

The Mediating Role of Customer Satisfaction: Assessing the Impact of Price and Service Quality on Customer Loyalty: Analytical Study

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ABSTRACT

This research investigates the intricate relationship between pricing, service quality, and customer loyalty, with a particular focus on the mediating role of customer satisfaction. The objectives of this study are to determine the extent to which customer satisfaction mediates the relationship between pricing, service quality, and loyalty, to examine how pricing, service quality, and customer satisfaction collectively influence customer loyalty, and to assess the generalizability of these relationships across different cultural contexts. The research employs structural equation modeling (SEM) to analyze data collected from 119 questionnaires gathered among employees of various privately owned businesses in Erbil. The findings reveal that both price and service quality directly impact customer loyalty and also exert indirect effects. Customer satisfaction emerges as a significant mediator between both price and service quality and customer loyalty. This study contributes to the understanding of the dynamics between pricing, service quality, customer satisfaction, and loyalty, emphasizing the crucial role of customer satisfaction as a mediator in fostering customer loyalty.

1. Introduction

Pricing and service quality are just a few of the elements that impact customer loyalty. It is crucial to acknowledge that consumer happiness plays a key role in this situation. Customer satisfaction, acting as a mediator, influences the connection between pricing, service quality, and customer loyalty. Customer loyalty is strongly linked to

satisfaction, which includes both pricing and the quality of items or services. If customer needs are not addressed properly, the relationship between pricing and service quality may deteriorate in comparison to its potential influence (Lie et al., 2019).

The quality of service rendered can significantly impact the degree of customer loyalty. Customers are more inclined to experience satisfaction with their overall encounter and develop a positive perception of the enterprise when they are provided with service of superior quality. As a consequence, this can lead to increased customer loyalty, positive spoken recommendations, and recurring transactions. Conversely, a diminished level of service may engender dissatisfaction, negative encounters, and a decline in client loyalty. Consequently, it is imperative for organizations to prioritize the consistent provision of high-quality services as a means to acquire and retain consumer loyalty (Deviv et al., 2021).

The price of a product or service is an additional determinant that has the potential to impact a customer's level of loyalty. While the potential for lowered costs to attract new consumers and increase sales exists, there is also a possible drawback in terms of diminishing customers' perceptions of product quality and potentially losing existing customers. Conversely, elevated price points may serve as an indicator of superior product quality, fostering consumer loyalty. However, it is important to note that such pricing strategies may inadvertently exclude certain individuals from the market and hence restrict sales volume. The relationship between pricing and customer loyalty is a multifaceted one that is subject to substantial variation depending on several aspects such as market dynamics, product characteristics, and the competitive landscape. In order to strike a balance between maximizing profits and maintaining customer loyalty, firms must consider the aforementioned factors when setting prices (Myo et al., 2019).

The impact of the purchase price on customer satisfaction can be either positive or negative, depending on the consumer's perception. Reducing prices has the ability to enhance customer satisfaction by providing a favorable value proposition. However, it may also diminish customers' perceptions of product quality. Conversely, elevated pricing may serve as an indication of superior quality and enhance customer

satisfaction. However, they may also engender dissatisfaction among customers who perceive the product or service to be overpriced (Hadi et al., 2019). The relationship between pricing and customer satisfaction is intricate and affected by various factors, including market dynamics, product attributes, and consumer expectations. Businesses must carefully evaluate many variables when setting prices to maximize consumer happiness and overall profitability (Satti et al., 2020).

A strong relationship exists between service quality and customer satisfaction. Providing high-quality service can lead to numerous positive outcomes, including a highly satisfying experience for the customer, elevated levels of customer satisfaction, and fostering a positive attitude toward the organization. Research by Yaqub et al. (2019) suggests that this can potentially result in increased customer loyalty and repeat business. Conversely, inadequate service quality can lead to poor customer experiences, resulting in decreased levels of satisfaction and loyalty. Therefore, it is crucial for businesses to prioritize consistent delivery of high-quality services to retain existing customers and enhance overall levels of customer satisfaction (Atmaja et al., 2020).

1.1 The Purpose of the Study

The following research objectives could be used to examine the relationship between pricing, service quality, and client loyalty, as well as how customer satisfaction mediates this relationship:

- Determine the degree to which consumer satisfaction mediates the relationship between pricing, service quality, and loyalty. Consider how price and service affect consumer loyalty.
- Examine how cost, service quality, and customer satisfaction affect customer loyalty.
- Examine the generalizability of elements including pricing, service quality, and customer loyalty across different cultures and the function of consumer satisfaction as a mediator.

The study intends to explore the relationship between pricing, service quality, and customer loyalty, specifically focusing on the mediating influence of customer pleasure. The objectives are as listed below:

- Evaluate how consumer happiness influences the connections between pricing, service quality, and loyalty. Examine the influence of pricing tactics and service quality on customer loyalty.
- Examine the combined impact of pricing, service quality, and customer satisfaction on customer loyalty. Examine the separate and combined impacts of these factors on loyalty.
- Evaluate how price, service quality, and customer loyalty concepts apply in different cultural settings, and analyze how consumer happiness plays a mediating role.

1.2 Research Problem

When analyzing the complex relationship between pricing, service quality, and customer loyalty, various research obstacles arise, especially concerning the mediating influence of customer pleasure. Exploring the impact of pricing and service quality on customer loyalty, and how customer happiness affects this relationship, is a topic that needs more research. Addressing this information gap is crucial. Second, the literature lacks thorough investigations on the relative importance of pricing and service quality in customer loyalty and consumer satisfaction's moderating effect.

2. Literature Review

2.1 The Concept of Service Quality

The concept of "service quality" pertains to the perceptions held by consumers about the overall excellence and superiority of the services rendered by a business to its clientele. The concept under consideration encompasses a range of elements, as identified by Priyo et al. (2019), including tangible factors, responsiveness, assurance, and empathy. Tangible characteristics allude to the tangible aspects of the service provided, whereas responsiveness indicates how quickly service providers help customers. Assurance relates to the proficiency, politeness, and knowledge of staff, which build trust and confidence in the service. Service quality is important because it has the ability to impact customer happiness, trust, and loyalty, which are crucial elements that contribute to a business's overall success and profitability. The formation of client expectations for a firm's service offering is a complex concept influenced by various factors, including the customers' anticipations, prior

experiences, and overall impressions (Yadav and Rai, 2019). The significance of service quality is paramount due to various factors, as outlined by Flores et al. (2020).

The performance and financial success of a business are intricately linked to the satisfaction, trust, and loyalty of its customer base, all of which can be influenced by the level of service delivered. The notion under consideration is multifaceted, encompassing the aspirations of the customer, their prior experiences, and their initial perceptions of the company's service offerings. The caliber of the services a company provides greatly affects its success. According to Themba et al. (2019), the ability to attract and retain consumers, differentiate oneself from competitors, enhance brand reputation, and optimize financial performance is of utmost importance.

2.2 The Concept of Price

The seller sets the "price" of an item or service. A buyer must pay the listed price to acquire the item or service. Price is a key component of a company's marketing mix and a key factor in client retention. Price decisions depend on manufacturing costs, competition, market demand, and business profit margins (Slack and Singh, 2020). Product pricing can affect a company's reputation, sales, and competitiveness. A high price may imply high quality and restricted availability, whereas a low price may represent value and accessibility. Companies must evaluate their target market and competitors' prices when setting prices. Pricing is vital to every company's marketing strategy since it affects sales, brand perception, and competition (Surahman et al., 2020).

The cost of manufacturing, competition, market demand, and firm profit margin all affect price (Mokhtar and Sjahrudin, 2019). Price can affect customer perception, financial performance, and competitiveness. For instance, a high price may indicate quality and exclusivity, whereas a low price may indicate affordability and value. Businesses must consider both their target clients and their competitors' prices when setting prices (Vo et al., 2019).

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2.3 The Concept of Customer Satisfaction

Customer satisfaction surveys, focus groups, and other ways can help a firm improve its products and services. Tracking customer satisfaction over time helps companies track changes and make necessary adjustments to maintain a high level (Narotama, 2019). How effectively a service or product matches client expectations is one way to measure customer satisfaction. Buyer satisfaction depends on product quality, reliability, cost, and customer service (Shen and Yahya, 2021).

Customer satisfaction can affect customer loyalty, repeat purchases, recommendations, and bottom-line results, which are all important for organizational success. Companies strive hard to keep consumers pleased since it enhances the likelihood of repeat business and referrals (Anabila et al., 2022). Consumer satisfaction measures how effectively a product or service meets consumer expectations. The consumer's overall opinion of the product or service is dependent on factors including quality, dependability, cost, and customer service (Zhong and Moon, 2020).

Organizations depend on customer happiness because it can affect loyalty, repeat business, word-of-mouth recommendations, and financial performance. Companies work hard to satisfy customers because it increases brand loyalty, purchases, and referrals (Bashir et al., 2020). To improve a company's goods and services, surveys, questionnaires, and other methods can measure customer happiness. Tracking customer happiness over time allows firms to track changes and make adjustments to maintain a high level (Chien and Chi, 2019).

2.4 The Concept of Customer Loyalty

Customer loyalty refers to a consumer's propensity to stick with a certain brand or business over the course of many transactions. Total consumer satisfaction is factored in, as are factors like trust and loyalty to a specific brand (Suhartanto et al., 2019). Organizational success hinges on the notion of customer loyalty since it may affect such crucial metrics as the volume of repeat business, the volume of word-of-mouth

referrals, and financial performance. Companies put in significant effort to grow their base of loyal customers, since these buyers are more likely to spend more money and spread the word about the company to their social networks (Fachmi et al., 2020). The surveys themselves may be utilized as a barometer of customer devotion, while the data gleaned from them can inform product and service development efforts. Because companies have the ability to track customer loyalty over time, they can respond quickly to any dips in satisfaction by making the necessary adjustments to their practices (Dhasan and Aryupong, 2019).

The tendency of a consumer to make repeat purchases and to continue to be dedicated to a specific brand or company over the course of time is referred to as "customer loyalty." It is calculated based on a customer's total degree of contentment with a product or service, as well as the amount of trust and emotional attachment they have to a particular brand (Sunaryo, 2019).

The idea of customer loyalty is critical to the success of organizations because it may have an effect on a variety of significant outcomes, such as the amount of repeat business, the amount of word-of-mouth referrals, and financial performance. Companies put a lot of effort into acquiring a large number of loyal customers because these consumers are more likely to make additional purchases and to refer the firm to their friends and family (Elgarhy, 2022). The results of customer loyalty surveys, customer satisfaction programs, or other approaches can be used to enhance a company's goods and services, and the surveys themselves can be used to gauge client loyalty. Businesses are able to keep a record of their customers' loyalty throughout time, which allows them to monitor any shifts in the relationship and make any modifications that are required to keep it at a high level (Dehghanpouri et al., 2020). In a nutshell, customer loyalty is an essential notion in the world of business. It denotes a client's dedication to a particular brand or organization and has a bearing on the client's subsequent purchases, word-of-mouth referrals, and overall financial performance (Deviv et al., 2021).

2.5 Theoretical Framework

2.5.1 The correlation among Price, Customer Satisfaction, and Customer Loyalty

The relationship among prices, consumer happiness, and brand loyalty is complex and interrelated. Price can impact customer satisfaction and brand loyalty. Furthermore, the relationship between pricing, product quality, and perceived value can greatly influence consumer loyalty. Businesses aim to achieve a fine equilibrium between profitability and customer happiness through providing top-notch products and services at competitive pricing (Hadi et al., 2019).

Pricing, consumer satisfaction, and brand loyalty are interconnected. The cost of a product or service can significantly influence a customer's pleasure and their allegiance to the brand (Satti et al., 2020). Additionally, managing the correlation between pricing and customer loyalty can be difficult, given that consumers' views on product quality and value are significant factors. Businesses need to strategically maintain a balance by offering high-quality products and services at competitive rates to meet the needs of their customers and keep them loyal (Yaqub et al., 2019).

The price of a product or service can affect client satisfaction, either positively or negatively. Higher prices may diminish customer satisfaction, whereas lower prices may boost it if they perceive the pricing as unjustified. Both considerations affect pricing and consumer loyalty, making the relationship difficult. No matter the price, consumer loyalty depends on whether they think the product or service is good and worth it. Lower prices may encourage consumer loyalty, but higher prices may not. Pricing, consumer satisfaction, and brand loyalty are interconnected (Atmaja et al., 2020). The study established the following research hypothesis based on the above discussion and previous studies:

H1: Customer satisfaction has a positive and significant mediation role between the price and customer loyalty.

2.5.2 Service Quality's Impact on Customer Satisfaction and Loyalty: An Interconnected Relationship

Service quality is how well a product or service meets consumer expectations. Consumers evaluate a service's dependability, responsiveness, knowledge, accessibility, and civility (Flores et al., 2020). A client's satisfaction with a product or

service is called "customer satisfaction." It depends on how the consumer rates the service's quality and value. High service quality increases client happiness (Themba et al., 2019). Consumer loyalty is the inclination to buy again and stay loyal to a brand or firm. It's based on a customer's total satisfaction with a service, trust, and emotional tie to a brand (Slack and Singh, 2020). Service quality, customer satisfaction, and loyalty are linked. Increasing customer happiness by providing high-quality service can promote client loyalty. Companies strive to meet client expectations and build loyalty by providing high-quality services (Surahman et al., 2020). Because of the complex interaction between these factors, businesses must consider several factors when making decisions about service quality and offerings to maintain and grow their customer base. To ensure they are meeting consumer needs, firms must regularly assess service quality and customer satisfaction (Mokhtar and Sjahruddin, 2019). "Customer satisfaction" is a customer's contentment after buying something. Customer satisfaction depends on service quality and value. Customers are happier with good service (Vo et al., 2019). Loyal customers are those who stick with a company. It depends on a customer's brand loyalty and service satisfaction (Tech, 2020). The study established the following research hypothesis based on the above discussion and previous studies:

H2: Customer satisfaction has a positive and significant mediation role between the service quality and customer loyalty.

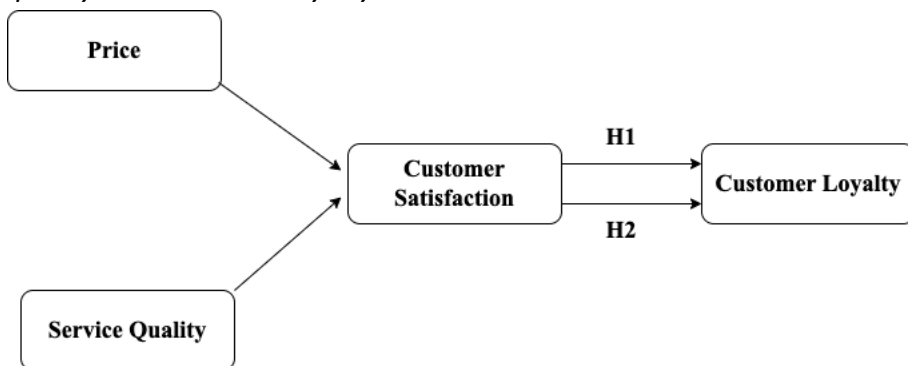


Fig.1 Conceptual Framework

3. Research Methodology

The researcher used structural equation modeling (SEM) to investigate the complex relationships between price, service quality, customer satisfaction, and customer loyalty. By putting together both visible and hidden variables into a single structure, structural equation modeling (SEM) makes it possible to show complex relationships between many variables. This statistical method clearly illustrates the relationships between variables and shows causal connections. Maximum likelihood methods were applied to estimate model parameters that best fit the observed data, permitting accurate predictions of variable correlations.

The research was carried out in Erbil, specifically concentrating on privately owned businesses in Erbil focusing on tourism sectors. However, the researcher selected 5 top private companies based on Dalil Al-Iraq. Each company has approximately 25 employees, therefore total of 150 questionnaires were distributed but only 119 questionnaires were gathered from employees of different private firms in Erbil. The study intends to investigate the correlation among service quality, customer satisfaction, and customer loyalty. The collected data on variables will be analyzed using structural equation modeling (SEM) to explore the idea that service quality has a beneficial impact on customer happiness, ultimately resulting in higher customer loyalty.

The researcher first established observable factors like service quality, pricing, customer happiness, and customer loyalty, along with their corresponding latent variables, in the measurement model of AMOS. The observed factors correspond to the fundamental notions of service quality, customer satisfaction, and customer loyalty. After identifying the latent variables, the researcher then defined the structural model. Two structural equations were employed to depict the correlation between service quality and satisfaction and between satisfaction and loyalty. After selecting a suitable measurement and structural model, the model's parameters were calculated using maximum likelihood methods. An evaluation was performed to determine the model's compatibility with the observed data and the degree of correlation between variables.

4. Analysis and Findings

The study utilized SEM to examine the complex connections between price, service quality, consumer satisfaction, and loyalty. Since it includes observable and latent variables in a single model, structural equation modeling (SEM) makes it easier to depict complex relationships between many variables. Structural equation modeling (SEM) shows varied relationships. In each equation, one variable causes another. Maximizing likelihood finds the model parameters that suit the data best, allowing accurate predictions of variable relationships.

A study is examining the correlation between excellent service quality, satisfied customers, and repeat business. Data has been gathered on these aspects, and Structural Equation Modeling (SEM) will be employed to assess the hypothesis that service quality enhances customer satisfaction and loyalty. The measurement model in AMOS commenced with the researcher defining both observable and latent variables. Service quality, price, customer satisfaction, and customer loyalty are among the observed variables.

After confirming latent variables, the researcher can design the structural model. One structural equation links satisfaction and loyalty, while another links contentment and service excellence. Maximum likelihood estimation is used to calculate model parameters once the researcher chooses a measurement and structural model. They would then assess how well the model fits the data and how strongly the variables are related.

4.1 Reliability Analysis

Table (1): Reliability Analysis

Variable Name	Number of Questions	Cronbach Alpha
Factors	6	.733
Price	6	.748
Service Quality	7	.752
Customer Satisfaction	7	.741
Customer Loyalty	6	.733

The present study employed a reliability test to assess the measurement of each variable. Specifically, the Cronbach Alpha coefficient of .733 was obtained for the six

questions used to measure the price variable, which served as the independent variable. Regarding the measurement of service quality as the independent variable, the Cronbach Alpha coefficient was calculated to be .748 for a set of six questions. Regarding customer satisfaction as a mediator variable, the Cronbach Alpha coefficient was found to be .752. This coefficient was calculated based on a set of seven questions used to assess customer happiness. Regarding customer loyalty, the Cronbach Alpha coefficient was calculated to be .752. This coefficient was obtained from the analysis of seven questions that were used to assess customer loyalty as the dependent variable.

4.2 Model Fit Indices – CFA

In this study, critical model fit indices were scrutinized as an integral part of the research methodology to gain a deeper insight into the Confirmatory Factor Analysis (CFA) model. This effort aimed to provide a comprehensive understanding of the model's validity. Overall, the model fit indices yielded positive results, as evidenced by the majority of the indicators. Notably, none of the criteria fell below the acceptable threshold.

Table (2): Model Fit Indices – CFA

Measurement	Results	Outcome
Chi Square	499.501	Acceptable
Sig. Threshold for (X2)	.000	Acceptable
CMIN (X2)/df	7623	Acceptable
Goodness of Fit (GFI)	.799	Acceptable
Average GFI	.802	Acceptable
Root Mean Squared (RMR)	.039	Acceptable

4.3 Measuring First layer

Table 2: Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.399(a)	.297	.311	39.7823

a Predictors (Constant), Price, Service Quality

It was found that R square was .297 this indicated that 30% of the factors are clarified to measure the current study.

Table 3: Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	189.391	41.611		3.836	.000
	Price	.541	.031	.547	.816	.000
	Service Quality	.601	.027	.608	3.8473	.000
a Dependent Variable: Customer Satisfaction						

The study aimed to evaluate the correlation between pricing and service quality, with customer happiness serving as the mediating variable. Results showed a substantial correlation between customer contentment and both pricing and service quality, with customer satisfaction acting as the mediator.

4.4 Measuring Second layer

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597(a)	.601	.611	.62291

a Predictors (Constant), Price, Service Quality, Customer Satisfaction

It was found that R square was .601 this indicated that 60% of the factors are clarified to measure the current study.

Table 5: Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	189.391	41.611		3.836	.000
	Price	.541	.031	.547	.816	.000
	Service Quality	.601	.027	.608	3.8473	.000
	Customer Satisfaction	.562	.021	.579	2.8981	.000

a Dependent Variable: Loyalty

Analyzing the correlation between pricing and service quality, focusing on customer loyalty, provided insights into the mediating effect of customer satisfaction. Findings showed a strong correlation between pricing, service quality, and customer contentment, where customer satisfaction acted as a mediator in impacting customer loyalty.

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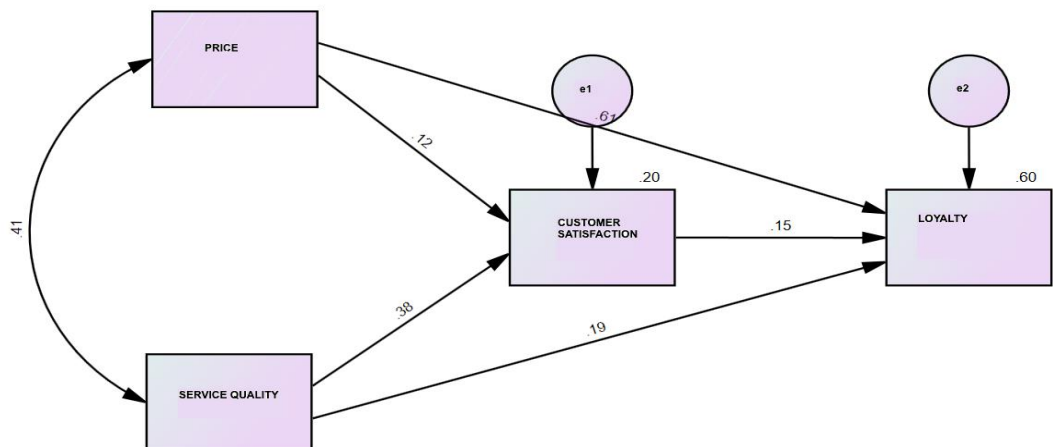


Fig.2 Confirmatory factor analysis (CFA)

Table 6: Direct and Indirect Effects

Effects	Direct Effects	Indirect Effects	Total Effects
Price→ Loyalty	.72	.029	.701
Service Quality→ Loyalty	.21	.066	.301

The study found that price has a direct impact on consumer loyalty and also has an indirect effect. Service quality directly influenced customer loyalty and had an indirect impact on it.

Table 7: Hypotheses Measurement

Hypotheses	Description	Estimate	Results
H1	Price→ Loyalty	0.001***	Supported

H2	Service Quality→ Loyalty	0.002 ***	Supported
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The findings revealed that the first research hypothesis was supported which stated that “ Customer satisfaction has a positive and significant mediation role between the price and customer loyalty”. Furthermore, it was found that the second research hypothesis also was supported which stated that “Customer satisfaction has a positive and significant mediation role between the service quality and customer loyalty”.

6. Conclusion

Customers' impression of value for a product or service is determined not just by its pricing but also by its quality. Customer satisfaction plays a vital role in influencing different elements, such as pricing and quality. Improving service quality and ensuring fair pricing can boost customer satisfaction, resulting in increased customer loyalty. Narotoma (2019) proposes that maintaining effective control over service rates and quality can lead to consistent levels of client satisfaction and loyalty in the long run. Both the price of a product or service and the degree of satisfaction it provides have a substantial influence on client loyalty. Emphasizing outstanding service can reduce the adverse effects of increased prices on retaining client loyalty. Lowering prices alone may not be enough if service quality is poor. It is crucial to strike the correct balance between pricing and customer care to nurture lasting client connections (Shen & Yahya, 2021).

Enhanced service quality correlates positively with total customer satisfaction. Zhong and Moon (2020) found a direct relationship between service quality and customer satisfaction levels. Therefore, it is essential to uphold a high standard of service quality to attract new consumers and guarantee the contentment of current ones. There is an inverse relationship between pricing and customer satisfaction, where lower prices are typically linked to better levels of customer happiness and higher prices are related to lower levels of customer satisfaction. Businesses must set pricing that matches their clients' financial capacities to uphold satisfaction levels (Zhong & Moon, 2020). Ultimately, organizations need to focus on both service quality and price strategies to enhance consumer happiness and loyalty. Businesses can cultivate

robust client relationships and secure enduring success by providing top-notch products and services at reasonable pricing.

7. Recommendations

Based on the empirical evidence and analytical insights offered, a number of crucial recommendations can be posited to assist enterprises in augmenting customer loyalty and satisfaction:

- Achieving an optimal equilibrium between delivering superior products or services and establishing equitable pricing is of utmost importance. Prioritizing these aspects can result in heightened customer satisfaction and thus cultivate stronger customer allegiance.
- One potential strategy to address the issue of high costs is to implement a high-quality service approach, which aims to reduce expenses while maintaining a high level of customer satisfaction. The potential detrimental impact of high costs on client loyalty should be acknowledged. In order to address this issue, it is imperative to prioritize the provision of great customer service.
- One important consideration is to optimize the balance between price and service. It is imperative to choose the most advantageous price point for one's products or services, all the while upholding a superior degree of customer service. The maintenance of this equilibrium guarantees that customers see the products or services being offered as delivering satisfactory value in relation to their monetary investment, hence adding to their overall contentment.
- To optimize customer happiness and loyalty, it is crucial to align the pricing of your products or services with the financial capabilities of your target client segment.

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رۆلی رازیبونی کپیار وهک نیوه‌نگاندنی: هه‌سه‌نگاندنی کاریگه‌ری نرخ و کوالیتی خزمه‌تگوزاری له‌سه‌ر هاوسۆزی کپیار: تووژینه‌وه‌ی شیکاری

پوخته:

ئه‌م تووژینه‌وه‌یه لیكۆلینه‌وه له په‌یوه‌ندی ده‌كات له نیوان نرخدانان، کوالیتی خزمه‌تگوزاری، و دلسۆزی کپیار، به‌جه‌ختکردنه‌وه‌یه‌کی تایبه‌ت له‌سه‌ر رۆلی نیوه‌نگاندنی رازیبونی کپیار. ئامانجه‌کانی ئه‌م لیكۆلینه‌وه‌یه بریتیه له دیاریکردنی ئه‌وه‌ی که تا چ پاده‌یه‌ک رازیبونی کپیار نیوه‌نگاندنی په‌یوه‌ندی نیوان نرخدانان و کوالیتی خزمه‌تگوزاری و دلسۆزی ده‌كات بۆ پشکنینی ئه‌وه‌ی که چۆن نرخدانان و جۆری خزمه‌تگوزاری و رازیبونی کپیار به‌یه‌که‌وه کاریگه‌رییان له‌سه‌ر دلسۆزی کپیار هه‌یه و هه‌سه‌نگاندنی گشتگیری ئه‌م په‌یوه‌ندیانه به‌شیوه‌یه‌کی گشتی له چوارچێوه‌ی کلتوری جیاوازا. تووژینه‌وه‌که مۆدیلی هاوکێشه‌ی پیکهاته‌یی (SEM) به‌کارده‌هێنیت بۆ شیکردنه‌وه‌ی داتای کۆکراوه له 119 پرسیارنامه له کارمه‌ندانی کۆمپانیا تایبه‌ته جۆراوجۆره‌کانی شاری هه‌ولێر کۆکرایه‌وه وه‌ک به‌شیک له تووژینه‌وه‌که. ئه‌نجامی تووژینه‌وه‌که ئه‌وه‌ نیشان ده‌دات که نرخ کاریگه‌ری راسته‌وخۆ و ناپراسته‌وخۆی له‌سه‌ر دلسۆزی به‌کاربه‌ر هه‌یه. جگه له‌وه‌ش، تووژینه‌وه‌کان ده‌ریانخستوه که کوالیتی خزمه‌تگوزاری کاریگه‌ری راسته‌وخۆ و ناپراسته‌وخۆی له‌سه‌ر دلسۆزی کپیار هه‌یه.

دور رضا الزبون كوسيط: تقييم دور وتأثير الأسعار وجودة الخدمات على عاطفة الزبون : دراسة تحليلية

الملخص:

تتناول هذه البحث العلاقة المعقدة بين التسعير، جودة الخدمة، وولاء العملاء، مع التركيز بشكل خاص على الدور الوسيط لرضا الزبون. تهدف الدراسة إلى تحديد مدى تأثير رضا الزبون على العلاقة بين التسعير وجودة الخدمة والولاء، ودراسة كيفية تأثير التسعير، جودة الخدمة ورضا العملاء بشكل عام على وفائهم، وتقييم قابلية تعميم هذه العلاقات عبر سياقات ثقافية مختلفة. يستخدم البحث نمذجة المعادلات الهيكلية لتحليل البيانات (SEM) التي تم جمعها من 119 استبياناً جمعت بين موظفين في مختلف الشركات الخاصة في أربيل. تكشف النتائج أن كلا من السعر وجودة الخدمة يؤثران بشكل مباشر وغير مباشر على وفاء الزبائن. يظهر رضا الزبائن كوسيط مهم بين السعر، جودة الخدمة وولاء العملاء. تساهم هذه الدراسة في فهم الديناميكيات بين التسعير، جودة الخدمة ورضا ووفاء الزبائن، وتؤكد على الدور الحاسم لرضا العملاء كوسيط في تعزيز ولاء العملاء.