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Etude des relations entre les dimensions de la qualité de service du point de vente, l'image de l'enseigne, la satisfaction des clients et la fidélité - un modèle pour une chaîne de distribution Iranienne

Survey of Relations between Store Quality Dimensions (SQD), Corporate Image (CI) and Customer Satisfaction (CS) in order to building the Loyalty Model in chain stores of Iran

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Table of Contents

Acknowledgments	5
Dedication	6
Epigraph	7
Introduction	9
1. Part 1 Introduction and Literature Review	10
1.1 Chapter1 : Introduction	10
1.1.1 Lireature Survey of relations among the research constructs	12
1.1.2. Research Questions	13
1.1.3 Research Hypothesis	13
1.1.4 Research Hypothesis Map	14
1.1.5 The purpose of objective Research	15
1.1.6 Research Methodology and Process	15
1.1.7 Statistical Population and sampling Method	18
1.1.8 Data analysis	19
1.1.9 Expected Results before starting the research	20
1.1.10 Operational concepts in this research	21
1.2 Chapter2 : Literature review	23
1.2.1 Background and concepts of Service Quality	23
1.2.2. Definition of Service Quality	23
1.2.3 Store Quality Dimensions (SQD)	24
1.2.4 Traditional Service Quality Dimensions	25
1.2.5 New Service Quality Dimensions	26
1.2.6 Survey of important Constructs in based of Traditional - New perspective	27
1.2.7 Customer Satisfaction.	
1.2.7.1 Definition of customer satisfaction	
1.2.7.2 Satisfaction Formation	28
1.2.7.3 Determinant of customer satisfaction	
1.2.8 Service Quality Model of Internet Banking	
1.2.9 Dimensionality of Responses to Customer Satisfaction	
1.2.10 Customer Satisfaction as Antecedent of the Customer's Quality Perception	32
1.2.11 Relation among Service Quality, Value, Satisfaction and Loyalty	
1.2.12 Relation between Service Quality, Corporate Image, value and Satisfaction	
1.2.13 The relation between Performance and Customer Satisfaction	
1.2.14 The role of store Image in Customer Satisfaction and Loyalty	
1.2.15 Relation Survey between the all construct in comprehensive model	
1.2.16 Survey the relations between SOD. CS and LD	40
1.2.17 Service Quality and Satisfaction	
1.2.18 Summarize of Research Survey and Design the Conceptual Model	
2. Part2 : Chapter 3 : Methodology	

2.1.1 Survey and analysis the methodology logic and paradigm in Research	
2.1.2 Research Purpose	49
2.1.3 Research Approach	50
2.1.3.1 Quantitative Approach	50
2.1.3.2 Qualitative Approach.	
2.1.4 Research Strategy	51
2.1.5 Research steps and Study Design	
2.1.6 Research Design Process	54
2.1.7 Data Collection	56
2.1.8 Data Analysis	
2.1.9 Survey Method and Administration	59
3. Part3 Chapter 4 : Data collection and A nalysis	63
3.1.1 Coding of Questionnaire in order to Data Entry	63
3.1.2 Cleaning and Screening of Data	63
3.1.3 Preliminary examination of Data	64
3.1.4 Descriptive analysis	65
3.1.5 customer profile in sample size	66
3.1.6 Analysis and survey the constructs of store quality dimensions (SQD)	
3.1.6.1 Constructs Measurement of Tangible	67
3.1.6.2 Constructs Measurement of Reliability	70
3.1.6.3 Constructs Measurement of Responsiveness	73
3.1.6.4 Constructs Measurement of Assurance	76
3.1.6.5 Constructs Measurement of Empathy	79
3.1.6.6 Measurement model for Store Quality Dimension construct	
3.1.7 Constructs Measurement of Quality Customer Relationship	85
3.1.8 Constructs Measurement of Customer Satisfaction	
3.1.9 Constructs Measurement of Corporate Image	91
3.1.10 Constructs Measurement of Loyalty Dimension	94
3.1.11 Testing proposition and Hypothesis	
3.1.11.1 Hypothesis (1)	97
3.1.11.2 Hypothesis (2)	100
3.1.11.3 Hypothesis (3)	103
3.1.11.4 Hypothesis (4)	106
3.1.11.5 Hypothesis (5)	109
3.1.11.6 Hypothesis (6)	
3.1.11.7 Hypothesis (7)	115
3.1.11.8 Hypothesis (8)	118
3.1.11.9 Hypothesis (9)	121
3.1.11.10 Hypothesis (10)	124
3.1.12 SQD-LD path Structural model Design and Formulation	128

4. Part4 Chapter 5: Findings and Rseults	
5.1 Conclusions	139
5.2 Conclusions Implications	144
5.2.1 Theorical Conclusions	144
5.2.2 Applied and Executive Conclusions	145
5.3 Suggestions for Future Research	147
5.4 Ethical Consideration	148
Reference List	149
Appendix 1 : Questionnaire	
Appendix 2 : Figures List	161
Appendix 3 : Tables List	163

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Dedication

To my lovely wife and my children, to whom I am eternally grateful. It is thanks to their undying support, Kindness and patience that I have been able to accomplish the present work. Epigraph

...Verily in the creation of the heavens and the earth, and the alternation of night and day - there are indeed signs for men of understanding; Men who remember God, standing, sitting, and lying down on their sides, and contemplate the creation of the heavens and the earth (with the thought) "Our Lord! Not for nothing have you created (all) this. Glory to You!" Holy Quran [3:190-191]

Résume:

Aujourd'hui l'image de marque des chaînes de distribution est un élément central de leur succès. La plupart d'entre elle ont des programmes destinés à mesurer les différentes dimensions de leur performance au niveau du point de vente, de la satisfaction de leur client, de la qualité de leur relation-client et de leur image de marque.

Ces facteurs sont supposés contribuer à la fidélité des clients. La question est d'en connaître le poids relatif. L'objet de cette recherche est d'en proposer un modèle intégré et d'en tester la valeur empirique, dans le cas d'une chaîne de distribution iranienne, sur la base d'un échantillon de 500 consommateurs. La qualité des points de vente, la satisfaction des consommateurs, l'image de marque de l'entreprise, et la qualité de la relation sont intégrés dans un modèle explicatif de la fidélité des consommateurs. Effort rarement fait, la littérature ayant testé séparément les différentes hypothèses.

Survey of Relations between Store Quality Dimensions (SQD), Corporate Image (CI) and Customer Satisfaction (CS) in order to building the Loyalty Model in chain stores of Iran

Abstract:

Today, the most successful corporate image in the world are retailing and chain stores. Most chain stores and retailing companies have research programs designed to measure Point of Sale (Store), Customer Satisfaction (Experience), Brand Image (Corporate Image) and Quality of relationship. Such programs are designed to allow management to measure store (POS) constructs and relations with corporate image, satisfaction, quality of relationship and store loyalty. This constructs provide essential information to guide efforts to increase the excellent variability in stores and will help to ensure there continued loyalty and patronage. There is evidence as to the link between store quality and excellence chain store performance and chain store –level data suggests as link between higher store quality, higher corporate image, higher customer satisfaction, higher loyalty and improved the market share, customer share and profitability.

The survey effect of Store Quality Dimensions as a POS toward Customer Satisfaction and Loyalty Dimensions, to creating the loyal customers is one of the most important in literature of this thesis. There have been different but homogenous approach for considering research constructs. The customer - based approach, the financial approach and combination approach. While this study focus on customer approach and survey the effective process of "SQD ---CS---LD path" in chain store industry.

This constructs used to operationalization of customer loyalty as target objective of model .we used the store quality as an antecedent of customer satisfaction and customer loyalty and called "SQD-based-LD" approach. The contribution of this study is formulating and development of a conceptual framework that integrates the constructs of model and extraction of SQD – LD Model in Iran chain stores.

Mots Clés: Entreprise Chaîne de Magasins, Dimensions de Performance d'Entreprise, Qualité Relation-Client, Image de Marque, Satisfaction et Fidélité de Client.

Key Words: Chain Stores, Store Quality Dimensions, Quality Customer Relationship, Brand Image, Customer Satisfaction and Brand Loyalty.

Introduction:

Today, the most successful corporate image in the world are retailing and chain stores. Most chain stores and retailing companies have research programs designed to measure Point of Sale (Store) ,Customer Satisfaction (Experience) , Brand Image (Corporate Image) and Quality of relationship (CRM) . Such programs are designed to allow management to measure store (POS) constructs and relations with corporate image, satisfaction, quality of relationship and store loyalty. This constructs provide essential information to guide efforts to increase the excellent variability in stores and will help to ensure their continued loyalty and patronage. There is evidence as to the link between store quality and excellence chain store performance and chain store – level data suggests as link between higher store quality, higher corporate image, higher customer satisfaction, higher loyalty and improved the market share, customer share and profitability.

The survey effect of Store Quality Dimensions (SQD) as a POS toward Customer Satisfaction (CS) and Loyalty Dimensions (LD), to creating the loyal customers is one of the most important in literature of this thesis. There have been different but homogenous approach for considering research constructs. The customer - based approach, the financial approach and combination approach. While this study focus on customer approach and survey the effective process of "SQD ---CS---LD path" in chain store industry.

Previous studies tested and found relations among the dimensions of store quality. This research describes the direct and indirect causal relationship among total dimensions of store quality to satisfaction and loyalty as target objective in conceptual model. The results of research illustrated that store quality dimensions has influenced corporate image, quality of relationship, satisfaction and loyalty.

The main goals of research is finding the relations between multiple variables in SQD and offer the significant model in chain stores of Iran, in order to, decrease the cost and increase the benefits .To design the model, We used the four constructs with customer based approach.

Concepts of POS (store), Customer Satisfaction (experience), Brand Image (Corporate) and Quality of Relationship (CRM) used to operationalization of customer loyalty as target objective of model .we used the store quality as an antecedent of customer satisfaction and customer loyalty and called "SQD-based-LD" approach.

The contribution of this study is development of a conceptual framework that integrates the constructs of model and extraction of SQD – LD Model in Iran chain stores.

1. Part 1

1.1 chapter 1: Introduction

Changing the economic and social situation, creating the social networks and significant role of word of mouth (WOM) in buying process, has increased the competition level, prices and improved the marketing communication specially the level of advertising in Iran retailing market.

These factors and paid attention to needs and wants of customers, caused chain stores and other retailing to become more important and attractive.

Today, the most successful corporate image in the world is retailing and chain stores. Retailing industries make large investments to build corporate image, customer satisfaction and loyalty. One part of this brand and imaging strategy is to improvement the store Quality dimensions. The Wall mart retailing that includes four sections: supercenter, neighborhood, discount and SAMs club has developed store quality as main constructs for improvement the satisfaction and loyalty.

The effect of Store Quality Dimensions (SQD) toward Customer Satisfaction (CS) and Loyalty Dimensions (LD), to creating the loyal customers is one of the most important subjects in literature of marketing management in 2010. This concepts and measurement of their effects has interested to academicians and practitioners for more than one decade. There have been different, but homogenous perspective for considering research constructs. The customer - based approach, the financial approach and combination approach. While this study focus on customer approach and effective process of "SQD --- CS---LD path" in the chain store industry.

Berry and Zithtmal (1998) claimed that constructs of satisfaction and loyalty is reflected by the change of customer attitude by purchasing a portfolio of products and services. This research, paid attention to customer based approach, in order to; recognize the fundamental constructs and their relationship as an antecedents and consequences of satisfaction and loyalty.

Previous studies tested and found relationship among the dimensions of store quality. This research describes the direct and indirect causal relationship among total dimensions of store quality to satisfaction and loyalty as target objective in conceptual model. Constructs of this model include: Point of Sale (Store), Customer Satisfaction (experience), Brand Image (Corporate) and Quality of Relationship (CRM). The results of research illustrated that store quality dimensions has influenced corporate image, quality of relationship, satisfaction and loyalty.

Literature and action survey would provide to researchers a conceptual framework to describe the relationships between the SQD ,CI, CS and LD. Customer based approach used to design the conceptual model in order to improvement the decision making ,optimizing the resources , decreasing the communication errors , modification the marketing mix and etc.

The main problem of research is finding the relations between multiple variables in SQD and offer the significant model in chain stores of Iran in order to decrease the cost and increase the benefits .To design the model; we used four constructs with customer based approach.

Concepts of POS (store), Customer Satisfaction (experience), Brand Image (Corporate) and Quality of Relationship (CRM) used to operationalization of customer loyalty as target objective of model .we used the store quality as an antecedent of customer satisfaction and customer loyalty and called "SQD-based-LD" approach. SQD-based-LD approach measured by the level of customer satisfaction, corporate image, quality customer relationship, store quality and other significant constructs.

The contribution of this study is development of a conceptual framework that integrates store quality, corporate image, customer satisfaction and loyalty. Specifically, the study investigates the significant variables and relations between store quality, corporate image, customer satisfaction and Customer Loyalty. It reviews the literature on these four constructs and outlines the expected relationships. Limitations of the study are noted and possible areas for further research will be indicated.

In regarding the existing of traditional chain stores, new chain stores, simultaneously with awareness and demands growth in Iran is in expanding process and is attractive for investors. That is why it integrates the dissertational supermarket and shops, decreases the cost of distributions, modification of distribution, optimizes the cross – docking, maintains the competition space and welfare the customer. This industry plays as the modification and facilitator of distribution. Importance of this critical topic causes selection of retailing industry for survey.

1.1.1 Literature Survey of relations among the research constructs

- Relationships between satisfaction and Customer Loyalty

Aaker (1996, 1999) argued that corporate image is a multidimensional construct, which consists of customer loyalty and customer satisfaction based on store quality. Satisfaction and Customer Loyalty occurs when the customer has a high level of awareness and familiarity with the store quality and corporate Image and hold some strong, suitable and unique Image association memory.

Taylor (1999, 2006) contended that Image associations could be recalled in customer's mind as emotional impressions. Image awareness influences customer decisions making by affecting the strength of the Image associations in their mind. Pitta and Katsanis also pointed out that there are several dimensions of store quality. They further indicated that Image associations of the product can be stored in customer's minds after Image awareness of the products (Keller, 1999, 2006).

- The Relationship between Customer Loyalty and perceived store quality

Studies have shown that customers who hold favorable associations towards Image also are likely to develop favorable perceptions of store quality (Aaker, 1991and Pappu, 2005). Store quality in their study has been defined as customer's ability to recall that Images a member of product category. Customers Image multi-variables are likely to be high when they have strong associations for the satisfaction and Image and it is when they perceive the quality of the Image to be high.

Another study has shown that there is a relationship in SQD-CS-LD path which has illustrated the relationship between the dimensions of store quality and Customer Loyalty. (Atilgan, 2005). They concluded that store quality dimensions mostly influences customer satisfaction and customer loyalty, but even their study gave no enough support to the existence of a direct causal relationship between the multiple dimensions for perceiving store quality. However, observed statistical analysis suggested that there is a correlation between customer loyalty and perceived store quality. As a result, they suggested that attention Customer Loyalty should not undervalue the effect of Image awareness and perceived quality to customer loyalty.

- The Mediating Effect of corporate Image

Image awareness has been defined as customer's ability as reminder and reflects the Images of a member of product and service group (Aaker, 1992). Customers Image awareness is likely to be high when they have strong associations toward the Image and it is when they corporate image to be high. Similarly, customer's perception and attitude of corporate Images are likely to be high when they have strong association with the Image. (Pappu , 2005). According to opinions of Aaker, brand awareness builds the familiarity of liking sight and is a signal of substance/commitment, and corporate Image acts as a differentiation tools. A literature survey illustrates that the corporate Image and brand perform the most important role in optimization of satisfaction.

1.1.2 Research Questions

The main question left is how the Store Quality affects customer satisfaction and loyalty in retailing industry and the store quality role as an antecedent of customer satisfaction and loyalty. In order to answer this question, the following objectives are needed to be understood by a survey:

- Recognition of the determination and significant factors for SQD--LD Model

- Recognition of the relation between Store Quality, Corporate Image, Quality of Customer Relationship, Satisfaction and Loyalty.

- The Conceptual Model based on relations between constructs design.

1.1.3 Research Hypothesis

By literature survey, the definition of problem statement and research purpose was developed 10 hypotheses:

- H1: Cumulative Satisfaction will be effect more positively in the Store Loyalty of chain store.
- H2: Corporate Image will be effect more positively in the cumulative Satisfaction of chain store.
- H3: Store Quality Dimension (SQD) has a direct positive effect in the Cumulative satisfaction of chain store.
- H4: Corporate brand image has a mediator effect between Store Quality Dimension & cumulative Satisfaction (Mediator effect)
- H5: Store Quality Dimension has a significant effect on Corporate Image of chain store.
- H6: When multiple variables of outlet (reliability, Communication, tangible...) are presented, it affects the Store Quality Dimension significantly. However, there will be significant difference in the several variables in servqual of outlet in conditions of chain store.
- H7: Cumulative Satisfaction will be effect more positively in the Quality Customer Relationship of chain store.
- H8: QCR will be effect more positively in the Loyalty of chain store
- H9: Corporate Image will be effect Loyalty in chain store.
- H10: SQD will be effect more significantly in L.D of chain store.

1.1.4 Research Hypothesis Map

To illustrate the relationship among SQD, CI, QCR, CS, LD and relationships among constructs and in order to answer research questions, we offer a research map shown in Figure (1-1).



Figure (1-1): Research Hypothesis Map

1.1.5 The purpose of objective research

The main purpose of the research is formulating and designing the Customer Loyalty model with survey of relations among Store Quality, corporate Image, and quality of relationship, satisfaction and loyalty in chain stores of Iran, and also to design and develop the SQD-LD Model in direction of improvement of satisfaction and loyalty.

This study will investigate the effect of various store quality dimensions on corporate Image, Quality of relationship, Customer satisfaction and Customer Loyalty. The research involves a survey with customers by 650 questionnaire (primary step: 150 useable questionnaire and final step: 500 useable questionnaire) and the 50 customers as expertise in focus group at chain stores in Iran will be attended in that.

1.1.6 Research methodology and process

The methodology of research centralizes the survey on Etka chain stores in Iran as the case study and uses the significant tools; such as, observation, Questionnaire, checklist and focus group, reports from Etka chain stores documents to increasing the reliability and validity.

Design / methodology / approach: For this survey, we use the 150 usable questionnaires in primary step and 500 usable questionnaires in final step. The test of the proposed model was based on a simple path model that related the latent variables to the dependent manifest variable of store quality. In this method, we will use the scatter diagram and regression for comparing the outlet Image in product portfolio (selected by the direction of consulting in chain store). The survey shows the relation between satisfactions and store quality for determination of corporate Image quality and design of the several variables in SQD model for ranking by Friedman method for improvement of model. Before the main testing of the model, it is important to make the primary design of the conceptual model and describing the hypothesis and do the goodness of fitting, consistency operation and confirm the fundamental results for starting the work.

In the survey, the construct of satisfaction will be measured as an estimation overall performance in the main store. Another limitation is the fact that the study will be based on "corporate brand and Image", "store Quality" and measuring the multiple variables in Iran is quite difficult. In order to facilitate this problem, we select the Etka chain store for the case study and survey. Etka chain store have first rank in sale , acquisition of profit , very expanded , high dissertational all around of Iran that contains 450 branches. Here is the process of developing the model, this process of action research describes in research algorithm, summarized in figure (1-2). This figure illustrates that how research started, continued, and concludes. The most important thing in this diagram is having process ,having systematic consultation and guiding line for decreasing the errors and reaching the unbiasedness ,having efficient and consistent data and information in design of SQD-LD model.







Figure (1-2): Methodology and Process of Research

1.1.7 Statistical population and sampling method

For this reason we can exemplify the main branches of chain stores which this network contains the 450 chain store in Iran as a statistical population. Another trait for selecting this chain store can illustrate the 60 year- life cycle with biggest retailing network, having the corporate Image in Iranian mental and executive the CSM and CRM Model in this network. These reasons and the Etka most important role in distribution net modification lead the definition of population in the Etka chain store.

In this research we use the Cluster method with condition of random selection.

The number of customers (Questionnaire) and Experts (Focus Group) in sample include:

n = 50 (customer in role of Focus Group)

n = 150 (customer in primary step)

n =500 (Customer in final step)

The number of sample oriented with normal distribution and demonstrated the central limit theorem for decreasing the decision error.

1.1.8 Data analysis

The theoretical model will be specified as a structural equation model, and parameters for the model will be estimated with maximum-likelihood (ML) methods through the use of the Lisrel and SPSS- AMOS 18.0 program under the STREAMS modeling environment. In this research we will use the comparative tools for determination of quantity of model construct and ranking for developing the model.

In this research we will use the SPSS-AMOS software for descriptive analysis, construct analysis and measurement, correlations among constructs, goodness of fitting, structural equation modeling and survey of validity / reliability.

The figure (1-3) illustrated the Design, methodology and approach.



Figure (1-3): Design, Methodology and Approach of Research

1.1.9 Expected results before starting the research

This study is likely to show how retailers improve the customer loyalty. It is more important since the store quality dimensions have significant effect for improvement of customer loyalty. Chain stores are expected to be good at retailing, with creating a favorable and attractive store environment as well as an efficient outlet for customers. Customers do not seem to have any expectations that retailers launch in store loyalty. In other words, this indicates that loyalty can affect satisfaction and corporate Image. Customers who prefer store quality are more knowledgeable, more aware in many aspects and some of them have no enough time to do their shopping.

Store Quality Dimensions (S.Q.D) still plays an important role for retailers in many ways and offer quality and variety to customer's satisfaction.

Companies are also investing heavily to promote their store quality in the stores; however, small companies may sell as much as 50 percent of their production to one retail chain and are not therefore in a position to criticize their important customers.

The review of prior studies as well as market statistics for this research has shown that store quality has a tremendous worldwide growth rate and this development is likely to be continued in the future. The studies reviewed and indicated that retailers must consider with profitability if they increase the satisfaction and customer loyalty. What are the consequences for retailers of this growth of store brand and Images? Is it only advantageous for them? Does it increase satisfaction and customer loyalty? There are numbers of likely implications of an increased share of customer loyalty experimental studies .For example, generally, we can use specific corporate Image and satisfaction brand and images, instead of looking at store quality. In deep interviews could illuminate how the various store quality dimensions are affected by customer satisfaction. Studies could compare the development of store quality dimensions. If researchers had access to the customer data bases of leading retailers, more research could be done on behavioral data. An interesting approach would be to compare profitable versus less profitable customers against their use of store quality and significant effect in satisfaction and customer loyalty. The most important factor for customer satisfaction is the store quality dimensions; moreover, retailers must be good at retailing. Customers are satisfied when the store is neat and pleasant and when they feel that the store understands their needs.

The growth rate of store quality in retailing industry is higher than corporate image, satisfaction and loyalty. Wisely launched, store quality may be profitable to retailers. However, gross margins are much higher for store quality than company brand and images, net margins are equal. Therefore, it is important to find out how important store brand and image in a customer perspective is. After all, retailers prosper when they have satisfied and loyal customers. The research is based on a more holistic definition of store image and corporate image rather than prior studies, which should give a more accurate picture of the relative importance of the store quality dimension as well as store brand and image.

1.1.10 Operational concepts in this research

- Corporate Image

The corporate image is a valuable intangible asset and that is difficult to imitate and it may help to achieve sustained superior financial performance (Roberts and Dowling, 2002). The corporate image in product and service play different roles in the organization. The benefits and utility of the corporate image is to provide a value proposition or customer relationship based on the organizational associations, to provide credibility to other brand and image (expertise, trustworthiness, ...), and to be clarified and attentive in the organizational assumptions, customs, value and culture inside the organization (Aaker, 1996).

The corporate image based on what people associate with the company or all the information (perceptions, inferences, and believes) regarding people. Whereas, some researchers use image and reputation as substitutes, others such as Fombrun (1996) sees reputation as the esteem in a long-term perspective that the company has, as opposed to image that can be more short-term in nature. In this research, image and reputation are used as substitutes, since it belongs to the early studies on store image which would use the concept "reputation" they are being done today. A company's reputation can act as a signal that summarizes its past behavior and can be used as forecast future actions (Osman, 1993; Bloemer, 1998).

- Store Quality Dimensions

Store quality in the sense of the store as images is usually measured as customers' perceptions of store performance. This choice is based on the notion of value-percept diversity, i.e. customers are likely to be more satisfied with the offering as the ability of the offering to provide customers what they need, want, or desire increases relative to the costs incurred (lohnson, 1998, Henard, 2001). Store image can be defined as the way that customers view the store, i.e. their impression or perception of the store (for a review of various definitions of store image (Hartman and Spiro, 2005). One of the earliest studies of store Image was done by Martineau (1958), and the concept has been one of the primary conceptual topics in academic retailing research (Mayer, 1989). Several studies demonstrate that corporate Image affects customer product judgments and responses in a positive manner (Dacin and Brown, 1997). A French study showed that the store image offers recognition, familiarity, confidence, and other associations that make it easier for customers to make the decision to try the product (Dimitriadis and Lingered, 1990). Although there is a reciprocal influence between store image and individual store image, the influence is stronger from the store to the image than in the opposite direction. In other words, when customers have tried the store brand and Image, their opinion about it will have a potential influence on the store Image, but it is more likely that the image of the store already influenced customers' willingness to try the brand and image.

- Customer Satisfaction

Customer satisfaction can be seen as a fulfillment of customers' consumption goals as experienced and described by customers (Oliver, 2006). Satisfaction is customers' "judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment" (Oliver, 1997). A review of 50 empirical studies on customer satisfaction showed that the antecedents to satisfaction are varied between studies (Szymanski, 2001). Usually expectations, disconfirmation of expectations, performance, effect, and equity were used to model buyers' level of satisfaction. Since, store Image is usually measured as store performance; it was natural to choose performance in this study as well.

- Customer Loyalty

The main goal of the most chain stores are to have satisfied and loyal customers. Loyalty can be a result and outcome of customer satisfaction (Oliver, 1997). In a review of earlier studies, there was a positive significant correlation between satisfaction and repeat purchase correlations studied (Szymanski, 2001). It is therefore most likely that satisfied customers will be loyal in chain store.

The issue of customer loyalty has emerged as one of the most crucial topics for products and service management (Keller, 1993; Cobb-Walgren, Ramos and Franco, 2005).

Customer loyalty has been considered in many context: the value added to the product (Jones, 1986; Lethesser 1988; Farquhar, 1990; Aaker, 1991, 1996, 1999; Keller, 1993, 1998, 1999; Kapferer, 1997); image preference, purchase intention (Lattin, 1987; Zeithaml 1988; Hardie et al 1993; Cobb-Wagren 1995); customer loyalty, image awareness perceived quality, image associations (Aaker, 1991; Keller, 1993; Gralpois 1998, Pappu et al, 2005; Atilgan et al, 2005); value of the firm (Aaker, 1991; Kim and Kim, 2005); value of the customer(Aaker1991; Martensen and Gronholt, 2003); differential effect of image and knowledge of customer response to the marketing of image (Keller, 1993).

- Quality Customer Relationship

As customer-organization relationships deepen, consumers increase their expertise in the firm's product line and industry and develop increased switching costs. This study investigates the effects of customer investment expertise and perceived switching costs on the relationships between technical and functional service quality and customer loyalty. Technical service quality is more important determinant of customer loyalty than functional service quality as expertise increases. Both technical and functional service quality are hypothesized to have a reduced quality customer relationship with customer loyalty as perceived switching costs increase. Three-way interactions between the main effects of service quality, customer expertise, and perceived switching costs yield additional insight into the change in relative importance of technical and functional service quality in quality customers relationship or CRM to be satisfied and loyal.

1. Part 1

1.2 Chapter2 : Literature Review

This chapter will give an overview of literature, concepts and models that are related to the research problem statement and introduction presented in the first chapter. In this chapter we will introduce the concepts of Store Quality Dimensions (SQD), Corporate Image (CI), customer satisfaction (CS), formation of Store Quality and customer satisfaction, determinants of customer satisfaction, Customer Relation Quality (QCR) and Loyalty Dimensions (LD) in the base of Chain Store activities, relation between store quality and satisfaction, store quality concepts, traditional store quality dimensions, new store quality dimensions, and store quality model of Chain Store in order to give a clear idea about the research area.

1.2.1 Background and concepts of Service Quality

Much of the main work in developing a model to define and assess service quality has been conducted (Parasuraman, Zeithaml, and Berry ,1985). In conceptualizing the basic service quality model, identified ten key determinants of service quality as dimensional most importantly by the service Organization. These dimensions include: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding and recognition of the customer and tangibility.

They noted that discrepancies existed between the companies and the customer's attitude and perceptions of the service quality delivered. The survey in this section illustrates that service quality can be assessed by measuring the significant criteria and construct or "Gaps" between what the customers expects and what the customer perceives and receives. The trend of service quality formulation and affecting constructs is described.

1.2.2 Definition of Service Quality

Following Authors, presents the definition of the service quality that will give us clear concept of service quality.

- "Service Quality is difference among customers' expectations for service performance

prior to the service encounter and their perceptions of the service received" (Asubonteng

,1996).

- "Service Quality is the subjective comparison that customers make between the qualities

of the service that they want to receive and what they actually get." (Gefan, 2002).

– "Service Quality is determined by the differences among the customer's expectations of services provider's performance and their assets of the services they received

(Parasuraman, 1985,1988).

1.2.3 Store Quality Dimensions (SQD)

Store and service quality has been the subject of considerable interest by both practitioners and researchers in recent years (Parasuraman et al 1985). An important reason for the interest in service quality by practitioners results from the belief which has a significant effect on performance for different levels. However, practitioners often tend to use the terms of service quality and customer satisfaction interchangeably. Among academics the satisfaction construct is recognized as being distinct and has developed along fairly independent lines from service quality (Oliver, 1980). Most experts agree that customer satisfaction is a short-term, transaction specific measure, whereas service quality is an attitude that is formed by a long-term, overall evaluation of a performance (Hoffman, 1997, 2004).

As a process in time, service quality takes place in advance, and leads to overall customer satisfaction and loyalty. Service quality has been found to be an important input to customer satisfaction (Malta 2002). Cronin and Taylor (1999) originally hypothesized that satisfaction is an antecedent of service quality, their research with a multi industry sample showed in a Structural Equation Modeling (SEM) analysis in an opposite relationship. Service quality appears to be only one of the service factors contributing to customers' satisfaction (Cronin and Taylor, 1992; Spreng and Mackoy, 1996, 2003). A number of academics such as Parasuraman (1985, 1988); Gronroos (1984); Johnston (1995) and others have tried to identify key determinants by a customer assesses service quality and consequently results in satisfaction or not. Jayawardhena and Foley (2000, 2006) suggested that service quality feature in Internet banking web sites are critical to enhance customer satisfaction. In the internet banking access unlimitedly to variety of financial transaction and quality levels of bank products that are becoming a key driving force in attracting new customers and enhancing customer satisfaction (Molss, 2000). All dimensions of service quality is tabled survey by academia's and practitioners in the survey (2-1).

Dimensions	Authors			
Reliability	Parasuraman (1985), Zeithmal (1988)			
	Yang and fung (2004)			
Tangibles	Parasuraman (1985), Zeithmal (1985)			
Content	Doll (1994), Kaynama and black (2000)			
Accuracy	Doll (1994) , Joseph (1999)			
Easy of Use	Doll(1994)b , Yang & fung (2004)			
Timeliness	Doll (1994)			
empathy	Zeithmal (1988) , Delone & Maclean (2003)			
Assurance	Zeithmal (1988) , Delone & Maclean (2003)			
Responsiveness	Parasuraman (1985), Zeithmal (1988			
Competence	Parasuraman (1985)			
Courtesy	Parasuraman (1985)			
Access	Parasuraman (1985), Kaynama and black			
	(2000)			
Communication	Parasuraman (1985)			
Credibility	Parasuraman (1985)			
Security	Parasuraman (1985)			
Understanding the customer	Parasuraman (1985)			

Table (2-1): Store Quality Dimensions

1.2.4 Traditional Service Quality Dimensions

Service quality has been the subject of a considerable interest by both practitioners and researchers in recent years. Definitions of service quality shows that this is the results and outcomes of the comparison that customers make among their expectations and attitude about a service and their perception of the way that service has been performed (Caruana ,2002 ; Gronroos, 1984; Parasuraman ,1985, 1988, 1994). Online customers still demand many services available through traditional channels even if they choose pure internet-based suppliers with basic customer services (Yang and Fang, 2004).

Several studies have been conducted to identify traditional service quality dimensions that contribute most significantly to relevant quality assessments in the traditional service environment (Parasuraman, 1985, 1988; Johnston 1995; Pitt., 1999; Berry, 1985). Identification of the determinants of service quality is necessary in order to be able to specify measure, control and improve customer perceived service quality (Johnston, 1995). Parasuraman identified ten constructs of service quality through focus group studies: tangibles, reliability, responsiveness, communication, access, competence, courtesy, credibility, security and understanding of customer.

one study suggested that the key determinants are product reliability, a quality environment and delivery systems that work together with good personal service, staff attitude, knowledge and skills (Walker,1990). Another study illustrated that six constructs of perceived good service quality: professionalism and skills; attitudes and behavior; accessibility and flexibility; reliability and trustworthiness; recovery; reputation and credibility (Gronroos, 1990). Finding of study shows 18 service quality dimensions: Attentiveness, Responsiveness, Care, Availability, Reliability, Integrity, Friendliness, Courtesy, Communication, Competence, Functionality, Commitment, Access, Flexibility, Aesthetics, Cleanliness, Comfort and Security (Johnston, 1995).

1.2.5 New Service Quality Dimensions

The store quality dimensions scales cannot evidently be applied to Electronic services, but dimensions that closely resemble them can be constructed (Parasuraman, 1991). Nonetheless, additional dimensions may be needed to fully capture the construct of electronic services quality and have recently proposed a number of e-quality dimensions (Zeithaml, 2002).

Store quality in the electronic form (E-service quality) developed for measuring E-service quality. Through the focus group interview they have identified seven dimensions of online service quality: efficiency, reliability, contact, fulfillment, privacy, responsiveness and compensation. They identified four dimensions-efficiency, reliability, fulfillment and privacy- form the core e-service quality scale that is used to measure the customer's perceptions of service quality delivered by online retailers (Zeithaml ,2002).

The study proposed 15 dimensions of online service quality dimensions based on literature review : performance, features, structure, aesthetics, reliability, storage capacity, serviceability, security and system integrity, trust, responsiveness, product/service differentiation and customization, web store policies, reputation, assurance and empathy. They have found four online retailing service quality dimensions through focus group interviews and an online survey which are web site design, reliability, privacy, security and customer service. They found that reliability and fulfillment is the strongest predictor of customer satisfaction (Madu, 2002).

Another study identified online service quality dimension as well as relationship with satisfaction. These service quality dimensions are reliability, responsiveness, ease of use and competence. They have uncovered six prominent factors to evaluate e - tailers' service quality: reliability, access, ease of use, personalization, security and credibility. They identified measurement of web site success in the context of electronic commerce quick responsiveness, assurance, reliability, empathy, and follow-up service. Firstly, quality of information consists of relevant, accuracy, timely, customized and complete information presentation. The second important factor is the service in which quick response, assurance, empathy, and follow-up are included. Thirdly, the system includes security, correct transaction, customer control on transaction, order-tracking facilities and privacy (Yang and Fang, 2004).

They have identified and measured six dimensions of customer perceptions of service quality:

- Ease of use means user friendliness, transaction speed, search capability, and easy

navigation.

- Content contained on the website, particularly information that matches with customer needs.

- Accuracy of content.

- Timeliness of response.

– Aesthetics, involving attractiveness of the site and catalog pictures.

– Privacy and security.

1.2.6 Survey of important Constructs in based of Traditional - New perspective

The focus group has identified ten determinant of service quality. Virtually, service expectations have been made in these interviews by all customers, moreover priorities and experiences fall into one of these ten categories. These are: communication, credibility, security, understanding, tangibles, reliability, responsiveness, competence, access, courtesy, (Berry, 1985).in this section we describe the effect of constructs with store quality dimensions (Berry and Parasuraman, 1991).

- **Communication** means keeping customers informed in language they can understand. It also means listening to customers. It may mean that the company has to adjust its language for different customers increasing the level of sophistication with a well educated customer and speaking simply and plainly with a novice. It involves: explaining the service itself, explaining how much the service will cost, assuring the customer that a problem will be handled.

- **Credibility** involves trusts worthiness, believability, honesty; it involves having the customer's the best interests in heart. Contributing to credibility is: company name, company reputation, personal characteristics of the contact personnel, the degree of hard sell involved in interaction with the customer.

- **Security** is the freedom from danger, risk or doubt. It involves: physical safety, financial security and confidentiality.

- Understanding the customer means making the effort to understand the customer's need. It includes: learning the customer's specific requirements, providing individualized attention, recognizing the regular custom.

- **Tangible** includes the physical evidence of the service: physical facilities, appearance of personnel, tools or equipment used to provide the service, physical representations of the service, such as a plastic credit card or bank statement, other customs in the service facilities.

- **Reliability** involves consistency of performance and dependability. It means that the chain store performs the service right the first time and on time. It also means the commitment with promises. Especially it involves: accuracy in billing, keeping records correctly, performing the service at the designated time.

- **Responsiveness** concerns the willingness or mental and physical readiness of staffs to provide service in chain store. It involves timeliness of services that means, calling the customer back quickly and giving prompt service.

- **Competence** means possession of the required skills and knowledge to perform the services. It involves knowledge and skill of the contact personnel, knowledge and skill of operational support personnel and research capability of the organization.

- **Access** involves approach, ability and ease of contact. It means that the service is easily accessible by telephone, waiting time to receive service not to be extensive, hours of operation are convenient and location of service facility is convenient as well.

-**Courtesy** involves politeness, respect, consideration, and friendliness of contact personnel. It includes - consideration for the customer's property, clean and neat appearance of public contact personnel.

1.2.7 Customer Satisfaction

The survey of concepts for satisfaction research has typically defined satisfaction as a post selection evaluative judgment concerning a specific purchase decision (Churchill and Sauprenant 1992; Oliver 1980). Most researchers agree that satisfaction is a attitude or evaluation that is formed by the customer comparing their pre-purchase expectations of what they would receive from the product to their subjective perceptions of the performance they actually did receive (Oliver, 1980).

1.2.7.1 Definition of Customer Satisfaction

Several authors have defined satisfaction in a different way. Following Authors will present some definition of customer satisfaction that will give us clear idea about satisfaction concept.

- "Satisfaction is a person's feelings of pleasure or disappointment resulting from

comparing a product's perceived performance and results in relation to self expectations"

(Kotler, 2000).

- Customer satisfaction is a collective outcome of perception, evaluation and psychological

reactions to the consumption experience with a product/service (Yi, 1990).

- Satisfaction is a function of customer's belief that was treated fairly (Hunt, 1991).

1.2.7.2 Satisfaction Formation

Customer satisfaction literature as well as in recent information system is manipulated (Oliver, 1980, McKinney, 2002). The disconfirmation theory emerges as the primary foundation for satisfaction models. According to this theory, satisfaction is determined by the discrepancy between perceived performance and cognitive standards like expectation and desires (Khalifa and Liu 2003).

Customer expectation can be defined as customer's pretrial beliefs about a product (Mckinney, Yoon and Zahedi 2002). Expectations are viewed as predictions that are made by customers about what is likely to be happened during impending transaction or exchange (Zethaml and Berry 1988). Perceived performance is defined as customer's perception of how product performance fulfills their needs, wants and desire (Cadotte, 1987). Perceived quality is the customer's judgment about an entity's overall excellence or superiority (Zeithaml, 1988). Disconfirmation is defined as the customer subjective judgments resulting from comparing their received expectations and their perceptions of performance (Mckinney, 2002, Spreng, 1996).

Oliver (1980) described the process by which satisfaction judgments are reached in the Expectancy-disconfirmation framework. Figure (2-1) shows how satisfaction judgment is related to expectancy-disconfirmation approach. Buyers form expectations of the specific product or service purchased and perceive quality of level which is influenced by expectations.



Figure (2-1): Satisfaction Formation

The figure (2-1) explains the arrow drawn from expectations to perceived quality that indicates perceived quality that may increase or decrease directly with expectations. Perceived quality may either confirm or disconfirm pre-purchase expectation. The determination of the extent to which perceived quality expectations are disconfirmed is depicted in figure(2-1) by arrow drawn from expectation and perceived quality to disconfirmation. Satisfaction is positively affected by expectations and the perceived level of disconfirmation. Disconfirmation and perceived quality have a stronger impact on satisfaction (Oliver 1980).

1.2.7.3 Determinant of Customer Satisfaction

Several authors have developed a number of models showing customer satisfaction and its determinants in service quality dimensions. For the purpose of understanding the context a brief picture of the models is discussed in figure (2-2). In this model they have explained Logistical support as quick response to customer's needs, providing communication channels (e-mail or fax), quickly delivering goods for customers, and providing after services. Technological factors indicate modern computer and network facilities and well-structured information systems. An information factor means reliable result information and secure transaction. Corporate image includes ease to perception detail information of goods. Product characteristics indicate the variety of goods and lower prices for goods (Ho and Wu 1999).



Figure (2-2): Antecedents of Customer Satisfaction

1.2.8 Service Quality Model of Internet Banking

One of the key challenges of the internet as a service delivery channel is how service firm can manage service quality (Broderick and Vachirapornpuk 2002, 2007). They presented service quality model (see figure (2-3)) of internet banking based on insights gained from existing knowledge and understanding of the characteristics of the service formed. This model is focusing on the quality perception process and it draws many of the service quality elements that are identified by the previous study.



Figure (2-3): Service Quality Model of Internet Banking

The model shows that in the context of the internet banking, five key elements are treated as central influences on perceived quality showed indicating by arrow. These are:

- 1. Customer expectations of the service
- 2. The Image and reputation of the service organization
- 3. Aspects of the service setting
- 4. The actual service encounter
- 5. Customer's participation.

All these elements affect on perceived service quality in internet banking.

1.2.9 Dimensionality of Responses to Customer Satisfaction

This research examined the model for the purpose of empirically investigating questions that rose in this study. To delineate customer satisfaction, customer loyalty and customer attitude constructs, affective commitment component of affective loyalty is modeled as a separate construct within the loyalty. Another construct is separated from satisfaction dimensions to test the hypothesis whether affection can be best explained, as recommended (Oliver, 1981).

This study states how to measure customer satisfaction and has identified over 30 different measures that have been used in previous satisfaction research (Lin, 2003). This research suggests that a deeper understanding of the interactions between satisfaction and its related constructs and variables that still has a long way to go in enabling more effective measurement in the customer satisfaction field. The main variables/constructs included in the model can be divided in to three main groups:

1. Customer satisfaction as the focal variable

2. Consequences of customer satisfaction and loyalty as calculative, affective and commitments

3. Other independent factors of satisfaction and loyalty variables is an opportunity to choose between alternative shopping locations.

1.2.10 Customer Satisfaction as Antecedent of the Customer's Quality Perception

After more than two decades of theory development, there is still no widely accepted consensus on the satisfaction construct which is a basic problem for the investigation of the satisfaction is that (Swanand Trawick, 2005). Particular importance for the analysis arises from the fact that a conclusive distinction is missing between customer satisfaction and the adjacent construct of product and service (Hansen and Hennig, 1995; Holbrook, 1994). Given this, the author's first discuses the terminology of both constructs and then outlines consistent dentitions that serves as a theoretical basis for further discussion of the model. Satisfaction and quality research "have evolved along parallel tracks" (Strandvik and Liljander, 1995). The relation of both constructs is currently subject to a passionate and controversial debate (Gotlieb, Grewal, and Brown, 1994; Patterson and Johnson, 1993). For the investigation undertaken here, the following aspects for the distinction of satisfaction and quality are a particular importance. Today, satisfaction is primarily interpreted as being emotionally dominated. This aspect can be seen as a fundamental difference to quality. Because "over time or across situations, the emotional aspect is no longer as strong and the surprise aspect is finite, the stable and lasting quality perceptions must be viewed as cognitively dominated(Dabholkar, 1993),.

Firstly, quality is understood as an antecedent of customer satisfaction (Peyrot, Cooper, and Schnapf, 1993; Woodside, Frey, and Daly, 1989). According to this interpretation, quality is equated with the customer's appraisal of a concrete product or service experience (Gotlieb et al., 1994). Consequently, it does not include expectational aspects, whereas satisfaction is based on the disconfirmation of expectations associated with the service or product experience.

Secondly, both constructs are treated as one and the same. According to this approach there is no significant theoretical difference between satisfaction and quality exists (Gummesson, 1987; Spreng and Singh, 1993). A switch the first interpretation, the

aforementioned divergences concerning the higher stability of quality perception and the emotional dominance of satisfaction are ignored by this approach.

The third approach, which is the one, applied here, represents where customer satisfaction is modeled as an antecedent of quality. Following this interpretation, the product and/or service related quality perception is seen as the higher-order and more stable variable, which is built mainly on previous experiences of (dis)satisfaction related to discrete transactional episodes (Bitner, 1990; Bitner and Hubber, 1994; Bolton and Drew, 1991; 1994).

Thus, satisfaction is regarded as a short-term emotional state that is resulted by an intrapersonal comparison of the customer's expectations with the evaluation of a single product or service encounter. This emotional state of satisfaction leads to an overall, global attitude about service quality (Dabholkar, 2004), which is only implicitly based on some kind of internal expectation standard. Because quality is a dynamic construct, additional consumption experiences influence and modifies the existing quality perception and cause changes in this perception (Thompson and Getty, 2006). In other words, multiple satisfaction evaluations contribute to an overall quality evaluation. Building on this distinction of both constructs, it is here postulated that perceived overall quality plays a key role as a mediator in the relationship between satisfaction and customer retention discussed the figure (2-4).



Figure (2-4): Relation between Customer satisfaction, Overall Quality and Retention

"Satisfaction is thought to be an immediate antecedent to quality judgments and then to satisfaction and finally affects with loyalty (Oliva. 1999). In order to avoid confusion, subsequently the overall quality will be used to distinguish the product or service related quality perception. Analysis the relations between constructs confirmed that customer satisfaction as an antecedent of the overall quality and customer retention. In this research not only confirm that improvement the service quality and customer retention. These findings illustrate satisfaction as an antecedent and determinant of this path. (...quality---satisfaction-----). Other findings in action research reinforcement this path (Thompson, 2006). Final point of this research shows that don't existing the paradox about an antecedent role for satisfaction.

1.2.11 Relation among Service Quality, Value, Satisfaction and Loyalty

The data analysis results indicated that electronic recovery service quality does not directly influence customer satisfaction, but directly influences electronic service quality and customer loyalty, and indirectly influences customer satisfaction. These findings do not support the empirical findings of Miller, and of Smith and Bolton (2004) that resolving customer problems has a strong impact on customer satisfaction. There are two perspectives to explain the unpredicted findings. Firstly, customers directly gain loyalty from the process of service recovery. When they perceive higher service recovery quality, they turn a loyal customer to a specific e-tailer. Secondly, customers may expect to receive better services in the next transaction even though perceive higher service recovery quality. When they have better shopping experience in the next transaction, they have higher satisfaction and higher loyalty. This effect may result from customers forgive the e-tailer's mistake and accept its compensation.

According to the prior discussion, the hypothesized model was modified to the model presented in Figure (2-5). The modified model removed the arrows representing the relationship between electronic recovery service quality and customer satisfaction, and between electronic service quality and customer satisfaction.



Figure (2-5): Relation between Service Quality, value, satisfaction and loyalty

1.2.12 Relation between Service Quality, Corporate Image, value and Satisfaction

The conceptual framework of this study derived from inference and relevant literature review is shown in figure (2-6). Each cell stands for a construct, intangible variable, based on customer satisfaction model in every country.

Whole model of this study centered on satisfaction affected by its antecedents including expectation, service quality, and value proposition in the perception of customer (Zethimal, 2007).



Figure (2-6): Relation between Service Quality, Corporate Image, value, satisfaction

Given α =0.05 performing LISREL analysis with AMOS 4.0 in order to realize the causal relation and affecting degree in the satisfaction model of hair salons, the result illustrated by Figure (2-6) and summarized by Table (2-2). From the result, find all hypothesis are insisted but H2, that is, "hair store image" construct does not reach the significant relation with satisfaction.

Pathes	Standardized Coefficient	Un- standardized Coefficient	S.E.	C.R	Р
Image→Value	0.205	0.219	0.219	2.954	0.003*
Image→Satisfaction	-0.023	-0.024	-0.024	-0.412	0.618
Quality→Value	0.623	0.713	0.713	8.878	0.000*
Quality→Satisfaction	0.409	0.453	0.453	6.347	0.000*
Value→Satisfaction	0.578	0.559	0.559	14.565	0.000*

Table (2-2): LISREL Analysis with Regression Coefficient of Satisfaction Model

P<0.05 given α=0.05.

1.2.13 The Relation between Performance and Customer Satisfaction

This study is discussed here focused on the relationships between employee performance and customer satisfaction in Florida Cooperative Extension (Berry, 2006). The study team found that customer satisfaction was not significantly influenced by agent performance (as measured by the annual evaluation score). This finding contradicts conventional wisdom that Extension's top performers have the highest quality programs and, in turn, generate the greatest benefits for clients. This raises questions about whether the current employee evaluation system adequately measures aspects of agents' performance that are important to the mission of the organization. Given that the organization has established the importance of customer satisfaction as performance measure for the Florida Legislature. They suggest that the annual performance assessment process uses customer satisfaction as a major factor in assigning employee performance scores. They also found that Florida Cooperative Extension benefits from the experience of its workforce (at least up to a point) and therefore should examine policies that increase employee satisfaction. This might include compensation, benefits, and work environment. In addition, hiring practices should be reviewed to emphasize relevant experience as criteria for employment in the organization; further more they found that service quality determinants have a substantial effect on overall satisfaction. Though only one of the agent attributes was statistically significant in the logistic regression model, it is likely that these have an indirect influence on customer satisfaction via the service quality determinants (Figure 2-7). While we found that increasing experience had a positive effect for agents who were relatively new to Extension, long-time agents showed lower levels of customer satisfaction? Further study also is needed to identify reasons why this is the case so that professional development opportunities can be developed to address this area of concern (Berry, 2006).



Figure (2-7): Service Satisfaction Model for Extension

Finally, age is another important factor in overall customer satisfaction. The results showed that older Extension clientele are also more satisfied compared to younger clientele, controlling for agent attributes and service quality determinants. It will be necessary to develop strategies for recruiting younger clientele, and this will entail further studies to better understand the dynamics of this market segment.
1.2.14 The role of Store Image in Customer Satisfaction and Loyalty

The test of the proposed model was based on a simple path model that is related to the latent variables to the dependent manifest variable "Store Loyalty" via another manifest variable "Satisfaction" with main store (Ostroff and Bowen, 2007).

The standardized factor loadings were quite high and all t-values for the indicators were significant level (t, 1.96). The highest loading for "Corporate Image" was the "Store as a Brand and Image." The highest loading for the "Store as a Brand and Image" was the quality of the relations that the store forces its customers. The second most important dimension was being a neat store that it was a pleasure to shop in. The third most important dimension understood its customers and offered a good assortment.

Finally, the fourth dimension of the "Store as a Brand and Image" was the price dimension, i.e. that the store had low prices and offered value for money. It was much less important that the store offered "Store Brand and Image" than that. It was good at being a competent retailer. The least importantly for the "Corporate Image" was the "Manufacturer Brand and Image" which indicates that these brand and Image are found in most stores and do not differentiate one store from another. Manufacturer brand and Image are very important to most customers, although some customer segments are very favorable to more store brand and Image.

There is a stronger relationship (standardized estimate) in the base of figure (2-8) between "Corporate Image "and "Satisfaction" with main store (0.67, t $\frac{1}{4}$ 3.39) than there is between "Satisfaction" and "Store Loyalty" (0.20, t $\frac{1}{4}$ 6.41).



Figure (2-8): The role of Store Image in Customer Satisfaction and Loyalty

1.2.15 Relation Survey between the all construct in comprehensive model

This research illustrate that retail managers should explore the nature of the service profit chain in their own organizations rather than assume that there exists a generic model which can be universally applied to service organizations or even the retail sector specifically.(Anderson, 1994) The study indicates that analysis of performance is more complex than what research model implies. However, it also demonstrates the importance of conducting this sort of analysis in order to inform the process of strategy development and service delivery system design. Managers in this company were developing their strategy, and making resource decisions, on the basis of assumptions drawn from the service management literature, which were an over simplification of the business realities in their organization. Multivariate analysis and structural equation modeling techniques enable managers to develop a better understanding of the causality of performance relationships between constructs in their organizations multivariate analysis, making appropriate adjustments for any multi-co linearity in the variables. In this research, a number of explanations have been offered for the absence of some of the expected performance linkages implied by the service profit chain. It may be explained in terms of the time line, which the service profit chain does not attempt to model. Investment in staffing levels and training, for instance, may not translate into higher levels of CS and LD in the short term, especially when customer visits are infrequent. These points out the fact that attempts to model performance linkages in service organizations need to consider the dynamics of performance change over time.

This research argued that positive and negative performance attributes can have a nonlinear and asymmetric impact on CS and LD. This study suggests that, in order to understand how the service profit chain works in an organization, we should find a need to measure the drivers of both satisfaction and dissatisfaction, as both may influence other constructs. For even if increasing the performance of one variable in the service profit chain does not drive improvement in another, reducing might well be detrimental to the other. This suggests another useful line of future research: the development of the service profit chain is as a tool to analyze different strategies and scenarios, and consider the implications of changing performance drivers over time.

This research is a salutary reminder that correlation does not imply causality; but ,also that a causal relationship that may exist even if it is not made manifest in the correlation measure; thus, the absence of a correlation does not in fact mean that there is no causal relationship. In-depth longitudinal case-study research may be the way forward to explore whether, in the absence of an expected correlation, two aspects of performance nevertheless impact one another.

There are clearly many avenues of research which can be pursued to enhance managerial and academic understanding of performance relationships between variables, across business units and over time. Nevertheless, this study demonstrates that the analysis of performance correlations can contribute usefully as a starting point. The correlations emerge stimulate important questions about an organization's strategy, service design and performance measurement systems; and of course, the negative correlations can be as fruitful to investigate as the positive (Wiley 1991) and (Silvestro and Cross 2000) the negative (Schneider, 1998; Kamakura, 2002). The type of correlation analysis conducted here could be seen as a first step in developing a predictive model of performance for an organization. The predictive model can then be tested the internal using service quality, employee capability, satisfaction and loyalty. Five different measures of internal service Quality and along with two measures of employee capability all are correlated with each other, and all correlated positively with Employee and Customer Satisfaction (ECS). The employees, who believed that the store offered excellent customer service and that it provided them with the necessary systems support to carry out their work, were more satisfied. Of the five measures of internal quality, the statement "at work my opinions seem to count" correlated most strongly with ES, again endorsing the importance of effective communication, listening and responding to employee suggestions. This is very much in line with current HR and service management thinking (Schneider and Bowen, 1999; Schneider, 1998).

ES in turn correlated with one of the measures of Employee loyalty (EL), namely their stated loyalty to the company. However, there were no correlations between ECS and the "hard" measures of loyalty, namely labor turnover, labor stability and absenteeism. This was also Loveman's finding, and his explanation for it was the influence of labor markets on employee retention. External competitive pressures from local labor markets are also influential in this business environment, there being wide variations between regions. In the figure (2-9) summarized the relation between construct of this model.



Figure (2-9): Survey of relation between the all construct in comprehensive model

1.2.16 Survey of relations between SQD, CS and LD

Bloemer and Ruyter (1998) suggested that loyalty resulted from a customer committed to the store through an explicit and extensive decision-making process. Customer loyalty is frequently operated as a conscious evaluation of the price /quality ratio or the willingness to pay a premium price, or alternatively price indifference (Raju, Srinivasan, and Lal, 1990; Zeithaml, Berry, and Parasuraman, 1996). Supphellen and Nysveen (2001) suggested that corporate Customer Loyalty affected online shoppers' intentions to revisit the web site.

Cronin and Taylor (1992) examined the causal relationships among SQD, CS, and purchase intention. Each variable was measured by one item. There were 660 usable questionnaires randomly collected from customers of four types of businesses in the southeastern United States banking and financial institutions, dry cleaning, and fast food. The results of correlation analysis have suggested that:

- Service quality was an antecedent of customer satisfaction
- Service quality had less effect on purchase intentions than did customer satisfaction
- Customer satisfaction had a significant effect on purchase intentions

Dabholkar, Shepherd, and Thorpe (2000) also found that customer satisfaction strongly mediated the effect of service quality on behavioral intentions. The data used in their study were systematically randomly collected from 397 churches. A test of discriminant reliability and validity revealed that the construct of service quality was different from the construct of customer satisfaction. The result of regression analysis in structural equations modeling is supported their proposition that customer satisfaction had a stronger effect on behavioral intentions than service quality did (Dabholkar, 2000).

Service quality literature indicated that perceptions of high service quality and high service satisfaction resulted in a very high level of purchase intentions (Zeithaml, 1993; Cronin and Taylor, 1992; Taylor, 1997; Taylor and Baker). Other study claimed that customer loyalty was affected by product quality, service quality, and retailer image. They also suggested "quality of product and service is directly related to customer satisfaction, and leads to the loyalty of the customer" (Coner and Gungor, 2002). Customer satisfaction literature showed that the relationship between customer satisfaction and customer loyalty depended on the type of satisfaction. The positive impact of manifest satisfaction on customer loyalty was stronger than that of latent satisfaction on customer loyalty (Bloemer and Kasper, 1995; Bloemer and Ruyter, 1998). Based on empirical findings in service quality and satisfaction literature, service quality is one of the antecedents of satisfaction (Anderson and Sullivan, 1993; Cronin and Taylor, 1992, 1994; Reidenbach and Sandifer-Smallwood, 1990; Spreng and Mackoy, 1996; Woodside, Frey, and Daly, 1989), and loyalty is one of the consequences of satisfaction (Coner and Gungor, 2002; Cronin and Taylor, 1992, 1994; Dabholkar, Shepherd, and Thorpe, 2000). Luarn and Lin (2004) tested their hypothesized customer loyalty model and found that customer satisfaction, perceived value, and customer loyalty were different constructs. Their findings indicated that not only customer satisfaction and perceived value directly affected customer loyalty, but also indirectly affected customer loyalty through commitment.

1.2.17 Service Quality and Satisfaction

Based on the two perspectives of service quality noted (technical based and operational based), as well as the relationship between service quality and customer satisfaction, the primary goal of the present research is to compare and contrast empirically the service quality and Technical /Functional quality models. Specifically, better wish to compare the various dimensions of the two service quality models and their effects on satisfaction. (Coner and Gungor, 2002) .By testing the two perspectives in a single empirical (and largely exploratory) study, they hope to gain a better understanding of how the models perform when applied to a common setting, and the relative strengths and weaknesses of each model within this context.

Thus, the first basic and null hypothesis (Ho) for the study is that the various dimensions of service quality are approximately equivalent in their ability to predict customer satisfaction. Given the two conceptualizations which each considered generally to be comprehensive and robust measures of service quality, and have never been compared directly in an empirical study. There exists no compelling rationale to suggest otherwise.

The second research goal is to examine the utility of separately measuring customer satisfaction from the perspectives of both technical and functional aspects of the service delivery process. By individually examining these interpretations of satisfaction, they hope to determine whether satisfaction is more appropriately conceptualized as a general affect (as in traditional definitions) or rather as a multidimensional construct. Since service quality has been previously demonstrated to have a variety of distinct elements, it might therefore be expected that customer satisfaction (as directly impacted by the various components of service quality) also comprises multiple components. Based on this reasoning, our hypothesis is that customer satisfaction is a multidimensional construct, and that these dimensions will be differentially impacted by the various components of service quality.

The third goal of this study is to extend the existing research on covariates of the quality/satisfaction relationship in services. We seek to explore new ways in which the quality/satisfaction relationship may vary, depending on particular service settings and/or situations. Based on established theory from organization economics .we propose two moderator variables (service failure and communication) and test whether or not these significantly affect (moderate) the relationship between service quality and satisfaction.



Figure (2-10): Survey of Relation between Service Quality and Satisfaction

If customer loyalty is an important determinant of future financial health, the challenge for managers will be in knowing how to achieve it. Discrepancy on the extent to which satisfaction with service quality leads to customer longevity has been the subject of many studies, but an outright conclusion has still to be drawn (Cronin and Taylor, 1992; Boulding et al., 1993; Spreng et al., 1996; Holmlund and Kock, 1996). Although Rust and Zahorik's (1993) research into retail banking indicated a relationship between customer satisfaction and retention. Other studies have shown that despite apparent satisfaction, customer defection can still take place and, in some industries, be as high as 50 per cent (Mittal and Lassar, 1998). Taylor and Baker (1994) argue that service quality and customer satisfaction are separate constructs. While satisfaction indicates the state of a customer's psyche, quality refers to the state of a business' resources and efforts. Whiteley (1991) differentiates product and service quality by defining the former as "What you get" and the latter as "How you get it". This is in agreement with Gronroos' (1990) two dimensional aspects of service quality:

1. Technical quality – the quality of what is delivered.

2. Functional quality – the quality of how the service is delivered.

According to Kotler (1991), satisfaction is the post-purchase evaluation of products or the service expectations givens before purchase. Commitment to customer satisfaction is an on-going process. Because this is no matter how good the services are, customers will continually expect better services (Murray, 1996). As a process in time, service quality takes place before, and leads to overall customer satisfaction. Service quality has been found to be an important input to customer satisfaction (Caruana and Malta 2002). Cronin and Taylor (1992) originally hypothesized that satisfaction is an antecedent of service quality, their research with a multi industry sample showed, in a LISREL analysis, an opposite relationship. Service quality appears to be only one of the service factors contributing to customer's satisfaction judgments (Cronin and Taylor, 1992; Ruyter et al., 1997; Spreng and Mackoy, 1996). A number of academics such as Parasuraman et al.

(1988); Gronroos (1999); Johnston (2003) and others have tried to identify key determinants for diagnosing that if a customer assesses service quality and consequently results in satisfaction or not . Lassar et al. (2006) examined the effects of service quality on customer satisfaction in private banking by using two well-known measures, the service quality and the technical/ functional quality. They compared and contrasted empirically the service quality and the technical or functional quality model. They tried to compare the various dimensions of the two service quality models and their effects on satisfaction. In their study they mentioned customer satisfaction is a multidimensional construct, and these dimensions will be differentially impacted by the various components of service quality. Result of this study suggested that functional quality is not only more important that once thought, but also more complexes. In contrast to the other quality dimensions, the functional dimension influenced significantly each of the satisfaction measure even the technically oriented measure.



Figure (2-11) : Relation between Total Quality and Corporate Image

1.2.18 Summarize of research Survey and Design the Conceptual Model

This research investigated direct and indirect relationship between Store Quality Dimension (SQD) and Loyalty Dimension (LD) constructs which includes outlet satisfaction, Corporate Image (CI) and Quality Customer Relationship (QCR). The result of the literature survey illustrates and confirms those relations between in constructs of research mode.

The literature primary finding showed that there is a significant and positive direct effect between SQD with outlet satisfaction and SQD toward corporate Image, outlet satisfaction and corporate Image toward quality customer relationship (QCR) and all of construct of this research with Loyalty Dimensions (LD). We argue that outlet satisfaction and corporate Image perform as a suppressor or moderator in our model that leads to inverse relation between SQD and Quality Customer Relationship (QCR) that leads to reinforcement loyalty dimensions (LD). With respects to the mediating effect of Corporate Image and outlet satisfaction to the relationship between SQD towards QCR and QCR towards Loyalty Dimension (LD), our finding showed that SQD does not play as a mediator role in this study. On the other hand, we find that SQD is a very important variable which mediates the relationship between outlet satisfaction and corporate Image toward QCR and LD. Finally, with the literature survey and summarize the scientific result about the affecting significant construct and probability relation in model, we design the conceptual – scientific model, in the after step, we must survey the model in action to do the final test and Produce the modify model and illustrate the Results and suggestions. All literature and research in thesis, in table (2-3) summarized. This research Sousse the frame work of research as the structural and framework in order to design the model (table 2-3).

Authors & Researcher + Research Model	Number Of Construct Survey	Relations Re Between d Construct Res					
Oliver (1980)	4	Expectations — Disconfirmation Expectations — Perceived Quality					
Satisfaction Formation		Expectations —> Satisfaction Perceived Quality _> Disconfirmation + Perceived Quality _> Satisfaction					
Ho and Wu (1999)	5	Logistical Support					
Antecedents		Informational Support — Satisfaction Technological Support — Satisfaction					
Customer Satisfaction		Corporate Image — Satisfaction Product Charactiristic — Satisfaction					
Molla and Licker (2001)	7	Sustan Quality > Line					
Customer Satisfaction in EC Model		System Quality> Ose System Quality -> Satisfaction Trust -> Use Trust -> Satisfaction Use -> Satisfaction Content Quality -> Use Content Quality -> Satisfaction Support & Service -> Use Support & Service -> Satisfaction Satisfaction -> Success					
Broderick &	6	Expectations — Service Quality					
Vachirapornpuk (2007)		Customer Participation — Service Setting Customer Participation — Service Encounter Service Encounter — Service Quality					
Service Quality Model of Internet Banking		Service Encounter					

Table (2-3): Summarize of literature survey results

Authors & Researcher + Research Model	Number Of Construct Survey	Relations Between Construct	Results Of Research
Dabholkar, 2004 Thompson & Getty 2006 Swan& Trawick, 2005	3	Satisfaction — Overall Quality Overall Quality — Customer Retention	
Antecedent of the Custo Quality Perception	omer's		
Smith and Bolton (2004 Cronin and Taylor (200) 5 6)	Recovery Service Quality → Satisfaction Recovery Service Quality → Service Quali Service Quality → Perceived Value	ty
Relation between servic quality , value , satisfact loyalty	tion &	Perceived Value — Satisfaction Satisfaction — Satisfaction Product Charactiristic — Loyalty	
(Zethimal , 2007)	4	Image → Value Image → Satisfaction	
Relation between servic quality, Corporate imag value, satisfaction	æ ge,	Quality — Value Quality — Satisfaction Value — Satisfaction	
Berry , 2006	7	Experience — Perceived Value Performance — Perceived Value	
Service-Satisfaction Mo Extension	odel for	Number of Agent	

Authors & Researcher + Research Model	Number Of Construct Survey	Relations R Between Construct Re					
Ostroff and Bowen, (2007) The role of store image in Customer Satisfaction and Loyalty	10	Store as a Brand → Offer Store as a Brand → Relation Store as a Brand → Nice Store as a Brand → Price Corporate Image → Mfr Brand Corporate Image → Store as a Brand Corporate Image → Store Brands Corporate Image → Satisfaction Satisfaction → Loyalty					
Loveman and Silvestro (2007) Relation Survey between all construct in comprehe model	8 In the ensive	Employee Loyalty> Employee Satisfaction Employee Loyalty> Service Value Employee Loyalty> Customer satisfaction Employee Loyalty> Productivity Employee Satisfaction> Service Capability Employee Satisfaction> Service Quality Employee Satisfaction> Loyalty Productivity> Service Value Service Value> Satisfaction					
Parasuraman et al. (198 Gronroos (1999); Johnst (2003) Lassar (2006) Relation Survey between Service Quality and Satisfaction	8); ton n 8	Satisfaction — Loyalty Tangibles — Overall Satisfaction Reliability — Overall Satisfaction Responsiveness — Overall Satisfaction Assurance — Overall Satisfaction Empathy — Overall Satisfaction Overall Satisfaction — Functional Quality Overall Satisfaction — Technical Quality	(

After survey and summarize the Results (Table 2-3) and review the literature research goal with guidance Professor, it will be evident that guidelines in selecting the conceptual model, design methodology, confirm relation between construct and description of hypothesis that produced the scientific – conceptual model.

To illustrate the relationship between SQD and the relationships with another construct based on literature review, we present a research map shown in Figure (2-12).



Figure (2-12): SQD-LD Model Survey

2. Part2

2.1 Chapter 3: Methodology

In the previous chapter, the theoretical and literature framework of this study has been described. This chapter will present detailed problem statement about how the research started, continued and will be conducted and, thus, describes the methodology in relation to justification of the research paradigm, the purpose of the research, the research approach, the research strategy, questionnaire design, sample selection methods, the data collection methods, data analysis methods and measurement of the validity and reliability and administration. In addition, this chapter introduces the analysis methods as to survey the questions and testing the hypothesis and propositions of this research. Finally, the consideration and limitations that affect on data collection and it is relevant to this research, and the framework of methodology will be described.

2.1.1 Survey and analysis the methodology logic and paradigm in research

A paradigm is described as a comprehensive approach and thinking framework that accept the scientific population in order to underline a research methodology. It reflects the philosophy of knowledge or how we reach the knowledge, while methodology focuses on the practicalities of how we come to know. Therefore, the paradigm is fundamental to this study which can be categorized as viewpoint, or what is also known as realism. Realism deals with an external reality which cannot be known perfectly. Obviously, no one can claim to have perfect knowledge of what contributes to store quality dimensions, corporate image, quality customer relationship, customer satisfaction and loyalty. The first proposal of this study is related to data which are collected and analyzed from various sources including literature, exploratory research, pilot study, and by a final survey. The second one is a structural equation modeling of the surveyed data incorporates complex interdependencies using multi-item scales to measure latent, unobservable variables. Drawn from literature pertaining to the subjects under study, 10 hypothesis and proposition are proposed and tested using the causal and relation method, as to investigate the relationships between constructs in this path : "SQD-CS-QCR---LD " implementation and other path of construction this model of thesis.

2.1.2 Research Purpose

The research can be classified in its purposes. Accordingly, the most of statistical analysis often classified with two categories: descriptive method and exploratory method.

- **Exploratory research:** is useful when the research hypothesis and questions are ambiguity or when there is little and weak theory to guide predictions. At this time, researcher may find it impossible to formulate a basic statement of the research problem .it is a surprise that this research used to develop a better understanding (Samouel, 2006). Exploratory studies are a valuable means of finding out what is happening to investigate new clear and insight factors to ask questions and to evaluate the event and phenomena in this research and survey the relation between the phenomena. It is particularly useful if researcher wish to clarify the understanding of a problem. There are three principle ways of conducting exploratory research that include searching of the literature survey , talking to experts in the subject and conducting focus group interviews(Saunders, Lewis, 2004).

- **Descriptive research:** describes some situation. Generally things are described by providing measures of an event or activity. For example, which brand and image of chain stores are the most preferred? What advertisements are mostly effective and efficient? These are the questions that can be answered by descriptive research. Descriptive research designs are usually structured and specifically designed to measure the attribute described in a research questions. Hypothesis, derived from the theory and literature survey, usually serve to guide the process and provide a list of what needs to be measured the object of descriptive research is to illustrate an accurate profile of events and phenomena situations. It is necessary to have a clear and transparency picture of the phenomena in which researcher wish to collect data prior to the collection of the data (Saunders, Lewis 2004).

Studies that establish causal relationships between constructs and variables may be termed by descriptive studies. Emphazingly here is studying a situation or a problem on order to explain the relationship between variables. Descriptive studies are designed to test whether one phenomena causes another.

The purpose of this research is mainly descriptive and exploratory. It is descriptive because descriptive data has been collected through detailed questionnaire and the interviews by focus group method that explains the relationship between the store quality dimensions, variables that include store quality dimensions , corporate image , quality customer relationship ,customer satisfaction, customer loyalty and how these dimensions affect customer satisfaction and loyalty and finally affect the corporate image and quality

customer relationship in this path (SQD—CS—LD Model). It is also exploratory since we will nature exploring the relationship between store quality dimensions variable, satisfaction and loyalty based on the literature survey and theory to develop a better understanding about the conceptual model in this research.

2.1.3 Research Approach

In this section, survey of action research approaches described to contribute and apply the quantitative and qualitative method for the optimization the methodology of gathering of data and analysis to design the unbiasedness and efficient model.

2.1.3.1 Quantitative Approach

The quantitative approach is the one in which the investigator methods use research claims for developing knowledge such as the survey cause and effect thinking, reduction to specific variables and hypothesis and questions. Also use of instrument and observation, and the test of theories to employee strategies of seek such as experiments and surveys and collect of data on predetermined instruments that statistical data (Creswell 2003).

Quantitative research is frequently referred as a hypothesis-testing research. Characteristically, studies begin with statements of theory from which research hypothesis are derived. Then an experimental design is established in which the variables in questions (the dependent variables) are measured while controlling for the effects of selected independent variables. Subject included in the study are selected at random that is desirable to reduce error and cancel biasedness. These procedures are deductive in nature, contributing to the scientific knowledge base by theory testing. This is the nature of quantitative methodology (Newman and Benz 1998).

2.1.3.2 Qualitative Approach

Qualitative research is multi-method in gathering data. It means that qualitative researchers study things in their natural settings, attempting to make sense or interpret phenomena in terms of the people perception (Newman and Benz 1998).

Qualitative approach is something in which to seek often makes knowledge claims based primarily on constructivist perspectives (the multiple meaning of individual experiences, meaning socially and historically constructed, with an intent of developing a theory or pattern) or participatory perspectives (political, issue-oriented , collaborative or change oriented) or both. It also uses strategies such as narratives, phenomenology and others theory studies or case studies (Creswell, 2003). Since the purpose is to gain a better understanding of the relationships between store quality dimensions, customer satisfaction and loyalty dimensions. Qualitative research is found to be more appropriate for this study.

Generalization is not the purpose of the study but rather a qualitative research is conducted to gain a deeper and detail understanding of regarding issue. Additionally, to support the possible findings of the qualitative study, a small quantitative study has been conducted. This helps with two ways:

1- Firstly, it ensures the reliability and validity of the qualitative data by seeing if the reach similar conclusions from the quantitative approach (focus group).

2- Secondly, we can confirm the presence of the store quality variables in path of conceptual model (SQD---CS---LD) in Iran chain stores.

2.1.4 Research Strategy

Research strategy will be illustrating a general plan of how researcher will answer the research hypothesis and questions in SQD –LD Model that has been set by researcher. It contain clear objectives, derived from research questions that specifies the sources from which researcher to collect data and consider the constraints that researcher will inevitably have such as access to data, time, location money and ethical issues (Thornhill , 2003).

Based on the three conditions and constraints, we require controlling over behavioral events and we should focus on contemporary events in order to identify two research strategies in survey and analysis of data in this research. These research strategies include:

1- Surveys methods

2- Case study include 10 branches of chain store

The most important condition for selecting research strategy is to identify the type of research hypothesis and questions being asked. "Who", "What", "Where", "how" and "Why" about the phenomena and recognize the nature of relations (5W Method). Two possibilities need to be investigated by asking the "what" question. Firstly, some types of what questions are justifiable for conducting an exploratory study and the goal is to develop hypothesis and propositions for further seek. The second type of "what" question is actually form a "how many" or "how much" line of inquiry and the outcomes from a particular situation. If the researcher needs to know the "how" question, the better strategy will be doing survey and case study in this research use the survey and case study method.

Case study involves present of researcher wish to gain a rich understanding of the context of the research. The data collection method in case study may include questionnaires, interviews, focus group, observation and documentary analysis (Saunders, 2003). More

specifically, it defines a case study as an empirical inquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident. This definition helps us to understand case studies and distinguish them from the other research strategies (Yin, 2003).

The survey strategy is a popular and common strategy in business research that is usually associated with the deductive approach. Survey allows the collection of large amount of data from a sizeable population in a highly economical way. Questionnaire, structured observation and structured interviews often fall into this strategy (Thornhill, 2003). In order to support the result of the case, small quantitative survey was done as a way of further confirming our findings.

2.1.5 Research steps and study design

The two research approaches involved when to gathering data which are the inductive approach and the deductive approach. The fundamental difference between an inductive and a deductive approach is that the inductive approach aims to create a theory and model that data has been analyzed, whereas the deductive approach develops a theory and model from a questions and hypothesis which then is tested (Saunders, Lewis, and Thornhill, 2007). In this research, we realize how to use a deductive approach and at first, it is recommended how to determine and proposing ten hypotheses, which were created from literature survey, with particular focus on opinions of parasuraman and concepts of satisfaction, loyalty study and the model that related to optimizing the store quality. These hypotheses are tested by the several tools of statistics in order to comprehensive analysis in the model's dimensions on data gathered with a survey in chain store. As a result of the first part of the research follows a quantitative research design in the base of questionnaire.

The quantitative approach was the most applicable for testing the hypothesis by collecting data and using statistical methods (regression, correlation, factor analysis, structural equation modeling ...) .However there are disadvantages to a quantitative approach of not to gain enough knowledge and understanding of the context by researchers who try to draw valid conclusions (Punch, 2005), but where quantitative research focuses on collecting and evaluating , qualitative studies analyzes data collected in words, helping to reach an indepth understanding about an issue (Saunders, 2007). Therefore the second part of this research follows a qualitative and inductive approach.

This method helps to exploit the strengths of quantitative and qualitative research approaches and helps to minimize the downsides of both (Neuman, 2006).

The most common way to conduct a qualitative study is through unstructured or structured interviews (Sekaran, 2003). The done interviews with questionnaire and literature survey helped to formulate the questionnaire for chain store. In summary, the individual properties interview and connected made us significant conclusions that our research would benefit the most from a combination of two different research approaches. The quantitative method uses a questionnaire allowed us to use formal measurements and have many observations. The major advantage of using formal measurements is a rich statistical and mathematical interpretation, which initially helps to see the models of research over a larger scale. The quantitative method additionally helps to stay objective, and the data is easier to communicate. Additionally the numbers create the opportunity to conduct statistical estimations. The qualitative research approach in the form of 50 expert interviews from customers provided us with knowledge about the context of our study was conducted in and helped to understand how the statistical results can be interpreted, to make sense to evaluating the SQD-LD model in chain store.

The research questions and propositions are closely related. The main question is the purpose, but at the same time the presented hypothesis acts as questions and propositions simultaneously. The research in chain store was the direct result of the need to fulfill the purpose and test the hypothesis in a meaningful manner; furthermore the purpose and hypothesis guided the design of the survey and data analysis. In order to be able to fill out the questionnaire and contribute to this research the unit of analysis needed to be in interview .The literature reviews delivering the theoretical foundation of the survey and aided in the processes of analyzing the data and drawing conclusions from the survey. During the process of conducting this research mentioned several stages are utilized to improve the quality of our data (Thomas, 2004).

- 1) Defining population
- 2) Obtaining the construct sampling frame
- 3) Deciding sample size (optimize sample size)
- 4) Choosing sampling method
- 5) Defining survey content and literature survey
- 6) Deciding method of data gathering
- 7) Designing survey instruments
- 8) Designing incentives and motivators

9) Gathering data with the questionnaires and interview

- 10) Modifying survey methods
- 11) Receiving the survey
- 12) Editing responses by questionnaire
- 13) Analyzing and interpret and descriptive results
- 14) Preparing presentation, feedback and extraction results.

The sample and population was directly derived by the circumstances and purpose of this research, resulting in to use cluster sampling method.

The questionnaire is a very effective method to collect data, when the variables and the area of interest are already known and defined by the researcher. Therefore a questionnaire was the best way to collect data for this research, thus researcher by guide that used a questionnaire in their research, which made a survey the imperative in order to create a comparable study. The design of this survey is trying to explore the correlations between the dimensions of model. By the time, to make sure for designed survey, it could measure the right dimensions separately and allow a subsequent analysis of the correlation between measured dimensions.

2.1.6 Research Design Process

The objection of this section is establishing a paradigm that development of an appropriate research design. A research design is a function of the research objectives, is defined as "a set of advance decisions that makes up the master plan specifying the methods and procedures for collecting and analyzing the needed information".

An appropriate research design is essential as it determines the type of data, data collection technique, the sampling methodology that helps to survey the planned methodology to the research problems. There are many frameworks of research designs and they can be classified in to three traditional categories: exploratory, descriptive and causal. This study applies these research designs as to achieve the research objectives (Figure 3-1). A researcher may begin with an exploratory study which will provide essential background information needed preceding a descriptive study. In turn, information obtained from a descriptive study may help researcher to design a causal experiment. The aim of this study is to identify Store Quality Dimensions (SQD) and affect on Corporate Image (CI), Customer Satisfaction (CS), Quality Customer Relation (QCR) and Loyalty Dimensions

(LD) path . In addition, this study attempts to investigate the extent to which SQD—LD path MODEL features affect customer assessment of satisfaction and loyalty. To achieve these objectives, the research design of this study has been conducted in two phases. Phase one dealt with an exploratory study and the latter involved both descriptive and causal research. These phases are illustrated in the figure (3-1).



Figure (3-1): Research Design Process

Step (1): Exploratory research was conducted to develop initial insights and to provide direction for any further research needed. This study is essential when defining the problem is more clearly and identifies any specific objectives or data requirements to be addressed through research are needed.

In brief, based upon the literature, an experience survey was conducted and in consequent the survey allowed for the subject matters to be refined and draw out research issues and propositions (formulate specific research objective).

Step (2): Having obtained some primary knowledge of the subject matter by an exploratory study, descriptive research was conducted next. On contrary to an exploratory research, a descriptive study is more rigid, preplanned and structured, and is typically based on a large sample .The purpose of descriptive research is to describe specific attributes of existing store quality dimensions and loyalty dimensions phenomena. It is used to determine the frequency of occurrence of phenomena like chain store customers on a sample from the population. In addition, it helps provide data that allows for identifying relationships or associations between constructs. Descriptive studies may show that two variables are related but are insufficient for examining cause and effect relationships. Causal research is most appropriate when the functional relationship between the causal factors and the effect predicted on the variables is under investigation. This study concerns the causal relationships between SQD, CS, QCR, CI, and LD.

2.1.7 Data Collection

There are two major approaches for gathering data about a situation, person, problem or phenomenon. Sometimes, information required is already available and needs only to be extracted. However, there are times when the data must be collected. Based upon these broad approaches to gathering data, Secondary data and Primary data are categorized.

Secondary data is collected by secondary sources such as chain store official information and statistics in business and specific centrals, publications and personal records. Primary data is collected through: observation, interviews and questionnaires. According to Creswell thinking as expertise in area, data collection procedure in qualitative research involves four basic types: Observations, Interviews, documents and audiovisual tools. In interviews, the researcher conducts face-to face interviews with participant, interviews participants by telephone, or engages in focus group interviews with six to eight interviewees in each focus group.

In this study in-depth face-to-face interviews and survey were used as data collection methods. The interviews were selected as the major primary data collection method. Since the aim of the study is customer's perceived store quality in Chain store and how it is related to the customer satisfaction and loyalty. In addition, the order of the questions also varies and it depends on flow of conversation and additional questions which can be asked in the interview process. For getting a better understanding of the situation, in-depth and face-to-face interviews have been taken with several experienced Chain store users, each of whom has more than use experience of chain store services and buy the goods in chain stores. After developed interview guide that covered all questions relating to our research area and research questions in order to ensure results of interviews in three steps. In the first step, survey the multi construct and variables of research with 5 focus group (50 customer as focus group) in order to design of effectiveness measurement tools for Questionnaire and hypothesis and finally extraction of operational variables for measure of 10 hypothesis .in the second step, researcher gather the data by questionnaire with the 150 customer. In this section, after gather of data (n=150, usable questionnaire) and primary survey with use of SPSS-AMOS 18.0 and applied the several methods in statistics (regression, correlation...), With analysis of data and reach the information, confirmed the relation between the construct and questions in research in a small scale (with measurement of questionnaire validity) and doing the questionnaire actions to formulating the final questionnaire. Second step was doing gather of data from the 500 customer with the base structured method

(questionnaire). In the following Table (3-1), illustrate the research flow:

Date	Outcome & Results	Date	Outcome & Results		
6/10/2008	formulation of first proposal (Deliver to IMI)	7/7/2009	formulation of Questioners & Checklist (Send to professor)		
30/1/2009	formulation of first proposal (Send to Professor BENAVENT)	22/8/2009	formulation of first proposal (Professor BENAVENT)		
10/4/2009	0/4/2009 Modify the Proposal : version (1) for (Professor BENAVENT)		Design & Modify the Questioners with action Focus Group (n=50 ,expert)		
12/4/2009	Confirm the General Proposal	25/9/2009	confirm the General Questioners & Methodology		
26/4/2009	Modify the Proposal : version (2) for (Professor BENAVENT)	2/10/2009	Send the customers Questioners & Suggestions with Research		
29/4/2009	 Modify the proposal & finalization start the design the Questioners 	10/10/2009 30/12/2009 3/1/2009	 Modify the Customers Questioners - Confirm / Starting the Research the sample size n= 150 Send the Data collection & Analysis General confirm n= 150 & Expectation Starting the Research the sample size n= 500 		

Table (3-1), Trend of action research (Interaction Time)

The estimated time for each interview lasted approximately one hour to one and half hour. The in-depth face-to-face interview was conducted in a conference and meeting room at the Etka chain stores in April 20, 2010. After interviews, in order to make clear questions and reach to significant result, we used the research survey by questionnaire. The estimated time for gathering data by questionnaire stated from in May 1, 2010 to June 1, 2010.

In order to supplement the rich results of interview, the significant quantitative surveys were conducted with 500 customers of Etka Chain store. We used the cluster method in 10 branches of chain store and any branch with 50 customers. The Survey was conducted by a structured quantitative questionnaire. A survey is a procedure used to collect primary data from individuals. The data sought can be ranged by beliefs, opinions, attitudes and life styles , that affect the satisfaction and loyalty of service model in chain store to general background information on individuals such as gender, age, education, income , job and other variables that affect the SQD---CS---LD path.

The questionnaire was developed based on research questions and frame reference. The logical structure of questionnaire followed the order of store quality dimension in likert frame of reference. A 5-point Likert-scale (1= strongly disagree, 5=strongly agree) was used, as suggested by scientific method and Parasuraman perspective.

2.1.8 Data Analysis

After collecting data, the process of analysis begins, in order to summarize and rearrange the data several interrelated procedure are performed during the data analysis stage (Zikmund 2000). According to Miles and Huberman (1994), qualitative data analysis is consisting of three flows of activity: To appear data in transcriptions form data reduction process involves the selecting, focusing, simplifying, abstracting and transforming the collected data. There are several ways can be used to reduced and transformed qualitative data through selection, through summary or paraphrase, through being subsumed in a larger pattern and so on. Another step in data analysis process is use the data display as second major analysis activity that organized composite of information to drawing final conclusion. Designing a data display are analytic activities which includes deciding on the rows and columns of a matrix for qualitative data and deciding which data will be included in the form. And finally conclusion drawing and verification is the third stream of analysis activity where researcher need to decide meaning of things by noting regularities, patterns, explanations, possible configuration, causal flows and propositions.

These three stages have been followed in this thesis. After finishing the data collection, we organized and summarized the data for every case based on the variable set that has been selected from literature review and according to the research questions. For quantitative data analysis, statistical tools of Microsoft Excel, SPSS 18.0, Lisrel (SEM) and AMOS 18.0 are used for data inputting and analysis. The statistics results were presented by graphical form with detail description and analyzed in combination with qualitative data. At the end a comparison had been conducted with the previous literatures for drawing conclusions.

2.1.9 Survey Method and Administration

In this study, a survey was used as the method of primary data collection. The structured survey involved several steps from designing the questions to field work and assessing the reliability of the measurement used. These processes are illustrated in Figure (3-2) and this algorithm illustrates the questionnaire design process.



Figure (3-2): Research design process algorithm

According to the action research in algorithm, objectives of the first stage were identifying the information requirements and determine the source from which the information could be obtained (literature survey). After decision to choose a survey method may be based on a number of factors which include sampling, type of population, question form, question content, response rate and duration of data collection identified. The most appropriate survey method for this research was a personally administered one. Next, issues of operationalization of variables that needs to be considered before designing the data collection instrument. Operational definition refers to a specific question that will be used in a survey to measure the meaning of a construct. Since constructs that are relevant to this study such as SQD, CS, LD and QCR that cannot be clearly measured, operationalization is used to indirectly measure them.

Drawing from the scales developed by previous researchers, this study proposes that SQD construct is itemized by 22 items and 25 items for measurement other constructs of model. (See questionnaire). Therefore, this study aims to assess customer toward the SQD--LD to achieve the objectives of this study and then designing the questionnaire.

In fact, researchers indicate that a five-point scale is just as good as any other .That is, an increase in scale does not improve the reliability of the ratings and may cause confusion to the respondents. Thus, a five-point Likert- scale was used in this research. The questionnaire consisted of six parts. (See questionnaire). The first part, Section (A) consisted of demographic information such as a customer sex, age, education and job. Section B consisted of general information about store quality dimensions. The other parts, Section C, D, E and F were designed to assess the attributes affecting CS, CI, QCR and LD in chain store. Continuously, started the exploratory (pre-test) survey to revise questionnaire. The aim of a pre-testing is to ensure that the questions which are eliciting the responses required, uncover ambiguous content or errors before the survey is launched at large quantity. Prior to pre-testing, three marketing professors were asked to review the questions and give their opinions in the quest for content validity. After the review process, the questionnaire was ready to be pre-tested in an exploratory survey.

The exploratory survey started with selecting a small group of 50 respondents from a convenient sample as is common for pilot tests. The respondents were follow researchers and experts in this field. From this personal interview setting, respondents were asked to look for any difficulties with wording, problems with leading questions and biasness.

The next stage of pre-testing involved a pilot survey of 150 customers of chain store. Further, using SPSS to test the reliability and validity with high Cronbach alpha score (above 0.90). A Principal Component Analysis (PCA) was performed on the data set of the exploratory study to reduce a large number of observed variables into a smaller number of factors measuring different constructs.

This step involves identifying factors that can be used to the best represent a unique construct. Although there are many types of extraction techniques, the most commonly used is principal components. Using the Kaiser's criterion, only components with

eigenvalue of more than 1.0, were selected for further investigation Rotation. Once the numbers of components have been identified, the next step is to determine the pattern of loadings for easy interpretation. There are two main approaches for rotation: orthogonal and oblique. Orthogonal assumes that the variables are not correlated and helps to maximize the variance of factor loadings by making high scores higher and minimizing the low ones: items that load higher than 0.3 are retained while low loading items are dropped. Due to its ease to be interpreted, the orthogonal approach is most commonly used in research and deemed appropriate for this research then questionnaire distribution and administration will come. Firstly, specify the sampling method. Secondly, determine the sample size and thirdly, selects the sample.

Step 1: Population

The target population for this study was defined as customers of chain store at the time that survey was conducted.

Step 2: Sampling method

Probability sampling was used as this research sought to generalize the results obtained as much as possible and use the cluster method.

The basic idea of sampling is that by selecting some of the elements in a population, researcher may draw conclusions about the entire population. There are several compelling reasons for sampling, including: lower cost, greater accuracy of result, greater speed of data collection and availability of population selection (Cooper and Schindler 2003).

Selection of the sampling method is used in a study depends on a number of related theoretical and practical issues. These include considering the nature of the study and the objectives of the study and the time and budget available. Traditional sampling method can be divided into two broad categories probability and non-probability sampling (Samouel, 2003).

Step 3: Sample size. Now that the sampling method was determined, the next step involved determining the sample size of this study. The required sample size depends on factors such as the proposed data analysis techniques, financial and access to sampling.

The proposed data analysis technique for this research is Structural Equation Modeling, which is very sensitive to sample size and is less stable when estimated from small samples. As a general rule of thumb, at least 200 customers is deemed comfortable, 350 as very good and 500 as excellent in the base of central limit theorem and formulate of optimizing

sample size. Thus we decided to target of 500 useable questionnaires from the 10 branches of chain store and in each branch 50 customer.

Step 4: Reliability and validity tests

In order to test reliability, a Cronbach coefficient alpha was used as it is the most common method used for assessing the reliability for a measurement scale with multi-point items. The coefficient reflects homogeneity among a set of items, varies from 0 to 1. However, a good reliability should produce at least a coefficient value of 0.70 (Hair, 1995; Pallant 2004).

Content validity of this research was validated by determining the variables which have been defined and used previously in the literature.

Construct validity demonstrates the extent to which the constructs hypothetically relate to one another to measure a concept based on the theories underlying a research. For the purpose of this study, factor analysis was performed to measure the dimensions of a concept as well as to identify which items were appropriate for each dimension. Then, this study sought to test the potential relationships among variables. For this a confirmatory factor analysis applied with using SPSS-AMOS 18.0.

Further, to achieve construct validity, the measurement should demonstrate convergent validity and discriminates validity. Convergent validity refers to the items purporting to measure the same construct correlates positively with one another .On the other hand, the latter requires that an item does not correlate too highly with other items of different constructs .In order to reducing the possibility of getting the wrong answer, attention need to be paid on two particular research design, reliability and validity.

3. Part 3

3.1 Chapter 4: Data collection and analysis

The methodology to collect data for this research was described in the previous chapter. This chapter reports the results of analyzing that data. Firstly, survey the coding of the responses, cleaning, screening the data and selecting the appropriate data analysis strategy, preliminary examination of the data is described, which includes the process involved in data cleaning and screening, descriptive and correlation analysis. The profile analysis of customers in sampling are described and the results of hypothesis tests are discussed with use a structural equation modeling (SEM) by AMOS – SPSS 18.0.

3.1.1 Coding of Questionnaire in order to Data Entry

This task involved identifying, classifying and assigning data, which may be done in two ways: pre-coded and post-coded (In this study, most of the responses were pre-coded except for questions, which required post-coding).

Taken from the list of responses, a number corresponding to a particular selection was given. This process was applied to every earlier question that needed this treatment. Upon completion, then the data were entered to a statistical analysis software package, SPSS-AMOS 18.0, for the next steps.

3.1.2 Cleaning and Screening of Data

The process of cleaning and screening data is included with inconsistency checks and missing responses. Details of procedures used to clean and screen the data are explained in before Section (Selecting a data analysis strategy). The final step was to select the appropriate statistical analysis technique. To do this, Research elements, research problem, objectives, attribute of data and the properties of the statistical techniques are considered. To meet the purposes of this study, descriptive and estimation analyses were applied. Descriptive analysis refers to the transformation of raw data into a form that would provide information to describe a set of factors in a situation that will make them easy to understand and interpret. This analysis gives a meaning of data through frequency distribution, mean, and standard deviation, which are useful to identify differences among groups.

Estimation analysis refers to the cause and effect relationships between variables. Estimation statistics used for this research were correlations, structural equation modeling (SEM) and multivariate analysis of variance. In this thesis the Correlation analysis was used to test the existence of relationships between variables being studied. In addition, we use the multivariate analyses; an exploratory factor analysis was performed to identify the common

items of taken the constructs of model, or also called factor.

SEM was applied to measure the relationships between the independent variables and dependent variables simultaneously as to test propositions of this study. Since this study required the hypothesized models to be tested for the best-fit, SEM seemed to be the appropriate analysis method as it produces more comprehensive overall goodness-of-fit than those found in other traditional methods. SPSS - AMOS 18.0, a software package was used for SEM as it is user friendly software that provides a graphical user interface, which is easy to understand. This software also enables data to be imported directly from SPSS 18.0. Variables involved in the estimation analysis, their functions and relationships. In order to test research proposition, Multivariate Analysis of Variance (MANOVA) was applied. This technique has its strength over other multivariate analysis, because it maximizes the differences among group membership of variables as a whole and helps to understand groups' dimensions differences.

3.1.3 Preliminary examination of Data

This section presents the screening and cleaning of raw data before they were analyzed. Accuracy of data input and Subsequent to collecting the questionnaire survey, a research assistant helped to enter the data into the SPSS statistical software version 18.0 and total of respondents completed the survey. Screening of the data sets was conducted through an examination of basic descriptive statistics and frequency distributions. Values that were found to be out of range or improperly coded were detected with straightforward checks. A frequency test was run for every variable to detect any illegal and missing responses. Three cases with illegal responses were noted and corrected.

In this study, all variables were tested at a univariate and multivariate level for normality using AMOS 18.0 .At the univariate level, of the 47 (22+25 items / Variables in questionnaire structure) observed variables in the proposed models, none had skewness greater than .40 and none had kurtosis index greater than 7.0. These figures indicated that the data was distributed normally .However, these examinations of skewness and kurtosis at univariate level provided only an initial check on multivariate normality. Further, to assess multivariate normality the observed variables of this study were tested by two methods (examination of the distribution of residuals). From the AMOS 18.0 output, the Mardia coefficient of multivariate kurtosis indicated that the SEM models in this research did deviate from multivariate normality values above the critical value of \pm 1.96. Nevertheless, multivariate normality can also be tested by examining the distribution of standardized residuals.

3.1.4 Descriptive Analysis

Subsequent of data cleaning and screening was analyzing the descriptive of the data sets. Descriptive statistics including minimum, maximum, means, range, standard deviation and variance were obtained for the interval-scaled variables.

Most multivariate procedures analyze patterns of correlation or covariance among variables prior to testing research models like those tested later in section and correlation coefficient provides the basis of association between two variables which further permits the specification of unique variance shared between variables In this study, the Pearson correlation method was used to test the relationships between measured and latent variables as is commonly used in SEM. The Pearson correlation matrix obtained for the five intervalscaled constructs. Most of the linear relationships reported were in the expected direction, that is, they were significantly correlated, thus signaling no difficulties with the SEM as described.

However, the Pearson correlation coefficient is mere appropriate to measure relationships between interval-scaled variables. The Spearman coefficient should be used to test interrelationships between demographic non-parametric variables of questionnaire .Thus, for this study the Spearman coefficient was applied to examine the strength of associations between the rank ordered demographic variables, sex , age, education and job and chain store activities variables(b1,b2,....b22 and c1,c2....f25 ,see the questionnaire) . From the test, these non-parametric variables were related in the expected direction and the results in this section will described.

3.1.5 Customer Profile in sample size

In this section, frequency distributions were calculated for all cases in this research and were summarized in Table (4-1). These frequency distributions contained data about sex, age, education and job.

				SEX						
		10000000		2422104		V	alid	C	umulative	
	Freq		quency Per		cent	ent Percent		Percent		
Valid	female		253		50.6		50.6		50.6	
	male		247		49.4		49.4		100.0	
	Total		500	1	100.0		100.0			
				AG						
							Valid	Т	Cumulative	
			Frequer	ncy	Percer	nt	Percent		Percent	
Valid	2535			169	33	8.8	33.	8	33.8	
	3645			223	44	.6	44.	6	78.4	
	46hig	h		71	14	.2	14.	2	92.6	
	4.00			37	7	7.4 7.4		4	100.0	
	Total		500		100	100.0 100.0		0		
				ED	U					
							Valid	Т	Cumulative	
			Frequer	ncy	Percer	nt	Percent		Percent	
Valid	high schoo	ol		193	38	3.6	38.	6	38.6	
bachelor			194		38	3.8	38.	8	77.4	
I	master			97	19	1.4 19.4		4	96.8	
I	Total			500 1		3.2			100.0	
	Total			500	100	0.0	100.			
				JO	в					
					Sint	22	Valid		Cumulative	
(alid	and the second se		Frequ	ency	Perc	ent	Percer	nt	Percent	
valid	unemployee	e		71		14.2	14	4.2	14.:	
	worker			52	8	10.4	10	J.4	24.0	
	export			40	2	8.0	2	5.0	32.0	
	seller			36	3	1.2		.2	39.	
	teacher			7		1.4		1.4	41.	
	employee			152		30.4	30	J.4	71.0	
	DOSS			14	8	2.8		2.8	74.	
	division cha	arge		107		.2		.2	74.	
	owner			127		25.4	2	0.4	100.	
	Total			500	1	0.00	100	J.0		

3.1.6 Analysis and survey the constructs of store quality dimensions (SQD)

3.1.6.1 Constructs Measurement of Tangible

This section survey a "Tangibles " one-dimensional construct of store quality dimension (SQD) for customers of chain store. The initial model consisted of four observed variables (b1: modern equipment, b2: physical facilitate visually, b3: personal appearance, b4: service associated materials).

All variables in the tangibles construct model are listed, classified as either observed or unobserved, and as either endogenous or exogenous. A summary table (4-2) shows the number of variables in each category, as well as the total number of variables in the model.

Table (4-2): Constructs Measurement of Tangible

Tangibles model contains the following variables						
Observed, endogenous variables :						
b1 :modern equipment						
b2 : physical facilitate visually						
b3 : personal appearance						
b4 : service associated materials						
Unobserved, exogenous variables :						
Tang : Tangibles						
e1 : error of b1						
e2 : error of b2						
e3 : error of b3						
e4 : error of b4						

The appropriate assumptions that act in tangible model are correct, because the value approximate probability level (.004) of getting a chi-square statistic (10.893) is as large as the chi-square statistic obtained from the current set of data. (If probability level is .05 or less, the departure of the data from the model is significant at the .05 level). Therefore tangibles model in the total state is significant. However, from the analysis one indicator variable , b1 that is " modern equipment in chain store ", had an unacceptably low unstandardized regression weight(this regression weight was fixed at 1.000, not estimated) and did not meet the acceptance value of 0.5 and above, hence it was dropped. The three indicator variables of model of tangibles has good factor loadings where each item loads more than 0.70 as illustrated in the table (4-3) , suggesting that the indicators are good measures of tangibles and provide an evidence of convergent validity and consistency. Moreover, the Cronbach alpha value of 0.8282 reflects the one-dimensional of measured items: high reliability and the fit measures suggested a well fit model with RMSEA (.094) , CFI (.988) , TLI (.965) so this good-fitting model of tangibles were all above the desired level.

			Estimate	S.E.	C.R.	р	Standard Weights
b1	<	tan gible	1.000				.732
b2	÷	tan gible	1.231	.072	17.122	***	.906
b3	÷	tan gible	.943	.067	13.980	***	.660
ь4	«	tan gible	.804	.057	14.096	***	.666

Table (4-3): Constructs Measurement of Tangible



Figure (4-1): Unstandard Tangible Model Measurement

With combination of indicators, modify the reliability model in the base of error and decrease the bias, we can extraction the tangibles final model with standard regression weights in Figure (4-2) and final result shows that tangible constructs and measurement variables have the reliability and acceptance in the SQD –LD Model.



Figure (4-2): Standard Tangible Model Measurement

3.1.6.2 Constructs Measurement of Reliability

This section surveys "Reliability ", one-dimensional construct of store quality dimension (SQD) for customers of chain store. The initial model consisted of five observed variables (b5: promise , b6 : problem- solving , b7 : on time , b8: service provider , b9 : Error –free records).

All variables in the reliability construct model are listed, classified as either observed or unobserved, and as either endogenous or exogenous. A summary table (4-4) shows the number of variables in each category, as well as the total number of variables in the model.

Table (4-4): Constructs Measurement of reliability model

Reliability model contains the following variables
Observed, endogenous variables :
B5 :Promise
B6 :Problem -solving
B7 :On time
B8 :Service Provider
B9 :Error –free records
Unobserved, exogenous variables :
Reliability
e1 : error of b5
e2 : error of b6
e3 : error of b7
e4 : error of b8
e5 : error of b9

The appropriate assumptions that act in reliability model is correct, because that value approximate probability level (.000) of getting a chi-square statistic (33.160) is as large as the chi-square statistic obtained from the current set of data . Therefore reliability model in the total state is significant. However, from the analysis one indicator variable , b5 that is " promise with customer", had an unacceptably low unstandardized regression weight(this regression weight was fixed at 1.000, not estimated) and did not meet the acceptance value of 0.5 and above, hence it was dropped. The four indicator variable model has good factor loadings where each item loads is more than 0.70 as illustrated in the table (4-5), suggesting that the indicators are good measures and provide an evidence of convergent validity and consistency. Moreover, the Cronbach alpha value of 0.8634 reflects the one-dimensional of measured items: high reliability and the fit measures suggested a well fit model with RMSEA (.106), CFI (.977), TLI (.949) and AGFI (930) values within the acceptable range of survey , and this good-fitting model of reliability were all above the desired level.

			Estimate	S.E.	C.R.	P	Standard Weights
b5	<	Reliability	1.000				.776
b6	<	Reliability	.971	.056	17.272	***	.773
b7	<	Reliability	.985	.054	18.291	***	.818
b8	<	Reliability	.930	.055	16.800	***	.753
b9	<	Reliability	.731	.054	13.529	***	.618

Table (4-5): Constructs Measurement of Reliability



Figure (4-3): Unstandard Reliability Model Measurement

With combination of indicators modify the reliability model in the base of error and decrease the bias, we can extraction the reliability final model with standard regression weights in Figure (4-4) and final result shows that reliability constructs and measurement variables have the reliability and acceptance in the SQD –LD model.



Figure (4-4): Standard Reliability Model Measurement
3.1.6.3 Constructs Measurement of Responsiveness

This section survey "Responsiveness" one-dimensional construct of store quality dimension (SQD) for customers of chain store. The initial model consisted of four observed variables (b10: well service perform, b11: prompt service, b12: willing to help customer, b13: satisfied response with customer).

All variables in the Responsiveness construct model are listed, classified as either observed or unobserved, and as either endogenous or exogenous. A summary table (4-6) shows the number of variables in each category, as well as the total number of variables in the model.

Table (4-6): Constructs Measurement of Responsiveness model

Responsiveness model contains the following
variables
Observed, endogenous variables :
b10 : well service perform
b11 : prompt service
b12 : willing to help customer
b13 : satisfied response with customer
Unobserved, exogenous variables :
Responsiveness
e1 : error of b10
e2 : error of b11
e3 : error of b12
e4 : error of b13

The appropriate assumptions that act in responsiveness model is correct, because that value approximate probability level (.000) of getting a chi-square statistic (41.477) is as large as the chi-square statistic obtained from the current set of data . Therefore Responsiveness model in the total state is significant. However, from the analysis one indicator variable , b10 that is " well service perform", had an unacceptably low standardized regression weight(this regression weight was fixed at 1.000, not estimated) and did not meet the acceptance value of 0.5 and above, hence it was dropped. The four indicator variable model has good factor loadings where each item loads more than 0.70 as illustrated in the table (4-7) , suggesting that the indicators are good measures and provide an evidence of convergent validity and consistency. Moreover, the Cronbach alpha value of 0.8027 reflects the one-dimensional of measured items: high reliability and the fit measures suggested a well fit model with RMSEA (.199) , CFI (.939) , TLI (.818) , and this good-fitting model of responsiveness were all above the desired level.

			Estimate	S.E.	C.R.	P	Standard Weights
b10	<	Responsiveness	1.000				.604
b11	<	Responsiveness	1.283	.106	12.081		.753
b12	<	Responsiveness	1.387	.113	12.291		,788
b13	<	Responsiveness	1.127	.097	11.603		.700

Table (4-7): Constructs Measurement of Responsiveness



Figure (4-5): Unstandard Responsiveness Model Measurement

With combination of indicators, modify the Responsiveness model in the base of error and decrease the bias; we can extraction the Responsiveness final model with standard regression weights in Figure (4-6).



Figure (4-6): Standard Responsiveness Model Measurement

3.1.6.4 Constructs Measurement of Assurance

This section survey "Assurance", one-dimensional construct of store quality dimension (SQD) for customers of chain store. The initial model consisted of four observed variables

(b14: Credibility: Personal Confident Behavior, b15: security: Safe fell, b16: Courtesy: Consistently courteous, b17: competence: knowledge to answer with customer).

All variables in the Assurance construct model are listed, classified as either observed or unobserved, and as either endogenous or exogenous. A summary table (4-8) shows the number of variables in each category, as well as the total number of variables in the model.

Table (4-8): Constructs Measurement of Assurance model

Assurance model contains the following variables :
Observed, endogenous variables
b14 : Credibility : Personal Confident Behavior
b15 : security : Safe fell
b16 : Courtesy :Consistently courteous
b17 : competence : knowledge to answer with customer
Unobserved, exogenous variables
Assurance
e1 :error of b14
e2 : error of b15
e3 : error of b16
e4 :error of b17
e1 : error of b14 e2 : error of b15 e3 : error of b16 e4 : error of b17

The appropriate assumptions which are act in reliability model is correct, because that value approximate probability level (.000) of getting a chi-square statistic (18.146) is as large as the chi-square statistic obtained from the current set of data. Therefore Assurance model in the total state is significant. However, from the analysis one indicator variable, b14 that is "personal confident behavior", had an unacceptably low standardized regression weight and did not meet the acceptance value of 0.5 and above, hence it was dropped. The four indicator variable model has good factor loadings where each item loads is more than 0.70 as illustrated in the table (4-9.), suggesting that the indicators are good measures and provide an evidence of convergent validity and consistency. Moreover, the Cronbach alpha value of 0.8816 reflects the unidimensional of measured items: high reliability and the fit measures suggested a well fit model with RMSEA (.127), CFI (.985), TLI (.954), and this good-fitting model of Assurance were all above the desired level.

			Estimate	S.E.	C.R.	p	Standard Weights
b14	«	Assurance	1.000				.835
b15	>	Assurance	1.080	.051	21.158	***	.845
b16	<	Assurance	.932	.048	19.558	***	.790
b17	<	Assurance	.950	.051	18.531	***	.758

Table (4-9): Constructs Measurement of Assurance



Figure (4-7): Unstandard Assurance Model Measurement

With combination of indicators, modify the Assurance model in the base of error and decrease the bias; we can extraction the Assurance final model with standard regression weights in Figure (4-8).



Figure (4-8): Standard Assurance Model Measurement

3.1.6.5 Constructs Measurement of Empathy

This section survey "Empathy", one-dimensional construct of store quality dimension (SQD) for customers of chain store. The initial model consisted of five observed variables (b18: attention with customer, b19: Convenient operating with customer, b20: staff with excellent communication, b21: Emotional attractiveness, b22: understanding the needs and wants the customers). All variables in the Empathy construct model (including the access and communication aspect in SQD) are listed, classified as either observed or unobserved, and as either endogenous or exogenous. A summary table (4-10) shows the number of variables in the customer of variables in the model.

Table (4-10): Constructs Measurement of Empathy model

Empathy model contains the following variables							
Observed, endogenous variables :							
 Access dimension : b19 : Convenient operating with customer b21 : Emotional Attractiveness Communication Dimension : b18 : attention with customer 							
b20 : staff with excellent communication b22 understanding the needs &wants the customers							
Empathy							
e1 : error of b18 e2 : error of b19							
e3 : error of b20 e4 : error of b21							
e5 : error of b22							

The appropriate assumptions are act in Empathy model is correct, because that the value approximate probability level (.000) of getting a chi-square statistic (58, 314) is as large as the chi-square statistic obtained from the current set of data. Therefore Empathy model in the total state is significant. However, from the analysis one indicator variable, b18 that is "attention with customer", had an unacceptably low standardized regression weight and did not meet the acceptance value of 0.5 and above, hence it was dropped. The five indicator variable model has good factor loadings where each item loads more than 0.70 as illustrated in the table (4-11), suggesting that the indicators are good measures and provide an evidence of convergent validity and consistency. Moreover, the Cronbach alpha value of 0.8703 reflects the unidimensional of measured items: high reliability and the fit measures suggested a well fit model with RMSEA (.146), CFI (.956), TLI (.913) , and this good-fitting model of Empathy were all above the desired level.

			Estimate	S.E.	C.R.	р	Standard Weights
b18	<	Empathy	1.000			***	.711
b19	<	Empathy	1.082	.073	14.820	***	.711
b20	<	Empathy	.946	.067	14.185	***	.679
b21	<	Empathy	1.148	.069	16.575	***	.800
b22	<	Empathy	1.301	.073	17.902	***	.885

Table (4-11): Constructs Measurement of Empathy



Figure (4-9): Unstandard Empathy Model Measurement

With combination of indicators, modify the Empathy model in the base of error and decrease the bias; we can extraction the Empathy final model with standard regression weights in Figure (4-10).



Figure (4-10): Standard Empathy Model Measurement

3.1.6. 6 Measurement model for Store Quality Dimension (SQD) construct

The initial model consisted of nine indicator variables. The store quality dimension (SQD) for the nine - indicator model was very good with Cronbach alpha equal to 97.11. This subject presents the consistency and efficiency of data and confirms the reliability.

This result suggests that the indicators are good measures of store quality and provide evidence of convergent validity. Furthermore, the fit indicate a good fit model where the RMSEA (0.177), CFI (0.872) and TLI (0.829) within the acceptable range as shown nine constructs model is illustrated in Figure (4-11).

This section survey SQD, unidimensional construct in chain store. The initial model consisted of nine variables (nine constructs with 22 variables from b1 to b22 in questionnaire scale, see the following table in this section). All variables are listed, classified as either observed or unobserved, and as either endogenous or exogenous. A summary table (4-12) shows the number of variables in each category, as well as the total number of variables in the model.

Table (4-12): Constructs Measurement of Store Quality Dimension

Store Quality Dimension (SQD) model contains the following variables						
Observed, endogenous variables :						
Tangible						
Reliability						
Responsiveness						
Credibility						
Security						
Courtesy						
Competence						
Access						
Communication						
Unobserved, exogenous variables :						
Store Quality Dimension (SQD)						
e1,e2,e3,e4, e5, e6,e7, e8, e9						

The appropriate assumption that act in SQD model is correct, all constructs of this model has significant condition and acceptance. Therefore SQD model in the total state is significant. Results of regression and correlation table (4-14) and Standardized model table (4-13) confirm of acceptance value of 0.5. All of constructs for SQD improvement was significant. The nine constructs of this model has good factor loadings where each item loads is more than 0.70 as illustrated in the table (4-13). This subject suggesting that the indicators are good measures and provide an evidence of convergent validity and consistency. Moreover, the Cronbach alpha value of 0.9711 reflects the unidimensional of measured items: high reliability and the fit measures suggested a well fit model, and this good-fitting model of SQD was all above the desired level.

			Estimate	S.E	C.R	Р	Standard Weights
Tangible	>	SQD	1.00				0.629
Reliability	>	SQD	1.276	0.081	15.714	***	0.851
Responsiveness	>	SQD	0.843	0.073	11.518	***	0.574
Credibility	>	SQD	1.367	0.096	14.214	***	0.744
Security	>	SQD	1.553	0.104	14.916	***	0.793
Courtesy	>	SQD	1.359	0.095	14.337	***	0.752
Competence	>	SQD	1.445	0.101	14.338	***	0.752
Access	>	SQD	1.262	0.087	14.508	***	0.764
Communication	>	SQD	1.422	.0.084	16.829	***	0.943

Table (4-13): Path Estimation of SQD

Table (4-14): Variables Correlation of SQD Model

	Communication	Access	Competence	Courtesy	Security	Credibility	Responsiveness	Reliability	Tangible
Communication	.000								
Access	.614	.000							
Competence	263	-1.290	.000						
Courtesy	.088	-1.368	1.662	.000					
Security	373	379	.669	.914	.000				
Credibility	421	750	.830	1.782	2.679	.000			
Responsiveness	510	.440	.858	.217	1.748	025	.000		
Reliability	.035	.369	430	-1.047	529	600	.272	.000	
Tangible	.982	455	264	-2.926	-2.814	-3.148	-2.663	3.492	.000



Figure (4-11): Unstandard SQD Model Measurement

With combination of indicators, modify the quality customer relationship model in the base of error and decrease the bias; we can extraction the SQD final model with standard regression weights in Figure (4-12).



Figure (4-12): Standard SQD Model measurement

3.1.7 Constructs Measurement of Quality Customer Relationship

This section survey "Quality Customer Relationship", unidimensional construct in chain store. The initial model consisted of eight observed variables (from C1 to C8, see the following table in this section). All variables are listed, classified as either observed or unobserved, and as either endogenous or exogenous. A summary table (4-15) shows the number of variables in each category, as well as the total number of variables in the model.

Table (4-15): Constructs Measurement of Quality Customer Relationship

 Observed, endogenous variables : C1: The Service Quality and conditions of the chain store <u>satisfied</u> the you needs or wants. C2: The service <u>High Quality</u> has a positive effect in your mind C3: The staff provides <u>warm & friendly</u> service to you. C4: Staff provides an <u>efficient relation</u> with consumers. C5: The chain store is willing to justice your individual rights C6: The service Quality Relation improve the <u>trust</u> in consumer C7: A flexible service is provided to meet your <u>individual needs</u>. C8: The service quality reinforcement the <u>commitment</u> of consumers
 C1: The Service Quality and conditions of the chain store <u>satisfied</u> the you needs or wants. C2: The service <u>High Quality</u> has a positive effect in your mind C3: The staff provides <u>warm & friendly</u> service to you. C4: Staff provides an <u>efficient relation</u> with consumers. C5: The chain store is willing to justice your individual rights C6: The service Quality Relation improve the <u>trust</u> in consumer C7: A flexible service is provided to meet your <u>individual needs</u>. C8: The service quality reinforcement the <u>commitment</u> of consumers
C2: The service <u>High Quality</u> has a positive effect in your mind C3: The staff provides <u>warm & friendly</u> service to you. C4: Staff provides an <u>efficient relation</u> with consumers. C5: The chain store is willing to <u>justice</u> your individual rights C6: The service Quality Relation improve the <u>trust</u> in consumer C7: A flexible service is provided to meet your <u>individual needs</u> . C8: The service quality reinforcement the <u>commitment</u> of consumers
C3: The staff provides <u>warm & friendly</u> service to you. C4: Staff provides an <u>efficient relation</u> with consumers. C5: The chain store is willing to <u>justice</u> your individual rights C6: The service Quality Relation improve the <u>trust</u> in consumer C7: A flexible service is provided to meet your <u>individual needs</u> . C8: The service quality reinforcement the <u>commitment</u> of consumers
C4: Staff provides an <u>efficient relation</u> with consumers. C5: The chain store is willing to <u>justice</u> your individual rights C6: The service Quality Relation improve the <u>trust</u> in consumer C7: A flexible service is provided to meet your <u>individual needs</u> . C8: The service quality reinforcement the <u>commitment</u> of consumers
C5: The chain store is willing to justice your individual rights C6: The service Quality Relation improve the <u>trust</u> in consumer C7: A flexible service is provided to meet your <u>individual needs</u> . C8: The service quality reinforcement the <u>commitment</u> of consumers
C6: The service Quality Relation improve the <u>trust</u> in consumer C7: A flexible service is provided to meet your <u>individual needs</u> . C8: The service quality reinforcement the <u>commitment</u> of consumers
C7: A flexible service is provided to meet your <u>individual needs</u> . C8: The service quality reinforcement the <u>commitment</u> of consumers
C8: The service quality reinforcement the commitment of consumers
Unobserved, exogenous variables :
Quality_Customer_Relationship
e1: error of c1
e2: error of c2
e3 : error of c3
e4 : error of c4
e5 : error of c5
e6 : error of c6
e7 : error of c7
e8 : error of c8

The appropriate assumptions are act in QCR model is correct, because that value approximate probability level (.000) of getting a chi-square statistic (458.793) is as large as the chi-square statistic obtained from the current set of data. Therefore quality customer relationship model in the total state is significant. However, from the analysis one indicator variable C1 that is "Satisfied from service needs", had an unacceptably low standardized regression weight and did not meet the acceptance value of 0.5 and above, hence it was dropped. The eight indicator variable model has good factor loadings where each item loads more than 0.70 as illustrated in the table (4-16) and variables correlation table (4-17) , suggesting that the indicators are good measures and provide an evidence of convergent validity and consistency. Moreover, the Cronbach alpha value of 0.8703 reflects the unidimensional of measured

items: high reliability and the fit measures suggested a well fit model with RMSEA (.146), CFI (.956), TLI (.913), and this good-fitting model of quality customer relationship were all above the desired level.

			Estimate	S.E.	C.R.	Р	Standard Weights
d	<	Quality Customer Relationship	1.000				.775
a	<	Quality Customer Relationship	.962	.057	16.939		.737
в	<	Quality Customer Relationship	.835	.072	11.657		.528
c4	۰	Quality Customer Relationship	.851	.066	12.933		.580
cs	<	Quality Customer Relationship	1.148	.066	17.435		.755
c 6	۲	Quality Customer Relationship	1.200	.064	18.637		.800
a	۲	Quality Customer Relationship	1.114	.059	18.752		.804
c8	<	Quality Customer Relationship	.796	.056	14.204		.631

Table (4-16): Path Estimation of Quality Customer Relationship

Table (4-17): Variables Correlation of QCR Model

	c8	с7	c6	c5	c4	c3	c2	c1
c8	.000							
c7	.011	.000						
c 6	.065	.084	.000					
c5	039	053	098	.000				
c4	011	.029	.100	211	.000			
c3	214	.171	034	.085	.254	.000		
c2	112	006	091	.083	.096	.012	.000	
c1	.117	107	007	.165	119	210	.053	.000



Figure (4-13): Unstandard QCR Model Measurement

With combination of indicators, modify the quality customer relationship model in the base of error and decrease the bias; we can extraction the quality customer relationship final model with standard regression weights in Figure (4-14).



Figure (4-14): Standard QCR Model Measurement

3.1.8 Constructs Measurement of Customer Satisfaction

This section survey "Customer satisfaction", one-dimensional construct in chain store. The initial model consisted of five observed variables (from d9 to d13, see the following table in this section). All variables are listed, classified as either observed or unobserved, and as either endogenous or exogenous. A summary table (4-18) shows the number of variables in each category, as well as the total number of variables in the model.

Table (4-18): Constructs Measurement of Satisfaction

Customer Satisfaction model contains the following variables :					
Observed, endogenous variables :					
d9 : meet your expectation					
d10 : meet your needs					
d12: meet your requirement					
d12: you satisfied with Response of staff .					
d13: you satisfied with Quality of service					
Unobserved, exogenous variables :					
Customer_Satisfaction					
e1: error of d9					
e2: error of d10					
e3 : error of d11					
e4 : error of d12					
e5: error of d13					

The appropriate assumptions are act in Customer satisfaction model is correct, because that value approximate probability level (.000) of getting a chi-square statistic (52. 004) is as large as the chi-square statistic obtained from the current set of data. Therefore Customer satisfaction model in the total state is significant. However, from the analysis one indicator variable, d9, had an unacceptably low standardized regression weight and did not meet the acceptance value of 0.5 and above, hence it was dropped. The five indicator variable model has good factor loadings where each item loads more than 0.70 as illustrated in the table (4-19) and variables correlation table (4-20), suggesting that the indicators are good measures and provide an evidence of convergent validity and consistency. Moreover, the Cronbach alpha value of 0.8703 reflects the one-dimensional of measured items: high reliability and the fit measures suggested well fit model with RMSEA (.279), CFI (.849), TLI (.697), and this good-fitting model of Customer satisfaction were all above the desired level.

			Estimate	S.E.	C.R.	P	Standard Weights
d9	«	Satisfaction	1.000				.901
d10	<	Satisfaction	.787	.037	21.110		.793
d11	<	Satisfaction	.910	.045	20.244		.769
d12	«	Satisfaction	.785	.049	16.121		.654
d13	¢	Satisfaction	.695	.055	12.555		.537

Table (4-19): path Estimation of Satisfaction

Table (4-20): Variables Correlation of Satisfaction Model

	d13	d12	d11	d10	d9
d13	.000				
d12	.396	.000			
d11	.128	.163	.000		
d10	058	082	101	.000	
d9	106	073	003	.063	.000



Figure (4-15): Unstandard Satisfaction Model Measurement

With combination of indicators, modify the Customer satisfaction model in the base of error and decrease the bias; we can extraction the Customer satisfaction final model with standard regression weights in Figure (4-16).



Figure (4-16): Standard Satisfaction Model Measurement

3.1.9 Constructs Measurement of Corporate Image

This section survey "Corporate Image", one-dimensional construct in chain store. The initial model consisted of six observed variables (from e14 to e19, see the following table in this section). All variables are listed, classified as either observed or unobserved, and as either endogenous or exogenous. A summary table (4-21) shows the number of variables in each category, as well as the total number of variables in the model.

Table (4-21): Constructs Measurement of Corporate Image

Corporate Image model contains the following variables :)
Observed, endogenous variables :
e14 : you have <u>positive assessment</u> of brand (name-logo- terms- means – symbols) e15 : you <u>prefer to buy</u> from Etka chain store to other brands e16 : this brand is <u>market leader</u> e17: <u>Easy reminder</u> of etka brand (top of mind :T.O.M)
e18: Have a high coefficient with this brand .
e19: Have success to improvement the brand status
Unobserved, exogenous variables :
Corporate_Image
e1: error of e14
e2: error of e15
e3 : error of e16
e4 : error of e17
e5: error of e18
e6: error of e19

The appropriate assumptions are act in corporate image model is correct, because that value approximate probability level (.000) of getting a chi-square statistic (52, 011) as large as the chi-square statistic obtained from the current set of data. Therefore Corporate Image model in the total state is significant. However, from the analysis one indicator variable, e14, had an unacceptably low standardized regression weight and did not meet the acceptance value of 0.5 and above, hence it was dropped. The six indicator variable model has good factor loadings where each item loads more than 0.70 as illustrated in the table (4-22) and variables correlation table(4-23), suggesting that the indicators are good measures and provide an evidence of convergent validity and consistency. Moreover, the Cronbach alpha value of (0.8408) reflects the one-dimensional of measured items: high reliability and The fit measures suggested a well fit model with RMSEA (.198), CFI (.929), TLI (.882), and this good-fitting model of Corporate Image were all above the desired level.

			Estimate	S.E.	C.R.	Р	Standard Weights
e14	۰	Corporate Image	1.000				.845
e15	۰	Corporate Image	.764	.034	22.161		.809
e16	<	Corporate Image	.812	.033	24,428		.859
e17	<	Corporate Image	.961	.039	24.923		.869
e18	<	Corporate Image	.816	.036	22.737		.822
e19	<	Corporate Image	1.027	.044	23.375		.836

Table (4-22): path Estimation of Corporate Image

Table (4-23): Variables Correlation of CI Model

	e19	e18	e17	e16	e15	e14
e19	.000					
e18	020	.000				
e17	.089	109	.000			
e16	140	.030	.044	.000		
e15	121	.143	052	.104	.000	
e14	.219	025	.022	064	113	.000



Figure (4-17): Unstandard Corporate Image Model Measurement

With combination of indicators, modify the Corporate Image model in the base of error and decrease the bias, we can extraction the Corporate Image final model with standard regression weights in Figure(4-18).



Figure (4-18): Standard Corporate Image Model Measurement

3.1.10 Constructs Measurement of Loyalty Dimension

This section survey "Loyalty", one-dimensional construct in chain store. The initial model consisted of six observed variables (from f20 to f25). All variables are listed, classified as either observed or unobserved, and as either endogenous or exogenous. A summary table (4-24) shows the number of variables in each category, as well as the total number of variables in the model.

Table (4-24): Constructs Measurement	of Loyalty Model
--------------------------------------	------------------

Loyalty Dimension model contains the following variables :
Observed, endogenous variables :
f20: Will you Tendency to Re-purchasing on this store
f21. Will you interest to go in this store
f22: Will you buy more item than you do usually
f23: Will you prefer this store to others .
f24. Will you advise your friends to d buying on this store
f25. Will you <u>Recommend</u> this store
Unobserved, exogenous variables :
Loyalty_Dimension
e1: error of f20
e2: error of f21
e3 : error of f22
e4 : error of f23
e5: error of f24
e6: error of f25
e2: error of f21 e3: error of f22 e4: error of f23 e5: error of f24 e6: error of f25

The appropriate assumptions are act in loyalty model is correct, because that value approximate probability level (.000) of getting a chi-square statistic (53. 004) is as large as the chi-square statistic obtained from the current set of data. Therefore Loyalty model in the total state is significant. However, from the analysis one indicator variable, f20, had an unacceptably low standardized regression weight and did not meet the acceptance value of 0.5 and above, hence it was dropped. The four indicator variable model has good factor loadings where each item loads more than 0.70 as illustrated in the table (4-25) and variables correlation table (4-26), suggesting that the indicators are good measures and provide an evidence of convergent validity and consistency. Moreover, the Cronbach alpha value of 0.865 reflects the unidimensional of measured items: high reliability and the fit measures suggested a well fit model with RMSEA (.142), CFI (.934), TLI (.901), and this good-fitting model of Loyalty were all above the desired level.

			Estimate	S.E.	C.R.	р	Standard Weights
f20	<	Loyalty Dimension	1.000				.733
f21	<	Loyalty Dimension	.826	.054	15.395	***	.698
f22	<	Loyalty Dimension	.960	.061	15.826	***	.716
f23	<	Loyalty Dimension	1.227	.076	16.252	***	.735
f24	<	Loyalty Dimension	1.269	.065	19.507	***	.874
f25	<	Loyalty Dimension	1.212	.062	19.602	***	.878

Table (4-25): Path Estimation of Store Loyalty

 Table (4-26):
 Variables
 Correlation of Loyalty
 Model

	f25	f24	f23	f22	f21	f20
f25	.000					
f24	.052	.000				
f23	.014	.010	.000			
f22	057	026	059	.000		
f21	061	019	073	.168	.000	
f20	010	087	.072	.076	.086	.000



Figure (4-19): Unstandard Loyalty Model Measurement

With combination of indicators, modify the Loyalty model in the base of error and decrease the bias; we can extraction the Loyalty final model with standard regression weights in Figure (4-20).



Figure (4-20): Standard Loyalty Model Measurement

3.1.11 Testing proposition and Hypothesis

This section presents the findings of proposition and hypothesis, which illustrates that, concerns the several constructs of SQD-LD model (dimensions of store quality, customer satisfaction, corporate image, quality customer relationship, loyalty dimension). All construct and variables summarized in hypothesis estimation and testing section. Essentially, how the dimensions and measured suggested by the literature presented in chapter 2 that contribute towards all constructs of research model respectively was investigated. The propositions tested are:

3.1.11.1 Hypothesis (1)

Cumulative Satisfaction will be effect more positively in the Store Loyalty of chain store.

Survey of statistical criteria in table (4-27) shows that relations between construct and p – value is significant. Estimation final conclusion (Standard Weights) illustrates that "H1" Confirm.

Hypothesis (1) Testing Results			Estimate	S.E.	C.R.	Significant Testing	Standard Weights
Store Loyalty	<	Customer Satisfaction	1.840	.176	10.444		1
f25	<	Store Loyalty	1.000				.826
f24	<	Store Loyalty	1.074	.048	22.178	•••	.844
f23	<	Store Loyalty	1.079	.059	18.325	•••	.736
f22	<	Store Loyalty	.863	.047	18.260		.734
f21	<	Store Loyalty	.736	.042	17.437		.709
f20	<	Store Loyalty	.889	.048	18.698	•••	.747
d9	<	Customer Satisfaction	1.000				.463
d10	<	Customer Satisfaction	.781	.109	7.185		.404
d11	<	Customer Satisfaction	1.053	.135	7.804		.457
d12	<	Customer Satisfaction	1.000	.134	7.472		.428
d13	<	Customer Satisfaction	1.239	.152	8.169		.492

Table (4-27): Hypothesis Estimation and Testing (H1)

Constructs of Hypothesis (1): Direct Effects	Customer Satisfaction	Store Loyalty
Store_Loyalty	1.840	.000
d13	1.239	.000
d12	1.000	.000
d11	1.053	.000
d10	.781	.000
d9	1.000	.000
f20	.000	.889
f21	.000	.736
f22	.000	.863
f23	.000	1.079
f24	.000	1.074
f25	.000	1.000

Table (4-28): Direct Effects Results of Path (H1)



Figure (4-21): Unstandard Hypothesis Testing (H1) & Pathes in Model

With combination of indicators, modify (H1) model in the base of error and decrease the bias, we can illustrated that customer satisfaction have positive effect for loyalty (Chi-square = 1496.528, Degrees of freedom = 44).

Table (4-29): Goodness of fitting (H1)

Model Fit	RMSEA	TU	CFI	Fitting Results
Hypothesis (1)	.257	.484	.587	.000



Figure (4-22): Standard Hypothesis Testing (H1) & Pathes in Model

3.1.11.2 Hypothesis (2)

Corporate Image will be effect more positively in the cumulative Satisfaction of chain store.

Survey of statistical criteria in table (4-30) shows that relations between construct and p – value is significant. Estimation final conclusion (Standard Weights) illustrates that (H2) Disconfirm.

Hypothesis (2) Testing Results			Estimate	S.E.	C.R.	Significant Testing	Standard Weights
Customer Satisfaction	<	Corporate Image	.205	.044	4.654	***	1.00
e14	<	Corporate Image	1.000				.839
e15	<	Corporate Image	.775	.035	22.163	***	.815
e16	<	Corporate Image	.814	.034	23.941	***	.855
e17	<	Corporate Image	.965	.039	24.488	***	.866
e18	<	Corporate Image	.826	.036	22.656	***	.826
e19	<	Corporate Image	1.036	.045	23.150	***	.837
d13	<	Customer Satisfaction	1.000				.213
d12	۰	Customer Satisfaction	.976	.286	3.410	***	.223
d11	<	Customer Satisfaction	.767	.255	3.008	.003	.178
d10	<	Customer Satisfaction	.185	.171	1.077	.281	.051
d9	<	Customer Satisfaction	.631	.228	2.764	.006	.156

Table (4-30): Hypothesis Estimation and Testing (H2)

Table (4-31): Direct Effects Results of Path (H2)

Constructs of Hypothesis (2): Direct Effects	Corporate Image	Customer Satisfaction	
Customer Satisfaction	.205	.000	
d9	.000	.631	
d10	.000	.185	
d11	.000	.767	
d12	.000	.976	
d13	.000	1.000	
e19	1.036	.000	
e18	.826	.000	
e17	.965	.000	
e16	.814	.000	
e15	.775	.000	
e14	1.000	.000	



Figure (4-23): Unstandard Hypothesis Testing (H2) & Pathes in Model

With combination of indicators, modify the survey model in the base of error and decrease the bias, we can illustrated that customer satisfaction has positive effect for loyalty (Chi-square = 1591.51, Degrees of freedom = 44).

Т	abl	le ((4-32)): (Good	ness	of	fitting	(H2))
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Model Fit	RMSEA	ти	CFI	Fitting Results
Hypothesis (2)	.265	.506	605	.000



Figure (4-24): Standard Hypothesis Testing (H2) & Pathes in Model

3.1.11.3 Hypothesis (3)

Store Quality Dimension (SQD) has a direct positive effect in the Cumulative satisfaction of chain store.

Survey of statistical criteria in table (4-33) shows that relations between construct and p – value is significant. Estimation final conclusion (Standard Weights) illustrates that (H3) Confirm.

Hypothesis (3) Testing Results		Estimate	S.E.	C.R.	Significant Testing	Standard Weights	
Customer Satisfaction	<	Store Quality Dimension	.586	.090	6.529		1.00
tangible	<	Store Quality Dimension	1.000				.625
reliable	<	Store Quality Dimension	1.286	.083	15.573	•••	.852
responsiveness	<	Store Quality Dimension	.904	.075	12.069	•••	.611
credibility	<	Store Quality Dimension	1.371	.097	14.070	•••	.742
security	<	Store Quality Dimension	1.560	.106	14.765	•••	.791
courts	<	Store Quality Dimension	1.363	.096	14.178	•••	.749
compt	<	Store Quality Dimension	1.458	.102	14.248	•••	.754
access	<	Store Quality Dimension	1.263	.088	14.322	•••	.759
communt	<	Store Quality Dimension	1.414	.086	16.530	•••	.932
d13	<	Customer Satisfaction	1.000				.308
d12	<	Customer Satisfaction	.908	.185	4.919	•••	.302
d11	<	Customer Satisfaction	1.035	.195	5.313	•••	.349
d10	<	Customer Satisfaction	.519	.134	3.870	•••	.208
d9	<	Customer Satisfaction	.895	.176	5.093	•••	.321

Table (4-33): Hypothesis Estimation and Testing (H3)

Table (4-34): Direct Effects Results of Path (H3)

Constructs of Hypothesis (3): Direct Effects	Store Quality Dimension	Customer Satisfaction
Customer Satisfaction	.586	.000
d9	.524	.895
d10	.304	.519
d11	.607	1.035
d12	.532	.908
d13	.586	1.000
communt	1.414	.000
access	1.263	.000
compt	1.458	.000
courts	1.363	.000
secur	1.560	.000
credib	1.371	.000
respons	.904	.000
reliable	1.286	.000
tangible	1.000	.000



Figure (4-25): Unstandard Hypothesis Testing (H3) & Pathes in Model

With combination of indicators, modify (H3) model in the base of error and decrease the bias, we can illustrated that store quality dimension has positive effect for customer satisfaction (Chi-square = 1523.489, Degrees of freedom = 45).

Table ((4-35):	Goodness	of fitting	(H3)
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Model Fit	RMSEA	ти	CFI	Fitting Results
Hypothesis (3)	.226	.537	.608	.000



Figure (4-26): Standard Hypothesis Testing (H3) & Pathes in Model

3.1.11.4 Hypothesis (4)

Corporate brand image has a mediator effect between Store Quality Dimension and cumulative Satisfaction (Mediator effect)

Survey of statistical criteria in table (4-36) shows that relations between construct and p – value is significant. Estimation final conclusion (Standard Weights) illustrates that (H4) Confirm.

Hypothesis (4) Testing Results		Estimate	S.E.	C.R.	Significant Testing	Standard Weights	
Corporate Image	<	Store Quality Dimension	1.397	.085	16.402		1.00
Customer Satisfaction	<	Corporate Image	.346	.051	6.744	•••	1.00
tangible	<	Store Quality Dimension	1.000				.764
reliable	<	Store Quality Dimension	1.059	.051	20.884		.858
respons	<	Store Quality Dimension	.611	.054	11.391	•••	.505
credib	<	Store Quality Dimension	.967	.065	14.769	•••	.639
secur	<	Store Quality Dimension	1.076	.069	15.487	•••	.667
courts	<	Store Quality Dimension	.998	.064	15.599	•••	.671
compt	<	Store Quality Dimension	1.128	.067	16.732		.713
access	<	Store Quality Dimension	.980	.058	16.938		.721
communt	<	Store Quality Dimension	1.107	.050	21.937		.892
d13	<	Customer Satisfaction	1.000				.311
d12	<	Customer Satisfaction	.915	.183	4.985	•••	.306
d11	<	Customer Satisfaction	.939	.184	5.099	•••	.319
d10	<	Customer Satisfaction	.402	.126	3.203	.001	.163
d9	<	Customer Satisfaction	.801	.166	4.832	•••	.290
e19	<	Corporate Image	1.000				.701
e18	<	Corporate Image	.773	.054	14.425	•••	.670
e17	<	Corporate Image	.872	.060	14.611	•••	.679
e16	<	Corporate Image	.786	.051	15.381	•••	.715
e15	<	Corporate Image	.737	.051	14.476	•••	.672
e14	<	Corporate Image	.889	.064	13.940	•••	.647

Table (4-36): Hypothesis Estimation and Testing (H4)

Constructs of Hypothesis (4): Direct Effects	Store Quality Dimension	Corporate Image	Customer Satisfaction
Corporate Image	1.397	.000	.000
Customer Satisfaction	.483	.346	.000
e14	1.242	.889	.000
e15	1.030	.737	.000
e16	1.098	.786	.000
e17	1.219	.872	.000
e18	1.080	.773	.000
e19	1.397	1.000	.000
d9	.387	.277	.801
d10	.194	.139	.402
d11	.453	.324	.939
d12	.442	.316	.915
d13	.483	.346	1.000
communt	1.107	.000	.000
access	.980	.000	.000
compt	1.128	.000	.000
courts	.998	.000	.000
secur	1.076	.000	.000
credib	.967	.000	.000
respons	.611	.000	.000
reliable	1.059	.000	.000
tangible	1.000	.000	.000

Table (4-37): Direct Effects Results of Path (H4)



Figure (4-27): Unstandard Hypothesis Testing (H4) & Pathes in Model

With combination of indicators, modify (H4) model in the base of error and decrease the bias, we can illustrated that store quality dimension has positive effect for corporate image and the corporate image has positive effect for customer satisfaction (Chi-square = 1533.09 Degrees of freedom = 44).

Model Fit	RMSEA	ти	CFI	Fitting Results
Hypothesis (4)	.226	.433	.492	.000

Table (4-38):	Goodness	of fitting	(H4)
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Figure (4-28): Standard Hypothesis Testing (H4) & Pathes in Model
3.1.11.5 Hypothesis (5)

Store Quality Dimension has a significant effect on Corporate Image of chain store.

Survey of statistical criteria in table (4-39) shows that relations between construct and p – value is significant. Estimation final conclusion (Standard Weights) illustrates that (H5) Confirm.

Hypothesis (5)						Significant	Standard
Tes	Testing Results		Estimate	S.E.	C.R.	Testing	Weights
Corporate Image	۲	Store Quality Dimension	1.416	.082	17.353		1.000
tangible	۲	Store Quality Dimension	1.000				.779
reliable	<	Store Quality Dimension	1.027	.049	21.171		.848
respons	<	Store Quality Dimension	.539	.053	10.232		.454
credible	<	Store Quality Dimension	.922	.064	14.493		.622
secur	<	Store Quality Dimension	1.020	.067	15.107		.644
courts	<	Store Quality Dimension	.956	.062	15.393		.655
compt	<	Store Quality Dimension	1.086	.065	16.660		.700
access	<	Store Quality Dimension	.945	.056	16.889		.708
communt	<	Store Quality Dimension	1.071	.048	22.228	•••	.880
e19	<	Corporate Image	1.000				.724
e18	<	Corporate Image	.775	.050	15.380	••••	.694
e17	<	Corporate Image	.878	.056	15.657	•••	.706
e16	<	Corporate Image	.791	.048	16.543	••••	.744
e15	<	Corporate Image	.734	.048	15.331	•••	.692
e14	<	Corporate Image	.903	.060	15.030	••••	.679

Table (4-39): Hypothesis Estimation and Testing (H5)

Constructs of Hypothesis (5): Direct Effects	Store Quality Dimension	Corporate Image
Corporate Image	1.416	.000
e14	1.279	.903
e15	1.040	.734
e16	1.120	.791
e17	1.243	.878
e18	1.097	.775
e19	1.416	1.000
communt	1.071	.000
access	.945	.000
compt	1.086	.000
courts	.956	.000
secur	1.020	.000
credib	.922	.000
respons	.539	.000
reliable	1.027	.000
tangible	1.000	.000

Table (4-40): Direct Effects Results of Path (H5)



Figure (4-29): Unstandard Hypothesis Testing (H5) & Pathes in Model

With combination of indicators, modify (H5) model in the base of error and decrease the bias, we can illustrated that store quality dimension has positive effect for corporate image. (Chi-square = 2532.003, Degrees of freedom = 44).

Model Fit	RMSEA	ти	CFI	Fitting Results
Hypothesis (5)	.239	.545	.610	000

Table (4-41): Goodness of fitting (H5)



Figure (4-30): Standard Hypothesis Testing (H5) & Pathes in Model

3.1.11.6 Hypothesis (6)

When multiple variables of outlet (reliability, Communication, tangible...) are presented, it affects the Store Quality Dimension significantly. However, there will be significant difference in the several variables in servqual of outlet in conditions of chain store.

Survey of statistical criteria in table (4-42) shows that relations between construct and p – value is significant. Estimation final conclusion (Standard Weights) illustrates that (H6) Confirm.

Hypothesis (6) Testing Results			Estimate	S.E.	C.R.	Significant Testing	Standard Weights
tangible	<	Store Quality Dimension	1.000				.629
reliable	<	Store Quality Dimension	1.276	.081	15.714	***	.851
respons	<	Store Quality Dimension	.843	.073	11.518	***	.574
credib	<	Store Quality Dimension	1.367	.096	14.224	***	.744
secur	¢	Store Quality Dimension	1.553	.104	14.916	***	.793
courts	<	Store Quality Dimension	1.359	.095	14.337	***	.752
compt	<	Store Quality Dimension	1.445	.101	14.338	***	.752
access	<	Store Quality Dimension	1.262	.087	14.508	***	.764
communt	<	Store Quality Dimension	1.422	.084	16.829	***	.943

Table (4-42): Hypothesis Estimation and Testing (H6)

Constructs of Hypothesis (6): Direct Effects	Store Quality Dimension
communt	.943
access	.764
compt	.752
courts	.752
secur	.793
credib	.744
respons	.574
reliable	.851
tangible	.629

Table (4-43): Direct Effects Results of Path (H6)



Figure (4-31): Unstandard Hypothesis Testing (H6) and Pathes in Model

With combination of indicators, modify (H6) model in the base of error and decrease the bias, we can illustrated that several constructs of store quality has significant effect in service improvement. (Chi-square = 1498.005, Degrees of freedom = 46).

	Model Fit	Model Fit RMISEA TLI CFI			Fitting Results	
	Hypothesis (6)	.177	.829	.872	.000	
	@ 	e4	65	66) @
tangib to	reliable respon	s sredib	Secur	oourts		
	.63	85 57 7	74.79	75 75	76 34	
		A	Store Quality Dimension	5		

Table (4-44): Goodness of fitting (H6)

Figure (4-32): Standard Hypothesis Testing (H6) and Pathes in Model

3.1.11.7 Hypothesis (7)

Cumulative Satisfaction will be effect more positively in the Quality Customer Relationship of chain store.

Survey of statistical criteria in table (4-45) shows that relations between construct and p – value is significant. Estimation final conclusion (Standard Weights) illustrates that (H7) Confirm.

Hypothesis (7) Testing Results			Estimate	S.E.	C.R.	Significant Testing	Standard Weights
Quality Customer Relationship	<	Customer Satisfaction	.787	.064	12.328	***	1.000
d9	<	Customer Satisfaction	1.000				.685
d10	<	Customer Satisfaction	.765	.063	12.166	•••	.586
d11	<	Customer Satisfaction	.905	.075	12.091	•••	.582
d12	<	Customer Satisfaction	.942	.076	12.380	•••	.597
d13	<	Customer Satisfaction	.824	.081	10.157	•••	.485
c8	<	Quality Customer Relationship	1.000				.594
c7	<	Quality Customer Relationship	1.553	.110	14.093	•••	.840
c6	<	Quality Customer Relationship	1.542	.115	13.347	•••	.770
6	<	Quality Customer Relationship	1.247	.109	11.389	•••	.615
c4	<	Quality Customer Relationship	1.297	.108	12.038		.663
ദ	<	Quality Customer Relationship	1.276	.113	11.247		.605
62	<u>(</u>	Quality Customer Relationship	1.158	.096	12.066		.665
¢1	<	Quality Customer Relationship	1.080	.093	11.566	•••	.628

Table (4-45): Hypothesis Estimation and Testing (H7)

Constructs of Hypothesis (7): Direct Effects	Customer Satisfaction	Quality Customer Relationship
Quality Customer Relationship	.787	.000
c1	.850	1.080
c2	.911	1.158
G	1.004	1.276
c4	1.020	1.297
c5	.981	1.247
c6	1.213	1.542
c7	1.221	1.553
c8	.787	1.000
d13	.824	.000
d12	.942	.000
d11	.905	.000
d10	.765	.000
d9	1.000	.000

Table (4-46): Direct Effects Results of Path (H7)



Figure (4-33): Unstandard Hypothesis Testing (H7) & Pathes in Model

With combination of indicators, modify (H7) model in the base of error and decrease the bias, we can illustrated that corporate image has positive effect for quality customer relationship (Chi-square = 1544.221, Degrees of freedom = 45).

Model Fit	RMSEA	TU	CFI	Fitting Results
Hypothesis (7)	.225	.514	595	.000

Table (4-46): Goodness of fitting (H7)



Figure (4-34): Standard Hypothesis Testing (H7) & Pathes in Model

3.1.11.8 Hypothesis (8)

QCR will be effect more positively in the Loyalty of chain store.

Survey of statistical criteria in table (4-48) shows that relations between construct and p – value is significant. Estimation final conclusion (Standard Weights) illustrates that (H8) Disconfirm.

Hypothesis (8) Testing Results			Estimate	S.E.	C.R.	Significant Testing	Standard Weights
Loyalty Dimension	<	Quality Customer Relationship	1.248	.096	13.033		1.000
c8	<	Quality Customer Relationship	1.000				.618
c7	<	Quality Customer Relationship	1.308	.096	13.668		.736
C6	<	Quality Customer Relationship	1.431	.104	13.773		.743
ß	<	Quality Customer Relationship	1.429	.105	13.621		.732
c4	<	Quality Customer Relationship	.994	.095	10.492		.528
6	<	Quality Customer Relationship	1.055	.102	10.344		.519
12	<	Quality Customer Relationship	1.107	.088	12.594		.661
ci	<	Quality Customer Relationship	1.205	.089	13.555		.727
f20	<	Loyalty Dimension	1.000				.691
f21	<	Loyalty Dimension	.908	.060	15.036		.718
f22	<	Loyalty Dimension	1.102	.069	16.060		.771
f23	<	Loyalty Dimension	1.163	.085	13.715		.652
f24	<	Loyalty Dimension	1.217	.074	16.346		.786
f25	<	Loyalty Dimension	1.079	.070	15.306		.732

Table (4-48): Hypothesis Estimation and Testing (H8)

Constructs of Hypothesis (8): Direct Effects	Quality Customer Relationship	Loyalty Dimension
Loyalty_Dimension	1.248	.000
f25	1.346	1.079
f24	1.519	1.217
f23	1.451	1.163
f22	1.376	1.102
f21	1.133	.908
f20	1.248	1.000
c1	1.205	.000
c2	1.107	.000
c3	1.055	.000
c4	.994	.000
c5	1.429	.000
сб	1.431	.000
c7	1.308	.000
c8	1.000	.000

Table (4-49): Direct Effects Results of Path (H8)



Figure (4-35): Unstandard Hypothesis Testing (H8) & Pathes in Model

With combination of indicators, modify the survey (H8) model in the base of error and decrease the bias, we can illustrated that QCR has not positive effect for loyalty (Chi-square = 1467.88, Degrees of freedom = 44).

Table (4-50): Goodness of fitting (H8)



Figure (4-36): Standard Hypothesis Testing (H8) & Pathes in Model

3.1.11.9 Hypothesis (9)

Corporate Image will be effect Loyalty in chain store.

Survey of statistical criteria in table (4-51) shows that relations between construct and p – value is significant. Estimation final conclusion (Standard Weights) illustrates that (H9) Confirm.

Hypothesis (9) Testing Results			Estimate	S.E.	C.R.	Significant Testing	Standard Weights
Loyalty Dimension	<	Corporate Image	.550	.034	16.171	***	1.000
f20	۲	Loyalty Dimension	1.000				.661
f21	<	Loyalty Dimension	.969	.065	14.803	***	.734
f22	<	Loyalty Dimension	1.160	.075	15.525	***	.776
f23	<	Loyalty Dimension	1.172	.091	12.920	***	.628
f24	<	Loyalty Dimension	1.135	.080	14.225	***	.701
f25	<	Loyalty Dimension	1.028	.075	13.622	***	.667
e19	<	Corporate Image	1.000				.815
e18	<	Corporate Image	.780	.038	20.408	***	.786
e17	<	Corporate Image	.944	.041	23.072	***	.855
e16	<	Corporate Image	.795	.035	22.536	***	.842
e15	<	Corporate Image	.772	.036	21.617	***	.818
e14	<	Corporate Image	.952	.045	21.132	***	.806

Table (4-51): Hypothesis Estimation and Testing (H9)

Constructs of Hypothesis (9): Direct Effects	Corporate Image	Loyalty Dimension
Loyalty Dimension	1.000	.000
e14	.806	.000
e15	.818	.000
e16	.842	.000
e17	.855	.000
e18	.786	.000
e19	.815	.000
f25	.667	.667
f24	.701	.701
f23	.628	.628
f22	.776	.776
f21	.734	.734
f20	.661	.661

Table (4-52): Direct Effects Results of Path (H9)



Figure (4-37): Unstandard Hypothesis Testing (H9) & Pathes in Model

With combination of indicators, modify (H9) model in the base of error and decrease the bias, we can illustrated that corporate image has positive effect for store loyalty (Chi-square = 4563.101, Degrees of freedom = 45).



Table (4-53): Goodness of fitting (H9)

Figure (4-38): Standard Hypothesis Testing (H9) & Pathes in Model

3.1.11.10 Hypothesis (10)

SQD will be effect more significantly in Loyalty Dimension of chain store.

Survey of statistical criteria in table (4-54) shows that relations between construct and p – value is significant. Estimation final conclusion (Standard Weights) illustrates that (H10) Confirm.

	Hypothes Testing R	is (10) Jesults	Estimate	S.E.	C.R.	Significant Testing	Standard Weights
F26	<	Store Quality Dimension	1.102	.079	13.930		1.000
tangible	<	Store Quality Dimension	1.000				.656
reliable	<	Store Quality Dimension	1.224	.074	16.636		.851
respons	<	Store Quality Dimension	.799	.068	11.748		.567
credib	<	Store Quality Dimension	1.231	.087	14.119		.699
secur	<	Store Quality Dimension	1.415	.094	15.046		.753
courts	<	Store Quality Dimension	1.267	.086	14.676		.731
compt	<	Store Quality Dimension	1.358	.092	14.771		.737
access	<	Store Quality Dimension	1.224	.080	15.365		.772
communt	<	Store Quality Dimension	1.327	.075	17.650		.918
f25	<u>(</u>	F26	1.000				.688
f24	<	F26	1.104	.072	15.246	•••	.722
f23	<u>~</u>	F26	1.089	.083	13.171	•••	.618
f22	<u>~</u>	F26	.909	.066	13.692	•••	.644
f21	<u>~</u>	F26	.825	.059	14.044	•••	.662
f20	<	F26	.861	.067	12.850	•••	.603

Table (4-54): Hypothesis Estimation and Testing (H10)

Constructs of Hypothesis (10): Direct Effects	Store_Quality_Dimension	F26
F26	1.102	.000
f20	.949	.861
f21	.909	.825
f22	1.002	.909
f23	1.200	1.089
f24	1.217	1.104
f25	1.102	1.000
communt	1.327	.000
access	1.224	.000
compt	1.358	.000
courts	1.267	.000
secur	1.415	.000
credib	1.231	.000
respons	.799	.000
reliable	1.224	.000
tangible	1.000	.000

Table (4-55): Direct Effects Results of Path (H10)



Figure (4-39): Unstandard Hypothesis Testing (H10) & Pathes in Model

With combination of indicators, modify the survey (H10) model in the base of error and decrease the bias, we can illustrated that SQD has positive effect for loyalty (Chi-square = 1456.230, Degrees of freedom = 44).

Table (4-5	6): Goodness	s of fitting	(H10)
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Model Fit	RMSEA	TU	CFI	Fitting Results
Hypothesis (10)	.168	.684	.729	.000



Figure (4-40): Standard Hypothesis Testing (H10) & Pathes in Model

3.1.12 SQD-LD path Structural model Design and Formulation

Having design and evaluated the measurement models, the next step involves evaluating and formulates the structural models. This step involved the comparison of hierarchical or non-hierarchical models. Non-hierarchical models usually represent competing theories about the phenomenon under study. In this research, non-hierarchical models had been developed based on the theories reviewed in chapter 2 (literature review) and each model is illustrated in its respective subsection.

The following sections present the results of the full-hypothesized model and several competing models developed in this section .The hypothesized model were deal with the subsequent section, followed by the competing models. All models were estimated using ML estimation in AMOS-SPSS 18.0 and the indicator variables were adopted from the measurement model.

This section presents a multilevel dimensional model that measurement model consisted of five constructs (SQD, CI, QCR, CS, LD) that include the 47 variables. However, almost of constructs of model that can be easily understood, had strong and average loadings. Only relation between corporate image –customer satisfaction (0. 48 and 0.15) were dropped.

The reliability level, standardized regression weights and goodness-of-fit statistics indicate that the five construct and 47 variables are good. As shown in following table (4-57) and the standardized regression weights are all above the desired level (≥ 0.50). In addition, the internal reliability is very good (Cronbach Alpha=.9711) that indicating high internal reliability and consistency. The goodness of fit measures of this model is reinforced by several testing that illustrated hypothesis estimation in table (4-57), pathes covariance in table (4-58), standardized model in table (4-59), factor analysis in table (4-60) and goodness of fitting in table (4-61).Model Extraction illustrated in figure (4-42) and this figure shows testing results and relations between constructs.

SQI Te	Estimate	S.E.	C.R.	Significant Testing	Standard Weights		
a	<	SQD	1.055	.085	12.385	•••	.596
CS	<	SQD	.444	.076	5.886	•••	.341
CS	K	a	018	.040	459	646	-45
QCR	K	CS	.494	.034	14.461	•••	.543
tangible	۲	SQD	1.000				.650
reliability	<	SQD	1.245	.075	16.637	•••	.857
responsiveness	<	SQD	.811	.070	11.588	•••	.570
credibility	¢	SQD	1,299	.091	14.263	•••	,731
security	<	SQD	1,477	.098	15.024		.779
courtesy	<	SQD	1.305	.090	14.530	•••	.746
competence	¢	SQD	1.393	,095	14.692	•••	.749
access	¢	SQD	1.231	.082	15.072	•••	.770
communication	<	SQD	1.381	.078	17.765		,946
LD	¢	CS	.211	.031	6.749	***	.214
LD	<	QCR	,134	.047	2.864	,004	.334
LD	¢	SQD	.386	.055	7.021	•••	.301
LD	K	Cl	.336	.025	13.242	***	.464

Table (4-57): Ten Hypothesis Estimation and Testing in SQD-LD Model

Covariance Matrix	SQD	α	ß	QCR	LD	Communication	access	Competence	Courtesy	security	credibility	Responsive	reliable	tangible
SQD	1.000													
α	.5%	1.000												
ß	.326	.178	1.000											
QCR	.177	.097	.543	1.000										
IJ	.669	.694	.463	.339	1.000									
Communication	.946	.564	.308	.168	.633	1.000								
access	.770	,458	.251	.136	.515	.728	1.000							
Competence	.749	.446	.244	.133	.501	.708	.576	1.000						
Courtesy	.746	.444	.243	.132	.499	.705	.574	.558	1.000					
security	.779	.464	.254	.138	.521	.737	.599	.583	.581	1.000				
credibility	.731	,435	.238	.129	.489	.691	.562	.547	.545	.569	1.000			
Responsive	.570	.340	.186	.101	.382	.540	.439	.427	.425	.444	.417	1.000		
reliable	.857	.511	.279	.152	.574	.811	.660	.642	.639	.668	.626	.489	1.000	
tangible	.650	.387	.212	.115	.435	.615	.500	.487	.485	.506	.475	.371	.557	1.000

Table (4-58): Pathes Covariance Matrix in SQD-LD Model

Standardized Total Effects	SQD	СІ	cs	QCR
CI	.596	.000	.000	.000
CS	.326	-025	.000	,000
QCR	.177	013	.543	.000
LD	.669	.457	.282	.124
Communication	.946	.000	,000	.000
access	.770	.000	.000	.000
Competence	.749	.000	.000	.000
courtesy	.746	.000	.000	.000
security	.779	.000	.000	.000
credibility	.731	.000	,000	.000
responsive	.570	.000	.000	.000
reliable	.857	.000	.000	.000
tangible	.650	.000	,000	,000

Table (4-59) : Standardized Total Effects in SQD –LD Model

Iteration	Error	Negative eigenvalues	Condition	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	4		-1.605	9999.000	5834.507	0	9999.000
1	e	4		426	1.644	3445.182	18	.456
2	e	3		400	.544	2723.422	5	.708
3	e*	0	3153.776		.879	1802.173	5	.852
4	e	0	1131.300		.927	1498.622	2	.000
5	e	0	1986.726		.486	1409.978	1	1.180
6	e	0	3109.222		.414	1392.053	1	1.183
7	e	0	4744.880		.223	1388.886	1	1.143
8	e	0	5548.650		.081	1388.675	1	1.055
9	e	0	5531.584		.007	1388.674	1	1.006
10	e	0	5662.724		.000	1388.674	1	1.000

Table (4-60) : Factor Analysis and Rotation the constructs in SQD-LD Model

Table (4-61): Goodness of fitting in SQD-LD Model

Model Fit (Significant Testing)	RMSEA	ти	CFI	Chi-square (Degrees of freedom = 61)
SQDLD Model	.209	.673	.744	1388.674



Figure (4-41) : Unstandard Estimation and P-Value of Conceptual Model



Figure (4-42) : Standard Estimation and P-Value of modified Conceptual Model

The structural models are evaluated in terms of the hypothesized pathes and their strength and the overall fit model are shown in table (4-57). Each of the dimensions above is presented. The chi-square with certain degree of freedom is equal to 1388.674 and RMSEA is equal to 0.209 and both are above the required significant level and acceptance the goodness of fit the

SQD-LD modified model.

In addition, the CFI (0.744) and TLI (0.673) are all below the acceptable level. Therefore, for this study, the nine-dimension model is a valid model of store quality dimension. The meaning of research illustrated that unacceptance the CI-CS (H2 testing) and QCR-LD (H8 testing) pathes. Table (4-61) displays the results of the goodness of fit statistics. This table shows that nine dimensions structural model of store quality. The table (4-59) shows standardized effect in SQD-LD model and table (4-62) shows analysis of variance and reliability. These analyses described consistence data for research and develop the unbiasedness and efficient model.

Table (4-62): Analysis of Variance and Reliability

	Sum of Sq	. DF	Mean
	-	Prob	•
Between People	19878.5491	498	39.9168
Within People	42708.5186	35928	1.1887
Between Measures	11298.8712	72	156.9288
Residual	31409.6474	35856	.8760
Nonadditivity	484.0757	1	484.0757
Balance	30925.5717	35855	.8625
Total	62587.0676	36426	1.7182
Reliability Analysis : Alpha Coefficients = 0.9781 Standardized item alpha = 0.99 Number of variable Measuren sample size : 500	815 1ent : 73		

4.Part4

4.1 Chapter 5: Findings and Results

In the previous chapter the empirical qualitative and quantitative data were surveyed and analyzed. In this section of research, questions and hypotheses will be answered and technical conclusions will be drawn and innovation of research illustrated. At the end implications for academia's, practitioners, management, theory and future research will be addressed.

A nine service quality dimensions in store quality are identified or found in this study.

They are reliability, responsiveness, communication, security, courtesy, competence, credibility, tangible and access. Based on qualitative and quantitative analysis of empirical data obtained, in first all dimensions selected in this study were tested as the main dimensions in chain store which consisted with the previous research survey. Communication, reliability and security were identified as most important service quality dimensions in chain store. Two dimensions, responsiveness and tangible have weakly effect in the improvement of store quality.

Finding shows that offer speed of service are important in quality criteria for most customers. In addition, it was also detected that customers want appropriate and simple to use of chain store services. The finding shows that the chain store service that defined as "Store Quality Dimension" should offer service with high quality and maintain customers informed they can understand, such as reliability and access, to ensure customer more satisfied. Moreover, the store quality dimensions should provide the best quality service with customers in order to attract and maintance more customers. Therefore it is hard for customers to make use or understand all the services that may not be available and transparency, such as purchasing process that must be tangible, reliable and etc.

The findings illustrate that the chain store should provide suitable functioning to customers and should be up and running all the time. In addition, it is also significant for customer that the store quality transparency with customer. Finally, we must offer accurate and updated information about the store quality with customer and understandable service in the chain store. The findings indicate that communication is the most preferred by customers. When problems occur or some advice needed customers prefer to talk and communicate with staff in chain store. The main reason might be the slow response time. Therefore, quick and suitable response to customers is the most concern by them. The findings also indicate that high quality response is one of the key drivers of customer satisfaction or dissatisfaction, which consists with the prior study. More importantly, the findings also shows that some customers expect and need high service quality from the chain store .The high service quality could build good relationship with customers, simultaneously gain trust, confidence, value, good picture in top of mind, satisfaction and loyalty. The findings suggest that the chain store should provide support and maintance the needs and wants with improved the responsibility for customers.

The findings shows that the chain store should perform the significant dimensions of store quality with accuracy methods for exist the satisfaction with attention of optimization time and also provide quick and desire confirmation when the work done. The findings of security in store quality dimensions imply that the security issue is the weak and thus must be concern security system in chain store specially when purchasing done with different and attractive tools .

The findings indicate that it is important for customers to know and understand the portfolio of store quality in chain store, especially for satisfied and loyal customers. The chain store can offer different and variety services with effective communicative, such as improvement and reinforcement of the communication skills in staff specially for sellers, negotiation techniques , grooming and respect, in order to attract and maintance the spectrum of satisfied and loyal customers (from suspect , leads, prospect , buyers and loyal customer).

One remarkable finding is that more and more customers expect excellence services. More Importantly, to meet different customer's different needs; listen to customer's voice and recognize the customer's problems to create trust and confidence. Therefore is need to use the multi provider service that can attract and maintance the customers.

The findings of this study shows that continue and update security is important in chain store and increased the reliability and credibility services. Based on both qualitative and quantitative analysis and above discussion for this research, specific conclusion has been summarized. A total of nine service quality dimensions in chain store were found and identified by this study and these section priorities are:

- 1. Communication with estimation (0.946)
- 2. Reliability with estimation (0.857)
- 3. Security with estimation (0.779)
- 4. Access with estimation (0.770)

- 5. Competences with estimation (0.749)
- 6. Courtesy with estimation (0.740)
- 7. Credibility with estimation (0.731)
- 8. Tangible with estimation (0.650)
- 9. Responsiveness with estimation (0.570)

Among of them, first seven dimensions are consistent with the variables that mentioned in the frame of reference. We tested them as the main service quality dimensions in chain store. From qualitative empirical data, we identified communication, Reliability and security as another three important quality criteria in satisfaction and loyalty. The analysis data of last two dimensions shows that they have lower effect in satisfaction that main reason is don't existing suitable method with optimization of service quality model in studied chain store. In addition, the first seven dimensions share in the same meaning with the service quality determinants derived within the context of high quality services in chain store by prior research.

All these seven dimensions are significant criteria and factors to judge about services that are provided by chain store. Only two dimension having the weak average level that includes tangible and responsiveness. Simultaneously to identify and measure customers' experiences and preference. However, considering limited resources of chain store, it can be suggested that first seven key dimensions should be more significant and focused by the chain store. All of the seven dimensions tend to have strong impacts on either customer's satisfaction or dissatisfaction produced the loyal customers depending on the quality performance of those dimensions. More specially, communication can impact on satisfaction and loyalty of customers; In addition, in responsiveness dimension, when problems occur, quick and suitable response and professional communication are also significant for establishing good relationship and gaining trust of loyal customers. Finally, security is most concern by customers and has strong impact on trust and satisfaction. The research questions in this study focused on relative importance of store quality dimensions and understanding different impacts of seven key service quality dimensions on satisfaction and loyalty of customer. Addressing this issue will help chain store's managers to develop and implement effective service quality improvement initiatives within their excellence chain store. The correlations among the nine dimensions confirm.

5.1 Conclusions

The study discussed here focused on the relationships between store quality dimensions, corporate image, quality customer relationship, customer satisfaction and loyalty in chain stores of Iran. All constructs and variables in this research were examined in order to understand their relationships with overall customer satisfaction and loyalty dimensions.

We found that corporate image was not significantly influenced by customer satisfaction and thus, quality customer relationships was not significant by loyalty and have very weak effect in store loyalty (As measured by the annual evaluation score in chain stores).

This finding in corporate image shows that actions in image program by chain store, don't have the highest effects for customers, in turn, generate the greatest benefits for customer that reinforcement the customer satisfaction and loyalty. This raises questions are important to the operational of chain store objectives. Given that the retailing industry has established the importance of corporate image and images the customer satisfaction and performance measure for the chain store. We suggest using corporate image program and actions as a major factor in performance assigning of chain store scores. (Corporate image was not significant effect with customers, because current actions and program in this eras was very dispersion, confuse and non scientific).

We also found that chain store's benefits from the role of corporate image in order to increasing the customer satisfaction and produce the utility for customers and profit for chain stores have high important, but don't act as integrated actions system and program in this area with the attention of retailing situation in Iran.

In the competitions atmosphere of retailing industry, the role of corporate image program is very important. Therefore should examine policies, objectives and programs that improve the corporate image and image program, in order to increase customer satisfaction. This might include existing the integrated brand and imaging promotion and positioning units in chain stores (IBP as a SBU-orientation in chain stores that play as roles of produce the competitive advantages). This subject have benefits and profits for chain stores and improvement in retailing image in the top of mind of customers, increasing the market share and customer share . In addition, hiring practices should be reviewed to emphasize relevant experience as criteria for running the "IBP Unit" in the retailing network. We found that service quality

determinants have a substantial effect on overall corporate image, satisfaction and loyalty. But quality customer relationships have very low effects with loyalty or were not significant effects. Though only quality customer relationships attributes was not statistically significant in the regression model. It is likely that these have an indirect influence on customer satisfaction via the service quality determinants (Figure 5-1). While we found that increasing store quality had a positive effect on corporate image, customer satisfaction and loyalty. Further study also is needed to identify reasons why this is this case so that professional development opportunities can be developed by several model, specially integrated model and entry the PLC (Product Life Cycle), CIP (Customer Information Process) and Satisfaction models to address this area of concern.



Figure (5-1): Modification of SQD-LD Conceptual Model

In addition to corporate image, service quality and customer satisfaction as defined by the determinants, was the most important determinant for overall customer satisfaction and loyalty. This means that chain stores must develop and maintain skills in assessing and responding to the needs and wants of customers, which can ensure that customers receive the most continues and accurate service information. Additionally, it has become increasing important for chain stores to review planned programs with accuracy and timeliness and to include evaluation components to determine that received information by customers actually solved their problems or met a need. Finally, it will become increasingly important to find delivery methods that can address needs within the time period expected by our customers. Research finding shows important role of store quality dimensions as an antecedent and infrastructure for creating and improving service models, customer satisfaction and loyalty of customers.

Survey and analysis of hypothesis H2 shows disconfirmation of the relation between CI and CS. Extraction of result illustrated that magnitude of path coefficient "CI----CS"(-0.02) that shows standardized direct effect, was not significant. Another key point in this hypothesis testing shows existing reverse and negative relation in this path. Firstly finding shows that corporate image and brand activities was confused and dispersed (survey in chain store described that branding and image positioning activities cost is very high, but is not effective and efficient. Another reason is not existing expert –orientation for imaging program in chain store and involvement of human resource in this section. Another finding shows disconfirmation of the mediator role for "CI ".In the following, some of key results in this thesis summarized:

Quality customer relationships were not significant effect on loyalty and have very weak
effect on it (H8). The main reason of disconfirmation include:

- 1. Decreasing the relation between CS and QCR
- 2. No effective and efficient program for QCR regarding the creating loyal customers

3. Existing the modular perspective instead of integrated perspective for the relation between QCR, CS, LD

- Investigation of several pathes in this model in order to maintain and improve the loyal customers. These results illustrate in table (5-1).

The Pathes of improvement satisfaction and loyalty	Direct Effect Estimate	Effects Type
SQDCILD	0.56	strong
SQDLD	0.30	average
SQDCSLD	0.26	weak
SQDCSQCRLD	0.14	Very weak
SQDCICSLD	0.05	No - significant

Table (5-1): Improvement Pathes of satisfaction and loyalty in SQD-LD Model

- Extraction of information in this survey shows that , the role of corporate image program is important , therefore , policies , objective and programs that improve the corporate brand and image actions should be examined , in order to , increase customer satisfaction. This might include :

 Maintain the integrated branding promotion and positioning units in chain stores (IBP as a SBU-orientation in chain stores that plays as role of improving the competitive advantages).
Providing the benefits and profits for chain stores, improving the retailing image in the top of mind of customers, increasing the market share and customer share.

3. Results of significant of the path and relation in this model. Statistical results of model pathes summarized in table (5-2).

Pathes in	Estimate	SE	Goodness of fitting	Significant	Testing
SQDLD Model	(Regression)	U.L.	(RMSEA)	Testing	Results
SQD CI	+ 0.596	0. 085	0. 239	***	Confirm
SQD CS	+ 0.341	0.076	0. 226	***	Confirm
SQD LD	+ 0.301	0. 055	0. 168	***	Confirm
CI CS	- 0.025	0. 040	0.265	.646	Disconfirm
CI LD	+ 0.464	0. 025	0. 208	***	Confirm
CS QCR	+ 0.543	0. 034	0. 225	***	Confirm
CS LD	+ 0. 214	0. 031	0. 221	***	Confirm
QCR LD	+ 0. 124	0.047	0. 181	.004	Disconfirm

Table (5-2): Pathes Estimation in SQD-LD Model with AMOS

- Confirmation of the relation between constructs of model.

- Appropriate" Goodness of fitting" the SQD –LD Model (CFI= 0. 744).

- Disconfirmation the role of "CI" as a mediator between "SQD---CS " despite approximate acceptance of mediator role for "CI" in the path of "SQD---LD"

- Confirmation of reliability by Alpha equal to 0.9781 %

- Confirmation of correlation and integration between constructs of the model.

- Recognition of the significant constructs and their relations to development of the model with regard of : high reliability , suitable goodness of fitting , strong literature for development of the model and etc .

- The structural models, the hypothesized pathes, their strengths and the overall fit model are evaluated and shown in table (5-3).

Model Fit (Significant Testing)	RMSEA	ти	CFI	Chi-square (Degrees of freedom = 61)
SQDLD Model	.209	.673	.744	1388.674

The finding of education situation of studied customers shows that, the higher their education level, the greater their likelihood of satisfaction. The challenge for chain stores will be to identify program improvements that can be made attract and maintain customers that have less formal education. Further assessments are necessary to identify the needs of this group, and additional training for chain stores is necessary to meet these needs.

Finally, age is another important factor in overall customer satisfaction. The results showed that older customers are also more satisfied compared to younger customers, controlling for chain stores attributes and service quality determinants. It will be necessary to develop strategies for absorb the younger customers and recurring the younger and expert in sales level , and this will entail further studies to better understand the dynamics of this market segment.

5.2 Conclusions Implications

5.2.1 Theorical conclusions

The main purpose of the study is to gain a better understanding of store quality dimensions constructs and the relationship between service quality elements, corporate image or brand and imaging, customer satisfaction and customer loyalty in chain store sector and aim to describe and explore cause and effect of "SQD—LD" phenomenon within this specific research by answer three Sresearch main questions:

1. Recognize the effect constructs and relation between the constructs.

2. Design and develop the service model for improvement the satisfaction and loyalty in chain store.

3. Formulation and design the scientific –conceptual model with viewpoint with path of "SQD-CS-LD".
Theoretically this study extends the knowledge body of service quality and customer satisfaction by improved the content of service quality dimensions applicable for chain store sector, and based on existing theories, this study tested seven key service quality dimensions in chain store. The primary contribution has been made to enrich the existing theories. More specifically, concerning research question one, the majority of the findings for this study supported the existing literature.

The new findings were discovered from qualitative empirical data. These new service quality dimensions are optimization service quality models with ICT approach and view with Customers Mental Geographic (CMG) in recognized update the models. Regarding research question two, previous theories were supported and further developed in this study. It also increased and enhanced understanding about relative importance service quality dimensions and related the other construct .Another key point acceptance the mediator role for "corporate image" in this model for "SQD---CI---LD" path instead of "SQD ---CI---CS".

5.2.2 Applied and Executive conclusions

With store quality dimensions improvement, customers can have unlimited access to the high quality and best service that they require and may enjoy a wider range of transaction from excellence chain store. Therefore, it is not easy for chain store to gain and sustain competitive advantages based on only a cost strategy in retailing market. Rather, defining customers' needs and preference, and their related quality dimensions have increasingly effects in satisfaction and loyalty of customers.

This study identified a total of nine service quality dimensions. Obviously, in order to maintain a high level of overall service quality, the chain store providing quality services should pay attention to all these dimensions tested in this study. However, to strength competitiveness in the extremely competitive market, given limited organizational resources, it is recommended that the chain stores should focus on the main seven key dimensions, Communication , Reliability , Security , Access , Competences , Courtesy and Credibility and key point of research illustrated that tangible and responsiveness don't adopt and consistency with chain store and must be finding the suitable method for offer the service , in order to achieve high level of service quality and customer satisfaction and loyal customers simultaneously.

More specifically, the following implications are recommended by us to chain stores of Iran. First, privacy dimension suggests that privacy/security may be the critical determinant of the successes of the chain store, in order to, use the suitable method and model for offer service quality to obtain competitive advantage. Therefore, in order to create satisfaction and loyalty of customers, chain store should try their best to ensure and keep store quality dimension in optimization conditions.

Second, significant seven dimensions in research indicate that chain store should provide customers with understandable high store quality models and methods.

Third, the responsiveness service dimension implies that chain store should pay more attention to customers' communications, face to face contact, emails, phone calls and etc when problems occur. Chain store should reply customer's suitable communication tools as soon as possible and provide proper information when customers need some advice, problem solving and etc. Since quick response can increase customers' satisfaction and personal contact can establish good relationSSship and trust with the customers. It is recommended that the chain store can provide live support that improve the quality of service with offer effective and efficient service method instead of move the past and traditional trends. Probability using the ICT –orientation can develop in retailing industry especially in chain store.

Finally, communication, reliability and security dimensions suggests that the chain store should offer high quality services to their customers in order to build customer satisfaction and loyalty, since they can use the suitable service usage and gather the information in their integrated database in chain store, in order to, improvement satisfaction and loyalty level of customers. It is well advised that chain store need to have enough , professional and skill - oriented staff members to running the strong service model to answer customers' diverse questions and problems via communicational tools or utilize the electronic CRM applications, in order to , recognize the thinking and mental geographic to offer excellent service .

The main purpose of this study is to gain a better understanding of the relationship between service quality and customer satisfaction in chain store sector and aim to describe and explore a phenomenon within this specific research area to answer research questions.

Theoretically, this study extends the knowledge body of service quality and customer satisfaction by enriching the content of service quality dimensions applicable for chain store sector, and based on existing theories, this study tested nine key service quality dimensions that mentioned in studied context. The primary contribution has been made to enrich the existing theories.

146

More specifically, concerning research question one the majority of the findings for this study supported the existing literature. The new findings were discovered from qualitative empirical data. These new service quality dimensions are technology update and logistical and technical Equipment. Regarding research question two previous theories were supported and further developed in this study. It also increased and enhanced understanding about relative importance service quality dimensions.

5.3 Suggestions for Future Research

With the increasing of competitive and development of ICT based and affecting the service model, some areas which are not covered in this study are interesting and need to explore. In addition, the limitation and short coming of this study also provide implications for future research.

Future research could make several extensions of the current study. First, future research needs to verify the service quality dimensions in chain store derived in this study, especially to test the several new dimensions and entry other constructs as a mediator and facilitator in service model in chain store discovered in this study. Also, this study was conducted to find the linkage between service quality dimensions, corporate image, customer satisfactions and loyalty from the customers' perspective. This study could be conducted to explore including providers' perspective. In other words, it could assess the several format of retailing institutions' perspective (chain store, hypermarket, discounts market, etc) and their stance regarding what they might identify as service quality constructs and variables to satisfy their customers. Further study could be confirm or disconfirm the presence of the several constructs and variables that identified in this research.

Second, the research findings need to be enhanced and validated by using more diversified random samples and employing online survey or content analysis method. Since the main limitation for quantitative data collection that restricts the development of the findings is the number of samples, which are only 500 (10 branches of chain store and any branch 50 customers). Therefore, a greater number of samples might give more reliable and different finding. However, since the results were obtained in this study through qualitative and quantitative methods used simply to have a secondary confirmation of findings. Finally, since the time and cost limitation, this study conducted in Iran. Future research can be conducted in developing models to enrich the research validity.

5.4 Ethical considerations

This research accommodated the responsibilities to protect the interests of the sponsor, the survey respondents and users. The sponsors of this research were customers, Etka chain store as holding company, which hold their own code of research ethics to which I adhered in centre for research and development in Etka. The respondents participated on their own freewill, that is, they were told of their rights. Besides, they were briefed about the purpose of the study and how or why they were chosen. As such they were free from deception or stress that might arise from their participation in this research.

Their identities will not be revealed and data obtained will be kept strictly confidential. Furthermore, the purpose of this study was explained to them and they will be informed of the findings if they request later.

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Part (A) : Sociographic key variables of customers

SEX:
1) Female 2) male
Education:
1) High school 2) bachelor
3) master (4) higher
AGE:
2535 3645 46HIGH Higher
JOB:
1) Unemployed 2) Worker 3) Expert 4) Seller
5) Teacher 6) employee 7) Boss 8) Division charge
9) Owner 10) manager

Part (B) : Based on your experiences as a customer, please think about the kind of chain store that would deliver excellent quality of service.

Please, Think about the kind of chain store in which you would like to receive PRODUCTS / SERVICES. Please show the extent to which you think such a chain store would possess the feature described by each statement. At first. as a audience in chain store , you evaluate the feature of chain store (quality service – quality relation - loyalty) in this state , if you used the "YES" meaning the acceptance of features and "NO" meaning not accepting or existence of the modular variable in chain store .if the response about the features is "YES ", you can determine the degree of your tendency by selecting the numbers from 1 to 7, 1 means you strongly disagree and 7 means you strongly agree. Number from (1) to (7) is a quantitative evaluation of the factor that affects the chain store customer . We are interested in responses that truly reflects your feeling and the degree of satisfaction concerning different aspects of chain store.

			Disa	agree				Agree
1.	Excellent chain store will have modern looking equipment.	1	2	3	4	5	6	7
2.	The physical facilities at excellent Chain store will be <u>visually appealing</u>	1	2	3	4	5	6	7
3.	<u>Personnel</u> at excellent chain store Will be <u>neat in appearance</u>	1	2	3	4	5	6	7
4.	<u>Materials</u> associated with the service (Such as products- personal) will be visually appealing in an Excellent chain store	1	2	3	4	5	6	7
5.	When excellent chain store <u>promise</u> to do something by a certain time they will do so.	1	2	3	4	5	6	7
6.	When a <u>customer has a problem,</u> excellent chain store will show a sincere interest in <u>solving</u> it.	1	2	3	4	5	6	7
7.	Excellent chain store will get <u>things right</u> the first time.	1	2	3	4	5	6	7
8.	Excellent chain store will <u>provide their service</u> s at the time they promise to do so.	1	2	3	4	5	6	7
9.	Excellent chain store will Insist <u>on error-free records</u> .	1	2	3	4	5	6	7

10. Personnel in excellent chain store								
will tell patients exactly when								
services will be performed.								
	1	2	3	4	5	6	7	
11. Personnel in excellent chain store			_		_			
will give prompt service to customer	1	2	3	4	5	6	7	
12. Personnel in excellent chain store		0	0	4	F	0	7	
will always be willing to help custome	er. 1	Ζ	3	4	5	6	1	
13 Personnel in excellent chain store								
will never be too busy to respond								
to customers' requests	1	2	3	4	5	6	7	
		2	U	•	Ũ	Ũ		
14. The behavior of personnel in excellent	t							
Chain store will instill confidence								
in customer.	1	2	3	4	5	6	7	
15. customers of excellent chain store								
will feel safe in their dealings with the								
chain store .	1	2	3	4	5	6	7	
16. Personnel in excellent chain store								
will be consistently courteous with								
customers.	1	2	3	4	5	6	7	
17. Personnel in excellent chain store								
will have the knowledge to answer	1	0	2	4	F	6	7	
customers questions.	I	Ζ	3	4	5	0	1	
18 Excellent chain store will give								
customers individual attention	1	2	3	4	5	6	7	
	•	2	U	•	Ũ	Ũ		
19. Excellent chain store will have								
operating hours convenient to all								
their customers .	1	2	3	4	5	6	7	
20. Excellent chain store will have staff								
who give customers personal attention	on.							
	1	2	3	4	5	6	7	
21. Excellent chain store will have								
the customers' best interests								
at heart / emotional.	1	2	3	4	5	6	7	
22. The personnel of excellent chain store	е							
will understand the specific	4	~	0	4	-	0	-	
needs of their customers .	1	2	3	4	5	6	1	

PART (C): Based on your experiences as a customer in Etka chain store, please think about the kind of chain store that would deliver excellent quality customer relationship. and rate your items with each of the followings:

		Diec	droo				Agroo
		Disc	igree				Ayree
 The Service Quality and conditions of the chain store <u>satisfied</u> the your 	4	2	2	4	-	c	-
needs or wants	1	2	3	4	5	6	/
2. The service <u>High Quality</u> has a positive effect in your mind.	1	2	3	4	5	6	7
3. The staff provides <u>warm and friendly</u> service to you.	1	2	3	4	5	6	7
4. Staff provides an <u>efficient relation</u> with customers.	1	2	3	4	5	6	7
5 The chain store is willing to justice your individual rights	1	2	3	4	5	6	7
 The Service Quality Relation improve the <u>trust</u> in customer 	1	2	3	4	5	6	7
 A flexible service is provided to meet your <u>individual needs</u>. 	1	2	3	4	5	6	7
8. The Service Quality reinforcement the <u>commitmen</u> t of customers	L	2	3	4	5	6	7

$\ensuremath{\text{PART}}$ ($\ensuremath{\text{D}}$) : Based on your experiences as a customer in ETKA chain store , Do you feel that service provide :

9. meet <u>your expectation</u>	1	2	3	4	5	6	7
10. meet <u>your needs</u>	1	2	3	4	5	6	7
11. meet your requirement	1	2	3	4	5	6	7
 meet your <u>requirement</u> you satisfied with <u>Response of staff</u> 	1 . 1	2 2	3 3	4	5 5	6 6	7 7

PART (E) : Considering the retailed brand and Image that you know , Do you think that this Image(ETKA) attributes is :

		Disag	ree				Agree
14. you have <u>positive assessment</u> of Imag (name-logo- terms- means – symbols	e attribu)	utes					
	1	2	3	4	5	6	7
15. you prefer to buy from Etka chain store	to						
other brand and Image	1	2	3	4	5	6	7
16. this Images m <u>arket leade</u> r	1	2	3	4	5	6	7
17. Easy reminder of Etka Image(top of mir	nd :T.O.	.M)					
	1	2	3	4	5	6	7
18. Have a high coefficient with this Image							
	1	2	3	4	5	6	7
19. Have success to improvement the Imag	ge statu	<u>s</u>			_		_
	1	2	3	4	5	6	7

PART (F): For the next purchasing that you are going to do :

20.Will you Tendency to <u>Re-purchasing</u> on this store								
		1	2	3	4	5	6	7
21.	Will you interest to go in this store	1	2	3	4	5	6	7
22	Will you <u>buy more</u> item than you do usu	ally						
		1	2	3	4	5	6	7
23.	Will you <u>prefer</u> this store to others .	1	2	3	4	5	6	7
24.	Will you <u>advise</u> your friends to do buying on this store	1	2	3	4	5	6	7
25.	Will you <u>Recommend</u> this store	1	2	3	4	5	6	7

ADDITIONAL COMMENT ON HOW YOUR CHAINSTORE COULD IMPROVE ITS
 "SERVICE QUALITY" and "QUALITY RELATIONSHIP DELIVERY" and "LOYALTY INDEX" ?

Appendix 2 : Figures List

Figure (1-1): Research Hypothesis Man	14
Figure (1-2): Methodology and Process of Research	18
Figure (1-3): Design, Methodology and approach of Research	19
Figure (2-1): Satisfaction Formation	29
Figure (2-2): Antecedents of Customer Satisfaction	30
Figure (2-3): Service Quality Model of Internet Banking	31
Figure (2-4): Relation between Customer satisfaction, Overall Quality and Retention	33
Figure (2-5): Relation between Service Quality, value, satisfaction and loyalty	34
Figure (2-6): Relation between Service Quality, Corporate Image ,value, satisfaction	35
Figure (2-7): Service-Satisfaction Model for Extension	36
Figure (2-8): The role of store Image in Customer Satisfaction and Loyalty	37
Figure (2-9): Survey of Relation between the all construct in comprehensive model	39
Figure (2-10): Survey of Relation between Service Quality and Satisfaction	42
Figure (2-11) : Relation between total quality and corporate Image	43
Figure (2-12) SQD – LD Model Survey	47
Figure (3-1) :Research Design Process	55
Figure (3-2) : Research design process algorithm	59
Figure (4-1):Unstandard Tangible Model Measurement	68
Figure (4-2): Standard Tangible Model Measurement	69
Figure (4-3): Unstandard Reliability Model Measurement	71
Figure (4-4):Standard Reliability Model Measurement	72
Figure (4-5):Unstandard Responsiveness Model Measurement	74
Figure (4-6): Standard Responsiveness Model Measurement	75
Figure (4-7):Unstandard Assurance Model Measurement	77
Figure (4-8): Standard Assurance Model Measurement	78
Figure (4-9): Unstandard Empathy Model Measurement	80
Figure (4-10): Unstandard Empathy Model Measurement	81
Figure (4-11): Unstandard SQD Model Measurement	84
Figure (4-12): Standard SQD Model measurement	84
Figure (4-13): Unstandard QCR Model Measurement	87
Figure (4-14): Standard QCR Model Measurement	87
Figure (4-15): Unstandard Satisfaction Model Measurement	89
Figure (4-16): Standard Satisfaction Model Measurement	90

Figure (4-17): Unstandard Corporate Image Model Measurement	93
Figure (4-18): Standard Corporate Image Model Measurement	93
Figure (4-19): Unstandard Loyalty Model Measurement	96
Figure (4-20): Standard Loyalty Model Measurement	96
Figure (4-21): Unstandard Hypothesis Testing (H1) & Pathes in Model	98
Figure (4-22): Standard Hypothesis Testing (H1) & Pathes in Model	99
Figure (4-23): Unstandard Hypothesis Testing (H2) & Pathes in Model	.101
Figure (4-24): Standard Hypothesis Testing (H2) & Pathes in Model	.102
Figure (4-25): Unstandard Hypothesis Testing (H3) & Pathes in Model	.104
Figure (4-26): Standard Hypothesis Testing (H3) & Pathes in Model	.105
Figure (4-27): Unstandard Hypothesis Testing (H4) & Pathes in Model	.107
Figure (4-28): Standard Hypothesis Testing (H4) & Pathes in Model	.108
Figure (4-29): Unstandard Hypothesis Testing (H5) & Pathes in Model	.110
Figure (4-30): Standard Hypothesis Testing (H5) & Pathes in Model	.111
Figure (4-31): Unstandard Hypothesis Testing (H6) & Pathes in Model	.113
Figure (4-32): Standard Hypothesis Testing (H6) & Pathes in Model	.114
Figure (4-33): Unstandard Hypothesis Testing (H7) & Pathes in Model	.116
Figure (4-34): Standard Hypothesis Testing (H7) & Pathes in Model	.117
Figure (4-35): Unstandard Hypothesis Testing (H8) & Pathes in Model	.119
Figure (4-36): Standard Hypothesis Testing (H8) & Pathes in Model	.120
Figure (4-37): Unstandard Hypothesis Testing (H9) & Pathes in Model	.122
Figure (4-38): Standard Hypothesis Testing (H9) & Pathes in Model	.123
Figure (4-39): Unstandard Hypothesis Testing (H10) & Pathes in Model	.126
Figure (4-40): Standard Hypothesis Testing (H10) & Pathes in Model	.127
Figure (4-41) : Unstandard Estimation and P-Value of Conceptual Model	.133
Figure (4-42) : Standard Estimation and p-value of modified Conceptual Model	.134
Figure (5-1): Modification of SQD-LD Conceptual Model	.140

Appendix 2 : Tables List

Table (2-1): Store Quality Dimensions	25
Table (2-2): Lisrel Analysis with Regression Coefficient of Satisfaction Model	35
Table (2-3): Summarize of literature survey results	45
Table (3-1), Trend of action research (Interaction Time)	57
Table (4-1) : Frequency of Respondent Profile.	66
Table (4-2) : Constructs Measurement of Tangibles	67
Table (4-3) : Constructs Measurement of Tangibles	68
Table (4-4) :Constructs Measurement of reliability model	70
Table (4-5) : Constructs Measurement of Reliability	71
Table (4-6) :Constructs Measurement of Responsiveness model	73
Table (4-7) : Constructs Measurement of Responsiveness	74
Table (4-8) :Constructs Measurement of Assurance model	76
Table (4-9) : Constructs Measurement of Assurance	77
Table (4-10) :Constructs Measurement of Empathy model	79
Table (4-11) : Constructs Measurement of Empathy	80
Table (4-12): Constructs Measurement of Store Quality Dimension	82
Table (4-13): Path Estimation of SQD.	83
Table (4-14): Variables Correlation of SQD Model	83
Table (4-15) : Constructs Measurement of Quality Customer Relationship	85
Table (4-16) : Path Estimation of Quality Customer Relationship	86
Table (4-17): Variables Correlation of QCR Model	86
Table (4-18) : Constructs Measurement of Satisfaction	88
Table (4-19): Path Estimation of Satisfaction	89
Table (4-20): Variables Correlation of Satisfaction Model	89
Table (4-21) : Constructs Measurement of Corporate Image	91
Table (4-22) : path Estimation of Corporate Image	92
Table (4-23) : Variables Correlation of CI Model	92
Table (4-24) : Constructs Measurement of loyalty Model	94
Table (4-25) : Path Estimation of Store Loyalty	95
Table (4-26) : Variables Correlation of Loyalty Model	95
Table (4-27) : Hypothesis Estimation and Testing (H1)	97
Table (4-28) : Direct Effects Results of Path (H1)	98
Table (4-29): Goodness of fitting (H1)	99

Table (4-30) : Hypothesis Estimation and Testing (H2)	
Table (4-31) : Direct Effects Results of Path (H2)	100
Table (4-32): Goodness of fitting (H2).	101
Table (4-33) : Hypothesis Estimation and Testing (H3)	
Table (4-34) : Direct Effects Results of Path (H3)	
Table (4-35): Goodness of fitting (H3).	
Table (4-36) : Hypothesis Estimation and Testing (H4)	106
Table (4-37) : Direct Effects Results of Path (H4)	107
Table (4-38): Goodness of fitting (H4).	
Table (4-39) : Hypothesis Estimation and Testing (H5)	109
Table (4-40) : Direct Effects Results of Path (H5)	110
Table (4-41): Goodness of fitting (H5)	111
Table (4-42) : Hypothesis Estimation and Testing (H6)	112
Table (4-43) : Direct Effects Results of Path (H6)	113
Table (4-44): Goodness of fitting (H6)	114
Table (4-45): Hypothesis Estimation and Testing (H7)	115
Table (4-46): Direct Effects Results of Path (H7)	116
Table (4-47): Goodness of fitting (H7).	117
Table (4-48): Hypothesis Estimation and Testing (H8)	118
Table (4-49): Direct Effects Results of Path (H8)	119
Table (4-50): Goodness of fitting (H8)	
Table (4-51): Hypothesis Estimation and Testing (H9)	121
Table (4-52): Direct Effects Results of Path (H9)	
Table (4-53): Goodness of fitting (H9).	123
Table (4-54): Hypothesis Estimation and Testing (H10)	124
Table (4-55): Direct Effects Results of Path (H10)	125
Table (4-56): Goodness of fitting (H10)	126
Table (4-57): Ten Hypothesis Estimation and Testing in SQD-LD Model	129
Table (4-58): Pathes Covariance Matrix in SQD-LD Model	130
Table (4-59): Standardized Total Effects in SQD – LD Model	131
Table (4-60) : Factor Analysis and Rotation the constructs in SQD-LD Model	132
Table (4-61): Goodness of fitting in SQD-LD Model	

Table (4-62): Analysis of Variance and Reliability	135
Table (5-1) : Improvement pathes of satisfaction and loyalty in SQD-LD Model	142
Table (5-2): Pathes Estimation in SQD-LD Model with AMOS	143
Table (5-3): Table (5-3) : Criteria fitting of mode	144