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THE EFFECT OF SERVICE QUALITY ON CUSTOMER VALUE AND CUSTOMER DELIGHT AND LOYALTY

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ABSTRACT

Customer value (customer value perception) is a strategic tool to attract and retain customers and today is as the most important factor in business success of production work and services. If an organization seeks to grow, we need to focus more on the development of marketing strategies based on creating and delivering superior customer value, because the emphasis is on increasing value for the customer, which enables the company through the current market penetration, creating new markets and create new goods and services to realize growth. The purpose of this study is to evaluate the effect of service quality on customer value delight, and customer loyalty.

It is assumed that in addition to the direct effect of perceived quality indirectly influenced through the perceptual on delight and loyalty. This research is in practical search group because it seeks to determine the impact on the perceived quality of perception and value customer delight and Loyalty service center Company in qazvin.

The study used structural equation modeling and tested hypothesis is done by AMOS software. The results indicate that customer value should be evaluated by customer's perspective, not the company itself, and the importance of customer delight is as a measure that affects customer behavior.

Keywords: Perceived Value, Value Perception, Faithfulness, Delight

ITRODUCTION

Statement of problem

Today companies are moving with superior performance towards retaining their customers and attract loyalty because most of our markets are mature, competition is increasing and new customer acquisition costs are greatly increased.

Maintain customer loyalty and attract it, is considered essential for continued business. Customer value (customer value perception) is a strategic tool in building customer delight and loyalty counts today the most important factor in a successful business is the manufacturing and services **(Zeithaml *et al*., 1996; Parasuraman, 1997)**.

In practice (in the business world) experimental study effects of customer value is very important. For superior customer value creation and transmission can involve costs for companies. In some cases, there are concerns such costs often higher than the potential financial benefits of these values **(Wang et al. 2004)**. The relationship between perceived quality and customer perception of value is an important question.

Therefore look forward the impact of various dimensions of service quality on customer value and subsequently review impact on service quality and customer value customer delight and loyalty population of study are customers referred to Qazvin service centers And data collected (randomly) to investigate the relationship between the dimensions of perceived quality (independent variables), customer value (intermediate variables) and customer`s delight (dependent variables) are analyzed with using structural equation modeling.

Hypotheses

In this study, integrated model provided by **Howat and ASaker (2013)** the following hypotheses are:

1. Perceived quality has a significant positive impact on the customer's perception of value.
2. Perceived quality has a significant positive impact on customer delight.
3. Perceived quality has a significant positive effect on customer loyalty.
4. The customer's perception of value has a significant positive impact on customer delight.
5. The customer's perception of value is significant positive impact on customer loyalty.
6. Customer delight has a significant effect on customer loyalty.

Concept of quality

Set of features and characteristics of a product or service provides consumer needs and delight. And it is determined by customer not by the manufacturer **(Gravin, 1987: 105)**.

The modern view of the important factors determines product specifications, consumers and, in fact, according to this view, the quality of its compatibility accord with the needs of our customers. These concepts are summarized in **Diagram 1**.

Management and Marketing Services

Philip Kotler, knows service or benefit of intangible, impalpable That one party to the other offers and what ownership is not followed. Service may be related to the production of material goods or not. **(Cutler, 2000: 809)** Once the service is defined in the range of technologies, services are right. Marketing, identifying and satisfying the needs and demands of our customers by providing a market to satisfy the needs and demands of the business is profitable. Marketing services are generally based on basic concepts of marketing, but is somewhat more complicated nature of marketing.

Customer centering

Service organizations offer their products in the hope which attract customers and continue their relationship with the organization. As previously mentioned, all marketing efforts are fruitful That can provide accurate information about the needs and wants of their customers As organizations rely on them, to be able to develop strategies to service the needs of our customers. Customer centering defined as collecting customer information, and use this information to businesses.

Customer Delight

Cognitive or emotional reaction consent of the client appears in response to a series of collisions (service center) services.

Delight is the quality of the experience after taking perceived quality than they expected **(Palmer, 1994: 210)**. According to Cutler delight level of cognitive or emotional state of a person as a result of comparing the performance of a product / service in relation to the expectations .Thus, the level of delight is a function of the difference between the perception and expectation. Customer delight for successful marketing is a decisive factor and degree of congruence between customer expectations and actual performance of a service.

Customer delight and quality

It should be noted that these two concepts are fundamentally different. Delight is more general sense. We can say that the quality of the services component of customer delights. In fact, customer service quality evaluation is done to the quality of services. But in a more general influence delight, service quality, product quality and price as well as situational factors and personal factors. Another point is that the perception of quality may be made

without the consent of the direct experience of actual experiences of service (**Zeithaml, 1996)**

Traditional macro model of customer delight

1. Perceived performance: often varies with the purpose or objective technical performance. Especially when a service / product complex is palpable and when the consumer product / service are not familiar.
2. Comparison criteria: derived from multiple sources that can be widely depending on the type of people, situations and different goods and services.
3. Meet expectations:, perceived performance evaluation in accordance with one or more criteria, indicating that this can be compared to a positive effect (leading to delight), negative effect (leading to dissatisfaction) or have a neutral effect.
4. Delight feeling: state of mind or attitude. Complex emotions encompass the notion that different levels of consumer delight for the various parts of a product or service.
5. Consequences: Consequences of delight (or dissatisfaction) would want to buy again; service center is verbal or complaint **(Everelles, 1992: 15)**.

Quality of Service

In recent years the quality of services is one of the most important research areas of management theorists. Strong impact on the performance and efficiency of the topics of business, reduce costs, customer delight, customer loyalty and ultimately to productivity, ongoing research on the definition, modeling, measurement and procedures for collecting and analyzing information has been done in the field of service quality. Model of service quality, value and customer delight this model of service quality, value and customer delight collates. The main focus is on the customer's next purchase decision process model show the valued customer a major role in his decision to repurchase the. The prerequisite for customer delight and repurchase intention he is. The results also indicate that prices have a negative impact on customer value and have nothing to do with the perceived quality of service **(Oh, 1999: 67-82)**.

Customer Value

Holistic marketing integrated marketing perspective is as identification or exploring value, value creation and value of delivery takes into account the activities

Holistic promoters development through customer share, build customer loyalty and gain customer lifetime value to achieve profitable growth **(Kotler and Keller 2006, P. 38)**.

Defining Customer Value

There are two general approaches in the literature on the customer's perception of value. First approach consider as customer value in terms of benefits (benefits) acquired in exchange costs (inputs). The second approach consists only of value perceived by the customer's business interests. Many studies have been conducted on the implementation of customer value. For example Cutler claimed that customer value can be based on the value of the product, the service, the staff and the expressed image **(Kotler, 1997)**. But this approach stems mainly from the perspective of the company and not the customers, while is concerned providing the customer perception of the company

Four customer values dimensions in this model are defined as follows **(Sweeney and Soutar 2001)**:

Customer perception of value (CPV): In this model, the customer's perception of values is difference between the customer's subjective assessment of all interests and all the costs that contains a provision (in comparison with the competing offer).

Total customer value (TCV): the perceived value consist of the package (cluster) economic benefits, functional, and psychological customer expects a market offering.

The total cost of the customer (TCC): consists of all (closed) costs that the customer expects In the process of evaluation, acquisition, use and transfer (sale) of a bear market is presented, which includes the cost of money, time, energy and physical costs.

Customer delight, customer loyalty and business performance

Companies increase customer loyalty, trying to establish long-term relationships with them and address their needs and difference **(Hen and Back, 2008)**. Widely used in previous studies to examine key concepts of marketing that act as loyalty arrangements, such as customer delight **(Lee *et al.*, 2009)** and have focused on customer confidence **(Chaudhuri and Holbrook, 2001)**

Business performance through increased customer delight and customer loyalty improved. Profit chain model-delight, customer delight increases, as companies gain a better understanding of customers and their needs, and they will also increase customer profitability. As well as further encourage the

customer to buy again. The customer has an important impact on performance.

Diagram 5 show Interaction between customer delight, customer loyalty, and customer delight and business performance in product, service, and experience the shopping process. By comparing the client's understanding of customer expectations of value, customer delight becomes clear. Customer loyalty is also important in customer relationship management. There are two methods to estimate customer loyalty. One method is based on behavior and other methods based on the orientation and direction.

Many schemes have been proposed in relation to customer loyalty. The best model proposed by Dick and Cebu, which is visible in the figure below **(Dick and Basu 1999)**:

Diagram (6) of different types of loyalty.

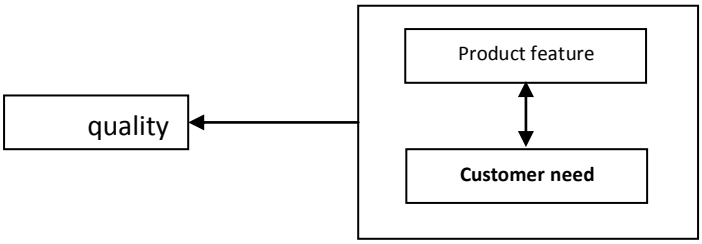


Diagram 1: The concept of quality based on new ideas

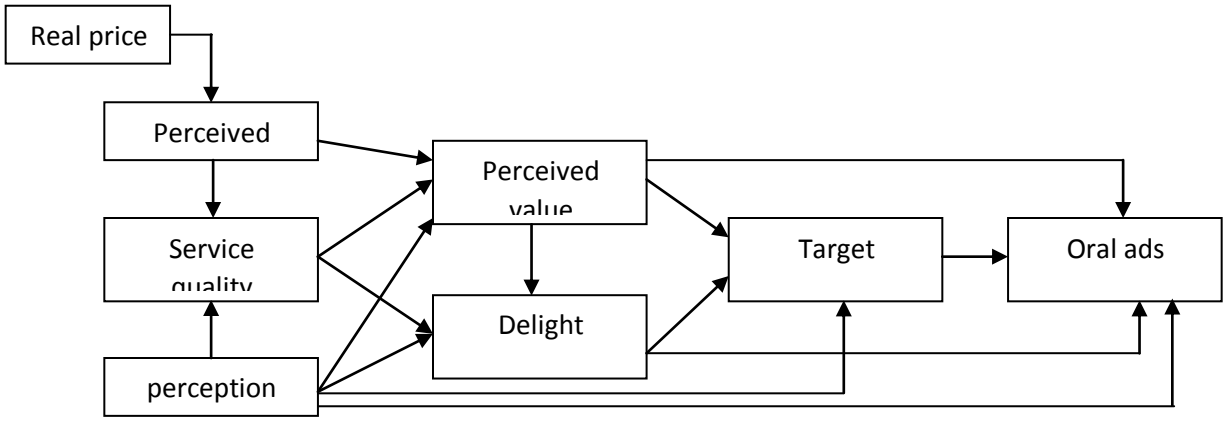


Diagram 2: Model for quality, value and customer delight Source: Oh, 1999: 76

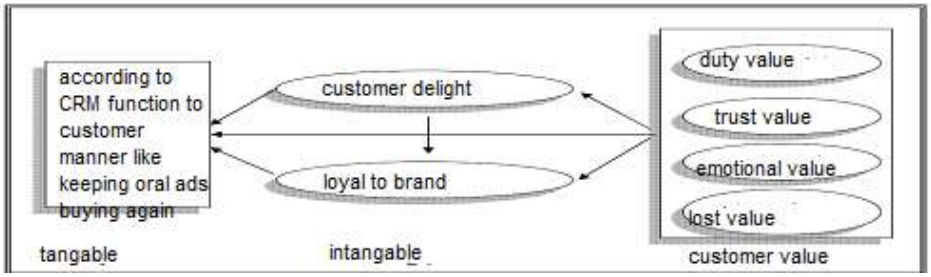


Diagram 3: an integrated model of customer value and performance of tangible and intangible CRM

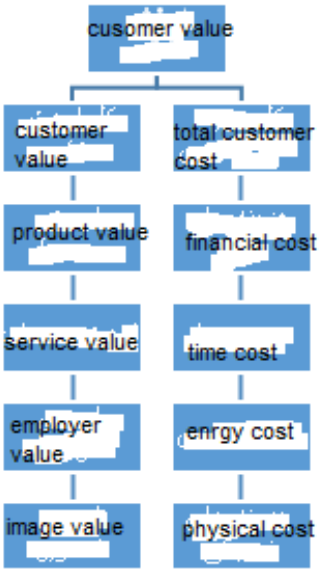


Diagram 4: forming elements of customer value (kotler and Keller 2006, p.133)

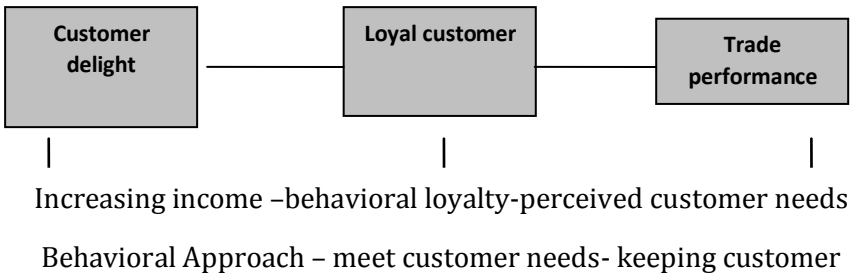


Diagram 5: Interaction between customer delight, customer loyalty, and customer delight and business performance in product, service, and experience the shopping process

faithful	hidden faith ا ful
Fabricated Faithful	unfaithfully

Diagram 6

Loyal customers are repeating those customers buying more real and strong relative orientation. This is achieved according to the four forms of loyalty and repeat purchase behavior has defined relative strength. If high repeat purchase behavior associated with not indicative of relative inertia, lack of interest and high cost.

Review of Literature

Companies try to increase customer loyalty, trying to establish long-term relationships with them and address their needs and different **(Hen and Back, 2008)**.

External investigations

Widely used in previous studies to examine key concepts of marketing that act as loyalty arrangements, such as customer delight **(Lee *et al*., 2009)** and customer confidence **(Chaudhuri and Holbrook, 2001)** focused. Research has shown that the best possible customer delight and quality, predict behavioral intentions **(Cronin *et al*., 2000; Oh, 2000)**.

Serv- Préval (SERV-PERVAL) by **Patrick and Beckman (2002)** was another example that is worth five dimensions such as quality, price, monetary, non-monetary costs, reputation and previous studies have shown the value. Also the perceptual quality and the price of money (Monetary Price) predictor variables (Antecedent) cognitive value **(Duman and Mattila, 2005)**, and perceptual variables predictive value is important for delight and behavioral intentions **(Cronin *et al*., 2000; Dods, Monroe and Grewal, 1991; McDougall and Levesque, 2000)**.

In a study in 1996 discussed the difference between the quality of service (Service Quality) and quality of experience **(Otto and Ritchies, 1996)**.

Research on the impact of various aspects of customer value on customer relationship management function was performed by

Wang *et al*. They impression in his study examines the factors discussed from the perspective of customer service. These two companies to measure customer value model Préval study has complied with customer relationship management as well as the intangible performance (delight and loyalty) and the obvious customer relationship management (repurchase intention, word of mouth advertising and buying behavior), divided **(Wang *et al*. 2004)**. In another study, researchers developed criteria for measuring the perceived value by a factor of nineteen retail clients have, Which can be used to measure the customer's perception of value of durable goods in the trade name used **(Sweeney and Soutar 2001)**. Studies on the quality of service in banks has been carried out in Iran, But it seems the relationship between service quality and customer value and impact on the loyalty, has been investigated in studies of these include:

Internal studies

1. "Evaluation and measurement of service quality in the bank and its relationship to customer delight." **(SBU, 2004)**, (dissertation writing by Mr. S. ZARABI with advising of Dr M. GHare che.) The main hypothesis is that "the relationship between service quality and customer delight, positive and significant" is finally approved. The secondary hypotheses conclude that the first component of the quality of services, there is a significant difference. The secondary hypotheses conclude that the first component of the quality of services, there is a significant difference.

2. The components of service quality evaluation using the next five SERVQUAL (Case study: Mehrabad Customs). **(SBU, 2004)**, dissertation writing by Akbarian GH. With adving of Dr. Alam.A. this study is done with the aim of customer delight and using custom services in Iran in first six month of 2004 and show there is not significant relationship between status quo and proper quality of custom.

METHODOLOGY

The population of this research is the customers of Telecom Qazvin. ADSL and fixed-line telephone subscribers and customer service data in this study were selected as participants. To determine the required sample size, sample size was calculated to ensure that the maximum permissible error value considered d or 0/05. In the formula is the ratio of the variable attribute that is estimated by previous studies. If the P value is not available, it can be equal to 5 /.. The maximum amount of variance in the 25 /. Reaches **(Sarmad *et al*., 2006, p 0.187)**. Discretion of the tolerance (d) using the

formula sample size for the study was obtained:

$$n = \frac{z^2{}_{\alpha/2}.p.q}{d^2} = \frac{(1.96)^2 \times (0.5) \times (0.5)}{(0.05)^2} \cong 386$$

Thus, at the discretion of the measurement error and estimation error P = 0.5 and allowed to rate d = 0.05 sample size was 386. $\mathbf{(z_{\alpha/2} = \pm 1.96)}$

The first method is through confirmatory factor analysis of the suitability of the observer variables (indicators or research question). The significant paths through path analysis (hypotheses) are checked From the SPSS software to calculate descriptive statistics and LISREL software is used to test the hypotheses.

Variables of Study: quality, customer value, customer delight, customer loyalty

The study used a stratified random sampling method.. In this way, society is divided into sub-groups

And then to select the members in each group used a simple random sampling. Indicators Questionnaire survey of research will be extracted by **Howat and Saker (2013)**. The 4-item questionnaire designed to measure customer delight, to measure customer value 5 items, 5 items have been considered to measure the quality of service and to measure customer loyalty 5 items.

Factor analysis of questions relating to customer delight

As can be seen all the questions on the variable impact factor is 50% higher customer delight. The highest impact factor is for the third and fourth questions. Usually, if the impact factor greater than 30%, the question is appropriate.

As shown in **Figure and Table 1** identifies all of the questions are a significant impact factor and entering All the questions as appropriate inquiries into the final analysis.

Factor analysis of questions relating to changing customer value

As can be seen all the questions on the variable impact factor of 70% is higher customer value. The impact factor is the seventh and sixth respectively for questions. Usually, if the impact factor be greater than 30%, the question is appropriate.

As **Figure and Table 2** are all questions with impact factor are significant and we enter all the questions as appropriate inquiries into our final analysis. The impact factor (standard estimate) for the seventh question is more than 84 percent impact factor. Also failing to determine a measure of latent variable (here the client) software, a question or a path (variable observer) as fixed (Fix) and units (1,000) are considered and compared with the

rest of the questions this is the standard unit of measurement.

Confirmatory factor analysis questions the variable quality of service

As can be seen all the questions on the variable impact factor of 70% is higher quality of service. The greater impact factor is for the tenth and twelfth questions. Usually, if the impact factor be greater than 30%, the question is appropriate.

As shown in **Figure 3 and Table** identifies all of the questions are a significant impact factor and enter All the questions as appropriate inquiries into our final analysis. The impact factor (standard estimates) related to my question with a impact factor of 89 percent. Also failing to determine the latent variable measurement unit (the quality of) the application of a question or path (variable observer) as fixed (Fix) and units (1,000) are considered and compared with the rest of the questions Knd.az this is the standard unit of measurement.

Confirmatory factor analysis questions the loyalty variable

As can be observed variable impact on all questions of loyalty is higher than 70%.

The impact factor is greater for fifteenth and sixteenth, respectively, for questions. Usually, if the impact factor greater than 30%, the question is appropriate.

As shown in **Figure 4 and Table** identifies all of the questions are a significant impact factor and enter All the questions as appropriate inquiries into our final analysis. The time factor (standard estimate) of the sixteenth question with impact greater than 92%Also failing to determine a measure of latent variables (here, loyalty) Software a question or path (variable observer) as fixed (Fix) and units (1,000) are considered and compared with the rest of the questions Knd.az this is the standard unit of measurement.

Structural equation analysis (path analysis) to test the hypothesis

Factor analysis model for measuring research:

As can be seen all the questions with factor impact is greater than 50% are And P refer to the column or significant coefficient indicates that all the questions have a significant association with latent variables.

Table 1 Coefficients significant impacting and error variances related to customer delight)
(Customer Delight Regression Weights

		Non standard estimation	S.E.	C.R.	P	Regression in standard estimation state
rez4	rez	1.000	Fix	Fix	Fix	.936
rez3	rez	.851	.080	10.629	***	.815
rez2	rez	.502	.085	5.876	***	.538
rez1	rez	.818	.078	10.483	***	.808

(Table 2 impacting in the standard estimates, t-statistics, and time is a significant factor in changing the standard for customer value)
(Regression Weights : Customer Value)

		Non standard estimation	S.E.	C.R.	P	Regression in standard estimation state
val4	value	1.000	Fix	Fix	Fix	.803
val3	value	1.053	.114	9.270	***	.847
val2	value	1.165	.130	8.979	***	.823
val1	value	1.037	.122	8.519	***	.787

(Table 3 significant impact factor and error variances related to quality of service)
Quality Regression Weights: quality of service)

		Non standard estimation	S.E.	C.R.	P	Regression in standard estimation state
qual4	qual	1.000	Fix	Fix	Fix	.859
qual3	qual	.873	.087	9.979	***	.810
qual2	qual	1.052	.091	11.531	***	.896
qual1	qual	.943	.100	9.398	***	.779

(Table 4 significant factor impact and error variances related to quality of service)
Regression Weights: Loyalty

		Non standard estimation	S.E.	C.R.	P	Regression in standard estimation state
loy4	loy	1.000	Fix	Fix	Fix	.923
loy3	loy	1.069	.071	15.036	***	.913
loy2	loy	.801	.089	8.971	***	.708
loy1	loy	.939	.067	13.960	***	.884

Regression Weights: (Table 5 measurement model)

Dependent variable	Observer variable	Non standard estimation	S.E.	C.R.	P	Regression in standard estimation state
val1	Value	1.000	Fix	Fix	Fix	.821
val2	Value	1.078	.109	9.926	***	.823
val3	Value	.941	.096	9.845	***	.819
val4	Value	.915	.097	9.420	***	.795
rez1	Satisfa	1.000	Fix	Fix	Fix	.806
rez2	Satisfa	.622	.110	5.638	***	.544
rez3	Satisfa	1.090	.111	9.839	***	.852
rez4	Satisfa	1.186	.112	10.558	***	.905
qual1	Ser.Qual	1.000	Fix	Fix	Fix	.810
qual2	Ser.Qual	1.072	.098	10.950	***	.896
qual3	Ser.Qual	.890	.094	9.473	***	.810
qual4	Ser.Qual	.987	.100	9.825	***	.831
loy1	Loyalty	1.000	Fix	Fix	Fix	.890
loy2	Loyalty	.846	.096	8.773	***	.708
loy3	Loyalty	1.119	.080	13.938	***	.905
loy4	Loyalty	1.059	.072	14.697	***	.925

Path analysis or testing hypotheses

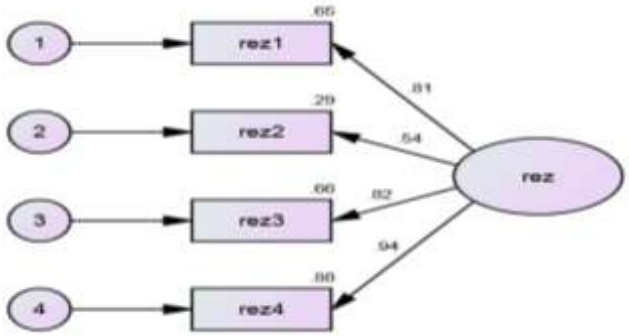
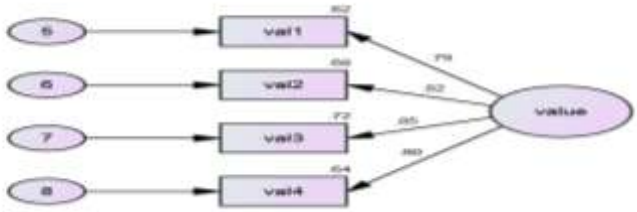
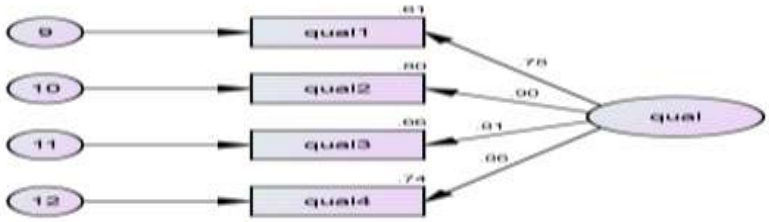


Figure 1: Factor analysis of observer data related to customer delight (standard estimate)



(Figure 2 variables observer factor analysis of customer value)



(Figure 3: Factor analysis of the observed variables related to quality of service)

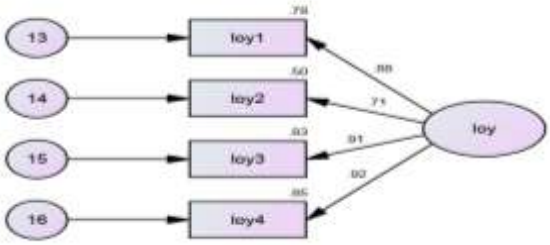


Figure 4: Factor analysis of the data viewer loyalty

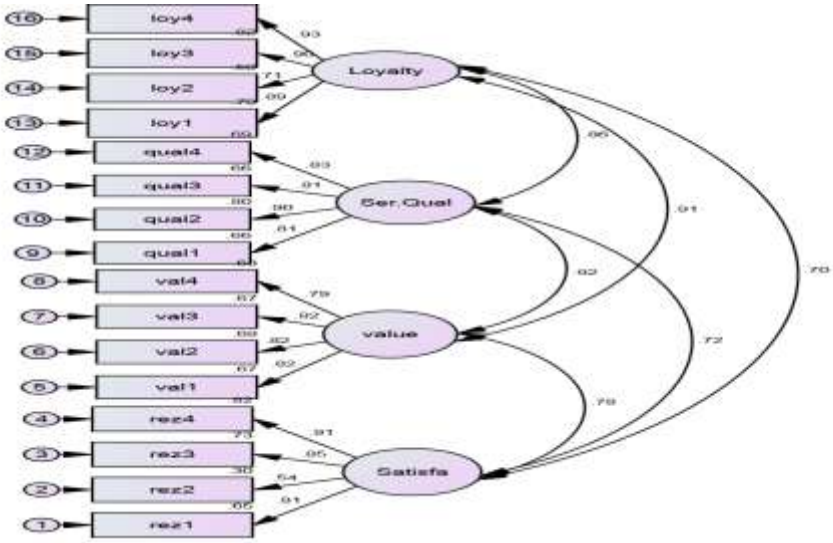


Figure 5 measurement model

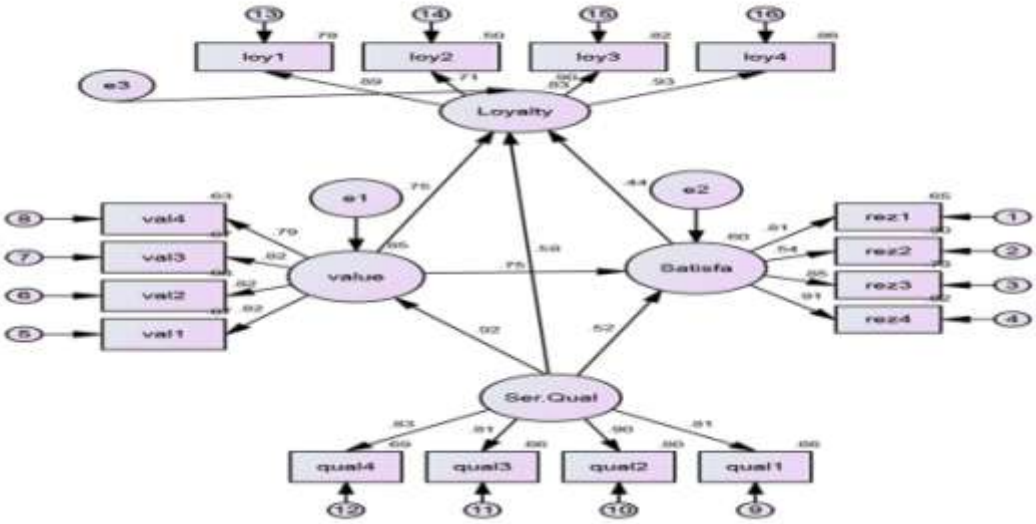


Figure 6: Structural model of the standard estimate

Table 6: Regression coefficients (impact factor) and significant coefficient of variables (assumptions)
Regression Weights: (Group number 1 - Default model)

Dependent variable	Independent variable	S.E.	C.R.	P	Impact factor in standard estimation state
value	**Ser.Qual**	**.102**	**8.790**	***	**.923**
Satisfa	**Ser.Qual**	**.333**	**.089**	***	521.
Satisfa	**value**	**.356**	**2.352**	***	**.751**
Loyalty	**Satisfa**	**.104**	**-.093**	***	442.
Loyalty	**value**	**.294**	**2.766**	***	**.754**
Loyalty	**Ser.Qual**	**.241**	**.762**	***	583.

Table 7: Statistical analysis and research hypotheses

Confirmed or rejected	significant	Impact factor	Hypothesis	Hypothesis number
Confirmed	***	**.92**	**Quality service has positive impact on customer perceived value**	**1**
Confirmed	***	**.52**	**Quality service has positive impact on customer delight**	**2**
Confirmed	***	**.58**	**Quality service has positive impact on customer loyalty**	**3**
Confirmed	***	**.75**	**customer perceived value has positive impact on customer delight**	**4**
Confirmed	***	**.75**	**customer perceived value has positive impact on customer loyalty**	**5**
Confirmed	***	**.44**	**customer delight has positive impact on customer loyalty**	**6**

TESTING HYPOTHESES AND CONCLUSIONS

First hypothesis: the perceived quality of the customer's perception of value has a significant positive impact. Figure 5 shows the impact of variables on each other. As this figure shows the effect of service quality on customer value is 92%. Also refer to the table significant factor of significance between the 99% confidence levels. Therefore, the hypothesis is confirmed. In other words, a strong service quality has a positive effect on customer value.

Second hypothesis: Perceived quality has a significant positive impact on customer delight. The impact of service quality on customer delight is 52 percent. Also refer to the table significant factor of significance between the 99% confidence levels. Therefore, the hypothesis is confirmed. In other words, a strong service quality has a positive effect on customer delight.

Third hypothesis: Perceived quality has a significant positive effect on customer loyalty. The impact of service quality on customer loyalty is 58%. Also refer to the table significant factor of significance between the 99% confidence levels. Therefore, the hypothesis is confirmed. In other words, service quality has a positive effect on customer loyalty.

Fourth hypothesis: the customer's perception of value has a significant positive impact on customer delight. The impact of customer value, customer delight is 75%. Also refer to the table significant factor of significance between the 99% confidence levels. Therefore, the hypothesis is confirmed. In other words, the client has a strong positive impact on customer delight.

Fifth hypothesis: the customer's perception of value has a significant positive impact on customer loyalty. The impact on the value of customer loyalty is 75%. Also refer to the table significant factor of significance between the 99% confidence levels. Therefore, the hypothesis is confirmed. In other words, the client has a strong positive effect on customer loyalty.

Sixth hypothesis: customer delight on customer loyalty has a significant positive impact. The impact of customer delight on customer loyalty is 44%. Also refer to the table significant factor of significance between the 99% confidence levels. Therefore, the hypothesis is confirmed. In other words, a strong service quality has a positive effect on customer delight.

Model
RMSEA=0. 061
P-Value=0.000
Df=98
Chi-Square=119

As a result, the ratio is about 1.2 square relation to freedom degree Which indicates a very good fit of the model (less than 3) RMSEA index also indicates that the model is well fitted (under 0.08).

General administrative suggestions

Clients are long-term assets and return on marketing investment in these assets. Several studies through customer delight survey shows that companies that make their customers is more delight, more favorable financial performance. According to the results, some companies to improve marketing performance is presented as follows:

1. Customer value should be evaluated by customer himself not by company. This company, like other companies needs formulated strategy to evaluate and identification.
2. This study suggests the importance of customer delight as a measure that affects customer behavior. It seems that the company should be a high priority for assessment, follow-up and provide improved customer delight.
3. The company share its market according to different customers with different interests and values have certain advantages,(market share strategy based on value), and thereby provide more value for each group.

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