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Abstract
Identifying the critical foactors affecting store loyalty intention for supermarket retailer in Vietnam is an interesting research question for both academic and applied researchers.
We examine store loyalty intention model proposing that perceived quality, perceived value, and customer satisfaction are predictive variables of store loyalty intention for supermarket retailer in Vietnam. The model also specifies that perceived value is directly influenced by perceived quality and perceived sacrifices.
Using Structural Equation Modeling(SEM)techniques to analyze the data from a sample of 244 respondents leads to several useful findings for supermarket retailers in Vietnam. Firstly, both of customer satisfaction, perceived value, and perceived personal service are important predictive variables for store loyalty intention. The direct influence of perceived merchandise quality on store loyalty intention wasn't found, however, it and perceived service quality influence on store loyalty intention through customer satisfaction. Secondly, perceived value is composed by cognitive and emotional aspects. However, different from previous researches, cognitive value is directly influenced by merely monetary cost; emotional value is also directly influenced by monetary cost stronger than by psychic cost. Thirdly, the likages from other dimensions of service quality such as physical aspect and supermarket operation as well as from time/effort cost to endogenous variables including satisfaction, perceived value, and store loyalty are insignificant. Finally, the result also shows that even though monetary cost doesn't directly influence store loyalty, its indirect effect is extremely strong. Therefore, in Vietnam, supper market retailers should pay attention to attractive and competitive price rather than merely offering high quality.
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