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Satisfaction: A Behavioral Perspective on the Consumer

Electronic customer relationship management (ECRM) is a comprehensive business and marketing strategy for attracting and retaining customers over the internet. The proliferation of ECRM and its alarming failure rate call for a better understanding of the
relationship between ECRM and its immediate objective. Based on the literature reviewed, there are few studies that have used service quality as a component of relationship quality in the relation between ECRM and customer satisfaction. The study investigates the influence of three components of ECRM (i.e., pre-purchase, at-purchase, and post-purchase ECRM) on customer satisfaction directly and through mediating variable relationship quality. A quantitative methodology using a cross-sectional survey method was used to investigate the relationship between variables.

Impact of Customer Satisfaction on Business Growth

Most organizations recognize the impact that both customer and employee satisfaction have on overall financial performance. Actually acting on that information is the hard part. That is the focus of Linking Customer and Employee Satisfaction to the Bottom Line, which focuses on the relationship between customer satisfaction and tangible business outcomes like market share, revenue, and profitability. Intended for advanced service quality managers and marketing researchers with more than a modest exposure to statistical data analysis, this book provides a comprehensive overview of how these data may be related to critical business outcomes. Perhaps more importantly, researchers with mature customer satisfaction systems may use the techniques described in this book to maximize the value of their existing programs. While no technique or methodology can guarantee a strong link between customer satisfaction and key business outcomes, this book can ensure that appropriate scales, variables, and assumptions are used. Preview a sample chapter from this book along with the full table of contents by clicking here. You will need Adobe Acrobat to view this pdf file.
Virtual Product Advice and its impact on customer satisfaction in an online environment

To Study the Impact of Supplier Integration on Customers Satisfaction

O objetivo principal deste trabalho consiste em identificar, dentre um conjunto de atributos de satisfação, lealdade e retenção, os elementos que têm maior impacto na retenção de clientes no serviço de telefonia celular. Foi realizada uma pesquisa de campo com uma amostra de 123 usuários do serviço de telefonia celular prestado por operadoras no estado do Rio de Janeiro. Inicialmente são discutidos os conceitos de satisfação, lealdade e retenção de clientes acompanhados pela identificação dos principais atributos destes elementos no serviço de telefoniacelular. Logo após é apresentado o modelo integrativo de Gerpott, Rams e Schindler (2001) que serviu de base para este trabalho. Depois é apresentada a metodologia utilizada nesta pesquisa seguida pelos resultados obtidos na pesquisa de campo. A análise dos dados confirma a existência de uma relação causal de dois estágios entre a satisfação, lealdade e retenção de clientes, na qual asatisfação é um atributo chave da lealdade que, por sua vez, é um determinante central da retenção de clientes. O estudo também identifica que o atendimento aos clientes, os benefícios pessoais que o serviço de telefonia celular oferecem, e a avaliação que os clientes fazem sobre os preços cobrados pelo serviço são, dentre um conjunto de atributos de satisfação, lealdade e retenção, os elementos que têm o maior impacto na retenção de clientes no serviço de telefonia celular.
Impact of Service Quality on Customer Satisfaction and Customer Loyalty

Outsourcing and Customer Satisfaction

Retail Service Quality is a vital driver in determining customer satisfaction, which in turn promotes customer loyalty and reduces switching intentions. Service quality is a solution to build customer satisfaction which could lead to customer loyalty hence reducing switching intentions. The current study has investigated the interrelationship between service quality, customer satisfaction, customer loyalty with switching intentions of customers, and the moderating role of price discounts and store ethnicity, in a single framework. Random sampling was used by administering standardized questionnaires personally to 450 hypermarket customers located in the Eastern Province of Saudi Arabia. The results confirmed that retail service quality has significant positive influence on customer satisfaction, and the positive effect of customer satisfaction on customer loyalty. Besides, the study verified store ethnicity and price discounts acted as moderating mechanism for explaining the switching intentions of satisfied and loyal customers. The results serve as a guideline for top managers of the hypermarkets to design appropriate policies and strategies in terms of retail service quality, price discounts and identifying the needs of ethnic groups in a particular region. This will help to enhance customer satisfaction and customer loyalty hence reducing switching intentions of customers.
Employee satisfaction - A precondition for economical success of service companies?

This study stands to investigate the impact of customer service elements on customer satisfaction and loyalty in B2B (Business to Business) market and to find out the most important elements of customer services which have strong impact on satisfaction in Pakistan's scenario. The nature of this study is exploratory and the selected population for data collection consists on the retailers of mobile phone companies.

The Interdependence of Employee and Customer Satisfaction

The Impact of Customer Satisfaction and Switching Costs on Customer Loyalty

Addresses issues pertaining to measurement and research methodology in an international marketing context. This title also addresses a range of subjects including response-bias in cross-cultural research, problems with cultural distance measures, and construct specification. It focuses on the development and application of novel research methods.

The Impact of Frontline Desk Service Quality on the Customer Loyalty
Master's Thesis from the year 2019 in the subject Business economics - Trade and Distribution, course: S.C.M, language: English, abstract: This work focuses on the impact of supplier integration on customers satisfaction. Supply chain processes and their integration is a subject that has recently been studied a lot in terms of figuring out how these processes effect the organization in the long run. The usages of proper supply chain processes have shown a great deal of effect on the organizations production. In this research I have chosen to focus on how supplier integration in the supply chain processes of an organization can affect the organization performance in terms of consumer’s integration. It has been seen through the study of previous literature from the studies conducted on similar topics that an organization’s performance has a huge impact on the firm’s consumer performance. Consumer performance is measured by how many consumers are interested in purchasing from the organization and whether consumers are satisfied with their purchases from the organization. In terms of supplier integration it has been seen from previous researches that by allowing a supplier to take over the production or a part of the production of the organization the organization is free to now look into other aspects of the firm thus adding more value to the organization by increasing not only its production but also its performance. For this research a quantitative approach has been taken in order to justify the findings in proper quantifiable terms. This methodology allows us to look into how many people believe the stance that we are taking for our research and how many chose to take a different route. This can also help us in testing our hypothesis as to whether or not our chosen variables actually work well with one another or whether they don’t. Looking at the results that were collected through the usage of SPSS it has been proven that our independent variables (supplier integration and consumer performance) do have an impact on one...
another as well as a significant impact on our dependent variable (firm’s performance).

**Impact of Service Quality on Customer Satisfaction**

**The Impact of Culture on the Framework of Customer Value, Customer Satisfaction and Customer Loyalty**

Customer is the most important part of any business and the success or failure of an organization depends on how it treats its customers. If the organization keeps its customers happy and satisfied then it is quite probable that the business will flourish and the company would grow. The significance of customer satisfaction has further enhanced in the modern times as the companies are jostling for customer share and have also acknowledged the importance of satisfied and loyal customers. There are various factors that influence customer satisfaction, and service quality is believed to be one of them. The current research studied this particular factor and its impact on customer satisfaction particularly in the insurance sector in Nigeria. Insurance is an important service industry and till some time back customer satisfaction was not given a lot of importance in the sector. However with modern form of insurance the scenario has begun to change. The objectives for the study are- 1. To explore the general factors of importance for customer who use the various insurance products in Nigeria and influence of each factor on buying perspective of the customer.2. To discover and compare customers' perceptions of actual experience and their evaluation of service quality
performance within the Nigerian Insurance Sector. 3. To evaluate the significance of the difference between the exact and overall components of importance and actual experience in Insurance with focus on the Nigerian Insurance Sector. Various scholars have given their inputs on the subject of service quality and few of these studies were analyzed in the literature review chapter. The concept of service quality as given by Parsuraman et al. (1988), Zeithaml (1988) and other researchers was elaborated in the section. The chapter also discussed the various models of service quality, and how service quality relates to customer satisfaction. Further the importance of service quality to the insurance sector in Nigeria was also briefly discussed. The literature review chapter provided the direction to the study and for further understanding of the Nigerian perspective, the study was carried out among the customers of NICON Insurance Plc of Nigeria. The perspective of customers was captured by way of a survey, and the study established that the customers were satisfied with the service quality of the company to a large extent. The study also established that the employees honored their commitment, and they attempted to resolve their issues accordingly. On the whole the customers of NICON Insurance Plc are quite satisfied because of the company's service quality delivery.

**Impact Of Customer Service Elements On Customer Satisfaction & Loyalty**

This important new work provides a comprehensive discussion of the customer satisfaction evaluation problem. It presents an overview of the existing methodologies as well as the development and implementation of an original multicriteria method dubbed MUSA.
Impact of Customer Satisfaction on Company's Main Financial Results for the Healthcare Customer Services' Business

Seminar paper from the year 2006 in the subject Business economics - Personnel and Organisation, grade: 74%, Northumbria University, 27 entries in the bibliography, language: English, abstract: Today increased globalisation and declined market conditions like decreasing brand loyalty, high levels of information transparency and fast shifting technological developments complicate the road to success for many companies. Particularly for service organisations, and the sales departments of manufacturing companies, front-line employees play a key role in securing and boosting profits under difficult market conditions as they directly interact with customers. The interaction between employees and customers is very critical as employees are mainly responsible for creating an excellent public image of the company. For that reason new management practices were developed in order to enhance customer focus as well as employee satisfaction. Many scholars argue that what happens to employees inside a company considerably affects what happens to customers outside the company. They establish a direct context between employee satisfaction, customer satisfaction and - as a pre-eminent consequence - the company’s performance. This academic assignment demonstrates the impact of employee satisfaction on organisational performance and profitability especially in regard to companies in the service sector. The service profit chain of Hesskett et al. (1994) suggests that employee satisfaction and loyalty are the key drivers of service value, customer satisfaction, customer loyalty and profitability. Based on this model the general linkages are critically analysed in order to prove...
whether a positive relationship does really exist. In this context the intent is not to
provide an analysis of the factors that cause employee satisfaction but the resulting
effects that can be realized regarding the following components of the chain.

Managing E-Crm Towards Customer Satisfaction and Quality Relationship

Linking Customer and Employee Satisfaction to the Bottom Line

In this book, Customer Relationship Marketing (CRM) Practices in commercial banks are
examined. The variables relationships were established through case study research
design using Energy Bank Ghana Limited. The findings in this book show that each
variable was found to be effective in determining customers' relationship marketing. The
most widely adopted CRM practice in commercial banks was conflict handling followed by
Reliability, Communication, Service quality, Empathy, Trust, Customer relations,
Commitment, Staff Competence. Responsiveness is the least adopted practice. In this
book the impact of customer relationship marketing on customer satisfaction was also
investigated. Analysis revealed that, the strength of the general effect of staff
commitment on customer satisfaction justified by the chi square test was positive and of
high association. The book is highly recommended to Commercial banks, policy makers,
stakeholders and academia.

The Impact of Employee Satisfaction on Customer Satisfaction with the
Sales Interaction

The primary objective of this study is to gauge the effect of perceived service quality on customer loyalty and repurchase intentions through customer satisfaction in Lahore, Pakistan. Therefore, the significance of customer satisfaction for customer loyalty and repurchase intentions is explained. Customer satisfactions play a mediating role between perceived service qualities, customer loyalty and repurchase intentions. The population of the research is constituted of the potential customers of Lahore and the sample size amounts to 230.

CUSTOMER SATISFACTION ON MOBILE PHONE SERVICES

Argues that consumer and employee loyalty are key to success, and discusses how to obtain and preserve loyalty

The Impact of Customer Satisfaction on Consumer Return Behavior and the Subsequent Challenges in the Reverse Logistics for B2C E-commerce Companies

Impact of Customer Satisfaction and Switching Costs on Customer Loyalty

Intermediate Diploma Thesis from the year 2003 in the subject Computer Science -
The following report describes the theoretical context of customer satisfaction, different methods of measuring customer satisfaction and the process and results of XYZ (thereafter called XY) customer satisfaction survey. The results of this analysis support the management in improving cooperation with customers by pointing out strengths, weaknesses and general tendencies of their business relationship.

**Value-Added Services**

Consumers nowadays purchase a variety of products in online shops for different reasons. Certain products involve high involvement decision-making with low purchase frequencies in general. At the same time, virtual shelf space is unlimited and consumers face a variety of products, which exceeds their rational capabilities. This condition requires online shop operators to implement search tools in their web sites that allow consumers to structure and reduce complexity, both on a catalogue and a product level. Consumers in general do not always possess product expertise, especially in the case of low frequency purchases such as digital cameras. Virtual product advisors intend to fill
this gap. The primary objective of the thesis is to investigate the interaction effect between different levels of consumer knowledge and a chosen product search approach. A special focus is put on a virtual product advisor and a facet search as a structuring tool. Based on theoretical work in marketing, psychology, information system management a set of hypotheses was developed pertaining to the interaction effect and how it affects the perceived quality of the online feature of a product search interface from a consumer perspective. A randomized experiment with a control group design in a live Online Shop was conducted to test the hypotheses. In sum, the findings suggest a contingency between the consumer knowledge and a product search interface in regard of the impact on antecedents of esatisfaction. The results provide two different angles from a marketing perspective in terms of usefulness and from an information system management point of view in terms of usability.

**How length of patronage affects the impact of customer satisfaction on repurchase intention**

**Customer Satisfaction**

**Impact of Customer Satisfaction**
Effects of customer satisfaction on the company's sales success

The Impact of Service Quality, Trust and Customer Satisfaction on Customer Loyalty at Verzekeringswinkel Pearl

This research empirically investigated impact of customer satisfaction on business growth, using item 7 kitchen, Jimeta, Adamawa State. Data was collected from 20 respondents with the use of questionnaire, which was analyzed using SPSS statistics software. The study uncovered important strategies a restaurant needs to put into consideration in order to satisfy customers, and determined how satisfied customers contribute to business growth when these factors are successfully implemented. There was a positive relationship between customer satisfaction and business growth.

Customers Switching Intentions Behavior in Retail Hypermarket Kingdom of Saudi Arabia

The notion that intangible assets significantly adds firm value has reached both researchers and managers over the last decade. Nakamura(1999), estimates the capitalized value of them to be in excess of $6 trillion. Intangible assets are suggested to positively influence shareholder value by increasing cash flows and lowering the volatility of a firm's cash flows (Srivastava, Shervani & Fahey, 1998). Proponents of the use of such intangible assets suggest they are critical to firm value (Aaker & Jacobson
2001; Srivastava, Shervani & Fahey 1998). The measurement of intangible assets is however challenging and often subject to discussion. One of these intangible assets that has attracted the attention of researchers is customer satisfaction. However there seems to be mixed evidence of customer satisfaction leading to enhanced financial performance. This study examines the effect of customer satisfaction on a firm's cost of equity capital. More precisely this paper aims to examine the effect of customer satisfaction on the rate of return that the market implicitly uses to discount the expected future cash flows of the firm.

**Measurement and Research Methods in International Marketing**

A brand is a valuable asset, and loyalty to a particular brand is the source of revenue and profitability of the business. Brand loyalty is significant for the business growth and expansion of companies in the electronics sector. A populated country, Bangladesh has a substantial expenditure on electronic appliances, and the demand for these household items increases over the period; however, customers are not always loyal to a particular brand. Marketing literature shows that customer satisfaction and brand confidence directly affect brand loyalty, and brand trust mediates their relationship. Due to the technological advance of social media, technology has an essential role in the customer's decision to buy household appliances. The existing literature has not focused on this massive demand for electronic appliances, customer satisfaction, loyalty, trust, and social media's significant role in consumer buying behavior. The book showed the investigation of the effect of customer satisfaction and brand trust of electronic home appliances on brand loyalty and the mediating role of brand trust in customer
satisfaction and trust relationship. The study also examined the extent to which customers believe social media information influences them. The study gathered data from 523 Bangladeshi respondents from Dhaka by conducting a survey. The data were analyzed with SPSS and CB-SEM (AMOS) for the hypothesis test. The findings revealed that customer satisfaction and brand trust significantly impact brand loyalty, and social media moderates those significant relationships. The result of the study contributed to the expectancy-disconfirmation theory, trust-commitment theory, brand loyalty theory, and theory of reasoned action by presenting empirically-based insight into customer satisfaction, brand trust, and brand loyalty constructs in electronic home appliances in Bangladesh. In addition, the results provided a practical insight into marketing and brand management. They suggested the practicing managers in developing product quality with customer preference, building trust through maintaining brand image and creating awareness among the customers, and considering the significance of social media and its usage. The research used probabilistic sampling techniques, both rural and urban customers, only a single home appliance, and PLS-SEM statistical tool for analysis. Future researchers could focus and include other variables such as price or advertising; consider loyalty separately, and use both urban and rural customers to have better predictions.

Customer Relationship Marketing and Its Impact on Customer Satisfaction

The Impact of Customer-related IT Investments
Abstract: The property management industry develops with the real estate market which is one of the major economy contributors in Hong Kong. Since property management is considered as service-oriented industry, satisfying customers mean business successful. The goal of this research aimed at analyzing the impact brought by value-added services in current private housing market through assessing the customer satisfaction level. This research intended to analyze the relationships among value-added services, customer satisfaction and customer loyalty. The first part of the research comprises the introduction including background, aims and objectives, signification, scope and limitation of the study. Second part is the literature review that provides information on the definition, concept and theoretical framework of value-added services, services model, customer satisfaction and customer loyalty. Third part mentions the methodology of the research while the fourth part illustrates and analyzes the finding of the survey. Finally, it comes to the conclusion part that consists of comment of the finding result and provision of recommendation to property management company on how to enhance and pursuit customer satisfaction and customer loyalty. The business thus become success. The common survey tool that widely use in this research is questionnaire. All data are collected through questionnaire. Since the questionnaires are designed to evaluate residents' view and how it affected residents' satisfaction level towards value-added
service, answer is designed in 5-point scale. The relationship between score and satisfaction is positive which refers higher score means high satisfaction level. Moreover, the concept of SERVQUAL Model is applied to testify whether respondents satisfy the service by comparing their perceived and expected value of value-added service under the idea of Gap 5. Result of the survey reflects that value-added service with high customer satisfaction level may gain customer loyalty only by positive word of mouth. Unlike the previous studies related to customer loyalty that causing customer re-purchase and higher profit return is the most important point. The research shows that value-added service may not bring high profit return to the property management company as not must respondents will re-consume the services. Although the satisfied catering service cannot make higher profit, the power of spreading out positive word of mouth should not be neglected. Catering service cannot make higher profit through residents' re-purchase. However, it brings positive word of mouth and develops personal communication between residents and the property management companies. So it is suggested that the companies choose the most suitable and applicable value-added service so as to achieve some positive impacts such as profit return, positive word of mouth and improved resident relationship. DOI: 10.5353/th_b5118567 Subjects: Consumer satisfaction - China - Hong Kong Residential real estate - China - Hong Kong - Management

Customer Satisfaction Evaluation

Designed for advanced MBA and doctoral courses in Consumer Behavior and Customer Satisfaction, this is the definitive text on the meaning, causes, and consequences of
customer satisfaction. It covers every psychological aspect of satisfaction formation, and the contents are applicable to all consumables - product or service. Author Richard L. Oliver traces the history of consumer satisfaction from its earliest roots, and brings together the very latest thinking on the consequences of satisfying (or not satisfying) a firm's customers. He describes today's best practices in business, and broadens the determinants of satisfaction to include needs, quality, fairness, and regret ('what might have been'). The book culminates in Oliver's detailed model of consumption processing and his satisfaction measurement scale. The text concludes with a section on the long-term effects of satisfaction, and why an understanding of satisfaction psychology is vitally important to top management.

The Impact of Design and Implementation of Services Marketing on Customer Satisfaction

In the last years, organisations have invested considerable resources into programs that enhance the satisfaction of their personnel. The implicit proposition underlying these activities is that content employees lead to content clients. Employee satisfaction is expected to result in better working performance including politeness, positive non-verbal behaviour, respect, and cooperativeness in the employee-customer interaction. In the interaction process customers may affect the satisfaction of employees. This publication focuses on the following questions: Is there an influence of customer satisfaction on employee satisfaction? Does employee satisfaction have an impact on customer satisfaction? Is there an interrelation between customer satisfaction and
employee satisfaction? The target audience of this publication are decision makers in human resources departments and marketing departments, managers in customer oriented organisations, as well as researchers in the areas of economics and psychology.

The impact of customer's satisfaction and loyalty on customers retention in the mobile telecommunications service an integrative model

The aim of this book is to examine the effect of customer satisfaction and switching costs on customer loyalty through an empirical study of the health care and service industry in Taiwan. The significance of the research will affect hospital management throughout Taiwan and academics majoring in the field of customer loyalty and satisfaction. The survey method used a Likert-type scale questionnaire as the preferred format to collect data. The research was conducted in three teaching hospitals in Taiwan. The adult patients of the hospital, who were going to be discharged from the hospital, were asked to voluntarily participate in the study. An anonymous self-report questionnaire was personally administered to each participant who was asked to respond the questions according to his/her subjective viewpoint. A total of 370 questionnaires were distributed to the subjects and the response rate was 93.0%. The results of this research indicate that both customer satisfaction and switching costs were positively associated with customer loyalty by Pearson correlation coefficient.

The Impact of Service Guarantees on Service Quality, Customer Satisfaction/loyalty and Firm Performance
The aim of this research is to examine the effect of customer satisfaction and switching costs of customer loyalty through an empirical study of the health care and service industry in Taiwan. The significance of the research will affect hospital management throughout Taiwan and academics majoring in the field of customer loyalty and satisfaction.

**The Loyalty Effect**

This book does a tremendous job of bringing to life customer satisfaction and its significance to modern businesses. The numerous examples contained within the book's pages have proved a fresh and continuous source of inspiration and expertise as I work with my organisation in helping them understand why we should do what matters most to our customers and the lasting effect such actions will have on both our customer loyalty and retention. The authors are to be commended.

**Impact of Marketing Strategy, Customer Perceived Value, Customer Satisfaction, Trust and Commitment on Customer Loyalty**

In today’s intensive competitive world, capability of high-quality service is maintained by firms as a source of competitive advantage which is sustainable. Well satisfied customers are attained by firms which could provide higher quality services, which in turn results in loyal customers. For that matter, the satisfaction of customers has become the pivotal study of service marketing and operations management. Service firms such as banking
services, including Islamic banking service, are vital to the economy of any country, as this sector contributes increased portion to its Gross Domestic Product (GDP) and higher employment rate. The survival, profitability and competitive advantage of the bank in today’s environment, lie on the bank’s ability to offer excellent service quality. Therefore ways to provide high quality products and services to satisfy existing and potential customers to make them remain loyal is utmost important. In spite of the increasing numbers of Islamic Banks in the Bahraini banking industry, very little empirical investigation has been carried out in understanding the impact of service quality that lead to customer satisfaction and customer loyalty. The current study thus endeavours to close the gap in the literature by focusing on the impact of service quality on customer satisfaction and customer loyalty in the Islamic banking sector of Bahrain. The present study has used SERVPERF model of service quality proposed by Cronin and Taylor (1992). Quantitative method was used for the current research. A well-structured questionnaire was personally administered by the researcher to obtain what will be the primary data for this research. A 7 point Likert scale has been used with “1” being strongly disagreed and “7” being strongly agreed. The study has used statistical software SPSS 20 to organize, classify and analyse all the data collected. The results indicated that the effect of Service Quality (SQ) on Customer Satisfaction (CS) and also the effect of Customer Satisfaction (CS) to Customer Loyalty (CL) were statistically significant supporting Hypothesis (H1) and Hypothesis (H3). Meanwhile, Service Quality (SQ) had not any significant effect on Customer Loyalty (CL) rejecting Hypothesis (H2). Furthermore, the results showed that Customer Satisfaction (CS) fully mediates the relationship between Service Quality (SQ) and Customer Loyalty (CL) which supported the hypothesis (H4). From the moderation analysis, it was found that neither Gender nor Educational level of
respondents could moderate the relationship between Service Quality (SQ) and Customer Satisfaction (CS). Therefore the hypotheses (H5) and (H6) were rejected. This empirical study adds value to the current knowledge of Islamic banking service providers’ practices. To apply these findings to craft a strategy for better future and concentrate on their positioning in the market and also to offer enhanced service quality to their customers, would lead the Islamic banks in general and Bahrain in particular to new heights of competitiveness and sustainability.

Service Quality of Online Apparel Retailers and Its Impact on Customer Satisfaction, Customer Trust and Customer Loyalty

Brand Loyalty in Bangladesh

This dissertation studies the impact of customer-related IT investments on shareholder returns and customer satisfaction and examines the speed at which those technologies are diffused into the publicly held companies of the S & P 500 and the S & P MidCap 400. Customer-related IT investments are defined in this work as information technology investments made with the intention of improving or enhancing the customer experience. The motivation of this research is to understand if these investments increase customer satisfaction, as is their purpose, and to see if the shareholders of the companies who make technology investments perceive IT investing to be a profitable enterprise. The importance of this work is several-fold. It increases the understanding of technology's
value to businesses, shareholders, and consumers. In addition, it furthers the understanding of the impacts of customer-related IT investments on business profitability through shareholder returns, and concurrently explores financial tools not usually used in IS research. This work also applies an innovative technique to demand estimation by using public firm announcements of investment into customer-related technologies as a surrogate for demand data. This technique allows demand estimation using a larger data set than would ordinarily be available.

**The Impact of Product, Price, Promotion and Place/logistics on Customer Satisfaction and Share of Business**

Abstract: Customer service has been a topic in marketing and logistics research for many decades. Much of the research was functionally focused and lacked the integration of logistics customer service with the other components of the Marketing Mix (price, product and promotion). In addition many prior studies focused only on a single industry and there is little replication and limited possibilities for generalizability. This shortcoming is alleviated in this research by using a multi-industry approach that allows for replication across the samples. The focus of this research was on business-to-business relationships in several industries, health care, electronics, plastics, and sporting goods. The goals of the research were to test a general model that across multiple samples and industries and to understand where differences occur. The outcome variables are customer satisfaction and share of business. The results show that the impact of each component of the Marketing Mix varies by sample. In no two samples do
the same components of the Marketing Mix show a significant impact on customer satisfaction. This does not diminish the importance of the Marketing Mix, but it shows that a careful evaluation of individual samples is necessary. The impact of customer satisfaction on share of business is significant in most samples, but not all of them. As a result of this research future researchers should investigate why differences occur between the samples. Managers should take away that they must perform customer service studies in their own company and that the studies must be repeated in regular intervals.

**Effects of Perceived Service Quality on Customer Loyalty and Repurchase Intentions. The Mediating Role of Customer Satisfaction**

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