

THE DETERMINING FACTORS OF SERVICE VALUE AND
SATISFACTION FOR EDUTAINMENT SERVICES IN MALAYSIA

By

INDRA A/P BALACHANDRAN

Thesis Submitted to the Ghazali Shafie Graduate School of Government,
Universiti Utara Malaysia
In Fulfillment of the Requirements for the Master Degree

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ABSTRACT

The Determining Factors of Service Value and Satisfactions for Edutainment Services in Malaysia

By

Indra A/P Balachandran

Edutainment is a growing business in our country and it is precisely to study the service value and satisfaction to learn about customers behaviors. The purpose of this study is to identify antecedents of service value and satisfaction and determine the relationship and which antecedents are most influential on value and satisfaction. This research used a non-probability with mall intercept convenience sampling and 130 respondents were participated in this survey. This study employed the Descriptive analysis, Correlation analysis, and Multiple Regression Analysis. For the data analysis, we have used 127 questionnaires and 7 questionnaires were eliminated due to incomplete. The results of this study are supported that overall service marketing mix and service quality have a positive and significant relationship between service value and service satisfaction. Meanwhile, the most influential antecedents on value are the physical evidence and service quality, for service satisfaction is the service quality. Our research suggests that the edutainment marketing managers should create an effective service marketing mix strategies which leads to customer perceived quality, perceived value as well as perceived satisfaction.

ABSTRAK

Faktor Menentukan Nilai Perkhidmatan dan Kepuasan untuk Perkhidmatan Pendidikan-Hiburan di Malaysia

Oleh,

Indra A/P Balachandran

Pendidikan-Hiburan berkembang sebagai perniagaan di negara kita dan ia adalah tepat untuk mengkaji nilai perkhidmatan dan kepuasan untuk mempelajari tingkah laku pelanggan. Tujuan kajian ini adalah untuk mengenal pasti latar belakang yang bernilai perkhidmatan dan kepuasan dan menentukan hubungan dan latar belakang yang paling berpengaruh kepada nilai dan kepuasan. Kajian ini menggunakan bukan kebarangkalian-pusat membeli belah dengan menggunakan pensampelan kemudahan and 130 orang responden telah mengambil bahagian dalam kajian ini. Kajian ini menggunakan analisis deskriptif, analisis Korelasi dan Analisis Regresi Berganda. Untuk data analisis, kami telah menggunakan 123 soal selidik and 7 soal selidik tidak gunakan disebabkan tidak lengkap. Hasil kajian ini disokong bahawa keseluruhan campuran pemasaran perkhidmatan, dan kualiti perkhidmatan mempunyai hubungan yang positif dan signifikan antara nilai perkhidmatan dan kepuasan perkhidmatan. Sementara itu, latar belakang yang paling berpengaruh pada nilai adalah bukti fizikal dan kualiti perkhidmatan, untuk kepuasan perkhidmatan adalah kualiti perkhidmatan. Kajian kami menunjukkan bahawa pengurus pemasaran pendidikan-hiburan perlu mewujudkan strategi yang berkesan campuran pemasaran perkhidmatan yang membawa kepada pelanggan yang berkualiti dilihat, nilai dilihat serta kepuasan dilihat.

ACKNOWLEDGEMENT

First and foremost, I would like to thank Universiti Utara Malaysia for giving me the opportunity to conduct and learn from this project. Throughout this project, I had developed the valuable knowledge and skills that are useful in my future undertakings. Furthermore, this research paper would not have been possible without the support and encouragement of many people. I am deeply indebted to my supervisor Dr. Mohd Haniff Jedin, because he improved my several mistakes. Indeed, with his enthusiasm, his encouragement, and his great efforts to explain things clearly and simply, he helped me pass the difficult times and clarify of confusion. Through the whole journey of this research paper, he provided guidance, persistent help, good teaching, and plenty of good ideas which not only useful in paper but also in lifelong.

In addition, I would like to thank UUM library who provided online journals for helping me to access the journals with free as I had used the highest e-resources of UUM library, they awarded me the certificate as an appreciation (refer Appendix D). Additionally, I would like to thank all the respondents who willing to spend their own time for helping me to complete the data collection works. On a personal note, I would like to express my gratitude to all my family and my beloved friends who gave me the possibility to complete this thesis. Last but not least, I thank God for all his blessings.

INDRA A/P BALACHANDRAN

TABLE OF CONTENTS

PERMISSION TO USE	I
ABSTRAK	II
ABSTRACT	III
ACKNOWLEDGMENT	IV
LIST OF TABLE	V
LIST OF FIGURES	VI
LIST OF ABBREVIATIONS	VIII
CHAPTER 1: INTRODUCTION	1
1.1 Background of study	1
1.2 Problem Statement	4
1.3 Research Questions	7
1.4 Research Objectives	7
1.5 Motivation to study	8
1.6 Significant of Study	9
1.7 Scope of the study	10
1.8 Organization of the Study	11
1.8.1 Chapter One: Research Overview	11
1.8.2 Chapter Two: Literature Review	11
1.8.3 Chapter Three: Methodology	11
1.8.4 Chapter Four: Data Analysis	12
1.8.5 Chapter Five: Discussion	12
1.8.6 Chapter Six: Conclusion	12
1.9 Conclusion	12

CHAPTER 2: LITERATURE REVIEW	13
2.1 Background of Edutainment Concept	13
2.2 Edutainment Industries in Malaysia	14
2.2.1 MegaKidz Funland and Edutainment	14
2.2.2 Legoland Malaysia	15
2.2.3 KidZania	16
2.3 Conceptual Framework	17
2.4 Theoretical Background	18
2.4.1 Customer Satisfaction Theory	18
2.4.2 Service Value	19
2.4.3 Service Quality	22
2.4.4 Marketing Mix	25
2.4.4 Hypotheses Development	26
2.5.1 Price	26
2.5.2 Place	27
2.5.3 Promotion	28
2.5.4 People	29
2.5.5 Physical Evidence	30
2.5.6 Process	31
2.5.7 Relationship between SMM and Service Value (SV)	33
2.5.8 Relationship between SMM and Service Satisfaction (SS)	35
2.5.9 Relationship between Service Quality and Service Value	40
2.5.10 Relationship between Service Quality and Service Satisfaction	41

2.5.11 Relationship between Service Value and Service Satisfaction	42
CHAPTER 3: METHODOLOGY	47
3.1 Introduction	47
3.2 Research Design	47
3.2.1 Quantitative Research	48
3.2.2 Descriptive Research	49
3.3 Constructs Measurement	49
3.3.1 Scale Measurement	49
3.4 Measurement Scale for Each Variable	51
3.4.1 Service Marketing Mix (Price)	51
3.4.2 Service Marketing Mix (Place)	52
3.4.3 Service Marketing Mix (Promotion)	53
3.4.4 Service Marketing Mix (People)	54
3.4.5 Service Marketing Mix (Physical Evidence)	55
3.4.6 Service Marketing Mix (Process)	56
3.4.7 Service Quality	57
3.4.8 Service Value	58
3.4.9 Service Satisfaction	59
3.5 Research Instrument	60
3.5.1 Questionnaire Design	60
3.5.2 Pilot Test	61
3.5.3 Reliability Test	62

3.5.3.1 Reliability Test for Price variable	64
3.5.3.2 Reliability Test for Actual Study	66
3.6 Sampling Design	68
3.6.1 Target Population	68
3.6.2 Sampling Techniques	69
3.6.3 Sampling Size	70
3.7 Data Collection	71
3.7.1 Primary Data	71
3.7.2 Secondary Data	73
3.8 Data Analysis	74
3.8.1 Descriptive Analysis	74
3.8.2 Reliability Test	75
3.8.3 Normality of the Data	75
3.9 Inferential Analysis	76
3.9.1 Pearson Correlation	76
3.9.2 Multiple Regressions	77
3.10 Conclusion	77
 CHAPTER 4: DATA ANALYSIS	 78
4.1 Introduction	78
4.2 Descriptive Analysis	78
4.2.1 Respondents Demographic Profile and Customer Perceptions	79
4.2.2 Descriptive Statistics of Demographic Profile	82

4.2.3 Descriptive Statistics for Independent and Dependent Variables	83
4.2.4 Central Tendencies Measurement of Constructs	84
4.3 Inferential Analysis	87
4.3.1. Pearson Correlation	87
4.3.1.1 Correlation Analysis between SMM, SV, and SS	89
4.3.1.1 (a) Price, SV, and SS	89
4.3.1.1 (b) Place, SV, and SS	90
4.3.1.1 (c) Promotion, SV, and SS	91
4.3.1.1 (d) People, SV, and SS	92
4.3.1.1 (e) Physical Evidence, SV, and SS	93
4.3.1.1 (f) Process, SV, and SS	94
4.3.1.2 Correlation Analysis between SQ, SV, and SS	95
4.3.1.3 Correlation Analysis between SV and SS	96
4.4 Multiple Regression Analysis	97
4.4.1 Multiple Regression Analysis-Dependent Variable of SV	98
4.4.1.1 Hypotheses Testing	99
4.4.2 Multiple Regression Analysis-Dependent Variable of SS	101
4.4.2.1 Hypotheses Testing	101

CHAPTER 5: DISCUSSION	103
5.1 Introduction	103
5.2 Research Question One	104
5.2.1 How the Service Marketing Mix elements and service quality influence the Service Value and satisfaction in Malaysia’s edutainment services?	104
5.3 Research Question Two	111
5.3.1 To what extent the service value influence the service satisfaction in Malaysia edutainment services?	111
5.4 Research Question Three	112
5.4.1 Which antecedents are the most influential (SMM and SQ) on service value and satisfaction in Malaysia’s Edutainment Services?	112
5.5 Summary of Findings	118
 CHAPTER 6: CONCLUSION	 122
6.1 Introduction	122
6.2 Managerial Implications	123
6.3 Suggestion for future research	124
6.4 Limitations	125

LIST OF TABLES

Table 2.1	Empirical Research in Service Marketing Mix and Satisfaction	39-40
Table 2.2	Empirical Research in Quality, Value, and Satisfaction	46-47
Table 3.1	Width of Class Interval	53
Table 3.2	Service Marketing Mix (Price)	54
Table 3.3	Service Marketing Mix (Place)	55
Table 3.4	Service Marketing Mix (Promotion)	56
Table 3.5	Service Marketing Mix (People/Staff)	57
Table 3.6	Service Marketing Mix (Physical Evidence)	58
Table 3.7	Service Marketing Mix (Process)	59
Table 3.8	Service Quality	60
Table 3.9	Service Value	61
Table 3.10	Service Satisfaction	62
Table 3.11	Reliability Test (Pilot Study, N=40)	66-67
Table 3.12	Reliability Statistics for Price variable	68
Table 3.13	Price Item-Total Statistics	68
Table 3.14	Reliability Statistics after item deleted	69
Table 3.15	Reliability Test of Actual Study	70-71
Table 3.16	Data Collection	75-76
Table 4.1	Respondents Demographic Profile and Customer Perceptions	82-83
Table 4.2	Descriptive Statistics of Demographic Profile	85
Table 4.3	Descriptive Statistics for Independent and Dependent Variables	86
Table 4.4	Central Tendencies Measurement of Constructs	87-88
Table 4.5	Correlation of Research Dimension	91

Table 4.6	Correlation Analysis between Price, SV, and SS	92
Table 4.7	Correlation Analysis between Place, SV, and SS	93
Table 4.8	Correlation Analysis between Promotion, SV, and SS	94
Table 4.9	Correlation Analysis between People, SV, and SS	95
Table 4.10	Correlation Analysis between Physical Evidence, SV, and SS	96
Table 4.11	Correlation Analysis between Process, SV, and SS	97
Table 4.12	Correlation Analysis between Service Quality, SV and SS	98
Table 4.13	Correlation Analysis between SV and SS	99
Table 4.14	Multiple Regression Analysis-Dependent Variable is Service Value	101
Table 4.15	Multiple Regression Analysis-Dependent Variable is Service Satisfaction	104
Table 5.1	Summary of Hypotheses Testing (Multiple Regression) Service Value	120
Table 5.2	Summary of Hypotheses Testing (Multiple Regression) Service Satisfaction	120

LIST OF FIGURES

Figure 2.1 The Determining Factors of Service Value and Satisfactions for Edutainment Services in Malaysia	18
Figure 2.2 The SERQUAL Model	24
Figure 2.3 Separate Conceptual Model of SMM and SV	35
Figure 2.4 Separate Conceptual Model of SMM and SS	38
Figure 2.5 Separate Conceptual Frameworks for SQ, SV, and SS	43
Figure 2.6 Separate Conceptual Model for SV and SS	45
Figure 5.1 Modified Conceptual Framework Correlation Analysis for SMM, SQ, and SV	109
Figure 5.2 Modified Conceptual Framework Correlation Analysis for SMM, SQ, and SS	112
Figure 5.3 Modified Conceptual Framework Correlation Analysis for SV and SS	113
Figure 5.4 Overall Modified Conceptual Framework	123

LIST OF ABBREVIATIONS

AMA – American Marketing Association

AMOS – Analysis if Moment Structure

ANOVA – Analysis of Variance

CFA – Confirmatory Factor Analysis

CPA – Certified Public Account

EFA – Exploratory Factor Analysis

IIB – Iskandar Investment Berhad

PERVAL – Customer Perceived Value

SEM – Structural Equation Modeling

SERPERF – Service Performance

SERQUAL – Service Quality

SMM – Service Marketing Mix

SPSS – Statistical Package for the Social Sciences

SQ – Service Quality

SS – Service Satisfaction

SV – Service Value

TAR - Themed Attractions and Resorts Sdn Bhd

CHAPTER 1

INTRODUCTION

1.1 Background of study

Since the past decades, customer value and customer satisfaction are interesting issues that discussed by marketing scholars. Today's business competitive dynamic, service firms' are pursuing for the service revolutionary to increase the value in order to attract and deliver satisfaction to the customer which leads for company's profits (Shaw and Ivins, 2002).

Customer satisfaction concept is the main concern of the marketing strategy which playing a crucial role in marketing activity output like purchasing and consumption process (Ahmet and Ertan, 2010). Satisfaction or dissatisfaction is fabricated on their previous experiences that comparing the outcome with what he or she expected (Oliver, 1981). While, customer perceived value is an ultimate goal and to ensure a fruitful purchase exchange transactions (Holbrook, 1994).

Customer satisfaction is achieved when the superior customer value is delivered by the service providers. While, superior performance is in turn of providing superior customer value (Slater, 1997). Indeed, value and satisfaction are highly connected to the marketing relationship, repurchase intension, and market share (Patterson and Spreng, 1997). Furthermore, the link between service quality and customer satisfaction is another concern of the marketing strategy for success and survival in the dynamic competitive environment.

In today's marketing, researchers were viewed that the provider-dominant-logic is superseded and transformed to the customer-dominant-logic (Heinonen, 2010). It is because customers are seriously involved in the value creation during firm's service delivery process (Gronsoos, 2008). Hence, these two concepts are considered important to study in edutainment services for business sustainability as an developing industry in Malaysia.

Notably, value and customer satisfaction has been measured by service quality dimension especially investigating in behavioral intentions (Cronin et al., 2000; Oh, 1999). Indeed, marketing mix has studied based on word-of-mouth communication (Cengiz and Yayla, 2007). Further, fewer studies have committed to research the antecedents determinants of service value and satisfaction by measuring service marketing mix and service quality in Malaysia's edutainment services.

According to Pine and Gilmore (1998) they have termed a new economic era as a 'Experience Economy' which the service firm will produce a memorable events so the customer's experiences of the memory and it becomes firm's product. Further, there are four types of experience namely entertainment (passive-absorption), education (active-absorption), escapist (active-immersion), and esthetic (passive-immersion), (Hosany and Witham 2010).

Pine & Gilmore (1998) framework, has explained that the educational experience is to learn something innovative and engages in the mind of consumers. While, entertainment is a passive involvement of the individual. Esthetics refers to the physical environment and escapism experience refers to the level of an individual engrossed in the activity

(Csikszentmihalyi, 1990). He also stated that companies are seems to perform based on the experience economy by giving opportunities for consumers to experience the services in terms of education, entertainment, escapism, and esthetics.

Hence, following Pine and Gilmore (1988), this study continuing the concept by extending in the area of edutainment concept as similar to experience economy which integrated with four types of experiences as discussed earlier. In Malaysia, family indoor edutainment services such as KidZania, Legoland, and MegaKidz are still a contemporary edutainment concept which mainly targets the children, as well as parents'. Therefore, edutainment service providers necessity to deliver delight opportunities to customers in terms of education and entertainment experiences. In turn, the firm can charge the price based on the value added in the performance to consumers'.

In today's competitive business environment, edutainment industries have to focus on service value and customers satisfaction in order to enhance the business performance (Anderson & Fornell, 1994). Notably, the service marketing mix is a tool that addresses the uniqueness of services by taking care of the consumer. Indeed, services are consumed instantly thus, clients are present to the firm's premise and customers desired to look on the tangible cues to enhance their understanding the nature of services. Therefore, service quality is important to influence consumer perspectives of the value and may affect the satisfaction level of edutainment services encounter.

In order to address those issues, the central drive of this study is to examine the antecedents determinants that affect on service value and service satisfaction in edutainment services in Malaysia. Precisely, the purpose of this paper is to discuss and to

identify the relationships between antecedents such as service marketing mix (SMM, 6Ps) and service quality (SQ) on service value (SV), and service satisfaction (SS).

1.2 Problem Statement

This study has discovered two gaps which have to be solved in edutainment and service marketing literatures and would be fulfilled in this research undertakings. Initially, this study has recognized that there are fewer studies conducted to investigate the topic of edutainment services especially in Malaysia through examining the antecedents (service marketing mix and service quality) of service value and service satisfaction.

Edutainment concept is not new to the Malaysian environment as it has been involved in the learning process for children in Malaysia. This is caused by edutainment occurs in terms of the television program such as Astro Tutor TV, UPSR, PMR and SPM which conducted in English and Malay language. While, in Tamil language the educational program such as UPSR Neram and Thirumbi Parkalama in Astro Vaanavil channel. Besides that, there are other entertainment and information channels like Astro Prima, Astro Oasis and Astro AEC.

Prior studies have been studied the edutainment concept in Malaysia which focused on online computer games or online learning (Sharir & Alias, 2011). Basically, edutainment concept is not just limited to the online learning and TV displays. In today's edutainment environment is more concentrated on tangible concept such as edutainment amusement center or theme park.

Additionally, previous studies have been conducted in the edutainment context such as awareness in HIV/AIDS prevention (Tufté, 2002), learning the road safety and effectiveness (Zeedyk & Wallace, 2003), e-learning (Mahamad et al., 2010), and online games (Sahrir and Alias, 2011). Conversely, in this study the edutainment services such as MegaKidz, Legoland, and KidZania are more to tangible and a new way of learning while exploring the education contents. The learning program is more on hands-on approaches rather than computer games and other methods of edutainment as aforementioned.

Several studies in the service marketing literatures were considered the relationship of customer satisfaction, service quality by moderating the value (Bolton and Drew, 1991; Oh, 1999; Caruana et al., 2000; Lee et al., 2004; Nuviala et al., 2012). Indeed, perceived service value can be attaining by the customer satisfaction by evaluating the perceived cost and perceived quality trade-off (Monroe, 1990; Dodds et al., 1991). Perceived service quality is the judgment made by the customer based on the excellence of the product. But, few studies have research the relationships between service marketing mix, service quality, value and customer satisfaction.

Furthermore, most of the studies are based on service quality and satisfaction which engaged separately in distinct approach and context. For example, prior studies are related to the service quality and satisfaction in an education context (Enayati et al., 2013). While, for entertainment Cronin et al. (2000) study on service quality, sacrifice, service, value and purchase intentions. Whereas, studies in different service industries such Bank

(Mohammad and Alhamadani, 2011), Retailing (Naik et al., 2010), Hotel (Makeeva, 2010), and Shopping Satisfaction (Wong and Law, 2003).

According to Holbrook (1994) customer value is playing a crucial role in the marketing activities. Although, a substantial amount of research in the service marketing mix, service quality, service value and service satisfaction can be discovered in the marketing literature. Such studies by Cengiz and Yayla (2007) explored the effect of traditional marketing mix on word-of-mouth communication and examined with other factors such as customer loyalty, customer satisfaction, perceived value, and perceived quality in the context of Certified Public Account (CPA). In the contrary, they are unable to integrate study with three additional Ps of marketing services such as people, physical evidence, and process.

However, most of these studies have focused on the service marketing mix in the aspects of satisfaction and loyalty (Al-Mualala and Al-Qurneh, 2012), satisfaction and performance (Ahmad et al., 2013), customer retention (Wai, 2009), and customer behavior (Kombenjammas and Lertrattananon, 2011). There are only a few studies that focused on the marketing mix and service value as well as service satisfaction. Therefore, this study intends to answer the gap of customer's perspective based on the service marketing mix elements within the service value and service satisfaction.

This study adopts a closer look on service marketing mix and service quality factors that influence service value and satisfaction in Malaysia's edutainment services. Hence, based on the discussion of the research problem, the research questions and objectives of this study will be discussed in the next segment.

1.3 Research Questions (RQ)

RQ 1: How the service marketing mix elements and service quality influence the service value and satisfaction in Malaysia's edutainment services?

RQ 2: To what extent the service value influence the service satisfaction in Malaysia's edutainment services?

RQ 3: Which antecedents are the most influential on service value and satisfaction in Malaysia's edutainment services?

1.4 Research Objectives

The purpose of this research is to determine and identify which determinants of service marketing mix elements and service quality have significant influence on service value and satisfaction in the edutainment context. The objectives of this study are following:

1. To determine the relationship between service marketing mix elements and service quality on service value and satisfaction in Malaysia's edutainment services.
2. To determine the relationship between service value and service satisfaction in Malaysia's edutainment services.
3. To identify which antecedents determinants have a significant affect on service value and satisfaction in Malaysia's edutainment services.

1.5 Motivation to Study

Prior study by Cengiz and Yayla (2007) has used the traditional marketing mix (product, place, price, and promotion) to examine relationship with word-of-mouth communication together with other factors such as customer loyalty, customer satisfaction, perceived value, and perceived quality in business client of CPA context. Whereas, this study is mainly to discover the antecedent determinants (service marketing mix and service quality) that affect on service value and service satisfactions.

The motivation for this study is to review the service marketing mix be added three additional elements namely people, physical evidence, and process which did not carry out in the framework of Cengiz and Yayla (2007) and integrated the service quality, service value, and service satisfaction in our conceptual framework. Indeed, this study is determined to examine and identify the relationship between service marketing mix elements (price, place, promotion, people, physical evidence, and process), service quality, service value, and service satisfaction.

The reason is due to edutainment is a new development industry in Malaysia therefore, marketers need to focus on customer perceptions towards service marketing mix and service quality which entails on value and satisfaction. Hence, it will help service providers to improve their service performance accordingly with customers' responses based on the information throughout this study directly or indirectly it will help the firm for services innovation, business sustainability, achieve competitive advantage, increasing profits and market share.

Hence, this study will contribute which antecedents determinants on service value and service satisfaction in Malaysia edutainment industries. Throughout this study, we are noticing relationships between the constructs aforementioned. Besides, we will know which service marketing mix elements and service quality factors are most give impact and their relationship on service value and service satisfaction. Interestingly, the best understanding of the researcher, this is the first time that research based on edutainment service in Malaysia which highlighted this special issue and this is my contribution for the edutainment industries in Malaysia.

1.6 Significant of Study

This study will contribute as a guideline for the edutainment service providers, especially for the edutainment marketing managers. The results of this study can assist the service providers to identify which antecedents factors of the service marketing mix elements and service quality have impacted on service value and service satisfaction. It may improve marketing strategies and business performance. Hence, the firm developed an effective service marketing mix strategy to achieve their specific objectives. Indeed, it may contribute the results in terms of business performance, increase profit, increasing the number of customers, customer satisfaction and customer loyalty. Furthermore, for the future researchers, this research can be used as supporting material for guiding them in conducting research in terms of value and customer satisfaction in edutainment services in Malaysia.

The reasons why the edutainment services are chosen in this study due to edutainment are a new term of doing business or target marketing based on children as well as the parents. Since, emerging in edutainment industries in Malaysia granted the attractions of the children as well as the parents. For instance, in 2012 the KidZania has reached over 400,000 visitors and is expected to attract 500,000 in 2013. Indeed, the managing director Tunku Datuk Ahmad Burhanuddin said “proud to bring the worlds’ fastest growing edutainment brand to the children in Malaysia and realism of educational experience (Daily Express, February 28, 2013).” Additionally, Legoland Park has a really good response from consumers and the visitors’ numbers since it open has exceeded the expectation by getting one million visitors and almost 80 percent of domestic visitors to the park (Malaysia Travel News, 15 September, 2013).

In the case, we can conclude that the edutainment concept has a good response among Malaysia’s citizens’ and most consumers are seeking for leisure apart of a routine day. Thus, this kind of industry will growth continuously due to the curious in learning and exploring experiences curious among children and the parents. Further, it will provide profits to the country as well achieving the experience economy.

1.7 Scope of the Study

The scope of this study focuses on those customers had an edutainment service experience and the sampling group are mainly parents. Indeed, this study collected data in three selected shopping malls: Mutiara Damasara, MidValley Megamall and Sunway Pyramid from February 23th to March 9th, 2014.

1.8 Organization of the Study

1.8.1 Chapter One: Research Overview

This chapter is the introduction which provides an overview of the study context and explanations of the research problem. It covers introduction, problem statement, research questions and research objectives which consist of the overall objectives and specific objective, motivation of the study, the significance of the study, and the scope of study.

1.8.2 Chapter Two: Literature Review

This will lead up to the methodology to take in carrying out the study and the literature review, which will provide an insight into the issue under study and how similar studies on the subject were executed previously. On the other hand, the researcher will examine the conceptual framework of this study and relevant hypotheses will be developed.

1.8.3 Chapter Three: Methodology

Here, will explain the relevant methodology of the research where the research design will be specified and other includes like survey instrument, sampling design, data collection and techniques of data analysis.

1.8.4 Chapter Four: Data Analysis

This chapter describes data analysis. It also presents some patterns and analysis of the results which are relevant to the research questions and hypotheses. Indeed, there will be descriptive analysis that further discusses the respondent demographic and also examining the relationship among the independent variables and the dependent variable.

1.8.5 Chapter Five: Discussions

This chapter provides the justification for results and explanations for each variable. The researcher encompasses the summary of the statistical analyses, discussion of major findings and implication of the study. Hence, it also provides the limitations of the study and recommendations for further research.

1.8.6 Chapter Six: Conclusion

In this chapter, we conclude overall perspective of this study by giving managerial implications, suggestions for future research, and also limitation of the study.

1.9 Conclusion

All the dimensions of chapter one stated above are the overview of this study. Meanwhile, it provides the preliminary understanding on how the researcher will carry out this research study. Therefore, chapter one will be reference as a foundation for further exploration in this study, which will be discussed in depth in the next chapter and continue with another chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 Background of Edutainment Concept

Since 1970, the concept of edutainment was commonly used in various learning theories based on educational computer game development (Nielsen, 2007). The study by Buckingham & Scanlon (2000) specified ‘edutainment’ as “*a hybrid game genre that relies heavily on visual and narratives or game formats*” which comprises of informal and some type of learning objectives. Whereas, DeVary (2009) defined edutainment is the existences of education in the entertainment framework.

In today’s world, edutainment is going beyond the computer games due to development of multimedia technologies. Studies by Addis (2005) have proposed that the individual can create the content of the message by the new technologies comprised for education and entertainment and it appears in the new form as “virtual edutainment environment”.

In addition, Green and McNeese (2007) work suggested that the main aim of edutainment is to inspire the student pedagogy process by exploring, interactivity, experimental, and error so they will be unaware that they are learning in a fun way. Indeed, there are few genres of media edutainment such as television edutainment (comedic, dramatic play, historical drama, sketch and travel); computer game edutainment (adventure, quiz, role-play, stimulation experimental drama; internet

edutainment (tele-teaching, learning systems) and web based edutainment (interactive video), (Rapeepisarn et al., n.d.).

In particular, White (2003) claims that there are several types of location based edutainment namely interactive and participatory (open-ended and immersion), structured (participatory games), and scripted (mazes). On the other hand, non-interactive included spectator (seated and scripted e.g. movie, toy or science show) and explorative (scripted like an aquarium) and free- choice (zoos and museums).

Additionally, edutainment notions may provide the learners with experience through simulating the real life. In fact, edutainment concept appeared in different orbits of a man's activity and known as brand lands that developed by the big companies (Nemec & Trna, n.d.). In this study, the researcher has chosen the three edutainment industries similar like brand lands that existed in Malaysia and will address in the following section.

2.2 Edutainment Industries in Malaysia

2.2.1 MegaKidz Funland & Edutainment

MegaKidz is a unique single-stop family education and entertainment center for parents in order to enhance and enrich the relationship with their loved ones. The service provides such as discovering and playing facilities and serves to assist child growth, particularly in the early years of growth. Other facilities such as Toddler Corner, Kiddy Ride-on-Corner, Air Bouncer, Cinema, Nursery, Daycare and After School services. This

platform located at Mid Valley Megamall shopping center at Kuala Lumpur and they fit this service to children aged one to sixteen old year's group.

2.2.2 LEGOLAND Malaysia

LEGOLAND Malaysia was established on 15th September 2012 and it was the first Lego that recognized in Asia and ranked at sixth LEGOLAND to be built throughout the world. It is a family theme park and caters to kids between the ages of two until twelve. The services provide more than 70 hands-on rides, shows, and attractors. Moreover, LEGOLAND parks are established along the universally popular LEGO building toy and offer family the opportunity to take advantage, have fun while learning, and interactive experiences.

LEGOLAND has seven themed categorize for all ages such as The Beginning, LEGO Technic, LEGO Kingdoms, Imagination, LEGO City, Land of Adventure and MINILAND. Also, the edutainment concept LEGOLAND provided a captivating universe of adventure such as getting their first driving test, competing in jousting tournaments, jet-skiing across the water at breakneck speed, designing and programming LEGO robots.

Furthermore, LEGOLAND Malaysia family theme park is owned by Themed Attractions and Resorts Sdn Bhd (TAR), Iskandar Investment Berhad (IIB) and Merlin Entertainments Group. While, other LEGOLAND theme parks around the world are located in Denmark, the United Kingdom, Germany and the USA (California and Florida)

2.2.3 KidZania

KidZania Malaysia launched its first family ‘edutainment’ platform on March 6, 2012. Meanwhile, KidZania is a 100% Mexican “edutainment” concept and also known as an international edutainment brand. The founder of KidZania was Xavier Lopez in Mexico City in 1996 and the park was opened in Mexico City in 1999. Indeed, it is an indoor family edutainment center, which offers an interactive learning and entertainment experience for kids in a kid-sized city.

The concept of KidZania is to determine about real life experiences, empowering, inspiring and educating kids through role play. KidZania is targeted at children aged between 4 to 14 years where they can choose among 90 activities from 60 establishments such as being a chef, pilot, lawyer, surgeon, policeman and many more. Whereas, they also offer services to toddlers and infants aged 0 to 3 years they will locate on the Mezzanine level.

Additionally, KidZania has well secured facility with over 80 cameras and security tags for both parents and child, where a kid can simply exit the facility with a matching parent tag. KidZania Malaysia is located in Curve NX at Mutiara Damasara, Kuala Lumpur. Besides Malaysia, KidZania has franchises in Japan, Indonesia, South Korea, UAE, Portugal, Jeddah, Kuwait, Cairo, and Mumbai. Rakan Riang Sdn Bhd. Is the Authorized Licensee of KidZania and joint venture with Themed Attractions and Resorts Sdn Bhd. and Boustead Curve Sdn Bhd.

2.3 Conceptual Framework

In order to further the research context, the researcher provided the theoretical framework underpinning to this research. Through the model builds, we can analyses the relationship between the service marketing mix (price, place, promotion, people, physical evidence, and process), service quality, service value, and satisfaction.

Figure 2.1 The Determining Factors of Service Value and Satisfaction for Edutainment Services in Malaysia

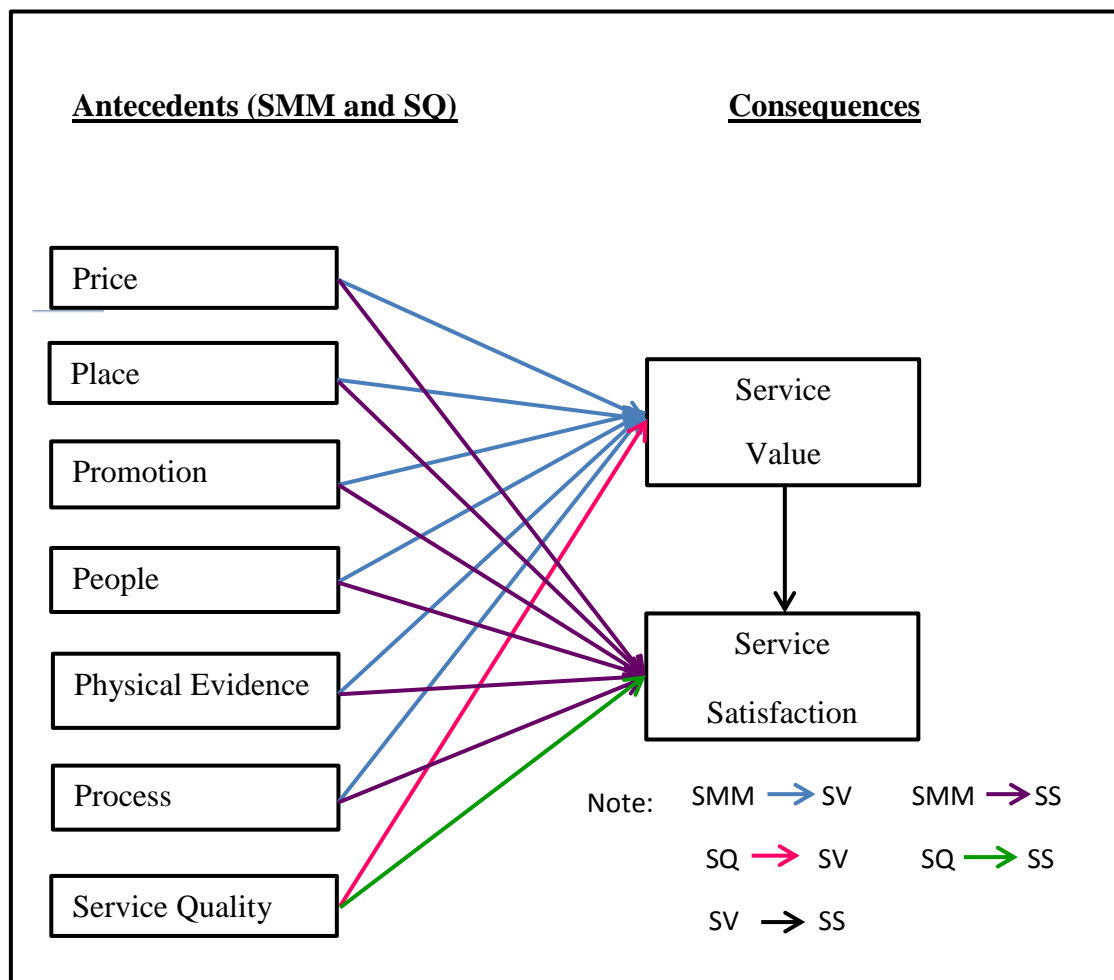


Figure 2.1 displays the conceptual framework of this study. Based on the conceptual framework, we would be to determine the relationship between independent variables and dependent variables. Further, this study is also conducted to identify which antecedent determinants most influential on service value and service satisfaction in edutainment services in Malaysia.

2.4 Theoretical Background

2.4.1 Customer Satisfaction Theory

Edutainment industries are increasing growth and attract consumers in Malaysia and around the world. In addition, customer satisfaction is an evaluation of pre-purchase expectations after purchase perceptions (Kotler & Armstrong, 1999). Edutainment business development is required to offer challenging and entertainment platform for children and parents. Through the extraordinary experiences of edutainment services which meet consumer performance expectation will lead to greater and positive satisfaction. Meanwhile, if the service performances low, it will lead to dissatisfaction toward services. Likewise, Oliver (1997) stated customer satisfaction is the “customer’s fulfillment response.”

Studies such as Cronin & Taylor (1992) have proposed that transaction-specific satisfaction is the customer’s evaluation of their experience and reactions to the specific service encounter. They also stated that the service quality and customer satisfaction are unique constructs that share a close relationship. In fact, customer satisfaction is parallel with the quality perceptions (Zeithaml & Bitner, 2000). According to Oliver (1999) he

proposed that value-based satisfaction is refers to the sacrifice by the consumer in order to access the product. Indeed, he proposed that the value can be increased or decreased due to the satisfaction which determine by quality than sacrifice.

According to Heskett et al. (1994) satisfaction is mainly influenced by the value of services and the value is created by satisfied, loyal, and productive employees. This study is supported that one of the drivers for satisfaction is the value. Therefore, customer satisfaction is essential for edutainment service providers which they can provide a real value for customer satisfaction experience. It will lead to customer loyalty (Cronin et al., 2000), repurchase intensions (Fornell, 1992), and increase communication of word-of-mouth (Zeithaml et al., 1996). Thus, we can conclude that edutainment services are important to focus in developing their marketing strategy with a goal, a specific performance design, and implement effective performance of service that meets consumer expectations lies with satisfaction ingredient.

2.4.2 Service Value

In the service marketing literatures, marketing researchers have highlighted range terms of value concept in a consumer context such as customer value (Oh, 2000; Woodruff, 1997), perceived value (Zeithaml, 1988), customer perceived value (Ravald and Gronroos, 1996), value for the customer (Woodall, 2003), and service value (Bolton and Drew, 1991).

Service value can be defined as a cognitive tradeoff between quality and sacrifice (Monroe, 1990). Meanwhile, perceived value refers to what customers receive from what they are given to evaluate the overall perception towards the utility of the product or service (Zeithaml, 1988). According to equity theory is in lies with perceived value in the results or inputs between customer and service providers (Oliver & DeSarbo, 1988). The theory refers to the evaluation of the customer based on what gets in any given financial terms (price) and non-financial (energy and time) as a component of sacrifice. Therefore, customers will feel equally by the ratio of yield to input from users and the service providers input results (Oliver and DeSarbo, 1988).

Furthermore, Vargo and Lusch (2008) presented a new value perspective by signifying the notion of value-in-use for the consumer. Traditionally, value is referred to the tradeoff between quality and cost. While, in new standpoint realized that the value is used during the service process so the customers will act as co-creators of value and judge the service value.

Moreover, service providers involve its marketing activities during customer-employees interaction instead of making value propositions for customers'. Theoretically, both customers and the firm can have equal benefits when the customer's create value for themselves and the firm involved its marketing activities in customer's value creation. In addition, the relationship between value and satisfaction exists in the context when the firm's service logic is trying to meet customers' needs, wants, and expectations to involve the customer value process.

Besides, quality and satisfaction as antecedents for customer value, there are other constructs studies as antecedents to value such as perceived sacrifice (Cronin et al., 2000), perceived price (Dodds et al., 1991), and psychological value (Jayanti and Ghosh, 1996). Additionally, in order to measure the perceived value in pre-and-post consumption evaluations of the tangible goods, Sweeney and Soutar (2001) has proposed customer perceived value (PERVAL) measurement scale.

The purpose of integrating customer value in this study because today the firm's practice has changed from goods logic services to customer-centric on how value is created for customers. Edutainment services are emphasis on creating customer value-in-use during the service delivery process (Vargö and Lusch, 2008). Interestingly, users actively participate in the process of service delivery and act as co-creators of value by utilizing tangibles and intangibles resources such as information on goods and services.

Hence, it is important for edutainment service providers to play an important role in influencing customer's value fulfillment. In a dynamic competitive environment, edutainment industries have to provide superior value to customers in efforts to make the service differentiation from the competition and help the firm to create a sustainable competitive advantage (Eggert and Ulaga, 2002). Therefore, edutainment industries need to identify differentiate the level of newness for current services from consumer perspectives on value and their satisfaction level.

2.4.3 Service Quality

Parasuraman et al. (1988) defined service quality, as *“the overall evaluation of service firm’s performance according to the gap between customer’s expectations and perceptions of how firms should perform in the particular industry”*. They also stated that the expectations should be influenced by personal needs, word-of-mouth communication and individual past experiences. In the same line with, Zeithaml (1988) describe service quality as an overall excellent of service assessment by the experienced customer due to the nature of service characteristics such as intangible, heterogeneous, and inseparable.

On the other hand, Cronin & Taylor (1992) argued that the service quality must measure based on performance and he proposed the SERPERF model (service performance) asserts that this model is suitable and accurate compare to “perceptions-minus-expectations”.

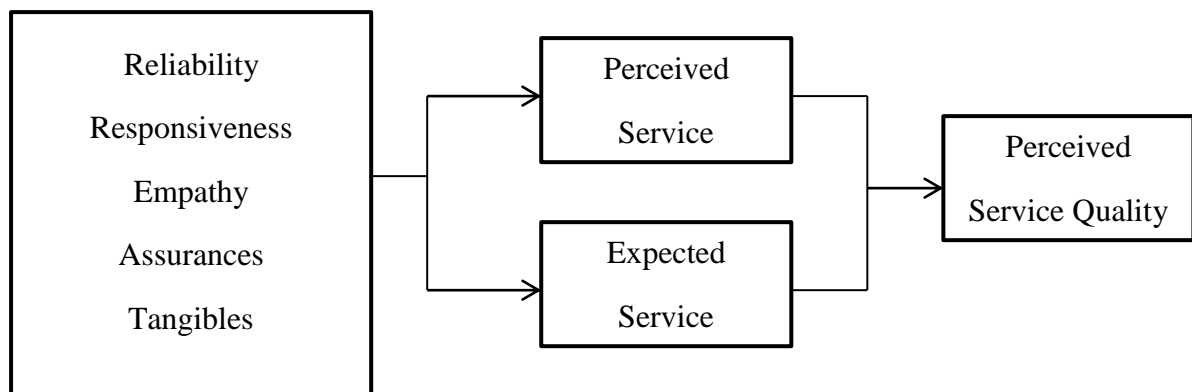
Moreover, there are several service quality models which developed by the researchers. Gronross (1984) projected the technical quality and functional quality model by adapting the disconfirmation paradigm. He has defined the technical quality is what the customer is received from the service and the functional quality is how the service is delivery to the customer. Another model developed by Rust and Oliver (1994), there are three components namely service product, service delivery, and service environment in the model to indicate the measurement of service quality.

Nevertheless, the famous model for measuring service quality is the SERQUAL based on disconfirmation-gap theory (customer’s expectations and perceptions) which encompassed with ten dimensions (Parasuraman et al., 1985). Parasuraman et al. (1988)

was revised and modifies the SERQUAL dimensions from ten to five dimensions incorporated with 22 items.

The five dimensions include namely *tangibility* refers to physical facilities, equipment, and employee appearance; *reliability* refers to the ability to deliver the service to customer as promised; *responsiveness* is the willingness to help customer; *assurance* related to employees credibility to inspire trust and confidence; and *empathy* is the understanding the customer's needs and special care for them. The SERQUAL model is presented below:

Figure 2.2 The SERQUAL Model (Parasuraman, Zeithmal, and Berry, 1988)



This model measures the discrepancy between customer expectations and perceptions of the service by five dimensions as aforementioned. Indeed, this model was adopted from Oliver's (1980) disconfirmation model that addressing satisfaction is a function of the disconfirmation of performance from expectation. Whereas, Parasuraman et al. (1985) was modified the model by examining the service quality as a function of the differences between expectation and performance.

Brady & Cronin (2001) recognized that the service quality theory is the pioneer in customer satisfaction literature and product quality. In competitive market, service firms such as edutainment industries are required to deliver the superior service quality in order to meet customers' expectations and lead to satisfaction. Today's customers are more prominent on service quality whether the service providers fulfill their expectation of the service performance. In the same vein, service quality is the outcome of the comparison between the consumer expectations of service performance perceptions (Parasuraman et al., 1985).

As stated earlier, a good quality of service will lead to the customer satisfaction. Therefore, as an emerging edutainment business in Malaysia, marketers are necessary to ensure to deliver extraordinary quality to customers. This is because to make sure the customers are sustained repurchase services as well as recommend about edutainment services to their relatives and friends.

Indeed, service quality is a surface strategy to compete within competitors. As stated by Porter (1998) the powerful differentiation strategy will lead to competitive advantage. This differentiation strategy is based on the uniqueness of value and quality of the service which can make it different from the competitor. Therefore, we can conclude that service quality will lead to customer satisfaction, increase loyal customers, repurchase intentions, and it's important regardless to achieve competitive advantage.

2.4.4 Marketing Mix

The marketing mix concept is a part of the primary notions of marketing theory (Rafiq & Ahmed, 1995). Furthermore, the notion of “marketing mix” is introduced by Neil H. Borden and it indicated to him by James Culliton’s in 1948. He labeled that a business executive as ‘mixer of ingredients.’ Indeed, there are twelve ingredients in the Borden’s marketing mix, namely product planning, pricing, branding, channels of distribution, personal selling, advertising, promotions, promotion, display, servicing, physical handling, and fact finding and analysis. Meanwhile, McCarthy (1964) was refined the marketing mix from twelve dimensions into “four Ps” which included the product, price, place, and promotion.

Armstrong & Kotler (2005) defined marketing mix as the “set of controllable and tactical marketing approach that the firm used to require response in the target market”. Previous marketing mix studies have been conducted based on effective marketing strategies and marketing performance (Huang et al., 2013), consumer motive in retailing sector (Munusamy and Hoo, 2008), brand equity (Yoo et al., 2000), and consumer perceptions on marketing mix (Goi, 2011). Cengiz and Yayla (2007) reported that the marketing mix has a positive influence on satisfaction and loyalty on word-of-mouth in the accounting offices at Turkey. Indeed, less research has discovered in the service marketing mix as an antecedent on service value and customer satisfaction in edutainment services.

On the other hand, Booms & Bitner (1981) was extended the 3Ps (people, physical evidence, and process) model for service marketing mix (SMM) due to the service characteristics such as intangible, inseparability, heterogeneity, and perishability (Rafiq & Ahmed, 1995). In today's dynamic competitive, edutainment services in Malaysia essential to construct an effective service marketing strategy by positioning their services to the target market segments. Through effective SMM, it will be contributor for business performances (Akroush, 2011).

This study is based on the service marketing mix elements (6Ps) instead of 7Ps. It is because edutainment industries are based on services so, the product element did not carry out in this framework. In the following section, the researcher will describe 6Ps of SMM together with the hypotheses development.

2.5 Hypotheses Development

2.5.1 Price

Price is a charged according to the usage of the services (Ivy, 2008). According to Dodds et al. (1991) price can be described as sacrificed based on what the customer wants to attain the products or services. There are other elements integrated with sacrifice components such as time costs, search costs, and psychic costs (Doods et al., 1991).

Furthermore, price is an indicator for service quality as cues for customers' to predict the level of quality of the specific service (Wilson et al., 2012). Meanwhile, price can be identified as a factor of service value (Zeithaml, 1988). Today's customers are

emphasized the price element than other factors due to customers' were pondering to value (Peter & Donnelly, 2007). In order to return to the service provider, the customer will consider whether they receive value for money that they have paid for the services (Zeithaml, 1988).

Therefore, edutainment marketing managers need to take into account the price because it will affect customer perception of service quality, perceived value and satisfaction. Edutainment consumers to evaluate the value and satisfaction based on service performance by comparing their sacrifice to pay money to get the quality of service that leads to achieving service value with a positive satisfaction or dissatisfaction in the service encounter. Therefore, we developed the following hypotheses:

H1a: Price positively influences on service value.

H2a: Price positively influences on service satisfaction.

2.5.2 Place

Place can be defined as the location or premise where the service providers run their business. Furthermore, the service delivery of the company is based on the nature and characteristics of the services being provided. For example, consumers need to present physically to the service premises like MegaKidz, KidZania, and Legoland in order to consume and experiences the services. Therefore, edutainment service providers have to focus on the location and provided the convenient location for the customer to access easily (Hirankitti et al., 2009).

Conversely, if the edutainment services are situated in a remote area without any facilities for customers perhaps they will not concern to utilize the services (Yelkur, 2000). Through a convenient location, we predict that consumers' will perceive values which reflect on the satisfaction or dissatisfaction of edutainment services. Therefore, we developed the following hypotheses:

H1b: Place positively influences on service value.

H2b: Place positively influences on service satisfaction.

2.5.3 Promotion

Promotion refers to the advertisement on how a company communicates with a customer and educates consumers about the services. According to Lovelock et al. (1999) cited that no marketing program can conquest without an effective communication strategy. They have classified the importance of communication into; providing information and advice, persuading the target customers, and encouraging customer to take action at specific times.

In fact, today consumers are preferred for word-of-mouth recommendation from acquaintances or relatives before buying a particular product or services. Hence, service marketers must associate with word-of-mouth communication rather than using the normal advertising (Yelkur, 2000). It can be done through firm's employees when they communicate with consumers during the service delivery process.

Promotion and advertising are very important for edutainment services to inform or to persuade users to access services. Through the promotion strategy, it may affect customer perceptions of edutainment services, especially for new customers, whether or not they want to get the service. So, edutainment marketers' is a prerequisite for creating an effective promotion strategy to improve the company's image and attract consumers' to experience edutainment services. Hence, we consider that through effective promotional activities can influence the customer value and can drives for satisfaction or dissatisfaction of service encounter. Therefore, we developed the following hypotheses:

H1c: Promotion positively influences on service value.

H2c: Promotion positively influences on service satisfaction.

2.5.4 People

People refer to the firm personnel, clients, and other customers in the service environment (Wilson et al. 2012). In essence, the role of people is very important because the employee's appearance, their attitudes, and behaviors will influence customers to evaluate the service quality (Wilson et al., 2012). Employees are assets of the organization and they will deliver opportunities for customers to build a good company image which it distinct from other competitors (Judd, 1987).

Edutainment industry is based on high-context services it is important to highlight the relationship between customer and employee caused by both direct interactions during the service delivery process. Thus, employees have high chances to influence the creation of value in customers' service experiences. Further, the interaction between employees

and customers will increase customer satisfaction and trust (Cheng et al., 2008). It can pursue to customer value and impact on satisfaction or dissatisfaction of the customer service experience. Therefore, we developed the following hypotheses:

H1d: People positively influences on service value.

H2d: People positively influences on service satisfaction.

2.5.5 Physical Evidence

Bitner (1992) suggests the term of “service-scape” it means the place or physical facilities that offer specific services, and evidence of this can be seen to influence customer perceived service quality (Rafiq and Ahmed, 1995). Indeed, the component of service-scape such as décor, furnishings, and layout (Rafiq and Ahmed, 1995) and the music, the comforts of seating, the ambience, and the physical appearance of the staff will have an impact on customer satisfaction (Rust et al., 1996).

According to Wakefield & Blodgett (1994) stated that the importance of service-scape is to enhance or suppress the emotions of customers’, particularly in leisure services. For example, physical evidence that can be taken at a theme park like white streets, colorful signage, and costumed employees will contribute to the fun and excitement to explore the service experience (Wakefield & Blodgett, 1994).

Edutainment services are similar to the leisure services, but the edutainment is fully experienced by children rather than adults. In general, parents will pass their time with their children more than hour in the edutainment service-scape. Therefore, tangible

evidence is possible to determine the service quality, value, and customer satisfaction. Similarly, Ryu and Jang (2007) stated that in the hedonic environment the physical environment is very important to determine the consumer psychology and behavior because the customers may spend more than two hours.

As Gronross and Ravalld (2009) identified that the firm produced as a co-producer and value facilities in terms of tangible and intangibles to ensure creating value for customers. Thus, tangibles evidences will affect customer service experiences by creating value and deliver to the customer satisfaction. Therefore, we developed the following hypotheses:

H1e: Physical evidence positively influences on service value.

H2e: Physical evidence positively influences on service satisfaction.

2.5.6 Process

According to Bitner (1990) services delivery performance is attitudes and behavior presented by the employees and these behaviors known as the ‘process’. Customers who are involved in the service delivery of the firm’s co-producing activities and through interactive marketing performance can influence customer value creation process (Gronroos and Ravalld, 2009). According to Ruiz et al. (2012) stated that the reliability of the service (whether the service is correctly produced) is a main factor of the service value. So, through effective service delivery will increase the value of the customer.

Thus, edutainment marketing managers need to ensure the performance and service delivery uniqueness which to deliver a newness of service experiences to the customer. Therefore, edutainment industries have to face the issue of how the service performance is delivered as it is paramount in the service marketing. For example, the Kidzania's service performance have several processes such as all the children need to choose a career of their choice, then they should change the outfits according to the selected professional like policeman, doctor, bakery, or cashier and at the end they will do the role-play guided by the trainer. So, the instructor must notify the parents how long it takes in order to complete a task or job has been chosen by the children.

It is very important for this kind of service because the customer may have to queue up before they serve and delivery service that will take a certain time period (Rafiq & Ahmed, 1995). Furthermore, through an effective process of the organization can meet their primary goals as well as creating, enhancing and delivering customer value and customer satisfaction. Therefore, we developed the following hypotheses:

H1f: Process positively influences on service value.

H2f: Process positively influences on service satisfaction.

2.5.7 Relationship between Service Marketing Mix and Service Value

As Gronroos and Ravald (2009) said that the American Marketing Association (AMA) is looking at the definition of marketing in the new viewpoint based on value creation. This assertion is supported by Holbrook (1994) emphasized customer value is essential for all marketing activities. Rust and Oliver (1994) mentioned that the value will make differentiation in attracting customers from competitors.

As Gronroos and Ravald (2009) noted that the traditional marketing activities are interactive marketing process occurs when a firm and customer communication during the service delivery process. Through the value co-creation, it will influence customers' preferences, behavior toward their experiences and also to fulfill value for them. Harmon & Laird (1977) examined the exploration model that can be identified through understanding the customer value can increase marketing strategies effectiveness that attempts to purchase decision for technology goods. Based on their results, the development of marketing strategy will focus on improving customer value that influences purchase decisions for technology goods. Further, the value can support the firm's development by emerging new markets, creating new products and services.

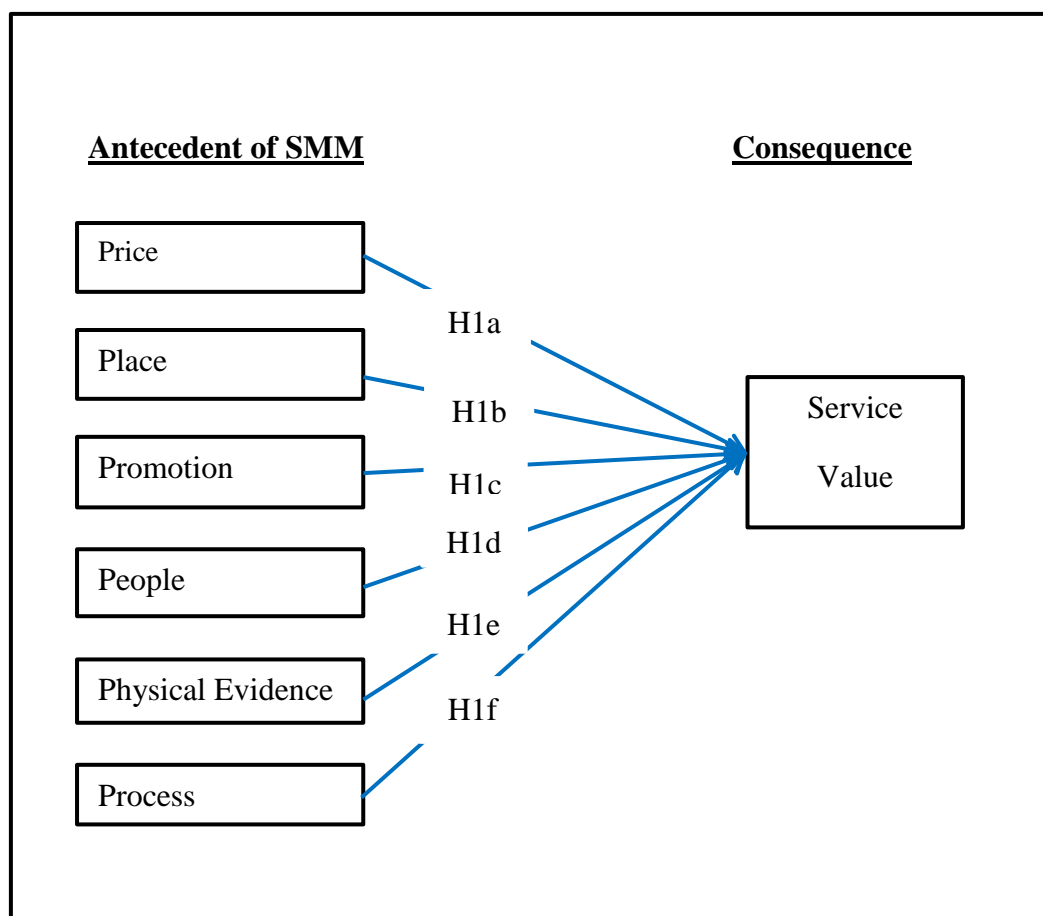
The study by Baker et al. (2002) in the store patronage intentions, the results showed that monetary price is the most important indicator in perceived merchandise value followed by merchandise quality perceptions has direct and positive significant and design and music cue perceptions have indirect and positive effect. On the other hand, Ruiz et al. (2012) analyzed the service experience in the hotel services by assessing three levels of service evaluation in terms of attributes (service value); outcome (service

experience); and values (service relationship). The results reported that price fairness is the weakest contribution and service-scape is the strongest driver for service experience.

In the following conceptual framework was drawn separately in figure 2.3 to see a clear picture of the relationship between SMM and SV. In summary, this study developed hypotheses as the following:

H1: Service Marketing Mix elements will be positively association with Service Value

Figure 2.3 Separate Conceptual Model of SMM and SV



2.5.8 Relationship between Service Marketing Mix and Service Satisfaction

According to Zineldin and Philipson (2007) marketing is a fundamental to maneuver the business operations as well as coordinate other functions of the firm in order to satisfy the need of customers. The central theme of this study is discussed the relationship between the service marketing mix (6Ps) elements namely price, place, promotion, people, physical evidence, and process on customer satisfaction. Interestingly, the researcher found that those factors are the best and suitable to investigate the service satisfaction in edutainment context.

Yelkur (2000) reported that the critical elements such as place, physical evidence, participants, and process in the services marketing mix positively influence in customer expectations and satisfaction. He indicated that the firms can influence and retaining existing customer's particular by giving more considerations to their employees by increasing the level of enthusiasm as well as to accomplish the customer satisfaction.

Consuegra et al. (2007) demonstrated that price fairness influences on customer satisfaction and loyalty in the airline services. Conversely, Mahmud et al (2013) the study revealed that there are insignificant and negative relationships between price and customer satisfaction in the airline service industry. Additionally, Al-Muala & Al-Qurneh (2012) reported that product, place, price, personnel, and process are significant impact on tourist satisfaction. While, results for destination loyalty showed that product and place are significant whereas the price, personnel and process are not significant to destination loyalty in the tourist industry. Hirankitti, Mechinda, and Manjing (2009)

pointed out that marketing mix elements has direct influence in increasing the number of customers and the efficient service provided in the spa services.

Moreover, Ahmad et al. (2013) conducted research based on the impact of marketing mix strategy towards patient satisfaction in the hospital context. The results revealed that there are significant relationships between health service, promotion, physical evidence, process, and personal strategies with patient satisfaction. However, pricing and distribution strategies found to be insignificant with patient satisfaction.

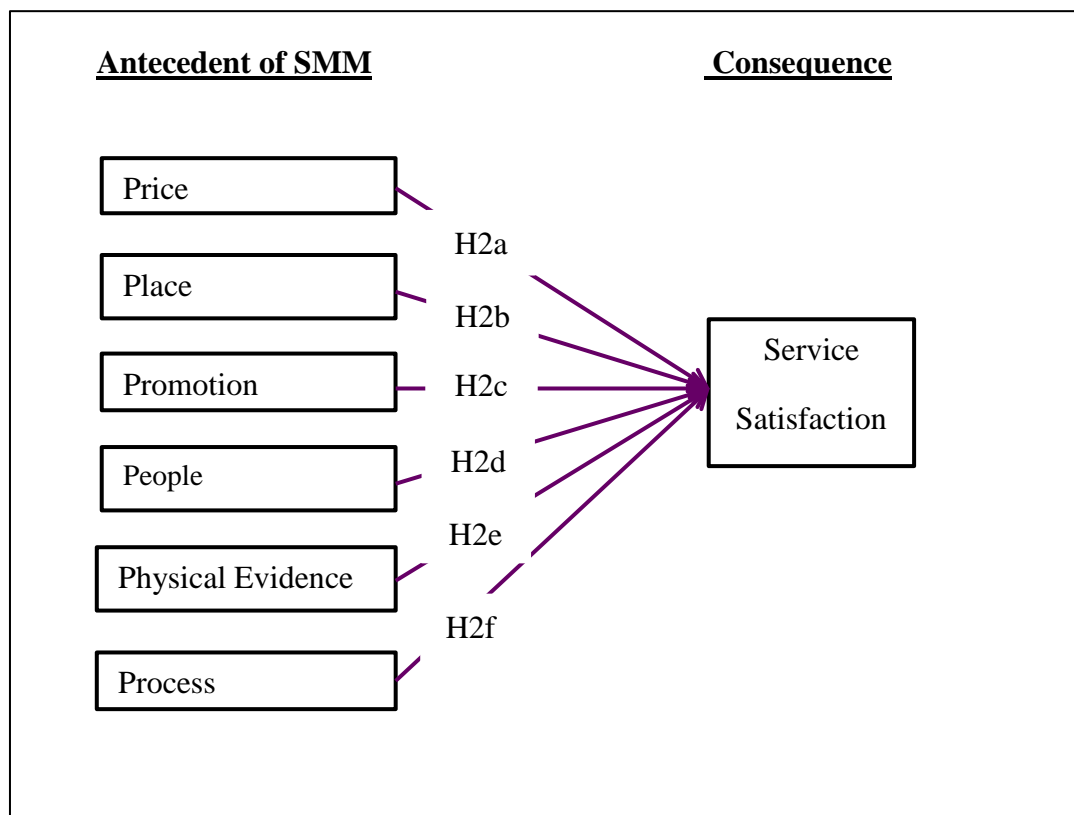
Al-Dmour et al. (2013) investigated the effect of SMM on brand equity in the mobile telecommunication service in Jordan. Results identified that all SMM elements are collectively positive significant relationship with brand loyalty, brand awareness, brand image, brand quality, and brand locality. Overall results indicated that the most influential element for brand loyalty, brand image, brand quality, and brand locality is the process element and followed by price, promotion, service nature, distribution, physical evidence, and people respectively. On the other hand, the most influential element for brand awareness is the promotion. However, the people element indicated insignificant on brand image, and distribution is not significant with brand quality.

Munusamy & Hoo (2008) studied based on the relationship between marketing mix strategy and consumer motives at the Tesco in Malaysia which is a retailing context. The outcomes of their research demonstrated that the pricing strategy has a positive influence on customer motives whereas they found a negative effect of promotion strategy on consumer motives. Further, they also found that product and place strategies do not influence the consumer motives at Tesco private labeled.

Additionally, aforementioned literatures are not based on the edutainment services due to no evidence research conducted based on the conceptual and empirical studies particular with service marketing mix and service satisfaction. Therefore, the researcher tried to fit with relating literatures in the aspects of the SMM and customer satisfaction in different services industries. Figure 2.4 shows the separate conceptual framework of SMM and SS. Additionally, in table 2.1 shows some examples of empirical research on SMM and satisfaction. In summary, this study developed hypothesis as below:

H2: Service Marketing Mix elements will be positively association with Service Satisfaction.

Figure 2.4 Separate Conceptual Model of SMM and SS



2.5.9 Relationship between Service Quality (SQ) and Service Value (SV)

In essence, the service quality is representing as a vital pillar of value (Gronroos, 1995). According to Zeithaml (1988) highlights that perceived service quality is a “gets” in the service delivery process due to it is antecedent to service value. Prior studies have revealed that the quality leads to service value in a service encounter (Zeithaml et al., 1988). The study by Lapierre (2000) has proved that there is a positive relationship between the quality and perceived value.

Additionally, Putra (2013) studied the effect of quality and value on customer loyalty in the bank services at Malang City. He reported that there is significant positive relationship between service quality and perceived service value, whilst the service quality has a positive influence on loyalty by mediating of service value. Hartline and Jones (1996) examined the performance cues and their effect on consumers’ perceived service quality, value, and word-of-mouth intentions in the hotel service encounters. The outcomes revealed that three performance cues (front desk, housekeeping, and parking employees) have a significant impact on overall quality. Whereas, the performance of the front desk and room service employees has a significant effect on overall value. While, performance of bell staff indicated that there is not any significant effect on quality and value.

Further, quality and value increase word-of-mouth intentions yet the value is largely impacted than quality. According to, Parasuraman (1997) competitive advantage can be obtained by the existence of perceived value. Hence, the highest level of service

quality performance will lead to in a higher level of perceived value. Therefore, we developed the following hypothesis:

H3: Service quality will be positively association with service value.

2.5.10 Relationship between Service Quality (SQ) and Service Satisfaction (SS)

The theoretical basis of the relationship between quality and satisfaction derived from the expectancy or disconfirmation paradigm (Oliver, 1981). Quality is one of the drivers of satisfaction (Cronin and Taylor, 1992; Parasuraman et al., 1994) However, Bolton and Drew (1991) stated that satisfaction leads to service quality. Several researchers identified that a positive associated between service quality and satisfaction (Cronin & Taylor, 1992).

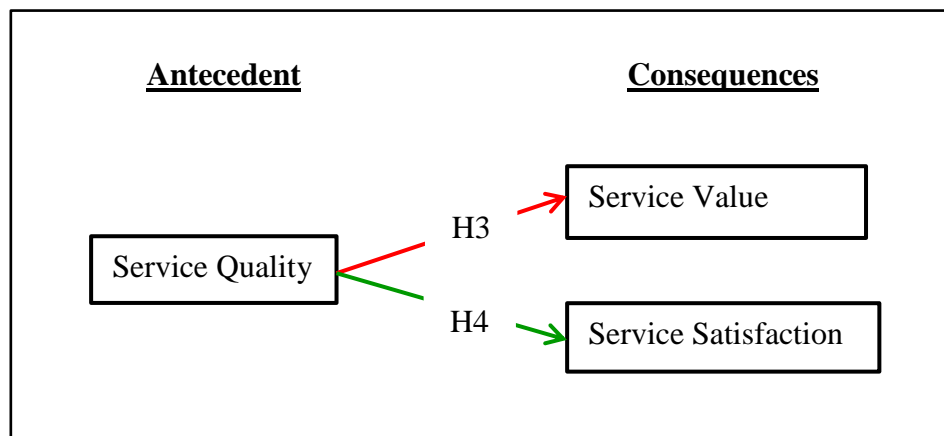
Iglesias and Guillen (2004) reported that in the study of the restaurant sector, they found that perceived quality has a direct and positive influence on the customer satisfaction, and perceived price is not significantly impact on customer satisfaction. Furthermore, Malik et al. (2012) to examined customer satisfaction in the telecommunication sector in Pakistan by measuring brand image, service quality and price. Their results demonstrated that the brand image, service quality, and price are correlated on customer satisfaction.

Nevertheless, satisfaction is also a factor for loyalty (Lam & Burton, 2006). Further, customer satisfaction is consistently forecast repurchase intentions (Bitner, 1990) and the effect on consumer behavior and customer retention (Anderson and Fornell, 1994). Figure 2.5 shows the separate conceptual model for a clear picture of the

relationships between SQ, service value, and satisfaction. Therefore, we developed the following hypothesis:

H4: Service quality will be positively association with service satisfaction

Figure 2.5 Separate Conceptual Framework for SQ, SV, and SS



2.5.11 Relationship between Service Value and Service Satisfaction

Eggert and Ulaga (2002) showed that customer perceived value (cognitive variable) and satisfaction (affective variable) are not substituted, but it complements interrelated in the buying decisions. Based on their outcomes revealed that satisfaction and customer perceived value has a strong positive and significant. Meanwhile, satisfaction has a positive and significant impact on repurchase and word-of-mouth intention. They concluded that satisfaction is the better predictor for behavioral outcomes than customer perceived value. Yang and Peterson (2004) found that perceived value has a significant effect on customer satisfaction and moderating effects of switching costs on these two constructs and customer loyalty is significant.

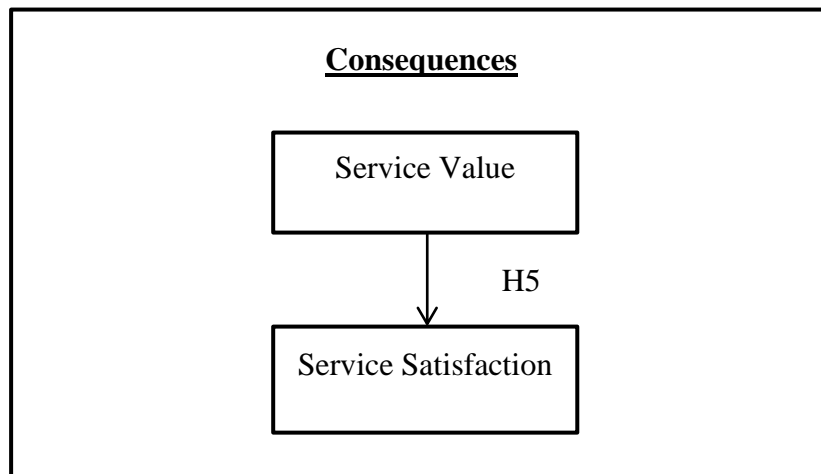
Malik (2012) found that perceived value is strongly related to customer satisfaction followed by perceived service quality in the service sector in Pakistan. While, he also proposed that perceived value is acting as partial mediating variable between perceived service quality and satisfaction. Furthermore, Oh (1999) developed a model to study the relationship between service value with price, perceptions of performance, service quality, customer satisfaction, and repurchase intention of the hospitality consumers. Overall results of the study determined that perceived service quality, customer value, and customer satisfaction has important influence in customers' decision process and those variables also has a direct or indirect related to repurchase as well as positive word-of-mouth communication. Further, the findings indicate that price has a negative impact on customer value and have a negative direction on service quality.

Furthermore, Caruana et al. (2000) through exploratory research they found that there is correlations between quality, value, and satisfaction in the audit firm. While, their outcomes suggested that there is a direct influence of quality on satisfaction by supporting the value moderator. Chen (2010) analyzed the relationships between quality, perceived value, satisfaction, and behavioral intentions towards the visitors' experience of heritage tourism at Taiwan. Their results indicate that direct influence quality of experience towards the perceived value and customer satisfaction. While, the quality of experience is influenced on behavioral intension by mediating perceived value and satisfaction. Lee et al. (2004) claimed that service value is significant correlate with customer satisfaction and suggested that the service value mediated between service quality and customer satisfaction.

Value is the benchmarks for services differentiation from the competition (Eggert and Ulaga, 2002). Additionally, Patterson and Spreng (1997) claimed that service value and customer satisfaction are related to the market share, relationships marketing, and future repurchase intension. Most of the previous studies that discussed earlier are linked with price or sacrifice components, quality, value, and satisfaction. Therefore, this study is employed in the service marketing mix and service quality in the conceptual model so it will give more complete picture which antecedent effect on service value and service satisfaction. Table 2.3 shows the empirical studies on service quality, value, and satisfaction. In essence, the researcher believes that the service value leads to customer satisfaction (figure 2.6). Therefore, we developed the following hypothesis:

H5: Service value will be positively association with service satisfaction.

Figure 2.6 Separate Conceptual Model for SV and SS



CHAPTER 3

METHODOLOGY

3.1 Introduction

The researcher used research techniques to collect and investigate the data in order to find the hypotheses in a manner to pursue the relationship between independent variables and dependent variables. In this section, the researcher will discuss the research design, constructs measurement, research instrument, pilot test, sampling design, data collection methods, reliability test of actual study, and data analysis.

3.2 Research Design

According to Cooper & Schindler (2006) research design described as the blueprint for the collection, measurement, and data analysis. Moreover, there are four categories of research designs namely: exploratory, descriptive, hypotheses testing and case study analysis (Sekaran, 2003). Exploratory study is to obtain information about the phenomena of interest and of advancing knowledge by subsequent theory with hypothesis testing. It usually involved qualitative studies which the data collected through observation or interview.

Meanwhile, a descriptive study is describing the characteristics of the variables of interest in the study and collection of data from quantitative methods like a questionnaire. Furthermore, hypotheses testing is explaining the nature of relationships between variables. Whereas, case studies are a problem solving technique and qualitative utilized in order to find solutions for the current problems based on prior solution experiences. In essence, this research is deliberated as hypothesis testing by examining the relationship between service marketing mix, service quality, service value, and service satisfaction at Malaysian edutainment services.

3.2.1 Quantitative Research

In this study, the researcher applied quantitative research. According to Kuada (2008) quantitative research is to “address research issues via numerical measurement of specific constituents of a situation”. While, the outcome of quantitative study will appear in numerical values and the results will be performing in statistical calculations together testing the pre-formulated hypothesis (Kuada, 2008). The purpose of the chosen this approach due to quantifiable data is appropriate and easier to investigate the influence of independent variables towards dependent variables. Further, the researcher used a self-administered questionnaire is to be effective way to collect the data because the researcher intended to distribute the questionnaires by hand to each respondent and collect once they have done.

3.2.2 Descriptive Research

The purpose of descriptive studies is to understand the characteristics of a group in a specific situation (Sekaran, 2003). In this study, the researcher intends to understand the characteristics of edutainment users perspective in service value and service satisfaction by examining the service marketing mix and service quality. It also allows respondents to give opinions about edutainment services value and satisfaction.

3.3 Constructs Measurement

3.3.1 Scale Measurement

According to Zikmund (2003) scale can be defined as *“any series of items that are arranged gradually according to the value which an item can be kept in accordance to its quantification.”* Furthermore, a scale is represent as a chain of categories. Hence, it is an effective way of planning the questionnaires by helping to distinguished how variables are varied from one another. There are four types of scale namely; nominal scale, ordinal scale, interval scale and the ratio scale. This study is utilized an interval scale in the questionnaire as a measurement scale. This type of scale is best to use in order to study opinions or attitudes dimension.

Prior study by Cengiz and Yayla (2007) was used a seven-point Likert-type scale with anchors ranging from “inferior performance” (1) to “superior performance” (7). Whereas, this study used a Likert scale with five-point scale as showed in Table 3.1. This scale is suitable for this study by investigative consumers’ perceptions towards edutainment services value and satisfaction. Future, the questionnaires were attached with

five points of Likert scale particularly in four sections: Section B, Section C, Section D and Section E as showed in Table 3.1:

Table 3.1: Width of Class Interval

Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
--------------------------------------	-------------------------	------------------------	----------------------	-----------------------------------

Questions were constructed accordingly to examine respondents' agreement and disagreement that covered with service marketing mix elements, service quality, service value, and service satisfaction in Edutainment services in Malaysia. In addition, question number one which located in the Section F is based on category scale by using a multiple items to elicit definite responses. Thereby, the respondents need to tick the multiple answers: Megakidz, Legoland, and Kidzania according to the question. Indeed, for the last two questions were used the dichotomous scale which elicit a Yes or No answer (Sekaran, 2003).

3.4 Measurement Scale for Each Variable

The questionnaire was comprised with 38 items for independent variables and dependent variable. Whereas, measures for service marketing mix which included 6Ps namely: price, place, promotion, people, physical evidence, and process. Those items are adapted with some modification from Yoo et al. (2000), Seiders et al. (2007), Akroush et al. (2006), and Parasuraman et al. (1991). While, service quality items were adapted and modified from Ruiz et al. (2008). Service value and service satisfaction were adapted and modified from Ruiz et al. (2008). These items were allocated into table form which demonstrate following:

3.4.1 Service Marketing Mix (Price)

There are three items were changed and tested in this study. The table below shows the items for the price:

Table 3.2: Service Marketing Mix (Price)

Item	Original Version	Adapted Version	Adapted From
PRC 1	Service provider provides me with more than one paying facility/option	More than one payment option	Yoo et al. (2000)
PRC 2	Service provider's prices are appropriate to me	Reasonable price	Yoo et al. (2000)
PRC 3	The prices are appropriately compared to the quality of service provided	Price according to the service quality	Yoo et al. (2000)

Notes: Likert 5-point scales were utilized.

3.4.2 Service Marketing Mix (Place)

There are three items were modified from Yoo et al. (2000) and two items from Seiders et al. (2007). The table below displays the items for place:

Table 3.3: Service Marketing Mix (Place)

Item	Original Version	Adapted Version	Adapted From
PLC 1	Service provider's location is appropriate for me	Service location is convenient	Yoo et al. (2000)
PLC 2	The essential website base for dealing with service provider (paying bills, detailed bill on your email...etc.) is satisfactory	The website is friendly	Yoo et al. (2000)
PLC 3	Signs of service provider's location are available	Clear signage advertisement	Yoo et al. (2000)
PLC 4	Service provider offers convenient parking	Provide convenient parking	Seiders et al. (2007)
PLC 5	Service provider offers convenient store hours	Provide convenient operating hours	Seiders et al. (2007)

Notes: Likert 5-point scales were utilized.

3.4.3 Service Marketing Mix (Promotion)

There are five items were modified from Yoo et al. (2000). The following table demonstrates items for promotion:

Table 3.4: Service Marketing Mix (Promotion)

Item	Original Version	Adapted Version	Adapted From
PRO 1	The advertising campaigns seem very creative, compared to campaigns for competing brands	The advertising campaigns are very creative	Yoo et al. (2000)
PRO 2	The advertisements are frequently seen through media such as, TV, radio and billboards	The advertisements are frequently seen through media such as TV, radio and billboards	Yoo et al. (2000)
PRO 3	Service provider cares about cultural activities and program sponsorship (i.e.: Independent day festival, social events, sport games, etc.)	Service provider based on the special program with local content (i.e. Hari Raya, Chinese New Year or Deepavali)	Yoo et al. (2000)
PRO 4	When I decide to purchase a specific service, I take into consideration the spoken word of mouth from friends and relatives	I am concern word of mouth before purchase a specific service	Yoo et al. (2000)

Notes: Likert 5-point scales were utilized.

3.4.4 Service Marketing Mix (People/Staff)

There are four items were modified from Akroush et al. (2006) and one item is from Parasuraman et al. (1991). The table below shows the items for people/staff:

Table 3.5: Service Marketing Mix (People/Staff)

Item	Original Version	Adapted Version	Adapted From
PPL 1	The staff is able to provide the required services quickly	Staff gives a quick service delivery	Akroush et al. (2006)
PPL 2	Most of the time the staff is able to answer my inquiries	Staff able to help and ready to deliver service	Akroush et al. (2006)
PPL 3	The staff is well-trained and know how to deal with customer	Staff well qualified and trained	Akroush et al. (2006)
PPL 4	The staff treats me as a special and valued customer	Staff treats me as a special and valued customer	Akroush et al. (2006)
PPL 5	Employees of XYZ have the knowledge to answer your questions	Staff has knowledge to answer my questions	Parasuraman et al. (1991)

Notes: Likert 5-point scales were utilized.

3.4.5 Service Marketing Mix (Physical Evidence)

There are four items were modified from Akroush et al. (2006) and one item is from Parasuraman et al. (1991). The table displays the items for physical evidence:

Table 3.6: Service Marketing Mix (Physical Evidence)

Item	Original Version	Adapted Version	Adapted From
PHY 1	The staff appears in attractive uniforms	The staff appears in attractive uniforms	Akroush et al. (2006)
PHY 2	Public facilities (i.e. waiting space, queuing arrangements...etc.) Of the company are comfortable and attractive	Waiting space and queuing arrangements are comfortable and attractive	Akroush et al. (2006)
PHY 3	Service provider uses modern and sophisticated equipment	Used well advance technology of equipment	Akroush et al. (2006)
PHY 4	Materials associated with the service (such as pamphlets or statements) are visually appealing at XZY	Advertisement material (i.e. Brochures or statement) are visually appealing	Parasuraman et al. (1991)
PHY 5	The overall atmosphere is comfortable	The overall premise atmosphere is comfortable and satisfies	Akroush et al. (2006)

Notes: Likert 5-point scales were utilized.

3.4.6 Service Marketing Mix (Process)

There are four items were modified from Akroush et al. (2006) and one item is from Brady & Cronin (2001). The table below shows the items for process:

Table 3.7: Service Marketing Mix (Process)

Item	Original Version	Adapted Version	Adapted From
PRC 1	The procedures to get the required services are easy, quick and immediate	The service procedures are easy, quick and immediate	Akroush et al. (2006)
PRC 2	Service provider delivers services as promised	The service provider delivers program as promised	Akroush et al. (2006)
PRC 3	Service provider provides services to customers free of errors	Super service provider without an error for children program	Akroush et al. (2006)
PRC 4	Service provider handles seriously with my complaints	The service program provider is serious with complaints	Akroush et al. (2006)
PRC 5	Waiting time at XYZ is predictable	Waiting time is predictable	Brady & Cronin (2001)

Notes: Likert 5-point scales were utilized.

3.4.7 Service Quality

There are four items were modified from Ruiz et al. (2008). The table below displays the items for service quality:

Table 3.8: Service Quality

Item	Original Version	Adapted Version	Adapted From
SQ 1	In general, this company's service is reliable and consistent	The service is reliable and consistent	Ruiz et al. (2008)
SQ 2	My experience with this company is always excellent	The experience that I had is always excellent	Ruiz et al. (2008)
SQ 3	I would say that this company provides superior service	The company provides superior service	Ruiz et al. (2008)
SQ 4	Overall, I think this company provides good service	Overall, I think that this service provides a good service	Ruiz et al. (2008)

Notes: Likert 5-point scales were utilized.

3.4.8 Service Value

There are four items were modified from Ruiz et al. (2008) and below table shows the items that adapted:

Table 3.9: Service Value

Item	Original Version	Adapted Version	Adapted From
SV 1	The value I receive from this company's service is worth the time, effort and money I have invested	Service is worth the time, effort, and money	Ruiz et al. (2008)
SV 2	This company's services are reasonably priced	Service is reasonably priced	Ruiz et al. (2008)
SV 3	This company offers good service for the price	Service is good services for the price	Ruiz et al. (2008)
SV 4	This company offers good value for the price I pay	Service provider worth value	Ruiz et al. (2008)

Notes: Likert 5-point scales were utilized.

3.4.9 Service Satisfaction

There are four items were modified from Ruiz et al. (2008) and below table demonstrates the items that adapted:

Table 3.10: Service Satisfaction

Item	Original Version	Adapted Version	Adapted From
SS 1	I am happy with this company's services	I am happy with this service	Ruiz et al. (2008)
SS 2	Using this company's service is a satisfying experience	Using this service is a satisfying experience	Ruiz et al. (2008)
SS 3	Overall, I am satisfied with this company	Overall, I am satisfied with the service	Ruiz et al. (2008)

Notes: Likert 5-point scales were utilized.

3.5 Research Instrument

In order to achieve objectives and hypotheses of this study, the primary data has been collected through a structured administered questionnaire through a field survey (refer to Appendix A). Furthermore, the questionnaire items were established based on the previous empirical literatures in the area of marketing service. In this study, questionnaires are provided to respondents those has experienced in edutainment services in Malaysia.

The researcher used the questionnaire as a research instrument because the method of this study is a quantitative approach and also a best way to collect quantifiable data. Instead, it helps the researcher to get the data fast and efficient informations regarding the respondents' on value and satisfaction in edutainment services. Moreover, pilot test has been carried out to ensure the measurement scale and components in the questionnaire are properly designed and understood by respondents.

3.5.1 Questionnaire Design

The questionnaire was revised and amended from experts opinions and previous literature before the pre-testing. The survey technique is implemented by distributed questionnaires in three selected shopping malls. Furthermore, questionnaires were prepared in English language and the researcher used an open-ended and close-ended questions. There is six sections in survey instruments. The first part is Section A is related to respondent's demographic profile which consisted close-ended questions such as gender, ethnic, education level, salary and nationality.

Meanwhile, in Section B the items are based on service marketing mix which contained six elements namely, price, place, promotion, people, physical evidence, and process. In Section C questions are built on service quality which provided by the edutainment service providers. While, in Section D questions are related to service value of edutainment service providers. In Section E, questions are based on edutainment service satisfaction.

Lastly, at Section F consists of customer perceptions toward edutainment service providers: question one “Did you have any experience in the edutainment service?” question two “Will you return to the edutainment service ?” and last question are “Would you recommend the edutainment service to your friend?.”

3.5.2 Pilot Test

According to Zikmund (2003) pilot test is refer to a small measure trial research technique by using sampling without a complicated standard. The purpose of the pilot study is to upgrade the questionnaire so respondents would not have any problems in answering and also less difficulties when recording the data (Sauders, 2009). Additionally, through pilot test it can increase the effectiveness of the questionnaire, and if there is any necessities so we can amend before it distributes to actual sample.

For the pilot test, the researcher has distributed 40 questionnaires to convenience respondents at three selected shopping malls. Meanwhile, through this test it will examine respondents understanding toward questions as well as testing the internal reliability and accuracy of items before allocated questinnnaires to the whole subjects.

3.5.3 Reliability Test

The Cronbach's alpha was computed to see the reliability of those items used in the questionnaire. By using the SPSS statistical software, the reliability value for 40 pre-test samples is demonstrated below in the table 3.11. The result indicates that the Cronbach's alpha for service satisfaction measure is 0.931. According to Sekaran (2003) the closer reliability coefficient to 1.0, is considered very good. Whereas, the Cronbach's alpha for four variables: people, process, service quality, and service value were ranged above 0.80 and indicates good reliability. While, Cronbach's alpha value for other two variables (place and physical evidence) is ranged above 0.60 which considered to be low level of reliability.

Furthermore, promotion and price variables revealed a poor Cronbach's alpha value above 0.50. The reason why both variables with low reliability due to the respondent might not be happy or satisfy with the price fixed by the service providers. Meanwhile, promotion variable predicts might have less promotion activities by edutainment services that not attract the customers. However, these two constructs was used in the actual study as well due to get a clear picture from the total subjects.

Table 3.11: Reliability Test (Pilot Study, N=40)

Construct	Item	Measure	Cronbach's Alpha
Price	Pri	More than one payment option Reasonable price Price according to the service quality	0.497
Place	Pla	Service location is convenient The service website is friendly Clear signage advertisement Provide convenient parking Provide convenient operating hours	0.633
Promotion	Prm	The advertising campaigns are very creative The advertisements are frequently seen through media such as TV, radio, and billboards Service provider based on special program with local content I am concern word of mouth before purchase a specific service	0.525
People	Ppl	Staff gives a quick service delivery Staff able to help and ready to deliver service Staff well qualified and trained Staff treats me as a special and valued customer Staff has knowledge to answer my questions	0.881
Physical Evidence	Phy	Staff appears in attractive uniforms Waiting space and queuing arrangements are Comfortable and attractive Used well advance technology of equipment Advertisement material (i.e. brochures or statement) is visually appealing The overall premise atmosphere is comfortable and satisfies	0.689

Process	Prc	The service procedures are easy, quick and immediate The service provider delivers program as promised Super service provider without an error for children program Waiting time is predictable The service program provider is serious with complaints	0.867
Service Quality	Sq	The service is reliable and consistent The experience that I had is always excellent The company provides superior service Overall, I think this service provides a good service	0.881
Service Value	Sv	Service is worth the time, effort, and money. Service is reasonably priced Service is good services for the price Service provider worth value	0.868
Service Satisfaction	Ss	I am happy with this service Using this service is a satisfying experience Overall, I am satisfied with the service	0.931

Notes: Likert 5-point scales were utilized.

3.5.3.1 Reliability Test for Price variable

Table 3.12 Reliability Statistics for Price variable

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.497	.516	3

Table 3.13 Price Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
More than one payment option	7.1138	1.839	.149	.045	.673
Reasonable price	7.2846	1.484	.347	2.66	.337
Price according to service quality	7.1138	1.528	.492	.294	.123

When, we run the reliability for pilot test the Cronbach's alpha value for price variable has low reliability value at 0.497 as showed in the Table 3.12. Correspondingly, the Price Item-Total Statistics in table 3.13 showed the Alpha value would increase if the item 'more than one payment option' is deleted. After, removing the designated item, the second analysis was run and found that the removal item would increase the value of alpha. Further, the alpha has increased to 0.673 as showed in the Table 3.14. Eventually, the researcher decided to drop this item in order to get higher Cronbach's alpha value. Thus, the internal consistency reliability of the measure used in this study can be considered to be good.

Table 3.14 Reliability Statistics after item deleted

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.673	.679	2

3.5.3.2 Reliability Test of Actual Study

The Table 3.15 demonstrated results of reliability level of each variables. The Cronbach's alpha coefficient for five variables namely people, process, service quality, service value, and service satisfaction were above .80 be considered good (Sekaran, 2003). While, the reliability value for place and promotion is above .70 are considered acceptable. Nunnally (1978) recommended a minimum level of Cronbach's alpha at .70. In another hand, Cronbach's alpha value for physical evidence is 0.657 and price has 0.673 which showed low reliability (Sekaran, 2003). However, the internal consistency reliability of the measure used in this study can be considered to be reliable acceptable for the physical evidence and price items.

Table 3.15: Reliability Test of Actual Study

Construct	Item	Measure	N (123)	Cronbach's Alpha
Price	Pri	Reasonable price Price according to the service quality	123 123	0.673
Place	Pla	Service location is convenient The service website is friendly Clear signage advertisement Provide convenient parking Provide convenient operating hours	123 123 123 123 123	0.733
Promotion	Prm	The advertising campaigns are very creative The advertisements are frequently seen through media such as TV, radio, and billboards Service provider based on special program with local content I am concern word of mouth before purchase a	123 123 123	0.708

		specific service	123	
People	Ppl	Staff gives a quick service delivery Staff able to help and ready to deliver service Staff well qualified and trained Staff treats me as a special and valued customer Staff has knowledge to answer my questions	123 123 123 123 123	0.888
Physical Evidence	Phy	Staff appears in attractive uniforms Waiting space and queuing arrangements are comfortable and attractive Used well advance technology of equipment Advertisement material (i.e. Brochures or statement) are visually appealing The overall premise atmosphere is comfortable and satisfies	123 123 123 123 123	0.657
Process	Prc	The service procedures are easy, quick and immediate The service provider delivers program as promised Super service provider without an error for children program Waiting time is predictable The service program provider is serious with complaints	123 123 123 123 123	0.831
Service Quality	Sq	The service is reliable and consistent The experience that I had is always excellent The company provides superior service Overall, I think this service provides a good service	123 123 123 123	0.818

Service Value	Sv	Service is worth the time, effort, and money.	123	0.855
		Service is reasonably priced		
		Service is good services for the price	123	
		Service provider worth value	123	
Service Satisfaction	Ss	I am happy with this service	123	0.876
		Using this service is a satisfying experience	123	
		Overall, I am satisfied with the service		
			123	

Notes: Likert 5-point scales were utilized.

3.6 Sampling Design

3.6.1 Target Population

According to Malhotra (2004) target population is the collection of objects and elements which provide information based on contemporary researcher that makes a conclusion for the study. The target population of this study is parents those had experienced in edutainment services such Megakidz, Legoland, and Kidzania. Additionally, the purpose to choose parents as a target population due to during the service delivery process in service encounter, parents will be alongside with their children so they will have knowledge based on the nature of services. Hence, parents will have perceptions or overview about the edutainment services compare to the kids who are enjoying the services.

3.6.2 Sampling Techniques

According to Sekaran (2003) sampling consists of selecting the right individuals or objects for the study. As Saunders et al. (1997) stated that the sampling provides “*a range of methods allows to reduce the amount of data that we are obliged to collect by considering only data from sub-group rather than all possible cases*”. It means the researcher will obtain the data from the sample in order to examine the situation or the purpose of the study rather than collecting the data from the entire subject. The purpose of sampling is to reduce the time and cost of data collection process (Hair et al. 2006).

Sampling techniques can be categorized into two methods: the probability sampling and non-probability sampling. Probability sampling, refers to the simple random sampling, systematic sampling, stratified random sampling, cluster sampling, and multi-stage sampling. Whereas, non-probability sampling is including the quota sampling, snowball sampling, self-selection sampling and convenience sampling.

This study is based on non-probability sampling which applied a mall intercept methods sampling (Bush and Hair, 1985). The mall intercept is a face-to-face or personal interviewing method (Bush and Hair, 1985). As Rice and Hancock (2005) stated that in the mall intercept data collection is through interview a sample of those passing by asking them would willing to participate in the study. Also, a mall intercept is a kind of convenience sampling (Rice and Hancock, 2005).

This sampling is suitable for this study the researcher will request those respondents are available and find the suitable subject for this study at three main shopping malls. The purpose of non-probability sampling technique is beneficial, quick,

and convenient as well as suitable for this research. Likewise, it less complicated and more economical in terms of time and financial costs (Welman & Kruger, 2005).

3.6.3 Sampling Size

Malhotra (2005) defined sampling size as the number of elements which involved in the study. Meanwhile, Creswell (2005) stated that “*the larger the sample, the less the probable error that the sample will differ by the population*”. So, bigger sampling size is more accurate compare to smaller sampling size and it may also decrease the sampling error. According to Green (1991) he estimated: N (sample size) = $50 + 8(m)$, which “ m ” indicates the number of independent variables.

In this study, there a couple of independent variables. There is service marketing which consists of six elements namely price; place; promotion; people; physical evidence, and process; another independent variable is service quality. Thus, m is equivalent to 7, so, $N = 50 + 8(7) = 106$, which means that the sampling size should have at least 106 target respondents. However, the researcher able to disseminated 130 questionnaires at three selected shopping malls; The Curve, Sunway Pyramid, and Midvalley Megamall nearby the target premises.

3.7 Data Collection

The elementary sources for conducting the research study are primary and secondary data. The researcher used both primary and secondary data as the sources in order to have sufficient and support information to be implementing in this research study.

3.7.1 Primary Data

According to Zikmund et al. (2010) primary data described as “*data that assembled for research purpose of the existent situation whereby the events are happening.*” There are several methods to gather the primary data. One of the method is a questionnaire and it used widely by most of researchers and also help to collect the data. Therefore, in the current study the researcher selects the self-administrated questionnaire as a method to collect the primary data as it can raise the reliability and simplicity information for this study.

In this study, 130 respondents were completed the survey questionnaires at three selected shopping malls. The purpose to select those places are because convenient and suitable site for the researcher to allocate the questionnaire as well it attached nearby the edutainment location. Based on the logic of this method, the researcher delivered the questionnaire to the respondent by face-to-face and they also responses spontaneously. Moreover, the participants in this study have varieties of socio-demographic background. Indeed, administration questionnaires were conducted from February 23th to March 9th

2014. Below table 3.16 displays the number of days by the number of respondents that attained during the data collection.

Table 3.16: Data Collection

Date	Number of respondent	Place (mall)
23/02/2014	10	The Curve, Mutiara Damasara
24/02/2014	8	
25/02/2014	12	
26/02/2014	11	
27/02/2014	9	
28/02/2014	10	Sunway Pyramid, Petaling Jaya
01/03/2014	8	
02/03/2014	8	
03/03/2014	10	Sunway Pyramid, Petaling Jaya
04/03/2014	6	
05/03/2014	8	Midvalley Megamall, Kuala Lumpur
06/03/2014	9	
07/03/2014	9	
08/03/2014	6	
09/03/2014	6	
Total (N)	130 (respondent)	

Indeed, the data collection begins by explaining the purpose of this study to the respondent then require the respondent to fill up the questionnaire. Each respondent is requisite to spend about ten to fifteen minutes to complete the questionnaire together with researcher's monitor. Remarkably, most respondents were worthwhile and compassionate to fill up the questionnaire. Furthermore, some of respondents were share their own personal opinions and experiences in the edutainment services in Malaysia.

Nonetheless, all questionnaires were returned and interestingly we had all 130 distributed questionnaires. Furthermore, the researcher did not allow unmarried people to participate in this survey because this study is mainly ponder on those are married with children that had experiences in edutainment services in Malaysia. Additionally, total 130 questionnaires were collected and 7 were incomplete and eliminated. So, a total of 123 was usable questionnaires were used in data analysis and 7 are non-usable questionnaires due to incomplete.

3.7.2 Secondary Data

According to Zikmund (2003) cited that secondary data is related to the historical data. Secondary data is the information that gathered and recorded by someone for certain purposes. Though, secondary data are cheaper than primary data because can obtain quickly. The researcher used the secondary data by reviewing the literature. It may be beneficial to the researcher as the secondary data contain the information that the individual cannot collect by their own.

The data used in this study were collected from an external database or online information database such Emerald-insight, Science Direct, JSTOR and other supportive data provided by UUM Library website. Additionally, researcher used Internet search engines such Google Scholar and Yahoo to obtain more other related material in this research study.

3.8 Data Analysis

In this study, the SPSS statistical package version 19 was used for the data analysis to generate results. The analysis and interpretation of data were presented using descriptive and inferential statistics. In this research, 130 questionnaires were made available for the target respondents but only 123 questionnaires will run for the data analysis whereas 7 questionnaires were eliminated due to incomplete questionnaires. Also, a pilot test was conducted by distributing questionnaires to the target respondents in order to assure that the respondents understand the questions and effectiveness of data will be captured.

3.8.1 Descriptive Analysis

Descriptive analysis can be described as describe and identify the characteristics of the respondents. Meanwhile, descriptive analysis can measure in terms of mean, mode, frequency, standard deviation and ranges in order to describe the sample data by depicting representative respondent and showing the generic patterns of responses (Burns & Bush, 2000).

In this study, the mean, mode, frequency, range, standard deviation and variance were collected for the interval scale of independent variables (service marketing mix and service quality) and dependent variables (service value and service satisfaction). While, table of frequency counts, percentages and cumulative percentages for all values related to the particular variable are set out in the following chapter.

3.8.2 Reliability Test

The reliability test is used to test the measures are free from error thus the result is in consistent. The researcher used Cronbach's Alpha in order to test the reliability of independent variables and dependent variables. Moreover, researcher also used Cronbach's Alpha in the pilot study to study the reliability of the items in the questionnaire which aforementioned earlier. Sekaran (2003) stated that Cronbach's Alpha of at minimum 0.60 or 0.70 is considered acceptable and adequate level of reliability but the value closer to 0.90 is considered more useful.

3.8.3 Normality of the Data

Descriptive analysis was analyzed the data to determine based on the assumption that the data is in normal distribution. In order to, check the normality assumption there are several ways to check such as using graphical methods like normal quantile-quantile plot (Q-Q plot), probability-probability plot (P-P), histogram, box-plot, and stem-and-leaf-plot (Razali & Wah, 2011). The numerical methods like the skewness and kurtosis coefficients is a more formal normality test to test whether a particular data follows a normal distribution. Indeed, the most common normality test procedures such as Shapiro-Wilk (SW) test and Kolmogorov-Smirnov (KS) test. In this study, we employed the P-P plot, histogram, and scatter plot for independent variables and dependent variables. The test showed that a positive normal distribution of data between independent variables and dependent variables (refer to Appendix B).

3.9 Inferential Analysis

The inferential analysis serves to test whether the hypotheses are substantial.

3.9.1 Pearson Correlation

According to Malhotra (2005) Pearson's correlation analysis is a statistical measure to identify the strength of association between the variables. In order to determine the strength of the relationship between the variables, the researcher uses a range of possible values from -1 to +1 (Hair et al. 2006). The numbers indicate the strength of the relationship between variables, while the sign (+ or -) indicates the direction of relationship between variables. While, correlation coefficient range of +1.0 indicates a perfect positive relationship. Whereas, -1.0 indicated perfect negative relationship and value of 0 shows no significant relationship. Thus, this study endeavours to identify any of the relationship between service marketing mix, service quality, and service value and service satisfaction.

3.9.2 Multiple Regressions

According to Hair et al. (2006) multiple regressions described as statistical methods to analyze the linear relationship between an individual dependent variable and two or more independent variables by predicting the coefficient of the equation of the straight line. As Hair et al. (2006) stated the test would be significant when p-value is less than 0.05. The beta coefficient allowed the researcher to identify which independent variables were the most influential towards the dependent variables. By exploiting this analysis, it will provide the information like the statistical significance of each coefficient, nature of relationship strength of relationship.

3.10 Conclusion

Overall, the researcher sums up the methodology be related to this study and the selected 130 of respondents at three selected shopping malls but for data analysis only 123 usable questionnaire were used. Furthermore, the researcher also highlighted SPSS program was used for data analysis. In next chapter, the researcher will examine the collected raw data from respondents deeply with respect to come out the results of this study.

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

In the data analysis part, an analysis of the collected questionnaires will be administered. An analysis of descriptive, central tendencies measurement of construction, correlation analysis, and hypothesis testing will be analyzed in order to attain the objectives of this study. Collected data were analyzed through using SPSS version 19 and findings are reported in the following section.

4.2 Descriptive Analysis

In this section, the researcher used descriptive analysis to analyze the demographic profile of a targeted respondents. Descriptive analysis will comprise with the demographic profile of the respondents such as gender, age, ethnic, education level, salary, and nationality.

4.2.1 Respondents Demographic Profile and Customer Perceptions

Table 4.1: Respondents Demographic Profile and Customer Perceptions

Characteristics of Respondent's	Frequency	Percentage (%)	
Respondents	123	100	
<u>Gender</u>			
Male		49	39.8
Female		74	60.2
<u>Age</u>			
Below 18		0	0
19-25		29	23.6
26-40		73	59.3
Above 41		21	17.1
<u>Ethnic</u>			
Malay		44	35.8
Chinese		37	30.1
Indian		25	20.3
Others		17	13.8
<u>Education Level</u>			
High School		12	9.8
Diploma		26	21.1
Degree		66	53.7
Master		11	8.9
PHD		8	6.5
Others		0	0
<u>Salary</u>			
Below RM 1000		17	12.9
RM 1001-RM3000		27	20.5
RM 3001-RM5000		58	43.9
Above RM5001		30	22.7

<u>Nationality</u>	106	86.2
Malaysia	17	13.8
Non-Malaysian		
<u>Experience in Edutainment Services</u>		
MegaKidz	23	18.7
Legoland	73	59.3
KidZania	27	22.0
<u>Return to Edutainment Services</u>		
Yes	108	87.8
No	15	12.2
<u>Recommend Edutainment Services</u>		
Yes		
No	113	91.9
	10	8.1

From Table 4.1 shows the respondents demographic profile. In this study, the respondents were parents with an edutainment service experience in Malaysia. Out of 123 respondents, 74 are female and the remaining is the male category. Further, there is none of respondent under 18 years participated during the survey. Almost, 59.3% of the respondents were category in the middle aged group; followed 23.6% of 19-25 years, and 17.1% are above 41 years.

While, the majority ethnic group participants in this survey are the Malay ethnic, following by Chinese, Indian, and others. Moreover, 53.7% of respondents are obtained Degree qualification, followed by 21.1% with Diploma education, 9.8% of respondents

were high school level, 6.5% of respondents have PHD qualification, and no respondent has an education level above PHD.

Furthermore, the majority of earning income of the respondents were RM3001-RM5000 (39.8%), followed by RM1001-RM3000 (28.5%), above RM5001 (26.8%) and below RM1000 (4.0%) respectively. Interestingly, the majority of the respondents in this study are Malaysian and 17 respondents were Non-Malaysian.

Additionally, outcomes for customer perceptions toward edutainment services also presented in the table above. The descriptive analysis demonstrated that the 59% of the respondents are experienced in Legoland edutainment service, followed by 22% of KidZania, and 18.7% for MegaKidz.

Interestingly, 108 respondents were decided to will back to the edutainment services while 15 respondents remarked that they do not want return to the edutainment services. Throughout of this analysis, we can conclude that 91.9% will determine to recommend edutainment services to the friends whereas 8.1% of the respondents were opposed to this statement.

The pie and bar charts for demographic respondent profile and customer perceptions are attached in the Appendix C.

4.2.2 Descriptive Statistic of Demographic Profile

Based on the output presented below, the researcher has summarized the mean and standard deviation for each variable in respondents demographic profile. Descriptive statistic provides evidence to gender, where the mean is 1.6016 and standard deviation is .49157. While, the mean for age of respondents is 2.9350 and for standard deviation is .63684. Meanwhile, there are four types of different ethnic, with mean 2.1220 and standard deviation 1.05260. The education level the mean is 2.8130 and standard deviation is .96133. For salary variable of the respondents has a 2.8862 mean and the standard deviation is .86084. Finally, for nationality the mean is within 1.1382 and standard deviation is .34653.

Table 4.2 Descriptive Statistics of Demographic Profile

Variable	Total (N)	Mean	Std. Deviation
Gender of Respondent	123	1.6016	.49157
Age of Respondent	123	2.9350	.63684
Ethnic	123	2.1220	1.05260
Education Level	123	2.8130	.96113
Salary	123	2.8862	.86084
Nationality	123	1.1382	.34653

4.2.3 Descriptive Statistics for Independent and Dependent Variables

Table 4.3 Descriptive Statistics for Independent and Dependent Variables

	N	Minimum	Maximum	Mean	Std. Deviation
SMMP	123	2.46	4.53	3.5544	.45742
SERQUAL	123	2.00	5.00	3.5528	.58170
SERVALUE	123	2.25	5.00	3.5813	.65404
SERSATIS	123	2.00	5.00	3.6531	.67670

Table 4.3, revealed the descriptive statistics for independent and dependent variables. SMMP is refer to service marketing mix (6Ps), SERQUAL is the service quality dimension, SERVALUE refers to service value, and SERSATIS is the service satisfaction variable. As we can see from the table above, the minimum, maximum, mean and standard deviation were calculated to observe the tendency of respondents responses on each variables.

Based on the mean value, we can conclude that the highest mean value is for SERSATIS at 3.6531, followed by SERVALUE at 3.5813, SMMP at 3.5544, and SERQUAL at 3.5528. Among the four constructs the most influenced edutainment users are satisfaction and followed by other variables respectively. Therefore, customer satisfaction is playing crucial in edutainment services and marketing managers need to considered how to give a positive satisfaction for customers in the future.

4.2.4 Central Tendencies Measurement of Constructs

Table 4.4 Central Tendencies Measurement of Constructs

Constructs	Measure	Mean	SD	N (123)
NEWPRICE (Price)	Reasonable price	3.4715	.84276	123
	Price according to the service quality	3.6423	.71437	123
SPLACE (Place)	Service location is convenient	3.5854	.73470	123
	The service website is friendly	3.5610	.83122	123
	Clear signage advertisement	3.6179	.71884	123
	Provide convenient parking	3.6829	.78215	123
	Provide convenient operating hours	3.6748	.75200	123
SPROMOTION (Promotion)	The advertising campaigns are very creative	3.4634	.81273	123
	The advertisements are frequently seen through media such as TV, radio, and billboards	3.4146	1.00757	123
	Service provider based on special program with local content	3.4959	.95277	123
	I am concern word of mouth before purchase a specific service	3.5854	.88639	123
SPEOPLE (People)	Staff gives a quick service delivery	3.4878	.79306	123
	Staff able to help and ready to deliver service	3.6748	.75200	123
	Staff well qualified and trained	3.6179	.77375	123
	Staff treats me as a special and valued customer	3.3984	.86593	123
	Staff has knowledge to answer my questions	3.5610	.76978	123

SPHYSIC (Physical Evidence)	Staff appears in attractive uniforms	3.5528	.71521	123
	Waiting space and queuing arrangements are comfortable and attractive	3.3659	.78164	123
	Used well advance technology of equipment	3.8130	.60530	123
	Advertisement material (i.e. Brochures or statement) are visually appealing	3.6016	.75466	123
	The overall premise atmosphere is comfortable and satisfies	3.6748	.67138	123
SPROCESS (Process)	The service procedures are easy, quick and immediate	3.5772	.76831	123
	The service provider delivers program as promised	3.5691	.85008	123
	Super service provider without an error for children program	3.5610	.86029	123
	Waiting time is predictable	3.3171	.85236	123
	The service program provider is serious with complaints	3.5041	.82357	123
SERQUAL (Service Quality)	The service is reliable and consistent	3.6911	.69104	123
	The experience that I had is always excellent	3.3821	.80491	123
	The company provides superior service	3.4390	.67928	123
	Overall, I think this service provides a good service	3.6992	.71213	123
SERVALUE (Service Value)	Service is worth the time, effort, and money.	3.6748	.72988	123
	Service is reasonably priced	3.4797	.78249	123
	Service is good services for the price	3.6016	.75466	123
	Service provider worth value	3.5691	.85967	123
SERSATIS (Service Satisfcation)	I am happy with this service	3.5772	.77890	123
	Using this service is a satisfying experience	3.6179	.74129	123
	Overall, I am satisfied with the service	3.7642	.74747	123

N= 123

The table above demonstrates the central tendencies measurement of constructs. As such, NEWPRICE's mean is ranged from 3.4715 to 3.6423 and its standard deviation is between .71437 - .84276. Further, SPLACE's mean is ranged from 3.5610 to 3.6829 and its standard deviation is between .71884 - .83122. While, mean and standard deviation for SPROMOTION between 3.4146 – 3.5854 and .81273 – 1.00757 respectively.

Next is SPEOPLE's the mean is from 3.3984 to 3.6748 and its standard deviation is between .75200 - .86593. By the way, range for SPHYSIC's mean is from 3.5528 to 3.8130 and its standard deviation is between .60530 - .78164. Moreover, the mean and standard deviation for SPROCESS are ranged 3.3171 – 3.5772 and .76831 - .86029. The mean for SERQUAL is from 3.3821 to 3.6992 and its standard deviation is between .67928 - .80491. Whereby, the mean and standard deviation obtained for SERVALUE are between 3.4797 – 3.6748 and .72988 - .85967. Lastly, the SERSATIS variable has mean by 3.5772 to 3.7642 and its standard deviation is between .74129 - .77890.

Whereas, Cronbach's alpha value for five variables is above 0.80 that shows above 80% reliability of the survey about people, process, service quality, service value, and service satisfaction is strongly related correlated with customer satisfaction. While, for place and promotion the Cronbach's alpha is above .70 that shows above 70% reliability of those variables perceived customer satisfaction. However, for two variables (place and promotion) have low value of Cronbach's alpha above 0.60 that shows these two variables has 60% reliability of the survey have the average associated with customer satisfaction.

4.3 Inferential Analysis

4.3.1 Pearson Correlation

Correlation analysis is to test the strength and direction of the relationship between two variables (Parlan, 2007). Thus, this study will consider the relationship between dependent variables and independent variables which influence services satisfaction in edutainment industries. Further, Pearson coefficient is developed for interval level (continuous) variables. Pearson correlation coefficient, the value closer to +1.00 indicates that there is a positive or strongly associated between two variables. If the value is close to -1 indicates there is negative correlation between two variables. On the other hand, the value show 0 indicates no relationship between the two variables and changes value on one variable is not predicting the value of the second variable.

Table 4.5 Correlation of Research Dimension

Variables	1	2	3	4	5	6	7	8	9
1) Price	1.00								
2) Place	.396**	1.00							
3) Promo	.164	.510**	1.00						
4) People	.350**	.593**	.440**	1.00					
5) Phys	.394**	.560**	.499**	.588**	1.00				
6) Process	.494**	.588**	.433**	.757**	.579**	1.00			
7) Serqual	.374**	.540**	.414**	.623**	.608**	.662**	1.00		
8) Sersalue	.415**	.429**	.378**	.551**	.558**	.578**	.562**	1.00	
9) Sersatis	.389**	.553**	.418**	.548**	.513**	.545**	.717**	.638**	1.00

**. Correlation is significant at the 0.01 level (2tailed).

Table 4.5 displays the outcome of the correlation analysis between all independent variables and dependent variables. Further, the high correlation with service value is the process variable whilst the low correlation is promotion. Indeed, the high correlation with service satisfaction is the service quality whereas the low correlation is the price variable. Overall, most of the independent variables have a significant positive relationship with dependent variables at the $P < 0.01$. As Sekaran (2003) mentioned that there is existence of a collinearity problem if the correlation coefficient is higher than 0.75. As, we can see the results shown that the highest coefficient value is 0.72 which is the below the cut off of 0.75 of collinearity problem. Hence, in this study there is no collinearity problem exist.

4.3.1.1 Correlation Analysis between SMM (6Ps), Service Value and Service Satisfaction

4.3.1.1 (a) Price, Service Value (SV), and Service Satisfaction (SS)

Table 4.6 Correlation Analysis between Price, SV, and SS

	Mean	SD	r	Sig. (2-tailed)
NEWPRICE	3.5569	.67812		
SERVALUE	3.5813	.65404	.415**	.000
SERSATIS	3.6531	.67670	.389**	.000

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.6 displays the correlation relationship between price element, service value and service satisfaction in the edutainment services. In the survey questionnaires all the items were used 5-point Likert scale. While, the mean value for three variables is above 3.50. Interestingly, majority of the respondents were average agreement by selecting the 3-point for the price element, service value and service satisfaction.

Further, the price has a low correlation for both dependent variables compare to other dimensions. The outcomes demonstrated that price has significant positive relationship to service value ($r = .415$, $p < 0.01$). Therefore, the null hypothesis is rejected. This result is similar to Baker et al. (2002) studied in the store patronage intentions services. This finding is somewhat contradictory to Oh (1999) reported that the price has a negative influence on customer value.

Meanwhile, there is a significant positive relationship between price and service satisfaction ($r = 0.389$, $p < 0.01$). Thus, the null hypothesis is not accepted. This outcomes is similar to the studies by Consuegra (2007) and Muala & Qurneh (2012). However, this results is different from Ahmed et al. (2013) which found that the pricing strategy is not influenced in patient satisfaction. These differences might be different due to the nature of studies in different context and research methodology applied.

4.3.1.1 (b) Place, Service Value, and Service Satisfaction

Table 4.7 Correlation Analysis between Place, SV, and SS

	Mean	SD	r	Sig. (2-tailed)
SPLACE	3.6244	.53198		
SERVALUE	3.5813	.65404	.429**	.000
SERSATIS	3.6531	.67670	.553**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.7 demonstrates the correlation analysis between the place element, service value, and service satisfaction. Accordingly, mean values are above 3.60 for three variables so we can predict that 123 respondents were agreed with the location, value, and satisfy with services provided by the edutainment services. Based on the result, we can conclude that there is a low positive significant correlation between place and service value ($r = .429$, $p < 0.01$). Thus, the null hypothesis is rejected.

Additionally, relationship between place and service satisfaction found positive and significant with moderate relationships ($r = .553$, $p < 0.01$). Therefore, the null hypothesis is rejected. This report is similar to Muala & Qurneh (2012) suggested that place element has a positive impact on tourist satisfaction followed by other elements of SMM.

4.3.1.1 (c) Promotion element, Service Value, and Service Satisfaction

Table 4.8 Correlation Analysis between Promotion, SV, and SS

	Mean	SD	r	Sig. (2-tailed)
SPROMOTION	3.4898	.67021		
SERVALUE	3.5813	.65404	.378**	.000
SERSATIS	3.6531	.67670	.418**	.000

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.8 revealed the results of correlation analysis between promotion element, SV, and SS. Consequently, mean values for these variables are above 3.50 means that all respondents in this study is agreed with these three dimensions. Meanwhile, the correlation analysis stated that there is positively significant with low association between promotion and service value ($r = .378$, $p < 0.01$). Therefore, the null hypothesis is rejected. The result is similar to Cengiz & Yayla (2007) findings.

Moreover, there is significant and low correlation between promotion and service satisfaction ($r = .418$, $p < 0.01$). Hence, the null hypothesis is not accepted. This outcome is the same result with Al-Dmour et al. (2013) but in different construct, their reported that promotion is the most influential on brand awareness in telecommunication services.

4.3.1.1 (d) People element, Service Value, and Service Satisfaction

Table 4.9 Correlation Analysis between People, SV, and SS

	Mean	SD	r	Sig. (2-tailed)
SPEOPLE	3.5480	.65778		
SERVALUE	3.5813	.65404	.551**	.000
SERSATIS	3.6531	.67670	.548**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.9 presents the findings of correlation analysis between people, service value and service satisfaction. Mean values are above 3.00 and it indicates that most respondents are perceived satisfaction with service employees and perceived value by the edutainment service providers. While, there is a positive significant with moderate correlation between people and service value ($r = .551$, $p < 0.01$). Hence, the null hypothesis is rejected.

Additionally, there is a positive significant with moderate correlation between people and service satisfaction ($r = .548$, $p < 0.01$). Therefore, the null hypothesis is rejected. This report is similar to Muala & Qurneh (2012) studied that people are one of significant dimensions that impact on tourist satisfaction.

4.3.1.1 (e) Physical Evidence element, Service Value, and Service Satisfaction

Table 4.10 Correlation Analysis between Physical Evidence, SV, and SS

	Mean	SD	r	Sig. (2-tailed)
SPYSIC	3.6016	.45986		
SERVALUE	3.5813	.65404	.558**	.000
SERSATIS	3.6531	.67670	.513**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.10 present the results of correlation analysis between three variables (physical evidence, SV and SS). Hence, the mean values for these variables are above 3.60 and it deliberated by 123 respondents was agreed with the tangible evidence, SV, and SS by edutainment services. According to the results, physical evidence is the second high moderate correlation with service value and has significant positive relationships ($r = .558$, $p < 0.01$). So, the null hypothesis is rejected.

Meanwhile, physical evidence also has a significant and positive relationship with service satisfaction ($r = 0.513$, $p < 0.01$). Thus, the null hypothesis is not accepted. Likewise, Ahmad et al. (2013) studies patient satisfaction by examining the service marketing mix the results revealed that physical evidence has a significant relationship with patient satisfaction and followed by other elements respectively. The results are similar to the study by Ruiz et al. (2012) revealed that service-scape is the main drive for service experience.

4.3.1.1 (f) Process element, Service Value, and Service Satisfaction

Table 4.11 Correlation Analysis between Process, SV, and SS

	Mean	SD	r	Sig. (2-tailed)
SPROCESS	3.5057	.64240		
SERVALUE	3.5813	.65404	.578**	.000
SERSATIS	3.6531	.67670	.545**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

According to the table above, the values for mean are above 3.50 which determine the respondents were agreed and satisfied with the service value and service process delivery of the edutainment industries. Process is positively significant with moderate correlation with service value ($r = .578$, $p < 0.01$). Hence, the null hypothesis is rejected.

Meanwhile, the process element has a positive significant with moderate relationship with service satisfaction ($r = .545$, $p < 0.01$). Therefore, the null hypothesis is rejected. This report is similar finding with Muala and Qurneh (2012) revealed that process element is one of the elements that have a significant impact on tourist satisfaction.

4.3.1.2 Correlation Analysis between Service Quality, SV and SS

Table 4.12 Correlation Analysis between Service Quality, SV and SS

	Mean	SD	r	Sig. (2-tailed)
SERQUAL	3.5528	.58170		
SERVALUE	3.5813	.65404	.562**	.000
SERSATIS	3.6531	.67670	.717**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.12 demonstrated the consequences of correlation between service quality, service value and service satisfaction. Interestingly, the mean values for those variables are obtained at 3-points meaning that 123 respondents were highly perceived service quality, value, and perceived satisfaction from the edutainment services. Therefore, service quality and service value have a significant associate positive moderate relationship ($r = .562$, $p < 0.01$). Hence, the null hypothesis is rejected. This outcome is similar results from Putra (2013).

Meanwhile, there is a significant positive and high correlation between service quality and service satisfaction ($r = .717$, $p < 0.01$). Therefore, the null hypotheses is not accepted. This result is similar studies with Iglesias and Guillen (2004) and Malik et al. (2012).

4.3.1.3 Correlation Analysis between Service Value and Service Satisfaction

Table 4.13 Correlation Analysis between SV and SS

	Mean	SD	r	Sig. (2-tailed)
SERVALUE	3.5813	.65404	.638**	.000
SERSATIS	3.6531	.67670		

Table 4.13 displays the results of correlation between two constructs. This report discovered that there is positively significant and high relationship between service value and service satisfaction ($r = .638$, $p < 0.01$). So, the null hypotheses is not accepted. This output is similar with Malik et al. (2012), Lee et al. (2004).

4.4 Multiple Regression Analysis

In this research, the multiple linear regression is used to analyze the linear relationship between dependent variables and multiple independent variables (Hair et al., 2006). Multiple regression will facilitate the researcher to examine which independent variables have the most influence on the dependent variable and it will determine by the beta coefficient (Hair et al., 2006). Furthermore, the strength of the relationship between independent variables and dependent variables will determine by the r square (Hair et al., 2006).

Further, Hair et al. (1998) there are several assumptions in multiple regression it includes the normal distribution by Kolmogoroc-Smirnov test to identify the data are normally distributed. Second, is the multicollinearity assumption. Next, is the independent error assumption tested by Durbin-Watson statistic and last assumption is linearity among variables showed in normal probability plots by examining the relationships between all the variables are linear.

In this study, the researcher used the collinearity statistics as an assumption for multiple regression. It can be done through the Variance Inflation Factor (VIF) and tolerance. According to Hair et al. (1988), the collinearity problem occurs when the VIF is more than 5 and the tolerance is below 0.20. As table 4.15 displays multiple analysis for service value, the VIF values are ranged from 1.423 to 3.116 whilst for tolerance values are ranged from 0.321 to 0.703. Whereas, the table 4.16 showed the multiple regression analysis of service satisfaction. The VIF values are ranged between 1.423-

3.116 and for tolerance values are ranged between 0.321-0.703. It indicates that the collinearity problem does not exist in this study.

4.4.1 Multiple Regression Analysis-Dependent Variables of Service Value

Table 4.14 Multiple Regression Analysis-Dependent Variable of Service Value

R	R Square	Adjusted R Square	Std. Error of the Estimate	F Value	Sig. F	HO Result	
.674 ^a	.455	.422	.49741	13.704	.000	Supported	
Independent Variables in the Multiple Regression Equation							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	Beta	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.216	.392		.551	0.58		
Price	.142	.079	.147	1.791	0.07	.703	1.423
Place	-.079	.119	-.064	-.659	0.51	.502	1.990
Promo	.071	.083	.072	.847	0.39	.650	1.539
People	.148	.113	.148	1.300	0.19	.364	2.748
Physical Evidence	.296	.141	.208	2.101	0.03	.484	2.066
Process	.155	.124	.152	1.250	0.21	.321	3.116
Service Quality	.216	.113	.192	1.908	0.05	.466	2.145

^a. Predictors: (Constant), Price, Place, Promotion, People, Physical Evidence, Process, Service Quality

4.4.1.1 Hypotheses Testing

H1a – H1f: There is a positive relationship between service marketing mix elements (price, place, promotion, people, physical evidence, and process) and service value.

H3: There is a positive relationship between service quality and service value.

Table 4.14 demonstrates the results of the multiple regression analysis of the independent variables on the service value, as a dependent variable. The multiple regression model, R square is 0.455 and significant at 0.000. According to the decision rule, the null hypothesis is rejected because SMM elements have a positively significant effect on service value. Thus, H1a – H1f and H3 are accepted and the null hypotheses are rejected. Indeed, R square value is indicating the capability of the independent variable in predicting the dependent variables, based on the table we can conclude that 45.5% of the variation in service value is explained by SMM elements and service quality.

However, in the same table 4.14 exhibits the deep results of each independent variable on service value. The outcomes showed that the physical evidence (beta is 0.208, significant at 0.03) and service quality (β is 0.192, sig. at 0.05), are the most influential elements on service value. It implies that these element makes the stronger contribution in explaining the dependent variable. Nevertheless, process (β is 0.152, sig. at 0.21), people (β is 0.148, sig. at 0.19), price (β is 0.147, sig. at 0.07), and promotion (β is 0.072, sig. at 0.39) those variables are not significant relationship with service value, but have a positive relationship.

Furthermore, from the table above we can conclude that the place element (β is -0.064, sig. at 0.51) is failed to present any significant relationships with service value and their relationships are negative. Further, the negative sign is indicating made less contribution to the dependent variable. Overall, of the multiple regression results displayed that two independent variables (physical evidence and service quality) are the most important contributions to the dependent variable (service value).

From the output in table 4.15, the following regression equation is being created for service value:

$$\text{Service value} = 0.392 + 0.147 (\text{price}) + -0.064 (\text{place}) + 0.072 (\text{promotion}) + 0.148 (\text{people}) + 0.208 (\text{physical evidence}) + 0.152 (\text{process}) + 0.192 (\text{service quality})$$

4.4.2 Multiple Regression Analysis-Dependent Variable of Service Satisfaction

Table 4.15 Multiple Regression Analysis-Dependent Variable is Service Satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	F Value	Sig. F	HO Result
.754 ^a	.568	.542	.45793	1.743	21.631	.000	Supported
Independent Variables in the Multiple Regression Equation							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	Beta	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.074	.361		-.208	0.83		
Price	.112	.073	.112	1.529	0.12	.703	1.423
Place	.206	.110	.162	1.869	0.60	.502	1.990
Promo	.087	.077	.086	1.128	0.26	.650	1.539
People	.096	.104	.094	.923	0.35	.364	2.748
Physical Evidence	-.018	.130	-.012	-.142	0.88	.484	2.066
Process	-.071	.114	-.067	-.620	0.53	.321	3.116
Service Quality	.635	.104	.546	6.083	0.00	.466	2.145

^a. Predictors: (Constant), Price, Place, Promotion, People, Physical Evidence, Process, Service Quality

4.4.2.1 Hypothesis Testing

H2a – H2f: There is a positive relationship between service marketing elements (price, place, promotion, people, physical evidence, and process) and service satisfaction.

H4: There is a positive relationship between service quality and service satisfaction.

The table 4.15 illustrated the results of multiple regression analysis of independent variables on the dependent variable (service satisfaction). R square is 0.568 and significant at 0.000. According to the decision rule, the null hypotheses are rejected and accepted H2a – H2f and H4 due to SMM elements and service quality have a significant positive effect on service satisfaction. About 56.8% of the variance in service satisfaction is attributed to the independent variables.

Moreover, the table 4.15 showed the in depth results of independent variables on service value. The strongest predictors of variations in the service value is the service quality (beta is 0.546, sig. at 0.00). While, place (beta is 0.162, sig. at 0.60), price (beta is 0.112, sig. at 0.12), people (beta is 0.094, sig. at 0.35), and promotion (beta is 0.086, sig. at 0.26) are failed to have any significant relationship with the service value, but has a positive relationship.

Besides, the physical evidence element (beta is -0.012, sig. at 0.88) and process (beta is -0.067, sig. at 0.53) are failed to make any unique contribution to a dependent variable (service satisfaction) and their relationships are negative. Overall, based on the results above we can conclude that only one independent variable (service quality) is the main and important contribution to service satisfaction.

The coefficients and constant for the regression equation that measures predicted values for service value:

Service satisfaction = -0.074 + 0.112 (price) + -0.162 (place) + 0.086 (promotion) + 0.094 (people) + -0.012 (physical evidence) + -0.067 (process) + 0.546 (service quality).

CHAPTER 5

DISCUSSION

5.1 Introduction

The aim of this study is to examine and identify antecedents' of service value and satisfaction in Malaysia edutainment services. In essence, there are seven research questions are employed and the five hypotheses are formed according to this study. Thus, this chapter consists of the summary of statistical analyses that discussed in the previous chapter. Further, the discussion of the findings is built on the objectives, hypotheses, conceptual framework, and summarization of this study are provided.

The conceptual model in this study is seems to be tenable by examining the value and satisfaction (dependent variables) integrated with service marketing mix elements and service quality (independent variables) in the edutainment context. Edutainment literature till present did not provide any evidence on empirical and conceptual studies related to service marketing mix, service quality, service value, and service satisfaction. Hence, the outcomes of this study will afford preliminary evidence for the future of SMM, service quality, value, and customer satisfaction research in the edutainment industry.

In order to survive in the edutainment industry in Malaysia, the firm has to achieve customer satisfaction to ensure that consumers repurchase their services. Besides that, achieve a loyal customer and the most important is customers' will be acting as an effective communication for the firm by positive word-of-mouth and indirectly it will increase the revenues of the firm. In conjunction with this, work has employed satisfaction by measuring in the aspects of service value, SMM, and service quality.

5.2 Research Question One

5.2.1 How the Service Marketing Mix elements and service quality influence the Service Value and satisfaction in Malaysia's edutainment services?

The researcher used the correlation analysis to examine the strength and the direction of the relationships among those constructs. Based on the outcomes, we can conclude that overall *SMM elements and service quality dimension have a positive and significant relationship on service value*. Interestingly, price determinant has a low positive correlation with significant direction on service value ($r=0.415$, $p<0.01$), so our H1a is supported. Prior studies have identified that price is the indicator of service value (Zeithaml, 1988).

Theoretically, our results are supported that *price* and value has a significant positive relationship. The equity theory has played a significant role between customers perceived value based on what they have paid for the edutainment services in order to consume as well as the firm's received the profits. Furthermore, this outcome is similar to Baker et al. (2002) identified that price is the important indicator in perceived merchandise value in the store patronage intentions. However, Oh (1999) results are opposite of this study which he stated that price has a negative influence on customer value. The differences in the results may be explained by the nature of the study and also the research methodology applied.

Second variable is the *place* element which has a positive and significant correlation on service value ($r=0.429$, $p<0.01$) thus, the hypothesis H1b is supported and the rejected the null hypothesis. The value proposition provided by service providers such location will positively influence on customer value. It is because consumers are sacrifices in terms of non-monetary like energy and their time in order to reach the edutainment location

Next variable is the *promotion* has a positively and significant relationship with service value ($r=0.378$, $p<0.01$) so, the H1c is supported. Edutainment services are high-context services so the customers will present directly to the premise to consume or utilized the services. Hence, during the service delivery process the interaction occurs between employees-consumers so thru word-of-mouth communication it will influence consumers' evaluation of the value. This result is supported with similar findings by Cengiz and Yayla (2007) they identified that promotion is positively influence on word-of-mouth in the accounting services.

Fourth element is *people* which have a positive and significant correlation on service value ($r=0.551$, $p<0.01$), thus H1d is accepted. During the service delivery both staff and consumers will interact thru the staff's attitude, behavior, and appearance will positively effect on customer value.

Next is the *physical evidence* element and service value has a significant positive correlation ($r=0.558$, $p<0.01$) thus, the H1e is accepted. Service-scape is important for edutainment service in order to attract consumers to utilize their service experiences and that tangible evidences will determine the customer psychology (Ryu and Jang, 2007) so,

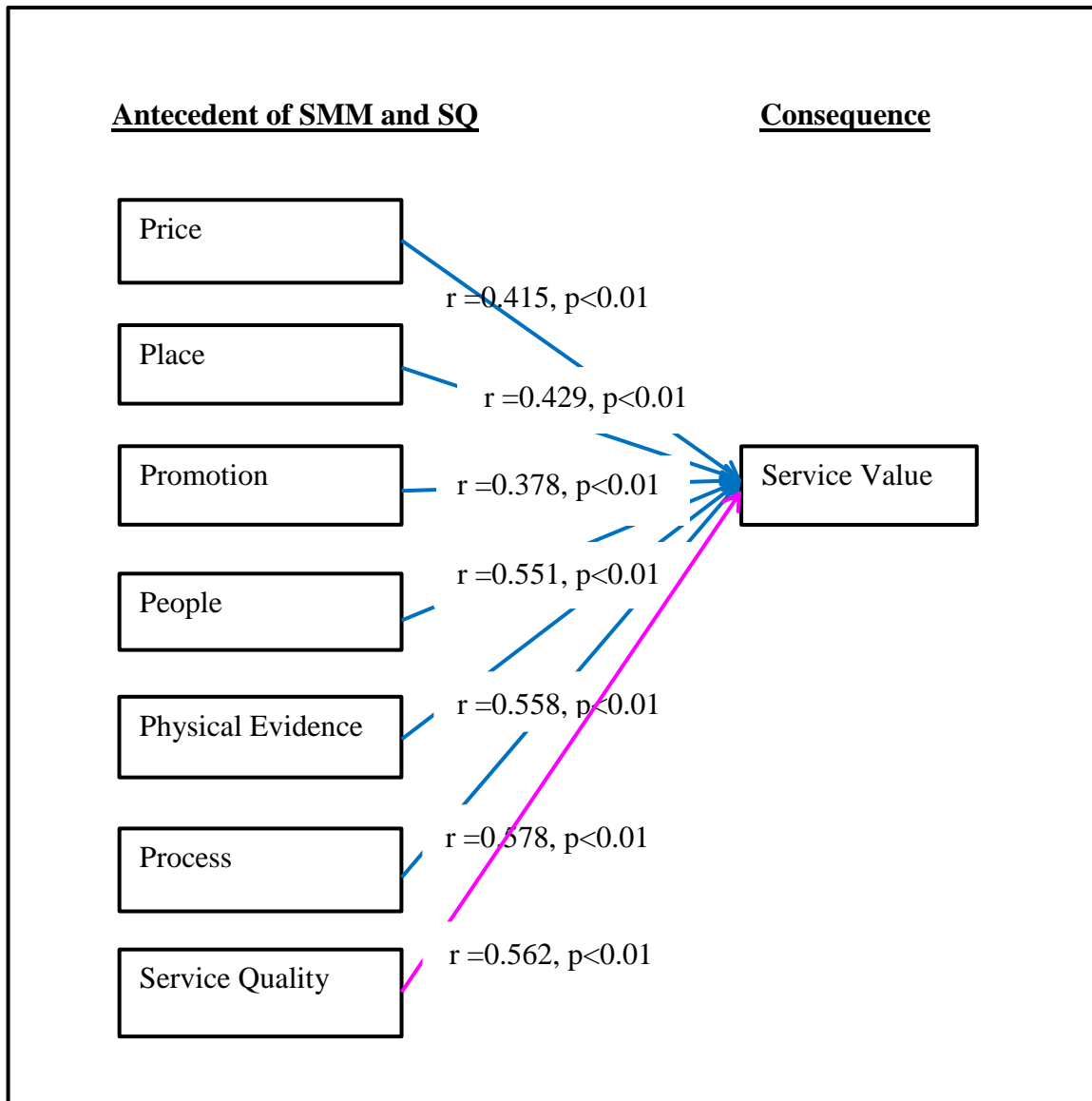
it will impact on customer value too. For example, Kidzania is offering the Kid-sized city which setting the service-scape as the real shopping mall sceneries with attractive colorful, provided well-furnished, and employees costumes will create a wonderful service experiences and increase the customer value perceptions.

Last element of SMM is the *process* which has a positive and significant association on service value ($r=0.578$, $p<0.01$), thus H1f is supported. The firm and customer are involving in co-producing activities thru interaction between employees and consumers so directly or indirectly the firm can influence customer value process. For instance, employees in edutainment industries such as Legoland and KidZania are well trained to conduct service performance and interactive occurs between employee and customer. Hence, activities and the interaction might influence consumers' perspectives on the value creation of the services.

Furthermore, *service quality* is another antecedent of service value ($r=0.562$, $p<0.01$) and H3 is supported. Consumers' perceived service quality is based on their overall assessment of the firm's performance which based on their decision whether their expectation is met according to the service performance. If the service performance meets customer's expectations thus, it will turn to a positive perceived service quality and in vice versa. This result is similar findings in Putra (2013) has identified that service quality has a positive influenced on the customer value. Figure 5.1, shows the conceptual framework which included the value according to correlation analysis of service value findings.

Figure 5.1 Modified Conceptual Framework Correlation Analysis for SMM, and SQ on

SV



Based on the correlation analysis, the researcher has found that all independent variables and dependent variables have a positive and significant relationship. Initially, *price* ($r=0.389$, $p<0.01$) on service satisfaction and H2a is supported because both constructs have a positive relationship. Based on our result, we can conclude that customers' expectations of price are indicated a low satisfy thus, both constructs have a low correlation at 0.39. Thus, edutainment marketing managers should emphasize on price competitive to increase the level of customer satisfaction. This output is similar to Muala and Qurneh (2012) but, opposite to Ahmed et al. (2013) findings showed that pricing strategy is not significant influence on patient satisfaction.

Next is *place*, has a positive and significant relationship with service satisfaction ($r=0.553$, $p<0.01$) so, H2b is accepted. This outcome supported that both variables have positive relationships thus, place has to meets the customer expectations. The findings by Muala and Qurneh (2012) is supported our result. Third, *promotion* and service satisfaction has a low positive and significant correlation ($r=0.418$, $p<0.01$) thus, H2c is supported. We determine that customers' expectation has met the promotion at low positive satisfaction.

The following element is the *people* in the edutainment services which are very important to influence customers' satisfaction and trust. Our results supported that there is a positive and significant correlation between people and satisfaction ($r=0.548$, $p<0.01$), and H2d is supported. Theoretically, this reported is supported the expectation-disconfirmation theory. It means consumers' expectation of the performance is met due to employees are playing an important role in delivering the service performance thru the interaction with customers so employees will persuade and propaganda customers'

satisfaction. Indeed, high performance of the positive disconfirmation of satisfaction received by consumers. This finding is similar to Muala and Qurneh (2012).

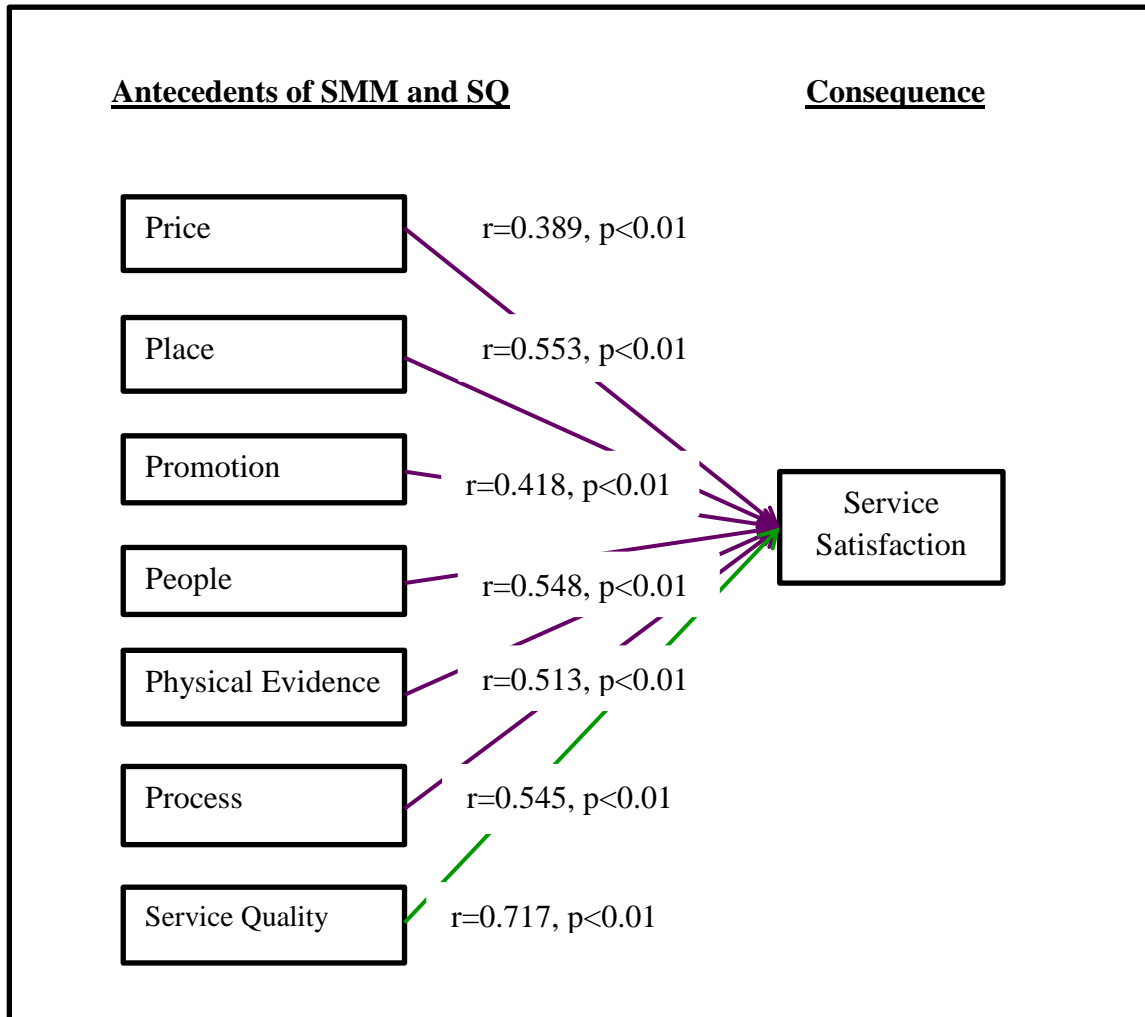
Next is *physical evidence* which has a positive and significant relationship on service satisfaction ($r=0.513$, $p<0.01$), thus H2e is accepted. According to Wakefield and Blodgett (1994) service-scape will impact on customers' emotion and reflect on the customer satisfaction with the service experiences. Hence, consumers' expectation of tangible evidence in edutainment services is in turn with positive satisfaction. Our result is the same line with Ruiz et al. (2012) revealed that service-scape is the main drive for service experiences.

Process is the last element in SMM, it has a positive and significant correlation with service satisfaction ($r=0.545$, $p<0.01$) so, H2f is accepted. The process of activity conducted in edutainment services has to meet customers' expectation by proving the high performance thru effective service delivery process. Muala and Qurneh (2012) findings are consistent with our result.

Indeed, *service quality* and service satisfaction have a positive and significant association (0.717 , $p<0.01$) so, H4 is supported. We can summarize that customers' expected services are meeting the perceived services performance thus the service quality has a high correlation on customer satisfaction. This outcome is similar finding with Malik et al. (2012). Besides, it is also crucial for the firm to manage and provides an effective service delivery to customers in order to it will effect on the service quality perception and also repurchase behavior (Bitner, 1990). Figure 5.2 shows the modified conceptual framework correlations findings for SMM and SQ on service satisfaction.

Figure 5.2 Modified Conceptual Framework Correlations Analysis for SMM and SQ on

SS

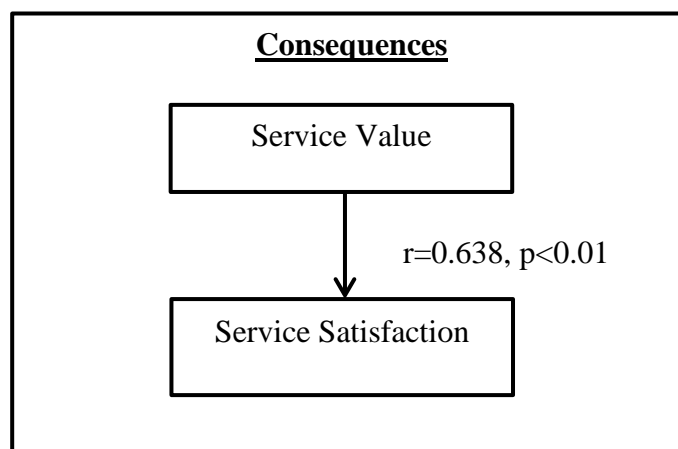


5.3 Research Question Two

5.3.1 To what extent the service value influence the service satisfaction in Malaysia edutainment services?

Based on the correlation output, we identified that value and satisfaction have a positive and significant relationship ($r=0.638$, $p<0.01$), so the H5 is accepted. Service value is refers to a tradeoff between quality and price. When the customer perceived value by what they have to pay to the received the good service quality as a benefit and it leads to customer satisfaction as well. Consumers' value-in-use occurs when the customer actively participates in the service delivery process. Hence, they will create the value from them itself and the firm play role as value facilitation which provided sufficient materials, goods, and management to conduct the flows of activities and it will influence the customer to create the value. Once, consumers consume the service experiences it will be responses in which level they are satisfied or dissatisfied with service providers. Our result is similar output with Malik et al. (2012), Lee et al. (2004).

Figure 5.3 Modified Conceptual Framework Correlation Analysis between SV and SS



5.4 Research Question Three

5.4.1 Which antecedents are the most influential (SMM and SQ) on service value and satisfaction in Malaysia's Edutainment Services?

Through multiple regression output for service value, we found that the most influential element is the *physical evidence* ($\beta = 0.208$, sig. 0.03) and service quality ($\beta = 0.192$, sig. 0.05). These variables are very important to such industry due to the natural characteristics of the services basically intangible concept. Thus, it is necessary for the customer to evaluate services of tangible cues in the service environment like physical evidence cues. According to the results, physical evidence is the strongest influence of service value due to customers is comfortable and convenience with edutainment facilities which they felt free and relax by guiding their children in the service premises. While, consumers were determined tangible evidence is produced "value for money" comparison than other elements. Our results are opposite, as Peter and Donnelly (2007) stated that customers will give more priority on price than other factors. Hence, we can conclude that besides price, the physical evidence is an antecedent that influencing the service value in terms of edutainment service experience.

Meanwhile, the *service quality* element is the second main contributor with a positive and significant relationship on service value. Service quality is important cues for customers to judge the nature of services and they received high satisfaction when their expectation of services meets higher than their perceptions toward the service value of the performance. Hence, we can conclude that the higher is service quality the higher is

customer value in the edutainment services. Therefore, our results are consistent with Putra (2013) findings.

This study found that *price* has a positive and insignificant ($\beta = 0.147$, sig. 0.07) relationship on service value. It is important to measure the service value due to prior marketing literatures in service value has studied cognitive trade-off between price as sacrifice component and service quality as benefit component (Wilson et al., 2012; Dodds et al., 1991). The outcomes revealed that price has a positive and less influence on service value this is because consumers' are might felt that the price is not reasonable or not worth value in order to consume the services.

Furthermore, process ($\beta = 0.152$, sig. 0.21), people ($\beta = 0.148$, sig. 0.19) and promotion ($\beta = 0.72$, sig. 0.39) has a positive and insignificant associated with service value. Through effective service marketing the *process* element will provide an effective service delivery to the users of edutainment services because this kind of industry is highly concerned about the service delivery directly influence customer's mind about the nature of the services. As stated by Ruiz et al. (2012) through service delivery, (service reliability) can influence the service value. According to Parasuraman et al. (1988) the process including the promises to customers and error and flexibility in service delivery process will have a positive impact on trade-off between the benefits and the sacrifices.

In a similar vein, edutainment marketers have to understand the level of the process of acquiring a service, the queuing, and delivery times that must be acceptable for customers (Rafiq & Ahmed, 1995). If the customer felt ineffective service delivery and dissatisfaction of service experience they won't come back to the service, while vice

versa. Thus, service marketer needs to be upgrading their service innovation in terms of service delivery part in order to augment service with value-added benefits and creates customer satisfaction, customer loyalty, and sustainable competitive advantage in edutainment service industries.

Furthermore, *people* element is a cue for customer's perceptions of the service quality (Bitner, 1984). The people in the service environments are also known as the staffs and the customer perceived service value significant influence through the attitudes and behaviors of employees (Ruiz et al., 2012). Consumers are present directly to the service factory thus employees interaction with customer will influence their perceptions towards the service quality as well as increased the customer value and satisfaction.

Promotion is the weakest contribution to the service value. As Yelkur (2008) mentioned that in current situations the customer is more preferable on word-of-mouth communication than the traditional communication like television, radio, or magazines. Indeed, promotion through word-of-mouth is important to persuade others perceptions toward a specific goods or services. This statement is supported by Cengiz and Yayla (2007) they found that promotion is positively influence on word-of-mouth. Therefore, edutainment promotion should be through word-of-mouth can be done by interaction between employees and customers during the service delivery process. It can enhance the firm image and employees are indirectly involved in the marketing activities and indirectly influence on customer value creation.

Based on the results, the *place* element has a negative and insignificant relationship with the service value ($\beta = -0.064$, sig. 0.51). This dimension did not influence on service value due to customer perceived place element did not give them any value in terms of non-monetary components such as the energy the customer used to access to the service location and it might not be convenient to the customer. Yet, marketing managers can increase customer value by provided the location with easy and convenient access. Overall, each of independent variables has a positive influence on service value thus H1a – H1f and H3 is supported and the null hypotheses are rejected. R square value is 0.455 for the model fit of dependent variable of service value. Hence, we can summarize that 45.5% of the service value is explaining by the independent variables.

Furthermore, through multiple regression analysis for service satisfaction, outcomes demonstrated that the most influential factor on service satisfaction is the *service quality* ($\beta = 0.546$, sig. 0.00). Service quality and satisfaction are two unique constructs and related each and other (Cronin and Taylor, 1992).

In the marketing literature, there are prior studies have been studied between these two constructs and identified that there are positive and significant relations between service quality and satisfaction (Iglesias and Guillen, 2004; Malik et al., 2012). This indicated that most of the customers of edutainment services are satisfied with the service quality and it will increase customer loyalty (Lam and Burton, 2006), repurchase intension (Bitner, 1990), and customer retention (Anderson & Fornell, 1994).

Indeed, place ($\beta = 0.162$, sig. 0.60), price ($\beta = 0.112$, sig. 0.12), people ($\beta = 0.094$, sig. 0.35), and promotion ($\beta = 0.086$, sig. 0.26) have a positive and insignificant effect on service satisfaction. The result of place is similar to Munusamy and Hoo (2008) revealed that place strategy is positive on consumer motives but not significant. In contrast, Muala and Qurneh (2012) claimed that place have significant positive impact on tourist satisfaction. This is may be those studies conducted in different approach and different in research methodology.

The study indicates that the *place* is associated with satisfaction with less influence. This is because the location of edutainment service providers are located far from the customer's place and might be other factors involved such as the traffic at the specific edutainment services. For instance, Legoland is located at Johor Bharu so, customers in other states will have difficulty to access to that location in order to experience services. Furthermore, the location is not convenient for them due to time consuming to reach at edutainment premise, energy to travel, and also other expenses.

Price element has positive and insignificant on service satisfaction. This is because customers are not satisfied with the price charge by the edutainment services. Thus, marketing managers need to ensure when fixing the pricing strategies because it is important indicator for customer about the service quality. Further, the price that fixed must according to customers affordable to purchase the specific services. Meanwhile, the *people* element also has less influence on service satisfaction it means that the employees in the edutainment service environment might not have a good relationship or friendly to the customer and failed to achieve high customer satisfaction.

Whereas, *promotion* also did not influence on service satisfaction, it perhaps the promotion activities of the edutainment service providers have less attract customers. Likewise, nowadays customers are less emphasis on traditional advertisement and more to online or mobile gadgets advertisement so the marketing managers also need to upgrade their promotion activities in all media rather than stick to the traditional promotion tools. There are two factors which have a negative impact on service satisfaction namely process ($\beta = -0.067$, sig. 0.53) and physical evidence (-0.012, sig. 0.88).

The edutainment service delivery *process* might not satisfy by customers due to other factors like the process of the activities takes time and have to wait, long queuing up for the activities, services are not delivered at time and so on. Meanwhile, *physical evidence* does not influence on service satisfaction. This finding supported by Bitner (1992) stated that the physical evidence can create a positive and negative influence of the service providers.

According to the results, overall independent variables are correlated with service satisfaction and H2a – H2f and H4 are supported and rejected the null hypotheses. Whereas, R square is 0.568 indicates that 56.8% of service satisfaction variance is explained by the independent variables. The overall summary of the results will be demonstrated below:

5.5 Summary of Findings

Table 5.1 Summary of Hypotheses Testing (Multiple Regression) Service Value

Hypothesis	Variables	Sig. and Relationships
H1e	Physical Evidence and SV	+ve, significant
H3	SQ and SV	+ve, significant
H1a	Price and SV	+ve, insignificant
H1c	Promotion and SV	+ve, insignificant
H1d	People and SV	+ve, insignificant
H1f	Process and SV	+ve, insignificant
H1b	Place and SV	-ve, and insignificant

Table 5.2 Summary of Hypotheses Testing (Multiple Regression) Service Satisfaction

Hypothesis	Variables	Significant and Relationships
H4	SQ and SS	+ve, significant
H2a	Price and SS	+ve, insignificant
H2b	Place and SS	+ve, insignificant
H2c	Promotion	+ve, insignificant
H2d	People and SS	+ve, insignificant
H2e	Physical evidence and SS	-ve, insignificant
H2f	Process and SS	-ve, insignificant

Concurrently, the table 5.1, 5.2 and figure 5.4 showed the outcomes of this study have answered the research objectives that have been proposed by the researcher. Overall, in correlation analysis we found that antecedents (service marketing mix elements and service quality) of service value and service satisfaction have positive and significant relationships.

Whereas, in regression analysis we found that the most determinant factor on service value is the physical evidence and service quality followed by process, people, price, and promotion. Meanwhile, place is not influence on service value. Further, for service satisfaction the main determinant influence is the service quality followed by place, price people, and promotion. Yet, process and physical evidence showed that both variables did not influence n service satisfaction.

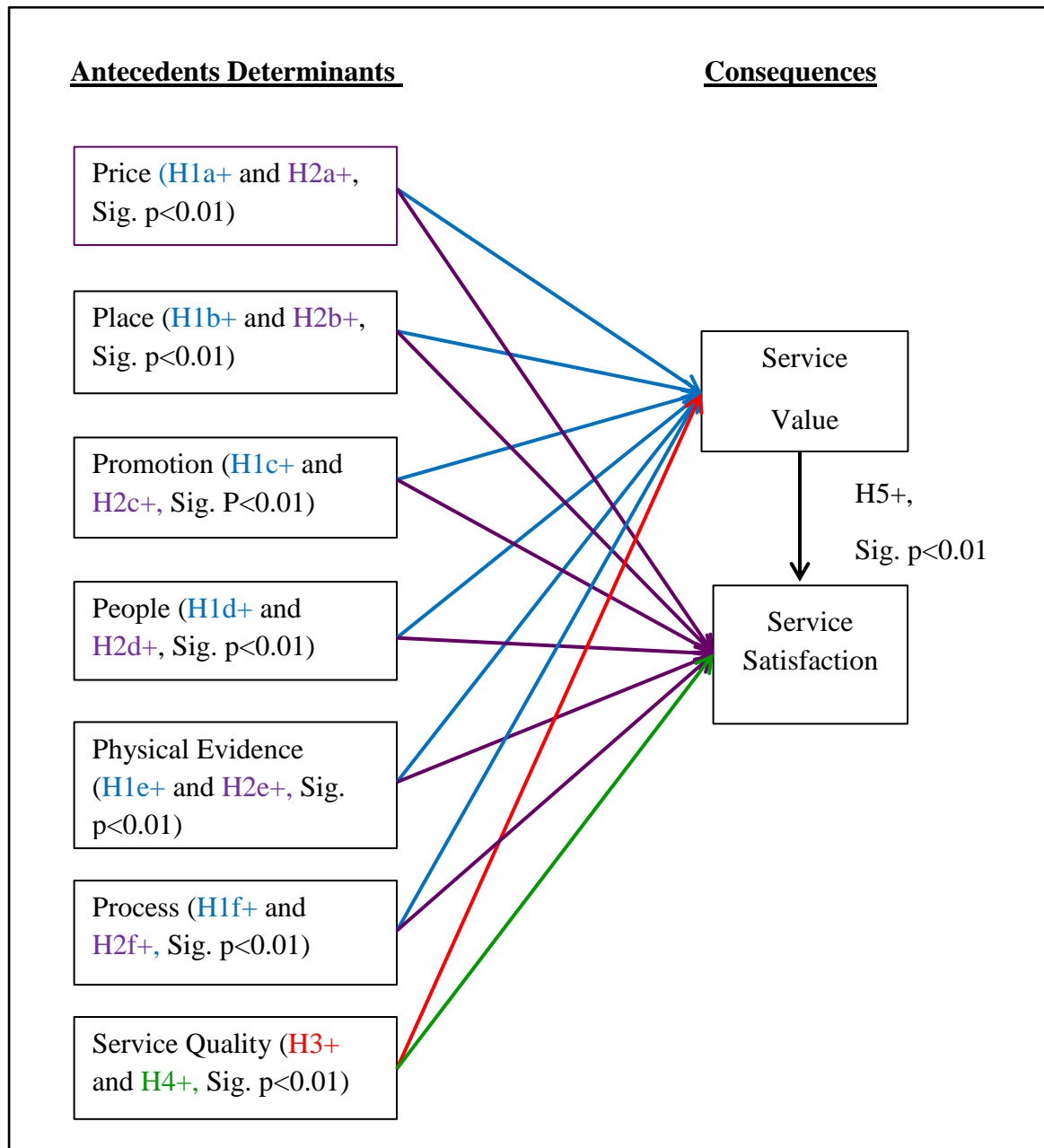
In summary, the most antecedent influence on value and satisfaction is the service quality as we can see the results in the table 5.1 and 5.2. It shows that edutainment consumers are highly valued and satisfied with the perceived service quality of the edutainment service providers. In surface, we can conclude that edutainment service providers are well producing a good quality of service for customers to enhance their value and increase the satisfaction level.

Theoretically, our results are supported, edutainment customer perceived value when he or she sacrifices in terms of monetary or non-monetary in order to have benefits of service quality. Whereas, customer perceived satisfaction when their expectations are meet by the edutainment service performance. Several studies have identified that quality,

value, and satisfaction has direct influence on consumers' behavioral intentions (Brady et al. 2005) and the customer decision process (Oh, 1999).

Furthermore, the physical evidence outcomes show that positive and significant on value but have a negative and insignificant relationship with satisfaction. Value can be measures in pre-post consumption service process Sweeney & Soutar (2001), while satisfaction is measures after the post-purchase. Hence, edutainment consumers might perceive value during the service delivery process which the physical evidence produced the value creation for customers. However, after they consume the services they felt that the physical evidence did not influence on satisfaction. Moreover, the result of this study shows that service value leads to the service satisfaction. This result is consistent with Egger and Ulaga (2002) and Lee at al. (2004) stated that values and satisfaction have a positive and significant relationship.

Figure 5.4 Overall Modified Conceptual Framework



CHAPTER 6

CONCLUSION

6.1 Introduction

The search has pinpointed that this kind of service is emphasized truly on edutainment services experiences thus the service providers are important to focus on customer value by providing extraordinary value for the customer so, they will be satisfied with the services. Indeed, our results also demonstrated that the customer value and service quality have a great impact on service satisfaction in Malaysia edutainment services. Indeed, our results also showed that the service marketing mix especially has significantly positive associated with service value and satisfaction.

Consequently, our research suggests that the edutainment marketing managers should create effective service marketing mix strategies which leads to customer perceived quality, perceived value as well as perceived satisfaction. Hence, we can summarize that those information of SMM, SQ, and value will help the firm to determine which antecedents are driving to satisfaction which will lead to a high customer loyalty, customer retention and repurchase intention of consumers in edutainment services.

Service marketing mix + service quality = service value → service satisfaction
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6.2 Managerial Implications

The conceptual framework may assist the edutainment marketing manager in understanding how their customers perceived value and satisfaction of service experiences. In essence, this study is aimed to ascertain antecedents of service value and satisfaction and also examining their relationship. The outcomes of this study will help the edutainment marketing managers to pay attention especially on the place, physical evidence, and process in efforts to improve customers' perceptions of service value and service satisfaction. Hence, the conceptual model can guide managers as well as provide delight endeavors for customers' to experience the services.

In essence, the firms based on the services like edutainment services the value customers' received is based on the service experiences. Hence, the antecedent's determinants of value and satisfaction are important for edutainment marketing managers because the information will help them to fulfill the customers' expectations of the services. Indeed, edutainment marketing managers must tailor an 'extraordinary' and 'superior' service values according to the taste and expectations of the customer and make them to satisfy at services. For instance, edutainment services should provide a well sophisticated technology like 3D sceneries with well-equipped and attractive setting of service experiences will impact on customer's service experience and also to enhance their value creation as well as achieve a positive satisfaction.

In order to achieve customer value and satisfaction, the primary focus of marketing managers should be at price and quality which it is an indicator for the customer to evaluate the value that gain from the service providers. Thus, managers need

to carefully fix the price competitiveness due to effect on customer value. Marketing managers need to maintain and persuade the existing consumers than the new customer in edutainment in order to build a long lasting relationship by offering an outstanding customer value and satisfaction. According to our results, 113 respondents said that they will recommend edutainment services to their friends and relatives (refer to Appendix C). Hence, edutainment marketing managers need to maintain the current consumer because they will propaganda the edutainment service thru word-of-mouth communication and it will increase the images of the edutainment firms in Malaysia.

Additionally, edutainment activities are participating by children and most of the service providers are fulfilling their needs but failed to meet parents' expectations or needs in this industry. Thus, the edutainment marketing manager should focus to parents as well by developing and integrating the children and parents together in the activities so the parents won't feel that worth value by spending their money to edutainment services.

6.3 Suggestion for future research

Initially, current study focused on two cores constructs namely service value and service satisfaction whilst there is other related constructs consumer behavior; repurchase intentions, trust, and loyalty which should carry out in the future research. Secondly, the different scale measurement should be used to measure the satisfaction like the 'most satisfied' to 'most dissatisfied' scale measures instead of a single scale measurement for each construct of 'strongly disagree' to 'strongly agree'. This is because respondents may

not clear in the current scale measurement and would be more appropriate used different scale measurement in future research.

Thirdly, confirmatory factor analysis or structural equation model analysis could be applied in the further study in order to examine the relationship between these constructs. Fourth, current study the researcher utilized three edutainment services in Malaysia which are more generalize of customers' perspective on service value and satisfaction of the services. In future, the study may conduct particular to one edutainment firm especially the KidZania due to it is mainly delivering the edutainment in aspects of career concept to the children as well to parents. Meanwhile, Legoland and MegaKidz are not fully edutainment performance with a specific concept.

6.4 Limitations

There are several caveats to this study. Firstly, the researcher failed to get permissions from edutainment service providers to conduct the survey in their premises respectively. In the future, if the researcher gets Grant Research so it will be useful for the researcher go directly to the edutainment premises to conduct a survey with respondents. Secondly, some of the respondent did not give full cooperation due they are do not enough time to spend time by participating in the research because they are busy with their own way at three selected shopping malls.

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APPENDIX A



21 February 2014

Dear Participant,

Survey Questionnaire:

“THE DETERMINING FACTORS OF SERVICE VALUE AND SATISFACTION FOR EDUTAINMENT SERVICES IN MALAYSIA”

ACKNOWLEDGEMENT OF CONSENT

I am currently undertaking a research project towards Master of Science in International Business, at Universiti Utara Malaysia. Your valued input is highly beneficial to my study. *(All information received is highly confidential and will be used for analysis purposes only).*

Please respond as honestly as possible as the information obtained from this survey will help us to better understand the situation related with the issue. It is because, you are the one who can give us a correct picture of how you experience as a customer.

Thank you for your participation.

Yours truly,

MS. INDRA A/P BALACHANDRAN

College of Law, Government, and International Studies,

Universiti Utara Malaysia,

06010, Sintok.

Researcher Supervisor: **DR. MOHD HANIFF JEDIN**

APPENDIX A

Section A: Demographic Profile

Please place a tick “√” for each of the following:

1. **Gender:**
 - ☐ Male
 - ☐ Female
2. **Age:**
 - ☐ Below 18
 - ☐ 19 – 25
 - ☐ 26 – 40
 - ☐ Above 41
3. **Ethnic:**
 - ☐ Malay
 - ☐ Chinese
 - ☐ Indian
 - ☐ Others
4. **Education Level:**
 - ☐ High School
 - ☐ Diploma
 - ☐ Degree
 - ☐ Master
 - ☐ PHD
 - ☐ Others, please specify: _____
5. **Salary:**
 - ☐ Below RM1000
 - ☐ RM1001 – RM3000
 - ☐ RM3001 – RM5000
 - ☐ Above RM5001
6. **Nationality:**
 - ☐ Malaysian
 - ☐ Non-Malaysian

Section B: Service Marketing Mix

Does **Service Marketing Mix** have influence your perception towards Edutainment Service Satisfaction?

Please circle your answer to each statement using 5 Points Likert Scale:

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Price		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	More than one payment option.	1	2	3	4	5
2	Reasonable price.	1	2	3	4	5
3	Price according to the service quality.	1	2	3	4	5

Place		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Service location is convenient.	1	2	3	4	5
2	The service website is friendly.	1	2	3	4	5
3	Clear signage advertisement.	1	2	3	4	5
4	Provide convenient parking.	1	2	3	4	5
5	Provide convenient operating hours.	1	2	3	4	5

Please circle your answer to each statement using 5 Points Likert Scale:

(2) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Promotion		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The advertising campaigns are very creative.	1	2	3	4	5
2	The advertisements are frequently seen through media such as TV, radio and billboards.	1	2	3	4	5
3	Service provider based on special program with local content (i.e. Hari Raya, Chinese New Year or Deepavali).	1	2	3	4	5
4	I am concern word of mouth before purchase a specific service.	1	2	3	4	5

People/Staff		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Staff gives a quick service delivery.	1	2	3	4	5
2	Staff able to help and ready to deliver service.	1	2	3	4	5
3	Staff well qualified and trained.	1	2	3	4	5
4	Staff treats me as a special and valued customer.	1	2	3	4	5
5	Staff has knowledge to answer my questions.	1	2	3	4	5

Please circle your answer to each statement using 5 Points Likert Scale:

(3) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

	Physical Evidence/Appearance	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Staff appears in attractive uniforms.	1	2	3	4	5
2	Waiting space and queuing arrangements are comfortable and attractive.	1	2	3	4	5
3	Used well advance technology of equipment.	1	2	3	4	5
4	Advertisement material (i.e. brochures or statement) are visually appealing.	1	2	3	4	5
5	The overall premise atmosphere is comfortable and satisfies.	1	2	3	4	5

	Process	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The service procedures are easy, quick and immediate.	1	2	3	4	5
2	The service provider delivers program as promised.	1	2	3	4	5
3	Super service provider without an error for children program.	1	2	3	4	5
4	Waiting time is predictable.	1	2	3	4	5
5	The service program provider is serious with complaints.	1	2	3	4	5

SECTION C: SERVICE QUALITY

Please circle your answer to each statement using 5 Points Likert Scale:

(4) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Service Quality		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The service is reliable and consistent.	1	2	3	4	5
2	The experience that I had is always excellent.	1	2	3	4	5
3	The company provides superior service.	1	2	3	4	5
4	Overall, I think this service provides a good service.	1	2	3	4	5

SECTION D: SERVICE VALUE

Please circle your answer to each statement using 5 Points Likert Scale:

(5) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Service Value		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Service is worth the time, effort, and money.	1	2	3	4	5
2	Service is reasonably priced.	1	2	3	4	5
3	Service is good services for the price.	1	2	3	4	5
4	Service provide worth value.	1	2	3	4	5

SECTION E: SERVICE SATISFACTION

Please circle your answer to each statement using 5 Points Likert Scale:

(6) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

Service Satisfaction		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am happy with this service.	1	2	3	4	5
2	Using this service is a satisfying experience.	1	2	3	4	5
3	Overall, I am satisfied with the service.	1	2	3	4	5

SECTION F: CUSTOMER PERCEPTION

1) Did you have any experience in the edutainment service?

MegaKidz ☐ Legoland ☐ KidZania ☐

2) Will you return to the edutainment service?

Yes ☐ No ☐

3) Would you recommend the edutainment service to your friend?

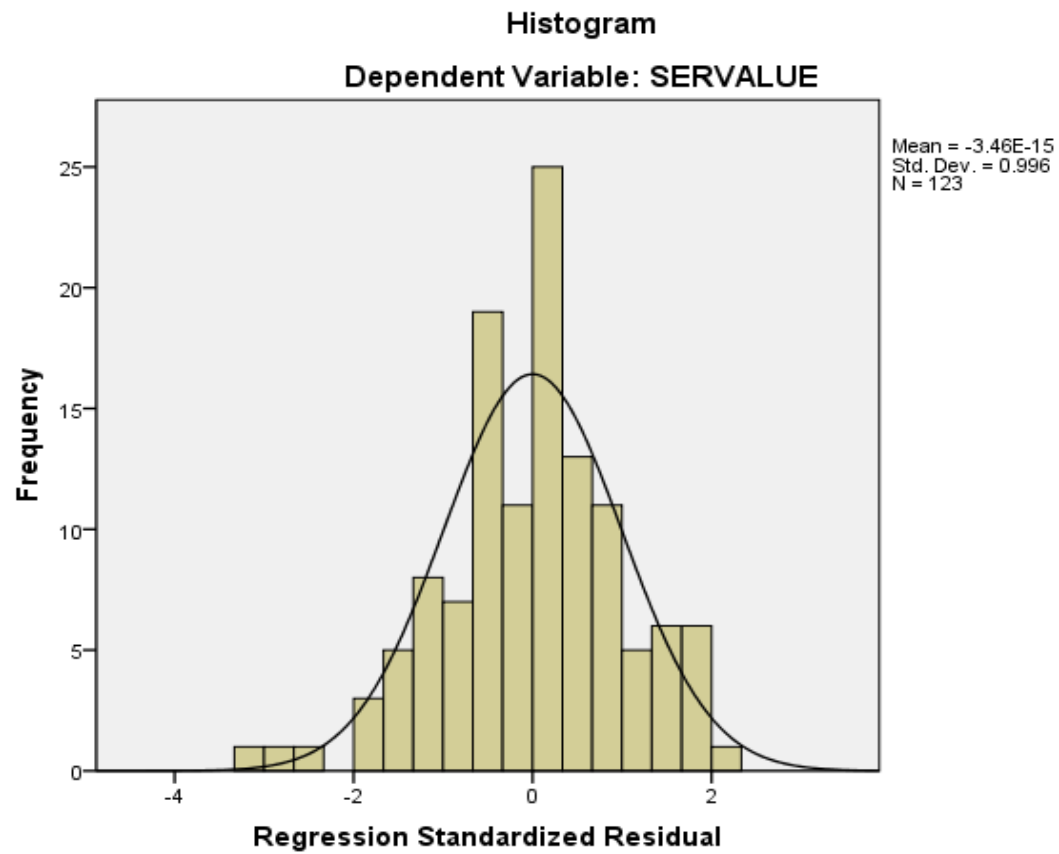
Yes ☐ No ☐

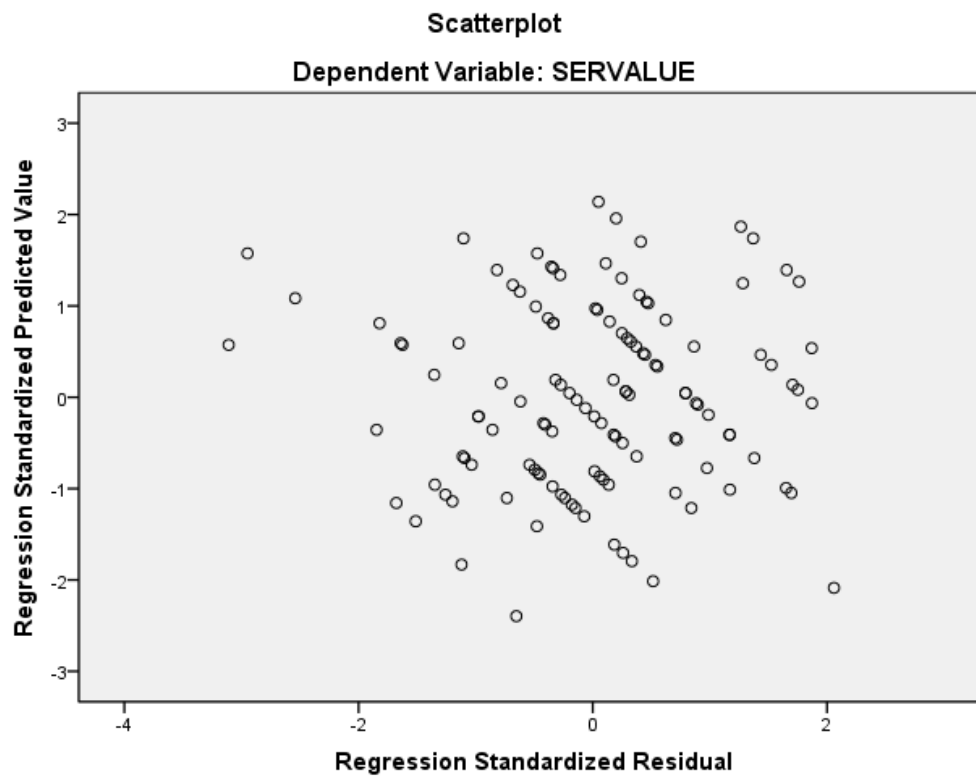
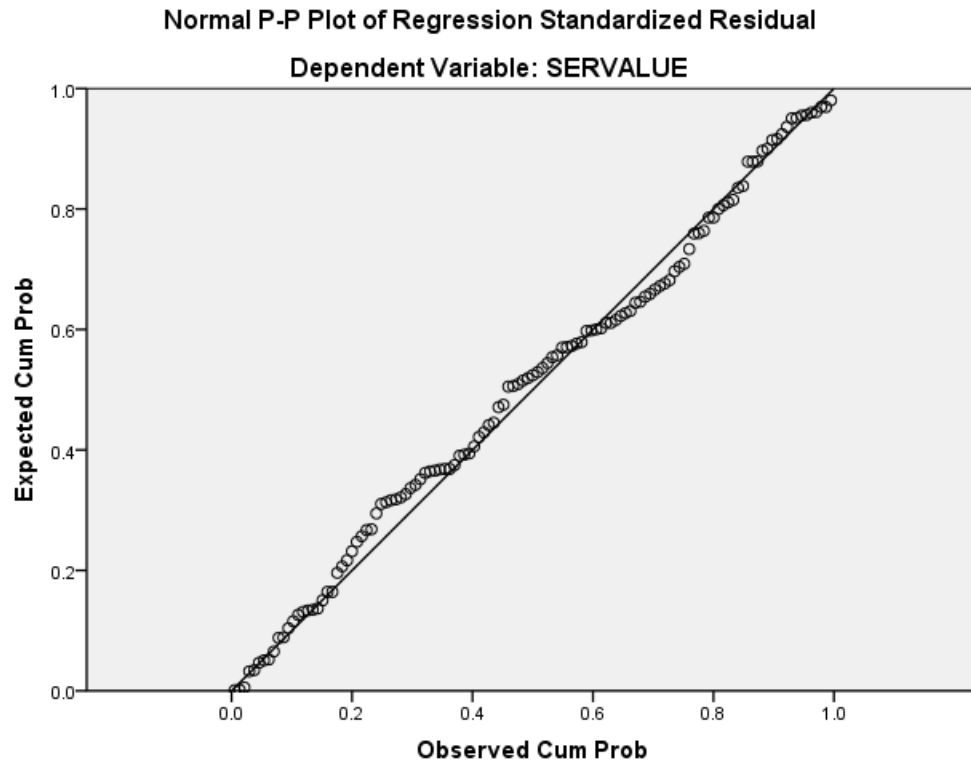
THANK YOU FOR YOUR TIME AND OPINION.

Appendix B

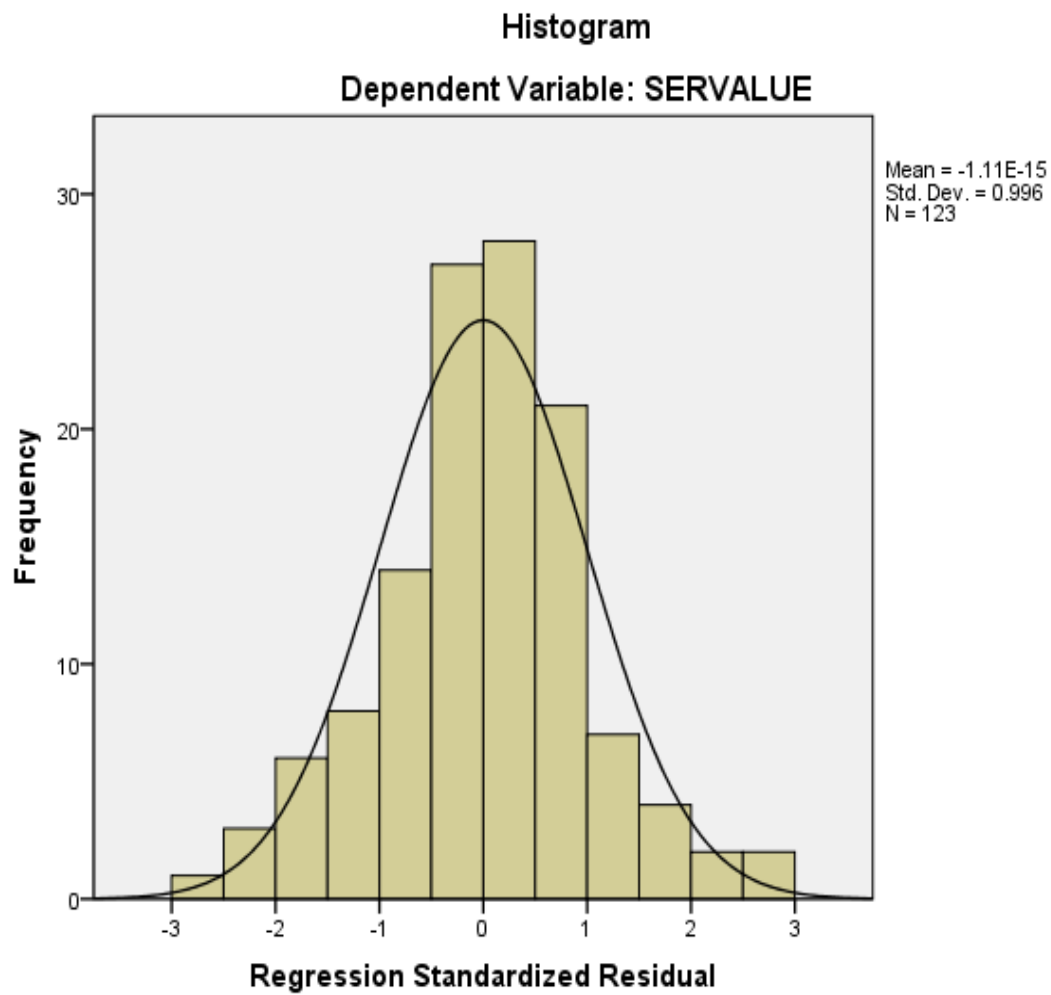
Normality Test Charts

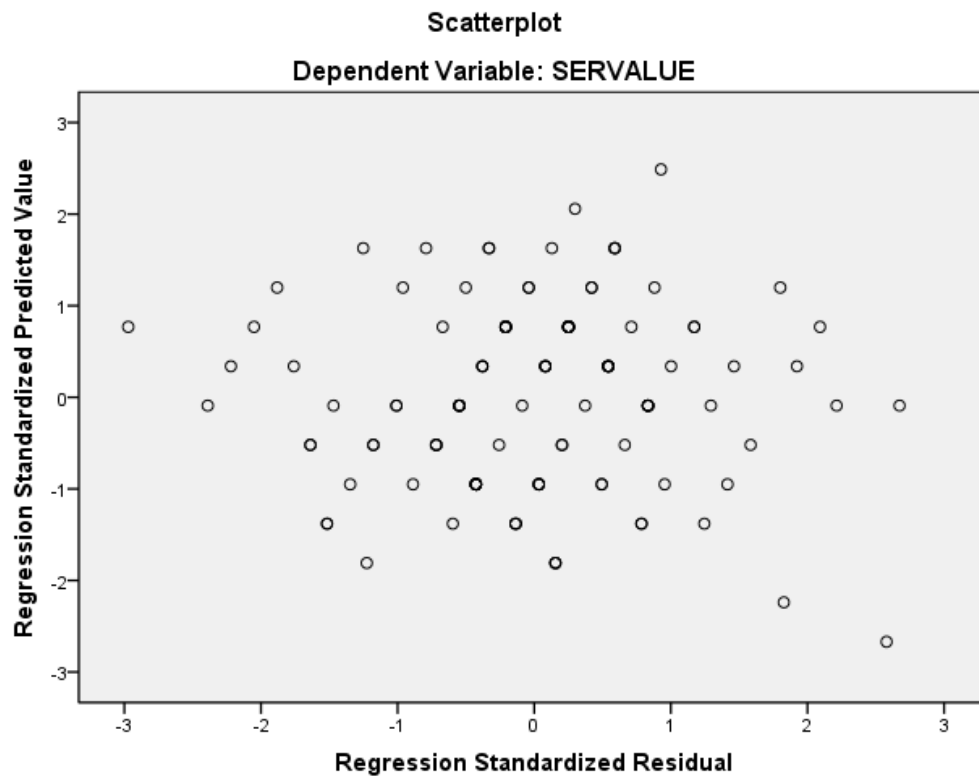
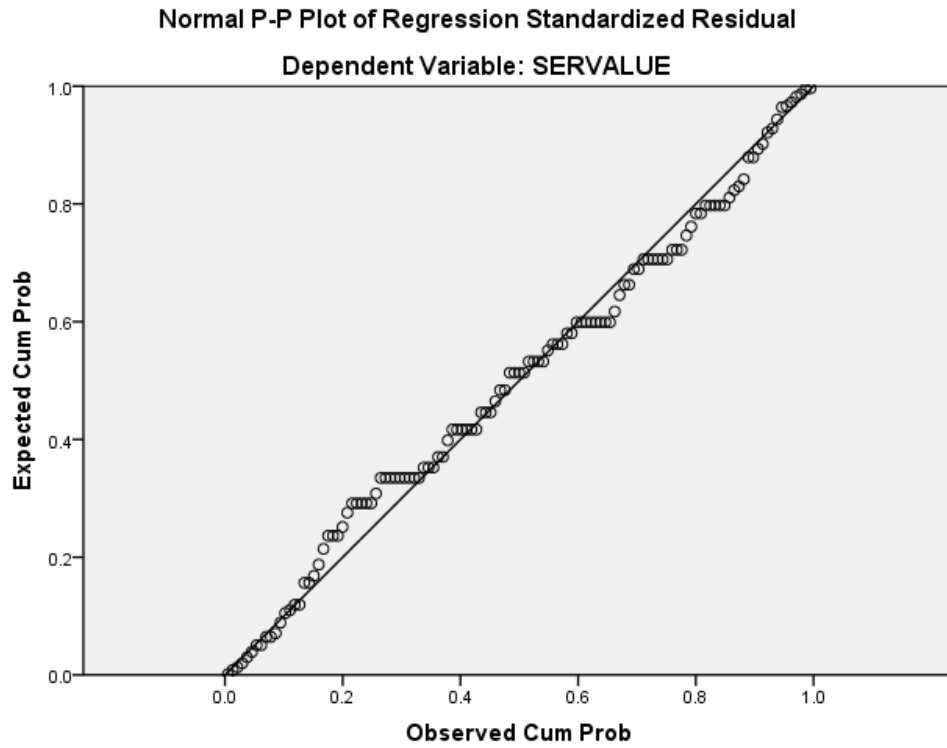
SMM and Service Value



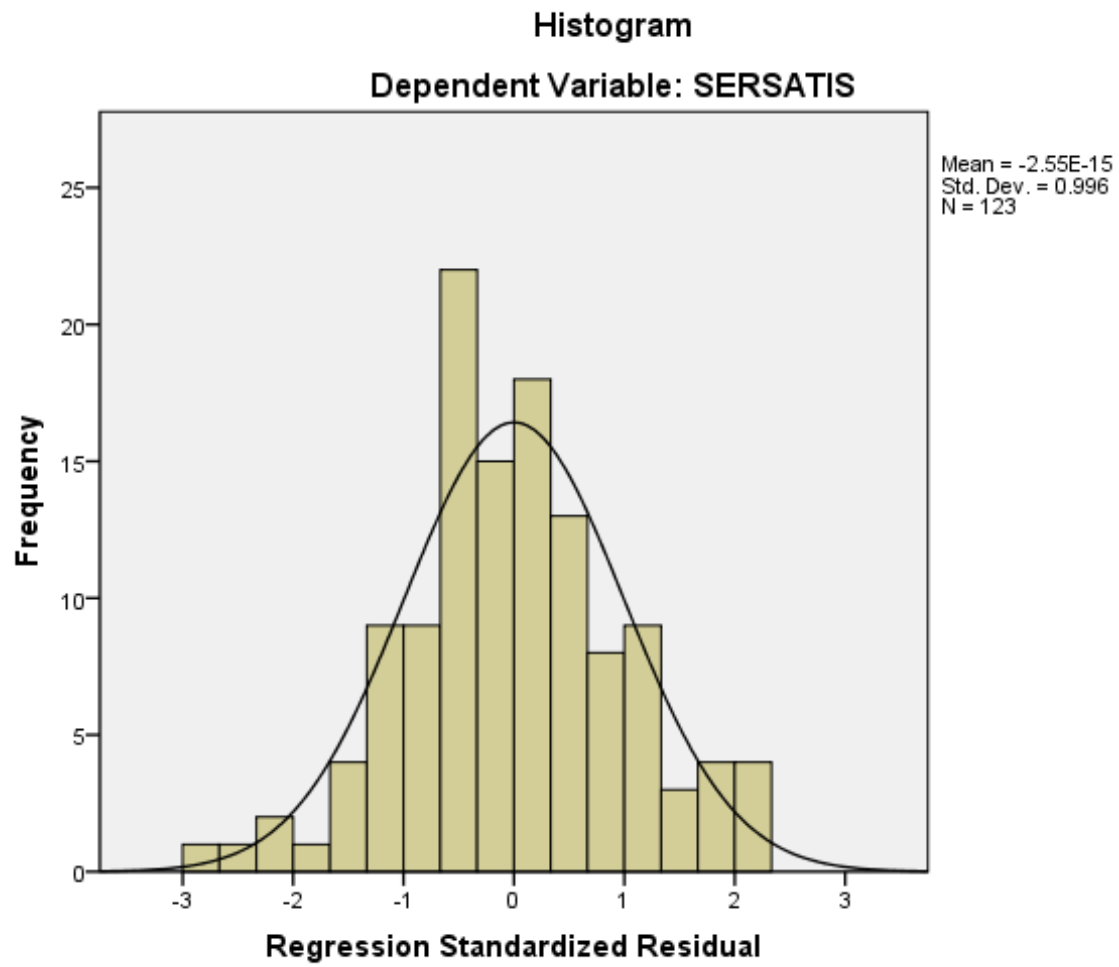


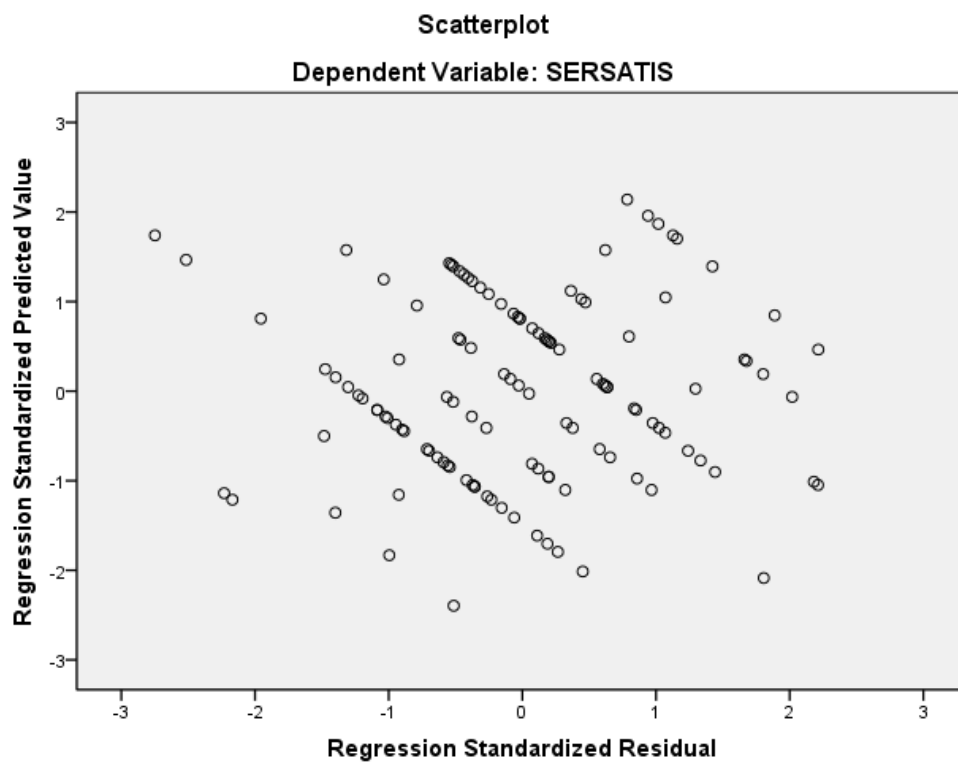
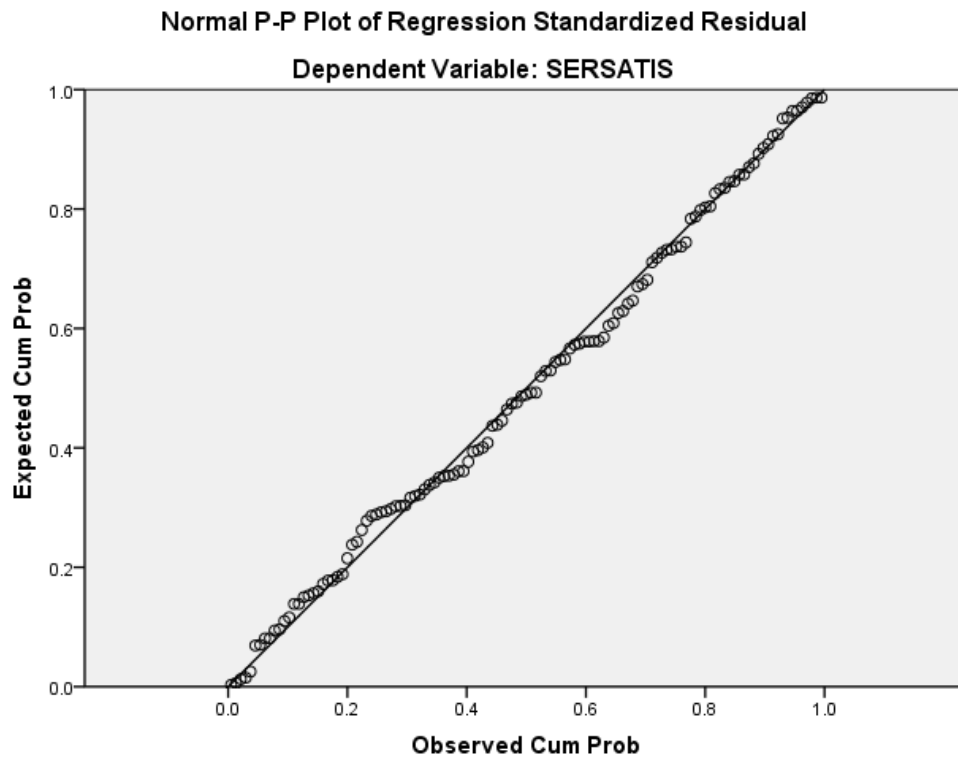
SQ and Service Value



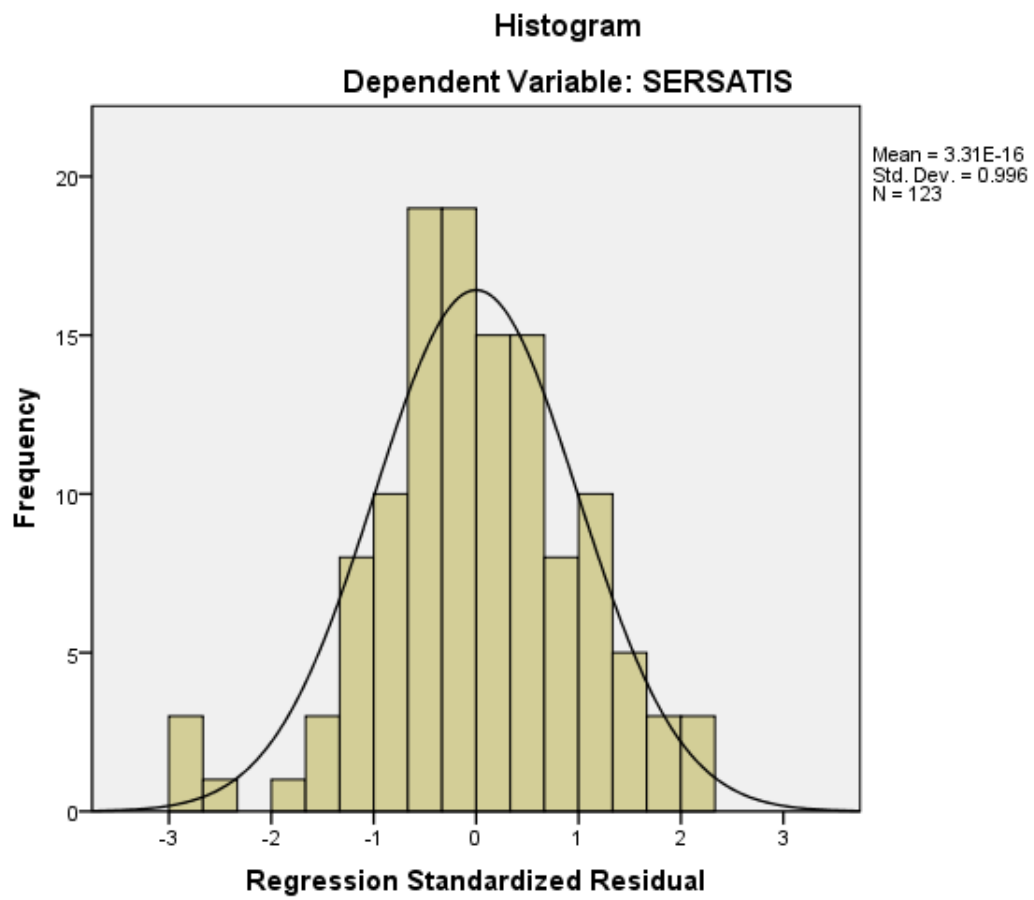


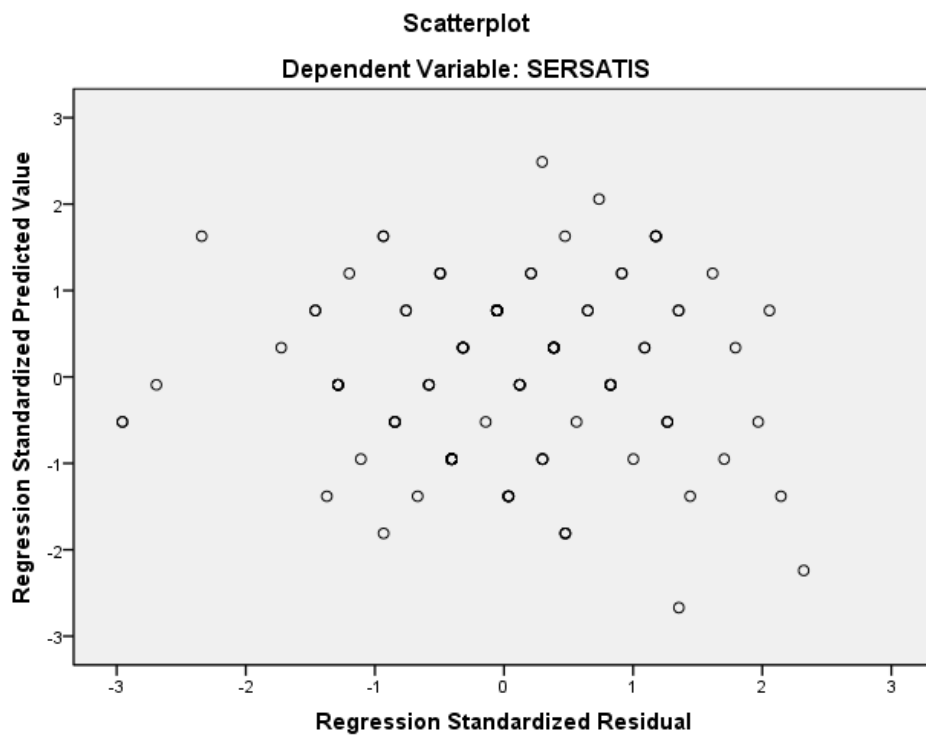
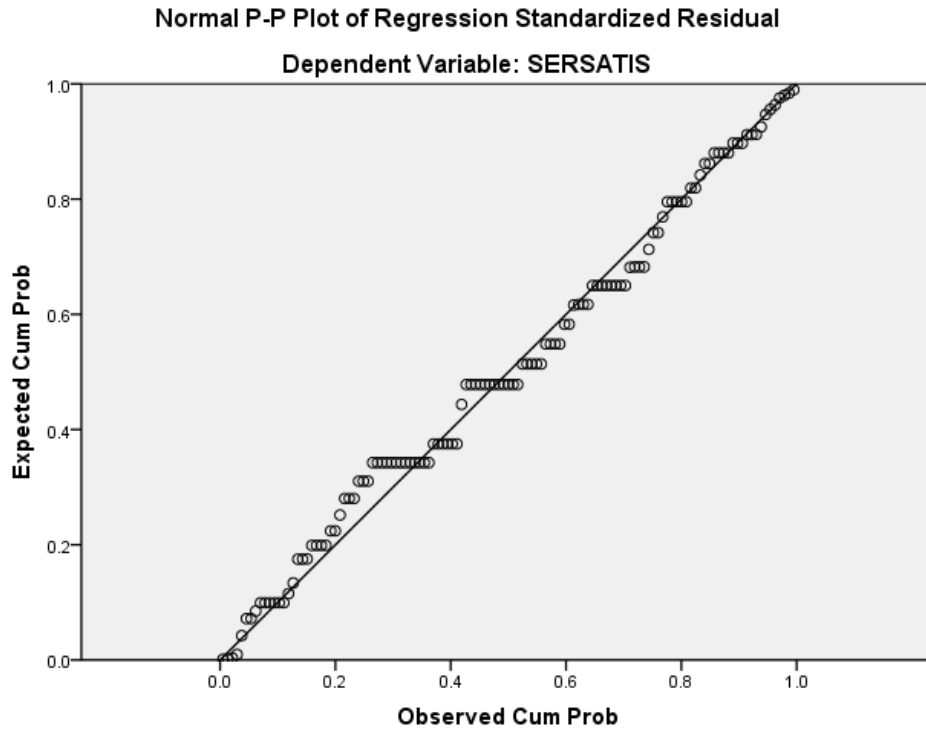
SMM and Service Satisfaction





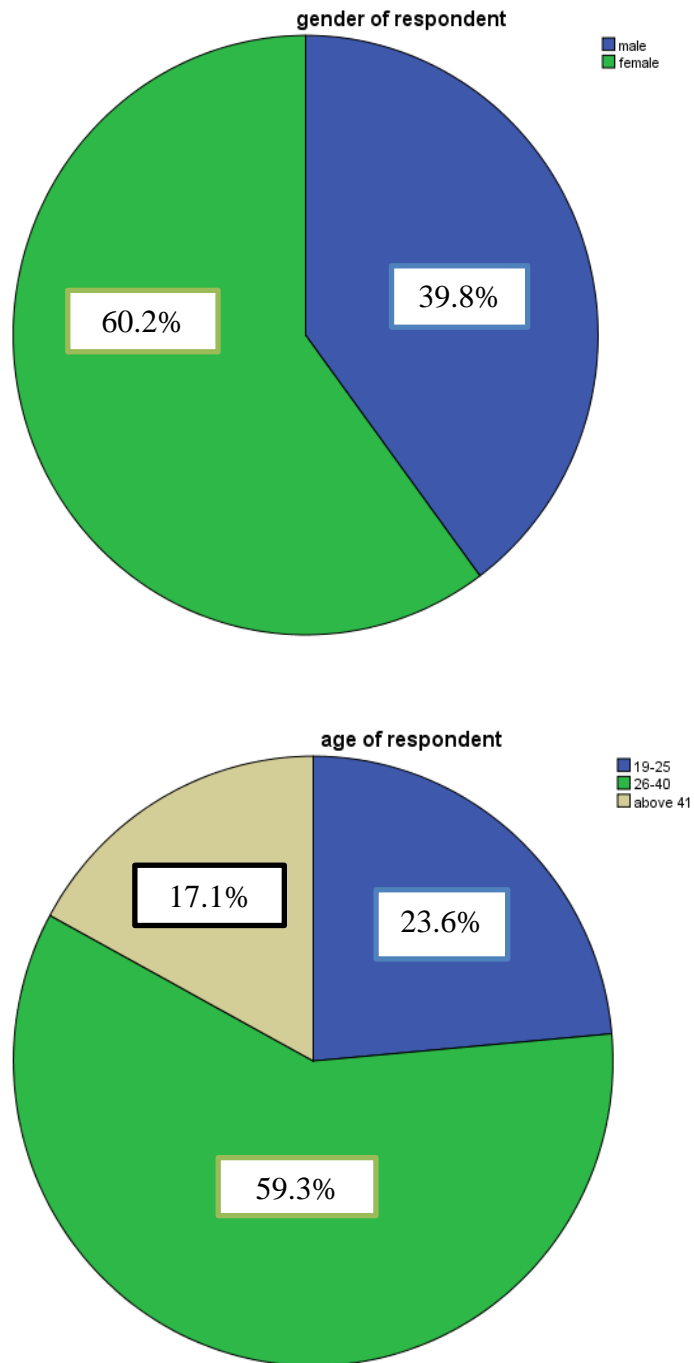
SQ and Service Satisfaction

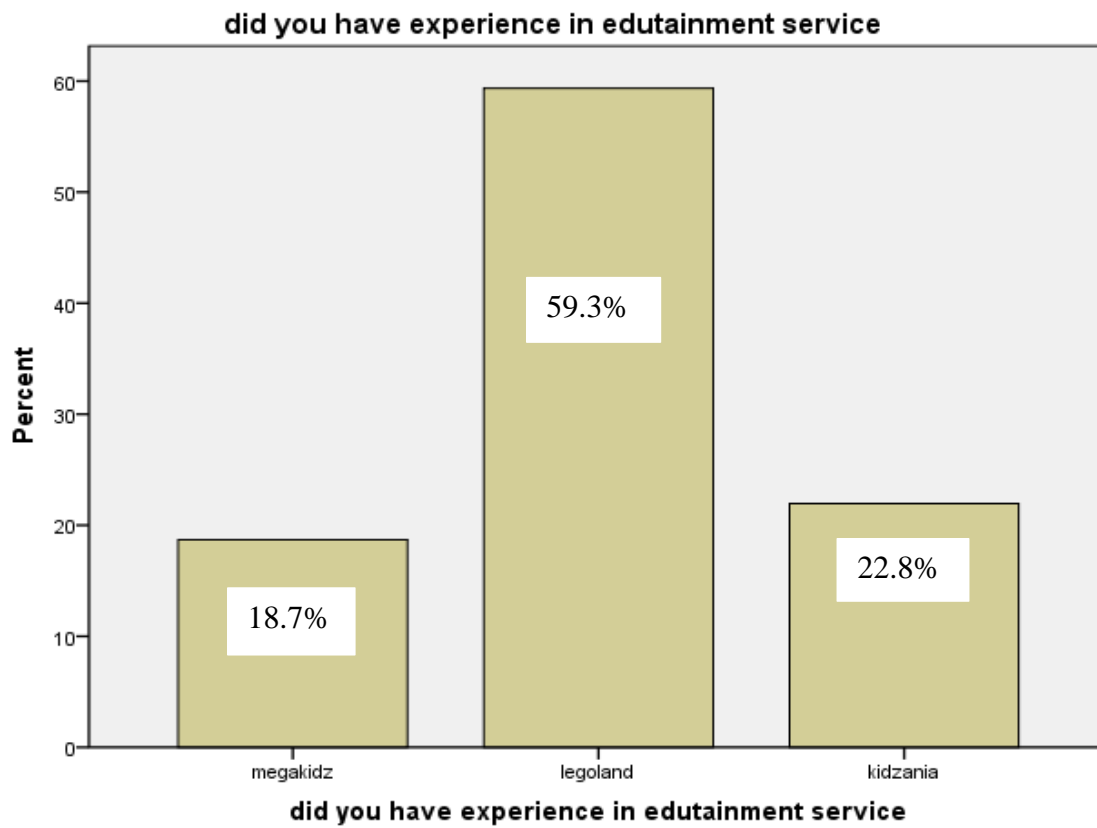
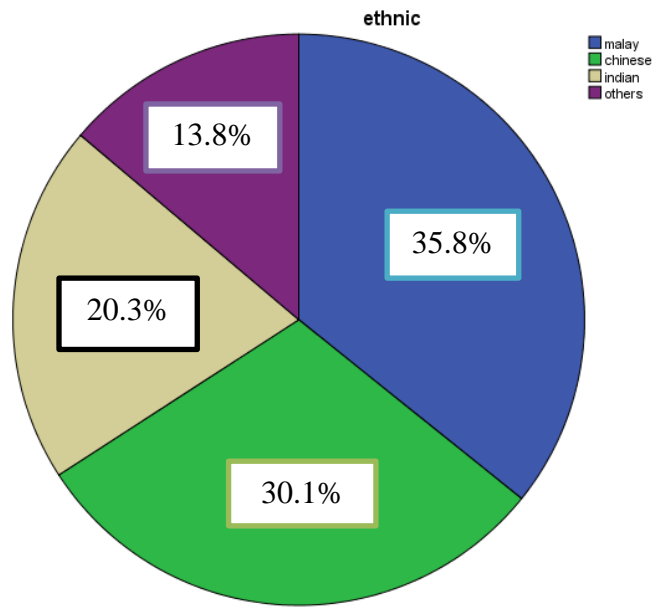


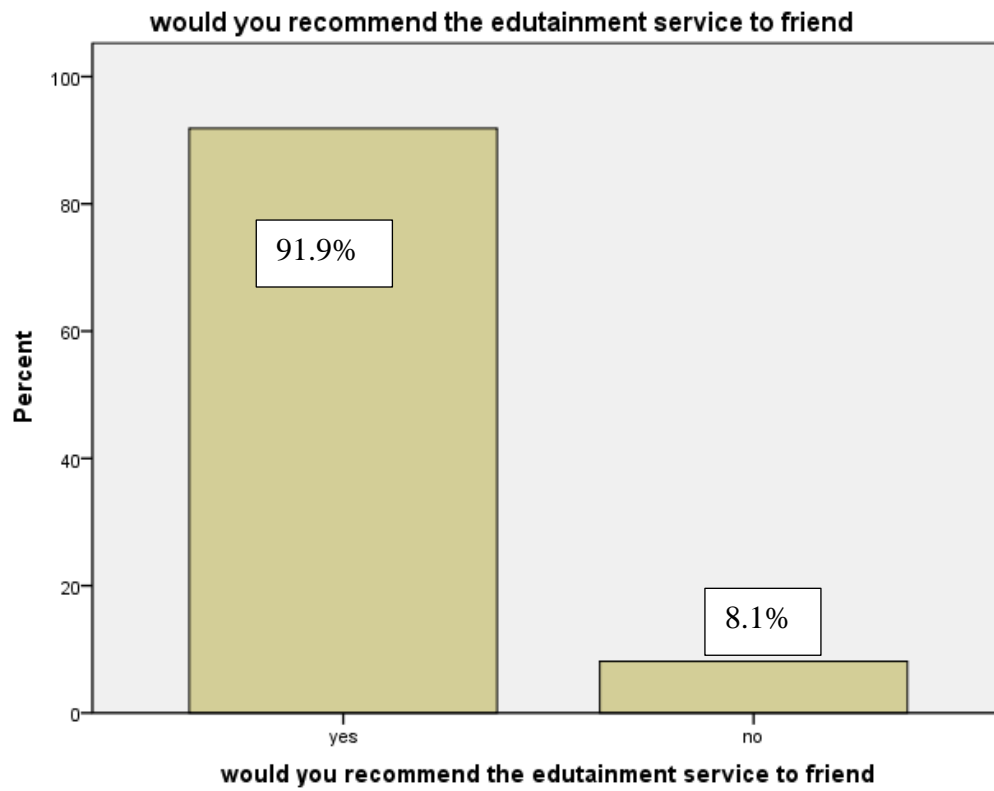
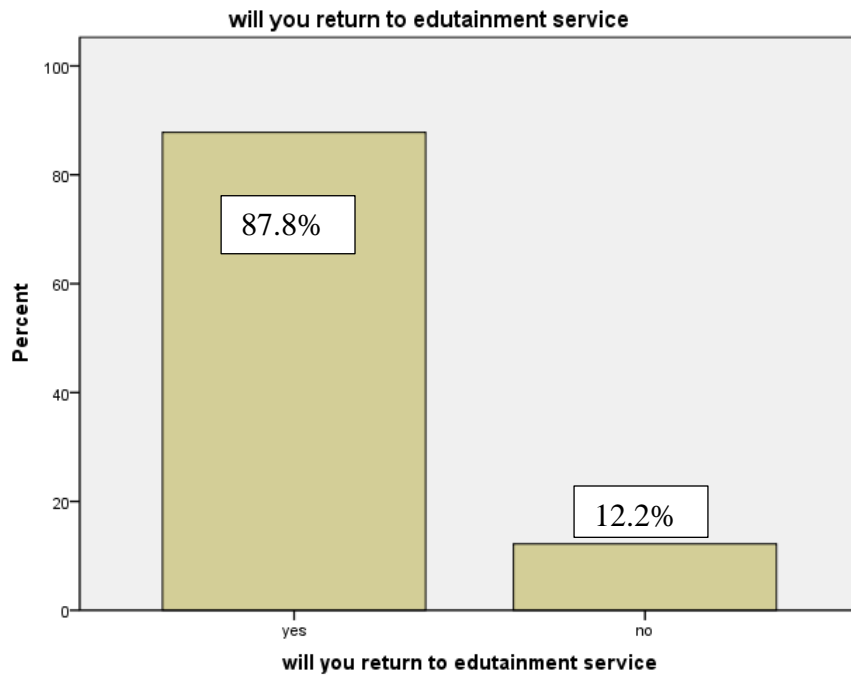


Appendix C

Descriptive Charts for Customers' Demographic Profile and Customers' Perceptive







APPENDIX D

Table 2.1 Empirical research in Service Marketing Mix and Satisfaction

Author (s) / (years)	Variables of study	Research Design and Data Collection	Industry / Country	Objectives	Data Analysis	Findings
Mahmud et al. (2013)	-Service quality (SQ) -Price -Satisfaction -Loyalty	-Quantitative -Survey method -Final sample: 310 -used stratified random sampling	-Flight service industry (Jakarta-Makassar).	-To test and analyze the effect of service quality and prices toward customer's satisfaction and loyalty.	-Analysis of Moment Structure (AMOS) 7.0, -structural equation modeling (SEM)	-SQ has a positive and insignificant relationship on satisfaction. -Price has a negative and insignificant relationship with satisfaction. -SQ has a negative and insignificant relationship towards loyalty. -Price has a negative and significant effect on loyalty. -Satisfaction has a positive impact on loyalty.
Ahmad et al. (2013)	-Marketing strategy (health service, pricing, distribution, promotion, physical evidence, process, and personal strategies) -Patient satisfaction	-Quantitative method. -questionnaire -Final sample: 190 -Used purposive sampling strategy	-Private sector hospital in Jeddah in Saudi Arabia	-To define components of marketing mix of private sector hospital in Jeddah -To determine elements impact on hospital performance by measuring patient satisfaction -To determine effects of marketing mix on hospital performance by measuring satisfaction.	-Descriptive analysis -Correlation analysis -Multiple regression	-Health service, promotion, physical evidence, process, and personal strategies are significant on patient satisfaction. -Pricing and distribution have insignificant relationship on patient satisfaction.

Tale 2.2 Empirical Research in Quality, Value, and Satisfaction

Author (s) / (years)	Variables of study	Research Design	Industry / Country	Objectives	Data Analysis	Findings
Chen & Chen (2010)	-Experience quality -Perceived value -Satisfaction -Behavioral intensions	-Quantitative -Final sample: 447 -Self-administrated questionnaire survey	Heritage tourism in Tainan, Taiwan	-To examines the visitors' experience of heritage tourism and investigates the relationships between experience quality, perceived value, satisfaction, and behavioral intensions.	-Used SEM -Exploratory factor analysis -Confirmatory factor analysis (CFA)	-Experience quality has a positive effect on perceived value. -Perceived value and satisfaction have significant direct positive effect on behavioral intentions. -Experience quality has insignificant effect on behavioral intensions. -Quality experience impact on behavioral intensions when mediated by perceived value and satisfaction.
Malik (2012)	-Customer satisfaction - Service quality -Perceived value	-Quantitative -Final sample: 300 -Used convenience sampling technique	Service sector (banking, transport, courier, and telecommuni cation) in Pakistan	-To examine the -perceived service quality by using SERQUAL and the role of perceived value as mediating in the study.	-Descriptive and inferential statistical techniques -Stepwise regression analysis	-Perceived value has a strong relationship with satisfaction Perceived value do play role as partial mediating between perceived service quality and satisfaction.

Author (s) / (years)	Variables of study	Research Design	Industry / Country	Objectives	Data Analysis	Findings
Lee et al. (2008)	-Service quality -Service value -Customer satisfaction	-Quantitative - Survey questionnaire for two months -Total 135 hotel s agreed to participate in the study. -75 respondents from the five-star hotels -120 from the four- star hotels -200 from the three- star hotels.	Hotel services	-To examine the degree of the disconfirmation between expected and perceived performance of hotel service quality (five dimensions) and the effects of expectation disconfirmation on customer satisfaction. -To investigate the mediating role of service value between service quality and customer satisfaction.	-ANOVA -Paired t-test	-There are differences in the degree of customer satisfaction between positive disconfirmation and negative disconfirmation. -Service value has significant relationship with customer satisfaction. -Proposed that service value is mediate between service quality and customer satisfaction.
Eggert and Ulaga (2002)	-Customer perceived value -Customer satisfaction -Repurchase intention -Search for alternatives -Word-of- mouth	-Cross sectional -Telephone survey with purchasing managers in Germany. -Final sample: 301 out of 342.	Purchasing managers in Germany	-To investigate whether customer value and satisfaction represent two theoretically and empirically distinct concepts. -To examine value is a better predictor for behavioral outcomes than satisfaction in a business marketing context.	-Exploratory and confirmatory factor analysis -Statistical package AMOS 3.6.	-Customer perceived value and customer satisfaction can be conceptualized and measured as two distinct but complementary constructs. -Value and satisfaction has a strong interactions.

Author (s) / (years)	Variables of study	Research Design and Data Collection	Industry / Country	Objectives	Data Analysis	Findings
Al-Muala & Al-Qurneh (2012)	-Marketing mix (product, price, promotion, physical evidence, place, personnel, and process) -Satisfaction -Loyalty	-Quantitative -Non probability purposive sampling -Final sample: 690	-Tourism industry in Jordan (AlHemmah, Dead sea, Ma'in, and Afra)	-To explore the relationship between marketing mix, satisfaction, and loyalty in curative tourism industry in Jordan.	-SPSS, exploratory factor analysis (EFA)	-Product and place have significant on loyalty -Price, personnel and process has insignificant relationship on loyalty -Product, place, price, personnel, and process has significant impact on satisfaction -Satisfaction has mediate role between marketing mix and loyalty.
Consuegra et al. (2007)	-Customer satisfaction -Loyalty -Price acceptance -Price fairness	-Quantitative. -Questionnaires through personal interviews -Final sample: 200 -Convenience sampling method	-Airline sector	-To investigate the effects of customer satisfaction through loyalty on price acceptance.	-Structural equation model	-Price fairness influence on satisfaction and loyalty. -Concluded that satisfaction and loyalty are important antecedents for price acceptance.