Abstract

Objective. The thesis is to analyze the effects of alternative attractiveness, self-image congruity, and disconfirmation towards customer satisfaction and customer commitment by Yim, Chan, and Hung (2003) regarding service industry customer in Jakarta.

Method. A plan of distributing 150 questionnaires to samples consumer of hair salon, car salon, and coffee shop aged 18-55. The data were then analyzed by using Correlation Bivariate, and Multiple Regressions.

Results. Resulting in 150 usable data, which examines two additional reference effects, alternative attractiveness and self-image congruity, and their interaction. An empirical study of the three industries confirm that interaction has no significant effect to both customer satisfaction and customer commitment. Self-image congruity has the most significant impact on both customer satisfaction and commitment judgment.

Conclusion. Customer satisfaction positively influenced by disconfirmation and self-image congruity, while customer commitment positively influenced by satisfaction, disconfirmation, and self-image congruity.

Key words. Multiple reference points; Alternative attractiveness; Self-image congruity; Disconfirmation; Customer satisfaction and commitment; Jakarta.