

RELATIONSHIP OF SERVICE DELIVERY WITH CUSTOMER LOYALTY IN RELIGIOUS TOURISM SERVICES

(Study on Umrah Maktour Services in Bandung)

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ABSTRACT

The ability to provide the best service to customers is the most important thing that must be owned by the company so that the company's main goals can be achieved. The provision of good service is a service provided in accordance with the wishes and needs of the passengers themselves. Companies that provide services as promised will lead to a willingness from customers to repurchase the company concerned.

*I conducted this research entitled *The Relationship between Service Delivery and Customer Loyalty at Maktour Bandung(Umrah) Travel*, and the independent variable is service delivery and the dependent variable is customer loyalty. The purpose of this study is to analyze customer responses to service delivery. To analyze customer loyalty and to analyze the relationship between travel service delivery and customer loyalty at Maktour Bandung(Umrah). The research method used is the explanatory method which is useful for explaining the causal relationship between variables through hypothesis testing with data collection techniques through interviews and questionnaires with a sample of 111 people from a population of 125.*

The results showed that simultaneously tangible, empathy, reliability, responsiveness, and assurance together have a significant relationship. While partially the results of this study indicate that the sub-variables where responsiveness and empathy have a weak relationship with customer loyalty. This is different from the research conducted by Lo Liang Kheng et.all where the sub-variable reliability did not show an effect, while responsiveness showed similarity, that is, it had no effect, while in this study it had a weak relationship. Customer loyalty at Maktour Bandung(Umrah) as a whole has an average value of 3.88 which means it is high because it is in the interval 3.40 - 4.19. This shows that consumers are satisfied with the delivery of services provided by PT Dago Wisata Internasional.

Keywords: *service delivery, customer loyalty.*

1. INTRODUCTION

Over time, one of the sectors that is experiencing rapid development is Umrah travel. This service sector is directed to be able to bring Muslims to worship in the holy land.

Bandung is a potential market for the tour & travel business. In addition to the relatively strong purchasing power of the people, the interest in traveling to Bandung is considered quite high. This can be seen from the high growth rate of tour & travel service users in Bandung. (<http://kadinbandung.org>)

Due to the increased competition, an effective and efficient management of marketing activities is needed, so it is not surprising that every Umrah travel service company tries to implement different strategies from each other in marketing their products with the ultimate goal of getting loyal customers.

Maktour Bandung(Umrah) is a company engaged in the service of prospective Umrah pilgrims who compete for the middle class who wants to continue to grow and develop, Maktour Bandung(Umrah) tries to provide the best service by providing several products, such as regular Umrah packages. and package plus umrah. Maktour Bandung(Umrah) strives to provide the best service that can satisfy its passengers through service delivery.

Below is data on the number of pilgrims at Maktour Bandung(Umrah) for the period 2009-2012

Tabel. 1.

Number of Congregants of Maktour Bandung (Umrah) in Bandung for the 2009-2012 period

Company	Years	Jamaah	Persentase
Maktour Bandung(Umrah)	2016	300	
	2017	700	133%
	2018	1500	114%
	2019	1800	20%

Source: Maktour Bandung(Umrah), Juli 2013

Based on the data above, it can be seen that there was an increase in subscribers from 2009 to 2012, but the increase was still fluctuating, and even tended to decrease. Therefore the company should be able to retain customers and find potential customers. This can occur due to several factors, including the delivery of services to customers. Some of the promotional activities carried out by Maktour Bandung (Umrah) for the development of this business are still limited to inviting business colleagues, old friends, distributing brochures at the taklim assembly, as a resource person in the bulletin, providing offers to agencies, assistance from one staff and some free marketing. line.

Therefore, in order to provide satisfaction to customers, a company must have good service delivery. Service delivery concerns when, where and how service products are presented to customers [1].

The ability to provide the best service to customers is the most important thing that must be owned by the company so that the company's main goals can be achieved. The provision of good service is a service provided in accordance with the wishes and needs of the passengers themselves. Companies that provide services as promised will lead to a willingness from customers to repurchase the company concerned.

This is in line with what was said by [2], that "if the customer is satisfied in making a purchase, then he will show a higher buying opportunity in the next opportunity."

According to [3] the characteristics of loyal buyers include: making repeated purchases, rejection of other products, and giving positive word of mouth (WOM) to others.

Research conducted by Lo Liang Kheng et.al at the School of Management, dimensions of service quality that play an important role on customer loyalty are tangible, empathy, and assurance, while responsiveness and reliability do not show a significant effect. [4]

Based on the background of the problems that have been stated above, the formulation of the problems obtained by the authors in this study are:

1. How do customers respond to the delivery of Maktour Bandung (Umrah) services?

2. How is customer loyalty Maktour Bandung (Umrah)?

3. Does the delivery of travel services have a relationship with customer loyalty at Maktour Bandung (Umrah)?

1. Framework of Thought

The progress of the global economy encourages the growth of business activities in the city but also abroad. Therefore, many people need means of transportation.

According to Kotler [5] a product is anything that can be offered to a market to satisfy a want or need. Products that can be marketed include physical goods (eg cars, books) and services (hotels, transportation). To meet the need for transportation facilities, a product in the form of travel services is needed that provides various facilities to meet customer needs and this encourages the development of services in the travel sector.

[5] defines service as an action/activity offered by one party to another, which is essentially intangible and does not result in any ownership. Its production is linked/not linked to a single physical product.

According to [5] services have four main characteristics that distinguish them from goods, namely:

1. *Intangibility*, service can not perceived before being purchased by the customer,

2. *Inseparability*, namely the service operation process at the same time as when the customer uses it,

3. *Variability*, which is very dependent on who provides it, when and where it is provided,

4. *Perishability*, ie services cannot be stored.

With the development of the Umrah travel service sector, many entrepreneurs are taking advantage of these service opportunities. This gives rise to offers for Umrah travel services that compete with each other to offer their services with the best quality. In evaluating or comparing one service to another, it is not as easy as giving an assessment of a product that looks and feels real to the customer.

When buying an item, customers can evaluate the quality of the service using several dimensions. According to [6] generally using five dimensions to evaluate service quality are as follows:

1. *Reliability*, namely the ability to carry out the promised service convincingly and accurately.

2. *Responsiveness*, namely the willingness to help customers and provide services quickly.

3. *Assurance*, namely the knowledge and courtesy of employees and their ability to convey trust and confidence.

4. *Empathy*, namely the willingness to give deep and special attention to each customer.

5. *Tangible*, namely the appearance of physical facilities, equipment, employees and communication materials.

The components mentioned above support the creation of a service delivery within the company. Good service delivery will produce a good service quality as well as create customer satisfaction and loyalty.

As stated by [7]:

Customer satisfaction provides a good base for repeat purchase, and sets the stage for favourable word of mouth to potential.

While loyalty according to [8] are:

Loyalitas is based on behaviour and defined as non random purchase expressed over time by some decision making unit.

According to [8] the characteristics of loyal buyers include:

1. Make repeated purchases
2. Rejection of other products
3. Provide a positive Word Of Mouth (WOM) to others.

1. With high loyalty from customers, it will reduce vulnerability and competition, because it has several advantages as follows:

2. There is no need for excessive promotion to keep customers from switching to competitors.

3. Can attract new customers because in general loyal customers will influence their group to use the same product or service as him or at least provide a positive reference.

Research conducted by Lo Liang Kheng et.all at the School of Management, dimensions of service quality that play an important role on customer loyalty are tangible, empathy, and assurance, while responsiveness and reliability do not show a significant effect. (source: International Journal of Marketing Studies Vol. 2, No. 2; November 2010).

4. Hypothesis

H1: There is a relationship between tangible and consumer loyalty at Maktour Bandung (Umrah).

H2: There is a relationship between reliability and consumer loyalty at Maktour Bandung (Umrah).

H3: There is a relationship between responsiveness and consumer loyalty at Maktour Bandung (Umrah).

H4: There is a relationship between assurance and consumer loyalty at Maktour Bandung (Umrah).

H5: There is a relationship between empathy and consumer loyalty at Maktour Bandung (Umrah).

H6: There is a relationship between tangible, reliability, responsiveness, assurance, and empathy (Service Delivery) with consumer loyalty at Maktour Bandung (Umrah).

5. Research Method

In preparing this thesis, the author conducted research using the explanatory method, which is a method that is useful for explaining causal relationships between variables through hypothesis testing [9]

Literature research is obtained by collecting data and information on the existing literature to be studied as well as notes obtained in lectures and other mass media. This research can be used to obtain secondary data and can be used as research material. These secondary data are used as a literature review.

5. Research results

The relationship between service delivery and customer loyalty at Maktour Bandung (Umrah) partially

The results of research data processing regarding the relationship between service providers and customer loyalty based on each component, namely tangible, reliability, responsiveness, assurance and empathy with customer loyalty at Maktour Bandung (Umrah) can be seen from the results of partial analysis tests shown in the following table:

The relationship of each service provider variable, namely tangible, reliability, responsiveness, assurance and empathy can be seen from the direction of the level of significance. The five variables have a unidirectional relationship because they have a value that is (+) and have a significant relationship because the value of each variable is <0.05 .

Spearman Rank Correlation Coefficient

To determine the relationship between service delivery and customer loyalty based on Spearman rank correlation calculations.

1. Tangible relationship with customer loyalty

Based on table 4.10, the results of the calculation of the Spearman rank correlation coefficient are 0.443, meaning that it shows a moderate close relationship between tangibles and customer loyalty which is in the interval 0.40 – 0.599 and shows a significant relationship because it has a value of <0.05 , which is 0.00.

2. The relationship between reliability and customer loyalty

Based on table 4.10, the results of the calculation of the Spearman rank correlation coefficient are 0.466, meaning that it shows a moderate close relationship between reliability and customer loyalty which is in the interval 0.40 – 0.599 and shows a significant relationship because it has a value of <0.05 , which is 0.00.

3. Responsiveness relationship with customer loyalty

Based on table 4.10, the results of the calculation of the Spearman rank correlation coefficient are 0.329, meaning that it shows a weak relationship between responsiveness and customer loyalty which is in the interval 0.20 – 0.399 and shows a significant relationship because it has a value of <0.05 , which is 0.00.

4. Assurance relationship with customer loyalty

Based on table 4.10, the calculation result of the Spearman rank correlation coefficient is 0.657, which means that it shows a high close relationship between assurance and customer loyalty which is in the interval 0.60 – 0.799 and shows a significant relationship because it has a value of <0.05 , which is 0.00.

5. Empathy relationship with customer loyalty

Based on table 4.10, the results of the calculation of the Spearman rank correlation coefficient are 0.394, meaning that it shows a weak relationship between empathy and customer loyalty which is in the interval 0.20 – 0.399 and shows a significant relationship because it has a value of <0.05 , which is 0.00.

Coefficient of Determination

1. Tangible contribution to customer loyalty

To determine the contribution of tangible variables to customer loyalty, based on the value of r , namely 0.443 or

$$\begin{aligned} K_d &= r^2 \times 100\% \\ &= 0.443^2 \times 100\% \\ &= 19.62\% \end{aligned}$$

So the amount of tangible contribution to customer loyalty is 19.62% and the remaining 80.38% is influenced by several variables or other factors not examined by the author, for example, promotion.

1. Contribution of reliability to customer loyalty

To determine the contribution of the reliability variable to customer loyalty, based on the r value, namely 0.466 or

$$\begin{aligned} K_d &= r^2 \times 100\% \\ &= 0.466^2 \times 100\% \\ &= 21.71\% \end{aligned}$$

So the magnitude of the contribution of reliability to customer loyalty is 21.71% and the remaining 78.29% is influenced by several variables or other factors not examined by the author, for example, public relations.

1. Responsiveness contribution to customer loyalty

To determine the contribution of the responsiveness variable to customer loyalty, based on the r value, which is 0.329 or

$$\begin{aligned} K_d &= r^2 \times 100\% \\ &= 0.329^2 \times 100\% \\ &= 10.82\% \end{aligned}$$

Then the magnitude of the contribution of responsiveness to customer loyalty is 10.82% and the remaining 89.18% is influenced by several variables or other factors not examined by the author, for example, direct selling.

1. Contribution of assurance to customer loyalty

To determine the contribution of the assurance variable to customer loyalty, based on the value of r , which is 0.657 or

$$\begin{aligned} K_d &= r^2 \times 100\% \\ &= 0.657^2 \times 100\% \\ &= 43.16\% \end{aligned}$$

So the contribution of assurance to customer loyalty is 43.16% and the remaining 56.84% is influenced by several variables or other factors not examined by the author, for example, promotion.

1. Empathy's contribution to customer loyalty

To determine the contribution of the empathy variable to customer loyalty, based on the r value, which is 0.394 or

$$\begin{aligned} K_d &= r^2 \times 100\% \\ &= 0.394^2 \times 100\% \end{aligned}$$

= 15.52%

So the amount of empathy contribution to customer loyalty is 15.52% and the remaining 84.48% is influenced by several variables or other factors not examined by the author, for example, promotion.

Partial Hypothesis Testing (t test)

To find out whether the hypothesis is accepted or rejected, a t-test is carried out with the following hypothesis:

Ho₁: r_s = 0 : shows that the tangible variable has no relationship with the customer loyalty variable.

Ha₁: r_s ≠ 0 : shows that tangible variables have a relationship with customer loyalty variables.

Ho₂: r_s = 0 : shows that the reliability variable has no relationship with the customer loyalty variable.

Ha₂: r_s ≠ 0 : shows the reliability variable has a relationship with the customer loyalty variable.

Ho₃: r_s = 0 : shows that the responsiveness variable has no relationship with the customer loyalty variable.

Ha₃: r_s ≠ 0 : shows that the responsiveness variable has a relationship with the customer loyalty variable.

Ho₄: r_s = 0 : shows that the assurance variable has no relationship with the customer loyalty variable.

Ha₄: r_s ≠ 0 : shows the assurance variable has a relationship with the customer loyalty variable.

Ho₅: r_s = 0 : shows the empathy variable has no relationship with the customer loyalty variable.

Ha₅: r_s ≠ 0 : shows the empathy variable has a relationship with customer loyalty variables.

Test Criteria:

- if t_{count} ≥ t_{tabel}, then Ho is rejected and Ha is accepted, there is a relationship between service delivery and customer loyalty

- if t_{count} < t_{tabel}, then Ho is accepted and Ha is rejected, there is no relationship between service delivery and customer loyalty

To determine t_{count} are as follows:

$$t = \frac{r\sqrt{n - k}}{\sqrt{1 - r^2}}$$

1. Tangible Relationship with Customer Loyalty

$$t = \frac{r\sqrt{n - k}}{\sqrt{1 - r^2}} = \frac{0,443\sqrt{111 - 6}}{\sqrt{1 - 0,443^2}} = 5.064$$

From the above calculation, it is known that the t-count is 5.064 which is then compared with the t-table value. While t_{tabel} can be calculated as follows:

$$Df = n - k$$

$$= 111 - 6$$

$$= 105$$

$$t_{tabel} = (\alpha : df)$$

$$= (0,05 : 105)$$

$$= 1.982$$

It can be seen that t count 5.064 > t table 1.982 which means Ha is accepted and Ho is rejected. This means that tangible partially has a relationship with customer loyalty.

2. Reliability Relationship with Customer Loyalty

$$t = \frac{r\sqrt{n-k}}{\sqrt{1-r^2}} = \frac{0,466\sqrt{111-6}}{\sqrt{1-0.466^2}} = 5.397$$

From the t-count calculation above, it is known that it is 5.397 which is then compared with the t-table value. While ttable can be calculated as follows:

$$Df = n - k$$

$$= 111 - 6$$

$$= 105$$

$$t_{\text{tabel}} = (\alpha : df)$$

$$= (0,05 : 105)$$

$$= 1.982$$

It can be seen that t count 5.397 > t table 1,982 which means Ha is accepted and Ho is rejected. This means that reliability partially has a relationship with customer loyalty.

3. Responsiveness Relationship with Customer Loyalty

$$t = \frac{r\sqrt{n-k}}{\sqrt{1-r^2}} = \frac{0,329\sqrt{111-6}}{\sqrt{1-0.329^2}} = 3.570$$

From the above calculation, it is known that the t-count is 3,570 which is then compared with the ttable value. While ttable can be calculated as follows:

$$Df = n - k$$

$$= 111 - 6$$

$$= 105$$

$$t_{\text{tabel}} = (\alpha : df)$$

$$= (0,05 : 105)$$

$$= 1.982$$

It can be seen that t count 3,570 > t table 1,982 which means Ha is accepted and Ho is rejected. This means that responsiveness partially has a relationship with customer loyalty.

4. Relationship Assurance with Customer Loyalty

$$t = \frac{r\sqrt{n-k}}{\sqrt{1-r^2}} = \frac{0,657\sqrt{111-6}}{\sqrt{1-0.657^2}} = 8.930$$

From the t-count calculation above, it is known that it is 8,930 which is then compared with the ttable value. While ttable can be calculated as follows:

$$Df = n - k$$

$$= 111 - 6$$

$$\begin{aligned} &= 105 \\ t_{\text{tabel}} &= (\alpha : \text{df}) \\ &= (0,05 : 105) \\ &= 1.982 \end{aligned}$$

It can be seen that t count 8,930 > t table 1,982 which means Ha is accepted and Ho is rejected. This means that assurance partially has a relationship with customer loyalty.

5. Empathy Relationship with Customer Loyalty

$$t = \frac{r\sqrt{n-k}}{\sqrt{1-r^2}} = \frac{0,394\sqrt{111-6}}{\sqrt{1-0,394^2}} = 4.393$$

From the above calculation, it is known that the t-count is 4,393 which is then compared with the ttable value. While ttable can be calculated as follows:

$$Df = n - k$$

$$= 111 - 6$$

$$\begin{aligned} &= 105 \\ t_{\text{tabel}} &= (\alpha : \text{df}) \\ &= (0,05 : 105) \\ &= 1.982 \end{aligned}$$

It can be seen that t count 4.393 > t table 1.982 which means Ha is accepted and Ho is rejected. This means that empathy partially has a relationship with customer loyalty.

The Relationship between Service Delivery and Customer Loyalty at Maktour Bandung (Umrah) Simultaneously.

The F statistical test basically shows whether all the independent variables included in the model have a joint relationship with the dependent variable. The results of this F-Test calculation can be seen in the following table

Tests are carried out by statistical tests, with the following steps :

1. Determining the Statistical Hypothesis

H_0 : $r_s \leq 0$, It means that tangible, reliability, responsiveness, assurance and empathy simultaneously have no relationship with customer loyalty.

H_a : $r_s > 0$, It means that tangible, reliability, responsiveness, assurance and empathy simultaneously have a relationship with customer loyalty.

2. Determine the significance level of $\alpha = 5\%$ with:

$$\begin{aligned} df1 = k-1 & & df2 &= n-k \\ &= 6-1 & &= 111-6 \\ &= 5 & &= 105 \end{aligned}$$

Then obtained F table of 2.30

3. Look for the value of Fcount, where the value can be seen from the results of the ANOVA output table above, which is 20,843

4. Determine the acceptance and rejection of the allegation of the proposed hypothesis, with the following test criteria:

- a. H_0 rejected if $F_{\text{count}} \geq F_{\text{tabel}}$
- b. H_a accepted if $F_{\text{count}} < F_{\text{tabel}}$

Based on the results obtained from the comparison of F_{count} with F_{table} , H_0 is rejected because: $F_{\text{count}} 20.843 > F_{\text{table}} 2.30$.

Or decision making based on significance:

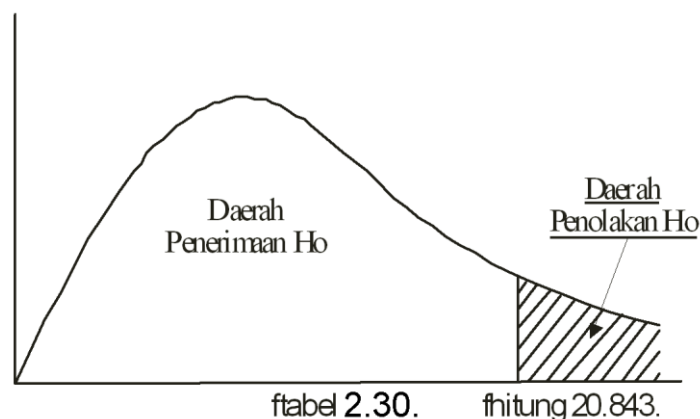
1. $F_{\text{sig}} < \alpha$, then H_0 is rejected, meaning that the independent variable simultaneously affects the dependent variable
2. $F_{\text{sig}} > \alpha$, then H_a is accepted, meaning that the independent variable simultaneously does not affect the dependent variable.

Then the results obtained from the comparison of the significance level is that H_0 is rejected because $F_{\text{sig}} 0.000 < 0.05$.

So it can be concluded that tangible, reliability, responsiveness, assurance and empathy simultaneously have a relationship with customer loyalty.

Image 1

Areas of Acceptance and Rejection H_0 (F Test)



Conclusion

1. Customer responses to the delivery of services Maktour Bandung (Umrah) which is divided into five sub-variables, which shows that:

- a. *Tangible* has met the important criteria because all answers have a value of 3.99 in the interval 3.40 - 4.19 which means it is important.
- b. *Reliability* has met the important criteria because all answers have a value of 3.72 which is in the interval 3.40 - 4.19 which means it is important.
- c. *Responsiveness* has met the important criteria because all answers have a value of 3.97 which is in the interval 3.40 - 4.19 which means it is important.
- d. *Assurance* has met the important criteria because all answers have a value of 3.62 in the interval 3.40 - 4.19 which means it is important.
- e. *Empathy*, has met the important criteria because all answers have a value of 3.84 in the interval 3.40 - 4.19 which means it is important.

2. Customer loyalty Maktour Bandung (Umrah) as a whole has an average value of 3.88 which means it is high because it is in the interval 3.40 - 4.19. This shows that consumers are satisfied with the delivery of services provided by Maktour Bandung (Umrah).

3. The delivery of travel services has a relationship with customer loyalty at Maktour Bandung (Umrah) which is divided into five sub-variables, namely:

a. a. *Tangible with customer loyalty has a moderate relationship because it has a value of 0.443 which is in the interval 0.40 – 0.599 and shows a significant relationship because it has a value of <0.05, which is 0.00. This means that partially tangible has a relationship with customer loyalty.*

b. b. *Reliability with customer loyalty has a moderate relationship because it has a value of 0.466 which is in the interval 0.40 – 0.599 and shows a significant relationship because it has a value of <0.05, which is 0.00. This means that reliability partially has a relationship with customer loyalty.*

c. c. *Responsiveness with customer loyalty has a weak relationship because it has a value of 0.329 which is in the interval 0.20 – 0.399 and shows a significant relationship because it has a value of <0.05, which is 0.00. This means that responsiveness partially has a relationship with customer loyalty.*

d. d. *Assurance with customer loyalty has a strong relationship because it has a value of 0.657 which is in the interval 0.60 – 0.799 and shows a significant relationship because it has a value of <0.05, which is 0.00. This means partial assurance have a relationship with customer loyalty.*

e. *Empathy with customer loyalty has a weak relationship because memiliki the value of 0.394 which is in the interval 0.20 – 0.399 and shows a significant relationship because it has a value of <0.05, which is 0.00. This means that empathy partially has a relationship with customer loyalty.*

The five sub-variables (tangible, reliability, responsiveness, assurance and empathy) together have a significant relationship. The results of this study indicate that the sub-variables where responsiveness and empathy have a weak relationship with customer loyalty. This is different from the research conducted by Lo Liang Kheng et.all where the sub-variable reliability did not show an effect, while responsiveness showed similarity, that is, it had no effect, while in this study it had a weak relationship.

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