Service Quality and its Impact on Customer Satisfaction and Customer Loyalty in Supermarkets/Grocery Stores in TRNC

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ABSTRACT

The problem of quality in service trade is constantly worried by buyers and sellers for quite natural reasons. Quality is one of the fundamental characteristics of the goods, which has a decisive influence on consumer demand and competitiveness. In addition, the quality of trade services is a tool in the competition. Therefore, in the competitive market of great importance given to the quality of trade services, since it determines the effective trading activity of any enterprise, the main indicator of which is the amount of profit.

The aim of the study is to identify the amount of the quality service provided by supermarkets/grocery stores and its impact on the customer satisfaction and customer loyalty in Turkish Republic of Northern Cyprus. The main objectives of this study are to analyze the consumer behavior and preferences of visitors' retailers of TRNC, as well as to develop a list of recommendations of consulting for a variety of retailers to meet the requirements of their customers, the ratio respect to the quality of their services. The data will be collected from different supermarkets and grocery stores in Northern Cyprus by distributing questionnaires.

Keywords: service quality, customer satisfaction, customer loyalty, supermarkets/grocery stores in TRNC.

ÖZ

Servis ticaretinin kalite problemi oldukça doğal nedenlerle alıcı ve satıcı hakkında sürekli endişe duyuyor. Kalite - malların temel özelliklerinden biridir ve tüketici talebi ve rekabet gücü üzerinde belirleyici bir etkiye sahiptir. Ek olarak, ticari hizmetlerin kalitesi bir rekabet aracıdır. Bu nedenle, bugünkü rekabetçi pazarda ticaret hizmetlerinin kalitesine verilen büyük önem herhangi bir işletmenin etkili ticaret aktivitesidir ve kar miktarının ana göstergesidir.

Bu çalışmanın amacı Kuzey Kıbrıs Türk Cumhuriyeti'nin süpermarketler / marketlerinde hizmet kalitesinin miktarını, ve müşteri memnuniyeti ve müşteri sadakati üzerindeki etkisini tespit etmektir.

Bu çalışmanın temel amacı, KKTC perakendecilerin tüketici davranışını ve tercihlerini analiz etmek ve müşterilerinin ihtiyaçlarını karşılamak için perakendecilerin çeşitli danışmanlık listeleri geliştirmektir. Veriler nicel anket yoluyla Kuzey Kıbrıs'taki farklı süpermarketler ve marketlerden tahsil edilecektir.

Anahtar Kelimeler: t-testi, hızmet kalitesi, musteri memnuniyeti, KKTC

Dedicated to my family and beloved friends

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ACRONYMS/ABBREVIATIONS

CS   Customer Satisfaction

SQ   Service Quality

CL   Customer Loyalty

SE   Store Evaluation

PM   Purchased Merchandise

ESP   Evolution of Personnel Service

P/TS   Promotions/Testing in Stores

TRNC   Turkish Republic of Northern Cyprus

Chapter 1

INTRODUCTION

The service quality became a key concept to get customers attention. High service quality directly reflects in customer satisfaction and loyalty (Levesque, T. and McDougall, G. H. G., 1996). According to the research made by (Sureshchandar, G. S. Rajendran, C., and Anantharaman, R. N., 2002) service quality and customer satisfaction are independent, and closely relate to each other (Ah Park, J. and Kyoon Yoo, D., 2007). It argued that improved service quality will reduce customer complaints resulting in customer satisfaction (Panomareva, T. A. , 2005). In return satisfied customers will be more willing to come again and re-purchase from the organization. Therefore, in contrast to satisfy customers, service managers have to improve the quality of the provided service. The problem of assessing and improving the quality of services in the service organization can only be solved in the framework to develop and implement in-house quality management system functioning on the basis of accounting, control and analysis of the various aspects of the company (Panomareva, T. A. , 2005).

Today, all countries in the world recognize the issue of improving service quality. The positive result of improving the quality of service products is important for all participants and parties. In the case of high-quality service government records passion for national economic growth, receives the enhanced export opportunities and foreign exchange earnings.

Also in increasing the quality of service consumers are interested as well as governments, by improving the quality of services it creates more favorable service terms, expand and update range of products, the demand is met with fewer products, and the result of service for the consumer gets more lasting effect.

Customer satisfaction is the "result of a customer's perception of the value received in a transaction or relationship; where value equals perceived quality" (Blanchard, R. F. and Galloway, R. L., 1994). According to this definition customer satisfaction strongly depend on customer perception of quality. Researchers give big attention to the study of satisfaction, mostly because of its various benefits which are linked with its achievement (Santouridis, I., 2009). Also, high level of customer satisfaction will lead to lower the perception of the benefits from the rivalry, and encourage repurchasing from satisfied organization (Anderson, E. W. and Sullivan M. W, 1993). Sirohi, et al., (1998) proved that perceived value plays a significant role in loyalty willpower, if there are many competitors who are tuned aggressively. However, when there are few competitors and less attractive, this theory doesn't work. Unsatisfied customer are more likely turn to the competitors and look for alternative choices of other services, than the satisfied customer who will be loyal to their firm (Anderson, R. E. and SSrinivasan, S. S, 2003).

Loyal customers are those who are repurchasing goods and services from the same organization, and it is significant for every firm. Therefore, organization profitability mainly depends on the loyal customers (Hallowel, R., 1996) (Oliver, R., 1997). Therefore, it's extremely important to understand backward of loyal customers. (Reicheld, F. F. and Sasser, W.E , 1990) stated that customer loyalty can also decrease the cost and increase profitability, as keeping existing customers are five

times cheaper than recruiting new consumers. Loyalty gives benefits to both customers and firms; customers by being loyal receive superior value compering with competitors (Reicheld, F. F., 1993). Loyal customers will save time by purchasing product which they know already, and there is no need to look for the new supermarkets (Zhilin Yang, 2004).

The term service quality has been proposed for ages but debate still continues regarding how to explain and measure the service quality (Torres, E. and Kline, S., 2013). As Sharabi, suggested for the further research, researchers have to focus on measurement and quantification of the cost of poor service quality, also on correct implementation issues of service quality. According to the research so far there is a lack of knowledge in selecting correct service design and standard. Moreover, Gyimothy claims that service quality concept is been misinterpreted by many management scholars. Their measurement methods are built on the assumption that customers and service providers perceive and evaluate offerings in the similar way. Also supported by Gyimothy, that managers have difficulties in understanding customer behavior toward provided service.

Furthermore, there is limited research on customer expectation about products and services. It is very important, because fulfilled customer expectation will bust profit share through increasing loyal customers. There are also such problems in service industry like delivering inappropriate service standards; different performance compared with promises made by advertising programs.

1.1 The Purpose of the Research

First reason of the study lies in the fact that managers are not willing to consider customer service as a marketing strategy. Many managers are inclined regard to it as

a kind of after-sales services related to make the transaction and not for future sales. Companies spend millions of dollars on advertising in an effort to attract new customers - only to drive them away afterward. Therefore, in this research I will investigate the importance of service quality; its relationship with customer satisfaction and customer loyalty in supermarkets and grocery stores.

Another purpose of the study is to learn about how customers value supermarket, purchased goods, provided personal service, promotions/testing, their overall satisfaction from supermarket; and their level of loyalty if customers are willing to spread about the store qualities among their family, friends and colleagues.

Today, in the face of aggressive marketing competition, a key factor for a long-term prosperity of the company is strong trusting relationships with customers. Companies offer consumers almost the same product at similar prices. In this situation, the best tool for sales growth is to provide the best quality service as possible. Therefore, there is a need in investigating ways of improving the service quality. Because, service quality − is not one of the competitive advantages in many areas, but it has become a unique competitive advantage. Another, main purpose of the study is to explore different points of quality and satisfaction of customers, explain some issues regarding it, and propos quality standards.

On the other hand some important demographic values will be examined. Certain relations, associations will be changed among the demographic data and SQ, CS, and CL.

1.2 Aim and Objectives of the Study

The aim of my thesis is to identify the relationship between service quality, customer satisfaction, and customer loyalty in supermarkets and grocery stores.

1. To review a literature on service quality to understand its importance on customer satisfaction and loyalty.

2. To review literature on customer satisfaction to identify what makes customers to be satisfied.

3. To review a literature on customer loyalty in order to understand how and what influence customers to be loyal.

4. To create hypothesis that shows the relationship between service quality, customer satisfaction and loyalty.

5. To undertake a survey with customers in addition to understand the importance of service quality on them.

6. To compare and counter research results against the literature review in order to prove or disapprove; to clarify the scope and develop further.

7. To conclude and make recommendation based on the research in order to illustrate how customer satisfaction and loyalty can be achieved through increasing service quality.

1.3 Structure of Dissertation

The first chapter will be the "Introduction" part. It will briefly explain the key concepts of the dissertations which are "Service Quality", "Customer Satisfaction" and "Customer Loyalty". The 2 chapter is a "Literature Review" part, basically it will review all the research held on before relating to the main concepts of the thesis topic. In third chapter will be included information about past evidence in the history and retail industry in North Cyprus. Fourth chapter shows the data collection technique, the instruments which will be used in the study and methodology. The

chapter 5 will illustrate empirical results of the research. And, final sixth chapter will

summary of whole dissertation, and provide recommendations for future research.

Chapter 2

THEORETICAL BACKGROUND

The research observes the service offered by supermarkets based on the concepts of "service quality", "customer satisfaction" and "customer loyalty". The following section "literature review" contains a material which helps to construct the research hypotheses.

2.1 Service Quality

Quality of service – is a new standard by which customers judge the quality of the product. Customers identify service quality from many different phases, and employees are the first transmitters of perceived service quality. According to research of Ah Prak, J. et al., (2007) employees directly relate to the perceived service quality. Therefore, it underlines the importance of accurate employee interaction with customers. The company's ability to make a profit depends on the impression that all of its employees make on customers. This impression is created by the quality and efficiency of the goods and services that the company sells specifically accuracy, reliability and speed of service, and attitude to customers. Moreover, good facility and service delivery to customers by employee leads to influence perception of overall retail quality as indicated in service quality research by Sirohi, et al., (1998). Also, it influences loyalty intentions, intentions of continuing to purchase, and to recommend the organization to others.

Consumers all over the world have become more quality conscious and so there is an increased customer demand for higher service qualities.

The quality of service, served product refers to a set of useful properties, regulatory and technological characteristics of the service, through which social and individual needs are met at the level of the established requirements that are comparable with both national traditions and world standards. Useful properties of services are objective characteristics that appear in the consumption, meet the requirements and needs of consumers.

Thus, the understanding of quality encompasses primarily the economic component, as well as based on the legal and regulatory framework. So, the quality has different service levels (upper, middle, and lower) depending on how customers are rating the service.

Also, (Mohanty, R. and Prakasha, A., 2013) define service quality as an activity which includes all economic actions, output of which is not only supplying a physical goods that consumed at the time of production, but also providing additional value in the forms which are essentially non-material interests of customers. Service quality basically depends on how customers perceive the provided service, on its reliability, sensitivity, and assurance. (Sirohi, N., Mclaughlin, E.W. and Wittink, D.R., 2004) found that service quality is a significant determinant of retail quality perception.

There are many papers written about quality, but most of them are about product qualities and only few of them consider the service quality (Schneider, B. and Chung, B., 1996) even though the service sector economy gaining importance day by day (Ghobadian, A., Speller, S., and Jones, M., 1994). The problem of quality of service requires a systematic approach. Growing competition dictates the need to

improve services quality. In order to differentiate from competitors companies have to provide high service quality, because products are becoming very similar to each other. As researchers recorded that the "quality" offered by organization play a significant role in business performance (Ghobadian, A., Speller, S., and Jones, M., 1994).

Mainly service quality became a noticeable term after (Parasuraman, A., Zeithamal, V. and Berry, L., 1988). The model explained the service quality as the difference between consumers' perception and expectation of the provided service and real service which customer received at a particular time (Parasuraman, A., Zeithaml, V. and Berry, L., 1985). However, even if service quality has been proposed from long time, the debate still continues regarding how to explain and measure the service quality (Torres, 2014). One of the most important criteria in assessing the services quality is a reaction of the consumer (Panomareva, T. A., 2005).

There are many different service quality measurements one of which is the SERVQUAL. It was introduced by Parasuraman et al. (1988) (Parasuraman, A., Zeithaml, V. and Berry, L., 1988) as a multi-item scale to measure the degree and direction of differences between consumers' perception and service expectation. SERVQUAL necessitate the responder to response questions for both their expectation of the service and perception. It analyzes the service quality definition into twenty two items consisting of 5 concepts which are: tangibles, reliability, responsiveness, assurance, and empathy. Another service quality measurement is SERVPREF (Cronin, J.J. and Taylor, S.A., 1992) which takes into consideration the twenty two performance items of SERVQUAL.

However, Dabholkar et al. (1996) argue that SERVQUAL didn't successfully adapt to retail store business. According to their research they came up with new module with the title Retail Service Quality Scale which also includes 5 detentions. First is the "physical aspects" it includes the appearance of the store and its convenience. Second is the "reliability" this aspect charge to keep promises and to perform them correctly. Another, third dimension "personal interaction" provides motivation for confidence, goodwill and assistance. Fourth is the "problem solving" as the name implies helps to solve the problem such as handling of returns and exchanges, giving attention to complaints. Fifth is the "policy" due to the internal store policies, which include working hours, payments, procedure of payment and work.

Not every company realizes that service quality - in fact is main part of a sale. Why is that? Because good service will make customers come to supermarket/grocery store often and buy from there more. Loyal customers buy from the same place again and again, simply because they are satisfied with the provided services (Uncles, M. D., Dowling, G. R. and Hammond, K., 2003). If the company could serve well, customers who are already attracted by advertising by showing them that they are been loved and valued by the company, they would be able to keep the vast majority of consumers in the market. Also, those companies that are trying to improve their services get competitive advantage over those who are lagging behind in this strategy.

In general, the service is a part of the company's product concept. Service quality adds value for consumers. It is the sum of tangible and intangible components: consumers are interested not only in purchasing tangible goods but also in the service

which is provided to them. It is important to understand that the service is not only the process of repair or supply of products, but also the communication process with the clients. Customers became very concerned about the quality, which in return leads to an incensement of demand to receive high service quality (Ranjith, P., 2013).

Thus, the service interaction includes many employees of the company, not just the service specialists, and their actions must be consistent (Ranjith, P., 2013). Accordingly, it is significantly important to develop service standards and train staff. The service quality concept should reflect the basic idea of service policy and determine the elements that contribute to meet the needs of customers, and sometimes even exceed their expectations to make them to feel delighted from the received service. With the development of the market, buyers have become more demanding. The service should include everything like repair, exchange damaged product, warranty and training of how to use the product that will help customers after purchasing the product, constantly upgrading products, and the design of the organization.

Mohanty and Prakash (2013) proposed that the significant focus for service quality research should provide a way for planning, designing and application framework to improve the applied effectiveness of service quality over service blueprinting such that new innovations in services can be managed. The rareness of their technique is that when it compared to other techniques, its focus on the clients as the midpoint and basis for novelty and service development.

2.2 Customer Satisfaction

Satisfied customers are those who are more likely than others to stay with a company, buy more services and recommend the firm to their partners, friends, and

family. The traditional explanation of customer satisfaction is "the ones who receives significant added value". However, (Cote, J. and Giese, J., 2015)even if the researchers attempt to explain customer satisfaction, they fail to do so, because there is no clear definition to explain the term satisfaction.

(Spiteri, J. and Dion, P., 2004)in the research found out that there are two different types of customer satisfaction, which are transactional and overall satisfaction. Where transactional satisfaction is explained as "the post-choice evaluative judgment of a specific purchase occasion" and overall satisfaction as "an overall evaluation based on the total experience". It's been accepted by many researches that satisfaction is closely related with perception (Sheth, 1999). Therefore, smaller the gap between consumer expectation and actual value of the service provided, the higher is the customer satisfaction (Hutcheson, G. D and Mountinho, L., 1998).

Hsu, et al. (2006) argued that it is crucial to meet customer expectations of the service, because satisfied customers generate repeat purchase which in turn will increase the profit. Also, satisfied customer may turn to loyal purchasers, generally loyal customers spread "good rumors" about the organization. Customer satisfaction has direct relationship with customer loyalty, and also link to customer retention, increasing share of spending and spreading good "rumors" (Aksoy, et. al., 2008). Customer satisfaction is derived from high service quality which helps companies to realize their ambition (Ranjith, P., 2013). One of the best ways to improve customer repurchasing intention is to improve the perception of the value provided by service sector (Sirohi, et al., 1998).

However, Sirohi, et al. (1998) also argue that perception of value does not play big role in determining store loyalty intentions if the strength of domestic competitors are low. Perceived service quality directly affect customer satisfaction, and in turn customer satisfaction influence the financial performance (Ah Park, J. and Kyoon Yoo, D., 2007). As studies have shown service quality has impact on many variables directly and indirectly. Customer satisfaction has been used by managers for measurement of the customer loyalty as proposed by (Aksoy, L., Andreassen, T. W., Coil, B. and Keiningham, T. L., 1994).

The significance of the study is that in modern world the unstable economy and increased competition forces organizations to be more carefully and deliberately approach to marketing services, whose main objective is the consumer. In the context of the rapidly changing market, changing in tastes and preferences of customers, both in price range and quality, for every organization it is necessary to investigate the consumer market for conformity of its product to current conditions.

A satisfied customer carries a lot of positive factors for the company, his/her loyalty last longer to a firm, buys new products, speaks highly of the company, paying less attention to competing brands, less sensitive to prices, offers new ideas to company, relating with products and services, and cheaper to maintain, because the operation with old customers are routine in nature. Therefore, (Torres, E., 2014) it is significantly important to understand customer emotions, especially positive ones, to have a chance to influence customer behavior and improve production effectiveness. Thus, for a successful business it is very important for service provider to meet requirements of customers. Business executives must remember that customer satisfaction is a mutually beneficial business, to achieve the aims of the company,

company is obligated to carry out customer satisfaction surveys providing services that will enable the organization to improve its product and make it more competitive, and will contribute to the establishment of communication with clients and the acquisition of regular customers . Torres and Kline (2013) claim that if the organizations can fulfill the expectation of customers it will create a satisfactory feeling; while not meeting the expectation will lead to dissatisfaction among clients.

The degree of satisfaction of the buyer is measured by the difference between his expectations and actual quality of the goods purchased. Satisfaction is the feeling of pleasure that occurs in an individual, by comparing the initial expectations and perceived quality of the goods purchased (or result of its use). If the actual results were below prior expectations, the consumer feels disappointed (Torres, E., 2014). If the product characteristics match the expectations, he is satisfied. If the performance of the product exceeded the mental representation, he is pleased or delighted.

An important role in the process of customers' expectations play a previous experience of shopping, the advice of friends or colleagues, and the information obtained from active market players, the Internet as well as the promise of advertising. To meet the customer satisfaction by provided information from an organization should not lead to exaggerate expectations of clients, because when the expectation doesn't meet the real service customers may switch to competitors. However, in the other hand poorly provided information lowers the expectations, and it won't be able to attract a sufficient number of buyers. Many companies carry out a systematic evaluation of customer satisfaction and the factors affecting it, because customer satisfaction is the basis of their retention.

Customer satisfaction is influenced by two other factors, with "customer benefit" and "customer focus". The greater benefit of using the service, higher is the satisfaction and evaluation of products. The same can be applied to customer orientation. If the system and the structure of the company are oriented in a way which perceived by customers as appropriate to their expectations, then this position contributes to the emergence of customer satisfaction of their supplier. A satisfied customer is more open to dialogue in the long term, and his loyalty is eventually increasing.

2.3 Customer Loyalty

Loyalty is a complex concept. It is theoretically easier to define than in practice to gain loyal customers. So many factors need to be taken into account and consider. Loyalty is the customer's emotion toward an organization, despite of the presence of other more financially beneficial offers in the market (Ranjith, 2013). It is the main difference from satisfaction; loyalty is not a rational evaluation, but the result of some, often unconsciously perceived factors. Generally, the majority of loyal customers will not be able to explain why they choose certain firm over other competitors.

Customer loyalty is the positive attitude (sympathy) to a particular brand or a single point of sale. Also, as it showed in previous studies (Aksoy, et. al., 2008; Michaud, 2000) loyalty comes not only from goods that been offered, but also from services provided by company. Therefore to understand what is customer loyalty companies need to learn more about the ways of its formation. Many service companies started to adobe a customer loyalty programs (Uncles, et al., 2003), generally these programs provide financial and relational awards to clienteles, which drives customers closer to company and make them to feel important.

According Uncles, et al., (2003) there are two purposes behind gaining loyal customers, first is to boost the sales returns by increasing re-purchasing behavior of customers; and the second is that by creating close relationship between the organization and current customers it's expected to sustain long lasting customer base.

Many companies interpret loyalty in wrong way, generally when managers hear term "loyalty" they associate it with attachment to a brand (Uncles, et al., 2003), but loyalty is something about the character of the customer righter than intrinsic in brands. Also, most companies have insufficient information about their customers (Aksoy, et. al., 2008), and those who have information cannot use it in a proper way to understand the customer behavior.

First reason that customers are leaving the companies are dissatisfaction (Aksoy, et. al., 2008), and more dramatically dissatisfied customers spread bad rumors about the organization's performance. As it was proven from long time, dissatisfied customers are more willing to speak up about their bad experience than satisfied customers. Therefore, in a way dissatisfied customers stop purchasing and also discouraging other potential customers to communicate with the company. However, satisfied customers (Michaud, L., 2000)don't always turn out to be loyal customers; even if they fully satisfied with the offered product and services, 40 percent of them will leave to competitors. Therefore, it will cost a lot for the company, because attracting new customers is more expensive than keeping existing clienteles.

Companies have to find ways to keep strong relationship with their customers, (Michaud, L., 2000) provide every customer a reason to come back to repurchase

from them, which will increase profits, customer sympathy and lead to grow the business. To hold customers and raise the sales, organizations have to go beyond customers' satisfaction and create relationship that will make customers to love purchasing in the organization. Michaud (2000) introduced five steps (create a common ground; listen and demonstrate concern; use humor; have a positive attitude and treat customers like organization family) to create strong relationship with customers.

Customers usually are most likely to keep relationship with those companies who are more like them; they want to feel more than just being a client (Michaud, L., 2000). Furthermore, when organizations are listening and trying to understand customers' complaints, clients feel themselves important. Therefore, clients get attached to the company who cares about them; by getting attached clients feel more like part of the company, which leads them to get loyal.

The provided services which continuously leave customers delighted make them satisfied and in return satisfied clients become loyal (Ranjith, 2013), so will continue to use the organizations services which will lead to increase in profit and the growth of a company.

2.4 Fundamentals of Loyalty as a Management Tool

A key goal of the concept of relationship in marketing is to achieve and strengthen customer loyalty. The researchers noted that the presence of a large number of loyal and payable customers to the organization will provide a number of significant advantages, in both short and long period of time.

Loyalty program is one of the most important marketing tools to increase the frequency and amount of purchase, build relationship with customer, to get important marketing information about consumer behavior and attracted customers (Uncles, et al., 2003). Properly chosen and well-organized program to attract consumers can achieve a significant result with minimal financial costs.

Customer loyalty is divided into behavioral and perceived characteristics. Monitoring behavioral loyalty is done by observing the actual behavior of the client, and it is a method of implementing a retrospective analysis of its transactional consumer activity. Emotional loyalty of customers is reflected in their level of awareness about the activities of the organization and which needs they can meet using company's products or services. In addition, an important component of perceived customer loyalty is the level of emotional perception of the company. For the complete and comprehensive evaluation of the appropriate to use an approach involves monitoring of both behavioral and perceived loyalty.

In practice, under the loyalty often understand consumer satisfaction, which is not quite true. As stated by Sysoev and Neumann (2006) "satisfaction comes when the buyer happy and not regret the money spent. But the client will not necessarily be a loyal customer. Loyal customers are always satisfied buyer, but the satisfied buyers are not always loyal. While customer is satisfied the first step is to make him loyal to a company". A similar view is held by Gerpott (2001) who believes that "service satisfaction is not identical with customer loyalty. By customer satisfaction should be understood set of ordered evaluations of individual performance of services (which may be positive or negative). A positive assessment increases the intention to re-purchase, but does not define it completely, because it depends on the technical and

functional and economic bind of customer to the company, the overall attractiveness of the services of competitors, an overall assessment of their own business ".

2.5 New Strategic Techniques

Recently, many companies around the world as part of their strategy began to improve customer satisfaction and loyalty. As part of their strategy, they began to engage in monitoring of customer satisfaction and loyalty, started to introduce CRM (customer relationship management) system, and also conducting consumer surveys. However, organizations often do not provide a separate control system for monitoring of satisfaction and loyalty, which could be an integral part of company management system (Torres and Kline, 2013). Moreover, do not pay much importance on how the results of monitoring of customer satisfaction and loyalty will fit into the existing methodology in the company's decision-making. As a result, monitoring system of customer satisfaction and loyalty, as well as analysis of the results may be unable to provide management with information that is vital for the formation and implementation of the organization strategy.

There is plenty of evidence that taking attention to customer satisfaction and customer loyalty has a positive effect on the implementation of the strategy and the main results are reducing costs, increasing productivity, increasing the number of repeat purchases.

The next table provides the construction and references of the questions in the questionnaire.

STORE EVALUATION	
4 Questions	http://www.azimut.su/anketa.html; Mclaughlin, E., Sirohi, N., & Wittink, D., (1998). "A model of consumer perception and store loyalty intentions for a supermarket retailer", Journal of Retailing Vol. 74(2) pp. 223-245;
PURCHASED MERCHANDISE	
6 Questions	"The concept and value of the goods" (2014). Retrieved July 19, 2015 from Sage: http://studopedia.org/7-132642.html; Sheynov' V., (2000). "Art and trade. Effective sales of goods and services". Retrieved July 18, 2015 from Sage: http://www.e-reading.club/bookreader.php/145345/Sheiinov_-_Iskusstvo_torgovli._Effektivnaya_prodazha_tovarov_i_uslug.html;
EVALUATION OF PERSONEL SERVICE	
5 Questions	Mclaughlin, E., Sirohi, N., & Wittink, D., (1998). "A model of consumer perception and store loyalty intentions for a supermarket retailer", Journal of Retailing Vol. 74(2) pp. 223-245; https://www.survio.com/shablon-oprosa/obsluzhivaniye-kliyentov-obratnaya-svyaz-ot-zakazchik; Sheynov' V., (2000). "Art and trade. Effective sales of goods and services". Retrieved July 18, 2015 from Sage: http://www.ereading.club/bookreader.php/145345/Sheiinov_-_Iskusstvo_torgovli._Effektivnaya_prodazha_tovarov_i_uslug.html
PROMOTIONS/ TASTING IN STORS	
7 Questions	Mclaughlin, E., Sirohi, N., & Wittink, D., (1998). "A model of consumer perception and store loyalty intentions for a supermarket retailer", Journal of Retailing Vol. 74(2) pp. 223-245; "Customer Service" Retrieved July 18, 2015 from Sage: https://www.survio.com/; Sheynov' V., (2000). "Art and trade. Effective sales of goods and services". Retrieved July 18, 2015 from Sage: http://www.e-reading.club/bookreader.php/145345/Sheiinov_-_Iskusstvo_torgovli._Effektivnaya_prodazha_tovarov_i_uslug.html
CUSTOMER SATISFACTIO	

N	
5 Questions	Hsu, M.K, Olorunniwo, F., & Udo, G. J., (2006) "Service quality, customer satisfaction, and behavioral intentions in the service factory", Journal of Services Marketing Vol. 20, No. 1 pp. 59-72; Mclaughlin, E., Sirohi, N., & Wittink, D., (1998). "A model of consumer perception and store loyalty intentions for a supermarket retailer", Journal of Retailing Vol. 74(2) pp. 223-245;

2.6.1 The Infrastructure of the Store

The first impression of the supermarket buyer gets before entering it. The appearance of the building must be in good condition to have at first glance credibility of the supermarket and the desire to visit it. Also, customers are being attracted from well-decorated showcases showing assortments of products. Showcases should be constantly updated. At the entrance of the supermarkets the design and friendly atmosphere will motivate customers to buy more and leave them satisfied. While deciding the interior design for supermarkets, owners need to consider that the main task is to create the most favorable conditions for the display of goods (Raj, P. , 2010).

Supermarket is a large organization selling basic goods (mainly food). Today, the supermarket is one of the most perspectives and popular retail formats. The area of the supermarket should be 2,000 to 5,000 square meters. The format of supermarket should be in convenient location, close to the main roads, large premises with interior design which create a cozy atmosphere in the store.

Supermarket format focused on creating ease for customers, one of the conditions of comfort is to give an opportunity to make a choice. A wide range of supermarket's

items means that the visitor will find preferred products and brand, from those represented in the shop among several products with similar characteristics. Depending on the positioning of well-known brands, supermarkets can supply with international or local products in order to have low-cost segment in supermarkets (Reynoso, A., 2008).

Modern supermarkets are actively including to the range of items fresh production, such as prepared in-house at the supermarket salads, pickles, meat, poultry and fish from the grill and smokehouses, pastries, fresh juices, etc. All of those services are extra chances to attract large number of new consumers, creates a fresh atmosphere in the supermarket, and also increases sales of all the other food products (Reynoso, 2008). The basic idea of the variety items in the supermarket is to diversify, deliver different kinds of product qualities and to satisfy most of the requests from customers. Table 1 below provides the questions about the SE aspect

Table 1: Questionnaire (Survey Device) Store Evaluation

Store is accessibly located	1	2	3	4	5
Supermarket's working hours are convenient for my shopping necessities	1	2	3	4	5
The design and atmosphere in supermarket is attractive	1	2	3	4	5
The supermarket has the cheapest prices in region	1	2	3	4	5
I always come to the same store	1	2	3	4	5

2.6.2 Purchased Merchandise

Most people in decision-making including purchasing decisions have a number of different motives and needs. If organizations concentrate only on one of it, then they

reduce the probability of winning, because the motive may be the most significant in the decision. Customers sometimes buy products at a higher price than originally planned. Even thought, they could find cheaper goods with the same quality, the reason is the value that customer gives toward a unique product. And, the value of the goods or services to the client is equal to or approximately equal to the implementation of the wants and needs, which he/she has. So that the customer has agreed to pay more for the chosen product, organizations must should convince him that his basic motivations and needs is to be implemented by purchasing that unique product.

Kotler singled "wants" and "needs". Why do people make purchases: because they have to or because they want to? In fact, the correct answer to this question simply cannot be answered. Firstly, it all depends on a situation that customers are in, when clients are able to buy everything they need, the likelihood of desirable motives increases dramatically. However, a person may not be willing to pay 20 TL for tooth paste, but he quietly leaves the sum in the restaurant. There are people who almost always prefer positive emotions, pleasure, compared with purchased product. And, there are those who will not make enough purchases of useful (needed) goods, even in the presence of available funds. Also, customers are carrying about the store looks, for it to be attractive and stylish. Therefore, for a prestigious chain of stores are very important to consider the fact that goods have to be not only with good qualities, but also should be attractive to the buyers.

The Table 2 displays the questions about PM

Table 2: Questionnaire (Survey Tool) –Purchased Merchandise

Goods have the highest quality in the area	1	2	3	4	5

The products display are attractive	1	2	3	4	5
The goods sold are good value for the money.	1	2	3	4	5
All advertised products are in stock	1	2	3	4	5
I am very happy with the price I paid	1	2	3	4	5
I am satisfied with products that I bought	1	2	3	4	5

2.6.3 Service Offered by the Personnel

Supermarket staff consists of an initial: cashier, salesman, consultant, loader; manufacturing: technology pastry or salad plants; medium: manager, head of department, levels and top management. The top managers of the supermarket chain control from a central office (Raj, 2010).

The quality and skills of all employees are playing a significant role in offering service, surely, cashier, salesman, consultant, loader and other support workers who are referred to present goods and direct services to customers. The provided service by personnel should be reliable, friendly, responsive and courteous. Friendly and sincere staff tends to develop qualified offerings and increase the perceptions of the customer about the supermarket. Parasuraman et al. (1985) emphasized the importance of empathy, assurance and responsiveness measurements in SERVQUAL tool which linked directly with the quality of employees.

In Table 3 are provided questions related to SP.

Table 3: Questionnaire (Survey Tool) –Services offered by the Personnel

Your last experience with the provided service	1	2	3	4	5
Service representatives are very polite	1	2	3	4	5
Cashiers provide quick service	1	2	3	4	5

Service representatives are very helpful	1	2	3	4	5
Consultant's care and openness to you	1	2	3	4	5

2.6.4 Promotions/Testing in Stores

Undoubtedly, development and implementation of marketing campaigns can and must comply with certain principles, arising both from a simple common sense and the practical experience of the promotions. There are certain principles which promoters should follow:

Clarity: the conditions of the promotion should be clear to all those who will participate, and not just those who created these conditions;

Simplicity: the condition of promotions should be feasible, simple, and not complicated and difficult; excessive multi-way may not scare potential customers, but certainly it does not attract them either;

Reasonable duration: the timing of the campaign must comply with received bonuses;

Value: earned bonuses must comply with customer's purchased costs of the product (hardly any of the buyers of "Mercedes" will respond to the action, where prizes will be pens and notebooks);

Reality: the conditions specified in the action for bonuses should be actually achieved by those whom organizers want to be involved; if the conditions seem unattainable likely participants just won't respond to the promotion;

Relevance: the proposed bonus, in particular gifts can be quite expensive and provide standard of "value", but it may not be absolutely necessary to the protesters;

Awareness: information about the promotion must be provided promptly, not only to those who casually come to check the store, and not only for the existing customers, but also to potential customers.

The table 4 includes questions relating to P/TS

Table 4: Questionnaire (Survey Device) Promotions/Testing in Stores

Held promotions are very interesting and exciting	1	2	3	4	5
Supermarket promote mostly useful thinks	1	2	3	4	5
Many participants of promotions receive gifts	1	2	3	4	5
It's easy to participate in promotions	1	2	3	4	5
Store always provides products for testing	1	2	3	4	5
The testing products are not only the cheap ones	1	2	3	4	5
Your experience of pleasure from tasting	1	2	3	4	5

2.6.5 Customer Satisfaction

Customer satisfaction as well as customer loyalty is an important factor for success in any businesses (Hsu, M.K., Olorunniwo, F. and Udo, G. J., 2006). Satisfied customers from all positions are profitable for companies, because there is a high

likelihood that clients will become loyal customers and will contribute to savings on attracting new customers, and also, they are willing to pay a certain mark-up, as they have experienced the quality of products provided by the organization. Finally, satisfied customers would recommend to their family and friends to purchase goods from that store (Aksoy, et. al., 2008). Organizations will achieve new customers, resulting from these recommendations, it is very advantageous because organizations do not spend money on attracting those customers; and they usually become good buyers because consumers usually recommend the organization to people like themselves.

Table 5 provides questions about CS

Table 5: Questionnaire (Survey Tool) –Customer Satisfaction

	1	2	3	4	5
Your satisfaction with the provided goods and services of the supermarket as a whole	1	2	3	4	5
How would you rate supermarket in comparison with other supermarkets?	1	2	3	4	5
What is the chance of you to continue to purchase from the same store in the future?	1	2	3	4	5
What are the chances of you advising the product to your family and friends?	1	2	3	4	5
How would you rate attentiveness of customer service representatives toward your complains (if there was one)?	1	2	3	4	5

Chapter 3

RETAIL INDUSTRY IN NORTH CYPRUS

3.1 The Island of North Cyprus

The island of Cyprus is the easternmost island in the Mediterranean Sea; it is located 70 kilometers from the coastline of Turkey. North Cyprus's neighbors through the sea are Syria 100 kilometers away, Palestine (390 km), Lebanon (264 km), and Israel (472 km). Cyprus is the third largest island in the Mediterranean Sea after Sicily and Sardinia.

The area of TRNC is 3355 square meters km., a coastline 648 km. North Cyprus is 35% of the island and has a length of about 170 km from west to east and only 65 kilometers from south to north. The highest point of Northern Cyprus is mountain Selva - 1015 meters above sea level, which is part of the mountain range Beshparmak. Some call Northern Cyprus "lost paradise" as it is one of the last untouched corners of the Mediterranean Sea; it is less known and less studied by comparing with South Cyprus. North Cyprus is famous for its pristine natural beauty, many unique historical monuments and cultural heritage, untouched beaches and mountains of outstanding beauty.

The population of Northern Cyprus is about 300 000 people. The population is distributed evenly between town and countryside. Capital city Lefkosha (Nicosia), a city divided between South and North Cyprus "Green Line." Currency of Northern Cyprus is Turkish Lira. Local people are being distinguished by their friendliness and

hospitality. Also North Cyprus is popular with very low crime rate; here there is no need to worry about the safeness of you and for the loved ones.

Cyprus has only two seasons: spring which is lasting from December to May, and summer. The weather in Northern Cyprus is amazing, even in October, daytime temperatures can reach 26 degrees and the water temperature is still comfortable enough - about 20 degrees. Only in mid-November, the air temperature in Northern Cyprus will start to fall to its lowest level before starting to rise again in mid-March.

The official language of TRNC is Turkish, but because Cyprus was a former British colony, English is widely spoken as a second language.

Food of Turkish Cyprus is an attractive and impressive mixture of several types and eras of culinary art. Different cultures have influenced on the development of the Cypriot cuisine for many years. In the local restaurants, they offer a variety of Mediterranean dishes as well as dishes with hints of Turkish cuisine and Middle Eastern - meze, kebabs, dolma, fish and seafood, stuffed vegetables, cheese dishes. Also, in traditional meals of the Turkish Cypriots are widely used olive oil, cheese from sheep's milk and fresh fish; lots of fresh fruits, vegetables, herbs and spices.

For many years, the economic situation of Northern Cyprus was and is stable. The shops and supermarkets are filled with a variety of products, abundant agricultural products. TRNC in large quantities export fruits like: oranges, lemons and grapefruits from Guzelyurt plantations.

Particular special attention is paid to the development of the tourism industry. The main touristic cities are Kyrenia, Famagusta, and Lefkosa, in the coast and

mountainous areas in recent years has been built more than 100 comfortable hotels and tourist complexes of different class restaurants, casinos and nightclubs. The tourism sector is constantly expanding and investments from foreign businesses are welcomed by the government ("State Planing Organization", 2013).

3.2 Supermarkets Services in Northern Cyprus

The major supermarkets are: Lemar, Onder, 1001, Starling, Erulku. Most of the supermarket branches are located in Kyrenia, Famagusta and Lefkosa. All supermarkets are selling the full range of food and beverages, as well as household items such as children's goods, soaps, washing powders, dishwashing detergent, sanitary and hygiene products, paper products books in paperback, indoor plants, pet (dog and cat food, hygiene items, toys, etc.), automotive products, greeting cards, cosmetics, crockery, medicines (nonprescription) and etc.

3.3 Lemar Chain of Supermarkets

The supermarket Lemar was established in 1997, the first store was in Famagusta city of North Cyprus. Currently Lemar has opened many branches in different cities like Famagusta, Lefkosa, Iskele, Girne etc., and has reputation of "number one" supermarket in grocery and other shopping products. Lemar's main priorities are: to provide good quality products, different types of goods, and specially to satisfy their customers. The main suppliers of Lemar are Companies of Levent Group and also some domestic producers of groceries and vegetables. Lemar is an import product place to fulfill the demand of clients.

Lemar in all its braches offers range and good quality products, it has segments of fresh produced products like backed sweet-stuff, clothing, toys and footwear sections. Every supermarket has around 55,000 different goods. Also, Lemar has

inside the store restaurant with fresh served meal, small playground for children, cinema, and in some braches they offer plays to play bowling and 3D games (Lemar Supermarket Chain, 2013).

Trade is one of the main sectors of the economy, as it provides the circulation of goods, its movement from production to sphere of consumption.

3.4 Erulku Supermarket

The Supermarket Erulku was officially established in August 27, 2009. The Erulku has turned into big shopping center in short period of time. Erulku supermarkets is located between Nicosia and Famagusta highway, with five thousand square meters of indoor space and thousands of square meters of outdoor area. Erulku is modern supermarket in retail sector in North Cyprus. The supermarket has a wide range of products, such as food and medicine, as well as stationery, books, glassware, meat products, toys and various household supplies. Virtually Erulku meets all customer requirements.

The vision of Erulku Supermarket is to embrace with success and consumers, and to go on the same path with success, confidence and disciple to provide the best service as possible. In Erulku supermarket all products including food and commodity goods identify consumers as a target, provide a healthy environment, friendly service personnel. In order to provide healthy environment for clients managers improve the quality of offered goods (Erulku Supermarket , 2010).

3.5 Service Quality and its Impact on Customer Satisfaction in the Case of TRNC

The paper of "Diagnose service quality of retailing service sector in TRNC" written by Kemaler and Kuafmann Hans (2010) identifies the customer expectation level and perception, which presented the main modules of scaling service quality in the retail sector. Therefore, it helped to find out the level of clients satisfaction and understand the impact of service quality in overall value of service and repurchasing customer intention (Kemaler, I. and Kaufmann Han, R., 2010).

In the study they used "Retail Service Quality Model" a specific version of SERVQUAL measurement. The questionnaire examined the relationship between customer repurchasing behavior and service quality, and individually each component. The survey reveals that because of high expectations of customer and low perception of provided service, service items been affected. Questionnaires were distributed to retailing sector's customers in North Cyprus.

The format of questionnaire was based on 2 column arrangement maintained by 7 "Likert" scale. According to the survey conducted by Kemaler and Kuafmann Hans (2010) the customer expectation is higher than the actual performance of service sector in Turkish Cyprus. They suggested that managers should consider the results of the survey to understand the demand of clients and to develop short-term as well as long-term strategic plans.

According to the research of (Dagli, O., 2014) customer satisfaction of grocery stores/supermarkets in North Cyprus dependents on extrinsic aspects linked to two

factors: the grocery store qualities and the intrinsic characteristics relating to buyers themselves. Also, he argued that the quality and availability of special grocery products, pleasurable shopping atmosphere and existence of preferable brands are more important than price, hygiene and cleanliness, speedy checkout services, convenience to access to the supermarket. Moreover, other study also has shown that the price of the product and quality does not have much influence on customers' choice decision. However, if the prices of goods increase, it may affect the performance of supermarket (Kovand, A., Moyo, N., Avcin, M. and Zothile Moyo, 2013).

Dagli (2014) suggested that managers should try to meet the existing needs of customers and try to bring more advanced products to supermarkets/grocery stores. Furthermore, managers should change their perspectives of purely low-price based strategy to more customer oriented strategic model. Therefore, in this way supermarket businesses will benefit from improved shopping practice and satisfy unhappy customers.

It is crucial for a supermarket/grocery store to have fresh fruits and vegetables, good quality of bakery food, and meat for the buyers (Dagli, 2014). Therefore, managers should use strategy which allows them to provide customers regular and good quality products during the year. However, it is not easy for the businessmen in the market to find products (fresh fruits, vegetables, meat) in Cyprus and offer them in good condition, because of the restriction of environment.

The main purpose of the study of Kovand, et. al. (2013) was to model and measure the influence of competition, goods prices and quality impact on clients' supermarket

buying decision and how it is relating with customer satisfaction in return of long period profitability performance. Kovand, et. al. (2013) they compered roles of competitors in differentiation in the quality of the product mixtures offered and the importance of prices in supermarkets in TRNC. The research was held in two supermarkets Lemar and Kiler. The survey selection was randomly selected; hundreds of questionnaires were completed during the survey. In the survey responders were asked to categorize each item on 5 point scale from not important to important.

3.6 The Conditions of the Economy after 1974

After separation of Cyprus into two countries South and North Cyprus, the Turkish Cypriot economy was growing slowly. TRNC was facing many issues regarding to economic activities such as lack in commercial traditions, lack of well-trained employees. However, the most serious economic issue was that North Cyprus didn't have recognition in international arena. Therefore, TRNC was deprived from getting some international support and made communication with foreign traders difficult. Despite to all difficulties the Turkish Cypriotes expanded the tourism sector and brought in foreign currency.

The economic situation in TRNC was mixed, so partially between state and private organizations. The state set the regulation of overall economy, relating to taxation and wage rates, and did not interfere in private organizations' business. The government constantly was encouraging and supporting the private entrepreneurs to invest in national infrastructure and other different areas. To develop the economy by attracting foreign investors the government of North Cyprus set up "free economic zone".

About 70,000 TRNC citizens were employed and unemployment was at about one percent in 1989. The luck of skilled workers required to bring skilled foreign labor forces. The agricultural sector occupied the largest share of employment, conferring to statistics. However, in 1980s the agricultural sector's workforce share started to decline, which affected the economy.

One of the most important parts of agriculture was livestock. In 1975 the number of raised animals significantly increased. According to statistics the total of cattle increased for 40 percent, between 1975 and 1978 respectively from 8,600 to 12,038, and the number of sheeps population rose from 147,609 to 185,238. However, the numbers of goats were reduced to 3.3% because they were damaging the vegetation. At the same time, the production of milk increased by 50 percent, meat increased by 116 percent and also hen production increased by 65 percent. Between 1985and 1987, Turkish Cypriots exported live animal to Arabic countries. Therefore, big modern factories was manufactured after 1985 financed by the Turkey.

Chapter 4

METHODOLOGY

The purpose of the dissertation is to measure service quality and its impact on customer satisfaction and customer loyalty in supermarkets and grocery stores of North Cyprus, using 5 factors which are "Store Evaluation", "Purchased Merchandise", "Evaluation of Personnel Service", "Promotions/Testing in Stores", and "Customer Satisfaction".

4.1 Description of the Research

For the research I used Quantitative methodology by collecting information through distributing questionnaires. Because, it was more appropriate to explore insights of the research topic and understand the relationship between the key variables. First, I started to distribute questioners in supermarkets, I thought it is a good idea to go to different supermarkets in North Cyprus and collect the data. However, I realized that the collection of the data will not be appropriate because most of customers were busy with shopping, so those who accepted to feel the questionnaires weren't very careful while reading the questions. Therefore, I decided to start distributing questionnaires on streets, customers were very helpful and took their time to go on each question one by one, even some of them were commenting on how supermarkets are operating, in turn I received extra knowledge about operation of the supermarkets.

The questionnaire have been divided in to two pars first part is about demographic questions (such as age, gender, marital status, education level and etc.) it consist

from 14 questions; and second part is about component on which the research is based on. The second part has 5 different question sections which are: Store Evaluation-5, Purchased Merchandise-6, Evaluation of Personal Service- 5, Promotions/Testing in Store-7, and Customer Satisfaction-5; illustrating 33 questions in total.

4.2 Location and Sampling

The target for the study was customers in Famagusta city of North Cyprus. Total numbers of questionnaires were 200, which were distributed in supermarkets, on the street and also distributed to flats. The respondents were guaranteed of keeping their information in privacy. Five questionnaires have not been returned back and 195 questionnaires were collected out of 200. Originally the questionnaire was prepared in English language, but because of language barriers not all citizens understand English, it was translated in to Turkish as well (Haaften).
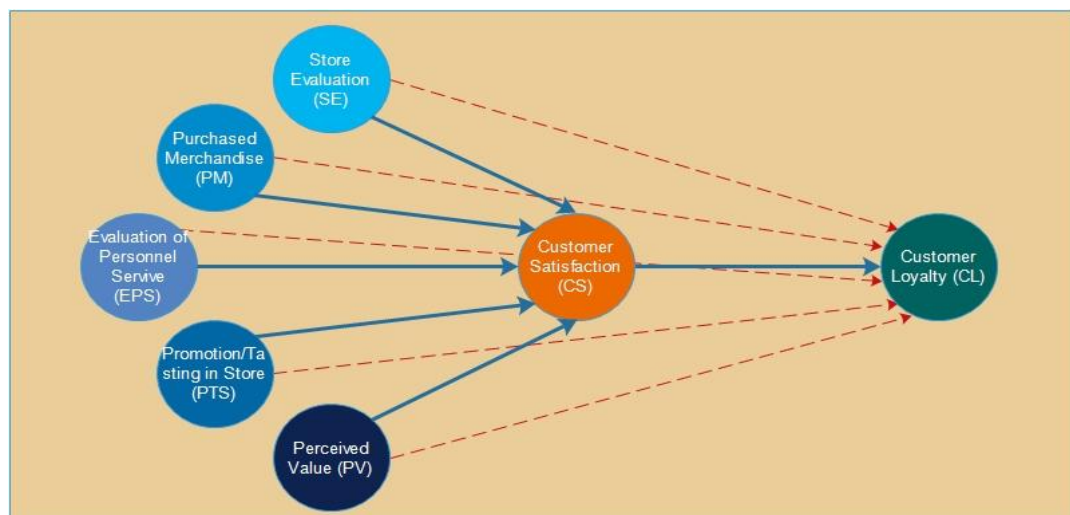
4.3 Conceptual Model of the Study

Figure 1: Conceptual Model

4.4 Methods

The data will be analyzed by using SPSS software program and Smart PLS M2 version. Demographic distribution was done in order to understand the importance of factors like age, gender income level and etc. on buying behavior of customers.

4.4.1 Reliability

Reliability refers to direct measurement of reliability of main concepts of the subject, with respect to an error of the true value. Reliability is measured from 0 to 1; the data is more reliable when the result is closer to 1. According to Nunnaly (1978) 0.70 is the accessible reliable result but sometimes lover than 0.70 score is also used in literature. Cronbach's alpha, based on standardized items - statistics reliability with regard to standardization of items (Nunnaly, J., 1978).

Reliability was tested by using the Composite Reliability test, to test each dimension and the whole instrument. Composite Reliability is one of the most used statistic tool in all sphere of the since (like education, medicine, etc.). Zumbo and Yani Lie (2007) the research result showed that composite reliability was not affected by symmetric outlier pollution, while asymmetric outliers affectedly expand the estimations (Zumbo, B. and Yani Liu, 2007).

4.5 Hypotheses of the Research

In the hypotheses we will test the relationship between SQ and CS; SQ and CL; the influence of the image of the store to CS and CL; the price impact on CL; link between employees and SQ; and impact of promotions on CL.

H1. Store Evaluation (SE) improves Customer Satisfaction (CS).

"Service Quality" is one of the most studied and most debated concept (Julande, R. and Magi, A., 1996).Quality of service is one of the factors that directly affect the consumer's desire to "buy" or come again (Ghobadian, A., Speller, S. and Metthew, J., 1994). In the face of considerable competition in virtually all areas of business, this factor plays a decisive role in the formation of customer loyalty to the company.

Customer satisfaction shortly can be described as customers who are been satisfied after the meeting of their excretion of their "needs" and "wants" (Cote and Giese, 2015). In the similar research Julande, and Magi (1996) found out that "service quality and customer satisfaction" has a positive relationship. The results of coefficients are all above 0.50.

H2. Purchased Merchandise (PM) improves Customer Satisfaction (CS).

The buyers and sellers constantly concerned about the problem of the quality in trading service. In addition, the quality of trade services is an instrument of competition. Therefore, in the competitive market the great importance is given to the quality of trade services, since it depends on efficient business operations of any enterprises, the main indicator of which is the amount of profit (Mohanty and Prakash, 2013).

H3. Evaluation of Personnel Service (EPS) improves Customer Satisfaction (CS).

(Bloemer, J. and Odekerken, G., 2002) proved that supermarket image has great influence on CS and CL. The reliability result shows that component has 0.90. However in the other study researcher rejected the effect of the image to CS (r =0.35) and CL (r = 0.47) (Bloemer, J. and Ruyter, K., 1998).

H4. Promotion-Tasting in Store (PTS) improves Customer Satisfaction (CS).

H5. Perceived Value (PV) improves Customer Satisfaction (CS).

H6. Store Evaluation (SE) improves customer Loyalty (CL).

H7. Purchased Merchandise (PM) improves customer Loyalty (CL).

Moyo, et. al., (2010) the price doesn't play a big role in developing CL. the "Price"

factor in reliability test scored less than 0.50.

H8. Evaluation of Personnel Service (EPS) improves customer Loyalty (CL).

Customer loyalty is the subjectively positive attitude of consumers toward the

organization, which provides or produces goods and services, brand image, staff and

many other aspects (Aksoy, et. al., 2008). To measure the relationship of SQ and CL

Julande, and Magi (1996) tested the difference of the loyal customers to non-loyal

customers. The result illustrated that loyal groups have higher performance rating to

the supermarket and very satisfied. Therefore, it indicates that the relationship

between SQ and CL is a positive.

H9. Promotion-Tasting in Store (PTS) improves customer Loyalty (CL).

H10. Perceived Value (PV) improves customer Loyalty (CL).

H11. Customer Satisfaction (CS) has a positive effect on customer Loyalty (CL).

Chapter 5

THEORETICAL MODEL
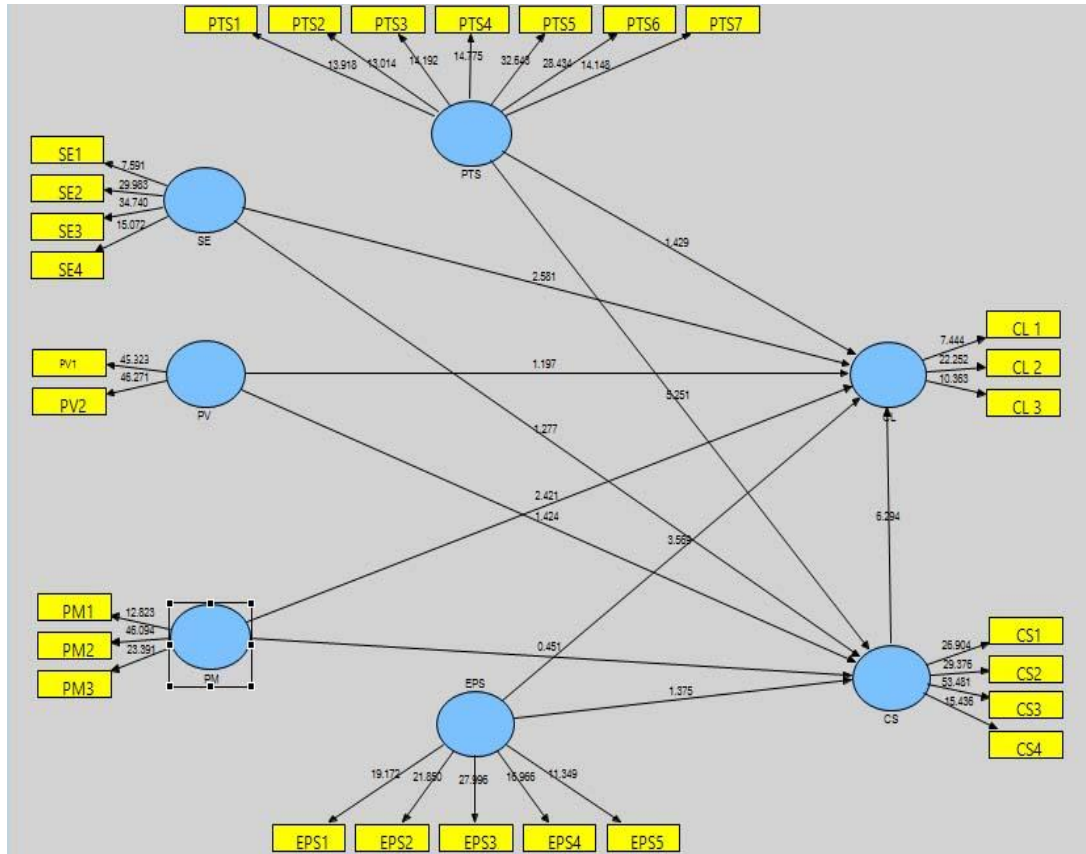
Figure 2: Theoretical Model

5.1 Measurement Model

It is assumed that for indicators reflective measurement are being used. It is very important to create reliability and validity of the latent variables in order to complete analysis of the structural model. The Table 6 below provides various reliability and validity components which we should check and report after conducting a PLS-SEM.

With PLS, assessments of a reflective measurement model on three elements:

 Individual item reliability (outer loadings)

Internal consistency

Validity

5.2 Individual Item Reliability

For the test of individual item reliability, we should examine the outer loadings (i.e., loading of the measures on the constructs they intend to measure). Using the threshold of 0.70 (Gefen et. al., 2000), also it is argued that loadings of at least 0.50 might be acceptable (Bagozzi and Yi, 1991), if other items measuring the same construct achieve high reliability scores. Thus, we kept 2 items whose loadings were only slightly lower than 0.70 (i.e., 0.6301 and 0.6366).

Likewise, we should check "Indicator Reliability". According to the given result it shows that indicators have specific indicator reliability value which is larger than the lowest acceptable level 0.50 and close to the favorite level of 0.70.

The following table provides results of summary for Reflective Outer Models.

Table 6: Results Summary for Reflective Outer Models

Latent variable	Indicator	Outer Loading	Indicator Reliability (i.e., loadings)	Outer t-statistic	Composite Reliability	Average Variance Extracted (AVE)
SE	SE1	0.6301	0.3970	7.4437	0.8874	0.6672
	SE2	0.8861	0.7852	22.2523		
	SE3	0.8936	0.7985	10.3626		
	SE4	0.8295	0.6881	26.9042		
PV	PV1	0.9119	0.8316	29.3759	0.9111	0.8367
	PV2	0.9175	0.8418	53.4814		
PTS	PTS1	0.7350	0.5402	15.4361	0.9143	0.6047
	PTS2	0.7372	0.5435	19.1716		
	PTS3	0.7920	0.6273	21.8502		

	PTS4	0.7810	0.6100	27.9963		
	PTS5	0.8482	0.7194	16.9656		
	PTS6	0.8212	0.6744	11.3495		
	PTS7	0.7198	0.5181	12.8231		
PM	PM1	0.7866	0.6187	46.0939		
	PM2	0.9205	0.8473	23.3905	0.8883	0.7268
	PM3	0.8452	0.7144	13.9178		
EPS	EPS1	0.8099	0.6559	13.0139		
	EPS2	0.8715	0.7595	14.1921		
	EPS3	0.8679	0.7533	14.7749	0.9091	0.6677
	EPS4	0.8000	0.6400	32.6434		
	EPS5	0.7279	0.5298	28.4345		
CS	CS1	0.8594	0.7386	14.1476		
	CS2	0.8700	0.7569	45.3233	0.9178	0.7369
	CS3	0.9232	0.8523	46.2713		
	CS4	0.7745	0.5999	7.5909		
CL	CL1	0.6366	0.4053	29.9829		
	CL2	0.8202	0.6727	34.7405	0.7741	0.5358
	CL3	0.7276	0.5294	15.0716		

5.3 Internal Consistency Reliability

Generally, "Cronbach's alpha" is using to measure the internal consistency reliability in social science research however it inclines to give a traditional capacity in PLS-SEM. Previous literatures have recommended for using "Composite Reliability" as an additional (Bagozzi and Yi, 1988; Hair et al., 2012).

To check for internal consistency, we used a composite reliability index. From Table 6, the composite reliability for all scales was between 0.7741 and 0.9178, greater than the minimum acceptable value of 0.70 (Bagozzi and Yi, 1991). Therefore, high level of internal consistency reliability was applied to all 7 latent variables.

To affirm the construct validity of the variables in PLS, we tested for discriminant and convergent validity.

First, discriminant validity which indicates the extent to which a given construct differs from other latent constructs requires that each measurement item correlates only weakly with all constructs, except for the one to which it is theoretically associated.

5.4 Discriminant Validity

The "correlation of the latent variable scores with the measurement items needs to show an appropriate pattern of loadings, one in which the measurement items load highly on their theoretically assigned factor and not highly on other factors".

Fornell and Larcker (1981) recommended that to establish discriminant validity we need to use the square root of AVE (Average Variance Extracted) in every latent variable, if the value is greater than other correlation values from latent variables. In the Table 6 the square root of AVE is calculated manually and inscribed with bold of the diagonal of the table given below. The correlation in the latent variables was copied from the "Latent Variable Correlation" segment of the defaulting report and was put in the lower left triangle of the table. The square roots of the AVE (on the diagonal) are greater than any other latent values, in support of the discriminant validity of the measurement scales.

The Table 7 below shows: the criterion analysis to check discriminant validity of Fornell-Larcker

Table 7: Fornell-Larcker Criterion Analysis for Checking Discriminant Validity

	CL	CS	EPS	PM	PTS	PV	SE
CL	**0.7320**						
CS	0.7459	**0.8584**					
EPS	0.5841	0.4949	**0.8171**				
PM	0.6992	0.4791	0.4108	**0.8525**			
PTS	0.4683	0.6154	0.5099	0.3458	**0.7776**		
PV	0.6849	0.4970	0.5064	0.8204	0.3334	**0.9147**	
SE	0.473	0.3047	0.1538	0.4229	0.1945	0.3039	**0.8168**

Table 8: Latent Variables Correlations

	CL	CS	EPS	PM	PTS	PV	SE
CL	1						
CS	0.7217	1					
EPS	0.5841	0.4949	1				
PM	0.6992	0.4791	0.4108	1			
PTS	0.4683	0.6154	0.5099	0.3458	1		
PV	0.6849	0.497	0.5064	0.8204	0.3334	1	
SE	0.473	0.3047	0.1538	0.4229	0.1945	0.3039	1

The latent variable CS's AVE is 0.7369. The correlation values in the column of CS (0.4949, 0.4791, 0.6154, 0.4970 and 0.3047) and, also those in the row of CS (0.7459) are lesser than the result. The identical study is also made for the latent variables CL, EPS, PM, PTS, PV and SE. The result indicates that discriminant validity is well established.

We also examined the loadings and cross-loading matrix and confirmed that all the items correlated more strongly with their own latent variable than with any other variables in the model. The Table 9 provides the details.

5.5 Path Coefficient Estimation in the Outer Model

Discriminant validity according to loading and cross-loading criteria provided in the Table 9 below.

Table 9: Discriminant validity, according to loading and cross-loading criteria

	CL	CS	EPS	PM	PTS	PV	SE
CL 1	**0.6396**	0.3316	0.1565	0.6187	0.2289	0.3501	0.6009
CL 2	**0.6396**	0.8096	0.4143	0.422	0.4875	0.4243	0.29
CL 3	**0.6396**	0.4435	0.6701	0.5326	0.2853	0.7177	0.2073
CS1	0.5289	**0.8597**	0.3819	0.3872	0.6008	0.3965	0.2201
CS2	0.6533	**0.8701**	0.4234	0.4148	0.5352	0.4448	0.2682
CS3	0.7102	**0.9231**	0.455	0.4213	0.5393	0.4318	0.2932
CS4	0.6557	**0.7742**	0.4335	0.4191	0.4588	0.4304	0.259
EPS1	0.5670	0.4019	**0.8096**	0.3863	0.2774	0.5778	0.1524
EPS2	0.5845	0.4135	**0.8713**	0.3791	0.3485	0.4985	0.1463
EPS3	0.4671	0.4131	**0.8679**	0.3319	0.4654	0.416	0.0753
EPS4	0.3835	0.3997	**0.8003**	0.3048	0.5032	0.2915	0.132
EPS5	0.3198	0.3999	**0.7283**	0.2511	0.5523	0.2087	0.1186
PM1	0.5282	0.345	0.2852	**0.7870**	0.2748	0.5214	0.4312
PM2		0.4435	0.3051	**0.9205**	0.2868	0.6924	0.3705
PM3		0.4283	0.4475	**0.8449**	0.3219	0.8537	0.2958
PTS1	0.3441	0.4191	0.5583	0.2648	**0.7283**	0.2151	0.1155
PTS2	0.3064	0.4097	0.4725	0.2516	**0.7311**	0.2512	0.1252
PTS3	0.37	0.3476	0.4126	0.2501	**0.7807**	0.2414	0.1827
PTS4	0.2537	0.3549	0.3283	0.1771	**0.7773**	0.1845	0.1304
PTS5	0.3777	0.4609	0.3463	0.2674	**0.8487**	0.2527	0.1376
PTS6	0.3775	0.5706	0.3467	0.2564	**0.8297**	0.2783	0.1356
PTS7	0.4471	0.6439	0.3392	0.3541	**0.7290**	0.3327	0.2064
PV1	0.5928	0.4793	0.3626	0.8339	0.3288	**0.9121**	0.2884
PV2	0.6565	0.4307	0.5604	0.6693	0.2842	**0.9174**	0.268
SE1	0.2414	0.177	0.1403	0.2428	0.1304	0.2138	**0.6298**
SE2	0.3532	0.2297	0.1259	0.3264	0.1322	0.274	**0.8861**

SE3	0.4922	0.3113	0.1514	0.4037	0.1912	0.2728	**0.8936**
SE4	0.4057	0.2499	0.0925	0.3773	0.1703	0.2326	**0.8297**

5.6 Convergent Validity

In the following, we examine convergent validity, or the extent to which blocks of items converge in their representation of the theoretical construct. It requires each measurement item to correlate strongly with its related construct, and prior research suggests that the item coefficients should equal at least 0.70 (Gefen et al., 2000). All the items in our study achieved this threshold.

For our study, this requirement means that the t-values of the outer model loadings must be greater than 1.96 (Levesque and McDougall, 1996). Our results respect this condition too.

Finally, convergent validity can be assessed by the AVE, which should be greater than 0.50. As we noted previously, the AVE for our measurement model was greater than 0.50 for all variables. So, convergent validity is confirmed.

Thus, our measurement model verifies all three conditions suggested by prior research, providing strong support for its convergent validity.

5.7 Structural Model

Having confirmed that the measurement model is reliable and valid, we next evaluated the structural model results.

5.7.1 Inner Model Path Coefficient Sizes and Significance

The direct effects hypotheses received support, with the exception of H2, as we detail in following Table 10. H2: Purchased Merchandise was not supported because the t-value is lower than 1.96 (Levesque and McDougall, 1996).

Table 10: Inner model path coefficient sizes and significance

Hypothesis	Path	Path coefficient	Standard error	t-statistics	Result
H1	SE -> CS	0.112	0.0861	1.9703	Supported
H2	PM-> CS	0.063	0.1464	0.4326	Not Supported
H3	EPS -> CS	0.125	0.0832	1.9851	Supported
H4	PTS -> CS	0.441	0.0891	4.9512	Supported
H5	PV -> CS	0.201	0.1308	1.9641	Supported
H6	SE -> CL	0.175	0.0622	2.8116	Supported
H7	PM -> CL	0.247	0.1135	2.1781	Supported
H8	EPS -> CL	0.207	0.0629	3.2903	Supported
H9	PTS -> CL	-0.081	0.0601	1.9902	Supported
H10	PV -> CL	0.122	0.1152	1.9692	Supported
H11	CS -> CL	0.461	0.0735	6.2681	Supported

The t-values for the one tailed tests were 1.96 (significant at 1%)

5.7.2 Explanation of Target Endogenous Variable Variance

The coefficient of determination R^2 is 0.766 for the CUSTOMERS LOYALY (CL) endogenous latent variable. Therefore, six latent variables (SE, PV, PTS, PM, EPS and CS) substantially explain 76.6% of the variance in (CL). According to the rules of marketing when R^2 of 0.75 it is substantial, 0.50-moderate, and the lowest level is 0.25-weak (Lin, 2012).

SE, PV, PTS, PM and EPS together explain 49.7% of the variance of CS. This means that the five latent variables (SE, PV, PTS, PM, EPS) moderately explain of the variance in (CL).
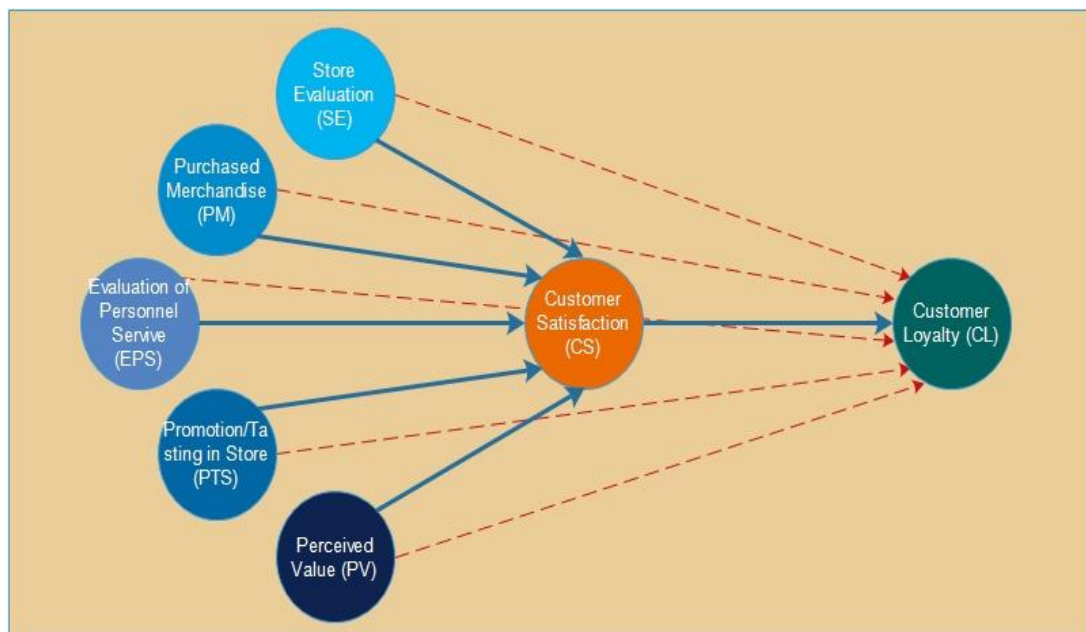
Figure 3: PLS-SEM Model
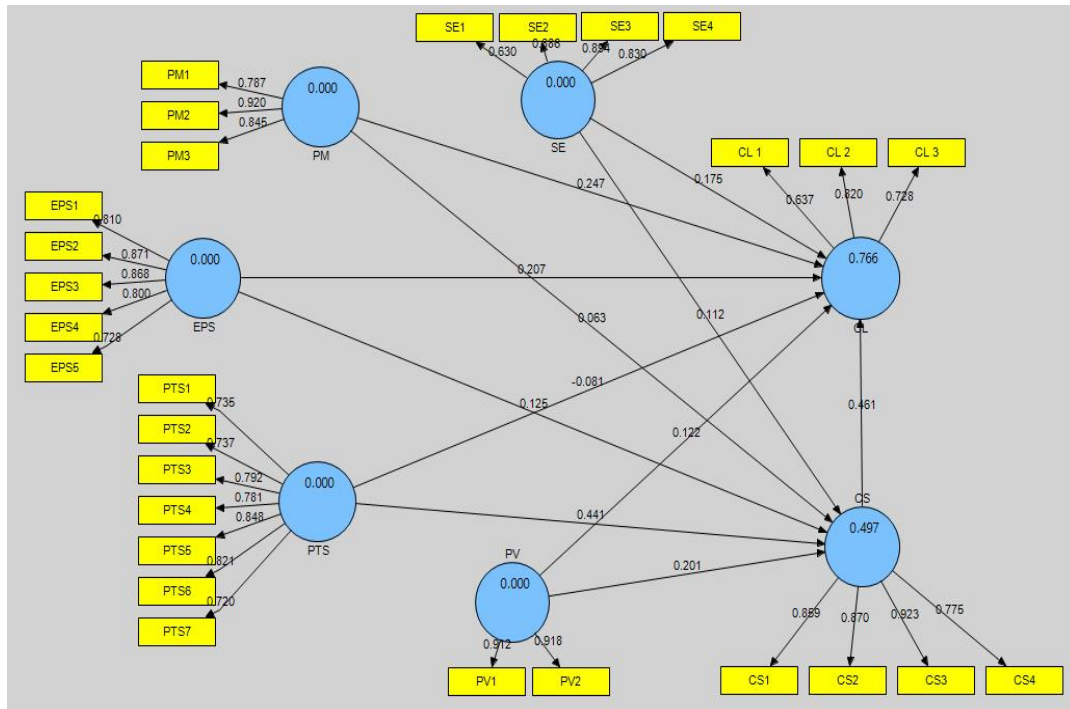
Figure 4: PLS-SEM Theoretical Model

5.8 Research Model

Based on a sample of 195 customers and using structural equation modeling approach, the five dimensions of Store Evaluation, Purchased Merchandise, Evaluation of Personnel Service, Promotion/Tasting in Store and Perceived Value, we tried to find out the positive effects on consumer satisfaction and customer loyalty on each other.

As Figure 1 depicts, the important variables of this research include Store Evaluation, Purchased Merchandise, Evaluation of Personnel Service, Promotion/Tasting in Store and Perceived Value as the independent variables, consumer satisfaction as the mediating variable, and customer satisfaction as the dependent variable.

The first research model proposes that the five dimensions of SE, PM, EPS, P/TS and PV have positive effect on CS and CL via service quality.

In order to examine the direct effects of five independent variables on customer loyalty, the study developed and tested an alternative model a partial mediation model as shown with dotted lines in Figure 10.

5.8.1 Hypotheses Development

H1. Store Evaluation (SE) improves Customer Satisfaction (CS).

H2. Purchased Merchandise (PM) improves Customer Satisfaction (CS).

H3. Evaluation of Personnel Service (EPS) improves Customer Satisfaction (CS).

H4. Promotion-Tasting in Store (PTS) improves Customer Satisfaction (CS).

H5. Perceived Value (PV) improves Customer Satisfaction (CS).

H6. Store Evaluation (SE) improves customer Loyalty (CL).

H7. Purchased Merchandise (PM) improves customer Loyalty (CL).

H8. Evaluation of Personnel Service (EPS) improves customer Loyalty (CL).

H9. Promotion-Tasting in Store (PTS) improves customer Loyalty (CL).

H10. Perceived Value (PV) improves customer Loyalty (CL).

H11. Customer Satisfaction (CS) has a positive effect on customer Loyalty (CL).

5.8.2 Measurement

Measurements of all the constructs were carried out by the statement adopted from previous studies and a 5-point Liker type scale ranging from 1-5 Disagree to agree as shown in the Appendix.

We also examined the loadings and cross-loading matrix and confirmed that all the items correlated more strongly with their own latent variable than with any other variables in the model.

5.8.3 Path Coefficient Estimation in the Outer Model

Table3: Discriminant validity, according to loading and cross-loading criteria

	CL	CS	EPS	PM	PTS	PV	SE
CL 1	**0.6366**	0.3316	0.1565	0.6185	0.2283	0.35	0.6008
CL 2	**0.8202**	0.8098	0.4143	0.422	0.4862	0.4243	0.29
CL 3	**0.7276**	0.4435	0.6704	0.5328	0.2863	0.7178	0.2073
CS1	0.5287	**0.8594**	0.3818	0.3872	0.5922	0.3965	0.22
CS2	0.6534	**0.8700**	0.4234	0.4149	0.5306	0.4448	0.2682
CS3	0.7098	**0.9232**	0.455	0.4213	0.5359	0.4318	0.2932
CS4	0.6552	**0.7745**	0.4335	0.4192	0.4572	0.4304	0.259
EPS1	0.5698	0.402	**0.8099**	0.3865	0.2787	0.578	0.1525
EPS2	0.5867	0.4135	**0.8715**	0.3792	0.3496	0.4987	0.1463
EPS3	0.4685	0.4132	**0.8679**	0.332	0.4651	0.4161	0.0753
EPS4	0.3842	0.3997	**0.8000**	0.3048	0.5062	0.2915	0.132
EPS5	0.3199	0.3999	**0.7279**	0.2511	0.5556	0.2087	0.1186
PM1	0.5268	0.345	0.2852	**0.7866**	0.2756	0.5213	0.4312
PM2	0.5997	0.4435	0.3051	**0.9205**	0.2852	0.6923	0.3705
PM3	0.6517	0.4284	0.4476	**0.8452**	0.321	0.8537	0.2958
PTS1	0.3442	0.4191	0.558	0.2648	**0.7350**	0.2151	0.1155
PTS2	0.3063	0.4097	0.4723	0.2516	**0.7372**	0.2512	0.1252
PTS3	0.37	0.3477	0.4124	0.2502	**0.7920**	0.2414	0.1827
PTS4	0.2533	0.3548	0.3281	0.1771	**0.7810**	0.1845	0.1305
PTS5	0.3777	0.4608	0.3462	0.2674	**0.8482**	0.2527	0.1376
PTS6	0.3772	0.5705	0.3466	0.2565	**0.8212**	0.2783	0.1356
PTS7	0.4469	0.6437	0.3391	0.3542	**0.7198**	0.3327	0.2064
PV1	0.5933	0.4793	0.3627	0.834	0.3273	**0.9119**	0.2884
PV2	0.6588	0.4307	0.5607	0.6696	0.2833	**0.9175**	0.268
SE1	0.2413	0.177	0.1403	0.2427	0.131	0.2138	**0.6301**
SE2	0.3522	0.2298	0.1259	0.3263	0.1319	0.274	**0.8861**
SE3	0.4906	0.3114	0.1514	0.4036	0.1913	0.2728	**0.8936**
SE4	0.404	0.2499	0.0924	0.3771	0.1705	0.2325	**0.8295**

5.8.4 Checking Structural Path Significance in Bootstrapping

Having confirmed that the measurement model is reliable and valid, we next evaluated the structural model results.

For significance testing of inner and outer model we generated T-statistics, we used a bootstrapping procedure. While conducting the procedure, a big number of sub-samples (e.g., 2000) were taken from the former sample by changing bootstrap standard error that in return gave estimated T-values for significance test of the structural paths. The results in Bootstrap estimated the regularity of data.

The remained parameters were unchanged:

1. The change of sign: No Sign Changes

2. Total cases: 195

3. Total samples: 2000

Once the bootstrapping procedure is completed, the use of a two-tailed t-test with 5% of significance level, the coefficient path will be significant when T-statistics is bigger than 1.96.

Inner model path coefficient sizes and significance.

The Results of structural Equations Analyses for Full Mediation and Partial Mediation and Partial Mediation Models, as we detail in following Table 11.

5.9 Path Coefficient of Inner Model

Table 4: Path coefficient of inner model

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics
CS -> CL	0.4609	0.4572	0.0713	6.461
EPS -> CL	0.2071	0.2058	0.0632	3.2757
EPS -> CS	0.1252	0.1234	0.0894	1.4
PM -> CL	0.2473	0.2492	0.1083	2.2843
PM -> CS	0.0633	0.068	0.143	0.4429
PTS -> CL	-0.0811	-0.0771	0.0599	1.3547
PTS -> CS	0.441	0.4437	0.0896	4.9192
PV -> CL	0.122	0.1213	0.1038	1.1756
PV -> CS	0.2006	0.1991	0.1353	1.4826
SE -> CL	0.1748	0.1717	0.0643	2.7198
SE -> CS	0.1119	0.1196	0.0848	1.3201

According to inner model CS has the toughest effect on CL (0.461), tailed by PM (0.2473), EPS (0.2071), SE (0.1748), PV (0.1220), and PTS (-0.0811).

Chapter 6

CONCLUSION

6.1 Discussions

The paper explained the impact of service quality on customer satisfaction and customer loyalty, and further results might be applied on an improving services quality in return to satisfy clients and create loyal customers in the long run in a retail industry in North Cyprus.

The purpose of the present research was to make an investigation on service quality of the supermarkets/grocery stores in TRNC. The study aimed to determine the quality standards provided in supermarkets. Moreover, to analyze indicators we used reflective measurement on three elements: individual item reliability (outer loadings), internal consistency and validity. We checked the reliability and validity items while conducting PLS-SEM. All the individual item reliabilities were much higher than the minimum accepted level 0.40. In order to measure internal consistency reliability we used "Composite Reliability" as suggested by Bagozzi and Yi (1988); Hair et al., (2012). The result for composite reliability for all scales was between 0.7741 and 0.9178, higher than the acceptable level 0.70.

Further, to affirm the validity of variables in PLS we tested for discriminant and convergent validity. The AVE's square root of latent variable was used to create discriminant validity. Therefore, according to the found results discriminant validity is well established.

Convergent validity in all items have to correlate with its own construct, and the item coefficients should equal minimum to 0.70. Therefore, all the items achieved wanted result. Lastly, convergent validity was tested by AVE, and in given results all the variables were higher than the minimum accepted level 0.50, which confirms the convergent validity.

After, confirmation of reliability and validity of the model we evaluated the structural model. According to result all hypotheses were supported for the exception of H2.

6.2 Implications

 Convenience and comfort ability of customers should be the priority of every manager in the supermarket. Especially, there should be a perfect service, and it should be on the top. Also, employees should communicate in pleasing way to clients, it's the success of every retail organization. Employees should go through special training; it will help to improve the service quality. The best way to test the result of the training employees is to involve "secret buyers".

The range of goods plays an important role in retail business. Managers should constantly expand variety of products on shelves, to bring not only well known products, brands but also new products that buyers did not use before. For advertising purposes marketing department can use different kinds of POST-materials: a variety of promotional signs, bright and eye-catching price tags, check boxes, and so on.

Work only with good quality products. Decide to work with suppliers who are trusted in the market. The quality products are the success of the business. The

slightest shortage on standards of the market will prevent customers of purchasing goods. Therefore, goods always should be checked before putting them on shelves.

The operation of competitors is also very important; administrators need to know how rivals are working in nearby supermarket. Then, turn their shortages into own revenue; offer customers more favorable terms. The advertising which is done on the right time and the right place will always catch the attention of buyers. Leaflets with promotional offers can do the job. Also, spread out the flyers in mailboxes in the area of the store.

6.3 Suggestions for the Future study and Limitations of the Study

Like in every study, the dissertation has many limitations. First of all the study is conducted on supermarkets in North Cyprus. Therefore, the collected data is only valid in TRNC. Second of all, managers of supermarkets do not have authority to let students to collect the data, so I decided to collect the information on the street. Later on to have divers of respondents I distributed questionnaires to flats as well. Also, many customers were refusing to fill the questionnaire. Therefore, the collection of the data took quite long time. Moreover, some respondent especially males above 30, were asking too many irrelevant to questionnaire questions which also took time and effort to keep the situation under the control. And lastly, because of the language barrier I had to translate the questionnaire into Turkish language where some questions lost their meaning.

Obviously this research is not enough and there is a need in further examination of relationship of "SQ", "CU" and "CL". For the future research, researches have to manage the time properly, because poor managed plan will always cost time, effort

and power. Also, I will encourage researchers to do similar research in different industries.

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APPENDIX

Appendix A: Questionnaire

1. Age of the respondent: ……………………

2. Gender of the respondent

      □ Male   □ Female

3. Identify your marital status

□ Married   □ Single   □ Divorced   □ Widowed   □ Living together

4. If yes when did you get married?

      The year of your marriage:……………….

5. How many family members do you have?

Total: …………………..   Living Together: …………….

6. If you have children, their gender and age please:

Child 1: …………. (Female/Male)   Child 2: ………….
(Female/Male)
Child 3: …………. (Female/Male)   Child 4: ………….
(Female/Male)

7. Do you have a car?

      □ Yes   □ No

8. If yes, what is the model and the year of the car

□ BMW   □ Mercedes   □ Toyota   □ Honda   □ Renault

□ Other (write the model): …………… Year: ……….

9. What is your personal income?

□ less than 1,500 TL   □ 1,500-3,000 TL   □ 3,001-5,000 TL   □ 5,001-7,000 TL

□ 7,001 – 9,000TL   □ 9,001 TL and more

10. Your total family income

□ less than 1,500 TL   □ 1,500-3,000 TL   □ 3,001-5,000 TL   □ 5,001-7,000 TL

□ 7,001 – 9,000TL   □ 9,001 TL and more

11. Education Level:

□Primary/Secondary School   □ High School   □ University Level

      □Master Level

12. If you are University graduate, Department: …………………….

13. Current Job Status/Job: ……………………………..

14. Nationality: …………………. (If you have two nationalities, please specify both)

Please give a few minutes of your time to share with us your impressions about the supermarket

1	2	3	4	5
Very low	Low	Neither low or high	High	Very high

	STORE EVALUATION:	☹		😐		☺
SE1	Store is accessibly located	1	2	3	4	5
SE2	Supermarket's working hours are convenient for my shopping necessities	1	2	3	4	5
SE3	The design and atmosphere in supermarket is attractive	1	2	3	4	5
SE4	The supermarket has the cheapest prices in region	1	2	3	4	5
SE5	I always come to the same store	1	2	3	4	5
	PURCHASED MERCHANDISE:	☹		😐		☺
PM1	Goods have the highest quality in the area	1	2	3	4	5
PM2	The products display are attractive	1	2	3	4	5
PM3	The goods sold are good value for the money.	1	2	3	4	5
PM4	All advertised products are in stock	1	2	3	4	5
PM5	I am very happy with the price I paid	1	2	3	4	5
PM6	I am satisfied with products that I bought	1	2	3	4	5
	EVALUATION OF PERSONNEL SERVICE	☹		😐		☺
EPS1	Your last experience with the provided service	1	2	3	4	5
EPS2	Service representatives are very polite	1	2	3	4	5
EPS3	Cashiers provide quick service	1	2	3	4	5
EPS4	Service representatives are very helpful	1	2	3	4	5
EPS5	Consultant's care and openness to you	1	2	3	4	5
	PROMOTION/TASTING IN STORS	☹		😐		☺
P/TS1	Held promotions are very interesting and exciting	1	2	3	4	5
P/TS2	Supermarket promote mostly useful thinks	1	2	3	4	5
P/TS3	Many participants of promotions receive gifts	1	2	3	4	5
P/TS4	It's easy to participate in promotions	1	2	3	4	5
P/TS5	Store always provides products for testing	1	2	3	4	5
P/TS6	The testing products are not only the cheap ones	1	2	3	4	5
P/TS7	Your experience of pleasure from tasting	1	2	3	4	5
	CUSTOMER SATISFACTION	☹		😐		☺
CS1	Your satisfaction with the provided goods and services of the supermarket as a whole	1	2	3	4	5
CS2	How would you rate supermarket in comparison with other supermarkets?	1	2	3	4	5
CS3	What is the chance of you to continue to purchase from the same store in the future?	1	2	3	4	5
CS4	What are the chances of you advising the product to your family and friends?	1	2	3	4	5
CS5	How would you rate attentiveness of customer service representatives toward your complains (if there was one)?	1	2	3	4	5

1. Cevap veren nin yasi…………………

2. Cevap veren nin cinsiyeti
☐ Bey ☐ Bayan

3. Medeni durumunuzu tespit edin
☐ Evli ☐ Bekar ☐ Boşanmış ☐ Dul ☐ Birlikte yaşıyor sunuz

4. Evetse, ne zaman evlendiniz?
Evlilik yıl senin si: ……………………

5. Ailede kac kisi var?
Toplam: ……………….. Birlikte yaşıyanlar : …………….

6. Çocuklarınız varsa, onların cinsiyetleri ve yaşları lütfen:
Çocuk 1: …………. (Kız /Erkek) Çocuk 2: …………. (Kız /Erkek)
Çocuk 3: …………. (Kız /Erkek) Çocuk 4: …………. (Kız /Erkek)

7. Arabaniz varmı?
☐ Evet ☐ Hayır

8. If yes, what is the model and the year of the car
☐ BMW ☐ Mercedes ☐ Toyota ☐ Honda ☐ Renault
☐ Diğer (modelini yazma):…………… Yıl: ……….

9. Kişisel gelir nedir?
☐ 1,500 TL den daha az ☐ 1,500-3,000 TL ☐ 3,001-5,000 TL ☐ 5,001-7,000 TL
☐ 7,001 – 9,000TL ☐ 9,001 TL ve fazla

10. Toplam aile geliri
☐ 1,500 TL den daha az ☐ 1,500-3,000 TL ☐ 3,001-5,000 TL ☐ 5,001-7,000 TL
☐ 7,001 – 9,000TL ☐ 9,001 TL ve fazla

11. Eğitim Seviyesi:
☐ İlköğretim / Ortaokul ☐ Lise ☐ üniversite ☐ Yüksek lisans

12. Eğer Üniversite mezunu iseniz, Bölümü: ……………………
13. Şu an ki İş Durumunuz / İş: ……………………………..
14. Uyruk: ………………… (İki milliyetleriniz varsa, ikisini de belirtiniz)

Süpermarket hakkında bizimle paylaşmak için anket doldurmak icin birkaç dakika zaman verebilirmi siniz

1	2	3	4	5
Çok düşük	Düşük	Ne düşük ya da çok yüksek	Yüksek	çok yüksek

		MAĞAZA DEĞERLENDİRME:	☹		😐		😊
MD1	Mağaza erişilebilir biçimde bulunduğu	1	2	3	4	5
MD2	Süpermarket çalışma saatleri benim alışveriş ihtiyaçları için uygundur	1	2	3	4	5
MD3	Süpermarkette tasarım ve atmosfer çekici	1	2	3	4	5
MD4	Süpermarket, bölgedeki en ucuz fiyatlarla sahip	1	2	3	4	5
MD5	Hep aynı mağazaya geliyorum	1	2	3	4	5
	SATIN MAL:	☹		😐		😊
SM1	Ürünler alanında en yüksek kaliteye sahiptir	1	2	3	4	5
SM2	Ürünler çekici görüntülemektedir	1	2	3	4	5
SM3	Satılan mallar, para için iyi bir değeri vardır	1	2	3	4	5
SM4	Tüm reklamı ürünler stoklarda mevcuttur	1	2	3	4	5
SM5	Ben ödedigim fiyat ile çok mutluyum	1	2	3	4	5
SM6	Ben aldığım ürünlerden memnun mu	1	2	3	4	5
	KİŞİSEL HİZMETLERİNİN DEĞERLENDİRİLMESİ	☹		😐		😊
KHD1	Verilen hizmet ile son deneyimi	1	2	3	4	5
KHD2	Servis temsilcileri çok kibar	1	2	3	4	5
KHD3	Kasiyerler hızlı hizmet sağlamaktadır	1	2	3	4	5
KHD4	Servis temsilcileri çok yararlı	1	2	3	4	5
KHD5	Danışmanın bakım ve açıklık size	1	2	3	4	5
	MAĞAZALAR PROMOSYONLAR / TATMA	☹		😐		😊
MP/T1	Yapılan promosyonlar çok ilginç ve heyecan verici diller	1	2	3	4	5
MP/T2	Süpermarket faydalı şeyler teşvik ediyor	1	2	3	4	5
MP/T3	Promosyonlara katılanlar birçogu hediye almaktadir	1	2	3	4	5
MP/T4	Promosyonlara katılmak çok kolaydır	1	2	3	4	5
MP/T5	Mağaza daima test için ürünler sunuyor	1	2	3	4	5
MP/T6	Test ürünler sadece ucuz olanlardır	1	2	3	4	5
MP/T7	Tatma gelen zevk deneyiminiz	1	2	3	4	5
	MÜŞTERİ MEMNUNİYETİ	☹		😐		😊
MM1	Bütün olarak sağlanan mal ve süpermarket hizmetleri ile sizin memnuniyetiniz	1	2	3	4	5
MM2	Diğer süpermarketler ile karşılaştırıldığında süpermarket nasıl değerlendirirsiniz?	1	2	3	4	5
MM3	Sizin gelecekte aynı mağazadan alisveris devam etmek şansı nedir?	1	2	3	4	5
MM4	Sizin ailenizle ve arkadaşlarınızla ürünü danışmanız şansı nedir?	1	2	3	4	5
MM5	Sizin şikayetinize doğru müşteri hizmet temsilcileri nasıl değerlendirirsiniz (varsa biri)?	1	2	3	4	5