

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

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1.1 Introduction

The contemporary business environment is witnessing rapid fundamental transformations that force service institutions to reconsider their operational strategies and marketing directions, in light of the escalating intensity of competition, the development of consumer behavior patterns, and the growing expectations of consumers. Perhaps one of the most prominent challenges facing these institutions is achieving a distinguished level of quality of service provided as a fundamental pillar for attracting and retaining customers and enhancing their connection with the institution in the long term.

Researchers in the field of business administration and marketing have paid great attention to the concept of service quality since the end of the last century. Parasuraman, Zeithaml & Berry (1988) laid the foundations of this field by developing the SERVQUAL model, which is one of the most widely used tools in measuring service quality according to its five known dimensions: reliability, responsiveness, assurance, empathy, and tangible aspects. This model contributed to providing conceptual and applied frameworks that helped organizations diagnose the gaps between customer expectations and the services they actually receive.

However, interest in service quality was not limited to its operational dimension, but rather extended to include its repercussions on customer behavior, especially his loyalty to the organization. Loyalty does not merely represent repeat purchases or transactions, but rather is a reflection of a positive psychological and emotional state that the customer has toward the organization, which makes him prefer it over

competitors and recommend it to those around him. In this context, Oliver (1999) emphasized that true loyalty is a firm commitment to re-dealing with a product or service in the future, despite the presence of environmental influences and marketing attempts that may push towards transformation.

As the administrative and economic capital of the Kingdom of Saudi Arabia, the Riyadh region constitutes an extremely rich and diverse service environment, which includes hundreds of service institutions in the financial, banking, communications, education, healthcare, hospitality and retail sectors. The intensity of competition in this environment is gradually increasing with the acceleration of the pace of digital transformation within the framework of the Kingdom's Vision 2030, which attaches the utmost importance to improving the level of customer experience and quality of services in both the public and private sectors.

Accordingly, the importance of this study stems from its need to monitor the role of service quality in its various dimensions in building and enhancing customer loyalty in the context of service institutions in the Riyadh region, which contributes to enriching the relevant scientific literature and provides practical recommendations to decision makers in these institutions

1.2 Research Problem

Service institutions in the Riyadh region are facing mounting pressure on the intensification of competition and the development of customer expectations that have greater and more versatile options ever. Under these data, it is no longer able to provide an enough acceptable service to maintain the customer base, but the client's loyalty has become a strategic target that depends largely at the quality of the quality of service. Administrative literature indicates a close link between the quality of service and client, although the nature and strength of this relationship varies according to sectoral nature and privacy of cultural and geographical context. In the Saudi context, a number of service institutions suffer from volatility in customer retention rates and declines their satisfaction and gaps, despite increasing investments in improving services. Which raises substantial questions about dimensions that actually contribute to the formation of client's loyalty within this context. The problem of the search for the fundamental question is doubled: What is the role of service quality in achieving customer loyalty to service institutions in the Riyadh region?

1.3 Importance of the Research

This study derives its importance from two main axes: First: The theoretical importance of the study contributes to the enrichment of scientific literature related to the quality of service and the client's calf in the Saudi context, as well as established theoretical frameworks as a Servqual model and explores its reflections. The study also provides significant contribution to identifying the most influential dimensions in the client's loyalty in the services sector in Riyadh. Second: Applied importance. The study provides practical data and recommendations to inform managers and officials of service institutions in drawing their service strategies and the development of client management methods. The study is also consistent with the Vision 2030 vision gear to upgrade the quality of services and improve the beneficiary experience in various sectors.

2. Chapter 2: Literature Review

2.1 Introduction

The concept of quality of service is one of the most interesting and marketing concepts of research in recent decades, because of direct reflections on customer satisfaction and customer loyalty and the competitiveness of the institution in the market. This framework has been completed in this framework and a comprehensive theoretical foundation that is interpreted by mechanisms for forming and its impact on consumer behavior. This chapter deals with theoretical framework by reviewing the fundamental concepts associated with their key variables, the quality of service and client, as well as the most prominent and the most relevant theoretical frameworks and the presentation of the former Arab and foreign studies that contributed

2.2 Research Questions

This research is launched from the main question:

What is the role of service quality in achieving customer loyalty in service organizations in the Riyadh region?

This main question is branched by the following sub-questions:

- What is the quality of service provided in the SOA institutions in Riyadh from the point of view of customers?
- What level of customer loyalty in service institutions in Riyadh?
- Is there a statistically significant relationship between the quality of service with

different dimensions and client's loyalty in service institutions in Riyadh?

- Which dimension of service quality has the greatest influence on customer loyalty?
in achieving customer loyalty to service institutions in Riyadh?

2.3 Research Objectives

This research aims to achieve the following objectives:

To examine the role of service quality in achieving customer loyalty in service organizations in the Riyadh region. to the SOA institutions in Riyadh.

2.3.1 Sub-Objectives:

1. Measure the quality of service provided in the SOA institutions in Riyadh area of the customer perspective.
2. Determine the level of customers' loyalty to service institutions in the Riyadh region.
3. Detecting the nature of the relationship between the quality dimensions of service and client calendar.
4. Identify the most important dimensions in achieving customer loyalty within the service institutions in Riyadh.
5. Provide practical recommendations to enhance the quality of service and achieve customer loyalty in these institutions

2.4 Research Hypotheses:

H1: There is a statistically significant relationship between service quality and customer loyalty in service organizations in the Riyadh region at the significance level ($\alpha \leq 0.05$):

H1a: Reliability has a statistically significant positive effect on customer loyalty.

H1b: Responsiveness has a statistically significant positive effect on customer loyalty.

H1c: Assurance has a statistically significant positive effect on customer loyalty.

H1d: Empathy has a statistically significant positive effect on customer loyalty.

H1e: Tangibility has a statistically significant positive effect on customer loyalty.

2.5 Research model

The Role of Service Quality in Achieving Customer Loyalty in Service Organizations in the Riyadh Region

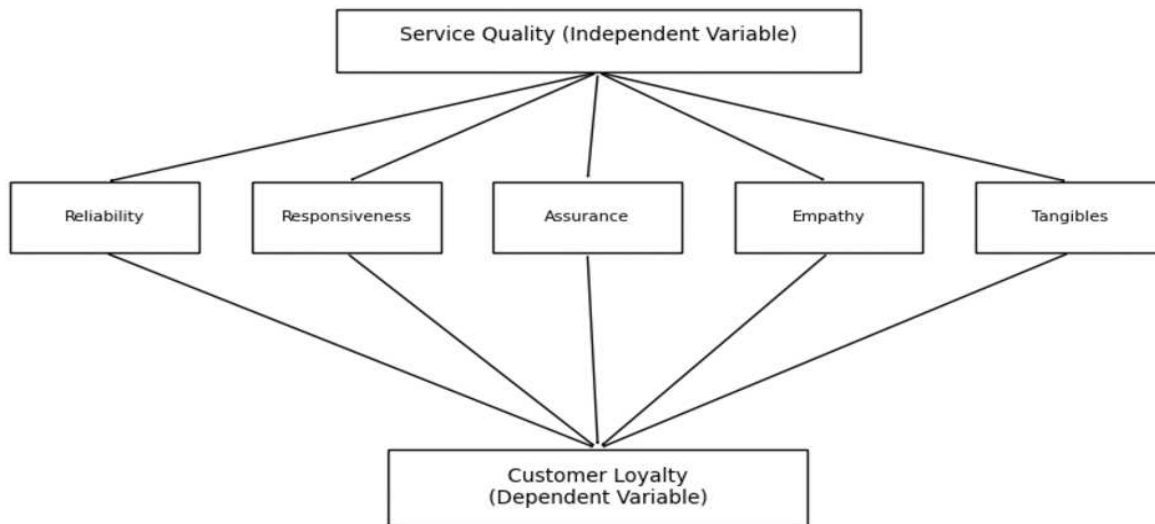


Figure (1): Conceptual Model.

2.6 Scope of the Study

This study is determined according to the following determinants:

The limitations of the study are as follows:

Objective limits: Studying the quality of the quality of service with its five dimensions (reliability, response, warranty, sympathy, concrete aspects) on customer's loyalty in service institutions.

Spatial boundaries: Service institutions in the Riyadh region of the Kingdom of Saudi Arabia.

Human limits: Customers of service institutions in Riyadh area of different age and social groups.

Time limits: The study is implemented during the academic year 2026.

2.7 Project Structure

This Figure is Show The project Structure



Figure (2) Show the project Structure

2.8 Theoretical Framework

2.8.1 The concept of leadership

The concept of service quality occupies a pivotal position in contemporary administrative and marketing literature, and the definitions provided by the intellectual bonds have varied. It is a consumer perspective, Parasuraman, Zeithaml & Berry, 1988, is known as the quality of service as the total judgment or the overall attitude towards excellence or excellence in service provided. The researchers generally distinguish an analytical levels of service quality: technical quality related to the content of the client and the functional quality relating to how to provide this service (Grönroos, 1984). The majority of studies indicate that the customer has often greater importance as important as it expresses the method of dealing and the style of human interaction associated with the service process.

The services are characterized by a number of characteristics that make their quality management more complex compared to tangible products, which is not judged before receiving, and the misery between production and consumption in now and the changes resulting from the humanitarian impact. These combined characteristics make service quality relatively build in the client's mind through its direct experience.

The importance of quality of service

The quality of service is of great importance to the service institutions for a phrase of strategic considerations, most notably: discrimination of its competitors under similar service presentations, and achieve customer satisfaction that is a necessary condition for building sustainable loyalty. Excellence in the quality of service can be a

sustainable competitive advantage that is difficult for traditional competitors (ZEITHAML, BERRY & PARASURAMAN, 1996).

2.8.2 Dimensions of service Quality

Paracuraman and Zhetamil and Berry (1988) through their model servqual five essential dimensions of the quality of service has become an academic reference and firmly:

First: Reliability The reliability is one of the most important dimensions in forming customer perceptions, because it reflects the commitment of the institution with its promises and its ability to fulfill on time and in an agreed way. The reliability is reflected in the Customer's confidence in the institution and is essentially formed to build relationship with him. Impact on the client's loyalty: the customer who finds an a reliable source of service tends to continue to deal with it and be caught from the experience of alternatives, which has been paid for behavioral and globally..

Second: ResponSiveness: means the readiness of employees and their true desire to assist customers quickly and effectively. Responding to an important time-related response is quickly communicating and dealing with complaints and inquiries. In an era, life rhythms accelerated and customer requirements are increased, the rapid response has become a crucial competitive feature. Impact on the client's loyalty: rapid response contributes to the purity and promotes its feeling that he is interesting and taking care of the organization, which feeds its association and reduces the possibility of transformation about competitors.

Third: Escrow (Assurance) means the knowledge and professional efficiency of service staff, as well as their ability to broadcast confidence and reassurance in customer's souls. This dimension includes technical skills, communication and professional appearance for employees and nature deal with customers. Impact on the client's loyalty: when the customer trusts employee efficiency and the secretariat of the Foundation, the level of satisfaction is increasing and a tendency towards continuing to deal without having to look for alternatives.

Fourth: Empathy (Empathy) expresses personal and individual attention given by the Foundation for each customer, by exceeding routine dealing towards building a warm human relationship and is aware of the needs of the client and seeks to meet them. The sympathy to customer involves clients as a non-numerical personnel. Impact on the client's loyalty: The customer's sympathy is privacy and appreciation, which is linked to its emotional correlation in the institution and is just a consumer to an ambassador that is positive.

Fifth: Tangible aspects (Tangibles) include the physical manifestations associated with the physical environment, equipment and equipment, and external appearance, materials and tools used in service delivery. Although it is the only omission element in the list of dimensions, it constitutes the first impression with the client and contributes to the formation of the organization's image in mind. Impact on the client's loyalty: positive physical impression enhances the trust of the customer in the institution since the first meeting and adapts fertile ground for a positive service experience leading to the link and loyalty.

2.8.3 Quality Measurement Models:

Servqual model

Paracuraman and Zuthlem and Pyri developed this model in 1988 based on a series of quality and quantity studies. The model measures the gap between customer expectations and actual dependence of service across 22 paragraph distributed to the five dimensions mentioned above. This model represents the most recruitment framework in academic research and quality of service assessments in institutions.

Servperf model: Cronin & Taylor, 1992 (CRONIN & TAYLOR, 1992) an alternative to servqual, as his companions believe that measurement quality should be based on the actual performance of the service without the need to measure prior expectations, The model consists of 22 paragraph reflecting perfect performance, and has proved an excess of reliability and honesty in some comparative studies.

Grönroos's Total Perceived Quality Model:

Gronros, Grönroos, 1984) suggested that the quality of the perceived service is formed of two axes: technical quality (what is the customer?) And the functional quality (how to receive it?) As well as a picture This model focuses on the full service process is not on its outcome alone.

2.9 Customer Loyalty

2.9.1 The concept of client loyalty

Definition

The concept of client loyalty is a loyalty of client is one of the most attendable marketing concepts in contemporary literature because of its close association with institutions. Oliver (Oliver, 1999) was known as a firm commitment to repurchase or re-dealing with a future product or service in a continuous basis, although there are no asylum and marketing factors from competitors may stimulate the client.

The researchers in this context distinguish between three loyalty :

Behavioral loyalty: and are reflected in repeating procurement and dealing with the same enterprise without exceptional alternatives.

The prosperous literature (position): The positive emotional link is the institution and feeling and preference for others for reasons of economic rationality .

Composite Loyalty: The integration of behavioral and eludinal dimensions in a picture in which the customer expresses a permanent behavioral commitment accompanied by a deep emotional connection.

Dick & Basu, 1994 (DICK & Basu, 1994) pointed out that real loyalty is not achieved only when they are associated with a frequent positive attitude, otherwise we are in front of incomplete forms of loyalty such as falseland or loyalty.

The importance of the client's loyalty to service institutions represents the pride already a strategic unprecedented for service institutions; The agent is more spent over time, and the cost of service is declining compared to new customers and is a

marketing source through the positive oral recommendations that bring new customers. Reichheld & Sasser, 1990 (Reichheld & Sasser, 1990) has shown that reducing customer loss rates by 5% can double profits ranging from 25% and 85% depending on the sector.

2.10 The relationship VS the quality of service and the Customer loyalty

Paracuraman and Berry (1996) were made in drawing a clear picture of the course of service to reach the client's loyalty, as they pointed out that the quality of service is leading to the customer satisfaction. The customer's satisfaction in this context is an intermediate ring between the quality and loyalty, although some studies demonstrate that the outstanding quality may produce direct loyalty without passing with a complete redrawing. This relationship is more clear when we look at it from a perceived value perspective; The customer who is aware that what is received from a service goes beyond the price, effort and time, tends to continue to deal with the institution and recommend it to its social surroundings. In contrast, when the negative gap between the actual expectations and perception, satisfaction, and balance loyalty is declining and the possibility of transformation towards alternatives.

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 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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