

## CONTENTS

Acknowledgement	i
List of Tables	ii
List of Figure	v
List of Abbreviations	vi
Abstract	vii
Chapter 1	
Introduction	1
1.1 Service Quality	6
1.1.1. Measuring Service Quality	10
a) SERVQUAL	11
b) SERVPERF	12
1.2 Customer Satisfaction	14
1.3 Customer Loyalty	17
1.4 Customer Commitment	20
1.5 Customer Trust	21
1.6 Gap Areas	23
1.7 Conceptual framework of the study	24
1.8 Objectives	25
1.9 Conceptual and operational definitions of the variables under study	26
1.10 Hypotheses	27
Chapter 2	
Method	28
2.1 Sample	28
2.2 Measures	30
2.2.1 Service quality	30
2.2.2 Customer satisfaction	31
2.2.3 Customer loyalty	31
2.2.4 Customer commitment	32
2.2.5 Customer trust	32
2.3 Procedure	33

Chapter 3	Results and discussion	35
	3.1 Factor Analysis Results	35
	3.1.1 Service Quality Scale	36
	3.1.2 Customer Satisfaction Scale	37
	3.1.3 Customer Loyalty Scale	37
	3.1.4 Customer Commitment Scale	38
	3.1.5 Customer Trust Scale	38
Chapter 4	Summary and conclusion	76
	4.1. Summary of Results	76
	4.2. Conclusion	78
	4.3. Implications of this study	80
	4.4. Contributions of this study	81
	4.5. Limitations of this study	82
	4.6. Suggestions for future Research	82
References		84
Appendix A		94
Appendix B		103