

# SOCIAL RESPONSIBILITY AS COMPETITIVE ADVANTAGE IN GREEN BUSINESS

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**SOCIAL RESPONSIBILITIES AS  
A COMPETITIVE ADVANTAGE  
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Department on Management  
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ADVANTAGE IN GREEN BUSINESS**

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## **MEASURING ECOSERV IN INTEGRATED OUTDOOR CAMPUSS (IOC) UNIVERSITAS SURABAYA(UBAYA)**

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### **ABSTRAK**

Penelitian ini bertujuan untuk meneliti kualitas layanan dari obyek wisata berbasis lingkungan. Dalam penelitian ini ingin diketahui apakah ecoserv berpengaruh terhadap customer satisfaction, dan apakah customer satisfaction berpengaruh terhadap customer loyalty. Obyek penelitian ini adalah IOC UBAYA. Hasil penelitian menunjukkan bahwa ecoserv berpengaruh terhadap customer satisfaction, dan customer satisfaction berpengaruh terhadap customer loyalty pengunjung IOC UBAYA.

Kata kunci: ecoserv, customer satisfaction, customer loyalty

### **ABSTRACT**

This study aimed to examine the quality of tourism services based environment. In this study we want to know whether ecoserv effect on customer satisfaction, customer satisfaction and whether the effect on customer loyalty. Object of this study is the IOC UBAYA. The results showed that ecoserv effect on customer satisfaction, customer satisfaction and customer loyalty affect the IOC UBAYA visitors.

Keywords: ecoserv, customer satisfaction, customer loyalty

### **A. INTRODUCTION**

Currently tourism ecotourism becomes a trend. Travelers had been exposed to the full environmental pollution ecotourism as an alternative to making a new tour. Khan (2003) argues that ecotourism has received considerable attention in the past few years, both in the literature and international marketplace. It often involves people from developed countries traveling to less develop ones to seek natural experiences (Whelan, 1991). It is also regarded as a viable tool for economic development that takes into account conservation (Boo, 1990; Cater, 1993). As a result, ecotourism businesses are growing worldwide and becoming more competitive. In order for any ecotourism business to position itself favorably in the global marketplace, it has to

deliver high quality service that fulfills the needs and expectations of ecotourists. Understanding customer expectations is a prerequisite for delivering superior service (Parasuraman, Berry and Zeithaml, 1986). According to the World Tourism Organization, ecotourism activities have been expanding rapidly over the past two decades worldwide and further growth is expected in the future (WTO, 2000).

Recently, people recognize the importance of environment in life. Khan (2003) mentioned that ecotourism, though defined in many ways, was generally used to describe activities conducted in harmony with nature, as opposed to more traditional mass tourism (Hawkins and Khan, 1998). Though ecotourism has become a topic of great interest in the literature, there is not yet a broadly accepted definition of it (Lindberg, Enriquez and Sproule, 1996; Wight, 1993). According to the Ecotourism Society (1992), it is “responsible travel to natural areas which conserves the environment and sustains the well being of the local people.” In this study, ecotourism is defined as purposeful time spent in natural environment to interact, learn, and experience other cultures, and to economically help local communities that work toward preservation of the ecosystem.

Various definitions of ecotourism put forward by researchers. According to Khan (2003), ecotourism is nature based, advancing conservation and sustainable development (Ayala, 1996; Boo, 1990). It has been called nature tourism, alternative tourism, cultural tourism, soft tourism, adventure tourism, responsible tourism, or green tourism (Boo, 1990; Eagles, 1992; Wight, 1993). Among the various labels, ecotourism is seen as an alternative to mass tourism. While the debate continues, it has become popular among tourists as a way to visit a natural environment. Its growing appeal is evident in attempts by mass packagers to appropriate the ecotourism label. As the literature review suggests (Boo, 1990; Eagles, 1992; Ingram and Durst, 1989; Ryel and Grasse, 1991; Whelan, 1991; Wight, 1996), ecotourists are mostly affluent people looking for natural learning experiences in pristine environments. They are willing to pay more for products and services provided by environmentally conscious suppliers. They show sensitivity to environmentally friendly conservation efforts to preserve the natural resources, and show an interest and appreciation for local customs and conditions. They are also interested in more active and participatory learning experiences.

Ecotourism has prompted an increase in the competition of natural resource-based tourism. Study conducted by Raza et al. (2012) found evidence that in the era of globalization, many companies are facing a fierce competition. Customer satisfaction is the one important tool to capture competitive advantage. There are many ways to create customer satisfaction. But we will focus on two main variables in this research. One is perceived value which is often used as customer value. Second factor is quality of product/service. Literature provides solid ground to consider these two variables important in creating customer satisfaction. Shemwell (1988), explained that customer satisfaction can be created through high services quality. (According to (Zeithaml, Berry, & Parasuraman, 1996) providing quality service is considered as an essential strategy for success in today’s competitive environment (A. Parasuraman, 1985; Zeithaml, Berry, & Parasuraman, 1996).

Ryu and Han (2010) argue that service quality and customer satisfaction are inarguably the two core concepts in marketing theory and practice (Spreng & Mackoy, 1996). In today's world of intense competition, the key to sustainable competitive advantage lies in delivering high-quality service that will in turn lead to satisfied customers (Shemwell et al., 1998). Abdullah and Rozario (2009), Shafie et al., (2004), as well as Jain and Gupta (2004) also supports, by stating that the service quality is an attitude or global judgment about the superiority of a service. To be globally competitive service industries must achieve a quality service that exceeds customers' expectation. Service quality determines an organizations success or failure. Customer satisfaction has become one of the most critical marketing priorities because it is generally assumed to be a significant determinant of repeat sales, positive word-of-mouth, customer loyalty, future purchase intentions, business profitability and survival.

## **B. THEORETICAL BACKGROUND**

### **1. Ecoserv Scale Development**

The basic concept of service quality measurement used SERVQUAL concept of Parasuraman (1990). However, subsequent studies try to develop the measurement of service quality in accordance with the object of research. This led to new concepts such as: dineserv, e-servqual, retail servqual, and various other measurements of service quality.

The objective of this study was to investigate the service quality expectations of ecotourists. Object of the research is UBAYA IOC. University of Surabaya developed the concept of the IOC which is divided into two divisions, namely UBAYA Training Center (UTC) and the Plan and Development Department (PDD). IOC has a land area of about 36 hectares. The IOC was established with the aim of combining educational activities, developing productive working relationship with society, nature conservation, recreation, as well as businesses. University of Surabaya is currently also developing the concept of learning beyond the classroom.

IOC has a very beautiful natural environment and exotic. IOC location is on the slopes of the Mount Penanggungan. Currently, the slopes of the moun have become one of the tourist destinations in the mountains of East Java. IOC surrounded some villages, such as Tamiajeng, Kesiman, Selotapak, Penanggungan, Duyung, and Trawas. IOC surrounded by rice fields and terraces often laid out like a rice field in Ubud, Bali. From this location, visitors can enjoy views of Mount Penanggungan and Mount Welirang. This area also has a very clear springs and waterfalls as high as 25 meters.

Measurement of service quality on these objects used the concept of ecotourism ecoserv. ECOSERV is an adapted version of the SERVQUAL scale. Ecoserv measurement is adopted from the study of Khan (2003).

### **2. Servqual and its Application**

Service expectation refers to the service level that customers believe they "should get" from the service provider. SERVQUAL, developed by Parasuraman, Zeithaml and Berry (1986, 1988, 1991), is a multiple item instrument designed to measure customer expectations and perceptions concerning a service encounter. Due to the overlap found between dimensions during analysis, the original 10 dimensions were collapsed into five. The final SERVQUAL (Parasuraman et al, 1988) consists of 22 items pertaining to expectations and perceptions. They



are tangibles (physical facilities, equipment, and appearance of personnel); reliability (ability to perform the promised service dependably and accurately); responsiveness (willingness to help customers and provide prompt service); assurance (knowledge and courtesy of employees and their ability to convey trust and confidence); and empathy (caring, individualized attention the firm provides its customers) (Khan, 2003).

SERVQUAL is a useful measurement tool that has made an important and valuable contribution in the area of perceived service quality measurement (Day, 1992; Fick and Ritchie, 1991). The original scale was revised and according to Parasuraman et al (1991), it is a generic instrument with good reliability, validity, and broad applicability. However, questions about its validity, reliability, and generalizability have been raised. The SERVQUAL measurement has been criticized for its conceptual foundation and empirical operationalization. Service quality expectations of the ecotourists were analyzed by using an adapted version of SERVQUAL scale named ECOSERV. Referring to various studies, the concept ecoserv Khan (2003), was measured using six dimensions: ecotangibles, assurance, reliability, responsiveness, empathy, and tangibles.

### **3. Customer Satisfaction**

Customer satisfaction is an important variable in the marketing literature. Customer satisfaction is formed after the customer's perception of service quality feel. Mosahab, et al. (2010) argued that, customer satisfaction is a key factor in formation of customer's desires for future purchase (Mittal & Kamakura, 2001). Furthermore, the satisfied customers will probably talk to others about their good experiences. This fact, especially in the Middle Eastern cultures, where the social life has been shaped in a way that social communication with other people enhances the society, is more important (Jamal & Naser, 2002). Although satisfaction has been defined as the difference between expectation and performance, but there are differences between quality and satisfaction. For example, Parasuraman et al. (1991) say that satisfaction is a decision made after experience while quality is not the same. On the other hand, in satisfaction literature, expectations for goods is "would", while in service quality literature, expectations for goods is "should". Several researches have been done on the relation between service quality and satisfaction: findings of some of these researches show that satisfaction results in service quality (Parasuraman et al., 1988). Also, the research conducted by Sureshchandar et al. (2002) shows that, there is a two-way relation between satisfaction and service quality.

### **4. Service Loyalty**

Mosahab, et al. (2010) many service organizations have developed customer loyalty programs as a part of relations development activities. Customer loyalty is a complicated concept. Oxford Dictionary defines loyalty as a state of true to allegiance. But the mere repeated purchase by customers has been mixed with the above mentioned definition of loyalty. In service domain, loyalty has been defined in an extensive form as "observed behaviors" (Bloemer et al., 1999). Caruana (2002) argues that behavior is a full expression of loyalty to the brand and not just thoughts. However, behavior standards (such as repeated purchase) have been criticized, due to the lack of a conceptual basis of a dynamic process (Caruana, 2002). For example, the low frequency of repeated purchase of a special service may be resulted from different situation factors, such as non-availability or absence of a provider. According to this point of view, loyal behavior cannot offer a comprehensive conception of fundamental causes of loyalty.

Additionally, repetition may be due to different restrictions resulted from the market. Consequently, the loyalty of this type of customers mainly differs from the loyalty of those customers who seriously support a product, and do have psychological bond with a product and a company. Therefore, customer's loyalty was considered as an attitudinal structure. For example, this issue appears in the tendency to advise the service offer to other customers. Finally, in addition to behavioral and attitudinal approaches, another approach to customer's loyalty, called cognitive approach, was introduced. The operational definition of this approach often refers to the first product or service which comes to the mind of a person, while making decision for purchase. Meanwhile, in their definition of this approach, Ostrowski et al. (1993) and Bloemer (1999) refer to the first product or service that a person chooses among products and services.

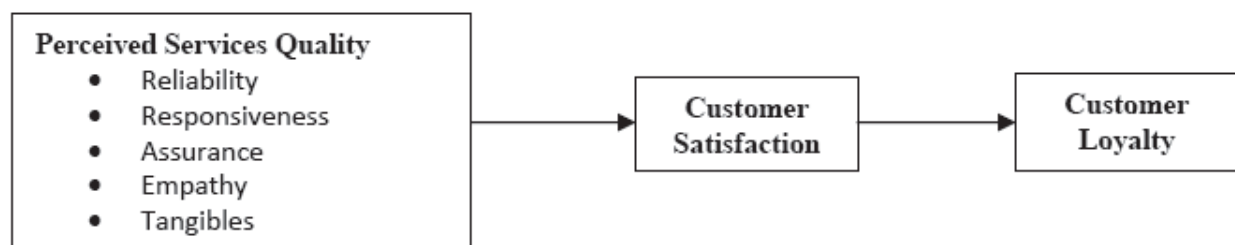
## 5. The Conceptual Model of The Research

From previous studies established a model that is often referred to in various studies related to service quality, customer satisfaction, and customer loyalty. Various models was developed from conceptual models that model. Mosahab, et al. (2010) stated that the relationship between service behavior and service quality has proven its role and importance in management/marketing (Valarie et al., 1996; Heskett & Sasser, 2010; Hutchinsona et al., 2009). The concepts of service quality and service satisfaction have been highly considered and used in marketing texts and activities, during previous decades. Marketing researchers have praised the advantages of satisfaction and quality, and have mentioned them as indices of an organization competitive benefit (Ruyter, 1997). On the other hand, service loyalty is one of the most important structures in service marketing, due to its final effect on customers' repeated purchases, and in fact, those loyal customers who purchase repeatedly are considered as the base of any business (Caruana, 2002). Although these concepts have been used so many times in the marketing literature, but the relations between these three concepts still remain ambiguous. Therefore, this research intends to study the relation of these three concepts.

On the relationship between customer satisfaction, service quality and service loyalty in Malta's banks, Caruana (2002) concluded that customer satisfaction plays a mediator role in the effect of service quality on service loyalty. In fact, service quality affects service loyalty through customer satisfaction. In addition, results of this research show that service quality is an important gateway to customer satisfaction, and explains 53% of the variance (Mosahab, et al., 2010).

## 6. The conceptual model of the research

From the literature referenced, the following conceptual model has been used in this article accordance with the model in research Mosahab, et al (2010).





From the above mentioned model the following main hypothesis are developed:

H1- Perceived service quality is positively associated with customer satisfaction.

H2- Perceived service quality is positively associated with customer loyalty.

H3- Customer satisfaction is positively associated with customer loyalty.

H4- Customer satisfaction mediates the relationship between perceived service quality and customer loyalty.

### C. METHODOLOGY

Study carried out on visitors who stay at the IOC. Respondents in this study a number of 108 visitors. Visitors are those who stay in the IOC and enjoy the various facilities in the IOC as a tourist area-based environment.

The data obtained in this study by distributing questionnaires, which measure ecoserv, customer satisfaction and customer loyalty. In this study, ecoserv, customer satisfaction and customer loyalty items were measured using a 7- point Likert-type scale ranging from strong disagreement to strong agreement.

### D. RESULTS AND DISCUSSION

#### 1. Hasil Uji Validitas Instrumen

Validity test is done to determine whether a set of grains have a question/statement is able to measure accurately the concept or construct that want to measure (Sekaran and Bougie, 2010:157). That is, the validity indicates the extent to which a measure is able to represent accurately what is wanted measured (Hair et al, 2010:7). Furthermore, testing the validity of the instrument performed using convergent validity. According to Hair et al. (2010: 709), good convergent validity of the item will show the indicators of a particular construct in general must come together (converge) or share a high proportion of variants on the same construct. Examination of the convergent validity of the study included the measurement of Eco-SERVQUAL dimensions (eco-tangible, assurance, reliability, responsiveness, empathy, and tangible), customer satisfaction, and customer loyalty.

Referring to Hair et al (2010: 709), the minimum value of the factor loading of each item or indicator that is statistically significant 0.5 (showed good convergent validity). Test results on the convergent validity of the instrument are presented in Table 1 below.

**Table 1**  
**Test Results of the Convergent Validity**

Construct	Indicator	<i>Standardized Loading</i>	Note
Eco-Tangible (ET)	ET1	0.781	Valid
	ET2	0.815	Valid
	ET3	0.809	Valid
Assurance (A)	A1	0.709	Valid
	A2	0.704	Valid
	A3	0.775	Valid
	A4	0.678	Valid
Reliability	RL1	0.789	Valid

(RL)	RL2	0.663	Valid
	RL3	0.567	Valid
Responsiveness (RS)	RS1	0.566	Valid
	RS2	0.703	Valid
	RS3	0.699	Valid
Empathy (EM)	EM1	0.774	Valid
	EM2	0.811	Valid
	EM3	0.832	Valid
Tangible (T)	T1	0.745	Valid
	T2	0.589	Valid
	T3	0.448	Not Valid
	T4	0.487	Not Valid
Eco-Servqual (Eco-SQ)	ET	0.883	Valid
	A	0.798	Valid
	RL	0.883	Valid
	RS	0.896	Valid
	EM	0.917	Valid
	T	0.896	Valid
Customer Satisfaction (CS)	CS1	0.777	Valid
	CS2	0.903	Valid
Customer Loyalty (CL)	CL1	0.911	Valid
	CL2	0.785	Valid
	CL3	0.749	Valid

Based on Table 1, item T3 and T4 less than 0.5 so it is not valid. Furthermore, convergent validity test conducted after throwing grain T3 and T4 in Table 2 below.

**Table 2**  
**Test Results of the Convergent Validity after Removal of T3 and T4**

Construct	Indicator	<i>Standardized Loading</i>	Note
Eco-Tangible (ET)	ET1	0.783	Valid
	ET2	0.814	Valid
	ET3	0.808	Valid
Assurance (A)	A1	0.709	Valid
	A2	0.708	Valid
	A3	0.779	Valid
	A4	0.672	Valid
Reliability (RL)	RL1	0.792	Valid
	RL2	0.663	Valid
	RL3	0.564	Valid
Responsiveness (RS)	RS1	0.568	Valid
	RS2	0.701	Valid
	RS3	0.699	Valid
Empathy (EM)	EM1	0.775	Valid

	EM2	0.807	Valid
	EM3	0.835	Valid
Tangible (T)	T1	0.791	Valid
	T2	0.587	Valid
Eco-Servqual (Eco-SQ)	ET	0.875	Valid
	A	0.797	Valid
	RL	0.886	Valid
	RS	0.896	Valid
	EM	0.922	Valid
	T	0.851	Valid
Customer Satisfaction (CS)	CS1	0.772	Valid
	CS2	0.909	Valid
Customer Loyalty (CL)	CL1	0.878	Valid
	CL2	0.800	Valid
	CL3	0.767	Valid

## 2. Test Results on the Reliability of Instruments

Having to test the validity, reliability test is then performed research instruments. The purpose of reliability testing is to determine the consistency of measurement items (indicators). Reliability tests were conducted in this study is a test of internal consistency reliability was tested using Cronbach's Alpha ( $\alpha$ ) and construct reliability (CR). Coefficient  $\alpha$  and the CR value for each construct minimum of 0.7 showed good internal consistency reliability, although still acceptable value of 0.6 (Hair et al., 2010: 127, 710). The results of reliability testing using Cronbach's Alpha and CR can be seen in Table 3 below.

**Table 3**  
**Reliability Test Results, Internal Consistency**

Construct	$\alpha$ value	CR	Note
Eco-Tangible (ET)	0.842	0.844	Reliable
Assurance (A)	0.806	0.809	Reliable
Reliability (RL)	0.704	0.716	Reliable
Responsiveness (RS)	0.691	0.695	Reliable
Empathy (EM)	0.844	0.848	Reliable
Tangible (T)	0.628	0.648	Reliable
Eco-Servqual (Eco-SQ)	0.819	0.950	Reliable
Customer Satisfaction (CS)	0.820	0.830	Reliable
Customer Loyalty (CL)	0.829	0.857	Reliable

### 3. Result of SEM Analysis

After analyzing the measurement model in terms of validity and reliability, the next step is to perform analysis of the structural model. Testing a structural model in this study was done by using maximum likelihood estimation. Conformity empirical models with the data measured by the index of goodness of fit (GOF). According to Hair et al. (2010: 672), generally three to four GOF index is sufficient to provide evidence of the suitability of the model. At least the researcher must report at least one incremental index and the index of absolute GOF. Table 4 presents the suitability index size used in this study along with the reference values for each index and the value generated from each of these indices.

**Table 4**  
**Evaluation Criteria for the Structural Model of GOF**

Criteria of Size Index	Reference Value	Result	Note
CMIN/DF	$\leq 3$	1,870	Good
RMSEA	0.03 – 0.08	0.090	Marginal
RMR	$\leq 0.05$	0.067	Marginal
TLI	$\geq 0.90$	0.861	Marginal
CFI	$\geq 0.90$	0.842	Marginal

Tests conducted over the structural relationships by looking at the value of critical ratio. This value is generated from each of the relationship between the constructs included in the research model. Reference value of critical ratio in this study is  $\pm 1.96$  at a significance level  $\alpha = 5\%$  and  $\pm 2.58$  at significance level  $\alpha = 1\%$ . Table 5 below shows the value estimate and critical ratio of any structural relationships between constructs.

**Table 5**  
**Estimated Value and Significance of the Structural Relationships Between construct**

Structural Relationships Between construct	Estimated Value	Critical Ratio	Value of Standardized Regression Weights	Note
ECOSQ $\rightarrow$ CS	0.647	7.778	0.870	Supported
CS $\rightarrow$ CL	0.853	6.625	0.771	Supported

Table 5 shows that the relationship between the constructs as hypothesized in this research model is supported (significant positive effect).

### E. CONCLUSIONS

The results of this research show that ecoserv would be one of the determinants of satisfaction and loyalty. On the other hand, service quality has a direct relation with loyalty. Customer loyalty changes can be explained by satisfaction and service quality. Findings of this

research show that there is a positive and meaningful relation among all dimensions of ecoserv with customer satisfaction and customer loyalty.

#### **F. Limitation**

This research was conducted in IOC UBAYA, thus may not be generalizable to other ecotourism object. Therefore, more objects need to be investigated. It is also suggested that other related factors of service quality such as service convenience, intention behavior, perceive value to be included in the future researches.

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# *Certification of Participation*

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### Paper Presenter

in the International Annual Symposium on Management

## **SOCIAL RESPONSIBILITY AS COMPETITIVE ADVANTAGE IN GREEN BUSINESS**

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