

TABLE OF CONTENTS

TABLE OF CONTENTS	2
ABSTRACT	3
INTRODUCTION	4
LITERATURE REVIEW	7
RESEARCH METHODOLOGY	12
A. Research design	12
B. Data collection method	12
C. Data analysis	14
FINDINGS	15
A. Respondent's background information	15
B. Safety dimension	16
C. Reliability dimension	17
D. Affordability dimension	19
E. Comfort dimension	20
F. Accessibility dimension	22
G. Overall disconfirmation and reuse intention	24
DISCUSSION	25
A. Service quality evaluation and expectancy–disconfirmation putcomes	25
B. Generational differences in service evaluation logic	26
C. Satisfaction and reuse intention: A conditional relationship	28
D. Research contributions and implications	28
CONCLUSION	29
REFERENCES	30