

Determinants of Customers' Behavioural Intention in the Childcare Service Industry: A Review of Literature

Nik Syuhailah Nik Hussin^{1*}, Safiek Mokhlis², Hayatul Safrah Salleh³ and Zuraimi Abdul Aziz⁴

^{1,4}Faculty of Business and Entrepreneurship, Universiti Malaysia Kelantan, Malaysia.

^{2,3}School of Maritime Business and Management, Universiti Malaysia Terengganu, Malaysia.

ABSTRACT

The study of behavioural intention lies in the link of retaining and attracting future prospect and ensuring sustainability in competitive market. Parental intention to enrol their children in a childcare centre involves a variety of considerations, which requires the childcare provider to be competitive by ensuring that the best quality service for their customers are delivered to sustain themselves in the market. This is due to the growing number of childcare centres, which create intense competitions among them. Therefore, this paper proposes a conceptual model aimed at investigating the effects service quality, perceived trust, perceived risk, and satisfaction on behavioural intention in the childcare industry. It assess parent's perceptions of childcare providers. Hence, this study seeks to examine and gain further understanding on the factors that influence parents' behavioural intention in determine the childcare centre by focusing on the aspects of quality, trust, satisfaction and risk.

Keywords: Behavioural Intention, Childcare, Satisfaction, Service Quality, Trust, Risk.

1. INTRODUCTION

In Malaysia, the numbers of childcare centres are mounting steadily and are projected to continue increase in the forthcoming years. The significant increment in number of registered childcare centres reported. It was reported that from 2194 centres in 2013 increased to 4240 centres in 2016 (Malaysia Ministry of Women Family and Community Development, 2013, 2014, 2015, 2016). The STAR reported that the Ministry of Women, Family and Community had targeted 13,200 childcare centres to be set up by 2020, and currently 3.2 million children below 4 years old were in need for childcare (Shagar, 2016). The high demand of childcare service is due to the increasing of the involvement of women in the workforce. For example, in Malaysia, the government provides the opportunities to women workforce in decision-making roles in the corporate sector due to their initiatives that strive to improve the contribution of and to promote greater inclusive in the workforce. Increase in productivity, lessen poverty rate and enhance family socio-economic development is in line with the study by Dallakyan and Bakhtavoryan (2012), that acknowledged the rising number of women force participation rates Childcare plays important roles in Malaysian family institution growth (Lydia, Palanisamy, Mogana, & Carynne, 2018). Nowadays, parents lean to prepare their children to receive excellent education system in Malaysia to produce a better future and a sustainable generation. This has triggered the parents' intention to seek assistance from these centres to nurture the children's motor skills. With the rising population of children, women in workforce are significantly providing opportunities for childcare providers to tap in the industry. This creates an intense competition amongst the providers in attempts to attract customers.

*Corresponding Author: niksyuhailah@umk.edu.my

They have to gain parents trust and satisfaction over childcare (Roberts, 2011). However, the service providers are less concerned over the several issues in childcare (Noor Affeeda, Nurul Nadia, Normilia, Siti Hasziani, & Hamnah, 2016), for example children safety due to the growth of childcare centres in the market. Cases concerning safety and quality of childcare centres in Malaysia have proven that further improvements are required since those cases are related to maltreatment and negligence (Mashitah, Nik Salida, & Arasy, 2018; Nabiha, Hayati, & Hejar, 2015). Every child in the world deserves the right to a safe environment; protected from injury and violence. It is the responsibility of any facility or institution caring for a child to provide the necessary protection and care required (World Health Organization (WHO), 2014). Well-trained staff are the most important measures in dealing with children at the centres to handle emergency cases and to enhance children development (Copeland, Sherman, Kendeigh, Kalkwarf, & Saelens, 2012). The linkage of service quality as an antecedent to behavioural intentions had been explored by many different industries (Ryu, Lee, & Gon Kim, 2012; Tzetzis, Alexandris, & Kapsampeli, 2014). It is believed that when service quality provided is high, the behavioural intentions are favorable. The good quality centre helps to develop social and intellect of the children as well as engaging the parents' commitment. In engaging with childcare industry, trust interpret as a crucial role. Yap, Ramayah, and Shahidan (2012) defined trust as a belief that a provider of service will deliver as promised (credibility trust) and show customer at the best. Parents develop their trusts to quality childcare through observation and relationship over the time (Roberts, 2011).

It is imperative for business service industry to understand the factors that drive customer satisfaction as it is an essential component to retain customers effectively (Abd-El-Salam, Shawky, & El-Nahas, 2013). Heung and Gu (2012) identified that behavioural intention have significant impact on satisfaction. The customer or a parent basically chooses a centre due to teachers' attitude, atmosphere of the environment, cost of fee, and facilities' availability to match the children's needs. Parents may have different expectations about their childcare facilities based on the amount they paid. The study of children development in childcare centres and caregivers has been widely studied for many years (Raj & Raval, 2013) but loads of past research studies were more focused to service provider's viewpoints rather than the customer's input (Mahon, Anttonen, Bergqvist, Brennan, & Hobson, 2012; Mashitah *et al.*, 2018). Hence, this study seeks to examine and gain further understanding on the factors that influence customer behavioural intention at choosing a childcare centre by focusing on the aspects of quality, trust, satisfaction and risk.

2. LITERATURE REVIEW

2.1 The Underpinning Theory

One of the most prevalent models used in service quality is Stimulus-Organism-Response (SOR) Model. Mehrabian and Russel developed the framework in 1974. This model has been used to study the emotional reactions and customers' behaviours. SOR Model is dominated in consumer behaviour literatures and in marketing studies. The adaptation of SOR is also applied in service industries (Lam, Chan, Fong, & Lo, 2011). However, in comprehend to the association retail atmosphere and consumer behaviour, the SOR model has been extensively assigned (Chang, Eckman, & Yan, 2011) and consumer decision making processes (Richard, Chebat, Yang, & Putrevu, 2010). The scholars argued that the shopping environment includes stimuli (S) affecting organisms (consumers; O) and in consequence address or refrain response (R) behaviours toward the store and in behaviours like store searching, intentions to purchase and repurchase intentions. SOR model stresses on the role of the perceived environment in explaining human behaviour, and argues that the perceived environment is the mediator between environmental stimulus and behavioural response. The theory has been broadly applied in understanding

shopping behaviour and other dimensional behaviours, but linking this theory with repeating behavioural study is uncommon.

The second theory is the Expectation Confirmation Theory (ECT), which was created by Oliver (1980) with concerns over consumer behaviour in typical usage to express and forecast satisfaction and repurchase intention. The pre-consumption expectations in contrast with post-consumption experiences theory for any product or service will form an attitude of satisfaction or dissatisfaction. Scholars contended that a consumer possesses certain expectations before engaging into a product or service. Satisfaction (positive disconfirmation) exists whilst product or service is superior than expected. In contrast, a performance which is worse than expected affects dissatisfaction (negative disconfirmation) (Norazah, Jennifer Chiam, & Norbayah, 2011). Thus, ECT as a prominent theory of satisfaction and intention has been studied in banking (Yang, Lu, & Chau, 2013), online retailers (Park, Cho, & Rao, 2012), e-learning (Ramayah & Jason, 2012) and few other areas. Therefore, two theories were combined in this study as they are applied to understand the psychological consumer behaviour.

2.2 Service Quality

Service quality is useful to service providers to know the customers' perceptions of service quality to overcome their competitors and to retain the valued customers. The concept of service quality has been widely debated and studied since several decades ago due to its effects to customer satisfaction (Lily & Mohamed, 2013), boosts organizational image (Heri, 2017; Ryu *et al.*, 2012) and positive customer behaviours (Aliman & Mohamad, 2013). A review of past service marketing literature found two categories of conceptualization of service quality namely the American and Nordic approaches. The American approach proposed that service quality comprised of several dimensions such as reliability, responsiveness, assurance, empathy and tangibles known as SERVQUAL (Parasuraman, Zeithaml, & Berry, 1988) which was derived from Expectancy Disconfirmation Theory. These scales are the constructs that are found to have high correlation and regarded as to broaden the discrepancy in the middle of the customers' expectations and the customers' perceptions. Much of service activities as a continual mechanism synergy extend to customers by service providers as premium solutions to customers' obstacles. Provision to encountered these situation consists of physical and financial resources and any other useful elements (Gronroos, 2004). Wu, Liao, Hung, and Ho (2012) stressed that when the service provider gives assurance, customers tend to expect quality of service and low risk associated in purchasing. Thus, a customer who pays a higher price for a service have the tendency to perceive a lower risk. A high quality service rendered by the provider will decrease the level of perceived risk and uncertainty. Based on the review from related literatures, it is evident that quality plays an important component to marketing issues. Many studies in various industries were conducted to relate the relevancy of quality and intention. Gronroos (1982) identified in Nordic context that service quality is a blending of customer's overall perception on firm functional quality (process) and technical quality (process).

2.3 Perceived Risk

A comprehensive of literatures of perceived risk that affect consumer behaviour in different context for example in buying electronic products (Chen & Chang, 2013), medical tourism (Ai Na, Hui Nee, & Yuen Onn, 2017) and retail environment (Kwek, Daud, Tan, Keoy, & Padzil, 2011). Interpretation of perceived risk in the angle of customer perception as defined by most scholars as uncertainty and detrimental effects of buying a product or service (Chang & Tseng, 2013; Kesharwani, Roy, & Singh Bisht, 2012; Sheau-Fen, Sun-May, & Yu-Ghee, 2012). Uncertainty and consequences to action are associated to perceived risk component in consumer behavior. What is significant about risk definition is the likelihood and adverse consequences of a volatile outcome before, during and after the purchase (Kim & Lennon, 2013; Kushwaha & Shankar, 2013). Other researchers such as Dai, Forsythe, and Kwon (2014), who have looked into this

study found that risk perceptions impact purchase intention. However, it depends on the product or service category. The children had zero knowledge about the risk of injury, health and safety and being the duties of childcare centres to become responsible on this matter during their availability (Nabiha *et al.*, 2015).

2.4 Customer Satisfaction

According to Munusamy, Chelliah, and Mun (2010), in business perspective, customer satisfaction is a main achievement aspect and is also a lifelong relationship. On the other hand, Bayraktar, Tatoglu, Turkyilmaz, Delen, and Zaim (2012) stated that customers tend to switch to other providers if they are unhappy with the services given. Kotler and Armstrong (2016) identified customer satisfaction as 'a person's feeling of pleasure or disappointment as a consequence of comparing a product's or service's perceived performance or outcome in relation to expectation'. In marketing perspective, satisfaction is commonly used to measure customers' expectation towards a service or product. There are relatively few studies in expectancy disconfirmation theory that are related to customer satisfaction (Angelova & Zekiri, 2011; Khoo, Ha, & McGregor, 2017; Van Ryzin, 2013). Oliver (1980) pointed out the expectancy disconfirmation approach of satisfaction framework, whereby the scholar had viewed the consumers by comparing post-purchase performance and pre-purchase expectation in evaluating satisfaction. Satisfaction triggered to positive disconfirmation, whilst negative disconfirmation could result to dissatisfaction (Oliver, 1997).

2.5 Perceived Trust

Trust significantly depends on risk specifically in a situation where the customers may be paying for services or products that do not reach their expectations and thereby not satisfied (Chen & Chang, 2013; Kesharwani *et al.*, 2012). The customer should not only perceive positive outcomes but must also believe that these positive outcomes will continue in the future. When building the trust, the theory of Trust-Commitment Theory, which was developed by Morgan and Hunt (1994) is relevant. It has become the most successful theory in relationship marketing. They maintain the principle that trust only exists 'when one party feels confident that an exchange partner is reliable and practices integrity'. The theory contended that trust and relationship commitments are the key mediators in the exchange between participants, which essentially lead to building a relational cooperation. Relationships characterized by trust and commitment will permit partners to be more accepting over high-risk situations due to the fact of each party believes that the other party has propensity to engage in activities that are brings best interests of both partners in the long-term.

2.6 Behavioural Intention

Ajzen and Fishbein (1980) reported that behavioural intention was used to measure customer's intention to revisit and is considered as an accurate predictor for future behaviour. The Planned Behaviour Model by Ajzen (1991), stated that intention is the main predictor and is regarded as the immediate antecedent of individual behaviour. Ajzen (1991) defined intention as the motivational factor that influence an individual's readiness to act and to demonstrate efforts to improve behaviour. Since then, behavioural intention has been commonly employed as a dependent variable in most research studies (Aliman & Mohamad, 2013; Chi, Chua, Othman, & Karim, 2013) and owing to that fact that behavioural intention has a useful prediction in predicting customer behaviour (Ryu *et al.*, 2012). Oliver (1997) specified that behavioural intentions is an affirmed likelihood that engage in a certain behaviour. In view of this interpretation, behavioural intention is possibly illustrated as a stated likelihood to return and to recommend to family, friends, and others in the future. The aim of service provider are to ensure customers likelihood to revisit, favour their request and spread positive reviews to whom in companion. (Jani & Han, 2011). The study of behavioural intention lies in the link of retaining and

attracting future prospect (Canny, 2014) and ensuring sustainability in competitive market (Heung & Gu, 2012).

3. DEVELOPMENT OF HYPOTHESES

The linkage of service quality as an antecedent to behavioural intentions had been explored by many different industries (Ryu *et al.*, 2012; Tzetzis *et al.*, 2014). It is believed that when service quality given is high, the behavioural intention is favorable. Alsaudi (2016) in his study believed that private education quality draws an interest of parent intention for their children's future. The good quality centre helps to develop social and intellect of the children as well as engaging the parents' commitment. Thus, a hypotheses is developed in relation of service quality:

H1: Service quality has an effect on parents' behavioural intention.

Heung and Gu (2012) identified that satisfaction have significant influence on behavioural intention. The relation of customer satisfaction and behavioural intention seem to have been well documented (Prayag, Hosany, & Odeh, 2013). It is applied the same way to the perspectives of childcare, whereby the customer or a parent basically chooses a centre due to teachers' attitude, atmosphere of the environment, cost of fee, and facilities' availability to match the children's needs. Parents may have different expectations about their childcare facilities based on the amount they paid. Parental satisfaction to childcare is significantly related to learning quality, safe environment, good teachers and parental interaction with providers (Skallerud, 2011). In understanding customer satisfaction, Jeon and Choi (2012) indicated that interaction quality and outcome quality are indicators that determine customer satisfaction. Based on the preceding discussions, it is proposed that:

H2: Customer satisfaction has an effect on parents' behavioural intention.

Trusts and satisfactions are inter-related and act as essential factors in consumer behaviour relationship towards the company (Chen & Chou, 2012) and significantly important for public services in Korea (Park & Blenkinsopp, 2011). The impetus for satisfaction derived from the effect of trust straightforwardness in public university (Medina & Rufin, 2015). A strong relationship between trust and satisfaction has been highlighted in childcare scope and parents will be selective in evaluating the centres as they will observe facilities and qualities before making any decisions for the children (Dahari & Ya, 2011) and it is helpful if they encounter difficulties (Roberts, 2011). Gaining parental trusts is very important for service providers' competitiveness. In this study, the evidence from Chiu, Bool, and Chiu (2017) showed that trust and behavioural intention are interrelated. This is also similar to what was researched by Limbu, Wolf, and Lunsford (2012) and Wang, Ngamsiriudom, and Hsieh (2015), whereby trust and behavioural intention lead to positive relation of consumer trust and consumer intention. The following hypotheses is applied as follows:

H3: Perceived trust has an effect on parents' behavioural intention.

The consolidation of uncertainty and negative consequences would guide customer purchase decision from involve in perceived risk. (Chen & Chang, 2013). Perceived risk was first analysed in the context of offline consumer behaviour. The early contributors at this stage were Kaplan, Szybillo, and Jacoby (1974). There is no significant relation between risk perception and satisfaction where risk emotion is related to anxiety and worryness would negatively impact satisfaction (Chen & Chang, 2013). Security is basically an important factor taken into consideration before decisions are made by customers. A high level of security can lead to lower risk and increase the satisfaction of a customer (Eid, 2011). In this situation, the proposed hypotheses are:

H4: Perceived risk has effect on parents' behavioural intention.

4. CONCLUSION

A conceptual model formulates from this paper that takes into consideration the service quality, perceived risk, customer satisfaction, perceived trust and parents' behavioural intention in childcare industry by applying the Stimulus-Organism-Response (SOR) model and Expectation Confirmation Theory (ECT). Addressing an issue that has significant implications for service marketing theories and practices has been viewed as preliminary attempt. It is an attempt to link quality factor and behavioural intention of parents by combining the SOR Model and ECT. Thus, several marketing strategies must be acknowledged in creating the intention of parents to choose the centres. Findings from the study will provide more evidence for the causal relationships among the constructs, which service quality, satisfaction, trust and risk have greatly influenced the behavioural intention. Therefore, it is clear that understanding parental satisfaction with childcare service is important with a view to compete in the stiff marketplace and to create differential effects to the selected target market.

ACKNOWLEDGEMENT

The author is a lecturer of Marketing at University Malaysia Kelantan, Malaysia. This article was prepared while she was on study leave for her PhD study at University Malaysia Terengganu under the supervision of Assoc. Professor Dr Safiek Mokhlis and senior lecturer, Dr Hayatul Safrah Salleh.

REFERENCES

- Abd-El-Salam, E. M., Shawky, A. Y., & El-Nahas, T. (2013). The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty- Testing the mediating role: Case analysis in an international service company. *The Business & Management Review*, 3(2).
- Ai Na, S., Hui Nee, A. Y., & Yuen Onn, C. (2017). Medical Tourism- The effects of perceived benefits, perceived risks and geographic region. *PERTANIKA Journals of Social Science and Humanities*, 25, 143-152.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior And Human Decision Process*, 50, 179-211.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Aliman, N. K., & Mohamad, W. N. (2013). Perceptions of service quality and behavioral intentions: A mediation effect of patient satisfaction in the private health care in Malaysia. *International Journal of Marketing Studies*, 5(4).
- Alsauidi, F. (2016). Reasons influencing selection decision making of parental choice of school. *International Journal of Research in Education and Science*, 2(1), 201-211.
- Angelova, B., & Zekiri, J. (2011). Measuring customer satisfaction with service quality using American Customer Satisfaction Model. *International Journal of Academic Research in Business and Social Sciences*, 1(3), 232-258.
- Bayraktar, E., Tatoglu, E., Turkyilmaz, A., Delen, D., & Zaim, S. (2012). Measuring the efficiency of customer satisfaction and loyalty for mobile phone brands with DEA. *Expert Systems with Applications*, 39(1).
- Canny, I. (2014). Measuring the mediating role of dining experience attributes on customer satisfaction and its impact on behavioral intentions of casual dining restaurant in Jakarta. *International Journal of Innovation, Management and Technology*, 5(1).

- Chang, E.-C., & Tseng, Y.-F. (2013). Research note: E-store image, perceived value and perceived risk. *Journal of Business Research*, 66(7), 864-870.
- Chang, H. Y., Eckman, M., & Yan, R. N. (2011). Application of the Stimulus-Organism-Response model to the retail environment: the role of hedonic motivation in impulse buying behavior. *The International Review of Retail, Distribution and Consumer Research*, 21(3), 233-249.
- Chen, Y. S., & Chang, C. H. (2013). Towards green trust: The influence of green perceived quality, green perceived risk and green satisfaction. *Management Decision*, 51(1), 63-82.
- Chen, Y. T., & Chou, T. Y. (2012). Exploring the continuance intentions of consumers for B2C online shopping. *Online Information Review*, 36(1), 104-125.
- Chi, C. G. Q., Chua, B. L., Othman, M., & Karim, S. A. (2013). Investigating the structural relationships between food image, food satisfaction, culinary quality, and behavioral intentions: The case of Malaysia. *International Journal of Hospitality & Tourism Administration*, 14(2), 99-120.
- Chiu, J. L., Bool, N. C., & Chiu, C. L. (2017). Challenges and factors influencing initial trust and behavioral intention to use mobile banking services in the Philippines. *Asia Pacific Journal of Innovation and Entrepreneurship*, 11(2), 246-278.
- Copeland, K. A., Sherman, S. N., Kendeigh, C. A., Kalkwarf, H. J., & Saelens, B. E. (2012). Societal values and policies may curtail preschool children's physical activity in child care centers. *129(2)*, 265-274.
- Dahari, Z., & Ya, M. S. (2011). Factors that influence parents' choice of pre-schools education in Malaysia- An exploratory study. *International Journal of Business and Social Science*, 2(15).
- Dai, B., Forsythe, S., & Kwon, W.-S. (2014). The impact of online shopping experience on risk perceptions and online purchase intentions-Does product category matters? *Journal of Electronic Commerce Research*, 15(1), 13-24.
- Dallakyan, A., & Bakhtavoryan, R. (2012). *Analysis of factors impacting rural women's labor force participation in Armenia*. Retrieved from [http://ysu.am/files/Aramayis Dallakyan eng final .pdf](http://ysu.am/files/Aramayis%20Dallakyan%20eng%20final.pdf)
- Eid, M. I. (2011). Determinants of e commerce customer satisfaction, trust and loyalty in Saudi Arabia. *Journal of Electronic Commerce Research*, 12(1), 78-93.
- Gronroos, C. (1982). An applied service marketing theory. *European Journal of Marketing*, 16(7), 30-41.
- Gronroos, C. (2004). The relationship marketing process: communication, interaction, dialogue, value. *Journal of Business & Industrial Marketing*, 19(2), 99-113.
- Heri, H. (2017). Analysis the effect of service quality, customers value, customer satisfaction and customer trust on corporate image. *Journal of Business and Management*, 19(6), 38-46.
- Heung, V. C. S., & Gu, T. (2012). Influence of restaurant atmospherics on patron satisfaction and behavioral intentions. *International Journal of Hospitality Management*, 31(4), 1167-1177.
- Jani, D., & Han, H. (2011). Investigating the key factors affecting behavioral intentions. *International Journal of Contemporary Hospitality Management*, 23(7), 1000-1018.
- Jeon, H., & Choi, B. (2012). The relationship between employee satisfaction and customer satisfaction. *Journal of Services Marketing*, 26(5).
- Kaplan, L. B., Szybillo, G. B., & Jacoby, J. (1974). Components of perceived risk in product purchase. *Journal of Applied Psychology*, 59(3), 287-291.
- Kesharwani, A., Roy, S. K., & Singh Bisht, S. (2012). The impact of trust and perceived risk on internet banking adoption in India. *International Journal of Bank Marketing*, 30(4), 303-322.
- Khoo, S., Ha, H., & McGregor, S. L. T. (2017). Service quality and student/customer satisfaction in the private tertiary education sector in Singapore. *International Journal of Educational Management*, 31(4), 430-444.
- Kim, J., & Lennon, S. J. (2013). Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention. *Journal of Research in Interactive Marketing*, 7(1), 33-56.
- Kotler, P. T., & Armstrong, G. (2016). *Principle of Marketing* (16 ed.).
- Kushwaha, T., & Shankar, V. (2013). Are multichannel customers really more valuable? The moderating role of product category characteristics. *Journal of Marketing*, 77, 67-85.

- Kwek, C. L., Daud, D., Tan, H. P., Keoy, K. H., & Padzil, H. (2011). Perceived risk, perceived technology, online trust for the online purchase intention in Malaysia. *International Journal of Business and Management*, 6(6).
- Lam, L. W., Chan, K. W., Fong, D., & Lo, F. (2011). Does the look matter? The impact of casino servicescape on gaming customer satisfaction, intention to revisit, and desire to stay. *International Journal of Hospitality Management*, 30(3), 558-567.
- Lily, M. M., & Mohamed, N. A. A. (2013). Preschool education in Malaysia- Emerging trends and implications for the future. *American Journal of Economics*, 3(6), 347-351.
- Limbu, Y. B., Wolf, M., & Lunsford, D. (2012). Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust and attitude. *Journal of Research in Interactive Marketing*, 6(2), 133-154.
- Lydia, F., Palanisamy, K. V., Mogana, D., & Carynne, L. (2018). Private sector early child care and education in Malaysia: workforce readiness for further education. *Kajian Malaysia*, 36(1), 127-154.
- Mahon, R., Anttonen, A., Bergqvist, C., Brennan, D., & Hobson, B. (2012). Convergent care regimes? Childcare arrangements in Australia, Canada, Finland and Sweden. *Journal of European Social Policy*, 22(4), 419-431.
- Malaysia Ministry of Women Family and Community Development. (2013). *Statistics On Women, Family and Community Malaysia*. In. Retrieved from https://www.kpwkm.gov.my/kpwkm/uploads/files/Penerbitan/Buku_statistik/BUKU_STATISTIK_2013_KPWKM.pdf
- Malaysia Ministry of Women Family and Community Development. (2014). *Statistics On Women, Family and Community Malaysia*. In. Retrieved from https://www.kpwkm.gov.my/kpwkm/uploads/files/Penerbitan/Buku_statistik/BUKU_STATISTIK_2014_KPWKM.pdf
- Malaysia Ministry of Women Family and Community Development. (2015). *Statistics On Women, Family and Community Malaysia*. In. Retrieved from https://www.kpwkm.gov.my/kpwkm/uploads/files/Penerbitan/Buku_statistik/BUKU_STATISTIK_2015_KPWKM.pdf
- Malaysia Ministry of Women Family and Community Development. (2016). *Statistics On Women, Family and Community Malaysia*. In. Retrieved from https://www.kpwkm.gov.my/kpwkm/uploads/files/Penerbitan/Buku_Perangkaan/Perangkaan_2016.pdf
- Mashitah, A. M., Nik Salida, S. N. S., & Arasy, M. (2018). Quality enhancement of childcare centres in Malaysia- An analysis on laws and regulations. *Journal of Education and Social Sciences*, 9(1), 23-28.
- Medina, C., & Ruffin, R. (2015). Transparency policy and students' satisfaction and trust. *Transforming Government: People, Process and Policy*, 9(3), 309-323.
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust theory of Relationship Marketing . *Journal of Marketing*, 58(3), 20-38.
- Munusamy, J., Chelliah, S., & Mun, H. W. (2010). Service quality delivery and its impact on customers in the banking sector in Malaysia. *International Journal of Innovation, Management and Technology*, 1(4).
- Nabiha, G., Hayati, K., & Hejar, A. (2015). A Protocol on Factors Influencing Safety Practices for Injury Prevention amongst Children in day-Care Centres in Selangor and Putrajaya . *International Journal of Public Health and Clinical Sciences*, 1(2), 191-203.
- Noor Affeeda, R., Nurul Nadia, A. A., Normilia, A. W., Siti Hasziani, A., & Hamnah, C. H. (2016). *Developing a gradings to measure quality of childcare centre in Malaysia*. Paper presented at the International Conference on Women and Children Legal and Social Issues, Subang, Kuala Lumpur.
- Norazah, M. S., Jennifer Chiam, C. L., & Norbayah, M. S. (2011). Do patients' perceptions exceed their expectations in private healthcare settings? *Int J Health Care Qual Assur*, 24(1), 42-56.
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4).

- Oliver, R. L. (1997). *Customer Satisfaction: A Behavioral Perspective on the Consumer*. New York: McGraw-Hill.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL A Multiple Item Scale for measuring Customer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12-40.
- Park, H., & Blenkinsopp, J. (2011). The roles of transparency and trust in the relationship between corruption and citizen satisfaction. *International Review of Administrative Sciences*, 77(2), 254-274.
- Park, I., Cho, J., & Rao, H. R. (2012). The effect of pre- and post-service performance on consumer evaluation of online retailers. *Decision Support Systems*, 52(2), 415-426.
- Prayag, G., Hosany, S., & Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing & Management*, 2(2), 118-127.
- Raj, S. P., & Raval, V. V. (2013). Residential child care in Malaysia: An exploratory qualitative study of caregiver-child interactions. *International Perspectives in Psychology: Research, Practice, Consultation*, 2(3), 194-206.
- Ramayah, T., & Jason, W. C. L. (2012). System characteristics, satisfaction and e-learning usage: A Structural Equation Model (SEM). *The Turkish Online Journal of Educational Technology*, 11(2), 196-206.
- Richard, M.-O., Chebat, J.-C., Yang, Z., & Putrevu, S. (2010). A proposed model of online consumer behavior: Assessing the role of gender. *Journal of Business Research*, 63(9-10), 926-934.
- Roberts, J. (2011). Trust and early years childcare: Parents' relationships with private, state and third sector providers in England. *Journal of Social Policy*, 40(04), 695-715.
- Ryu, K., Lee, H. R., & Gon Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223.
- Shagar, L. K. (2016). Parents get better childcare choices. <http://www.thestar.com.my/news/nation/2016/08/14/parents-get-better-childcare-choices-providers-to-be-rated-under-a-new-system/>
- Sheau-Fen, Y., Sun-May, L., & Yu-Ghee, W. (2012). Store brand proneness: Effects of perceived risks, quality and familiarity. *Australasian Marketing Journal (AMJ)*, 20(1), 48-58.
- Skallerud, K. (2011). School reputation and its relation to parents' satisfaction and loyalty. *International Journal of Educational Management*, 25(7).
- Tzetzis, G., Alexandris, K., & Kapsampeli, S. (2014). Predicting visitors' satisfaction and behavioral intentions from service quality in the context of a small-scale outdoor sport event. *International Journal of Event and Festival Management*, 5(1), 4-21.
- Van Ryzin, G. G. (2013). An experimental test of the Expectancy-Disconfirmation Theory of citizen satisfaction. *Journal of Policy Analysis and Management*, 32(3), 597-614.
- Wang, S. W., Ngamsiriudom, W., & Hsieh, C.-H. (2015). Trust disposition, trust antecedents, trust, and behavioral intention. *The Service Industries Journal*, 35(10), 555-572.
- World Health Organization (WHO). (2014). *Global Status Report on Violence Prevention 2014*. Retrieved from https://www.who.int/violence_injury_prevention/violence/status_report/2014/en/
- Wu, C. H. J., Liao, H. C., Hung, K. P., & Ho, Y. H. (2012). Service guarantees in the hotel industry: Their effects on consumer risk and service quality perceptions. *International Journal of Hospitality Management*, 31(3), 757-763.
- Yang, S., Lu, Y., & Chau, P. Y. K. (2013). Why do consumers adopt online channel? An empirical investigation of two channel extension mechanisms. *Decision Support Systems*, 54(2), 858-869.
- Yap, B. W., Ramayah, T., & Shahidan, W. N. W. (2012). Satisfaction and trust on customer loyalty: a PLS approach. *Business Strategy Series*, 13(4), 154-167.

