URN etd-0407109-183706-400
Author Chhay Hak Sokh
Author's Email Address No Public.
Statistics This thesis had been viewed 42 times. Download 0 times.
Department
Year 2006
Semester 2
Degree Master
Type of Document Master's Thesis
Language English
Title A Study of Relationship between Service Quality, Customer Satisfaction, and Customer Loyalty
Date of Defense 0000-00-00
Page Count 93

Keyword
service quality
customer satisfaction
customer loyalty
department stores
commitment
apostle-like behavior
ownership
loyalty outcomes.

Abstract
The main purpose of our study is to identify the relationship between customer service, customer satisfaction, loyalty and loyalty outcomes within the context of department stores.
Maintaining superior service quality is believed to influence customers' post-sale behavior such as customer satisfaction and loyalty, which results beneficial consequences to business organizations. Those customers would buy more as the company introduces new products and upgrades existing products, talk favorably about the company and its products, pay less attention to competing brands and is less sensitive to price, offer product or service ideas to the company, and costs less to serve than new customers because transactions are routines. In this regard, our research is intentionally designed to find out these relationships.
To achieve the goal of this study, 159 valid questionnaires are utilized for data analysis. As results, the perception of service quality was found statistically significant different among several categories of shopping interests. Among all dimensions of service quality, results of our regression analysis revealed that Tangibles is the prominent aspect, followed by Reliability, Responsiveness, and Empathy as influential factors. These inform managements of department stores that they are the most important aspects that customers take into consideration in their shopping behaviors. Also, positive relationships between service quality and all five-hierarchy of costumer behaviors were supported in our study. Large proportions of customer satisfaction, loyalty, commitment, and apostle-like behavior can be favorably explained by service quality. Notably, the ownership is perceived as having smaller proportion than the others.
The study also provides some managerial implications to managements of department stores about the important aspects of service quality. The surrounding, physical appearances, personnel appearances, or store layouts are the most important aspect in our findings. Moreover, a particular focus on improving the relationship with customers is also supported in our study.
Keywords: service quality, customer satisfaction, customer loyalty, department stores, commitment, apostle-like behavior, ownership, loyalty outcomes.

Advisory Committee - advisor

Files No Any Full Text File.
Date of Submission 2007-07-20