

Conceptualizations and Measurement Issues in Customer Loyalty: A Systematic Literature Review

Rana Muhammad Shahid Yaqub Fairol Halim
School of Business Management, Universiti Utara Malaysia; Sintok, 06010, Malaysia

Abstract

Customer loyalty is amongst the main phenomenon of concern for marketing practitioners and academicians because of its link to organizational survival, development and growth. Loyalty reflects the customer's sense of belongings or affections with the firm's employee, product or service. These intentions directly affect the customer-rephrased behaviors, which is resulted into positive word of mouth. This study is based on systematic review of the current body of literature and issues that impede the current research related to customer loyalty domain in the telecom sector. This study also addresses the issues related to the robustness of measurements and conceptualizations in the past and contemporary research findings. For systematic review, Studies has been abstracted from the reputable search engines like Google scholar, Ebscohost, Research Gate and well reputable publishing groups like, Emerald, Elsevier, Science direct, Taylor & Francis. Systematic process was adopted for reviewing the literature of the selected studies. Moreover, Data for review is abstracted from the literature review and results revealed from the past and contemporary studies.

Keywords: Customer Loyalty, Systematic review, Telecom sector.

Introduction

The phenomenon of loyalty is amongst the most prioritized area of concern. During past few decades we have witnessed an ideological shifts from customer acquisition to customer loyalty and retention. This is because of the fact that retaining the existing customer through customer satisfaction and loyalty is much cheaper than to attract or acquire the new customers. In view of few researchers, customer loyalty will serve as a safe guard against the dangers of customer switching or churning(Ram, Ram, Wu, & Wu, 2016). Undoubtedly, service firms in particular are suffering with the phenomenon of customer churn globally(EY, 2016). However, the insensitivity of switching differs from industry to industry such as switching is more intense in firms operating in hypercompetitive environments. Importantly, telecom sector is suffering from the high rate of customer churn rates due to the mobile number portability facility, intense nature of rivalry or the advents of alternative facilities in the forms of video calls and text facilities through social networking like Facebook, twitter etc or through the various application like Whatsapp , Skype and IMO (Joshi, Jog, & Chirputkar, 2016).

In order to cope up with above mentioned challenges, customer loyalty has been emerged as the most significant area of concern because of its proximity with the organizational survival, growth and profitability(Chadha & Kapoor, 2009; Cheng, Lai, & Yeung, 2010). From the early 1980, we have witnessed a great emphasis on the development of loyalty across the globe and firms have started investing handsomely on the customer loyalty initiatives. For example in the USA alone, spending on loyalty programs have been growing at very rapid pace as it is almost 48\$ billion almost half percent increased since 2010 (Berry, 2013). However, ultimate outcomes of most of the loyalty building efforts revealed beyond the expectations (Henderson, Beck, & Palmatier, 2011). Moreover, there is no consensus on the definition of loyalty to date. Every researcher has defined it according to his or her own perspectives. However, from the review of past and contemporary studies it is found that concept loyalty is a mixes of customer attitudes or behaviors towards any particular firm, goods or service or regarding any particular features which is reflected from the favorable attitude of customers in the form positive word of mouth or from the repurchasing patterns / behaviors(Dick & Basu, 1994; Keiningham, Cooil, Andreassen, & Aksoy, 2007; Oliver, 1999; Reinartz & Kumar, 2002; Watson, Beck, Henderson, & Palmatier, 2015). Besides this there is there is significant variations on grounds of conceptualizations and operationalization of loyalty(Goyal, Maity, Kaur, & Soch, 2013; Watson, et al., 2015).

Theoretical domains of customer loyalty in telecom sector

Antecedents of loyalty have been immensely studied (e.g., Jiang & Zhang, 2016; Kuikka & Laukkanen, 2012; Namukasa, 2013; Priporas, Stylos, Vedanthachari, & Santiwatanana, 2017; Richard & Zhang, 2012; Sapapa, Roberts-Lombard, & Tonder, 2015; Van Vuuren, Roberts-Lombard, & Van Tonder, 2012). Similarly, In telecommunication in depth studies have been conducted (e.g., Abdullah, Putit, & Teo, 2014; Agyei & Kilika, 2013, 2014; Danish, Ahmad, Ateeq, Ali, & Humayon, 2015; Goyal, et al., 2013; Izogo, 2013, 2016; Izogo & Izogo, 2017; Muturi, Jackline Sagwe, Kipkirong Tarus, & Rabach, 2013; Qayyum, Ba Khang, & Krairit, 2013; Segoro, 2013; Shafei, Shafei, Tabaa, & Tabaa, 2016; Yeboah-Asiamah, Nimako, Quaye, & Buame, 2016; Yee,

Ling, & Leong, 2015). Consequently, review of the study revealed several facets of loyalty in telecom sector, out of them two are Predominant: attitudinal and behavioral loyalty. A behavior wise loyal customer is preferred to get involved in continuous relationship while attitudinal loyal customer is not only engaged in continuous relationship but also involved in spreading positive word of mouth and makes business referrals (Rauyruen & Miller, 2007). Furthermore, (Izogo & Izogo, 2017) opined that behavioral loyal customer can switch for the best alternative while attitudinal loyal customer hardly switch the service provider.

Recently, (Izogo & Izogo, 2017) established a study in Nigerian telecom sector to analyze the impact of service assurance and service reliability on customer loyalty with the mediating role of affective and continuous commitments. Data was collected from the 138 respondents and analyzed through SEM. Results of the study confirmed the direct significant impact of service reliability on customer satisfaction while service assurance revealed insignificant impact on customer loyalty. Moreover, affective commitment partially mediates into the relationship between reliability and customer loyalty. However affective and continuous commitment reveal positive and insignificant mediating role between the relationship of service assurance and customer loyalty.

(Shafei, et al., 2016) Developed a study in Egyptian telecom sector to measure the structural relationship between service quality, switching costs, customer satisfaction and loyalty with the mediating role of switching barriers. Results of the study proved the significant impact of service quality on customer satisfaction then switching cost: in turn, customer satisfaction affect the customer loyalty while switching barriers confirmed a significant mediating role.

In the similar vein (Izogo, 2016) has confirmed a significant impact of service reliability and customer commitment on customer loyalty in a study conducted in Nigerian telecom sector. Furthermore, this study revealed customer commitment as a strong predictor of customer loyalty then service reliability. Whereas, (Yeboah-Asiamah, et al., 2016) revealed a significant impact of explicit loyalty on implicit loyalty in the Ghanaian telecom sector. In addition to that, customer satisfaction developed more significant moderated role than trust and brand image.

(Yee, et al., 2015) Developed a study in Malaysian telecom sector to measures the impact of service quality, customer value and corporate image on customer loyalty. As per results, service quality revealed more significant impact on customer loyalty than customer value and corporate image. Consequently, (Gupta & Sahu, 2015) Conducted a study to measure the impact of relationship marketing tools (e.g., customer trust, brand image, loyalty programs, customer satisfaction, service quality, technological orientation, long term orientation) on customer loyalty in Indian telecom sector results of the study confirmed significant impact of trust, long term orientation, brand image on customer loyalty. whereas, corporate image revealed as the most significant predictor of customer loyalty then service quality in another study conducted in the Keynian telecom sector (Agyei & Kilika, 2014).

(Adjei & Denanyoh, 2014) Conducted a study in Ghanaian telecom sector to ascertain the impact of call rates, network quality, and promotional offers, brand image and prompt customer support services on customer loyalty. Results of the study confirmed significant impact of call rates, network quality and promotional offers on customer loyalty. However, brand image and customer support services revealed insignificant impact over customer loyalty.

Moreover, (Muturi, et al., 2013) Worked on identifying the most significant antecedents of customer loyalty in Keynian telecommunication sector. Results of the study revealed that social pressure, perceived service value, service quality significantly influenced the customer loyalty. However, customer satisfaction established an insignificant impact on customer loyalty while corporate image significantly Moderates between perceived service value, service quality, social pressure and loyalty. (Hossain & Suchy, 2013) Developed a study in Bangladesh telecom sector in which authors have analyzed the impact of communication, value added services, price structure, convenience, sales promotion and customer service on customer satisfaction and loyalty. Out of all the variables, price structure followed by value added services and communication established significant impact on customer loyalty.

(Segoro, 2013) Established a study to investigate the impact of perceived service quality, relationship quality and morning effect on customer satisfaction customer and loyalty in Indonesian telecom sector. Cited authors have used multiple measures to analyze each variable such as: perceived service quality has measured through call quality, price structure, and mobile devices, value added services, convenience in procedure and customer support services. Whereas, morning factors were measured through attitude, social influence, switching cost, prior switching behavior and variety seeking. Relationship quality is measured through customer trust, familiarity and partnering, customer satisfaction is measured through dimensions of price, technical, functional and emotional. While, customer loyalty is judged through dimensions of cognitive loyalty, affective loyalty, conative loyalty and behavioral loyalty the study set out that morning factors have positive correlation with perceived service quality and relationship quality. Perceived service quality also showed positive relationship with customer satisfaction. However, the direct effect of morning factors and relationship quality on satisfaction was not significant. However, morning factors successfully moderates with the relationship of service quality

and relationship quality to customer satisfaction. Moreover, perceived service quality, relationship quality and customer satisfaction shown positive effect on customer loyalty.

(Qayyum, et al., 2013) Conducted a study to analyze the structural relationship between customer satisfaction, perceived service quality, value, switching costs, trust, and corporate image on customer loyalty with the moderating role of customer demographics. Results of the study confirmed a significant impact of perceived service quality, perceived value, switching cost, customer satisfaction on customer loyalty. Out of these four, customer satisfaction reflected a strong impact on customer loyalty while perceived service quality and perceived value established a weaker impact on loyalty as compared to satisfaction. Whereas, corporate image shown non- significant impact on customer loyalty. Moreover, demographic successfully moderates in majority of the relationships.

(Khurshid, 2013) Conducted a study in Pakistani telecom sector to measure the structural relationship between service quality, customer satisfaction, price structure, corporate image, customer trust and value added services with customer loyalty. Out of all the variables, service quality followed by corporate image and pricing structure show significant impact on customer loyalty. in the similar vein , Based on the responses from the 236 telecom subscribers of china telecommunication sector another study was conducted by (Chen & Myagmarsuren, 2011). In this study, impact of brand equity is also examined on customer loyalty. Results of the study proved the significant impact of all the constructs on customer loyalty. (Kaur & Soch, 2012) Developed a study to measure the impact of trust, commitment, and satisfaction, corporate image switching cost on behavioral and attitudinal loyalty in the Indian telecom sector. Results of the study

While ,(Ahour, Md Said, & Boerhannoeddin, 2011) conducted a research on mobile subscribers of university of Utara Malaysia and results of the study revealed significant effect of Service Quality, Switching Behavior and Brand Image on Customer Loyalty of mobile subscribers. (Deng, Lu, Wei, & Zhang, 2010) Developed a study in Chinese telecom sector. Cited authors wanted to analyze the impact of service quality, trust, perceived value, switching costs, customer demographics on customer satisfaction and loyalty with context of instant messages. Result of the study confirmed significant impact of service quality followed by trust and perceived value consisting of functional and emotional values on customer satisfaction and loyalty. In addition to that, customer demographic revealed as a significant moderator.

A Survey based on the 118 mobile users of china telecom was conducted by (Lai, Griffin, & Babin, 2009). Study revealed that service quality and corporate image push the customer loyalty through customer satisfaction directly and indirectly.(Lai, et al., 2009) Conducted a study in Chinese telecom sector to analyze the structural relationship between service quality, customer value, corporate image, customer satisfaction and loyalty. Results revealed mixed findings such as, service quality significantly influence perceived value and corporate image, in turn perceived value and corporate image impacts on customer satisfaction, corporate image influence value, whereas, customer satisfaction and value were the most significant predictors of customer loyalty. In addition to that, corporate image confirmed a significant mediating role between customer satisfaction and loyalty.

Conceptualizations and Measurement Issues

Despite the unified importance of the loyalty, no comprehensive studies are found regarding this construct. Despite of the large number of studies published in the well reputable journals there are several issues that limit the understanding, generalizability and conceptualizations of customer loyalty construct. Firstly, lack of consensus is found confined to the most significant antecedent of loyalty. Like, some antecedents of loyalty e.g., satisfaction, trust, value are over examined in various researches. Moreover, the explaining power of these antecedents on loyalty were unassertive (Ball, Simões Coelho, & Machás, 2004; Chen & Cheng, 2012; Kuikka & Laukkanen, 2012; Richard & Zhang, 2012) which will urge the researchers to incorporate the other antecedents of loyalty. whereas, few researchers have confirmed the significant impact of customer satisfaction on customer loyalty(e.g., Aksoy, Buoye, Aksoy, Larivière, & Keiningham, 2013; Aktepe, Ersöz, & Toklu, 2015; Bayraktar, Tatoglu, Turkyilmaz, Delen, & Zaim, 2012; Chang, 2015; M.-K. Kim, Wong, Chang, & Park, 2016; M. Kim, Chang, Park, & Lee, 2015; Kumar, Dalla Pozza, & Ganesh, 2013; Muhammad, Shamsudin, & Hadi, 2016), while in few studies customer satisfaction revealed in-significant with customer loyalty (e.g., Khatibi, Ismail, & Thyagarajan, 2002; Muturi, et al., 2013; Stoel, Wickliffe, & Lee, 2004).

Some researchers opined that attitudinal and behavioral loyalty both are important and will capable of producing more generalized results, whenever examined compositely (e.g., Bove, Pervan, Beatty, & Shiu, 2009; Fullerton, 2005; Kumar, Shah, & Venkatesan, 2006; Lam, Shankar, Erramilli, & Murthy, 2004).in addition to that , some studies have integrate or explored different antecedents of loyalty. Like, positive liner impact of personality traits components (extraversion, agreeableness and openness) on customer satisfaction and loyalty have been found in the hotel industry (Lin, 2010) while, corporate image revealed a significant impact on customer loyalty as well as significantly mediate between the customer satisfaction and loyalty of hotel industry (Jani & Han, 2014). In another study, customer value has confirmed significant direct and indirect impact on customer loyalty through customer satisfaction(Lai, et al., 2009) . Similarly, out of five variables (brand value,

equity, trust and customer satisfaction), customer satisfaction revealed as the most significant predictor of customer loyalty in chocolate market context (Kuikka & Laukkanen, 2012).

Whereas, in some studies customer satisfaction tend to play a mediating role with various antecedents of loyalty and loyalty relationships (Chen & Cheng, 2012; Ladhari, Souiden, & Ladhari, 2011; Lewis & Soureli, 2006; Namukasa, 2013). Whilst, customer trust revealed as the most significant predictor of loyalty (Calvo Porral & Levy-Mangin, 2016) whilst in some studies switching barriers confirmed as the most significant predictor of customer loyalty (Chuah et al., 2017; M.-K. Kim, et al., 2016) In short, research in this area is inconclusive, one possible reason can be the differences in the contexts of study or markets which will increase the likelihood of inconsistent findings (Izogo, 2016). This phenomenon is rightly addressed by (De Ruyter, Wetzels, & Bloemer, 1998) in his study conducted to find out the most significant antecedent of loyalty in five different industries. Results of the study revealed significant differences in antecedent of loyalty across the industries. Therefore, the determinant of loyalty in one industry cannot be generalized on the other industry or even other context (Izogo, 2016). Indeed, this lack of generalizability in findings encourages researchers to develop more comprehensive understanding about the loyalty.

Thirdly, research model based on customer loyalty are poorly constructed because of the absence of relevant underpinnings and supporting theories. Moreover, majority of the research models were haphazardly constructed without proper practical, theoretical and methodological research gaps. Fourthly, majority of the studies are lacking with the research implications issues. As majority of the studies are conducted to achieve the educational or contextual implications rather than contributing into the existing literature of customer loyalty. In addition to that, majority of the studies are lacking with the practical implications of the study for the managers and practitioners. Fourthly, lack of consensus is found on the measurement of loyalty construct. Review of loyalty literature revealed that loyalty instruments are haphazard in nature and every scholar has operationalized them according to his own understanding or contexts of the study. In view of few researchers, loyalty should be measured through uni-dimensional construct (Richard & Zhang, 2012; Rundle-Thiele, 2005). While, measurement of complex objects by incorporating the single construct is unrealistic because majority of the multifaceted objects are based on multidimensional constructs (Bassi, 2011) Whereas, some researchers are in favor of measuring the loyalty through two facets (Čater & Čater, 2009; Chen & Cheng, 2012; Han & Woods, 2014; Kaur & Soch, 2012; Kuikka & Laukkanen, 2012). Accordingly, this lack of consensus urged for further investigation to resolve the operationalization and measurement issues.

Conclusion

Despite of well addressed conceptualization (Dick & Basu, 1994; Oliver, 1999), academics have futile to explore how the concept of loyalty is evolved and when it will be most effective. Although, antecedents of loyalty are vastly discussed in diverse industries but the most significant predictor of loyalty is yet to be explored. Moreover, choice of loyalty instrument is arbitrary in nature and every scholar has operationalized them according to their own understandings or contexts of the study. In view of few researchers, loyalty should be measured through uni-dimensional construct. While, measurement of complex objects by incorporating the single construct is unrealistic because majority of the multifaceted objects are based on multidimensional constructs. Whereas some researchers are in favor of measuring the loyalty through two facets. In short, lack of consensus found on the conceptualizations, measurements and generalizability of loyalty construct really has the urge for further investigation in future studies.

Recommendations

Systematic Review of literature have addressed some theoretical, conceptual and methodological issues which required a considerable attention of academic researchers for devising the value based mechanisms. Furthermore, studies must be conducted in broader industrial view rather than from individual contexts. Importantly, new predictors of loyalty must be explored for the better generalizability and contributing into the existing literature of customer loyalty. Likewise, loyalty models must be aligned with contemporary theories such as justice or fairness, reciprocity, confirmation-disconfirmation, social exchange and bonding.

References

- Abdullah, M. F., Putit, L., & Teo, C. B. C. (2014). Impact of Relationship Marketing Tactics (RMT's) & Relationship Quality on Customer Loyalty: A Study within the Malaysian Mobile Telecommunication Industry. *Procedia-Social and Behavioral Sciences*, 130, 371-378.
- Achour, M., Md Said, N. P., & Boerhannoeddin, A. (2011). Customer loyalty: The case of mobile phone users in Universiti Utara Malaysia. *International Journal of Management Studies (IJMS)*, 18(2), 43-66.
- Adjei, K., & Denanyoh, R. (2014). Determinants of Customer Loyalty among Mobile Telecom Subscribers in the Brong Ahafo Region of Ghana. *International Journal of Business and Social Research*, 4(1), 82-95.
- Agyei, P. M., & Kilika, J. M. (2013). The relationship between service quality and customer loyalty in the

- Kenyan mobile telecommunication service industry. *European Journal of Business and Management*, 5(23), 26-36.
- Ageyi, P. M., & Kilika, J. M. (2014). Relationship between corporate image and customer loyalty in the mobile telecommunication market in Kenya. *Management*, 2(5), 299-308.
- Aksoy, L., Buoye, A., Aksoy, P., Larivière, B., & Keiningham, T. L. (2013). A cross-national investigation of the satisfaction and loyalty linkage for mobile telecommunications services across eight countries. *Journal of Interactive Marketing*, 27(1), 74-82.
- Aktepe, A., Ersöz, S., & Toklu, B. (2015). Customer satisfaction and loyalty analysis with classification algorithms and Structural Equation Modeling. *Computers & Industrial Engineering*, 86, 95-106.
- Ball, D., Simões Coelho, P., & Machás, A. (2004). The role of communication and trust in explaining customer loyalty: An extension to the ECSI model. *European journal of marketing*, 38(9/10), 1272-1293.
- Bassi, F. (2011). Latent Class Analysis for Marketing Scales Development.
- Bayraktar, E., Tatoglu, E., Turkyilmaz, A., Delen, D., & Zaim, S. (2012). Measuring the efficiency of customer satisfaction and loyalty for mobile phone brands with DEA. *Expert Systems with Applications*, 39(1), 99-106.
- Berry, j. (2013). Bulking up: The 2013 colloquy loyalty census – growth and trends in U.S. Loyalty program activity. In ColloquyTalk (pp. 1–13). Cincinnati: Colloquy.
- Bove, L. L., Pervan, S. J., Beatty, S. E., & Shiu, E. (2009). Service worker role in encouraging customer organizational citizenship behaviors. *Journal of Business Research*, 62(7), 698-705.
- Calvo Porral, C., & Levy-Mangin, J.-P. (2016). Food private label brands: the role of consumer trust on loyalty and purchase intention. *British Food Journal*, 118(3), 679-696.
- Čater, B., & Čater, T. (2009). Relationship-value-based antecedents of customer satisfaction and loyalty in manufacturing. *Journal of Business & Industrial Marketing*, 24(8), 585-597.
- Chadha, S., & Kapoor, D. (2009). Effect of switching cost, service quality and customer satisfaction on customer loyalty of cellular service providers in Indian market. *IUP Journal of Marketing Management*, 8(1), 23.
- Chang, C.-C. (2015). Exploring mobile application customer loyalty: The moderating effect of use contexts. *Telecommunications Policy*, 39(8), 678-690.
- Chen, C.-F., & Cheng, L.-T. (2012). A study on mobile phone service loyalty in Taiwan. *Total Quality Management & Business Excellence*, 23(7-8), 807-819.
- Chen, C.-F., & Myagmarsuren, O. (2011). Brand equity, relationship quality, relationship value, and customer loyalty: Evidence from the telecommunications services. *Total Quality Management & Business Excellence*, 22(9), 957-974.
- Cheng, T., Lai, L., & Yeung, A. (2010). The Driving Forces of Customer Loyalty: A Study of Internet Service Providers in Hong Kong *Transforming E-Business Practices and Applications: Emerging Technologies and Concepts* (pp. 44-61): IGI Global.
- Chuah, S. H.-W., Chuah, S. H.-W., Rauschnabel, P. A., Rauschnabel, P. A., Marimuthu, M., Marimuthu, M., . . . Nguyen, B. (2017). Why do satisfied customers defect? A closer look at the simultaneous effects of switching barriers and inducements on customer loyalty. *Journal of Service Theory and Practice*, 27(3), 616-641.
- Danish, R. Q., Ahmad, F., Ateeq, A., Ali, H. Y., & Humayon, A. A. (2015). Factors affecting customer retention in telecom sector of Pakistan. *American Journal of Marketing Research*, 1(2), 28-36.
- De Ruyter, K., Wetzels, M., & Bloemer, J. (1998). On the relationship between perceived service quality, service loyalty and switching costs. *International journal of service industry management*, 9(5), 436-453.
- Deng, Z., Lu, Y., Wei, K. K., & Zhang, J. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International journal of information management*, 30(4), 289-300.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, 22(2), 99-113.
- EY. (2016). Global telecommunications study: navigating the road to 2020.
- Fullerton, G. (2005). The impact of brand commitment on loyalty to retail service brands. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 22(2), 97-110.
- Goyal, A., Maity, M., Kaur, H., & Soch, H. (2013). Mediating roles of commitment and corporate image in the formation of customer loyalty. *Journal of Indian Business Research*, 5(1), 33-51.
- Gupta, A., & Sahu, G. (2015). Exploring relationship marketing dimensions and their effect on customer loyalty- a study of Indian mobile telecom market. *International Journal of Business Innovation and Research*, 9(4), 375-395.
- Han, H., & Woods, D. P. (2014). Attitudinal and behavioral aspects of loyalty in the screen-golf industry. *Journal of Quality Assurance in Hospitality & Tourism*, 15(2), 175-189.
- Henderson, C. M., Beck, J. T., & Palmatier, R. W. (2011). Review of the theoretical underpinnings of loyalty

- programs. *Journal of Consumer Psychology*, 21(3), 256-276.
- Hossain, M., & Suchy, N. J. (2013). Influence of customer satisfaction on loyalty: A study on mobile telecommunication industry. *Journal of Social Sciences*, 9(2), 73-80.
- Izogo, E. E. (2013). An Empirical Assessment of Customer Switching Behavior in the Nigerian Telecom Industry. *African Journal of Business & Economic Research*, 8(1).
- Izogo, E. E. (2016). Antecedents of attitudinal loyalty in a telecom service sector: the Nigerian case. *International Journal of Quality & Reliability Management*, 33(6), 747-768.
- Izogo, E. E., & Izogo, E. E. (2017). Customer loyalty in telecom service sector: the role of service quality and customer commitment. *The TQM Journal*, 29(1), 19-36.
- Jani, D., & Han, H. (2014). Personality, satisfaction, image, ambience, and loyalty: Testing their relationships in the hotel industry. *International Journal of Hospitality Management*, 37, 11-20.
- Jiang, H., & Zhang, Y. (2016). An investigation of service quality, customer satisfaction and loyalty in China's airline market. *Journal of Air Transport Management*, 57, 80-88.
- Joshi, S., Jog, Y., & Chirputkar, A. (2016). 4G-LTE: Mapping of Strategies with Customer Expectations. *group*, 3, 2.
- Kaur, H., & Soch, H. (2012). Validating antecedents of customer loyalty for Indian cell phone users. *Vikalpa*, 37(4), 47-62.
- Keiningham, T. L., Cooil, B., Andreassen, T. W., & Aksoy, L. (2007). A longitudinal examination of net promoter and firm revenue growth. *Journal of Marketing*, 71(3), 39-51.
- Khatibi, A. A., Ismail, H., & Thyagarajan, V. (2002). What drives customer loyalty: An analysis from the telecommunications industry. *Journal of Targeting, Measurement and Analysis for Marketing*, 11(1), 34-44.
- Khurshid, M. (2013). Determinants of Customer Loyalty, its Causes and Influences in Telecom Industry. *International Review of Social Sciences*, 1(1), 12.
- Kim, M.-K., Wong, S. F., Chang, Y., & Park, J.-H. (2016). Determinants of customer loyalty in the Korean smartphone market: Moderating effects of usage characteristics. *Telematics and Informatics*, 33(4), 936-949.
- Kim, M., Chang, Y., Park, M.-C., & Lee, J. (2015). The effects of service interactivity on the satisfaction and the loyalty of smartphone users. *Telematics and Informatics*, 32(4), 949-960.
- Kuikka, A., & Laukkanen, T. (2012). Brand loyalty and the role of hedonic value. *Journal of Product & Brand Management*, 21(7), 529-537.
- Kumar, V., Dalla Pozza, I., & Ganesh, J. (2013). Revisiting the satisfaction–loyalty relationship: empirical generalizations and directions for future research. *Journal of Retailing*, 89(3), 246-262.
- Kumar, V., Shah, D., & Venkatesan, R. (2006). Managing retailer profitability—one customer at a time! *Journal of Retailing*, 82(4), 277-294.
- Ladhari, R., Souiden, N., & Ladhari, I. (2011). Determinants of loyalty and recommendation: The role of perceived service quality, emotional satisfaction and image. *Journal of Financial Services Marketing*, 16(2), 111-124.
- Lai, F., Griffin, M., & Babin, B. J. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research*, 62(10), 980-986.
- Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy, B. (2004). Customer value, satisfaction, loyalty, and switching costs: an illustration from a business-to-business service context. *Journal of the academy of marketing science*, 32(3), 293-311.
- Lewis, B. R., & Soureli, M. (2006). The antecedents of consumer loyalty in retail banking. *Journal of consumer Behaviour*, 5(1), 15-31.
- Lin, L.-Y. (2010). The relationship of consumer personality trait, brand personality and brand loyalty: an empirical study of toys and video games buyers. *Journal of Product & Brand Management*, 19(1), 4-17.
- Muhammad, I., Shamsudin, M. F., & Hadi, N. U. (2016). How Important Is Customer Satisfaction? Quantitative Evidence from Mobile Telecommunication Market. *International Journal of Business and Management*, 11(6), 57.
- Muturi, Jackline Sagwe, D., Kipkirong Tarus, D., & Rabach, N. (2013). Determinants of customer loyalty in Kenya: does corporate image play a moderating role? *The TQM Journal*, 25(5), 473-491.
- Namukasa, J. (2013). The influence of airline service quality on passenger satisfaction and loyalty: The case of Uganda airline industry. *The TQM Journal*, 25(5), 520-532.
- Oliver, R. L. (1999). Whence consumer loyalty? *the Journal of Marketing*, 33-44.
- Priporas, C. V., Stylos, N., Vedanthachari, L. N., & Santiwatana, P. (2017). Service quality, satisfaction, and customer loyalty in Airbnb accommodation in Thailand. *International Journal of Tourism Research*.
- Qayyum, A., Ba Khang, D., & Krairit, D. (2013). An analysis of the antecedents of loyalty and the moderating role of customer demographics in an emerging mobile phone industry. *International Journal of Emerging Markets*, 8(4), 373-391.

- Ram, J., Ram, J., Wu, M.-L., & Wu, M.-L. (2016). A fresh look at the role of switching cost in influencing customer loyalty: Empirical investigation using structural equation modelling analysis. *Asia Pacific Journal of Marketing and Logistics*, 28(4), 616-633.
- Rauyrueen, P., & Miller, K. E. (2007). Relationship quality as a predictor of B2B customer loyalty. *Journal of business research*, 60(1), 21-31.
- Reinartz, W., & Kumar, V. (2002). The mismanagement of customer loyalty.
- Richard, J. E., & Zhang, A. (2012). Corporate image, loyalty, and commitment in the consumer travel industry. *Journal of Marketing Management*, 28(5-6), 568-593.
- Rundle-Thiele, S. (2005). Exploring loyal qualities: assessing survey-based loyalty measures. *Journal of Services Marketing*, 19(7), 492-500.
- Sapepa, K., Roberts-Lombard, M., & Tonder, E. v. (2015). The relationship between selected variables and customer loyalty within the banking environment of an emerging economy. *Journal of Social Sciences*, 43(2), 115-123.
- Segoro, W. (2013). The influence of perceived service quality, mooring factor, and relationship quality on customer satisfaction and loyalty. *Procedia-Social and Behavioral Sciences*, 81, 306-310.
- Shafei, I., Shafei, I., Tabaa, H., & Tabaa, H. (2016). Factors affecting customer loyalty for mobile telecommunication industry. *EuroMed Journal of Business*, 11(3), 347-361.
- Stoel, L., Wickliffe, V., & Lee, K. H. (2004). Attribute beliefs and spending as antecedents to shopping value. *Journal of Business Research*, 57(10), 1067-1073.
- Van Vuuren, T., Roberts-Lombard, M., & Van Tonder, E. (2012). Customer satisfaction, trust and commitment as predictors of customer loyalty within an optometric practice environment. *Southern African Business Review*, 16(3), 81-96.
- Watson, G. F., Beck, J. T., Henderson, C. M., & Palmatier, R. W. (2015). Building, measuring, and profiting from customer loyalty. *Journal of the Academy of Marketing Science*, 43(6), 790-825.
- Yeboah-Asiamah, E., Nimako, S. G., Quaye, D. M., & Buame, S. (2016). Implicit and explicit loyalty: the role of satisfaction, trust and brand image in mobile telecommunication industry. *International Journal of Business and Emerging Markets*, 8(1), 94-115.
- Yee, W. F., Ling, C. S., & Leong, L. K. (2015). Factors Affecting Customer Loyalty in the Telecommunications Industry in the Klang Valley, Malaysia. *Pertanika Journal of Social Sciences & Humanities*, 23.