THE MEDIATING ROLE OF COMMITMENT, TRUST AND SATISFACTION IN
THE RELATIONSHIP OF BUSINESS TO BUSINESS CUSTOMER
SATISFACTION AND LOYALTY

AZAM HAGHKHAH

UNIVERSITI TEKNOLOGI MALAYSIA

THE MEDIATING ROLE OF COMMITMENT, TRUST AND SATISFACTION
IN THE RELATIONSHIP OF BUSINESS TO BUSINESS CUSTOMER
SATISFACTION AND LOYALTY

AZAM HAGHKHAH

A thesis submitted in fulfilment of the
requirements for the award of the degree of
Doctor of Philosophy (Management)

Faculty of Management
Universiti Teknologi Malaysia

MARCH 2016

DEDICATION

To My beloved My Husband Dr. Alireza Ebrahimpour and
My Children Mohammad Mahdi and Hoda

iv

ACKNOWLEDGEMENT

In the name of God the most beneficent the most merciful, first and foremost, I thank God for everything that has made this thesis possible. In preparing this thesis, I was in contact with many people, researchers, academicians, and practitioners. They have contributed towards my understanding and thoughts. In particular, I wish to express my sincere appreciation to my thesis supervisor, Prof. Dr. Abu Bakar Bin Abdul Hamid, for encouragement, guidance, critics and friendship. Without him continued support and interest, this thesis would not have been the same as presented here.

My sincere appreciation also extends to my husband Dr.Alireza Ebrahimpour. He constant encouragement and continued support contributed greatly to the completion of my research.

ABSTRACT

Customer loyalty has been prominent for business activities. In situation where failure to satisfy customers would normally cause an early termination of business, customer loyalty can provide higher customer retention rate and continuous business success. In order to create competitive advantages and achieve better results, Business-To-Business (B2B) relationships offer opportunities for organizations. However, increased competition means that businesses must be able to react even faster to win customer loyalty. The main purpose of this study is to evaluate the relationship between customer loyalty and its determinants in industrial environment. Hence, the direct and indirect effect of loyalty antecedents such as service quality, customer value, customer satisfaction, trust and commitment are examined in B2B context. Quantitative approach was used in order to answer the research objectives. Data collection was conducted by distributing 400 questionnaires to national automotive companies in Iran. The data was analyzed using the structural equation modeling (SEM) technique and *SmartPLS* software. The result of the study indicated that service quality, customer value, customer satisfaction, trust and commitment are important determinants of customer loyalty which are known as the key success factors in automotive industry. Furthermore, customer satisfaction is a mediator between service quality and customer loyalty as well as between customer value and customer loyalty. While, trust and commitment mediated the relationship between customer satisfaction and customer loyalty. The findings imply that the highest effect on customer loyalty is in the relationships between customer satisfaction and trust. The result of this study would enable suppliers to utilize the research model to improve service quality and strengthen the automotive companies' relationship. Furthermore, the result is useful to managers in business organizations for strategic planning. Finally, recommendations for future investigation and limitations of this study are discussed.

ABSTRAK

Kesetiaan pelanggan telah menjadi perkara yang utama bagi aktiviti perniagaan. Dalam keadaan di mana kegagalan untuk memenuhi keperluan pelanggan biasanya akan menyebabkan penamatan awal perniagaan, kesetiaan pelanggan boleh menyumbang kepada kadar pengekalan pelanggan yang lebih tinggi dan kejayaan perniagaan yang berterusan. Dalam usaha untuk mewujudkan kelebihan daya saing dan mencapai keputusan yang lebih baik, hubungan perniagaan-kepada-perniagaan (B2B) menawarkan peluang kepada organisasi. Walau bagaimanapun, peningkatan daya persaingan membawa maksud bahawa perniagaan mesti mampu bertindak balas lebih cepat untuk memenangi kesetiaan pelanggan. Tujuan utama kajian ini adalah untuk menilai hubungan antara kesetiaan pelanggan dan penentu dalam persekitaran perindustrian. Oleh itu, kesan langsung dan tidak langsung anteseden kesetiaan seperti kualiti perkhidmatan, nilai pelanggan, kepuasan pelanggan, kepercayaan dan komitmen dikaji dalam konteks B2B. Pendekatan kuantitatif digunakan untuk menjawab objektif penyelidikan. Pengumpulan data telah dijalankan dengan mengedarkan 400 soal selidik kepada syarikat-syarikat automotif nasional di Iran. Data telah dianalisis dengan menggunakan teknik pemodelan persamaan berstruktur (SEM) dan perisian *SmartPLS*. Keputusan kajian ini menunjukkan bahawa kualiti perkhidmatan, nilai pelanggan, kepuasan pelanggan, kepercayaan dan komitmen adalah penentu yang penting untuk kesetiaan pelanggan yang dikenali sebagai faktor kejayaan utama dalam industri automotif. Tambahan pula, kepuasan pelanggan adalah pengantara di antara kualiti perkhidmatan dan kesetiaan pelanggan dan juga di antara nilai pelanggan dan kesetiaan pelanggan. Manakala, kepercayaan dan komitmen mengantara hubungan di antara kepuasan pelanggan dan kesetiaan pelanggan. Dapatan kajian menunjukkan bahawa pengaruh tertinggi ke atas kesetiaan pelanggan adalah dalam hubungan antara kepuasan pelanggan dan kepercayaan. Keputusan kajian ini akan membolehkan pembekal menggunakan model penyelidikan ini untuk meningkatkan kualiti perkhidmatan dan mengukuhkan perhubungan syarikat automotif. Tambahan lagi, keputusan ini berguna kepada pengurus dalam organisasi perniagaan untuk perancangan strategik. Akhir sekali, cadangan-cadangan untuk siasatan di masa hadapan dan kekurangan- kekurangan kajian ini dibincangkan.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

AMPM	-	After-Market Parts Manufacturers
B2B	-	Business-To-Business
B2C	-	Business-To-Consumer
CV	-	Customer Value
CS	-	Customer Satisfaction
CFA	-	Confirmatory Factor Analysis
EFA	-	Exploratory Factor Analysis
IKCO	-	Iran Khodro Company
OEM	-	Original Equipment Manufacturing
PLS	-	Partial Least Squares
SAPCO	-	Supplier of Automatic Parts Corporation
SEM	-	Structural Equation Modeling
SQ	-	Service Quality

LIST OF APPENDICES

CHAPTER 1

INTRODUCTION

1.1 Overview of the Study

The chapter proposed an introduction to service quality, customer value, customer satisfaction, commitment, trust and customer loyalty among the business to business (B2B) in the automotive industry in Iran. The background of the study includes information regarding the antecedents and precedents of customer loyalty among B2B in automotive industry. Problem statement focuses on the antecedents of customer loyalty towards customer satisfaction, trust and commitment in the industry. Study research questions were designed to address the statement of the problem, while significance of the study presented useful information on the outcomes of the study, which facilitates the individuals, managers, policy makers and industry. The study scope is also focused on the industrial employees in automotive industry. Data was collected from national automotive companies in Iran.

1.2 Background of the Research

Increased comparative refers to the fact that a business should respond to customer needs efficiently and effectively in order to achieve customer loyalty in the long-term (2006). In this regard, most marketers emphasize retention as well as loyalty of customers. For generating competitive advantage and obtaining satisfactory outcomes, B2B relationships suggest some opportunities for many firms (Jap, 2001; Ulaga and Eggert, 2006). Thus understanding the concepts of loyalty and retention are critical research subjects.

According to Hutt and Speh (2004), the essence of B2B marketing is creating long-run relationships with customers. Berry and Parasuraman *et al.* (1991) also demonstrated that for developing and keeping efficient and lasting B2B relationships, firms should establish higher customer loyalty levels for themselves which is a core marketing objective. In general, B2B loyalty is explained in the literature as a good source of loyalty.

Having a secure base of loyal customers and also the chance for achieving higher profitability will be obtained through generating individual relationships with all of the customers in business (Reichheld, 1996). As Jones (2003) noted, management and maintenance of loyal customers will result in more revenues for service providers and suppliers since customers will pay more for each of their purchase of different goods and services.

In terms of satisfying demands of industrial customers, many firms understand the critical role of strategic management by suppliers as well as customer relationships that will make them participate in relationships with all industrial customers as well (Ryssel *et al.,* 2004; Eng *et al.,* 2007). Moreover, Roberts and Merrilees (2007) reported that it is necessary for companies to realize the nature and situation of their customers in a B2B environment because of the uniqueness of the customers in the organizations. This realization is also essential because of the complexity of the ongoing relationship between the supplier and business customers in a B2B context.

Loyalty has been defined by Oliver (1999) and Gil-Saura (2008) as a deeply held commitment to re-buy consistently in the future, thereby causing repetitive same product purchasing. Several studies such as Li (2012), Eakuru and Mat (2008), Oliver (1999) show that the final goal of companies is to build customer loyalty, as firms can decrease all of the acquisition and operational expenses and costs with loyal customers. Similarly, customer loyalty also reduce marketing cost, increase referrals, provide continuous profit and increase per-customer revenue growth (Reichheld, 1996). The author also reported improvement of customer retention by 5% which results in 25% to 75% increase in total profit (Eakuru and Mat, 2008; Williams and Naumann, 2011).

Several empirical studies such as Garbarino and Johnson, (1999), Hennig-Thurau, (2004), Bloemer and Odekerken-Schroder (2002) and Ibrahim and Najjar, (2008), show that customer loyalty is directly influenced by customer satisfaction, trust and commitment. Liang *et al.* (2009) have found that customer loyalty existed when industrial customers were satisfied, had trust and were committed to the service and product. In the same way, customer satisfaction has a positive impact on trust and commitment through service quality, while it is also reported that trust has a positive impact on commitment of the customers (Garbarino and Johnson, 1999; Ibrahim and Najjar, 2008b).

Morgan and Hunt (1999) proposed the Commitment-Trust Theory in relationship marketing and argued the relationship between trust and commitment is important for having successful marketing relationships. The authors also examined the determinants of customer loyalty, where customer value is considered as playing a contributing role in generating customer satisfaction, trust and commitment (Fishbein *et al.*, 1975; Woodruff and Gardial, 1996; Caruana, 2002; Eggert and Ulaga, 2002; Parasuraman, 2005; Ulaga and Eggert, 2006; Eakuru and Mat, 2008). In the same manner, Woodruff and Flint (2003) and Kotler (2008) stated that customer value and customer satisfaction should play a central role in marketing systems. In addition, they mentioned that marketing is for adding more value in order to create satisfied customers and to establish mutual and long-run relationships with them.

In addition to customer value, Woo and Ennew (2005) demonstrated that B2B quality is a necessary element in creating market success and utilizing products and services in other trends. Service quality can be considered as a main point in customer satisfaction (Lemon *et al.,* 2001; Kim *et al.,* 2004; Chen *et al.,* 2011). It is also evident that service quality has positive influence on customer satisfaction (Johnston *et al.,* 1999; Lin, 2009). Furthermore, Lin (2009) stated that one of the most crucial customer satisfaction and loyalty antecedents is service quality.

Each factor affects customer loyalty individually and also influences the other factor(s), which have a direct and indirect effect on customer loyalty in B2B environment. In the current study, the researcher examined the direct and indirect

effect of the variables, especially service quality, customer value, customer satisfaction, trust, and commitment as essential factors in building customer loyalty in the automotive industry in Iran.

1.2.1 Loyal Customer in Business To Business Context

Business-To-Business (B2B) marketing can be characterized by its products and types of customers, which shape a main part of their marketing actions. Scope of B2B marketing is marketing goods and services to other existing businesses and also covers government organizations including service sectors such as hospital, agencies like automotive companies, and authorities such as those concerned with airports. Thus marketing methods of B2B can differ from B2C. For instance, business-to-customer marketing methods generally utilize more personal selling methods to generate more from potential customers. Hence, it will be imperative for B2B marketers to better recognize all of the business details regarding customer behavior, especially customer loyalty, in order to accomplish the goals of the firm's B2B marketing. In a B2B context it is important to consider not only designated buying centres and associated roles but also key individuals in supplier firms and even in intermediary organizations. Collecting perceptions from both sides of a relationship is too often neglected, especially in the extant business-to-business services marketing literature (Tyler *et al.*, 2007).

Loyal customers offer a steady stream of revenue for a company by staying with the same supplier and rejecting the competitors (Lam *et al.*, 2004). In B2B context, loyal customers are more likely to focus on long-term benefits and engage in cooperative actions beneficial to both partners and thus enhance competitiveness for both organizations by reducing transaction costs (Ganesan, 1994; Doney and Cannon, 1997a). Creating a loyal customer base in B2B context is not only about maintaining customers over time but also nurturing relationships with business customers to encourage their future purchase and level of advocacy (Rauyruen and Miller, 2007). Although the marketing of industrial goods such as consumer marketing must recognize this need and identify target markets and markets for

products and services designed to supply the demands of the market, it should be noted that in comparison with consumer marketing, industrial marketing management is excellent.

Business markets differ from consumer markets in several dimensions (Avlonitis and Karayanni, 2000; Coviello and Brodie, 2001). Business customers are small in number, involve more frequent and more customized service encounters than B2C customers (Narayandas, 2005), require more professional personal interaction with customers with the assistance of improved technology and contribute significant value to overall business (Hooks and Higgs, 2002). B2B relationships are characterized by closer and deeper interfaces than consumer relationships (Mehta and Durvasula, 1998). Hence drivers of loyalty greatly differ in business markets compared to consumer markets depending on the nature of the targeted customers (Morris and Holman, 1988). Despite the uniqueness of B2B customers compared to B2C customers (Jayawardhena *et al.*, 2007), research focusing on the returns from specific B2B investments in relationship marketing and/or research explaining how to leverage these investments for specific customers is scarce (Palmatier *et al.*, 2006).

1.2.2   Issue of Iranian Automotive Industry

Automotive industry is considered as one of the critical industrial segments in the global economy. Manufacturers in the automotive industry directly influence a number of other industries from component suppliers or raw materials to manufacturers of machinery, car repair shops, research and technology institutes, driving schools, retailers as well as financial organizations. Therefore, most of the studies focused on understanding the effective approaches of increasing loyalty.

Iran is considered one of the high-performing countries where growth has been established in various industries. Currently, Iran is the 20th biggest automaker globally and also the largest in Middle East (Bahar *et al.,* 2013; Recknagel *et al.,* 2014). According to Abedini and Peridy (2009) this industry is the second most active industry in Iran next to Oil and Gas. This industry leads all other industries in

research and development investment and the productivity would be well above average (Afsharipour *et al.*, 2006). According to Bahar *et al.* (2013), oil and gas, petrochemicals, steel, textile, and automotive manufacturing industries accounted for an estimated 45% of the Iranian Growth Development Profitability (GDP).

The Iranian automotive industry started in early 1960s. There are twenty-eight automotive units of manufacturing that are subsidiaries of thirteen main privately and publicly owned manufacturers in this industry. In Iran this industry includes almost 1200 firms making Iran a big manufacturer of spare parts. This includes affiliates of automotive producers and also independent companies. Original Equipment Manufacturing (OEM) and After-Market Parts Manufacturers (AMPM) comprised two primary sectors of the industry. OEM includes those suppliers that manufacture various parts for manufacturers and AMPM is the sector that produces replacement parts for vehicles (Bahar *et al.*, 2013). Similarly, the author also reported from 1998 to 2008 the car production increased by 44.5% in Iran.

In 2008, Iran was the 14th largest motor vehicle producer in the world, with production up 5.4% from the previous year. Iran produces both light and heavy vehicles. Its two biggest automakers are Iran Khodro and Sapia. Auto plants frequently have outdated technology and parts must be imported through third countries. Cars frequently are not fuel-efficient, contributing to pollution. Despite Iran's high level of automotive production, domestic demand for motor vehicles exceeds supply. Iran imports a variety of vehicles, including basic models, luxury vehicles, and vehicles for construction and mining. Iran reduced the tariff rate on auto imports in 2006. The Iranian Privatization Organization had announced plans to offer shares of both Iran Khodro and Saipa to the public by June 20, 2010.

Several researches were conducted on customer loyalty and reported conflicting or ambiguous empirical findings (Lewis and Nocera, 2006; Bolton *et al.*, 2008a). Therefore, this research investigated the relationship between the main factors such as service quality, commitment, trust, customer satisfaction and

customer value, which will influence on customer loyalty in automotive industry in Iran.

1.3   Statement of the Problem

Customer loyalty has significant positive impact on the profitability of business to business firms. Loyal customers offer a steady stream of revenue for a company by staying with the same supplier and rejecting the competitors (Lam *et al.*, 2004). In B2B context, loyal customers are more likely to focus on long-term benefits and engage in cooperative actions beneficial to both partners and thus enhance competitiveness for both organizations by reducing transaction costs (Doney and Cannon, 1997; Ganesan, 1994). However, most business service providers face considerable challenges due to the complex nature of the B2B market, increased competition, higher degree of deregulation, technological convergence, rapid evolution of internet (Adeyoyin, 2005), and tailored nature of the offered products and services. Creating a loyal customer base in B2B context is not only about maintaining customers over time but also nurturing relationships with business customers to encourage their future purchase and level of advocacy (Rauyruen and Miller, 2007). The subject of customer loyalty has been debated and investigated over the past twenty years in B2C environment. Scholars assert some important determinants are to understand what constitutes key success factors so that appropriate actions for increasing and improving loyalty to customers on B2B context can be taken.

Although there are many ways of describing and measuring loyalty in context of consumer market, the term loyalty within B2B environment has not been clearly defined (Gil Saura *et al.,* 2008). In fact only a few efforts have attempted to conceptualize loyalty and study its antecedents (Sirdeshmukh *et al.*, 2002a; Lam *et al.*, 2004). Setting aside the current study, little attention has been paid to the study of customer loyalty in the business-to-business context in general, and more specifically in the area of automotive industry. There are increasing amounts of research related to customers and their needs (Farley, 1964; Jacoby and Chestnut, 1978; Parasuraman

et al., 1991; Dick and Basu, 1994; Zeithaml *et al.*, 1996; Andreassen and Lindestad, 1998; Fournier, 1998; Oliver, 1999). However, it was stated by many scholars that lack of empirical research literature into customer loyalty on B2B environment is the main problem of customer loyalty (Sirdeshmukh *et al.*, 2002b; Lam *et al.*, 2004; Abdul-Muhmin, 2005; Russell-Bennett *et al.*, 2007; Čater and Čater, 2010). Although most of the empirical research has been limited to the area of retail and consumer context, better understanding of customer loyalty in other contexts such as industrial markets and B2B markets for this research is limited. In order to confirm loyalty models and propositions, research efforts should be expanded to include industrial markets within industries (Boulding *et al.*, 1993; Abdullah, 2009). Furthermore, from previous studies it has been observed that empirical research has mostly been conducted in the area of retail and B2C context. However, several researchers have stated that lack of empirical research literature into customer loyalty on B2B environment is a problem of customer loyalty (Lam *et al.,* 2004; Russell-Bennett *et al.,* 2007; Abdullah, 2009; Cater and Cater, 2009; Saeidi *et al.,* 2015).

> **Comment [C1]:** Repeated below

> **Comment [C2]:** Repeated a few lines above

Firms which have an efficient understanding about markets can learn what is necessary to forecast the response of their markets to their designed actions to attract or retain competitors and customers. One of the key functions of relationship marketing theory is improving value and quality and ensuring customers are satisfied (Rad, 2006). In concept of industrial marketing, since there are few customers, developing plans for suitable marketing strategies that result in good customer loyalty and repurchase behavior seems to play a key role. New customers will have more questions, have more problems and will cost organizations more to maintain relationships. As relationships are developed between customer and suppliers, customers will have fewer questions, fewer problems and the costs to maintain relationships are lower (Forouzan and Mirassadallahi, 2008). Customers in a long-term relationship are more satisfied and tend to give more of their business to a particular supplier. This increased level of loyalty customers can result in an effective market relationship. Suppliers must ask themselves how much it will cost to develop and maintain marketing relationships with their customers and at the same time ask what the cost will be to not develop and maintain these relationships (Afsharipour *et al.*, 2006).

From textbooks published in the area it is clear what is being taught within marketing courses but it is apparent that no work had been done to identify what current B2B marketing practitioners believe are the most useful elements of this body of knowledge. This gap provided the motivation for these pieces of research in understanding how loyalty is developed and its antecedents particularly in B2B environments (Sirdeshmukh *et al.*, 2002b; Lam *et al.*, 2004; Bolton *et al.*, 2008b; Levin and Lobo, 2009). The study came out with customer loyalty literature theoretically in the following way. This research is the first of its kind to examine the mediating role of trust, commitment and customer satisfaction in the relationship between service quality, customer value and customer loyalty in B2B context. Despite the fact that there are several studies related to identification and investigation of the effect of different determinants of customer loyalty separately (Gil-Saura *et al.*, 2011), this research is investigating role of key factors that are understood as the main success factors which impact customer loyalty.

This research considered variables such as service quality and customer value as independent variables, customer satisfaction, trust and commitment as mediator variables with dependent variable (customer loyalty). However, there is no comprehensive framework in investigating the effect of service quality, customer value, customer satisfaction, commitment, and trust on customer loyalty. This research evaluated the relationship between five main variables before they were explored as the key success factors and customer loyalty. The literature in a B2B context takes as a starting point the conceptualization of loyalty in business-to-consumer (B2C) environment (Lam *et al.*, 2004), where the efforts to clarify, conceptualize, and measure these construct have been very intense (Chumpitaz and Paparoidamis, 2004a; Gil Saura *et al.*, 2008). Although more than 80 percent of companies monitor customer loyalty using satisfaction scores considering that customer satisfaction is positively linked with loyalty, there is very little correlation between satisfaction and loyalty in business markets (Narayandas, 2005).

Comment [C3]: Is this what you mean?

On the other hand, according to the commitment and trust theory, trust plays a significant role in relationship marketing especially in the context of B2B markets (Blois, 1999). Customers will refer to all of their experiences from past regarding the services of a company. The role of service quality alone or various dimensions such

as environment quality, administrative quality, and interaction quality, interpersonal quality and technical quality were studied through some empirical research. Also, service quality was examined by the mediating role of customer satisfaction and customer loyalty (Cronin *et al.,* 2000; Dagger and Sweeney, 2007). Customers will use their insights about suppliers and it forms if this specific quality of service result (technical) or process (functional) is assumed as a part of anomaly or trend. While distinct from each other, customer satisfaction and service quality are highly intercorrelated. Some scholars report that customer satisfaction drives a perception of service and product quality, while others find that service and product quality drives customer satisfaction. Most market researchers seem to generally accept the theoretical framework that service quality leads to customer satisfaction (Oliver *et al.,* 1997; Dabholkar *et al.,* 2000) which in turn influences behavioral intentions and customer loyalty (Oliver, 1999).

Regarding business negotiations, customer value will impact strategies, priorities and also interests (Pretty *et al.,* 2000) which as a result influences methods for exchange relationship (Zhang *et al.,* 2012). Within such B2B context, it is very important to understand the role of value creation because customer value is known as the aim of cooperative relationships between customers and suppliers (Anderson and Narus, 1998). However, study on customer value within business context is not well developed yet (Flint *et al.,* 2002), generally concentrating on physical product values and not assuming relational aspects of customer value (Dwyer *et al.,* 1987; Singh and Koshy, 2011). Value is created at various stages of the purchase process by customer (i.e. pre-purchase and post-purchase stage) while satisfaction is generally agreed to be a post purchase or post use evaluation (Woodruff and Gardial, 1996). Consequently, value perceptions can be generated without the service being bought or used, while satisfaction is dependent on experience of the service (Sweeney and Soutar, 2001). The connections between customer value, customer satisfaction, and customer loyalty have been debated in the services marketing literature. Conceptual frameworks have been developed that integrate customer perceived value and satisfaction (Woodruff and Gardial, 1996). Ulaga (2001) points out that, as yet, there has been little work done that particularly focuses on the customer value construct. A great deal of research will be necessary to fill this gap

Comment [C4]: What forms?

and gain a better, more nuanced understanding of the relationships between customer value and customer loyalty directly and indirectly. Therefore, it can be assumed that there is the relationship between customer satisfaction and customer loyalty directly, and customer value and customer loyalty indirectly by customer satisfaction. Value was shown as a keystone in relationship between customer and supplier (Woodruff and Gardial, 1996). As mentioned customer value is an antecedent of customer satisfaction, and many scholars tested the question of how customer value influences commitment and trust, customer loyalty and customer satisfaction (Monroe and Dodds, 1988; Zeithaml, 1988; Rust *et al.*, 1995; Butz Jr and Goodstein, 1996; Woodruff and Gardial, 1996; Cronin *et al.*, 2000; Lemon *et al.*, 2001; Lee *et al.*, 2004; Eakuru and Mat, 2008; Molinari *et al.*, 2008; McKean, 2010; Omar *et al.*, 2011; Li, 2012).

According to Dick and Basu (1994), loyalty will increase if there are positive effects. In addition, it is believed that customer satisfaction can mediate loyalty from previous experiences and to describe key behaviors regarding post purchase for example repurchase intention, complaining as well as product usage (Westbrook and Oliver, 1991; Oliver, 1999). Besids, Wang *et al.* (2001) mentioned customer satisfaction can significantly impact loyalty and repurchase behavior. According to the commitment and trust theory by Morgan and Hunt (1994), trust will generate loyalty and commitment as trust forms some exchange relationships which are highly valued. Therefore, commitment or loyalty can underlie the ongoing progress of continuing and keeping necessary and valuable relationships which were generated through trust (Chaudhuri and Holbrook, 2001). Trust and commitment are considered two key factors which can result in stronger relationships with other companies and make customers capable of coping with ambiguity thus creating customer loyalty (Morgan and Hunt, 1994).

Current study asserts that trust and commitment mediate the relationship between customer satisfaction and customer loyalty. Empirical evidence shows the mutual influence of several constructs such as service quality, customer satisfaction, trust and other factors on customer loyalty (Lam *et al.*, 2004; Bennett *et al.*, 2005; Gounaris, 2005; Rauyruen and Miller, 2007). Therefore, commitment, customer satisfaction, service quality, and trust function as tools to increase customer loyalty

Comment [C5]: ??? How is this related to mediating loyalty?

while there is the customer uncertainty (Garbarino and Johnson, 1999; Hennig-Thurau *et al.*, 2005; Caceres and Paparoidamis, 2007; Ibrahim and Najjar, 2008a; Li, 2012). In order to confirm loyalty models and propositions, research efforts should be expanded to include industrial markets within industries (Boulding *et al.,* 1993). There is a gap in the understanding of how loyalty and its antecedents are developed particularly in B2B environments (Bolton and Saxena-Iyer, 2009).

In a recent study, Li (2012) conducted a research by using the survey data which was collected from a sample in one country (Taiwan), one city (Kaohsiung) and five retail stores. However, the systematic random sampling plan might cause a bias from contacting specific groups of people. In another study, Rauyruen and Miller (2007) sampled only Australian SMEs and they collected data from the courier service industry. Although SMEs might have various characteristics and sizes in comparison to corporate customers, it may limit the generalization to other areas. They could not generalize their consequences of customer loyalty for other industries. There is a possibility that this will affect the research result because studies might consider limited investigation of a particular industry (Abdul-Muhmin, 2005; Adis, 2010). In addition, to test the hypotheses, researchers' chose a single industry regarding empirical examinations since it has many common important characteristics for B2B context, for example customization and trust. Emphasizing one specific industry helps scholars to better customize items in study questions to fit characteristics of that certain industry and to generate accurate responses. For instance, researcher can consider all of the service dimensions as critical for a specific industry. Moreover, focusing on just one industry contributes to improve internal validity and minimize error variance and so improve power of testing the hypothesis (Shankar *et al.,* 2003).

A lack of investigation on single industry in previous studies was pointed out by Abdul-Muhmin (2005) and Adis and Md-Sidin (2010). It is shown that a single industry would give a better understanding of the customer (Abdul-Muhmin, 2005). In addition, investigation of relationship between customer loyalties can vary across different industries (Ou *et al.*, 2011). It was proven that each industry has different situations and conditions that influence customer loyalty (Abdul-Muhmin, 2005; Adis, 2010). Due to the use of large samples it is unlikely that there will be a variety

of effects associated with industry, environment, and strategy (Papassapa *et al.*, 2007). On the other hand, almost all organizations, institutions, and large or even medium-size companies can achieve their goals and increase customer loyalty in developed countries. According to Eakuru and Mat (2008), some studies have to be done in other industries in addition to Asian countries and many other regions globally. Thus samples from different countries and industrial settings would help to ascertain the generalizability of the present findings. This research will concentrate on a single industry (automotive industry in Iran), which allows scholars to control the industry-specific influences. Academic research has predominantly emphasized measuring customers which is in complete disregard to loyalty studies in different businesses (Homburg and Rudolph, 2001). Industrial firms have to cope with more complexities of many respondents, complex service/product features and diverse customer bases as well (Rossomme, 2003).

The current research investigates the relationship between the key success factors on customer loyalty. The majority of research studies were conducted in developed countries to investigate customer loyalty and empirically were found to be strong predictors of customer loyalty (Chang and Chang, 2010; Ou *et al.,* 2011), whereas less attention has been given in the developing countries (Haeri, 2005) such as Iran. This study extends the existing literature by focusing on the effect of customer loyalty drivers on the loyalty of business customers in a rapidly growing economic context like Iran. There are several reasons for the selection of Iran as the focus of the study. First, the customers in Iranian automotive industry always change suppliers for other companies (Keramati *et al.,* 2008; Wells, 2010). Second, on the basis of industry diversity, Hu *et al.,* (2009) and Ou *et al.,* (2011) recommended that customer loyalty would make it possible for researchers to evaluate how this model will work in different B2B industry contexts. Fewer executive managers have pointed out that customers of this market are future profit resources. Iran is the 20th biggest automaker globally and is the largest in Middle East region (Bahar *et al.,* 2013). Iranian automobile market has become highly competitive today. They believe that their companies have pursued this opportunity to increase customer loyalty (Sanayei *et al.*, 2008). Weis (2004) explained that initial costs of gaining new customers are higher than maintaining existing customers.

Comment [C6]: Is this what you mean?

Comment [C7]: Who is they?

Automotive industry in Iran does not appropriately consider how relationship marketing factors impact customers and why (Keshvari, 2012). Such information is required to make customers loyal through enhancing relationship marketing (Keshvari, 2012). Based on statements of Abedini and Peridy (2009), this industry has high capacity. Another important benefit is having easy access to Middle East market since Iran has a strategic position geographically. Despite these advantages, there is a lack of strong loyalty in relationship between customer and supplier that is identified as the biggest problem by Iranian automobile industry (Keshvari, 2012). The automotive industry in Iran has not yet realized the importance of all the key success factors even though combination of all these can greatly influence customer loyalty. Apart from that, customer loyalty in Iran, especially on B2B context is not quite recognized, thus this study is an attempt to bridge these gaps. The relationship is a critical subject because relationships are the key elements of relationship marketing (Keshvari, 2012).

1.4   Research Objectives

Considering the importance of customer loyalty in automotive industry in Iran, this study attempts to achieve the following objectives based on the problem statements:

1. To assess the mediating role of customer satisfaction between service quality and customer loyalty as well as customer value and customer loyalty.

2. To examine the mediating role of commitment between customer satisfaction and customer loyalty.

3. To assess the mediating role of trust between customer satisfaction and customer loyalty.

1.5   Research Questions

Such gaps resulted in formulating four research questions. This study then seeks to address the following research issues:

1. Is there any relationship between service quality, customer value, customer satisfaction, commitment, trust, and customer loyalty?
2. How does customer satisfaction mediate the relationship between service quality, customer value and customer loyalty?
3. Does commitment mediate the relationship between customer satisfaction and customer loyalty**?**
4. Does trust mediate the relationship between customer satisfaction and customer loyalty**?**

1.6   Scope of the Study

The study focuses on the determinants and key success factors of customer loyalty in two national automotive companies (IKCO and Siapa) in Iran. In order to reach the aims of this study, there will be no comparison made between these companies. The research study aims to determine the mediating effect of commitment, trust, and satisfaction on the relationship between service quality, customer value, customer satisfaction and customer loyalty in Iranian automotive industry.

In addition, it examined the indirect effect of service quality and customer value on customer loyalty through customer satisfaction. The scope of this study consists of national automotive companies in Iran including managers and non-managers who have information and experience purchasing all raw materials and required parts of products. For the current study, the researcher further selected the sample from the employees who are engaged with ordering and purchasing processes of required parts and raw material in national automotive companies.

1.7   Significance of the Study

This study will be significant for researchers, employees, administrative staff and policy makers in two national automotive companies in Iran. This study is significant to investigate the mediating role of the key success factors (customer satisfaction, commitment and trust in the relationship of industrial customer loyalty in Iran. This research is significant for employees and administrators to improve the determinants of customer loyalty especially study variables with companies to increase loyalty to achieve productivity, long-term investment and profitability of the automotive companies. In order to retain existed customers of organization and also making them loyal is very important for any firm to be successful (Rauyruen and Miller, 2007).

Customer loyalty in B2B context of automotive industry is one of the important strategies of the Iran economic development plan. In order to recognize customer loyalty, this study enables management to map out loyalty typology by means of utilizing existing loyalty composite measures, attitudinal loyalty and purchase intentions. System of classification can be highly beneficial for industrial customers since they attempt to improve their loyalty. Such industrial customers need to understand different categories of suppliers in order to develop strategies which are suitable for enhancing loyalty under the existing circumstances for services and products.

The study contributed to the body of knowledge especially in the form of customer loyalty and its antecedents in developing countries particularly in Iran. Most previous study was conducted in Taiwan, India, Malaysia, Japan, Indonesia and China (Afsharipour *et al.*, 2006). Therefore, less attention has been given to developing countries like Iran. Finally, this research also contributed to the Commitment-Trust Theory. Understanding the concept of loyalty helps companies better manage customer relationships with suppliers in order to create long-term investment and profitability (Zineldin, 2006). There is a trend among manufacturers to minimize the amount of suppliers to one key group, those who are valued and those that they prefer to keep their relationships, not single transactions.

Identifying what makes a B2B relationship stable and consistent is one of the critical subjects of academic interest in the case of organizational relationships (Paulssen and Birk, 2007). Investigating those customers who are loyal to an organization is valuable, mainly because of rising business and academic attention which is paid to long-run marketing relations instead of to transactions only (Stewart and Ruckdeschel, 1998). Therefore, if a supplier likes to have long-term relationships with customers and minimize disloyalty and loss of customers, it should understand the fact that "why customers stay is important". Moreover, this research might be necessary for recognizing why these customers should stay and to what degree these companies can convince these customers to not quit in both negative and positive ways (Colgate and Lang, 2001).

Customer loyalty is known as a strategy which generates mutual rewards to benefit both customers and companies (Reichheld and Detrick, 2003b). Loyalty of customers is one of the variables which results in benefit creation. Through having loyal customers, firms are able to increase their profit because such customers prefer to purchase frequently, to spend their money on new services and products, to suggest services and products to others and to provide firms with useful recommendations (Reichheld, 1996). Hence, loyalty connects profitability and success of an organization (Eakuru and Mat, 2008) .

One of the fields of research for automotive industry customers assesses relationships among trust, customer loyalty, customer satisfaction, commitment, service quality and customer value for a better knowledge about studied interrelations and variables theoretically. This study will assess key success factors as they can influence intention to continue or enhance business with suppliers. In this regard, supplier has to create value and the first step in attracting customers is through service quality. According to the commitment and trust theory by Morgan and Hunt (1994), if a relationship is valuable then it creates trust, satisfaction and commitment and other factors which result in customer loyalty.

This research reviewed literature from at least three specific viewpoints. First, based on theoretical point of view, the research will integrate all of the constructs of relationship between commitment, customer value, trust, service quality, customer

loyalty and customer satisfaction. Second, a model will be presented which studies the relationship between these constructs in B2B context, and also provides answers for the notable research gap in previous investigations (Ryssel *et al.*, 2004; Ulaga and Eggert, 2006). Outcomes of current study confirmed that customer satisfaction and commitment have a direct impact on increasing customer loyalty as proven in many conducted studies before (Gil-Saura *et al.*, 2009). Third, it contributes to investigate customer loyalty for the car industry as a single industry in a developing country like Iran.

1.8   Operational and Conceptual Definitions

Throughout this study, a number of specific terms were used. Definitions for these terms are as follows:

Customer Loyalty: a deep commitment to re-patronize or repurchase a favorite service/product ongoing in future regardless of marketing attempts to switch to other brands (Oliver, 1999). Customer loyalty is evaluated as the result of consistently positive experiences, physical attribute-based commitment, trust, customer satisfaction, customer value, and service quality of an experience which includes the product or services in this research. Customer loyalty is defined as a long-term commitment to repurchase involving both a favorable cognitive attitude towards the selling firm or supplier and repeat patronage (Stank e*t al.,* 1999). Increased repurchase behavior from supplier has been positively linked to improvements in indicators such as profitability and market share (Anderson *et al.,* 1994). Adapting these concepts, customer loyalty is conceptualized as customer's repeat sale, recommendation of the organization and continuing the linkages with the organization.

Commitment: "an exchange partner believing that an ongoing relationship with another is so important as to warrant maximum efforts at maintaining" (Morgan and Hunt, 1994). In this study, commitment is evaluated as a stable desire to keep a valuable relationship with suppliers of favorable raw material and equipment.

Trust: Morgan and Hunt (1994) conceptualized that trust exists "when one party has confidence in an exchange partner's reliability and integrity" (p.23). Trust is associated with improved commitment and customer loyalty in this research. Therefore, it is defined as the supplier's ability to quickly respond to the buying company's needs.

Customer Satisfaction: the degree of overall pleasure or contentment felt by the customer that results from the ability of the service to fulfill the customer's desires, expectations and needs in relation to the service (Oliver *et al.*, 1997; Hellier *et al.*, 2003). Customer satisfaction is explained as a positive response to a favorable performance and results of past experiences in this study.

Customer Value: A universal attitude or judgment to service quality (Parasuraman *et al.*, 1988; Woodruff and Gardial, 1996). Customer value is benefits that companies get from suppliers which is defined in this study. Companies choose suppliers according to the value that the suppliers create for them**.**

Service Quality: "the global evaluation or attitude of the overall excellence of services" (Parasuraman *et al.,* 1985). In this study, service quality is one of the key success factors in organizational processes which suppliers and companies perform considering the growing competition for increasing customer satisfaction and customer loyalty and increasing profitability and better access to the market.

1.9   Thesis Organization

This thesis is organized for identify the antecedent or determinants of customer loyalty in two national automotive companies in Iran. The thesis consists of five chapters. Each chapter has a brief introduction to explain the body of the chapter.

The first chapter includes the study constructs, addresses the problem statement with its background, research questions, and the importance of the research in the areas of customer loyalty. This chapter provides an overall background of the

problem of customer loyalty in B2B environment. The study has three objectives, four research questions related to objectives, and the significance of study and scope.

The second chapter reviews the existing literature which discusses customer loyalty, commitment, trust, customer satisfaction, customer value, service quality, conceptual model, supporting theoretical models of previous literature.

The third chapter provides methodology of the study, which examines findings of the relationship of the study variables. Furthermore, this chapter includes research design, population, sampling, pilot study and the final data analysis.

The fourth chapter describes the full analysis using descriptive and inferential statistics. The chapter also provides testing of hypothesis and research questions and provides reliability, validity and summary of the study.

Finally, the fifth chapter discusses the finding through which conclusions have been derived. Moreover, the chapter presents both theoretical and practical implications of the study. The end of the chapter presents limitations and recommendation for future research.

1.10   Summary

Chapter one is an introduction and states the background of the research and automotive industry in Iran. It includes the problem statement of the study, which provides a new research opportunity of customer loyalty in B2B context. Research objectives and research questions are presented based on conceptual framework in this study. Scope, significance of the study, operational and conceptual definitions of different constructs which are central to the proposed study are also presented in this chapter. Finally, this chapter provides a general design of the organization of this dissertation in order to provide a clear idea of what has been done.

explored as the key success factors of customer loyalty. Understanding how car manufacturers prioritize the important constructs of customer loyalty help suppliers to manage the relationship with automotive companies. A well-refined model could be a useful tool to contribute to future marketing attempts of a company as well as suppliers which provide service, required parts and raw materials for automobile companies.

Regardless of mentioned limitations, many helpful managerial implications have been achieved from these results. This study found that service quality, customer value, customer satisfaction, trust and commitment are the key antecedents of customer loyalty in Iranian automotive industry. In addition, customer satisfaction is strongly related to trust while supported by service quality. Another strong relationship is between commitment and customer loyalty in this industry. One of the critical facts is that relationship between customer satisfaction and service quality is much stronger compared to relationship between customer satisfaction and customer value. Thus, supplier managers have to be careful about improvements of service quality instead of customer value for increasing customer satisfaction.

Ultimately, the focus of this study was to investigate the mediating role of customer value in relationship between service quality and customer satisfaction, and customer satisfaction's mediating role in relationship between service quality, customer loyalty and customer value, the mediating role of trust in relationship between customer satisfaction and customer loyalty, and the mediating role of commitment in relationship between customer satisfaction and customer loyalty as well as trust for automotive industry in Iran. This issue has been rarely mentioned. More empirical researches in various firms are suggested for future studies. In addition, it would be logical to include consequent elements for example organizational profitability and customer loyalty because they are the main objectives of all companies.

REFERENCES

Aad, G., Abbott, B., Abdallah, J., Abdelalim, A., Abdesselam, A., Abdinov, O., Abi, B., Abolins, M., Abramowicz, H. and Abreu, H. (2011). Charged-particle multiplicities in pp interactions measured with the ATLAS detector at the LHC. *New Journal of Physics.* 13(5), p. 053033.

Abdul-Muhmin, A. G. (2005). Instrumental and interpersonal determinants of relationship satisfaction and commitment in industrial markets. *Journal of Business Research.* 58(5), pp. 619-628.

Abdullah, N. A. H. N. (2009). *The role of technology attributes, trust and dependency on e-procuremnt adoptions: an empirical analysis of Malaysian manufacturers.* University of Southern Queensland.

Abedini, J. and Péridy, N. (2009). The emergence of Iran in the world car industry: An estimation of its export potential. *The World Economy.* 32(5), pp. 790-818.

Adeyoyin, S. O. (2005). Strategic planning for marketing library services. *Library Management.* 26(8/9), pp. 494-507.

Adis, A. A. A. (2010). Export Performance on the Malaysian Wooden Furniture Industry: An Empirical Study. *Journal of International Food & Agribusiness Marketing.* 22(1-2), pp. 52-69.

Afsharipour, A., Afshari, A. and Sahaf, L. (2006). E-procurement in automotive supply chain of Iran. *Department of Business Administration and Social Sciences Division of Industrial Marketing and e-Commerce.*

Afsharipur, A., Afshari, A. and Sahaf, L. (2006). E-procurement in automotive supply chain of Iran. *Department of Business Administration and Social Sciences Division of Industrial Marketing and e-Commerce.*

Agnihothri, S., Sivasubramaniam, N. and Simmons, D. (2002). Leveraging technology to improve field service. *International Journal of Service Industry Management.* 13(1), pp. 47-68.

Aminali, P. (2007). E-readiness Assessment within the Iran's Automotive Industry, Case of Iran Khodro Industrial Group. *Unpublished Master Thesis.*

Anderson, J. C. and Narus, J. A. (1998). Business marketing: understand what customers value. *Harvard business review.* 76, pp. 53-67.

Andreassen, T. W. and Lindestad, B. (1998). Customer loyalty and complex services: The impact of corporate image on quality, customer satisfaction and loyalty for customers with varying degrees of service expertise. *International Journal of Service Industry Management.* 9(1), pp. 7-23.

Arnold, M. J. and Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of retailing.* 79(2), pp. 77-95.

Asubonteng, P., McCleary, K. J. and Swan, J. E. (1996). SERVQUAL revisited: a critical review of service quality. *Journal of Services Marketing.* 10(6), pp. 62-81.

Atchariyachanvanich, K., Okada, H. and Sonehara, N. (2007). Theoretical model of purchase and repurchase in internet shopping: evidence from japanese online customers. *Proceedings of*, pp. 243-252.

Athanasopoulou, A. (2007). *Making sense of corporate social responsibility: A study of the implementation process.* University of Oxford.

Avlonitis, G. J. and Karayanni, D. A. (2000). The Impact of Internet Use on Business-to-Business Marketing:: Examples from American and European Companies. *Industrial Marketing Management.* 29(5), pp. 441-459.

Bagozzi, R. P. and Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science.* 16(1), pp. 74-94.

Bahar, A., Makhlough, A., Yousefi, A., Kashi, Z. and Abediankenari, S. (2013). Correlation between prediabetes conditions and microalbuminuria. *Nephro-urology monthly.* 5(2), p. 741.

Baron, R. M. and Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology.* 51(6), p. 1173.

Batra, R. (1997). Marketing issues and challenges in transitional economies. *Journal of International Marketing.* pp. 95-114.

Bell, E. and Bryman, A. (2007). The ethics of management research: an exploratory content analysis. *British Journal of Management.* 18(1), pp. 63-77.

Bennett, R. (2001). A study of brand loyalty in the business-to-business services sector.

Bennett, R., Hartel, C. E. J. and McColl-Kennedy, J. R. (2005). Experience as a moderator of involvement and satisfaction on brand loyalty in a business-to-business setting 02-314R. *Industrial marketing management.* 34(1), pp. 97-107.

Berry, L. L. (1995). Relationship marketing of services—growing interest, emerging perspectives. *Journal of the Academy of marketing science.* 23(4), pp. 236-245.

Beverland, M., Lindgreen, A., Napoli, J., Roberts, J. and Merrilees, B. (2007). Multiple roles of brands in business-to-business services. *Journal of Business & Industrial Marketing.* 22(6), pp. 410-417.

Birkinshaw, J. M. and Morrison, A. J. (1995). Configurations of strategy and structure in subsidiaries of multinational corporations. *Journal of international business studies.* pp. 729-753.

Bloemer, J. M. and Kasper, H. D. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of economic psychology.* 16(2), pp. 311-329.

Blois, K. J. (1999). Trust in business to business relationships: an evaluation of its status. *Journal of Management Studies.* 36(2), pp. 197-215.

Bolton, E. E., Wang, Y., Thiessen, P. A. and Bryant, S. H. (2008a). PubChem: integrated platform of small molecules and biological activities. *Annual reports in computational chemistry.* 4, pp. 217-241.

Bolton, R. and Saxena-Iyer, S. (2009). Interactive services: a framework, synthesis and research directions. *Journal of Interactive Marketing.* 23(1), pp. 91-104.

Bolton, R. N. and Drew, J. H. (1991). A multistage model of customers' assessments of service quality and value. *Journal of consumer research.* pp. 375-384.

Bolton, R. N., Lemon, K. N. and Verhoef, P. C. (2008b). Expanding business-to-business customer relationships: Modeling the customer's upgrade decision. *Journal of Marketing.* 72(1), pp. 46-64.

Bolton, R. N., Smith, A. K. and Wagner, J. (2003). Striking the right balance designing service to enhance business-to-business relationships. *Journal of Service Research.* 5(4), pp. 271-291.

Boshoff, C. and Gray, B. (2004). The relationships between service quality, customer satisfaction and buying intentions in the private hospital industry. *South African Journal of Business Management.* 35(4), pp. 27-37.

Boudreau, M.-C., Gefen, D. and Straub, D. W. (2001). Validation in information systems research: a state-of-the-art assessment. *Mis Quarterly.* pp. 1-16.

Boulding, W., Kalra, A., Staelin, R. and ZElTHAML, V. A. (1993). A Dynamic Process Model of Sevice Quality: From Expectations to Behavioral Intentions. *Journal of marketing research.*

Bowen, J. T. and Shoemaker, S. (2003). Loyalty: A strategic commitment. *Cornell Hotel and Restaurant Administration Quarterly.* 44(5/6), pp. 31-46.

Brady, M. K. and Cronin Jr, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *The Journal of Marketing.* pp. 34-49.

Brannen, J. (2004). Working qualitatively and quantitatively. *Qualitative research practice.* (Part 4), pp. 312-326.

Bryman, A. (2008). Why do researchers integrate/combine/mesh/blend/mix/merge/fuse quantitative and qualitative research. *Advances in mixed methods research.* pp. 87-100.

Bryman, A. and Bell, E. (2007). *Business research methods.* Oxford university press.

Buckley, P. J. and Ghauri, P. N. (2004). Globalisation, economic geography and the strategy of multinational enterprises. *Journal of International Business Studies.* 35(2), pp. 81-98.

Burns, A. C. and Bush, R. F. (2003). *Marketing research: Online research applications.* Prentice Hall.

Butz Jr, H. E. and Goodstein, L. (1996). Gaining the strategic advantage. *Organizational dynamics.* 24(3), pp. 63-77.

Caceres, R. C. and Paparoidamis, N. G. (2007). Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. *European Journal of Marketing.* 41(7/8), pp. 836-867.

Cammack, R., Frey, M. and Robson, R. (2002). *Hydrogen as a fuel: learning from nature.* CRC Press.

Caruana, A. (2002). Service loyalty: the effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing.* 36(7/8), pp. 811-828.

Cater, B. and Cater, T. (2009). Relationship-value-based antecedents of customer satisfaction and loyalty in manufacturing. *Journal of Business & Industrial Marketing.* 24(8), pp. 585-597.

Čater, T. and Čater, B. (2010). Product and relationship quality influence on customer commitment and loyalty in B2B manufacturing relationships. *Industrial marketing management.* 39(8), pp. 1321-1333.

Chang, S.-G., Wells, J. R. and Felts, S. (2011). Application messaging system with flexible message header structure.

Chang, S.-J. (2006). Business groups in East Asia: Post-crisis restructuring and new growth. *Asia Pacific Journal of Management.* 23(4), pp. 407-417.

Chang, Y. W. and Chang, Y. H. (2010). Does service recovery affect satisfaction and customer loyalty? An empirical study of airline services. *Journal of Air Transport Management.* 16(6), pp. 340-342.

Chaudhuri, A. and Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing.* 65(2), pp. 81-93.

Chen, S. C., Chiu, K. K. S., Chen, H. H. and Liao, Y. C. (2011). A PILOT STUDY FOR UNDERSTANDING THE RELATIONSHIPS OF INFORMATION SYSTEM QUALITY, RELATIONSHIP QUALITY AND LOYALTY. *Australian Journal of Business and Management Research Vol.* 1(5), pp. 17-23.

Chin, C., Grimm, R., Julienne, P. and Tiesinga, E. (2010). Feshbach resonances in ultracold gases. *Reviews of Modern Physics.* 82(2), p. 1225.

Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern methods for business research.* 295(2), pp. 295-336.

Chiou, A. (2012). Teaching technology using educational robotics. *Proceedings of the Proceedings of The Australian Conference on Science and Mathematics Education (formerly UniServe Science Conference).*

Chisnall, K. F. (2010). *Exploring Leadership for Excellence and Equity in High Performing Middle Schools.* THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL.

Chow, S. and Holden, R. (1997). Toward an understanding of loyalty: the moderating role of trust. *Journal of managerial Issues.* pp. 275-298.

Chumpitaz, R. and Paparoidamis, N. G. (2004a). Service quality and marketing performance in business-to-business markets: exploring the mediating role of client satisfaction. *Managing Service Quality.* 14(2/3), pp. 235-248.

Chumpitaz, R. and Paparoidamis, N. G. (2004b). Service quality and marketing performance in business-to-business markets: exploring the mediating role of client satisfaction. *Managing Service Quality: An International Journal.* 14(2/3), pp. 235-248.

Cochran, W. W. and Lord Jr, R. D. (1963). A radio-tracking system for wild animals. *The Journal of Wildlife Management.* pp. 9-24.

Colgate, M. and Lang, B. (2001). Switching barriers in consumer markets: an investigation of the financial services industry. *Journal of consumer marketing.* 18(4), pp. 332-347.

Collis, J. and Hussey, R. (2013). *Business research: A practical guide for undergraduate and postgraduate students.* Palgrave macmillan.

Cooper, D. R. and Schindler, P. S. (2003). Business research methods.

Cooper, D. R. and Schindler, P. S. (2006). *Business research methods.* Irwin/McGraw-Hill.

Coviello, N. E. and Brodie, R. J. (2001). Contemporary marketing practices of consumer and business-to-business firms: how different are they? *Journal of Business & Industrial Marketing.* 16(5), pp. 382-400.

Creswell, J. W., Hanson, W. E., Clark, V. L. P. and Morales, A. (2007). Qualitative research designs: Selection and implementation. *Counseling Psychologist.* 35(2), p. 236.

Cronin, J. J., Brady, M. K. and Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of retailing.* 76(2), pp. 193-218.

Cronin Jr, J. J., Brady, M. K. and Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing.* 76(2), pp. 193-218.

Crosby, L. A., Evans, K. R. and Cowles, D. (1990). Relationship quality in services selling: an interpersonal influence perspective. *The Journal of Marketing.* pp. 68-81.

Curtis, A. (2009). Source-receiver seismic interferometry. *Proceedings of the SEG Technical Program Expanded Abstracts.* pp. 3655-3659.

Curtis, T., Abratt, R., Dion, P. and Rhoades, D. (2011). Customer satisfaction, loyalty and repurchase some evidence from apparel consumers.

Dabholkar, P. A., Shepherd, C. D. and Thorpe, D. I. (2000). A comprehensive framework for service quality: an investigation of critical conceptual and measurement issues through a longitudinal study. *Journal of retailing.* 76(2), pp. 139-173.

Dagger, T. S. and Sweeney, J. C. (2007). Service quality attribute weights how do novice and longer-term customers construct service quality perceptions? *Journal of Service Research.* 10(1), pp. 22-42.

David, M. and Sutton, C. D. (2004). *Social research: The basics.* Sage.

Day, G. S. (1969). A two-dimensional concept of brand loyalty. *Journal of advertising research.* 9(3), pp. 29-35.

De Búrca, S., Fynes, B. and Roche, E. (2004). Evaluating relationship quality in a business-to-business context. *Irish Journal of Management.* 25(2), p. 61.

De Ruyter, K., Moorman, L. and Lemmink, J. (2001). Antecedents of commitment and trust in customer–supplier relationships in high technology markets. *Industrial Marketing Management.* 30(3), pp. 271-286.

Dehghan, M. and Hashemi, B. (2006). Iterative solution of fuzzy linear systems. *Applied Mathematics and Computation.* 175(1), pp. 645-674.

Dekimpe, M. G., Steenkamp, J.-B. E., Mellens, M. and Vanden Abeele, P. (1997). Decline and variability in brand loyalty. *International Journal of Research in Marketing.* 14(5), pp. 405-420.

Dick, A. S. and Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the Academy of Marketing Science.* 22(2), p. 99.

Dimitriades, Z. S. (2006). Customer satisfaction, loyalty and commitment in service organizations: some evidence from Greece. *Management Research News.* 29(12), pp. 782-800.

Dixon-Woods, M., Agarwal, S., Jones, D., Young, B. and Sutton, A. (2005). Synthesising qualitative and quantitative evidence: a review of possible methods. *Journal of health services research & policy.* 10(1), pp. 45-53B.

Doney, P. M. and Cannon, J. P. (1997a). An examination of the nature of trust in buyer-seller relationships. *the Journal of Marketing.* pp. 35-51.

Doney, P. M. and Cannon, J. P. (1997b). An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing.* 61(2), pp. 35-51.

Durvasula, R. V. and Shankland, S. J. (2006). The renin-angiotensin system in glomerular podocytes: mediator of glomerulosclerosis and link to hypertensive nephropathy. *Current hypertension reports.* 8(2), pp. 132-138.

Durvasula, S., Lysonski, S., Mehta, S. C. and Tang, B. P. (2004). Forging relationships with services: the antecedents that have an impact on behavioural outcomes in the life insurance industry. *Journal of Financial Services Marketing.* 8(4), pp. 314-326.

Dwyer, F. R., Schurr, P. H. and Oh, S. (1987). Developing buyer-seller relationships. *The Journal of marketing.* pp. 11-27.

Dwyer, F. R. and Tanner, J. F. (2008). *Business marketing: Connecting strategy, relationships, and learning.* New York: NY.

Eakuru, N. and Mat, N. (2008). The application of structural equation modeling (SEM) in determining the antecedents of customer loyalty in banks in South Thailand. *The Business Review, Cambridge.* 10(2), pp. 129-139.

Easterby- Smith, M., Crossan, M. and Nicolini, D. (2000). Organizational learning: debates past, present and future. *Journal of management studies.* 37(6), pp. 783-796.

Edvardsson, B., Johnson, M. D., Gustafsson, A. and Strandvik, T. (2000). The effects of satisfaction and loyalty on profits and growth: products versus services. *Total Quality Management.* 11(7), pp. 917-927.

Efron, B. (1979). Bootstrap methods: another look at the jackknife. *The annals of Statistics.* pp. 1-26.

Efron, B. and Tibshirani, R. J. (1994). *An introduction to the bootstrap.* CRC press.

Eggert, A. and Ulaga, W. (2002). Customer perceived value: a substitute for satisfaction in business markets? *Journal of Business & Industrial Marketing.* 17(2/3), pp. 107-118.

Eggert, A., Ulaga, W. and Schultz, F. (2006). Value creation in the relationship life cycle: a quasi-longitudinal analysis. *Industrial Marketing Management.* 35(1), pp. 20-27.

Eng, C., Fletcher, J., Wilcox, W., Waldek, S., Scott, C., Sillence, D., Breunig, F., Charrow, J., Germain, D. and Nicholls, K. (2007). Fabry disease: baseline medical characteristics of a cohort of 1765 males and females in the Fabry Registry. *Journal of inherited metabolic disease.* 30(2), pp. 184-192.

Fairchild, A. J. and McQuillin, S. D. (2010). Evaluating mediation and moderation effects in school psychology: A presentation of methods and review of current practice. *Journal of school psychology.* 48(1), pp. 53-84.

Farley, J. U. (1964). Why Does" Brand Loyalty" Vary over Products? *Journal of Marketing Research.* pp. 9-14.

Fehl, S. M. (2006). *The relationship of service quality to customer satisfaction: An analysis within industrial business-to-business technical field service.* CAPELLA UNIVERSITY.

Ferrel, O., Hartline, M. D., Lucas Jr, G. H. and Luck, D. (2005). Marketing strategy. *Thompson South-Western: Mason, Ohio.*

Fishbein, M. C., Obma, R. and Roberts, W. C. (1975). Unruptured sinus of Valsalva aneurysm. *The American journal of cardiology.* 35(6), pp. 918-922.

Flint, D. J., Woodruff, R. B. and Gardial, S. F. (2002). Exploring the phenomenon of customers' desired value change in a business-to-business context. *Journal of marketing.* 66(4), pp. 102-117.

Floh, A. and Treiblmaier, H. (2006). What keeps the e-banking customer loyal? A multigroup analysis of the moderating role of consumer characteristics on e-loyalty in the financial service industry. *Journal of Electronic Commerce Research.* 7(2), pp. 97-110.

Fornell, C. and Larcker, D. F. (1981a). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research.* pp. 39-50.

Fornell, C. and Larcker, D. F. (1981b). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of marketing research.* pp. 382-388.

Fornell, C. and Wernerfelt, B. (1987). Defensive marketing strategy by customer complaint management: a theoretical analysis. *Journal of Marketing research.* pp. 337-346.

Forouzan, A. and Mirassadallahi, K. (2008). An investigation into Iran's auto industry and analyzing the effects of importation on its growth: A system dynamics approach. *Proceedings of the Proceeding of the 26th Intemational System Dynamics Conference, I uly.* pp. 20-24.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research.* 24(4), pp. 343-353.

Francis, J. J., Eccles, M. P., Johnston, M., Walker, A., Grimshaw, J., Foy, R., Kaner, E. F., Smith, L. and Bonetti, D. (2004). Constructing questionnaires based on the theory of planned behaviour. *A manual for health services researchers.* 2010, pp. 2-12.

Fullerton, G. (2005). How commitment both enables and undermines marketing relationships. *European Journal of Marketing.* 39(11/12), pp. 1372-1388.

Gale, B. T. and Wood, R. C. (1994). *Managing customer value: Creating quality and service that customers can see.* Free Pr.

Gallarza, M. G. and Gil Saura, I. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour. *Tourism management.* 27(3), pp. 437-452.

Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *The Journal of Marketing.* pp. 1-19.

Ganesan, S., Brown, S. P., Mariadoss, B. J. and Ho, H. (2010). Buffering and amplifying effects of relationship commitment in business-to-business relationships. *Journal of Marketing research.* 47(2), pp. 361-373.

Ganesan, S. and Hess, R. (1997). Dimensions and levels of trust: implications for commitment to a relationship. *Marketing letters.* 8(4), pp. 439-448.

Garbarino, E. and Johnson, M. S. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *The Journal of Marketing.* pp. 70-87.

Garbarino, E. and Strahilevitz, M. (2004). Gender differences in the perceived risk of buying online and the effects of receiving a site recommendation. *Journal of Business Research.* 57(7), pp. 768-775.

Gedenk, K. and Neslin, S. A. (1999). The role of retail promotion in determining future brand loyalty: Its effect on purchase event feedback. *Journal of Retailing.* 75(4), pp. 433-459.

Gee, R., Coates, G. and Nicholson, M. (2008). Understanding and profitably managing customer loyalty. *Marketing Intelligence & Planning.* 26(4), pp. 359-374.

Ghanei-Motlagh, M., Taher, M. A., Saheb, V., Fayazi, M. and Sheikhshoaie, I. (2011). Theoretical and practical investigations of copper ion selective electrode with polymeric membrane based on N, N′-(2, 2-dimethylpropane-1, 3-diyl)-bis (dihydroxyacetophenone). *Electrochimica Acta.* 56(15), pp. 5376-5385.

Gil Saura, I., Ruiz Molina, M. E. and Servera Frances, D. (2008). Logistic service quality and technology: a comparison between supplier–retailer and retailer–consumer relationships. *The International Review of Retail, Distribution and Consumer Research.* 18(5), pp. 495-510.

Gil-Saura, I., Frasquet-Deltoro, M. and Cervera-Taulet, A. (2009). The value of B2B relationships. *Industrial Management & Data Systems.* 109(5), pp. 593-609.

Gil-Saura, I., Ruiz-Molina, M. E. and Arteaga-Moreno, F. (2011). Value, supplier dependence and long-term orientation: Outcomes for B2B commerce in the travel industry. *Industrial Management & Data Systems.* 111(5), pp. 791-808.

Gill, R. A., Polley, H. W., Johnson, H. B., Anderson, L. J., Maherali, H. and Jackson, R. B. (2002). Nonlinear grassland responses to past and future atmospheric CO_2. *Nature.* 417(6886), pp. 279-282.

Gilliland, D. I. and Bello, D. C. (2002). Two sides to attitudinal commitment: the effect of calculative and loyalty commitment on enforcement mechanisms in distribution channels. *Journal of the Academy of marketing Science.* 30(1), pp. 24-43.

Gounaris, S. P. (2005). Trust and commitment influences on customer retention: insights from business-to-business services. *Journal of Business Research.* 58(2), pp. 126-140.

Gounaris, S. P. and Avlonitis, G. J. (2001). Market orientation development: a comparison of industrial vs consumer goods companies. *Journal of Business & Industrial Marketing.* 16(5), pp. 354-381.

Gronroos, C. (1993). A service quality model and its marketing implications. *European Journal of Marketing.* 18(4), pp. 36-44.

Gronroos, C. (2000). Creating a relationship dialogue: communication, interaction and value. *The marketing review.* 1(1), pp. 5-14.

Gruen, T. W., Summers, J. O. and Acito, F. (2000). Relationship marketing activities, commitment, and membership behaviors in professional associations. *Journal of marketing.* 64(3), pp. 34-49.

Gummesson, E. (2004). Return on relationships (ROR): the value of relationship marketing and CRM in business-to-business contexts. *Journal of Business & Industrial Marketing.* 19(2), pp. 136-148.

Gundlach, G. T., Achrol, R. S. and Mentzer, J. T. (1995). The structure of commitment in exchange. *The Journal of Marketing.* pp. 78-92.

Hair, J. F., Money, A. H., Samouel, P. and Page, M. (2007a). *Research methods for business.* John Wiley & Sons West Sussex.

Hair, J. F., Money, A. H., Samouel, P. and Page, M. (2007b). Research methods for business. *Education+ Training.* 49(4), pp. 336-337.

Hair, J. F., Ringle, C. M. and Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *The Journal of Marketing Theory and Practice.* 19(2), pp. 139-152.

Hair Jr, J. F. and Lukas, B. (2014). *Marketing research.* McGraw-Hill Education Australia.

Håkansson, H. (1987). Product development in networks. *Håkansson [1987a], S.* pp. 84-127.

Harris, L. C. and Goode, M. M. (2004). The four levels of loyalty and the pivotal role of trust: a study of online service dynamics. *Journal of retailing.* 80(2), pp. 139-158.

Hayes, A. F. (2009). Beyond Baron and Kenny: Statistical mediation analysis in the new millennium. *Communication monographs.* 76(4), pp. 408-420.

Hayes, A. F. and Scharkow, M. (2013). The relative trustworthiness of inferential tests of the indirect effect in statistical mediation analysis does method really matter? *Psychological Science.* p. 0956797613480187.

Heere, B. and Dickson, G. (2008). Measuring attitudinal loyalty: separating the terms of affective commitment and attitudinal loyalty. *Journal of Sport Management.* 22(2), pp. 227-239.

Heitmann, M., Lehmann, D. R. and Herrmann, A. (2007). Choice goal attainment and decision and consumption satisfaction. *Journal of Marketing Research.* pp. 234-250.

Hellier, P. K., Geursen, G. M., Carr, R. A. and Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European journal of marketing.* 37(11/12), pp. 1762-1800.

Hennig-Thurau, T. (2004). Customer orientation of service employees: Its impact on customer satisfaction, commitment, and retention. *International Journal of Service Industry Management.* 15(5), pp. 460-478.

Hennig-Thurau, T., Gwinner, K. P. and Gremler, D. D. (2002a). Understanding relationship marketing outcomes. *Journal of Service Research.* 4(3), pp. 230-247.

Hennig-Thurau, T., Gwinner, K. P. and Gremler, D. D. (2002b). Understanding relationship marketing outcomes an integration of relational benefits and relationship quality. *Journal of Service Research.* 4(3), pp. 230-247.

Hennig-Thurau, T., Gwinner, K. P., Gremler, D. D. and Paul, M. (2005). Managing Service Relationships in a Global Economy: Exploring the impact of national culture on the relevance of customer relational benefits for gaining loyal customers. *Advances in International Marketing.* 15, pp. 11-31.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G. and Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of interactive marketing.* 18(1), pp. 38-52.

Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., Ketchen, D. J., Hair, J. F., Hult, G. T. M. and Calantone, R. J. (2014). Common beliefs and reality about PLS comments on Rönkkö and Evermann (2013). *Organizational Research Methods.* p. 1094428114526928.

Henseler, J., Ringle, C. M. and Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing (AIM).* 20, pp. 277-320.

Herington, C. and Weaven, S. (2009). E-retailing by banks: e-service quality and its importance to customer satisfaction. *European Journal of Marketing.* 43(9/10), pp. 1220-1231.

Heskett, J. L. (2002). Beyond customer loyalty. *Managing Service Quality: An International Journal.* 12(6), pp. 355-357.

Heskett, J. L. and Schlesinger, L. (1994). Putting the service-profit chain to work. *Harvard business review.* 72(2), pp. 164-174.

Hewett, K. and Bearden, W. O. (2001). Dependence, trust, and relational behavior on the part of foreign subsidiary marketing operations: implications for managing global marketing operations. *The Journal of Marketing.* pp. 51-66.

Holmlund, B., Liu, Q. and Skans, O. N. (2008). Mind the gap? Estimating the effects of postponing higher education. *Oxford Economic Papers.* 60(4), pp. 683-710.

Homburg, C. and Rudolph, B. (2001). Customer satisfaction in industrial markets: dimensional and multiple role issues. *Journal of Business Research.* 52(1), pp. 15-33.

Homburg, C., Workman, J. P. and Krohmer, H. (1999). Marketing's influence within the firm. *The Journal of Marketing.* 63(2), pp. 1-17.

Hooks, K. L. and Higgs, J. L. (2002). Workplace environment in a professional services firm. *Behavioral Research in Accounting.* 14(1), pp. 105-127.

Hu, H.-H., Kandampully, J. and Juwaheer, T. D. (2009). Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study. *The Service Industries Journal.* 29(2), pp. 111-125.

Huber, F., Herrmann, A. and Morgan, R. E. (2001). Gaining competitive advantage through customer value oriented management. *Journal of Consumer Marketing.* 18(1), pp. 41-53.

Huber, J. A., Welch, D. B. M., Morrison, H. G., Huse, S. M., Neal, P. R., Butterfield, D. A. and Sogin, M. L. (2007). Microbial population structures in the deep marine biosphere. *science.* 318(5847), pp. 97-100.

Hunt, S. D. (1990). Truth in marketing theory and research. *The Journal of Marketing.* pp. 1-15.

Hunt, S. D. (1991). *Modern marketing theory: Critical issues in the philosophy of marketing science.* South-Western Publishing Company.

Hunt, S. D., Arnett, D. B. and Madhavaram, S. (2006). The explanatory foundations of relationship marketing theory. *Journal of Business & Industrial Marketing.* 21(2), pp. 72-87.

Hunt, S. D. and Vitell, S. (1986). A general theory of marketing ethics. *Journal of macromarketing.* 6(1), pp. 5-16.

Hutt, M. D. and Speh, T. W. (2009). *Business marketing management: B2B.* South-Western Pub.

Iacobucci, D. and Hibbard, J. D. (1999). Toward an encompassing theory of business marketing relationships (BMRS) and interpersonal commercial relationships (ICRS): an empirical generalization. *Journal of Interactive Marketing.* 13(3), pp. 13-33.

Ibrahim, H. and Najjar, F. (2008a). Assessing the effects of self-congruity, attitudes and customer satisfaction on customer behavioural intentions in retail environment. *Marketing Intelligence & Planning.* 26(2), pp. 207-227.

Ibrahim, H. and Najjar, F. (2008b). Relationship bonding tactics, personality traits, relationship quality and customer loyalty: Behavioral sequence in retail environment. *The Icfai University Journal of Services Marketing.* 6(4), pp. 1-37.

Iwasaki, Y. and Havitz, M. E. (2004). Examining relationships between leisure involvement, psychological commitment and loyalty to a recreation agency. *Journal of Leisure Research.* 36(1), pp. 45-72.

Jacoby, J. and Chestnut, R. W. (1978). *Brand loyalty: Measurement and management.* Wiley New York.

Jamal, A. and Anastasiadou, K. (2009). Investigating the effects of service quality dimensions and expertise on loyalty. *European Journal of Marketing.* 43(3/4), pp. 398-420.

Jap, S. D. (2001). The strategic role of the salesforce in developing customer satisfaction across the relationship lifecycle. *The Journal of Personal Selling and Sales Management.* pp. 95-108.

Jap, S. D., Manolis, C. and Weitz, B. A. (1999). Relationship quality and buyer–seller interactions in channels of distribution. *Journal of Business Research.* 46(3), pp. 303-313.

Jarvis, L. P. and Wilcox, J. B. (1977). True vendor loyalty or simply repeat purchase behavior? *Industrial Marketing Management.* 6(1), pp. 9-14.

Jayawardhena, C., Souchon, A. L., Farrell, A. M. and Glanville, K. (2007). Outcomes of service encounter quality in a business-to-business context. *Industrial Marketing Management.* 36(5), pp. 575-588.

Johnson, M. D., Herrmann, A. and Huber, F. (2006). The evolution of loyalty intentions. *Journal of Marketing.* pp. 122-132.

Johnston, W. J., Leach, M. P. and Liu, A. H. (1999). Theory testing using case studies in business-to-business research. *Industrial marketing management.* 28(3), pp. 201-213.

Jones, E., Busch, P. and Dacin, P. (2003). Firm market orientation and salesperson customer orientation: interpersonal and intrapersonal influences on customer service and retention in business-to-business buyer-seller relationships. *Journal of Business Research.* 56(4), pp. 323-340.

Jonsson, P. and Zineldin, M. (2003). Achieving high satisfaction in supplier-dealer working relationships. *Supply Chain Management: An International Journal.* 8(3), pp. 224-240.

Kelly, D. P. and Wood, A. P. (2000). Reclassification of some species of Thiobacillus to the newly designated genera Acidithiobacillus gen. nov., Halothiobacillus gen. nov. and Thermithiobacillus gen. nov. *International Journal of Systematic and Evolutionary Microbiology.* 50(2), p. 511.

Keramati, A., Zavareh, J. T., Ellioon, A., Moshki, H. and Sajjadiani, S. (2008). The adoption of customer relationship management (CRM): an empirical study on Iranian

firms. *International Journal of Electronic Customer Relationship Management.* 1(4), pp. 354-373.

Keshvari, R. S. (2012). The Impact of E-CRM on Customers Attitude and Its Association with Generating Competitive Advantages in Iranian Financial B2B Context. *International Business Research.* 5(4), p. p34.

Kim, C.-S., Choi, S.-H., Chai, J.-K., Cho, K.-S., Moon, I.-S., Wikesjö, U. M. and Kim, C.-K. (2004). Periodontal repair in surgically created intrabony defects in dogs: influence of the number of bone walls on healing response. *Journal of periodontology.* 75(2), pp. 229-235.

Kline, R. J., McGehee, M. D., Kadnikova, E. N., Liu, J., Fréchet, J. M. and Toney, M. F. (2005). Dependence of regioregular poly (3-hexylthiophene) film morphology and field-effect mobility on molecular weight. *Macromolecules.* 38(8), pp. 3312-3319.

Kothari, A. and Lackner, J. (2006). A value based approach to management. *Journal of Business & Industrial Marketing.* 21(4), pp. 243-249.

Kotler, P. and Armstrong, G. (2008). *Princípios de marketing.* Pearson Educación.

Kumar, R., Novak, J. and Tomkins, A. (2010). *Structure and evolution of online social networks*. In *Link mining: models, algorithms, and applications*. (pp. 337-357). Springer.

Lacey, R. and Morgan, R. M. (2008). Customer advocacy and the impact of B2B loyalty programs. *Journal of Business & Industrial Marketing.* 24(1), pp. 3-13.

Lages, L. F., Lancastre, A. and Lages, C. (2008). The B2B-RELPERF scale and scorecard: Bringing relationship marketing theory into business-to-business practice. *Industrial marketing management.* 37(6), pp. 686-697.

Lam, S. Y., Shankar, V., Erramilli, M. K. and Murthy, B. (2004). Customer value, satisfaction, loyalty, and switching costs: an illustration from a business-to-business service context. *Journal of the Academy of Marketing Science.* 32(3), pp. 293-311.

Law, J. and Urry, J. (2004). Enacting the social. *Economy and society.* 33(3), pp. 390-410.

Lee, J., Sung, J. Y., Kim, Y. M., Oh, C. E., Kim, H. B., Choi, E. H. and Lee, H. J. (2011). Molecular characterization of methicillin-resistant< i> Staphylococcus aureus</i> obtained from the anterior nares of healthy Korean children attending daycare centers. *International Journal of Infectious Diseases.* 15(8), pp. e558-e563.

Lee, S. C., Pak, B. Y. and Lee, H. G. (2004). Business value of B2B electronic commerce: the critical role of inter-firm collaboration. *Electronic Commerce Research and Applications.* 2(4), pp. 350-361.

Lemon, K. N., Rust, R. T. and Zeithaml, V. A. (2001). What drives customer equity? *Marketing Management.* 10(1), pp. 20-25.

Leuthesser, L. (1997). Supplier relational behavior: An empirical assessment. *Industrial Marketing Management.* 26(3), pp. 245-254.

Levin, E. C. and Lobo, A. (2009). A conceptual framework for modelling the antecedents of client loyalty in the advertising industry context.

Lewis, N. S. and Nocera, D. G. (2006). Powering the planet: Chemical challenges in solar energy utilization. *Proceedings of the National Academy of Sciences.* 103(43), pp. 15729-15735.

Li, M. L. (2012). *Impact of Marketing Strategy, Customer Perceived Value, Customer Satisfaction, Trust, and Commitment on Customer Loyalty.* Lynn University.

Liang, C. J. and Wang, W. H. (2007a). Customer relationship management of the information education services industry in Taiwan: Attributes, benefits and relationship. *The Service Industries Journal.* 27(1), pp. 29-46.

Liang, C. J. and Wang, W. H. (2007b). An insight into the impact of a retailer's relationship efforts on customers' attitudes and behavioral intentions. *International journal of bank marketing.* 25(5), pp. 336-366.

Liang, C. J., Wang, W. H. and Farquhar, J. D. (2009). The influence of customer perceptions on financial performance in financial services. *International journal of bank marketing.* 27(2), pp. 129-149.

Lim, C. M. (2009). Luxe-Bargain Shopping: Consumer Orientations, Perceived Values, Satisfaction, and Future Intentions. *Doctoral Dissertations.* p. 68.

Lin, L. (2009). Research on Product Strategy of Hubei Tourism Based-on Customer Value. *China Market.*

Lindgreen, A., Hingley, M. and Trienekens, J. (2008). Relationships, networks and interactions in food and agriculture business-to-business marketing and purchasing. *British Food Journal.* 110(4/5).

Lopez-Perez, D., Guvenc, I., De La Roche, G., Kountouris, M., Quek, T. Q. and Zhang, J. (2011). Enhanced intercell interference coordination challenges in heterogeneous networks. *Wireless Communications, IEEE.* 18(3), pp. 22-30.

MacCallum, R. C. and Austin, J. T. (2000). Applications of structural equation modeling in psychological research. *Annual review of psychology.* 51(1), pp. 201-226.

MacKinnon, D. P., Lockwood, C. M., Hoffman, J. M., West, S. G. and Sheets, V. (2002). A comparison of methods to test mediation and other intervening variable effects. *Psychological methods.* 7(1), p. 83.

Mahmood, M. A., Bagchi, K. and Ford, T. C. (2004). On-line shopping behavior: Cross-country empirical research. *International Journal of Electronic Commerce.* 9(1), pp. 9-30.

Malhotra, J. D., Miao, H., Zhang, K., Wolfson, A., Pennathur, S., Pipe, S. W. and Kaufman, R. J. (2008). Antioxidants reduce endoplasmic reticulum stress and improve protein secretion. *Proceedings of the National Academy of Sciences.* 105(47), pp. 18525-18530.

Martin, X., Mitchell, W. and Swaminathan, A. (1995). RECREATING AND EXTENDING JAPANESE AUTOMOBILE BUYER-SUPPLIER LINKS IN NORTH-AMERICA. *Strategic Management Journal.* 16(8), pp. 589-619.

McKean, J. (2010). *Managing customers through economic cycles.* Wiley.

McNaughton, R. B., Osborne, P., Morgan, R. E. and Kutwaroo, G. (2001). Market orientation and firm value. *Journal of Marketing Management.* 17(5-6), pp. 521-542.

Mehta, S. C. and Durvasula, S. (1998). Relationships between SERVQUAL dimensions and organizational performance in the case of a business-to-business service. *Journal of Business & Industrial Marketing.* 13(1), pp. 40-53.

Meyer, J. P. (1997). Organizational commitment. *Wiley Encyclopedia of Management.*

Miller, R. G. (1974). The jackknife-a review. *Biometrika.* 61(1), pp. 1-15.

Mittal, V. and Kamakura, W. A. (2001a). Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics. *Journal of marketing research.* 38(1), pp. 131-142.

Mittal, V. and Kamakura, W. A. (2001b). Satisfaction, repurchase intent, and repurchase behavior: investigating the moderating effect of customer characteristics. *Journal of Marketing Research.* pp. 131-142.

Mohamad, M. and Awang, Z. (2009). Building corporate image and securing student loyalty in the Malaysian higher learning industry. *Journal of International Management Studies.* 4(1), pp. 30-40.

Mohammadrezaie, S. and Eskafi, F. (2007). Environmental Performance Evaluation (EPE) of Iran Khodro Co.(IKCO).

Molinari, L. K., Abratt, R. and Dion, P. (2008). Satisfaction, quality and value and effects on repurchase and positive word-of-mouth behavioral intentions in a B2B services context. *Journal of Services Marketing.* 22(5), pp. 363-373.

Moliner, M. A., Sánchez, J., Rodríguez, R. M. and Callarisa, L. (2007). Perceived relationship quality and post-purchase perceived value: An integrative framework. *European Journal of Marketing.* 41(11/12), pp. 1392-1422.

Monroe, K. B. and Dodds, W. B. (1988). A research program for establishing the validity of the price-quality relationship. *Journal of the Academy of Marketing Science.* 16(1), pp. 151-168.

Moorman, C., Deshpande, R. and Zaltman, G. (1993). Factors affecting trust in market research relationships. *The Journal of Marketing.* pp. 81-101.

Moorman, C. and Rust, R. T. (1999). The role of marketing. *The Journal of Marketing.* 63, pp. 180-197.

Morgan, N. A. and Rego, L. L. (2006). The value of different customer satisfaction and loyalty metrics in predicting business performance. *Marketing Science.* 25(5), p. 426.

Morgan, R. M. and Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *the journal of marketing.* pp. 20-38.

Morris, M. H. and Holman, J. L. (1988). Source loyalty in organizational markets: a dyadic perspective. *Journal of Business Research.* 16(2), pp. 117-131.

Mowday, R. T., Steers, R. M. and Porter, L. W. (1979). The measurement of organizational commitment. *Journal of vocational behavior.* 14(2), pp. 224-247.

Napierala, J. and Alta, I. Iran: Engaging in Diplomatic Initiatives for Conflict Prevention and Resolution, and Promoting Governance Based on Principals of Democracy, Accountability and Transparency.

Narayandas, D. (2005). Build loyalty in business markets. *Harvard Business Review.* 83(9), pp. 131-139, 160.

Newman, J. W. and Werbel, R. A. (1973). Multivariate analysis of brand loyalty for major household appliances. *Journal of marketing research.* pp. 404-409.

Newman, K. (2001). Interrogating SERVQUAL: a critical assessment of service quality measurement in a high street retail bank. *International journal of bank marketing.* 19(3), pp. 126-139.

Odekerken-Schröder, G., De Wulf, K. and Hofstee, N. (2002). Is gender stereotyping in advertising more prevalent in masculine countries? A cross-national analysis. *International Marketing Review.* 19(4), pp. 408-419.

Oh, H. (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. *International Journal of Hospitality Management.* 18(1), pp. 67-82.

Oliver, R. L. (1999). Whence consumer loyalty? *The Journal of Marketing.* pp. 33-44.

Oliver, R. L., Rust, R. T. and Varki, S. (1997). Customer delight: foundations, findings, and managerial insight. *Journal of Retailing.* 73(3), pp. 311-336.

Olsen, J. P. (2007). *The institutional dynamics of the European university.* Springer.

Olsen, S. O. (2002). Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Journal of the Academy of Marketing Science.* 30(3), pp. 240-249.

Omar, N. A., Alam, S. S., Aziz, N. A. and Nazri, M. A. (2011). Retail Loyalty Programs in Malaysia: The Relationship of Equity, Value, Satisfaction, Trust, and Loyalty among Cardholders. *Journal of Business Economics and Management.* 12(2), pp. 332-352.

Oppenheim, A. N. (2000). *Questionnaire design, interviewing and attitude measurement.* Bloomsbury Publishing.

Ou, W. M., Shih, C. M., Chen, C. Y. and Wang, K. C. (2011). Relationships among customer loyalty programs, service quality, relationship quality and loyalty: An empirical study. *Chinese Management Studies.* 5(2), pp. 194-206.

Palmatier, R. W., Gopalakrishna, S. and Houston, M. B. (2006). Returns on business-to-business relationship marketing investments: Strategies for leveraging profits. *Marketing Science.* 25(5), pp. 477-493.

Palmatier, R. W., Scheer, L. K. and Steenkamp, J.-B. E. (2007). Customer loyalty to whom? Managing the benefits and risks of salesperson-owned loyalty. *Journal of marketing research.* pp. 185-199.

Papassapa, R., Kenneth, E. and Nigel, B. (2007). Relationship quality as a predictor of B2B customer loyalty. *Journal of Business Research.* 60(1), pp. 21-31.

Parasuraman, A. (1998). Customer service in business-to-business markets: an agenda for research. *Journal of Business & Industrial Marketing.* 13(4/5), pp. 309-321.

Parasuraman, A. (2005). ES-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research.* 7(3), pp. 213-233.

Parasuraman, A., Berry, L. L. and Zeithaml, V. A. (1991). Refinement and reassessment of the SERVQUAL scale. *Journal of retailing.* 67(4), p. 420.

Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1988). Servqual. *Journal of retailing.* 64(1), pp. 12-37.

Patterson, G. H., Knobel, S. M., Sharif, W. D., Kain, S. R. and Piston, D. W. (1997a). Use of the green fluorescent protein and its mutants in quantitative fluorescence microscopy. *Biophysical journal.* 73(5), p. 2782.

Patterson, P. G., Johnson, L. W. and Spreng, R. A. (1997b). Modeling the determinants of customer satisfaction for business-to-business professional services. *Journal of the Academy of Marketing Science.* 25(1), pp. 4-17.

Paulssen, M. and Birk, M. M. (2007). Satisfaction and repurchase behavior in a business-to-business setting: Investigating the moderating effect of manufacturer, company and demographic characteristics. *Industrial marketing management.* 36(7), pp. 983-997.

Payne, A. and Holt, S. (2001). Diagnosing customer value: integrating the value process and relationship marketing. *British Journal of Management.* 12(2), pp. 159-182.

Perrien, J. and Ricard, L. (1995). The meaning of a marketing relationship: a pilot study. *Industrial Marketing Management.* 24(1), pp. 37-43.

Plank, R. E. and Newell, S. J. (2007). The effect of social conflict on relationship loyalty in business markets. *Industrial Marketing Management.* 36(1), pp. 59-67.

Polyorat, K. and Sophonsiri, S. (2010). The influence of service quality dimensions on customer satisfaction and customer loyalty in chain restaurant context: a thai case. *Jurnal of Global Business and Technology.* 6(2), pp. 64-76.

Porter, M. E. (1996). What is strategy? *Published November.*

Preacher, K. J. and Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior research methods.* 40(3), pp. 879-891.

Pretty, J. N., Brett, C., Gee, D., Hine, R., Mason, C., Morison, J., Raven, H., Rayment, M. and Van der Bijl, G. (2000). An assessment of the total external costs of UK agriculture. *Agricultural systems.* 65(2), pp. 113-136.

Pritchard, M. P., Havitz, M. E. and Howard, D. R. (1999). Analyzing the commitment-loyalty link in service contexts. *Journal of the Academy of Marketing Science.* 27(3), pp. 333-348.

Punch, K. F. (2013). *Introduction to social research: Quantitative and qualitative approaches.* Sage.

Putit, L., Karim, N. F. A. and Zainuddin, N. (2011). Investigating the relationship between service quality and customer satisfaction: An empirical perspective on pharmaceutical healthcare sector. *Proceedings of the Business, Engineering and Industrial Applications (ICBEIA), 2011 International Conference on.* pp. 147-152.

Rabiei, H., Meigounpoory, M. R., Yazdani, P. and Maleki Someahlu, M. (2011). Key success factors for achieving customer's loyalty in e-SMEs: A study on impact of customer and e-business characteristics on e-loyalty in Iran. *Contemporary marketing review.* 1(7), pp. 1-15.

Rajagopal (2006). Impact of Advertising Variability on Building Customer-Based Brand Personality in a Competitive Environment: Empirical Analysis with Reference to Mexico. *Latin American Business Review.* 6(3), pp. 63-84.

Ramaseshan, B., Rabbanee, F. K. and Tan Hsin Hui, L. (2013). Effects of customer equity drivers on customer loyalty in B2B context. *Journal of Business & Industrial Marketing.* 28(4), pp. 335-346.

Rauyruen, P. and Miller, K. E. (2007). Relationship quality as a predictor of B2B customer loyalty. *Journal of Business Research.* 60(1), pp. 21-31.

Ravald, A. and Grönroos, C. (1996). The value concept and relationship marketing. *European Journal of Marketing.* 30(2), pp. 19-30.

Rayson, P., Berridge, D. and Francis, B. (2004). Extending the Cochran rule for the comparison of word frequencies between corpora. *Proceedings of the 7th International Conference on Statistical analysis of textual data (JADT 2004).* pp. 926-936.

Recknagel, F., Orr, P. T. and Cao, H. (2014). Inductive reasoning and forecasting of population dynamics of Cylindrospermopsis raciborskii in three sub-tropical reservoirs by evolutionary computation. *Harmful Algae.* 31, pp. 26-34.

REICHHELD, B. F. E. and DETRICK, C. (2003a). Want to know how to keep expenses low? Think loyalty. *American Banker.* 168(181), p. 6.

Reichheld, F. and Detrick, C. (2003b). Loyalty: a prescription for cutting costs. *Marketing Management.* 12(5), pp. 24-25.

Reichheld, F. F. (1996). Learning from customer defections. *Harvard business review.* 74, pp. 56-70.

Reichheld, F. F. and Schefter, P. (2000). E-loyalty. *Harvard business review.* 78(4), pp. 105-113.

Remenyi, D. and Sherwood-Smith, M. (1998). Business benefits from information systems through an active benefits realisation programme. *International Journal of Project Management.* 16(2), pp. 81-98.

Rezaei, F., Bidari, A., Birjandi, A. P., Milani Hosseini, M. R. and Assadi, Y. (2008). Development of a dispersive liquid–liquid microextraction method for the determination of polychlorinated biphenyls in water. *Journal of hazardous materials.* 158(2), pp. 621-627.

Ringle, C. M., Sarstedt, M., Schlittgen, R. and Taylor, C. R. (2013). PLS path modeling and evolutionary segmentation. *Journal of Business Research.* 66(9), pp. 1318-1324.

Rossomme, J. (2003). Customer satisfaction measurement in a business-to-business context: a conceptual framework. *Journal of Business & Industrial Marketing.* 18(2), pp. 179-195.

Rucker, D. D., Preacher, K. J., Tormala, Z. L. and Petty, R. E. (2011). Mediation analysis in social psychology: Current practices and new recommendations. *Social and Personality Psychology Compass.* 5(6), pp. 359-371.

Russell-Bennett, R., McColl-Kennedy, J. R. and Coote, L. V. (2007). Involvement, satisfaction, and brand loyalty in a small business services setting. *Journal of Business Research.* 60(12), pp. 1253-1260.

Rust, R. T., Lemon, K. N. and Zeithaml, V. A. (2004). Return on marketing: using customer equity to focus marketing strategy. *Journal of Marketing.* pp. 109-127.

Rust, R. T. and Oliver, R. L. (1994). *Service quality: New directions in theory and practice.* Sage Publications California.

Rust, R. T., Zahorik, A. J. and Keiningham, T. L. (1995). Return on quality (ROQ): making service quality financially accountable. *The Journal of Marketing.* 59(2), pp. 58-70.

Ryssel, R., Ritter, T. and Gemünden, H. G. (2004). The impact of information technology deployment on trust, commitment and value creation in business relationships. *Journal of Business & Industrial Marketing.* 19(3), pp. 197-207.

Saeidi, S. P., Sofian, S., Saeidi, P., Saeidi, S. P. and Saaeidi, S. A. (2015). How does corporate social responsibility contribute to firm financial performance? The

mediating role of competitive advantage, reputation, and customer satisfaction. *Journal of Business Research.* 68(2), pp. 341-350.

Sanayei, A., Mousavi, S. F., Abdi, M. and Mohaghar, A. (2008). An integrated group decision-making process for supplier selection and order allocation using multi-attribute utility theory and linear programming. *Journal of the Franklin Institute.* 345(7), pp. 731-747.

Sanders, J. A., Verhulst, F. and Murdock, J. A. (2007). *Averaging methods in nonlinear dynamical systems.* Springer.

Sanders, S. J., Ercan-Sencicek, A. G., Hus, V., Luo, R., Murtha, M. T., Moreno-De-Luca, D., Chu, S. H., Moreau, M. P., Gupta, A. R. and Thomson, S. A. (2011). Multiple recurrent de novo CNVs, including duplications of the 7q11. 23 Williams syndrome region, are strongly associated with autism. *Neuron.* 70(5), pp. 863-885.

Saunders, M., Lewis, P. and Thornhill, A. (2009). *Research methods for business students.* Prentice Hall.

Schakett, T., Flaschner, A., Gao, T. and El-Ansary, A. (2011). Effects of Social Bonding in Business-to-Business Relationships. *Journal of Relationship Marketing.* 10(4), pp. 264-280.

Schakett, T. J. (2010). *The impact of social bonding on the buyer's loyalty, trust, satisfaction and service quality towards the seller in a business-to-business relationship.* TUI UNIVERSITY.

Scheuer, L., Kauff, N., Robson, M., Kelly, B., Barakat, R., Satagopan, J., Ellis, N., Hensley, M., Boyd, J. and Borgen, P. (2002). Outcome of preventive surgery and screening for breast and ovarian cancer in BRCA mutation carriers. *Journal of Clinical Oncology.* 20(5), pp. 1260-1268.

Schwalbach, J. (1991). Profitability and market share: A reflection on the functional relationship. *Strategic Management Journal.* 12(4), pp. 299-306.

Sekaran, C. B. and Rani, A. P. (2010). Development and validation of spectrophotometric method for the determination of DPP-4 inhibitor, sitagliptin, in its pharmaceutical preparations. *Eclética Química.* 35(3), pp. 45-53.

Sekaran, U. (2005). *Research Methods for Business 4th Edition with SPSS 13.0 Set.* John Wiley & Sons Australia, Limited.

Sekaran, U. (2006). *Research methods for business.* John Wiley & Sons.

Selnes, F. (1998). Antecedents and consequences of trust and satisfaction in buyer-seller relationships. *European Journal of Marketing.* 32(3/4), pp. 305-322.

Seth, N., Deshmukh, S. and Vrat, P. (2005). Service quality models: a review. *International Journal of Quality & Reliability Management.* 22(9), pp. 913-949.

Setijono, D. and Dahlgaard, J. J. (2007). Customer value as a key performance indicator (KPI) and a key improvement indicator (KII). *Measuring Business Excellence.* 11(2), pp. 44-61.

Shankar, V., Smith, A. K. and Rangaswamy, A. (2003). Customer satisfaction and loyalty in online and offline environments. *International journal of research in marketing.* 20(2), pp. 153-175.

Sheth, J. N. and Parvatiyar, A. (2002). Evolving relationship marketing into a discipline. *Journal of Relationship Marketing.* 1(1), pp. 3-16.

Sheth, J. N. and Sharma, A. (2006). The surpluses and shortages in business-to-business marketing theory and research. *Journal of Business & Industrial Marketing.* 21(7), pp. 422-427.

Silvestro, R. and Cross, S. (2000). Applying the service profit chain in a retail environment: Challenging the "satisfaction mirror". *International Journal of Service Industry Management.* 11(3), pp. 244-268.

Singh, R. and Koshy, A. (2011). Does salesperson's customer orientation create value in B2B relationships? Empirical evidence from India. *Industrial Marketing Management.* 40(1), pp. 78-85.

Sirdeshmukh, D., Singh, J. and Sabol, B. (2002a). Consumer trust, value, and loyalty in relational exchanges. *Journal of marketing.* 66(1), pp. 15-37.

Sirdeshmukh, D., Singh, J. and Sabol, B. (2002b). Consumer trust, value, and loyalty in relational exchanges. *The Journal of marketing.* pp. 15-37.

Smith, L. B., Jones, S. S., Landau, B., Gershkoff-Stowe, L. and Samuelson, L. (2002). Object name learning provides on-the-job training for attention. *Psychological Science.* 13(1), pp. 13-19.

Speh, B. and Venkataramana, T. (2004). Construction of some generalised modular symbols. *arXiv preprint math/0409376.*

Spiteri, J. M. and Dion, P. A. (2004). Customer value, overall satisfaction, end-user loyalty, and market performance in detail intensive industries. *Industrial Marketing Management.* 33(8), pp. 675-687.

Spreng, R. A., Mackoy, R. and Dröge, C. (1998). Confounds in the measurement of predictive expectations. *Scholarship and professional work from the College of Business.* p. 15.

Steenkamp, J.-B. E. and Van Trijp, H. C. (1991). The use of LISREL in validating marketing constructs. *International Journal of Research in marketing.* 8(4), pp. 283-299.

Stewart, T. and Ruckdeschel, C. (1998). Intellectual capital: The new wealth of organizations.

Strydom, P. (2002). Risk, Environment and Society Ongoing Debates, Current Issues and Future Prospects. *Order14.* 192.

Suhartanto, D. (2011). *An examination of brand loyalty in the Indonesian hotel industry.* Lincoln University.

Sureshchandar, G., Rajendran, C. and Anantharaman, R. (2002a). The relationship between service quality and customer satisfaction-a factor specific approach. *Journal of services marketing.* 16(4), pp. 363-379.

Sureshchandar, G., Rajendran, C. and Anantharaman, R. (2002b). The relationship between service quality and customer satisfaction–a factor specific approach. *Journal of services marketing.* 16(4), pp. 363-379.

Swanson, S. R. and Davis, J. C. (2003). The relationship of differential with perceived quality and behavioral intentions. *Journal of services marketing.* 17(2), pp. 202-219.

Sweeney, J. C. and Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing.* 77(2), pp. 203-220.

Szmigin, I. T. (1993). Managing quality in business-to-business services. *European Journal of Marketing.* 27(1), pp. 2-21.

Tabachnick, B. G. and Fidell, L. (2001). *Computer-assisted research design and analysis.* Needham Heights.

Tashakkori, A. and Teddlie, C. (1998). *Mixed methodology: Combining qualitative and quantitative approaches.* SAGE Publications, Incorporated.

Taylor, S. A. and Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing.* 70(2), pp. 163-178.

Tremblay, P. F. and Gardner, R. C. (1996). On the growth of structural equation modeling in psychological journals. *Structural Equation Modeling: A Multidisciplinary Journal.* 3(2), pp. 93-104.

Tucker, W. T. (1964). The development of brand loyalty. *Journal of Marketing research.* pp. 32-35.

Turnbull, P. W. (1986). *Strategies for international industrial marketing: the management of customer relationships in European industrial markets.* Routledge Kegan & Paul.

Tyler, K., Patton, M., Mongiello, M., Meyer, D., Zolkiewski, J., Lewis, B., Yuan, F. and Yuan, J. (2007). An assessment of customer service in business-to-business relationships. *Journal of Services Marketing.* 21(5), pp. 313-325.

Ulaga, W. and Eggert, A. (2006). Relationship value and relationship quality: Broadening the nomological network of business-to-business relationships. *European Journal of Marketing.* 40(3/4), pp. 311-327.

Urbach, N. and Ahlemann, F. (2010). Structural equation modeling in information systems research using partial least squares. *Journal of Information Technology Theory and Application.* 11(2), pp. 5-40.

Vakratsas, D. and Ambler, T. (1999). How advertising works: what do we really know? *The Journal of Marketing.* pp. 26-43.

Walter, A., Muller, T. A., Helfert, G. and Ritter, T. (2003). Functions of industrial supplier relationships and their impact on relationship quality. *Industrial Marketing Management.* 32(2), pp. 159-169.

Weitz, B. A. and Bradford, K. D. (1999). Personal selling and sales management: a relationship marketing perspective. *Journal of the Academy of Marketing Science.* 27(2), pp. 241-254.

Wells, P. E. (2010). *The automotive industry in an era of eco-austerity: Creating an industry as if the planet mattered.* Edward Elgar Publishing.

Westbrook, R. A. and Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of consumer research.* pp. 84-91.

Wetzels, M., De Ruyter, K. and Van Birgelen, M. (1998). Marketing service relationships: the role of commitment. *Journal of business & industrial marketing.* 13(4/5), pp. 406-423.

Williams, C. (2011). Research methods. *Journal of Business & Economics Research (JBER).* 5(3).

Williams, P. and Naumann, E. (2011). Customer satisfaction and business performance: a firm-level analysis. *Journal of Services Marketing.* 25(1), pp. 20-32.

Wilson, D. T. and Jantrania, S. (1994). Understanding the value of a relationship. *Asia-Australia Marketing Journal.* 2(1), pp. 55-66.

Woo, K.-s. and Ennew, C. T. (2005). Measuring business-to-business professional service quality and its consequences. *Journal of Business Research.* 58(9), pp. 1178-1185.

Woodruff, R. B. and Flint, D. J. (2003). Research on business-to-business customer value and satisfaction. *Advances in Business Marketing and Purchasing.* 12, pp. 515-547.

Woodruff, R. B. and Gardial, S. (1996). *Know your customer: new approaches to understanding customer value and satisfaction.* Wiley.

Yi, G., Wu, Z. and Sayer, M. (1988). Preparation of Pb (Zr, Ti) O3 thin films by sol gel processing: Electrical, optical, and electro- optic properties. *Journal of Applied Physics.* 64(5), pp. 2717-2724.

Yin, R. K. (2013). *Case study research: Design and methods.* Sage publications.

Yoon, S. J. (2002). The antecedents and consequences of trust in online- purchase decisions. *Journal of interactive marketing.* 16(2), pp. 47-63.

Youngdahl, W. E., Kellogg, D. L., Nie, W. and Bowen, D. E. (2003). Revisiting customer participation in service encounters: does culture matter? *Journal of Operations Management.* 21(1), pp. 109-120.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *The Journal of Marketing.* pp. 2-22.

Zeithaml, V. A. (2000). Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the Academy of Marketing Science.* 28(1), pp. 67-85.

Zeithaml, V. A., Berry, L. L. and Parasuraman, A. (1996). The behavioral consequences of service quality. *The Journal of Marketing.* pp. 31-46.

Zhang, Z., Wang, M. and Shi, J. (2012). Leader-follower congruence in proactive personality and work outcomes: The mediating role of leader-member exchange. *Academy of Management Journal.* 55(1), pp. 111-130.

Zikmund, W. G. and Babin, B. J. (2007). *Marketing research.* Thomson Melbourne.

Zikmund, W. G., Carr, B. J. B. J. C., Griffin, M., Babin, B. J. and Carr, J. C. (2010). *Business research methods.* Sout-Western cengage Learning.

Zikmund-Fisher, B. J., Couper, M. P., Singer, E., Levin, C. A., Fowler, F. J., Ziniel, S., Ubel, P. A. and Fagerlin, A. (2010). The DECISIONS study: a nationwide survey of United States adults regarding 9 common medical decisions. *Medical Decision Making.* 30(5 suppl), pp. 20S-34S.

Zineldin, M. (2006). The royalty of loyalty: CRM, quality and retention. *Journal of Consumer Marketing.* 23(7), pp. 430-437.

Zins, A. H. (2001). Relative attitudes and commitment in customer loyalty models: some experiences in the commercial airline industry. *International Journal of Service Industry Management.* 12(3), pp. 269-294.