

Enhancing customer loyalty to supermarkets through retailing service quality practices

Achchuthan Sivabalan, University of Jaffna, achchu2009@gmail.com

Charles Jebarajakirthy, Swinburne University of Technology.*

CJebarajakirthy @swin.edu.au

Karunanithy Mahadevan, University of Jaffna, karuna6767@ymail.com

Kajenthiran Konalingam, St. John's College, kajentitans@gmail.com

Abstract

Enhancing retailing service quality (RSQ) serves as a basic strategy for gaining competitive advantage in the retailing industry and enables retailers to make a loyal customer base to stores. The main purpose of this study is to empirically investigate the influence of both RSQ and its dimensions (physical aspect, reliability, personal interaction, problem solving and policy), on customer loyalty to supermarkets. The findings of this study would contribute to both theory and to the marketing activities of supermarkets and other retailers. The data were collected from 2375 customers of three main supermarkets in Sri Lanka. The findings showed RSQ positively influenced customer loyalty. Of the dimensions of RSQ, physical aspect, personal interaction and policy had significant influence. Based on these findings, implications for theory and practice have been discussed.

Keywords: Retail Service Quality (RSQ), customer loyalty, dimensions of RSQ, supermarkets

Track: Consumer Behaviour