
Assessing the mediating impact of satisfaction on the relationship between retail service quality and customer loyalty: a study of organised apparel multi-brand retail stores in India

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Abstract: This study seeks to establish the validity and reliability of the five-dimensional retail service quality scale in the Indian organised apparel multi-brand retail stores context and examines the effect of the determinants of service quality on overall service quality. It also attempts to investigate how retail service quality is associated with satisfaction and customer loyalty. Structural equation modelling is used to test these proposed relationships between the constructs. The results of the study established the reliability and validity of the scale. The findings demonstrated the influence of retail service quality on customer loyalty and satisfaction as well as the mediating role of satisfaction in the relationship between retail service quality and loyalty of customers towards the stores. Further, it examines the impact of individual service quality dimensions on customer loyalty and customer satisfaction.

Keywords: retail service quality; customer satisfaction; customer loyalty; retail stores; structural equation modelling; mediation; India.

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