

The Effect of Service Marketing Mix in Choosing the Decision to Consumer Services Hotel: Studies in Hotel Grand Zuri Pekanbaru

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Abstract

This research aims to know the services marketing mix done Grand Zuri Hotel in influencing the consumer's decision in choosing a hotel and know the magnitude of the influence of simultaneous and partial service marketing mix of Grand Zuri Hotel against the decision of the use of the service made consumers in choosing a hotel. The research method used is descriptive and verifikatif method. Research carried out by sampling method of convenience sampling, with the number of respondents as much as 100 respondents. Then, for the data analysis used the descriptive analysis and multiple regression analysis and hypothesis testing using the F-test and t-test. The responses of the respondents regarding the implementation of the marketing mix services Grand Zuri Hotel is good and the responses of the respondents regarding the consumer decision making in selecting the Grand Zuri Hotel Pekanbaru is good. The results showed that the services marketing mix done Grand Zuri Hotel simultaneously significantly influential to the decision to choose and use and has a coefficient of determinasi of 74.82%. Partially, there are three significant free variables that influence is the price, human resources and physical evidence. While the variable product, place, promotion and the process does not significantly affect. From the results of the research can be given advice to Grand Zuri Hotel Pekanbaru in order to maximize the price quote, standardized human resources and maximize the quality of physical evidence to be able to increase its influence on the decision to select and use of the service is done at the Hotel Grand Zuri consumers. As for the other variables do not affect significantly, must be maintained and enhanced in order to maximize the influence of simultaneous marketing mix.

Keywords: marketing mix services, decision to use services, hotel services

1. Introduction

Pekanbaru city is the capital of Riau Province and the largest city in the province of Riau. Most people only know of Pekanbaru as a producer of oil and gas only. Whereas, Pekanbaru has many attractions that can be visited. Ranging from culinary tourism, nature tourism, religious tourism, tourist art, even shopping tour. Because Pekanbaru is a city and its tourism industry is growing with the emergence of various kinds of tourist services and facilities means that can attract a lot of tourists domestic and international tourists to visit.

The higher the level of competition in the business services accommodation, the higher the level of competition in the business services accommodation, the higher the level of competition in the business services accommodation hospitality is characterised by the increasing number of hotels that offer similar services and facilities as well as consumers who are increasingly critical in determining its options. Before dropping consumer choice on the services offered, the consumer will be mempertimbangan with good and right, to be able to choose the service that corresponds to their expectations. In deciding the marketing strategy, it's important to think about what factors affect the decision by in deciding the marketing strategy, it's important to think about what factors influence decisions by consumers to choose or use a product. Thus, the Grand Zuri Hotel should perform the services marketing mix strategies directed towards fulfilling the needs and desires of consumers. Due to the terpenuhnya of consumer needs and desires will have an impact on the decision the selection using the services of the hotel. Then from terpenuhnya the needs of consumers will have an impact on purchases and creation of customer loyalty, as well as establish a recommendation by word of mouth (word of mouth) that is profitable for the company. For the realization of it all, the application of marketing mix is crucial services company done in hopes it will be able to increase the volume of use of the service at Grand Zuri Hotel.

Based on the above background, the problem of this research were: 1) how the marketing mix variable description of services and purchasing decisions on Grand Zuri Hotel; 2) whether there was significant influence between the service marketing mix factors either simultaneously or partial decision against consumers in selecting a hotel on Grand Zuri Hotel

2. Literature Review

According to The American Marketing Association in Kotler and Keller (2012: 27), "marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchange offerings that have value for costumers, clients, partners and society at large", that marketing is the activity in the overall process organization functions and processes for creating, communicating, delivering something something and Exchange something of value for customers , clients, partners and the community at large, in a way that is profitable. Then according to Kotler in Sunyoto (2012: 18), "marketing is a social and managerial management process by which individuals and groups obtain what they need and what through creating, offering and exchanging products of value of with other.

According to Kotler in Buchory and Saladin (2010: 5) "marketing management is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to exchanges that satisfy creates individual and organization goals. A service is any action or performance offered by one party to the other party that are intangible principles and does not lead to the transfer of ownership, Kotler & Keller in Buchory & Saladin (2010: 151). While according to Zeithalm and Bitner in Daryanto (2011: 237), the notion of service is the entire economic activity with output in addition to the physical product, in the sense of the physical is tangible, services consumed and produced at the same time, provide added value and in principle the intangible for consumers.

Mix for service or marketing service marketing mix according to Kotler & Keller in Oesman (2010: 22), which is defined as a series of marketing tools used to achieve the company objectives. While according to Daryanto (2011: 20), the marketing mix is the set of tactical marketing tools that can be controlled by the combined company to produce the response it wants in the target market.

Based on the definition above it can be concluded that the marketing mix is the marketing elements are intertwined and combined to achieve the desired goals of the company. Kotler & Keller, Zeithaml, at all., in Oesman (2010: 22), put forward the concept of the marketing mix traditionally consists of 4 p, is a product, the price, place, and promotion. But to the marketing mix services need to add an element of people (people), process and physical evidence. Zeithaml, Bitner & Gremler, Lovelock & Wirtz in Oesman (2010: 23), suggested that the marketing mix service is modified by adding the three elements that people, process and physical evidence, so the seven elements of the marketing mix for the field of product, the price, place, promotion, processes, people and physical evidence.

Usage decision process service according to Lovelock & Wirtz (2011: 58-59) "service consumption can be divided into three principal stages: prepurchase, service encounter and postencounter." While Alma (2007: 245) reveals that the services consumed, but not owned, although the appearance of the service is represented by a specific form. Then according to Ihalauw & Prasetijo (2006: 9-10) revealed the decision to use services is the consumption of consumer behavior after going through the stages of needs and stages of acquisition. In terms of consumption of this stage was to use and evaluating. In the process of production services, production services and consumed in the same time frame. Zeithaml, Bitner & Gremler revealed that the service is marketing mix elements of marketing in which companies must incorporate these marketing elements in performing its application to consumers to produce the response it wants in the intended market.

Therefore, the decrease in the number of consumers is one of the indicators are not effective as the marketing mix that made the company. Zeithaml, at all., Lovelock & Wirtz in Oesman (2010: 23), explains that in service companies the application of marketing mix variables need to be added which is floating from the concept of the marketing mix is the people, processes, and physical evidence. So there are seven marketing mix for the service is a product, price, place, promotion, process, people and physical evidence. (7P) for achieving company goals service providers in this respect is the Grand Zuri Hotel.

According to Tjiptono (2011: 56), there are 4 stages in the process of doing the introduction of decision problems or needs, information retrieval, evaluation and use of decision alternatives. According to Kotler and Armstrong (2010: 196) in the model of customer decision process black box use of consumers affected by stimulus marketing mix.

Based on the review of the theory can be filed the first hypothesis, there is a positive and significant relationship between marketing mix decisions against services consumers in choosing hotels simultaneously (simultaneous); Second, there is a positive and significant relationship partially between marketing mix decisions against services consumers in choosing a hotel.

Thus this study aims is to find out and analyse the influence factor of service marketing mix factors simultaneously against the decision of the consumer in choosing a hotel as well as to know and analyze the influence of factors partially services marketing mix decisions against consumers in choosing a hotel.

3. Method

Based on consideration of the research objectives, the design of this research is quantitative descriptive analysis and verifikatif. The type of data required in this research is the primary data and secondary data. The primary data sources obtained from empirical research results through dissemination of the questionnaire. While secondary data sources are obtained from the annual reports of companies Grand Zuri Hotel and Riau in numbers, journals, newsletters and magazines related to this research.

According to Sugiyono (2011: 81), sampling is part of the number and characteristics of which are owned by the population. The sample in this research is a part of the population taken as a data source and can represent the entire population. Because population numbers unknown then according to Riduwan (2010: 66) sampled technique used in the study was the convenience sampling or engineering sample by chance. Thus, the samples on this study of 100 respondents. Method of data collection is done using 1) interview, as the technique of direct communication, addressed to the respondent and the management of Grand Zuri Hotel Pekanbaru; 2) Questionnaire, a list of questions that are made in the form of simple closed question method; and 3) observation, observing the activities of companies that deal with issues that are being examined. The way the measurement is to confront a respondent with a question and then asked to give answers; strongly agree, agree, undecided, disagree, and strongly disagree. The answer was given a score of 1 to 5. To analyze the effect factor of service marketing mix as free variables of consumer decisions in selecting the Grand Zuri hotel Pekanbaru as variables aren't free, then this study using multiple linear regression equations of the model. To know the contribution of service marketing mix on consumer decisions in selecting a hotel used the coefficient of determination (R^2).

Next to prove the influence of each (partial) variable independent (X_i) to a variable is dependent (Y_i) in this study, the respective coefficients in the regresinya test by test t, t test results meaningfully when the retrieved prices (p) < 0.05. To find out the most dominant influence of t test results can be seen from the smallest p price, it means its influence is dominant.

4. Result

Obtained information that the overall implementation of the service marketing mix Grand Zuri Hotel rated both by the respondent based on the continuum, with the total score is an average of 308 items or of 63.6%. Score the highest Price is variable with a score total of 356 or 74.2%, while the lowest score was 242 or 47.2% is the variable Promotion. So it could be explained that consumers judge the Good price offered by Grand Zuri Hotel and promotions conducted by Grand Zuri Hotel on taste insufficient so consumers assess quite satisfied for the implementation of the marketing mix variable Grand Zuri Hotel on Promotion.

Overall use of the decision process service Grand Zuri Hotel rated by respondents, with a total item scores an average of 310 or amounting to 62%. The highest score in the Grand Zuri Hotel statement can meet the consumer's needs and desires with a total score of 347 or 68.6%, and the lowest score of 247 or 48.4% of the consumer statement to get enough information about Grand Zuri Hotel. Use of the service decision Grand Zuri Hotel by consumers through the process that will positively impact Both for the Grand Zuri Hotel in the future, because of the possibility of an increase in the number of users because of the use of the decision process according to the whims of consumers.

Based on the results of the calculations through computer program SPSS statistics, then, can be explained as the following hypothesis evidentiary analysis first of all that must be done is to look at the extent of the influence of all free variables simultaneously (overall) with variable depends. For these purposes can be seen from the magnitude of the value $F_{\text{calculate}}$, the correlation coefficient value of multiple (R), and the value of the determinant of the coefficient (R^2).

Results of calculation show that the value of F_{test} is 39.865 with probability error of 0000E + 00, whereas the correlation coefficient $R = .8650$. It describes the indication a fairly strong positive relationship between independent variables (services marketing mix) simultaneously with the decision by consumers in choosing a hotel. While the value of the coefficient of determination (R^2) is .7482, which indicates that a independent variable simultaneous variations had a significant influence on the variation of the dependen variables is a consumer decision in selecting the hotel of 74.82% while the 25.18% describe the magnitude of the variable dependent is influenced by other variables independent that are not observed in this study.

To prove the hypothesis of the research simultaneously where the coefficient regresinya in test by F-test, results would be meaningful if $F_{\text{test}} > F_{\text{table}}$ or $p < 0.05$. From the results of calculation of the statistical tests show that F_{test} is 38.94 and F_{table} is 2.136. This shows that the $F_{\text{test}} > F_{\text{table}}$ or $p < .05$.

Thus the hypothesis that says the service marketing mix factors simultaneously had a significant influence on

consumer decisions in selecting a hotel can be confirmed.

Based on the results of a statistical computer program processing, then the result can be obtained as follows: $\hat{Y} = + .143X_1 + .128X_2 + .043X_3 + .057X_4 + .427X_5 + .136X_6 + 323X_7$. Multiple linear regression analysis results indicating a positive relationship of consumer decision factors in choosing a hotel on Grand Zuri Hotel Pekanbaru.

Next to prove the hypothesis partially research done with t-test to see if there is the influence of each variable dependent to the variables independent. Based on the data processing was assisted by computer program SPSS then can be seen in table 1

Table 1. Results calculation of the t-test (Partial)

Variable	t _{test}	t _{table}	Sig.	Description
X ₁	1.631	1.9845	.150	No significant
X ₂	2.240	1.9845	.012	Significant
X ₃	0.233	1.9845	.774	No significant
X ₄	0.794	1.9845	.564	No significant
X ₅	2.439	1.9845	.012	Significant
X ₆	1.815	1.9845	.331	No significant
X ₇	2.305	1.9845	.024	Significant

Source: Processed Data

Based on table 1 above then be explained that there are four (4) variables that influence is not insignificant against the decision of the consumer in choosing a hotel is the product (X₁), place (X₂), promotion (X₃) and processes (X₄). This is shown from the results of the value t-test her less than t-table or greater than the value of the Sig of 0.05. While the variables that influence the consumer's decision against significant in choosing a hotel is the price (X₂), people (X₅) and physical evidence (X₇). This is shown from the results of his t-test value greater than t-table or of the value of Sig is smaller than 0.05.

5. Discussion

Based on the results of the calculations through computer statistics program (SPSS), factors that influence the decision of choosing hotels simultaneously from its marketing mix, obtained the greatest results are variable people = .247 and smallest results are variable place = .034. So it can be noted that overall implementation of simultaneous services marketing mix Grand Zuri Hotel can affect a consumer's decision to choose hotel significantly. Then the total value of contributions to the marketing mix services to influence decisions in choosing a hotel is .7482 or 74.82%, can be explained that the decision of consumers in choosing the hotel influenced the marketing mix is 74.82% and 25.18% explained by variables other than from services marketing mix

As for looking for influence between independent variables to the dependent variable in the partial has done turns out obtained two independent variables were significant influential variable against the decision of choosing a hotel is the price, people and physical evidence.

Partially, variable price influential decision variables significantly to choose Grand Zuri Hotel. In deciding to use a hotel service, consumers will find information about hotels that will be consumer use and evaluate alternative hotels that have the same quality. In the evaluation of alternative price one of the comparisons by consumers because the price is the sum of all the values that are given to consumers all the benefits received or the use, of a product or service (Oesman, 2010: 25).

Therefore the price of service provided by Grand Zuri Hotel must comply with the fulfilment of the needs and desires of the consumers or the benefits provided by the product of the Grand Zuri Hotel services, and then adapted to the costs the company incurred so that consumers are satisfied with the price set by the Grand Zuri Hotel. With the price corresponding to the fulfillment of your needs and desires, will certainly enhance the use of the service has been granted Grand Zuri Hotel.

Partially, the variables people have an influence significantly to consumer decisions in choosing a hotel. This is due to the employees Grand Zuri Hotel can serve consumers well, then the Grand Zuri Hotel employees can resolve complaints or problems with the good that makes consumers feel comfortable stay at Grand Zuri Hotel. In addition the Hotel has a Grand Zuri employee skills and a good knowledge of so consumers can figure out information-information about surrounding Grand Zuri Hotel. In addition to the employees of the hotel have the nature of courtesy, friendliness in

serving consumers. With the service employees maximum in serving consumers so that it can exert influence on consumer decisions in choosing services Grand Zuri Hotel Pekanbaru.

Partially, variable physical evidence has the effect of significantly to consumer decision variables for use of services of Grand Zuri Hotel. According to Oesman (2010: 31), argued that the physical evidence that is provided can demonstrate the quality of services of the company so that the company needs to manage this physical evidence with caution because it can affect the consumer's impression of the company. Physical evidence on Grand Zuri Hotel Pekanbaru is a billboard, a well-preserved building, comfortable rooms, spacious parking, employee uniform neat and matching all it fulfilled so that the quality of the Grand Zuri Hotel will have the impression to be able to meet the needs and desires of consumers and trusted. With the quality of service from Grand Zuri Hotel through physical evidence so that the consumer is not an alternative to other hotel to evaluate and decide to use services rendered Grand Zuri Hotel.

Based on the results obtained through computer programs, simultaneously generated SPSS that there was significant influence between the independent variables are product, price, place, promotion, people, process and physical evidence of a dependent variable is a decision against consumers in selecting the use of services of Grand Zuri Hotel. It is in compliance with the consumer customer behavior models blackbox stated by Kotler & Armstrong (2010: 196), that the marketing mix gives the stimulus effect on the decision of the use of products or services. Furthermore the results of the calculations through computer program SPSS has done, it produces 4 independent variables that do not have an influence significantly to consumer decision variables in the use of the service is a product, place, promotion, process.

Because the products offered Grand Zuri Hotel together with other hotels in the city of Pekanbaru, so consumers in choosing a hotel does not pay attention to use of the service factor of the product again. This is due to the number of competitors who provide similar facilities with the facilities provided by the Grand Zuri Hotel. Then if the variable product is refined, for example giving the variations more for hotel rooms in Grand Zuri Hotel, replacing the existing instruments on hotel rooms with new, replace cat hotel rooms with brighter colors and provide different facilities with competitors, then it can provide influence on consumer decisions in the use of services of Grand Zuri Hotel so will increase and significant.

Partially, the variable place does not have significant influence but has a positive relationship with the use of the decision. This is due to the location of the Grand Zuri Hotel close to downtown that makes consumers find it easy to come to the Grand Zuri Hotel and travel to the existing tourist attractions in Pekanbaru, therefore many hotels that are near the city centre make the consumers prefer the nearest hotel to the city centre.

Partially, the variable promotion does not have significant influence but has a positive relationship with their consumer decisions in the use of the services of the hotel. This is due to the lack of promotion done Grand Zuri Hotel in particular and private consumers on a periodic basis, the Grand Zuri Hotel provides a promotional program for more on the group or groups of consumers, Grand Zuri Hotel does not make advertising on electronic media, billboards, leaflets and banners that can provide information about Grand Zuri Hotel on consumers. Then if the variable promotion improved by providing information needed for consumers with good and right through the ads on print, electronic media, billboards, leaflets and banners, as well as persuade consumers to provide promotion for products offered will then give influence to the consumer in using the service decision Grand Zuri Hotel significantly.

Partially, the variable process does not have significant influence but has a positive relationship with their consumer decisions in the use of the services of the hotel. This is because the front office Grand Zuri Hotel not many have employees or officers of the receptionist to serve the consumer, if the consumer comes at a time when more than one person, then it is an uncomfortable situation that is making consumers wait longer, then the limited payout machines and tools owned by debit or credit card Grand Zuri Hotel so the customer when doing transaction often with cash, on the booking process the food beverage consumers unable to order directly through local phone but the consumer must call the resto-cafe employees to be able to order food and beverages, on the process of problem solving Grand Zuri Hotel lack adequate employee for each day so that cause length problem resolution on a hotel room. Then if the variable process improved and perfected by accelerating the process of payment of check-in and checkout, a payment tool to improve and simplify the order process food using a telephone to order, it will give effect to the decisions of the consumers in the use of services of Grand Zuri Hotel significantly.

6. Conclusion

The study concluded that based on the results of the analysis of the calculation of the statistical tests indicate the factors simultaneously services marketing mix (overall test) have a significant influence on consumer decisions in selecting Grand Zuri hotel Pekanbaru.

Services marketing mix Grand Zuri Hotel partially through a variable product, place, promotion, the process does

not have a significant influence, whereas the variable price, people and physical evidence had significant influence on consumer decisions in the use of services of Grand Zuri Hotel Pekanbaru.

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