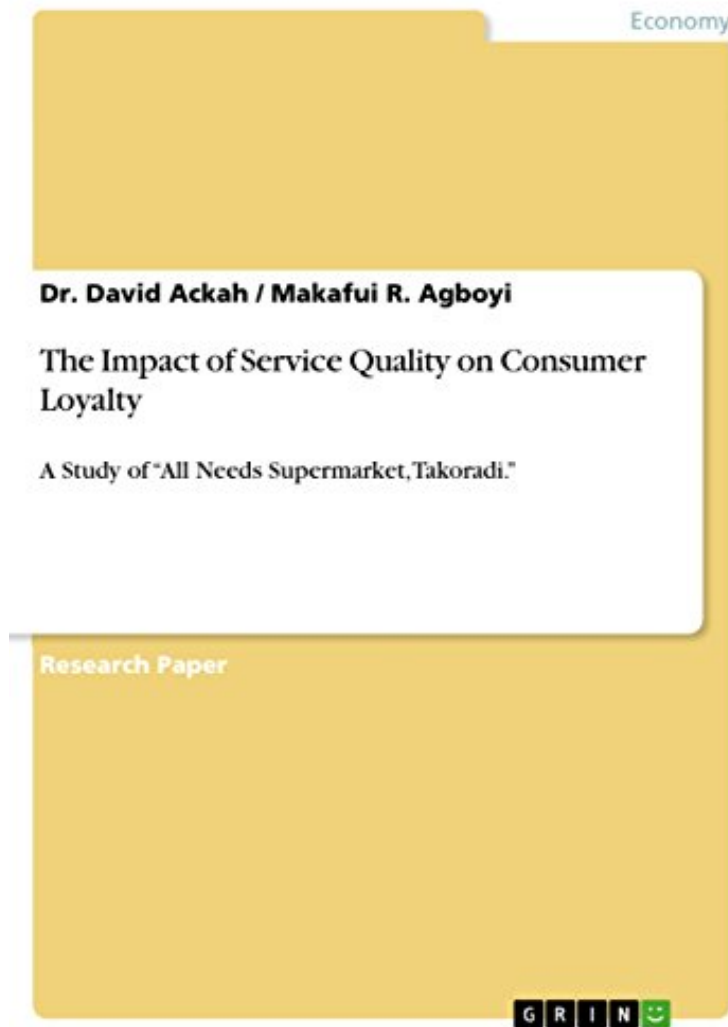


[DOWNLOAD] The Impact of Service Quality on Consumer Loyalty: A Study of "All Needs Supermarket, Takoradi";

The Impact of Service Quality on Consumer Loyalty: A Study of "All Needs Supermarket, Takoradi";

Dr. David Ackah, Makafui R. Agboyi
audiobook / *ebooks / Download PDF / ePub / DOC



DOWNLOAD



READ ONLINE

2014-11-10 2014-11-10 File Name: B00US25RH6 | File size: 65.Mb

Dr. David Ackah, Makafui R. Agboyi : The Impact of Service Quality on Consumer Loyalty: A Study of "All Needs Supermarket, Takoradi"; before purchasing it in order to gage whether or not it would be worth my time, and all praised The Impact of Service Quality on Consumer Loyalty: A Study of "All Needs Supermarket, Takoradi";:

Research Paper (postgraduate) from the year 2013 in the subject Economics - International Economic Relations, grade:

A, Atlantic International University (School of Business and Economics), language: English, abstract: The study explores the relationship between service quality and customer satisfaction on customer loyalty with regards to services provided by All Needs Supermarket, located in Takoradi. To achieve the objective of the study, quantitative method was used for the statistical analysis and convenience sampling for selecting customers. The researcher used the self-administered questionnaire as a method for collecting data from the sample consists of 101 customers randomly selected from the population frame. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty of the customers of All needs supermarket, Takoradi. It was therefore, recommended that staff of All needs supermarket should pay special attention to their service quality and the factors that drive customer satisfaction.