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The current study moves beyond customer perceived value and corporate image and demonstrates that switching costs are important factors in influencing a customer's decision to stay with a service provider. This work finds support for a contingency model involving customer perceived value, corporate image, and switching costs.

[Service quality, perceived value, corporate image, and ...](#)

Service quality, corporate image, and perceived value were considered as independent variables and customer loyalty as dependent variable. Factor analysis was used for data purification before variables were entered into the regression model. Due to the factor loadings ranging from 0.70 – 0.84 (see appendix), all the items were retained.

[PERCEIVED VALUE, SERVICE QUALITY, CORPORATE IMAGE AND ...](#)

operator ' s service through pe rceived value, customer expectations, corporate i mage and perceived service quality. The responses of this measurement were scored using a five-point rati ng scale.

[Role Of Perceived Value, Customer Expectation, Corporate ...](#)

Corporate image, perceived value andservice quality have got paramount significance among researchers interested in customer retentionstrategies. In view of that, this study aimed to determine the...

[\(PDF\) Perceived value, service quality, corporate image ...](#)

Today ' s economy is becoming extremely service-oriented, changing the paradigm of marketingresearch towards services (Carrillat, Jaramillo, & Mulki 2007). Corporate image, perceived value andservice quality have got paramount significance among researchers interested in customer retentionstrategies.

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Value perception is the value of a product that is expected and perceived by the consumer. The expectation of a costumer regarding a product is different than for other consumers, in terms of purchase quantity, service quality, convenience (before purchase, using and after purchasing) and so on.

[The Relationship of Perceived Value, Service Quality ...](#)

It is also analyzed by the results that service quality and customer satisfaction have high impact on the customer perceived value where corporate image also effect the customer perceived value. . – This paper identified the impact of service quality, customer satisfaction and corporate image on the customer perceived value that helps the services sector especially banks how they can improve the customer perceived value through improving their service quality, customer satisfaction and ...

[Impact of service quality, corporate image and customer ...](#)

2.2 Perceived service quality Perceived service quality is defined as consumers ' judgment about a business ' s overall distinction or dominance (Parasuraman, Zeithaml & Berry, 1988). In simple words Jiang and Wang, (2006) defined it as the consumer ' s evaluation of the service performance received and how it compared with their expectation.

[Customer Satisfaction, Perceived Service Quality and ...](#)

Fig. 2 shows that the direct-effect value of service quality on corporate image and of corporate image on service satisfaction is 0.486 and 0.381, respectively. Then, with image as the mediating variable, the indirect effect of service quality on satisfaction can be calculated as the product of the front-end and back-end values resulting in 0.185 (= 0.486*0.381); the sum of the direct effect (0.448) and indirect effect (0.185) of service quality to satisfaction equals the total effect (0.633).

[Corporate image as a mediator between service quality and ...](#)

Perceived quality is intangible. Perceived quality cannot be measured on quantitative grounds, preferably because judgements about what is important to the customers varies widely across different personalities, needs and preferences. If it ' s a product, the customers consider the following seven features for evaluation: performance, features, conformity with specifications, reliability, durability, serviceability, fit and finish.

[Perceived Quality Definition, Importance & Example ...](#)

The estimation revealed that corporate image, perceived value, and consumer satisfaction have a significant direct effect on consumer loyalty, while service quality does not have. Furthermore, service quality, and perceived value have a positive direct effect on consumer satisfaction, whereas, corporate image does not positively relate.

[The Effects of Corporate Image, Service Quality, Consumer ...](#)

The current study moves beyond customer-perceived value and corporate image and demonstrates that switching costs are important factors in influencing a customer's decision to stay with a service provider. This work finds support for a contingency model involving customer-perceived value, corporate image, and switching costs. The results indicate that the impacts of customer-perceived value ...

[Service quality, perceived value, corporate image, and ...](#)

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Perceived value is a customer's own perception of a product or service's merit or desirability to them, especially in comparison to a competitor's product. Perceived value is measured by the price...

[Perceived Value Definition—investopedia.com](#)

Service quality is that component in the structure of the corporate culture, which, on the one hand is a manifestation of values prevailing in the organization, and on the other hand, defines the specific parameters of behavior. (Ronzina 2010.)

[Service Quality and Customer Satisfaction- Case study ...](#)

service quality, perceived value and behavioral intentions. However, there have been mixed results produced. As many industry sectors mature, competitive advantage through high quality service is an increasingly important weapon in business survival. The restaurant industry has certainly

[SERVICE QUALITY AND CUSTOMER SATISFACTION: ANTECEDENTS OF ...](#)

Get Free Perceived Value Service Quality Corporate Image AndThe AVE (average variance extracted) values of the four latent variables in the research model are corporate image 0.391, service quality 0.352, consumer satisfaction 0.409, behavioral image 0.559, and all values are greater than

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The relationship between service behavior and perceived service quality has proven its role and value in management/marketing (Heskett & Sasser, 2010). Perceived value is customers ' psychological assessment of the product or service with the expectations of that product or service. Marketing researchers have admired the