

A COMPARATIVE RESEARCH ON THE RELATIONSHIP  
OF CUSTOMER SATISFACTION, CUSTOMER LOYALTY  
AND SERVICE QUALITY IN  
THE SMART PHONE SECTOR: KONYA-KERKÜK  
EXAMPLE

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تأثير جودة الخدمة على رضا الزبون وولائه دراسة مقارنة بين محافظتي كركوك  
وقونيا في قطاع الهواتف الذكية

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## Summary

The main objective of this study is to investigate the impacts of Customer Satisfaction (CS) on the Customer Loyalty (CL). Specific objectives are to define customer satisfaction applications in the customer loyalty as well as to examine the link between the level of customer satisfaction applications and the strategy of customer loyalty. The methodology of the study is supported by an interview with clients and employees of the customer loyalty, and the role of the Service Quality (SQ) as a mediator an important intermediary in transferring customer satisfaction to the customer loyalty. Was based on the method of targeted sampling. The survey respondents targeted in this research are staffs in customer loyalty and service quality as a mediator. The sample of this study is (318) respondents. Data were analyzed by Statistical Package Social Science (SPSS). It was recommended that in order to better perform the customer satisfaction services customer loyalty. Service quality as a mediator should adopt better policies that encourage employees to adopt the use of customer satisfaction in the customer loyalty. The main contribution of this study is that customer satisfaction promotes value creation and a competitive advantage in the customer loyalty.

**Keywords:** Service Quality; Customer Satisfaction; Customer Loyalty.

## 1. LITERATURE

Service concept tourism, hospitality, banking, health, etc. It has emerged in sectors where a physical product does not appear directly, but where customer needs are met. However, researches conducted over the years have revealed that there is also service provision in every business area where people and interaction exist. In this research, there is one gap, which is service quality as a mediator between customer satisfaction as an independent variable and customer loyalty as a dependent variable. Since total quality-based strategic management approaches are based on quality in all business processes, service quality has been a subject that is constantly discussed and emphasized. Service quality according to Lovelock and "2ing the service." At this point, various methods have been developed in order to measure, evaluate and improve service quality: Total Quality Index Method, Service Barometer, Statistical Methods, Benchmarking, Group Interview Method, etc.

The method widely used in the world to measure service quality is Parasuraman et al. It is the SERVQUAL method developed by. Parasuraman et al.

Received help from the concept of service quality developed by Lehtinen and Lehtinen (1983) as the beginning of this method.

Another issue that production marketing researchers give importance is the concept of customer. Many issues such as examining customer behaviors and attitudes, market research conducted on customers, organizing and monitoring customer feedback processes, and making performance measurements based on customer evaluations are the subject of research on different components. The two most emphasized concepts in this field are customer satisfaction and customer loyalty. When the relevant literature is examined, it is seen that the concepts of service quality, customer satisfaction and customer loyalty, which are very important for businesses in the process of competitiveness, have been at the focus of researchers for many years. There are many studies on the scope of the concepts, service quality, customer satisfaction and loyalty measurement methods, the interaction and relationship levels of the concepts with each other on the basis of different sectors. Some of these studies conducted in recent years are summarized in Table 1.

This work was done by S.A. This is the summary publication of Hassan's doctoral thesis titled "The Effect of Service Quality on Customer Loyalty and Customer Satisfaction: A Comparison of Konya-Kirkuk in the Mobile Phone Industry" at Selcuk University in 2019.

**Table (1)**

**Current Studies on Service Quality-Customer Satisfaction-Customer Loyalty**

Source	Goal	Method / Sample	Finding
Hakim (2021)	The effect of product quality and service quality on customer satisfaction and loyalty has been studied. The effect of product quality and service quality on customer satisfaction and loyalty has been studied.	Survey / Structural equation modeling (SEM)Regional drinking water company customers	It has been found that product quality has both direct and indirect significant effects on customer satisfaction and loyalty, service quality on customer satisfaction and loyalty, customer satisfaction and loyalty
Windiar i ve djumar no (2021)	The effect of Service Quality, Customer Relationship Marketing and Brand Image on Loyalty through the Satisfaction intermediate variable has been examined.	Survey / Structural equation modeling (SEM) Academy students	There is a relationship between service quality, customer relationship marketing and brand image, and satisfaction and loyalty; It has been found that if service quality, customer relationship marketing and brand image are improved, the level of satisfaction will increase and then consumer loyalty will increase.

Granados vd. (2021)	The chain of Quality-Value-Satisfaction-Loyalty has been examined through the mediating effect of trust and promise between satisfaction and loyalty.	Survey / partial least squares structural equation modeling (PLS-SEM) Travel agencies corporate customers	It has been found that the Value-Satisfaction relationship is stronger than the value-quality relationship, and that trust and promise in the chain are the factors that provide the balance for corporate customers in the B2B perspective.		
Omar vd. (2021)	The relationship between mobile shopping and service quality has been examined within the framework of customer satisfaction and loyalty.	Survey / Structural equation modeling (SEM) Customers who buy clothes through mobile applications	Mobile shopping and service quality relationship has been found to have a significant effect on customer satisfaction, which in turn affects loyalty.		
Kim vd. (2021)	The effects of the information and service quality of the O2O (Online to Offline) based mobile shopping application on the perceived privacy protection, satisfaction and loyalty of the customer were examined.	Survey / partial least squares structural equation modeling (PLS-SEM) Customers using amobile shopping application .	It was found that the qualified information and services of the applications examined positively affected both the perceived privacy protection and customer satisfaction, which in turn brought customer loyalty.		
Raza vd. (2020)	Internet banking service quality dimensions and their effects on e-customer satisfaction and loyalty, and structural relationships between variables were examined.	Survey / partial least squares structural equation modeling (PLS-SEM) Bank customers	It has been found that all dimensions of service quality have positive and significant effects on customer satisfaction and customer satisfaction on customer loyalty. A model of corrected e-service quality (ease of use, efficiency of websites, personal needs and site organization) linking service quality to customer satisfaction and customer loyalty is included.		
Kim vd. (2020)	The relationship between customer equality (value equality, brand equality and relationship equality), customer satisfaction and customer loyalty has been examined.	Survey / SPSS Customers of Old and New (traditional / modern) retail companies (those living in cities with a population of more than 100,000)	Generally, customer equality has been found to have a significant impact on customer satisfaction and loyalty for both retail companies. In particular, it has been concluded that the effect of value and brand equality in traditional retail companies is not significant, whereas the effect of significant relationship equality is not significant.		
Prentice vd. (2020)	How artificial intelligence and employee service quality affect customer satisfaction and loyalty has been examined.	Survey / Structural Equation Modeling Hotel customers	It has been found that artificial intelligence and employee service quality separately explain significant changes in customer satisfaction and loyalty as well as overall service quality assessment. In addition, when artificial intelligence and employee service quality are evaluated together, it has been concluded that artificial		

			intelligence has lost its importance.		
Teeroo vengadum (2020)	Gender-based heterogeneity was examined in the relationship between service quality components (environmental quality, interaction quality and reliability) and customer satisfaction.	Survey / partial least squares structural equation modeling (PLS-SEM) Bank customers	Among the service quality components, it has been found that only gender has a regulatory effect on the relationship between environmental quality and customer satisfaction (male customers' satisfaction is largely dependent on environmental quality).		
Slack ve Singh (2020)	The effect of service quality on customer satisfaction and customer loyalty and the mediator role of customer satisfaction were examined.	Survey / SPSS Supermarket customers	It has been found that service quality is perceived as insufficient, service quality significantly affects customer satisfaction and loyalty, and customer satisfaction has an intermediary role, albeit partially.		

Table (2)

### Current Studies on Service Quality-Customer Satisfaction-Customer Loyalty-Continued

Source	Goal	Method / Sample	Finding
Kocagöz ve Eytmiş (2020)	The effect of perceived service quality and its sub-dimensions on both customer satisfaction and loyalty was examined.	Survey / SPSS Analysis Food and Beverage Sector	Perception of service quality affects satisfaction and loyalty, similarly satisfaction affects loyalty positively and significantly; it was also found that service quality explains customer loyalty less than customer satisfaction.
Kırcaova, Köse ve Özer (2020)	The relationship between perceived service quality, corporate image, customer satisfaction and customer loyalty variables was analyzed.	Survey / Structural Equation City Lines that offer public transportation services by sea	The variables of the study were found to be the main determinants of loyalty in public transport service on sea routes.
Yangınlar ve Tuna (2020)	The effects of service quality on corporate image, customer satisfaction and customer loyalty have been determined.	Survey / SPSS Analysis Airline transport company international passengers	Corporate image of service quality, trust and empathy sub-dimensions; It was found that physical appearance, reliability and empathy sub-dimensions positively affect customer satisfaction and loyalty.
Zhou vd. (2019)	A scale was created for e-service quality and the relationship between e-service quality, customer satisfaction and customer loyalty was examined.	Survey / SPSS Telecom industry customers	The scale includes 5 dimensions for service quality: functional integrity, performance, interface and interaction quality, content and information, support or service. It has been found that e-service quality is a basic determinant of customer satisfaction and loyalty, and customer loyalty is the strongest indicator of customer satisfaction.
YuSheng ve İbrahim (2019)	The effect of service innovation on the relationship between service delivery, customer satisfaction and customer loyalty has been examined.	Survey / partial least squares structural equation modeling (PLS-SEM)	It has been found that service innovation has direct effects on service delivery and customer satisfaction, and there is also a

		Commercial bank customers	positive relationship between service delivery, customer satisfaction and customer loyalty.
Huang vd. (2019)	How service quality and brand awareness affect customer satisfaction and loyalty has been examined.	Survey / SPSS B2B Technology Service Industry (Calibration lab sampling company customers)	It has been found that service quality positively affects customer satisfaction, customer satisfaction, customer loyalty, and brand awareness positively affect the relationship between service quality and customer satisfaction.

## 2. APPLICATION

In this section, the methodology of the research (purpose, model, hypotheses, method, data collection tool) and the analysis findings of the data are included.

### 2.1. Methodology

In this study, perceived service quality-of relations between different cultures, customer satisfaction and customer loyalty (Turkey-Iraq) was conducted to examine the context. The research model determined in line with the research purposes by considering the secondary data and expert opinions obtained as a result of the literature research is given in Figure 1.

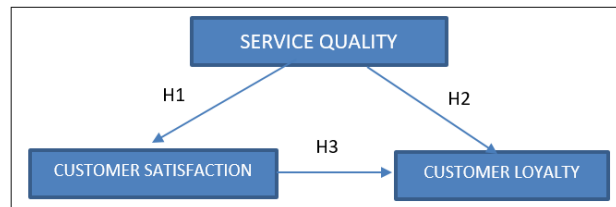


Figure (1)

### Conceptual Model of the Research

The 3 basic hypotheses in the conceptual model have been analyzed by elaborating the samples as Konya (a) and Kirkuk (b).

**Hypothesis 1:** Perceived service quality by participants has a positive effect on customer satisfaction. The 3 basic hypotheses in the conceptual model have been analyzed by elaborating the samples as Konya (a) and Kirkuk (b).

**Hypothesis 2:** Perceived service quality by the participants has a positive effect on customer loyalty.

**Hypothesis 3:** Participant satisfaction has a positive effect on customer loyalty.

Questionnaire method was used to test the research hypotheses. After the introduction of the demographic information of the participants in the prepared

questionnaire, there were scales for measuring service quality, customer satisfaction and customer loyalty. The scale information included in the study is given in Table 2.

**Table (2)**  
**Scale Information**

Scale Name	Number of Items	Scale Resources
Quality of Service	22	Parasuraman et al. (1985), its validity and reliability have been tested in previous studies in the literature.
Customer Satisfaction	5	Developed by Oliver (1997/1999), validity and reliability tested in previous studies
Customer loyalty	6	It was developed by Yang and Peterson (2004), its validity and reliability were tested in previous studies.

According to the data of the period in which the research was conducted, the population of Konya is 2,180,000 and the population of Kirkuk is 2,500,000. Within the limitations of the study, 330 people in Konya and 400 people in Kirkuk who were selected through easy sampling and using smart phones were interviewed face-to-face, and when the data were cleared, 318 for Konya and 362 for Kirkuk were included in the analysis. According to the sample sizes table developed by Yazıcıoğlu and Erdoğan (2004: 50), the sample obtained with 10% sampling error for 5% significance level has the power to represent the main population.

The validity and reliability of the data collection tool, which is the basis for the application part of the study, was investigated by Cronbach's Alpha coefficient, KMO test and factor analysis. Since the Cronbach's Alpha coefficient in both sample groups for all scales used in the study was above 0.70, it was concluded that the scales were reliable. In addition, other analyzes show that the scales provide structural and content validity (For details see Hassan 2019). The primary data obtained were analyzed with the SPSS package program and the results were interpreted.

## 2.2. Research Findings

The basic characteristics of the people participating in the study are given in Table3.

**Table (3)**  
**Demographic Findings**

Gender	Konya		Kirkuk		Job	Konya		Kirkuk	
	Number	Persent	Number	Persent		Number	Persent	Number	Persent
Woman	152	47,8	202	55,8	Student	222	69,8	250	69,1
male	166	52,2	160	44,2	Teacher	30	9,4	24	6,6
Total	318	100	362	100	Worker	30	9,4	34	9,4
<b>Marital status</b>	<b>Number</b>	<b>Persent</b>	<b>Number</b>	<b>Persent</b>	Retired	2	6	2	0,6
The married	30	9,4	122	33,7	Private sector	32	10,1	46	12,7
Single	288	90,6	240	66,3	Artisan	2	6	6	1,7
Total	318	100	362	100	Total	318	100	362	100
<b>Education</b>	<b>Number</b>	<b>Persent</b>	<b>Number</b>	<b>Persent</b>	<b>Incom</b>	<b>Number</b>	<b>Persent</b>	<b>Number</b>	<b>Persent</b>
Primary school	0	0	10	2,8	0-1000 TL	192	60,4	274	75,7
Middle school	2	6	14	3,9	(0-250,000 Dinar)				
High school	18	5,7	18	5	1001-2000 TL	64	20,1	60	16,6
Üniversity	286	89,9	292	80,7	(250,000-500,000 Dinar)				
Postgraduate	12	3,8	23	7,7	2001-3000 TL	44	13,8	24	6,6
Total	318	100	362	100	(500,000-1600,000 Dinar)				
<b>Age</b>	<b>Number</b>	<b>Persent</b>	<b>Number</b>	<b>Persent</b>	3001-4000 TL	10	3,1	4	1,1
20-29	278	87,4	262	72,4	(1600,000-2000,000 Dinar)				
30-39	30	9,4	39	10,8	4001-5000 TL	6	1,9	0	0
40-49	8	2,5	30	8,3	(2000,000-2500000,000 Dinar)				
50-59	2	6	24	6,6	5000 ve üstü TL	2	6	0	0
60 and over	0	0	7	1,9	(250000,000 Dinar ve üzeri)				
Total	318	100	362	100	Total	318	100	362	100

When the demographic variables are examined, it is seen that the majority of Konya participants are men and Kirkuk participants are women. In both provinces, there is a high number of participants who are single, university education level, between the ages of 20-29, with an income of 0-1000 TL (0-250,000 Dinar). In order to determine the relationship between the scales used in the study, Pearson correlation coefficients for the variables were calculated.

**Table (4)**  
**Correlation Matrix for Variables**

	SERVQUAL Perception		Customer Satisfaction	
	Konya	Kirkuk	Konya	Kirkuk
SERVQUAL Perception	1	1		
Customer Satisfaction	0,491*	0,435*	1	1
-Customer Loyalty	0,545*	0,442*	0,754*	0,601*

Not: \*p<.001

A positive and 99% significant relationship was found between research variables in both provinces. In this context, research hypotheses can be tested on the relevant variables.



Causal relationships between variables were investigated by regression analysis. To test the first hypothesis, the relationship between service quality and customer satisfaction was examined.

**Table (5)**  
**Customer Satisfaction and Perceived Service Quality Regression Analysis**

	The dependent variable	$\Delta R^2$	Independent variables	B	Std. Error	t	F
Konya	Customer Satisfaction	0,241	Constant Term	10,571	0,191	80,217*	1000,366*
			SERVQUAL Perception	0,486	0,049	10,018*	
Kirkuk	Customer Satisfaction	0,189	Constant Term	10,469	0,254	50,786*	83,968*
			SERVQUAL Perception	0,576	0,063	90,163*	

Not: \*p<0,001

According to the results of the regression analysis, the values of R2 (percentage of variance explained) and F (degree of significance of the regression model) show that Customer Satisfaction can be explained by the SERVQUAL Perception scale. The hypothesis numbered -1- “The quality of service perceived by the participants has a positive effect on customer satisfaction” is supported. In addition, according to R2 values, this effect is more in Konya than in Kirkuk. To test the second hypothesis, the relationship between service quality and customer loyalty was examined.

**Table (6)**  
**Customer Loyalty and Perceived Service Quality Regression Analysis**

	The dependent variable	$\Delta R^2$	Independent variables	B	Std. Error	t	F
Konya	Customer loyalty	0,298	Constant Term	0,689	0,228	3,019*	133,871*
			SERVQUAL Perception	0,670	0,058	11,570*	
Kirkuk	Customer loyalty	0,196	Constant Term	1,695	0,233	7,263*	87,525*
			SERVQUAL Perception	0,541	0,058	9,355*	

Not: \*p<0,001

According to the results of the regression analysis, the values of R2 (percentage of variance explained) and F (degree of significance of the regression model) show that Customer Loyalty can be explained by the SERVQUAL Perception scale. The hypothesis numbered -2- “The service quality perceived by the participants has a positive effect on customer loyalty” was supported. In addition, according to R2 values, this effect is more in Konya than in Kirkuk.

To test the third hypothesis, the relationship between customer satisfaction and customer loyalty was examined.

**Table (7)**  
**Customer Satisfaction-Customer Loyalty Regression Analysis**

	The dependent variable	$\Delta R^2$	Independent variables	B	Std. Error	t	F
Konya	customer loyalty	0,569	Constant Term	0,042	0,163	0,257*	417,279*
			Customer satisfaction	0,936	0,046	20,427*	
Kirkuk	customer loyalty	0,362	Constant Term	1,762	0,150	11,782*	204,074*
			Customer satisfaction	0,555	0,039	14,285*	

Not: \*p<0,001

According to the results of the regression analysis, the values of R2 (percentage of variance explained) and F (degree of significance of the regression model) show that Customer Loyalty can be explained with the Customer Satisfaction scale. The hypothesis numbered -3- that “Participants' customer satisfaction has a positive effect on customer loyalty” is supported. In addition, according to R2 values, this effect is more in Konya than in Kirkuk. The presence of the positive effect obtained for causal relationships between the variables examined has been similarly supported in many studies as stated in the literature section (Hakim 2021, Omar et al.2021, Raza et al.2020, Slack and Singh 2020, Kocagöz and Eyitmiş 2020, Huang et al. 2019).

### 3. Conclusion and evaluation

Businesses develop various strategies by taking into account the service quality component in order to hold on to the markets and to produce goods and services in line with customer expectations and needs. The steps taken as a result of these strategies are thought to have a direct impact on customer satisfaction and customer loyalty. This study was conducted in order to measure the effect of service quality on customer satisfaction and customer loyalty in the smart phone industry, which is one of the leading fields of the communication and communication industry. The main differences of this study are the evaluation of the hypotheses with a comparative point of view, and the specificity of Konya and Kirkuk. When the opinions of the participants were evaluated in general, it was found that there was a significant relationship between service quality, customer satisfaction and customer loyalty for both provinces. Accordingly, 3 basic hypotheses of the research were accepted. Sector structures and the quality of the service provided vary according to the socio-cultural structures of the countries. For this reason, it is important to conduct the study on a large sample throughout

the country without being limited to a specific province, in terms of its results to be more generalizable and reflect cultures. Structural Equation Modeling of the relationships between service quality, customer satisfaction and customer loyalty variables examined in the study. Evaluating the results to be obtained by examining through different analyzes will make important contributions to the literature. Considering the general findings of the studies examined in the literature section and the results of this research, it can be said that the relationship between service quality-customer satisfaction and customer loyalty must be taken into account in strategic management processes. Businesses should focus on total quality practices at every level of the value chain, from supply to production, from production to distribution and recycling processes, and aim to ensure customer loyalty and customer satisfaction by increasing service quality. Business managers should analyze well the markets where they produce goods and services, both technically and socio-culturally. Customers with different cultural backgrounds may have different expectations from the same product. For this reason, shaping the service delivery styles according to the socio-cultural structure of the market is a strategic factor in appealing to the customer.

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