

connection and understand the needs of customers; Responsiveness, Willingness to help customers and staff to carry out services to respond .

Research on customer satisfaction with more than 600 companies in Ireland shows that such a lot of customers who are having relatively high level of satisfaction to frequent do the displacement or switching (Griffin, 1995). The decline in levels of trust to a company largely caused by the company to customer behavior , companies such as: arrogance , the behavior of employees and management and lack of communication . Research in general kepuasana customers do not understand that there is change and the level of customers interests in mind (Westbrook, 1981). According to Oliver (1997), satisfaction will appear as a consequence that cannot be cleared off the process of purchasing and consumption. Satisfaction is an outcome of life (life outcomes) that used as a means to understand the environment. The purchase of a satisfying is an achievement that will bring stability and tranquility in life. Satisfaction intended here in accordance with the concept of satisfaction as customers (customer satisfaction suggested by Dick & Basu (1994) said that customer satisfaction is emotional reaction of customers to experience against a product or service.

Behavioral Intentions: Intentions realized when someone makes a plan that linking himself with a future behavior . The acts of which is usually performed by a customers intentions with respect to products can be owned to a product of looking for information , buy a product for the first time, made the purchase birthday , word-of-mouth , complaints , and the contribution of the money. There are three konstruk forming intentions (Soderlund and Ohman, 2002): Intentions-as-expectations (IE), intentions realized when someone makes a plan that linking himself with a future behavior. The acts of which is usually performed by a customers intentions with respect to products can be owned to a product of looking for information, buy a product for the first time , made the purchase birthday, word-of-mouth, complaints, and the contribution of the money. There are three constructs forming intentions; Intentions-as-plans (IP) referring to the choice of planned (planned choice) someone to do a certain behavior in the future. Intentions-as-wants (IW) referring to the meaning of the purpose of the end of the intentions of the desire of the end of his own statement (Gollwitzer, 1993).

Measurement of pointless done against intentions is to know the possibility of a consumption behavior of customers on a product based on the level of customer satisfaction for satisfaction is emotional reaction someone to products that has been consumed. This reaction having scales from feeling bad to feeling good (Babin and Griffin, 1998; Gotlieb et al, 1994; Hausknecht, 1990). If someone shows reactions and feeling good of the spending is likely he has a positive intentions on the products . But if someone shows the reaction of the bad feeling and spending intentions likely he has a negative of that product. Zeithaml, Berry, and Parasuraman suggesting that behavioral intentions is a fine if it is associated with the ability of the service provider to make it has its customers (1) told me something positive about them (2) recommending them to the customers another, (3) fixed loyal against them (for example do purchases in online stores back), (4) involved further with them (5) willing to pay premium prices.

The Relation between Service Quality, Customer Value, and Customers Satisfaction on Behavioral Intentions: Research on the relationship between service quality, the value of service, behavioral and intentions of customers satisfaction have been done since a few years ago by experts (e.g., Athanassopoulou, 2000; Chenet, Tynan, and Money, 1999; Clow and Beisel, 1995; Fornell et al., 1996; Garbarino and Johnson, 1999; Roest and Pieters, 1997; Spreng, Mackenzie, and Olshavsky, 1996; Zeithaml, Berry, and Parasuraman; 1996). Para pakar tersebut menyimpulkan bahwa: (1) customer satisfaction merupakan hasil dari customer's perception terhadap nilai yang diterima, dimana value equals perceived service quality relative to price, (2) determinan pertama dari customer satisfaction secara keseluruhan adalah perceived quality, sedangkan yang menjadi determinan kedua dari customer satisfaction secara keseluruhan adalah perceived value, (3) customer satisfaction diketahui memiliki hubungan yang erat dengan value dan secara konsep didasarkan kepada penggabungan dari atribut service quality dengan atribut jasa seperti harga.

As exposure to the above, Rust and Oliver (1994) also conducted research with the same topic and produce the conclusion that perceptions regarding service quality that favored will lead to the satisfaction and value, which in turn would directly affect satisfaction. Other researchers who named Bagozi (1992) connecting service quality , customer value , intention to behavioral and customer satisfaction in the model as follows: appraisal → emotional response → coping framework. This model explaining that the initial evaluation by the customers to service to be consumed caused emotional reactions that would eventually control behavior . Emotional reaction is a degree of difference between hope at the time before a product consumed with the performance or results perceived consumers after consuming these products . Emotional reaction this could include a sense of value positive or negative will be a supplier of services received . (Woodruff, 1997). Satisfied customers will be a service of their consumption tends to be having the use of services is relatively high compared with the customers who are not satisfied. (Bolton & Lemon, 1999; Ram & Jung, 1991).

3. Research Methods

This research using quantitative research methods, tries to to analyze factors which of service quality , customer value and customer satisfaction has the most influence on customer behavioral intentions from the Auto 2000's customers in Indonesia. Based on the above explanation, hence writers suggested seven a hypotheses which will be expressed on paragraph next . Research model used by a writer are as follow:

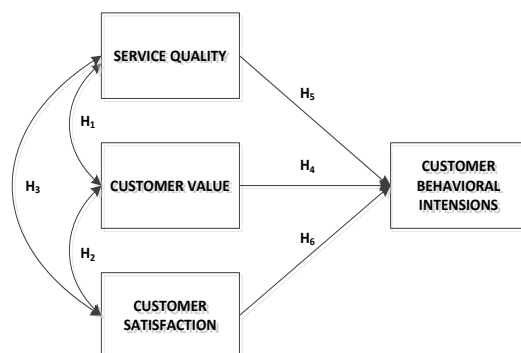


Figure 1: Research Model

Research from those mentioned above, obtained four different constructs was: service quality, customer value, customer satisfaction, and customer behavioral intentions.

Hypotheses: As researchers explained earlier, this study examines the effects of service quality, customer value, and customer’s satisfaction to behavioral intentions. The following hypotheses will be tested in this respect:

- H1: Service quality will be positively related to customer value
- H2: Customer value will be positively related to customer satisfaction
- H3: Service quality will be positively related to customer satisfaction
- H4: Customer value will be positively related to customer behavioral intentions
- H5: Service quality will be positively related to customer behavioral intentions
- H6: Customer satisfaction will be positively related to customer behavioral intentions

Sample Selection: The population in this research was Auto2000’s customers who come directly to the workshop have been using services workshop at least two times until June 2014, and is the owner personal vehicles. A technique that is used in this research was convenience sampling, where it includes non-probability sampling technique which choose samples to cover a considered appropriate by researchers (Malhotra, 2007:333). A unit of the analysis used in this research is the customer auto 2000 which be poured into in the questionnaire with the total 80

questions, which is divided into four parts service quality as much as 20 questions, customer value about 20 questions, customer satisfaction about 20 questions and behavioral intentions about 20 questions. Information on analysis unit processed using software SPSS. The sample collection done in all the Auto 2000 services stations that were 100 services stations from 15 provinces around Indonesia. The sample collection done when the customer who is visiting for services who was waiting for his vehicle. A period of data collection done in January to July 2014. The time of the sample collection done on Saturday to Sunday, when peak hours of service, that is from 8 am up to 1 pm. According to Hair et al (1998), the number of respondents all it took was $N \times 5$, where N are the number of questions that are found on a questionnaire. So in this research the number of respondents all it took was $80 \times 5 = 400$ respondents. As a result, the spread of a questionnaire as many as 4837 a questionnaire then a questionnaire that can be processed have had more than enough. A scale used in this research is likert scale with five value numerical score ranging from 1 through 5, outlined as follows: strongly disagree, do not agree, quite agree, agree, and certainly would agree.

Result: All data analysis was conducted by SPSS. About 3 major methods of multivariate analysis were used to analysis the data. Firstly, the correlations employed Pearson’s correlation coefficient followed by path analysis. The constructs were, also tested for validity and reliability and were found to be relatively sound. Then, the proposed model was tested using SPSS.

Tabel 2: Path Output

| Path | Standardized Coefficient β | Std. Error of the Estimate | t-value | p | R Square |
|---|----------------------------------|----------------------------|---------|------|----------|
| service quality → customer value | .470 | .102 | 4.622 | .000 | .397 |
| customer value → customer satisfaction | .361 | .098 | 3.670 | .001 | .517 |
| service quality → customer satisfaction | .226 | .117 | 1.928 | .001 | .494 |
| customer value → behavioral intentions | .221 | .204 | 2.427 | .005 | .294 |
| service quality → behavioral intentions | .219 | .183 | 2.326 | .007 | .291 |
| customer satisfaction → behavioral intentions | .206 | .221 | 2.487 | .001 | .226 |

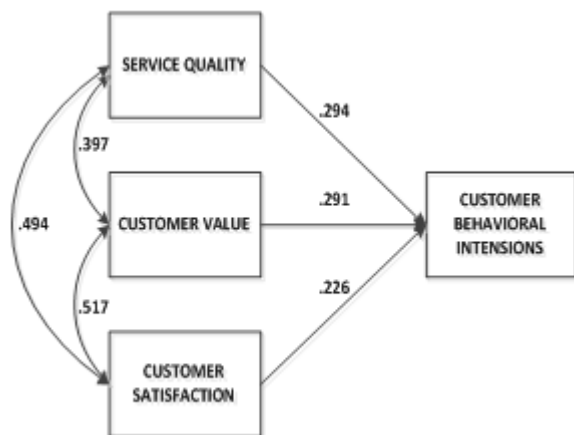


Figure 2: The Path Analysis

From research that has been done obtained that:

1. Service quality will be positively related (0.470) to customer value
2. Customer value will be positively related (0.361) to customer satisfaction
3. Service quality will be positively related (0.444) to customer satisfaction
4. Customer value will be positively related (0.294) to customer behavioral intentions
5. Service quality will be positively related (0.291) to customer behavioral intentions
6. Customer satisfaction will be positively related (0.226) to customer behavioral intentions

The research which was done in be the result of the third side variables that are service quality, customer value, and customer satisfaction, which directly affect the use of behavioral intentions at Auto2000' customers service stations, the variable of customer value gives the impact on consumers behavioral intentions to use the Auto2000 services stations of 29.4 %. Variable customer satisfaction and service quality for only 22.6 % exert 29.1 % of behavioral and consumer services, the intentions of the auto 2000. Therefore, it is very important for the parties to pay attention to the development of the three Auto2000 variables to behavioral intentions to improve its services to customers. The value of the increase in the quality of services and consumer services, which will have to accept the satisfaction that eventually it is expected to improve the customer behavioral intentions.

4. Conclusion

There are three variables (service quality, customer value, and customer satisfaction) which directly affect the behavioral intentions at Auto2000' customers service stations. The variable of customer value gives the impact on customers behavioral intentions to use the Auto 2000 services stations of 29.4 %. Variable customer satisfaction and service quality for only 22.6 % exert 29.1 % to behavioral intentions of the Auto 2000 services stations.

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