

Midocean

University College

of Management

Business Administration Major



Service quality and its role in achieving customer loyalty in service institutions in the Riyadh region

جودة الخدمة ودورها في تحقيق ولاء العميل بالمؤسسات الخدمية بمنطقة الرياض

3. Chapter 3: Related Studies

3.1 Related Studies

3.1.1 Al-Zoubi (2022)

Study title:

The quality of banking and its impact on customer loyalty: an application for Jordanian commercial banks.

Study objective:

The study sought to reveal the level of quality of banking services according to the dimensions of the SERVQUAL model and to determine its impact on customer loyalty in Jordanian commercial banks.

Study content:

- Measurement of quality banking level from customer perspective.
- Measuring customer loyalty degree for business banks.
- Analyze the effects of quality of service on customer loyalty.
- Use a question to collect data from a sample of bank clients.

Study results:

The results showed a positive impact on the quality of banking services in customer loyalty, and show that the dimensions of reliability and response were the most influential in making loyalty to Jordanian bank clients.

3.1.2 Singh et al. (2024)

Study title:

Service Quality, Customer Satisfaction and Customer Loyalty: A Comprehensive Literature Review.

Study objective:

The study aimed to examine the relationship between service quality, customer satisfaction, and customer loyalty by reviewing previous literature and identifying how service quality contributes to enhancing customer satisfaction, perceived value, and long-term customer loyalty.

Study content:

- Conducted a systematic literature review of 19 national and international studies related to service quality, customer satisfaction, and customer loyalty.
- Examined the relationship between service quality dimensions and customer satisfaction.
- Analyzed the impact of customer satisfaction on customer loyalty.
- Investigated the role of perceived value, corporate image, and organizational reputation in strengthening customer loyalty.
- Highlighted the practical implications of improving service quality for enhancing customer relationships and long-term organizational success.

Study results:

The study concluded that service quality has a significant positive effect on customer satisfaction and customer loyalty. It also found that high service quality enhances customer trust, perceived value, and overall customer experience, while corporate image and organizational reputation further strengthen customer loyalty. The review emphasized that investing in service quality is essential for maintaining long-term customer relationships and achieving sustainable organizational success.

3.1.3 Nguyen et al. (2024)

Study title:

The Influence of Service Quality on Student Satisfaction and Student Loyalty in Vietnam: The Moderating Role of the University Image.

Study objective:

The study aimed to identify the dimensions of higher education service quality in Vietnamese universities and examine their impact on student satisfaction and student loyalty, while investigating the moderating role of the university image in the relationship between student satisfaction and student loyalty.

Study content:

- Identified the dimensions of higher education service quality through interviews, exploratory factor analysis (EFA), and reliability analysis.
- Examined the impact of service quality dimensions on student satisfaction.
- Investigated the relationship between student satisfaction and student loyalty.
- Examined the moderating role of university image in strengthening the relationship between student satisfaction and student loyalty.
- Collected data from a sample of 1,550 university students in Vietnam and analyzed the data using confirmatory factor analysis (CFA) and structural equation modeling (SEM).

Study results:

The results identified five dimensions of higher education service quality: academic aspect, nonacademic aspect, programming issues, facilities, and industry interaction. Most of these dimensions had a significant positive effect on student satisfaction. The findings also showed that student satisfaction positively influences student loyalty and that the university image strengthens the relationship between student satisfaction and student loyalty. The study concluded that improving service quality and enhancing the

university image contribute significantly to increasing student satisfaction and fostering long-term student loyalty.

3.1.4 Kitapci, Akdogan & Dortyol (2014)

Study title

The Impact of Service Quality Dimensions on Patient Satisfaction, Repurchase Intentions and Word-of-Mouth Communication in the Public Healthcare Industry

Study objective:

The study sought to measure the impact of health service quality dimensions on patients' satisfaction and their intentions to re-engage and positive verbal communication in Turkish government hospitals.

Study content:

Measuring health service quality through the modified SERVQUAL model.

Studying the relationship between quality dimensions, patient satisfaction, and behavioral loyalty.

Analysis of the role of satisfaction as a mediator between quality and loyalty.

Study result:

The study demonstrated that there is a strong positive relationship between the quality of health service and patients' satisfaction and loyalty, and that the responsiveness dimension and the empathy dimension were the most influential in patients' satisfaction and their future behavioral intentions.

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