

## ABSTRACT

### **EFFECTS OF SERVICE QUALITY, CUSTOMER SATISFACTION, AND BEHAVIORAL INTENTION ON AUTHORIZED TOYOTA DEALER OF SUB-BRANCH BAU-BAU**

The purpose of the present research was threefold. First, it analyzed effects of service quality, consisting of tangibility, reliability, responsiveness, assurance, and empathy, on customer satisfaction with authorized Toyota dealer of sub-branch Bau-Bau. Second, it analyzed effects of customers' perceived values on customer satisfaction with authorized Toyota dealer of sub-branch Bau-Bau. Third, it analyzed effects of customer satisfaction on behavioral intention toward authorized Toyota dealer of sub-branch Bau-Bau.

Population was 296 consumers who had service experience with authorized Toyota dealer of sub-branch Bau-Bau (services in the forms of car purchases, spare part purchase, and service/maintenance). Sample was 148 individuals that were taken by means of simple random sampling technique. Data employed in the research was primary and secondary ones. Hypotheses were tested by Path Analysis. The software of SPSS version 10.00 was used to process data.

Results indicated the following. First, service quality, consisting of tangibility, reliability, responsiveness, assurance, and empathy, had effect on customer satisfaction with authorized Toyota dealer of sub-branch Bau-Bau. Second, customers' perceived valued had effect on customer satisfaction with authorized Toyota dealer of sub-branch Bau-Bau. Third, customer satisfaction had effect on behavioral intention toward authorized Toyota dealer of sub-branch Bau-Bau.

***Keywords: Service quality, customer satisfaction, behavioral intention.***