

## Service Quality and Value Affecting Parents' Satisfaction and Behavioral Intentions in a Childcare Centre Using a Structural Approach

<sup>1</sup>Nor Asiah Omar, <sup>2</sup>Nor Khalidah Abu, <sup>3</sup>Dewi Amat Sapuan, <sup>4</sup>Norzalita Abd Aziz,  
<sup>5</sup>Muhamad Azrin Nazri

<sup>1</sup>Faculty of Economics and Business Administration, National University of Malaysia

<sup>2</sup>Faculty of Business Administration, Universiti Tun Abdul Razak Malaysia,

<sup>3</sup>Bank Rakyat School of Business and Entrepreneurship, Universiti Tun Abdul Razak Malaysia

<sup>4</sup>Graduate School of Business, National University of Malaysia,

<sup>5</sup>School of Business, Asia Pacific University College of Technology and Innovation

---

**Abstract:** This study proposes and tests an integrative model to examine the relations among service quality, perceived value, satisfaction and behavioral intention in a childcare centre in Malaysia. The data for this research were collected from 201 parents who sent their children to childcare centre. Using structural equation modeling (SEM) techniques, the results reveal the direct effects of service quality on perceived value and satisfaction. Both perceived value and parent's satisfaction toward the childcare are significant determinants of behavioral intentions. However, service quality has an indirect effect on loyalty when mediated by perceived value and satisfaction. These findings contribute to the understanding of parent behavior, providing researchers and practitioners with insights into how effectively to manage a childcare centre.

**Key words:** Service quality, perceived value, satisfaction, behavioral intentions, childcare centre, Malaysia

---

### INTRODUCTION

There is a growing number of women with small children are joining the paid labor force; fewer mothers are staying at home to care for their children full time. The new higher retirement age means fewer grandparents are available to care for their grandchildren during the working day. Furthermore, the nature of work itself has also changed dramatically in the last few years where more employees are required to work more than the "standard" 40-hour week. The number of childcare facilities has increased to meet the demand. Nearly half of employed mothers and one third of unemployed mothers of three and four olds reported childcare center as their main childcare arrangement (Liu, Yeung and Farmer, 2001). Similarly, it is reported by Doherty, Forer, Lero, Goelman and LaGrange (2006), a substantial proportion of children in both United States and Canada receive care in childcare centers. Day care or childcare are terms used to describe the care of a child during the day by a person other than the child's parents or legal guardians, typically someone outside the child's immediate family.

As Malaysia gears herself towards achieving the goals of a developed nation, much more emphasis is now given to early childhood education where the enrolment of children in childcare centers and the number of centers are on the rise (Ministry of Women, Family and Community Development, 2007). In Malaysia, one of the reasons that lead to the growth in childcare is due to the increasing rate of maternal labor force participation. A recent study across Hong Kong, Singapore, Taipei, Bangkok, Manila, Jakarta and Kuala Lumpur discovered that female professionals represent the fastest growing segment of Asian 'elite' (i.e. people over 25, and currently employed in senior positions in business, government and education) (Bhosale and Gupta, 2006). Childcare generally, is used to fulfill at least two different functions: first, to free parents particularly mother, to enter the paid work. Secondly, is to foster the physical, emotional, cognitive and social development of children. There is considerable evidence from previous research that good quality childcare center can have powerful effects on children survival, growth and development (Doherty *et al.*, 2006; Iram and Butt, 2004; Liu *et al.*, 2001). Because of the strong indication that children's development is influenced by their childcare experience, most families are becoming more selective when it comes to childcare. As more

---

**Corresponding Author:** Nor Asiah Omar, Faculty of Economics and Business Administration, National University of Malaysia  
E-mail: norasiah@ukm.my

parents become increasingly affluent, the need to equip their children with skills to cope with the future also increases.

Despite the growing demand for childcare services and their critical role in development of children, childcare service providers have lagged far behind compared to most other service firms in applying marketing-oriented approaches to their businesses (Barnes and Adamczyk, 1993; Rivera, 2001). Thus, the delivery and quality of this important consumer service has implications not only for direct customers of this service such as parents but also for users of the service (i.e., children) as well as the society as a whole. It is therefore the study's intention is to explore the relationship of parents' perceived service quality, perceived value, satisfaction, and behavioral intention in the context of childcare. Next, we present and discuss our model and hypotheses and present our methodology and results. We conclude with a discussion of the implications of our study and provide direction for future research.

***Development of Research Hypotheses:***

***Perceived service quality, perceived value, satisfaction and loyalty:***

There is growing evidence that investment in service quality improvements pays off in enhanced customer satisfaction and building long-term relationship between providers and customers (Brady and Robertson, 2001). Based on past literature (Bitner and Hubert, 1994), service quality is the customer's overall impression with regard to the superiority or excellence of the service encounters. Service quality is widely argued as one of the important variables that influence customers' perception of value and as a prerequisite to behavioral intentions. Based on the review of the literature with regard to the concept of service quality, and perceived value, it is sufficient to say that most studies confirm that service quality has a positive impact on perceived value (Chen and Chen, 2010; Choi *et al.*, 2004). Moreover, several researchers supported that service quality is an antecedent of customer satisfaction (e.g. Bitner, Booms and Mohr, 1994; Cronin *et al.*, 2000 and Spreng and Mackoy, 1996), which in turn influences purchasing behavior (Johnson and Gustafsson, 2000; Oliver, 1999). Indirect models posit that service quality influences behavioral intention only through value and satisfaction (Kuo *et al.*, 2009; Patterson and Spreng, 1997). However, Bloemer *et al.* (1988) found that there is a direct as well as indirect relationship between loyalty and service quality via satisfaction. Thus we propose that:

- H1a: Service quality has a positive effect on perceived value.
- H1b: Service quality has a positive effect on parent satisfaction.
- H1c: Service quality has a positive effect on behavioral intention.

Value denotes the notion of preference, the result from the trade-off between benefits and sacrifices (Day, 1994; Zeithaml, 1988). Customers' benefits include tangibles and intangibles attributes of the product/service offering (Xia *et al.* 2004; Gale, 1994). The sacrifice component includes monetary and non-monetary factors such as time and effort needed to acquire and use the product/service (Gronroos, 1997; Zeithaml, 1988). Value has been identified as an important variable of customer satisfaction and behavioral intention (McDougall and Levesque, 2000). A study of Korean travelers demonstrated that value has a positive effect on satisfaction and behavioral intentions (Park, Robertson and Wu, 2004). This relationship implies that if customers think they are getting high value from the services they receive, they are more likely to be satisfied, purchase again and recommend the service to others. In other words, when the perceived value is low, customers will be more inclined to switch to competing businesses in order to increase perceived value, thus contributing to a decline in loyalty (Anderson and Srinivasan, 2003). Therefore two more hypotheses are specified below:

- H2a: Perceived value has a positive effect on parent satisfaction.
- H2b: Perceived value has a positive effect on behavioral intention.

In the business context, loyalty has been used to describe a customer's willingness to continue patronizing a firm over the long term, and recommending the firm's products and services to friends and associates (Lovelock and Wirtz 2004). Historically, loyalty has been characterized and measured strictly as a behavior (Day 1969). However, some researchers (Czepiel and Gilmore, 1987) view loyalty from an attitudinal perspective with the argument made that loyalty is a desire or intention to repurchase. Recent, research (Kumar and Shah, 2004) redefines loyalty as both a behavioral and attitudinal construct. The attitudinal measure refers to a specific desire to continue a relationship with a service provider while the behavioral aspect refers to the concept of repeat patronage (Chen and Chen, 2010). According to Oliver (1999), customer loyalty can be categorized into four stages: cognitive, affective, conative and action. Interestingly, previous researchers (i.e.

Chen and Chen, 2010; Yang and Peterson, 2004) suggested that it is easier to employ behavioral intention rather than action loyalty that is, conative loyalty as a compromise of action loyalty. Hence, parent's favorable feelings toward a childcare are likely to stimulate behavioral intention. As such:

H3: Parent satisfaction has a positive effect on behavioral intention.

### **Research Methodology:**

The population under study, which became the unit of analysis for this study, is parents or guardians who send their children to any childcare centers that are located around Kuala Lumpur and Selangor in Malaysia. Respondents were selected purposively as they were first screened to ensure that they have at least used the childcare for a year. A questionnaire was designed to ask parents/guardians on their perception of the childcare's service quality, value, satisfaction and behavioral intention. This information was collected using a five-point scale (1 strongly disagree to 5 = strongly agree) in response to statements about these variables. For a clear, valid, and appropriate survey content and measurement scales, the questionnaire was pre-tested on five academicians who send their children to childcare center. Data were collected through self-administered questionnaires and distributed using purposive sampling technique.

The research objectives as well as the criteria of the respondents were explicitly explained to the staffs managing the childcare centers. Those childcare centers management who agreed to participate were then provided with copies of the questionnaire and asked to distribute them to parents/guardian of their respective childcare centers. In this process, a total of 254 questionnaires were distributed to ten childcare centers, 223 responses were returned, resulting in a good response rate of 87%. However, twenty two responses were discarded because of incomplete data leading to a total sample of 201.

The measurements of the independent variables as well as the dependent variables incorporated within the context of this study were adapted from existing scales. All constructs were measured using multiple-item scales and aligned with the conceptual aspects of each construct. Perceived service quality was quantified using five-item scale by Grace and O'Cass (2003) and Kim and Smith (2007). To measure parents' satisfaction toward the childcare, 4 item-scales of Crosby and Stephens (1987) was adopted. Finally, both the perceived value and behavioral intention also used 4-item scales, the former adopted from the work of Dodds *et al.*, (1991) while the later derived from Yoon and Kim (2000).

## **RESULTS AND DISCUSSIONS**

Table 1 provides some information about the respondents' demographic characteristics. The total numbers of respondents were 201. Of these, the dominant number of respondents was female (52%) which is not unusual for studies in the childcare service industry (Grace and O'Cass, 2001; Kim and Smith, 2007). The majority of the respondents (85%) were between the ages of 30 to 39. Approximately 50% of respondents had completed their degree, and 33% had an annual income of MYR6, 000 to MYR 7,999 which were somewhat higher than what would be found in the general Malaysia population. Nevertheless, it is relatively typical of the demographic makeup of the capital of Malaysia-Kuala Lumpur with higher cost of living, income, and job level associated.

A two step approach was employed; examination of the measurement model was followed by an examination of the structural model used to test the hypothesized relationships (Anderson and Gerbing, 1988). The Structural Equation Modeling (SEM) procedure enabled us to evaluate how well a proposed conceptual model that contains observed variables and unobservable constructs fits the collected data (Bollen, 1989). We first conducted a confirmatory factor analysis (CFA) to test the robustness, reliability of the scales (via AMOS and the maximum likelihood estimation technique), to confirm the factor loading of the four constructs (i.e. perceived service quality, perceived value, satisfaction and behavioral intentions) and to assess the model fit.

The model adequacy was assessed by the fit indices suggested by Hair *et al.* (2006). Convergent validity of CFA should be supported by construct reliability and average variance extracted (Hair *et al.*, 2006). Table 2 presents the correlation matrix, descriptive statistics, Cronbach's alpha reliability coefficients, composite reliability, and average variance extracted (AVE) for the measures. As shown in Table 2 construct reliability estimates ranging from .87 to .92, which exceed the critical value of .70 indicating satisfactory estimation. The average variance extracted of all constructs range between .70 to .81 which are above the suggested value of .50. These indicate that the measurement model has good convergent validity (Fornell and Larcker, 1981). Thus, the hypothesized measurement model is reliable and meaningful to test the structural relationships among the constructs.

**Table 1:** Profile of respondent demographic variables

Demographic variables		Research sample (n = 201)	
		Number of Respondents	%
Gender	Male	96	48
	Female	105	52
Marital status	Married without Children (Adopted Child)	4	2
	Married with Children	194	96
	Widow/Divorce/Separate	3	2
Age	Less than 20 years old	0	0
	20-29 years old	16	8
	30-39 years old	171	85
	40-49 years old	14	7
	50-59 years old	0	0
	60 years old and above	0	0
Household monthly income	less than RM1000	0	0
	RM1000-RM1999	4	2
	RM2000-3999	24	12
	RM4000-5999	57	29
	RM6000-7999	67	33
	RM8000-9999	33	16
	Above RM10,000	16	8
Work sector	Private sector	117	58
	Government/Semi-government	74	37
	Own Business	7	3
	Student	0	0
	Not Working	0	0
	Others	3	2

**Table 2:** Constructs Assessment

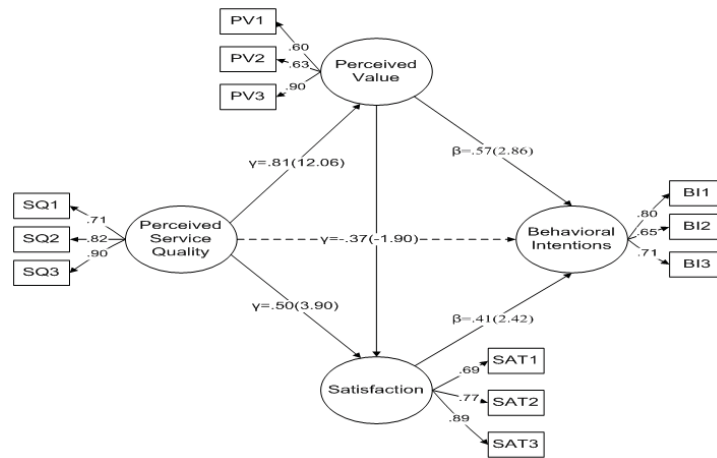
	SQ	PV	Sat	BI
SQ	<b>0.73</b>			
PV	0.62**	<b>0.71</b>		
Sat	0.66**	0.64**	<b>0.81</b>	
BI	0.31**	0.39**	0.45**	<b>0.70</b>
Mean <sup>a</sup>	3.73	3.61	3.86	3.45
SD	0.74	0.58	0.54	0.57
Construct reliability	0.89	0.88	0.92	0.87
Cronbach's alpha ( $\alpha$ )	0.85	0.8	0.83	0.76

Note: SD = Standard Deviation AVE is represented on the diagonal \*\*p<0.01  
<sup>a</sup>= These mean figures are based on each summated scale score divided by the number of items in each scale, for ease of interpretation.

Structural equation modeling was utilized to test the six hypothesized relationships. Accordingly, the assessment of the model fit in this model (see Figure 1) has satisfactory overall model fit which is based on multiple criteria; the comparative fit index (CFI), normed fit index (NFI), relative fit index (RFI), and root mean square error of approximation (RMSEA) with values of .96, .92, .90 and .07, respectively. However, chi-square statistic was significant ( $\chi^2 = 99.86$ ,  $df = 47$ ,  $P = .00$ ), which is common given the large sample size (Bagozzi and Yi, 1988). A better measure of fit is chi-square over degrees of freedom. This ratio for our model was 2.12, which was within the suggested three to one bracket (Chin and Todd, 1995). Therefore, overall the data indicate excellent fit for our hypothesized model (see Table 2).

Table 3 reports the results of the hypothesis test, out of six hypotheses, 5 were supported. Perceived service quality has a significant positive effect on both perceived value and satisfaction ( $\gamma = .81$ ,  $t = 12.06$ ,  $p < .01$  and  $\gamma = .50$ ,  $t = 3.90$ ,  $p < .01$ ) respectively, but not on behavioral intentions ( $\gamma = -.37$ ,  $t = -1.90$ ,  $p > .05$ ). Thus, H1a and H1b are supported while H1c is rejected. The results nonetheless show that service quality perception of parents toward a childcare has an indirect effect on parent behavioral intentions via satisfaction or value (effect = .42). As hypothesized, perceived value has a significant positive effect on satisfaction ( $\beta = .37$ ,  $t = 2.80$ ,  $p < .01$ ) and behavioral intentions ( $\beta = .57$ ,  $t = 2.86$ ,  $p < .01$ ), thus supporting H2a and H2b. Finally, the path from satisfaction to behavioral intentions was also significant ( $\beta = .41$ ,  $t = 2.42$ ,  $p < .01$ ), supporting H3.

The measured effects of all relationships are revealed in Table 4. First, the direct effect of service quality on perceived value (.81) is greater than it is on satisfaction (.50), while no direct effect of service quality on behavioral intentions is found. Second, although both direct effects of perceived value and satisfaction on behavioral intentions are identified, the latter (.57) is greater than the former (.41). With respect to indirect effects, the effect of service quality on behavioral intentions is mediated by perceived value and /or satisfaction was .42, hence resulting in a total effect of .42. Furthermore, perceived value has a direct effect (.57) as well as indirect effect (.15) mediated by satisfaction on behavioral intentions.



**Fig. 1:** Estimated results of the model (t values in parentheses).

\*\*Pls use this figure as I have added the value of  $\beta = .37 (2.80)$  for perceived value and Satisfaction. TQ.

Table 3: Results of structural equation model

Hypothesized Path	Standardized Coefficient	(t-value)	Critical Ratio	Results
Service Quality – Perceived Value	0.81		12.06**	Supported
Service quality – Satisfaction	0.5		3.90**	Supported
Service Quality – Behavioral Intentions	-0.37		-1.90 <sup>a</sup>	Not Supported
Perceived Value - Satisfaction	0.37		2.80**	Supported
Perceived Value – Behavioral Intentions	0.57		2.86**	Supported
Satisfaction - Behavioral Intentions	0.41		2.42**	Supported

Goodness-of-fit statistics

CFI 0.96

GFI 0.93

**Note:** \*\* Significant at  $p < 0.01$  ( $t > \pm 2.57$ ) <sup>a</sup> Non-significant

Table 4: Direct, Indirect and total effects of relationships

Path	Direct effect	Indirect effect	Total effect
Service quality – Perceived value	0.81	-	0.81
Perceived value – Behavioral intentions	0.57	0.15	0.72
Service quality – Satisfaction	0.5	0.3	0.8
Satisfaction - Behavioral intentions	0.41	-	0.41
Perceived value – Satisfaction	0.37	-	0.37
Service quality- Behavioral intentions	-0.37	0.42	0.42

### Discussions and Conclusions:

This paper examines the ways that service quality and the relationship marketing perspective both contribute to the understanding of behavioral intention among parents in childcare industry. The discussion of the research questions and hypotheses illuminates several key findings of this study to the marketing theory and childcare service industry. First, the present study demonstrates that service quality has a positive effect on perceived value. The finding of this study is consistent with past studies that noted service quality as one of the important variables that influence customers' perception of value (Choi *et al.*, 2004; Kuo *et al.*, 2009).

Second, the research also confirmed the importance of perceived value and service quality in the formation of satisfaction which in turn have a strong predictor on behavioral intentions (Kuo, 2009; McDougall and Levesque, 2000). Parents' satisfaction was significantly directly influenced by both service quality and perceived value. Hence, when parents perceive higher service quality and value of childcare services, their satisfaction will be more positive. It implies that an understanding of what service quality and value mean to parents offers the promise of establishing long-term customer relationships. Although both service quality and value are positively related to satisfaction, perceived service quality is the most important determinant of satisfaction in this study. Service quality has become a well-studied construct in marketing as well as service marketing, given its importance and established relationship with satisfaction (Sivadas and Baker-Prewitt, 2000).

Accordingly, these results confirm previous research (Anderson and Sullivan, 1993; Bitner *et al.*, 1994; Cronin and Taylor, 1992; Gotlieb *et al.*, 1994; Sivadas and Baker-Prewitt, 2000; Spreng and Mackoy, 1996; Zhou, 2004) who provide empirical support on perceived service quality as an antecedent of customer satisfaction, which in turn influences purchasing behavior (Johnson and Gustafsson, 2000; Oliver, 1999).

Third, an even more important finding in this study is the effects of service quality, perceived value and satisfaction on behavioral intentions. Interestingly, our study finds that only perceived value and satisfaction are positively related to behavioral intentions. In contrast, perceived service quality is found to be not directly related to behavioral intentions. Therefore, behavioral intentions were significantly directly influenced by both perceived value and parents' satisfaction. These results are consistent with the findings of previous studies such as Lin and Wang (2006); Lai *et al.* (2009); Geng Kuo *et al.* (2009). Consequently, childcare service provider must develop and monitor both perceived value and satisfaction creating continuously.

Since, perceived value is directly related to behavioral intentions, this study make it possible for childcare providers as well as academics to recognize the importance of value in parents' service evaluations and future purchase intentions (Barlow and Maul, 2000; Gale, 1994; Woodruff and Gardial, 1996). To meet the demand of highly value-conscious parents, childcare providers need to understand what defines value in their parents' minds. Based on the results of the current study, it also appears that perceived value actually has the greatest total effect on behavioral intention (see Figure 1). Other research suggests that perceived value only indirectly influences behavioral intention through satisfaction (Patterson and Spreng, 1997; Zins, 2001). This research reveals that perceived value not only serves as an important mediating capacity but also directly influencing behavioral intention. This is similar to the findings in the study by Cronin *et al.* (2000) and Oh, (2000) that suggested perceived value as a better predictor of repurchase intentions than either satisfaction or service quality. In contrast, this finding is a marked deviation from previous study that service quality has a direct effect on behavioral intentions (Cronin *et al.*, 2000; Mohr and Bitner, 1995). Therefore, this result indicate that to achieve behavioral intentions, perceived service quality is entirely mediated by perceived value and/or parents satisfaction, implying that good service quality is still important to the childcare service providers. Thus, childcare providers must produce and maintain high service standards as well as parents' satisfaction to build long-term relationships between parents and firms.

#### **Limitations:**

Although the present study significantly contributed to the literature, it has several limitations. First limitation of this study revolves around sampling issues as the study has relied primarily on sample drawn specifically from a limited geographical area in Malaysia. Hence, the findings may not represent the entire childcare centers in Malaysia. Second, some important factors are not integrated into the model such as respondents' characteristics like gender, education, and ethnicity plus other variables like expectations and trust. These factors may influence customers' views about childcare and their evaluation of services. Finally, this study employed a cross-sectional design whereby all the constructs included in the hypothesized model were assessed at a single point of time. Therefore, no definite conclusion can be drawn concerning the causality of relationships among constructs (De Wulf, 1999). It is generally recognized that longitudinal studies provide stronger inferences for causality. Hence, this study should become a precedent as well as a precursor to both longitudinal studies and case studies in the future.

#### **REFERENCES**

- Anderson, J.C. and D.W. Gerbing, 1988. Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach. *Psychological Bulletin*, 103: 411-423.
- Anderson, E.W. and M.W. Sullivan, 1993. The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(Spring): 125-143.
- Anderson, R.E. and S.S. Srinivasan, 2003. E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, 20(2): 123-138.
- Bagozzi, R.P. and Y.Yi, 1988. On The Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Science*, 16(1): 79-94.
- Barlow, J. and D. Maul, 2000. *Emotional Value: Creating Strong Bonds with Your Customers*, San Francisco: Berrett-Koehler Publishers.
- Barnes, N.G. and D.Adamczyk, 1993. Booming Business, Minimal Marketing: The Childcare Industry. *Health Marketing Quarterly*, 10(3/4): 137-45.
- Bhosale, S. and S. Gupta, 2006. Tomorrow is a New Consumer! Who is the Future Asian Consumer. In the Proceedings of the ESOMAR Asia Pacific Conference Mumbai, India.

- Bitner, M.J. and A.R. Hubbert, 1994, Encounter Satisfaction Versus Overall Satisfaction Versus Quality. In *Service Quality: New Directions In Theory And Practice*, Eds., Rust, R. T. and R. L. Oliver, CA: Thousand Oaks.
- Bitner, M.J., B.H. Booms and L.A. Mohr, 1994. Critical Service Encounters: The Employee Viewpoints. *Journal of Marketing*, 58(4): 95-106.
- Bloemer, J. and K. de Ruyter, 1998. Investigating Drivers of Bank Loyalty: The Complex Relationship between Image, Service Quality. *International Journal Bank Marketing*, 16(6/7): 276-86.
- Bollen, K.A., 1989. *Structural Equation With Latent Variables*, New York.
- Brady, M.K. and C.J. Robertson, 2001. Searching For a Consensus on the Antecedent Role of Service Quality And Satisfaction: An Exploratory Cross-National Study. *Journal of Business Research*, 51(1): 53-60.
- Chen, C.-F. and F.-S. Chen, 2010. Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourist. *Tourism Management*, 31: 29-35.
- Chin, W.W. and P.A. Todd, 1995. On The Use, Usefulness and Ease of Use of Structural Equation Modeling in Mis Research: A Note Of Caution. *MIS Quarterly*, 19(2): 237-46.
- Choi, K.-S., W.-H. Cho, S. Lee, H. Lee and C. Kim, 2004. The Relationship among Quality, Value, Satisfaction and Behavioral Intention in Health Care Provider. *Journal of Business Research*, 57(8): 913-921.
- Cronin, J.J., M.K. Brady and G.T.M. Hult, 2000. Assessing the Effect of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2): 193-218.
- Crosby, L.A. and N.J. Stephens, 1987. Effects of Relationship Marketing On Satisfaction, Retention and Prices in the Life Insurance Industry. *Journal of Marketing Research*, 24(Nov): 404-411.
- Czepiel, J.A. and R.Gilmore, 1987. Exploring the Concept of Loyalty in Services. In *Services Marketing Challenge: Integrating for Competitive Advantage*, Eds., Czapiel, J.A., C.A. Congram and J. Shanahan, Chicago, IL: AMA, pp: 91-94.
- Day, G.S., 1969. A Two-Dimensional Concept of Brand Loyalty. *Journal of Advertising Research*, 9(3): 29-35.
- Day, G.S., 1994. The Capabilities of Market Driven Organizations. *Journal of Marketing*, 58(4): 37-52.
- De Wulf, K., 1999. *The Role of the Seller in Enhancing Buyer-seller Relationships*, PhD. Thesis, University of Ghent.
- Dodds, W.B., K.B. Monroe and D. Grewal, 1991. Effect of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(August): 307-319.
- Doherty, G., B. Forer, D.S. Lero, H. Goelman and A. LaGrange, 2006. Predictors of Quality in Family Childcare. *Early Childhood Research Quarterly*, 21: 296-312.
- Fornell, C. and D.F. Larcker, 1981. Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, XVIII(Feb): 39-50.
- Gale, B.T., 1994. *Managing Customer Value: Quality and Service that Customers Can See*, New York: Free Press.
- Grace, D. and A. O'Cass, 2001. Attributions of Service Switching: A Study of Consumers' and Providers' Perceptions of Child-Care Service Delivery. *Journal of Services Marketing*, 15(4): 300-321.
- Grace, D. and O'Cass, 2003. Childcare Services: An Exploratory Study of Choices, Switching and Search Behavior. *European Journal of Marketing*, 37(1/2): 107-132.
- Gronroos, C., 1997. Value-Driven Relational Marketing: From Products to Resources and Competencies. *Journal of Marketing Management*, 13(5): 407-419.
- Hair, F.J., W.C. Black, B. Babin, R.E. Anderson and R.L. Tatham, 2006. *Multivariate Data Analysis*. Upper Saddle River, NJ: Prentice-Hall.
- Iram, U. and M.S. Butt, 2004. Socioeconomic and Environmental Determinants of Child-Care Patterns of Preschoolers in Pakistan. *International Journal of Social Economics*, 31(3): 218-238.
- Johnson, M.D. and A. Guftafsson, 2000. *Improving Customer Satisfaction Loyalty, and Profit: An Integrated Measurement and Management System*, San Francisco: Jossey-Bass.
- Kim, Y.K. and A.K. Smith, 2007. Providing a Critical Service Today for Tomorrow's Consumers: A Relational Model of Customer Evaluations and Responses in the Childcare Industry. *Journal of Retailing and Consumer Services*, 14: 232-245.
- Kumar, V. and D. Shah, 2004. Building and Sustaining Profitable Customer Loyalty for The 21st Century. *Journal of Retailing*, 80: 317-330.
- Kuo, Y.-F., C.-M. Wu and D. Wei-Jaw, 2009. The Relationships Among Service Quality, Perceived Value, Customer Satisfaction, and Post-Purchase Intention in Mobile Value-Added Services. *Computers in Human Behavior*, 25: 887-896.
- Lin, H.H. and Y.-S. Wang, 2006. An Examination of the Determinants of Customer Loyalty in Mobile Commerce Contexts. *Information and Management*, 43: 271-82.

- Liu, W.P., A.S. Yeung and S. Farmer, 2001. What do Parents Want from Day Care Services? Perspective from Australia. *Early Childhood Research Quarterly*, 16: 385-93.
- Lovelock, C. and J. Wirtz, 2004. *Services Marketing: People, Technology, Strategy: Person Education International*.
- McDougall, H.G.G. and T. Levesque, 2000. Customer Satisfaction with Services: Putting Perceived Value into Equation. *Journal of Services Marketing*, 14(5): 392-410.
- Mohr, L.A. and M.J. Bitner, 1995. The Role of Employee Effort in Satisfaction with Service Transactions. *Journal of Business Research*, 32: 239-52.
- Oh, H., 2000. Diners' Perceptions of Quality, Value and Satisfaction. *Cornell Hotel and Restaurant Administration Quarterly*, 41(3): 58-66.
- Oliver, R.L., 1999. Where Consumer Loyalty. *Journal of Marketing*, 63: 33-44.
- Park, J. W., R. Robertson and C.L. Wu, 2004. The Effect of Airline Service Quality On Passengers' Behavioral Intentions: A Korean Case Study. *Journal of Air Transport Management*, 10: 435-439.
- Patterson, P.G. and R.A. Spreng, 1997. Modeling the Relationship between Perceived Value, Satisfaction and Repurchase Intentions in a Business-to-Business, Service Context: An Empirical Examination *International Journal of Service Industry Management*, 8(5): 415-32.
- Rentz, O.J., C.D. Shepherd, A. Tashchian, P. A. Dabholkar and R. T. Ladd, 2002. A Measure of Selling Skill: Scale Development and Validation. *Journal of Personal Selling and Sales Management*, 20(2): 89-98.
- Rivera, P.V., 2001. Childcare industry sees dramatic growth spurt: practitioners must use sound business skills to survive, experts say, in *The Dallas Morning News*.
- Sivadas, E. and J.L. Baker-Prewitt, 2000. An Examination of the Relationship between Service Quality, Customer Satisfaction, and Store Loyalty. *International Journal of Retail and Distribution Management*, 28(2): 73-8.
- Spreng, R.A. and R.D. Mackoy, 1996. An Empirical Examination of a Model of Perceived Service Quality and Satisfaction. *Journal of Retailing*, 72(2): 201-14.
- Woodruff, B. R. and F. S. Gardial, 1996. *Know Your Customer: New Approaches to Understanding Customer Value and Satisfaction*, Malden: Blackwell Business.
- Xia, L., K.B. Monroe. and J. L. Cox, 2004. The Price is Unfair! A Conceptual Framework of Price Fairness Perceptions. *Journal of Marketing*, 68(Oct): 1-15.
- Yang, Z. and R. T. Peterson, 2004. Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs. *Psychology and Marketing*, 21(10): 799-822.
- Yoon, S. and J. Kim, 2000. An Empirical Validation of a Loyalty Model Based on Expectation Disconfirmation. *Journal of Consumer Marketing*, 17(2/3): 120-34.
- Zeithaml, V.A., 1988. Consumer Perception of Price, Quality and Value: A Means-end Model and Synthesis of Evidence. *Journal of Marketing*, 52(July): 2-22.
- Zhou, L., 2004. A Dimension - Specific Analyze of Performance Only Measurement of Service Quality and Satisfaction in China's Retail Banking. *Journal of Service Marketing*, 18(7): 534-46.
- Zins, A.H., 2001. Relative Attitudes and Commitment in Customer Loyalty Models: Some Experiences in the Commercial Airline Industry. *International Journal of Service Industry Management*, 12(3): 269-94.