

In the t test/partial coefficients, it can be seen that value perception variable (X2) and satisfaction (X3) statistically have a significant influence on Y variable showed by the significant value of each variable which is smaller than Alpha 5% which is 0,000 and 0,000. Service quality variable (X1) statistically is not significantly influence consumer's behavioral intention variable (Y) seen from the significant value of 0,073 > Alpha 5%. Hence, for variable X, it is eliminated from the model. The structural equation turns into as follows (using Standardized Beta):

$$Y = 0,444X_2 + 0,247X_3 + e_1$$

Determination Coefficient Test

The determination coefficient test result of the equation is presented in Table 4.5 as follows:

Table 4.5
The Calculation of Service Quality Correlation Coefficient (X1), Satisfaction (X3), Value Perception (X2) in Consumer's Behavioral Intention (Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 ^a	.598	.593	2.290

a. Predictors: (Constant), Service Quality (X1), Satisfaction (X3), Value Perception (X2)

According to the determination test result in Table 4.5, simultaneously, the variables of service quality (X1), value perception (X2) and satisfaction (X3) have a contributions of 59,3% in explaining the changes occurred in behavioral intention variable (Y). It is seen in table 4.5 while the rest is 40,7% explained by other variables out of the model.

The Calculation of Equation II

The result of equation II calculation is presented in table 4.6 below:

Table 4.6
The Regression of Service Quality (X1), Value perception (X2) on Satisfaction (X3)

Model	Non standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.588	.754		-.780	.436
Service Quality (X1)	.033	.014	.167	2.376	.018
Value Perception (X2)	.172	.018	.656	9.337	.000

a. Dependent Variable: Satisfaction (X3)

In the t test/partial coefficients, it can be seen that the variables of service quality (X1) and value perception (X2) statistically has a significant influence on satisfaction variable (X3) showed by the significant value if each variable which are smaller than Alpha 5% which are 0,018 and 0,000. The structural equation turns into as follows (using Standardized Beta):

$$X_3 = 0,167X_1 + 0,656X_2 + e_1$$

Determination Coefficient Test

The result of the determination coefficient of equation II is presented in Table 4.7 below:

Table 4.7
The Calculation of Determination Coefficient of Value Perception (X2), Service Quality (X1)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 ^a	.640	.637	.885

a. Predictors: (Constant), Value Perception (X2), Service Quality (X1)

According to determination coefficient test result equation II in Table 4.7, it is found that service quality (X1), value perception (X2) have contribution as many as 0,637 in explaining the changes occurred in satisfaction variable (X3). Meanwhile, the remnants are as many as 0,363 explained by the other variable out of the model.

The Calculation of Equation III

Equation III calculation is presented in Table 4.8 below:

Table 4.8
The Regression of Service Quality (X1) on Behavioral Intention (X2)

Model	Non standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.567	2.661		-.213	.831
Service Quality (X1)	.627	.027	.831	23.035	.000

Dependent Variable: Value Perception (X2)

In the t test/partial coefficients, it can be seen that service quality variable (X1) statistically has a significant influence on value perception variable (X2) showed by the significant value of each variable that is smaller than Alpha 5% which is 0,000. The structural equation turns into as follows:

$$X2 = 0,831X1 + e_1$$

Determination Coefficient Test

The result of the determination coefficient test from equation III is presented in Table 4.9 below:

Table 4.9
The Calculation of Determination Coefficient of Service Quality (X1)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.691	.690	3.123

a. Predictors: (Constant), Service Quality (X1)

According to determination coefficient test result of equation III in Table 4.9 it is explained that variable X1 contributes 69,0 in explaining the changes occurred in variable X2 while the rest of the variables contribute 31,0 explained by the other variable out of the model.

4.4.1. Direct Hypothesis Test (Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4, Hypothesis 5, Hypothesis 6)

i. Hypothesis Testing 1 (H1) regarding service quality which has positive and significant influences on value perception.

The hypothesis testing 1 uses regression analysis of equation III. This regression analysis is used to find out how service quality variable (X1) can influence value perception variable (X2). The research hypothesis that will be tested is:

H1: Service quality has positive and significant influence on value perception

The regression result of service quality on value perception has Standardized Coefficients Beta value as many as 0,831 with significant level as many as $0,000 < 0,05$ seen in Table 4.8. Hence, the conclusion on hypothesis 1 test is accepting H_a and refusing H_0 , which means service quality has positive and significant influence on value perception. Thus, hypothesis 1 is acceptable.

ii. Hypothesis Testing 2 (H2) regarding value perception has positive and significant influences on behavioral intention.

The hypothesis testing 2 uses regression analysis equation I. This regression analysis is used to find out how value perception variable (X2) can influence behavioral intention variable (Y). The hypothesis that will be tested is:

H2: Value perception has positive and significant influences on behavioral intention.

Through the equation I calculation seen in Table 4.4, the regression result of service quality on value perception has Standardized Coefficients Beta as many as 0,444 with significance level of $0,000 < 0,05$. Hence, the conclusion on hypothesis testing 2 is accepting H_a and refusing H_0 , which means value perception, has positive and significant influences on behavioral intention. Thus, hypothesis 2 is acceptable.

iii. Hypothesis 3 Testing (H3) regarding service quality has positive and significant influences on consumer's satisfaction.

The hypothesis 3 testing uses regression analysis equation II. This regression analysis is used to find out how service quality variable (X1) can influence satisfaction variable (X3). The hypothesis that will be tested is:

H3: Service quality has positive and significant influences on consumer's satisfaction

According to the analysis result using SPSS, it can be found that the regression result between service quality (X1) and consumer's satisfaction (X3) can be seen in Table 4.6. The regression result of service quality on satisfaction has Standardized Coefficients Beta as many as 0,167 with significance level of $0,018 < 0,05$. Hence, the conclusion on hypothesis testing 3 is refusing H_0 and accepting H_a , which means service quality has positive and significant influences on consumer's satisfaction. Thus, hypothesis 3 is acceptable.

iv. Hypothesis Testing 4 (H4) regarding consumer's satisfaction has positive and significant influences on behavioral intention.

The hypothesis testing 4 uses regression analysis equation I. This regression analysis is used to find out how consumer's satisfaction variable (X3) can influence behavioral intention variable (Y). The hypothesis that will be tested is:

H4: Consumer's satisfaction has positive and significant influences on behavioral intention.

The regression result of consumer's satisfaction on behavioral intention has Standardized Coefficients Beta value as many as 0,247 with a significance level of $0,000 < 0,05$ seen in Table 4.4. Hence, the conclusion on hypothesis testing 4 is accepting H_a and refusing H_0 , which means satisfaction has positive and significant influences in consumer's behavioral intention. Thus, hypothesis 4 is acceptable.

v. Hypothesis Testing 5 (H5) regarding value perception which has positive and significant influences in consumer’s satisfaction.

The hypothesis testing 5 uses regression analysis equation II. This regression analysis is used to find out how the value perception variable (X2) could influence consumer’s satisfaction (X3). The hypothesis that will be tested is:

H5: Value perception has positive and significant influences in consumer’s satisfaction.

The regression result of value perception on consumer’s satisfaction has Standardized Coefficients Beta value as many as 0,656 with the significance level of $0,000 < 0,05$ seen in Table 4.6. Hence, the conclusion on hypothesis testing 5 is refusing H0 and accepting Ha, which means value perception has positive and significant influences on consumer’s satisfaction. Thus, hypothesis 5 is acceptable.

vi. Hypothesis Testing 6 (H6) regarding service quality which has positive and significant influences on consumer’s behavioral intention.

Hypothesis testing 6 uses regression analysis equation I. can influence consumer’s behavioral intention variable (Y). The hypothesis that will be tested is:

H6: Service quality has positive and significant influences in consumer’s behavioral intention.

The regression result of service quality on value perception has value as many as 0,136 with the significance level of $0,073 > 0,05$ seen in Table 4.4. Hence, the conclusion on hypothesis testing 6 is accepting H0 and refusing Ha, which means the service quality has no significant influence in consumer’s behavioral intention. Thus, hypothesis 6 is unacceptable.

The summary of regression test result of hypothesis 1 until 6 presented in Table 4.10

Table 4.10
Regression Test Result

Relations	P	Sig	Notes
X1→X2	P1 = 0,831	0,000	significant
X2→Y	P2 = 0,444	0,000	significant
X1→X3	P3 = 0,167	0,000	significant
X3→Y	P4 = 0,247	0,000	significant
X2→X3	P5 = 0,656	0,018	significant
X1→Y	P6 = 0,136	0,073	Not significant

Source: Attachment 5

Determination Coefficient Test

The results of determination coefficient among service quality (X1), value perception (X2), satisfaction (X3) in consumer’s behavioral intention (Y) can be seen in Table 4.5 that the determination coefficient value (*adjusted R²*) is 59,3. It means that the variables of service quality (X1), value perception (X2) and satisfaction (X3) contribute 59,3% in explaining the changes occurred in consumer’s behavioral intention variable (Y), meanwhile, the rest is as many as 40,7 explained by other variables out of the model.

From the calculation result above, hence, the coefficient value path (P) in this research is described in a model below:

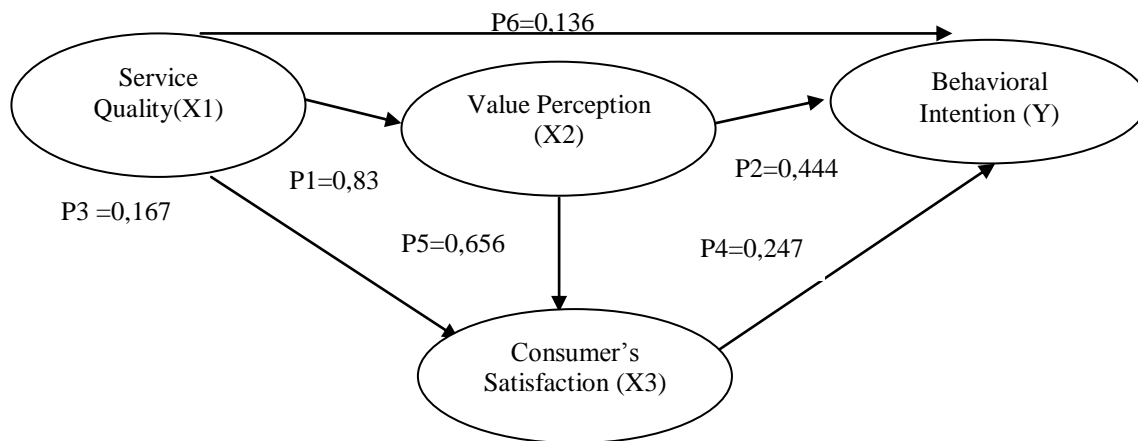


Figure 4.2

Path Analysis of the Influence of Service Quality, Value Perception and Satisfaction in Consumer's Behavioral Intention

The P value is the value of Coefficients Standardized Beta from the calculation result of regression equation I, II and III. In figure 4.2, it is explained that service quality (X1) is not directly seen in influencing the forming of behavioral intention (Y) but it indirectly influences value perception (X2) as many as 83,1% and it also influences consumer's satisfaction (X3) as many as 16,7%. Service quality (X1) and value perception (X2) are both influence consumers' satisfaction as many as 16,7% and 65,6%. Value perception (X2) and consumer's satisfaction (X3) influence behavioral intention (Y).

4.4.2. Mediation Effect Hypothesis Test (Hypothesis 7, Hypothesis 8, Hypothesis 9)

Mediation effect test is conducted to prove the three hypothesis which uses mediator variable. The seventh, eighth and ninth hypotheses are the ones which needs approval using this particular mediation effect test.

i. Hypothesis Testing 7 or H7 regarding service quality which has positive and significant influences behavioral intention through consumer's satisfaction.

In order to test this hypothesis, mediation test is conducted with the calculation on direct and indirect influences between service quality (X1) and consumer's behavioral intention (Y). From table 4.10 it is seen that the calculation result $0,167 \times 0,247 = 0,041$, is bigger than P_{X1Y} , since P_{X1Y} is not significant. Hence, the consumer's satisfaction (X3) becomes mediator variable of service quality (X1) on consumer's behavioral intention (Y). Hence, the conclusion on the result of hypothesis testing 7 is acceptable which means service quality has positive and significant influences on behavioral intention through consumer's satisfaction.

ii. Hypothesis Testing 8 or H8 regarding service quality has positive and significant influences on behavioral intention through value perception.

In order to test this hypothesis, a mediation test is conducted with a calculation on direct and indirect influences between service quality (X1) and consumer's behavioral intention (Y). From table 4.12 it can be seen that the calculation result $0,831 \times 0,444 = 0,368$ is bigger than P_{X1Y} , since P_{X1Y} is not significant. Hence, value perception (X2) becomes mediator variable of service quality (X1) on consumer's behavioral intention (Y). Thus, the conclusion on the result of hypothesis testing 8 is acceptable which means that service quality has positive and significant influences on behavioral intention through value perception.

iii. Hypothesis Testing 9 or H9 regarding value perception which has positive and significant influences on behavioral intention through consumer's satisfaction.

In order to test this hypothesis, a mediation test is conducted with a calculation on direct and indirect influences between value perception (X2) and consumer's behavioral intention (Y). From table 4.12 it can be seen that the calculation result $0,656 \times 0,247 = 0,162$, is smaller than PX_2Y , which is 0,444. Hence, consumer's satisfaction (X3) does not become mediator variable of value perception (X2) in consumer's behavioral intention (Y). Hence, the conclusion on the result of hypothesis testing 8 is unacceptable which means value perception has no significant and positive influences on behavioral intention through consumer's satisfaction.

4.5. Discussion

According to the result of hypothesis testing 1, it is explained that service quality has positive and significant influences on value perception. This test shows that either a good or bad service quality will influence consumer's value perception on the service perceived by the consumers. It is parallel with the research result conducted by Sheu (2010) who stated that service quality has positive influence on value perception. The value increases as the service quality increases as well.

The result of the hypothesis testing 2 proves that value perception has positive and significant influences on behavioral intention. It means that the consumer's perception on the value will influence their behavioral intention in the future. If the consumer's value perception is good, it will definitely cause positive behavioral intention. On the other hand, if the consumer's value perception is bad, it will cause negative consumer's behavioral intention. It is supported by a previous study conducted by Cronin, Brady and Hult (2000) who stated that value perception influences consumer's behavioral intention on the perceived service.

The result of the hypothesis testing 3 proves that service quality has positive and significant influences on consumer's satisfaction. It is parallel with the previous study conducted by Malik (2010), Hanaysha (2011) and Rinala IN (2013) who stated that the consumer's satisfaction level is influenced by the perceived service quality. If the service quality is good, hence, the satisfaction level that will be perceived is also good.

The result of the hypothesis testing 4 proves that consumer's satisfaction has positive and significant influences in consumer's behavioral intention. It is supported by a previous study conducted by Sheu (2010) who stated that students' satisfaction has significant influence with the students' positive behavioral intention. It is also supported by a research conducted by Dado (2012) who stated the similar thing that students' satisfaction also has positive influence on behavioral intention when recommending it to other parties.

The result of the hypothesis testing five proves that value perception has positive and significant influences on consumer's satisfaction. The value perceived by the consumers on the perceived service will be high if the perceived service quality is suitable with their expectation. It is parallel with a previous study conducted by Cronin, Brady and Hult (2000) who stated that the value perceived is the antecedent of satisfaction. This research also supports the statement of Sheu (2010) who stated that if the value perception that the consumers have is high, their satisfaction will increase as well. Moreover, a previous study conducted by Sánchez-Fernández (2010) also stated that value perception has positive and significant influences on satisfaction.

The result of the hypothesis testing 6 proves that service quality has no significant influence on the behavioral intention. It does not support a previous study conducted by Cronin, Brady and Hult (2000) who stated that service quality directly influence consumer's behavioral intention.

The result of the hypothesis testing 7 proves that satisfaction becomes mediation for the service quality in consumer's behavioral intention. A good quality brings high satisfaction

for the consumers. This research finding brings high satisfaction for the consumers. In the end, it will cause positive behavioral intention for the consumers. It is supported by a previous study conducted by Cronin, Brady and Hult (2000) and Dado (2012) who indicated that service quality and consumer's satisfaction are the important components which influence the consumer's behavioral intention.

The result of the hypothesis testing 8 proves that service quality has positive and significant influences in consumer's behavioral intention through value perception. A good service quality will improve consumer's perception on the perceived value and later, it will influence consumer's behavioral intention. It is suitable with a previous study conducted by Cronin, Brady and Hult (2010) that value perception is the mediator for the service quality in consumer's behavioral intention.

The result of the hypothesis testing 9 proves that value perception has neither positive nor significant influence on behavioral intention through consumer's satisfaction. It does not support a previous study conducted by Cronin, Brady and Hult (2000) that satisfaction is the mediator between value perception and the behavioral intention. In this research, value perception directly influences consumer's behavioral intention does not through satisfaction.

CONCLUSIONS

Through the result of path analysis that has been conducted by the researcher, hence, it can be concluded that:

1. The first hypothesis testing result shows that service quality has positive and significant influences on value perception. It means that either a good or bad service quality, it will influence consumer's value perception in using the training service.
 2. The second hypothesis testing result shows that value perception has positive and significant influences in consumer's behavioral intention. It means that if the consumer has either high or low value perception on a certain service, it will influence their behavioral intention in using the service in the future.
 3. The third hypothesis testing result shows that service quality has positive and significant influences on satisfaction. It means that the consumer's satisfaction level is influenced by the perceived service quality.
 4. The fourth hypothesis testing result shows that satisfaction has positive and significant influences on consumer's behavioral intention. It means that the consumer's satisfaction level will influence their behavioral intention in using the service in the future.
 5. The fifth hypothesis testing result shows that value perception has positive and significant influences on satisfaction. It means that value perception perceived by the consumers will influence their satisfaction level.
 6. The sixth hypothesis testing result shows that service quality has negative and not significant influences in consumer's behavioral intention. It means that the perceived service quality does not influence consumer's behavioral intention.
 7. The seventh hypothesis testing result shows that service quality has positive and significant influences in consumer's behavioral intention through satisfaction. It means that satisfaction becomes mediator variable for service quality influence in consumer's behavioral intention.
 8. The eight hypothesis testing result shows that service quality has positive and significant influences on behavioral intention through value perception. It means that value perception becomes mediator variable for service quality influence in consumer's behavioral intention.
 9. The ninth hypothesis testing result shows that value perception has negative and not significant influences in consumer's behavioral intention through satisfaction. It means that consumer's satisfaction does not become mediator variable for the influence of value perception variable in consumer's behavioral intention.
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SUGGESTIONS

1. Establishing employment standard which includes the background and the competence of Human Resources. It has an objective to maximize the factors which influences the successfulness of a research.
2. For a training institution, comfort factor of the training place is the important thing. It takes evaluation and teamwork in a comfortable and a suitable training place according to company's standard.

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