



How to Enhance Customer Loyalty to Retail Stores via Retail Service Quality Practices? A Moderated Mediated Mechanism

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ABSTRACT

This study proposes and empirically investigates a moderated mediation mechanism to enhance consumer loyalty via retail service quality (RSQ) practices. The results revealed that the impact of physical aspect, reliability, personal interaction, and policy on customer loyalty is significantly mediated by the affective commitment to the retailers. Further, the retailer's corporate image enhanced the indirect effects of reliability, personal interaction and retailing policy on customer loyalty. By investigating how the interplay of RSQ dimensions, affective commitment and corporate image enriches retail service quality, this study contributes to the retailing literature.

KEYWORDS

Retail Service Quality (RSQ); affective commitment; corporate image; moderated mediation; customer loyalty

Introduction

To ensure a high level of customer service, and to incorporate service culture into the retail setting, retailers should examine the quality of their retailing services. Accordingly, the idea of “Retail Service Quality (RSQ)” has gained paramount importance in retailing literature during the last decade (Kaatz, 2020) and has been viewed as a strategic tool to enhance customer loyalty to a particular retailer (Wong & Sohal, 2003). Though falling in the genre of service, retailing is different from pure services like banking and education due to the presence of both product and service-related attributes incorporated into retailing (Goworek & McGoldrick, 2015). Due to such uniqueness, researchers use specific measurement instrument to analyze RSQ rather than relying on available service quality measurement tools (Dabholkar et al., 1996; Wong & Sohal, 2003).