

Service Quality and its Impact on Customer Satisfaction and Customer Loyalty in Supermarkets/Grocery Stores in north Cyprus

Abstract

The problem of quality of service trade is constantly worried about buyers and sellers for quite natural reasons. Quality - one of the fundamental characteristics of the goods, which have a decisive influence on consumer demand and competitiveness. In addition, the quality of trade services is a tool in the competition. Therefore, in the competitive market of great importance given to the quality of trade services, since it determines the effective trading activity of any enterprise, the main indicator of which is the amount of profit.

The aim of the study is to identify the amount of the quality service provided by supermarkets/grocery stores and its impact on the customer satisfaction and customer loyalty in north Cyprus.

The main objectives of this study are to analyze the consumer behavior and preferences of visitors' retailers of north Cyprus, as well as develop a list of recommendations of consulting for a variety of retailers to meet the requirements of their customers, the ratio respect to the quality of their services. The data will be collected from different kinds of supermarkets and grocery stores in north Cyprus through a quantitative questionnaire.

Keywords: Service quality, Customer satisfaction, Customer loyalty, Supermarkets/grocery stores; north Cyprus.