

The Mediation Effect of Customer Satisfaction in the Relationship between Service Quality, Corporate Image to Customer Loyalty

Authors : Rizwan Ali, Hammad Zafar

Abstract : The purpose of this research is to investigate the mediation effect of customer satisfaction in the relationship between service quality, corporate image to customer loyalty, in Pakistan banking sector. The population of this research is banking customers and sample size of 210 respondents. This research uses the SPSS, Correlation, ANOVA and regression analysis techniques along with AMOS methods. The service quality and corporate image applied by the banks are not all variables can directly affect customer loyalty, but must first going through satisfaction. Which means that banks must first need to understand what the customer basic needs through variable service quality and corporate image so that the customers feel loyal when the level of satisfaction is resolved. The service quality provided by the banking industry needs to be improved in order to improve customer satisfaction and loyalty of banking services, especially for banks in Pakistan.

Keywords : customer loyalty, service quality, corporate image, customer satisfaction

Conference Title : ICBCM 2022 : International Conference on Business and Commerce Management

Conference Location : San Francisco, United States

Conference Dates : September 27-28, 2022