

**An Integrated Model of Service Quality and
Customer Loyalty :Investigating The Mediating
Effects of Customer Value and Customer
Satisfaction**

بناء أنموذج تكاملي للعلاقة بين جودة الخدمة وولاء الزبون: اختبار
الأثر الوسيط لكل من القيمة المقدمة للزبون ورضا الزبون

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Authorization Form

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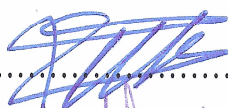
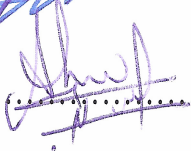
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This thesis has been discussed under the title, " An Integrated Model of Service Quality and Customer Loyalty: Investigating the Mediating Effect of Customer Value and Customer Satisfaction," and has been approved on 31/5 /2014

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Abstract

An Integrated Model of Service Quality and Customer Loyalty: Investigating the Mediating Effects of Customer Value and Customer Satisfaction

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The objective of this study is to explore the relationship between service quality, customer value, customer satisfaction and customer loyalty. More specifically, the main objective of the study is to investigate the mediating effect of customer satisfaction on relationship between customer perceived value and customer loyalty. To achieve these objectives a self administrative questionnaire was designed according to study questions and hypotheses. 300 questionnaires were distributed over the convenience sample.(10) customers from each lady beauty center were chosen from (30) ladies beauty centers in Amman-Abdoun. The collected data were analyzed and the research hypotheses were tested by using SPSS and Amos Ver.21. However, the results confirm a positive and strong impact of service quality, customer value, and customer satisfaction on customer loyalty. Also, the results indicate that service quality has a positive and significant impact on customer perceived value and customer satisfaction. As well as, customer perceived value has a positive impact on customer satisfaction. In addition, the results provide evidence that the mediating effect of customer satisfaction has a positive and significant impact on relationship between service quality and customer loyalty. Furthermore, the results reveal that there is a significant mediating impact of customer perceived value on relationship between service quality and customer satisfaction.

Keywords: Service Quality, Customer Value, Customer Satisfaction, Customer Loyalty.

ملخص الدراسة

بناء أنموذج تكاملي للعلاقة بين جودة الخدمة وولاء الزبون: اختبار الأثر الوسيط لكل من القيمة المقدمة للزبون ورضا الزبون

اعداد

الباحثة صبا مخلوف

اشراف

أ.د. ليث الربيعي

استهدفت الدراسة الحالية التعرف على العلاقة بين جودة الخدمة والقيمة المقدمة للزبون و رضا الزبون وولاء الزبون. وبشكل أكثر تحديداً ، فإن الهدف الرئيسي من هذه الدراسة هو دراسة الأثر الوسيط لرضا الزبون على العلاقة بين القيمة المقدمة للزبون و ولاء الزبون . لتحقيق هذا الهدف ، قامت الباحثة بتصميم استبانة مداراة ذاتيا وفقا لأسئلة وفرضيات الدراسة. تم اجراء الدراسة على مراكز تجميل السيدات في منطقة عيـدون-عمان والبالغ عددها (30) مركزا تجميليا , وبناء على ذلك فقد تم توزيع 300 استبانة على عينة الدراسة وذلك باختيار (10) زبائن من كل مركز تجميلي. تم استخدام الأدوات و الأساليب الإحصائية المختلفة لتحليل البيانات واختبار فرضيات البحث, وقد أكدت نتائج التحليل الإحصائي على أن هناك تأثير إيجابي و قوي لكل من جودة الخدمة والقيمة المقدمة للزبون ورضا الزبون على ولاء الزبون. أيضا، فإن النتائج تشير إلى أن جودة الخدمة لها تأثير إيجابي على القيمة المقدمة للزبون ورضا الزبون. من ناحية أخرى، فإن القيمة المقدمة للزبون لها تأثير إيجابي على رضا الزبون. كما أكدت الدراسة الدور الفاعل لرضا الزبون كعامل وسيط في تعزيز اثر القيمة المقدمة للزبون على ولاء الزبائن. اضافة الى ذلك، تكشف النتائج على أن هناك تأثير ايجابي للقيمة المقدمة للزبون كعامل وسيط للعلاقة بين جودة الخدمة ورضا الزبون.

الكلمات الدالة: جودة الخدمة, القيمة المقدمة للزبون, رضا الزبون, ولاء الزبون.

Chapter One

Introduction

1.1. Preface

Nowadays, most of women pay more attention to their beauty because of the changes in social classes, income, relationships, educational level, and because of the rapid change in technology and fashion due to the cultural openness as a consequence of globalization,(www.slideshare.net).Therefore, ladies beauty centers have provided their services anywhere under fierce competition between them.

Where each center tries to get the largest possible number of customers through the provision of high quality services to the customers at affordable prices, in order to build a strong relationship with existing and potential customers, this can be achieved by treating customers as friends rather than as source of revenue to reach their loyalty.

Furthermore, customers loyalty may be achieved by overcoming or at least by narrowing the gap between customer expectations and services provided. Accordingly, ladies beauty centers must have a good understanding of the customer's needs, and offer a wide range of services such as : make up, threading, hair dressing including: hair styles, hair cutting, coloring, hair decoration, hair treatments and so on.

Sometimes, customers are willing to deal with more than beauty center, although they get competitive and favorable prices which are lower than prices of other competitors.

In contrast, some of customers prefer dealing with a certain beauty center. This study focused on the reasons behind this act by measuring the impact of factors affecting the satisfaction and loyalty of customers.

1.2 Study Problem and Questions

(Chen,Bown,2001), Retaining customers is less expensive than acquiring new ones because loyal customers are less likely to switch, they provide strong word of mouth, they create business referrals and they serve on advisory board. Also, loyal customers cost less to serve, because they know the service provided and require less information. In this study which is conducted in ladies beauty centers in Amman-Abdoun, the researcher tried to provide the service providers in ladies beauty centers with information on how to build customer loyalty. Also, tried to explain the phenomenon that many customers are willing to deal with more than one beauty center, although they get competitive and favorable prices which are lower than prices of other competitors by examining the variables that have been considered as antecedents of loyalty. These variables are: service quality, customer (perceived) value and customer satisfaction. These variables were examined to understand their impact on customer loyalty in order to provide the service providers in ladies beauty centers with the satisfactory answer to overcome the problem and build customer loyalty.

This problem will be discussed through the following questions:

- 1.To what extent does the service quality impact customer perceived value, customer satisfaction and customer loyalty?
- 2.To what extent does customer perceived value impact customer satisfaction and customer loyalty?
- 3.To what extent does the customer satisfaction impact customer loyalty?
- 4.To what extent does customer (perceived) value has a significant mediating impact on relationship between service quality and customer satisfaction.
5. To what extent does customer satisfaction has a significant mediating impact on relationship between customer (perceived) value and customer loyalty.

1.3. Study Hypotheses

This study would be conducted under the following hypotheses:

HO1: There is no statistically significant impact of the service quality (Technical quality, empathy and physical environment) on customer perceived value in ladies beauty centers in Amman-Abdoun($\alpha \leq 0.05$).

HO2: There is no statistically significant impact of the service quality (Technical quality, empathy and physical environment) on customer satisfaction value in ladies beauty centers in Amman-Abdoun($\alpha \leq 0.05$).

HO3: There is no statistically significant impact of the customer perceived value (Functional value, emotional value and monetary value) on customer satisfaction in ladies beauty centers in Amman-Abdoun($\alpha \leq 0.05$).

HO4: There is no statistical significant impact of the service quality (Technical quality, empathy and physical environment) on customer loyalty in ladies beauty centers in Amman-Abdoun($\alpha \leq 0.05$).

HO5: There is no statistical significant impact of the customer perceived value (Functional value, emotional value and monetary value) on customer loyalty in ladies beauty centers in Amman-Abdoun($\alpha \leq 0.05$).

HO6: There is no statistical significant impact of the customer satisfaction on customer loyalty in ladies beauty centers in Amman-Abdoun($\alpha \leq 0.05$).

HO7: There is no statistical significant mediating impact of customer perceived value on relationship between service quality and customer satisfaction in ladies beauty centers in Amman-Abdoun($\alpha \leq 0.05$).

HO8: There is no statistical significant mediating impact of customer satisfaction on relationship between customer (perceived) value and customer loyalty in ladies beauty centers in Amman-Abdoun($\alpha \leq 0.05$).

1.4. Proposed Study Model

The proposed model reflects a casual ordering derived from the literature reviewed in chapter two and summarizes the study hypotheses. It builds on core linkages between study variables: service quality, customer value, customer satisfaction and customer loyalty. Service quality is believed to have a positive relationship with customer value, customer satisfaction and customer loyalty (H01, H02 and H04). It is suggested also that customer perceived value lead to satisfaction and loyalty (H03 and H05). Customer satisfaction is posited to have a positive influence on customer loyalty (H06). Moreover, customer value is entered to the link between service quality and customer satisfaction and it is suggested to have a positive impact on relationship between the two variables (H07). Finally, as for indirect effects, customer satisfaction is proposed as the key mediator that connect customer perceived value with customer loyalty.

1.5. Study Model

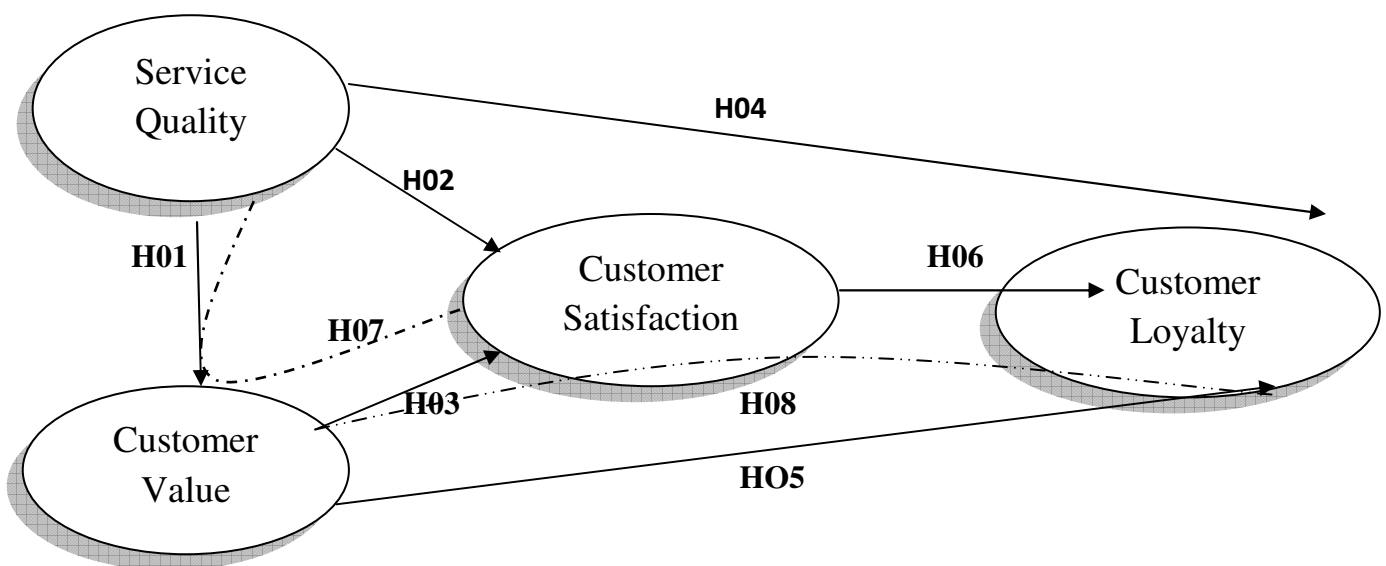


Figure 1

*Proposed model was prepared by researcher based on Walsh, Evanschitzky and Wunderlich(2007);Dagger and David (2009); Serenko, Turel and Yol,(2006); Seiler, Rudolf and Krume,(2013); Tam,(2011); Lewis and Soureeli,(2006); Caruana and Malta,(2000).

1.6. Scale and Measurement

All variables in this study (service quality, customer perceived value, customer satisfaction and customer loyalty) were measured by using multi-item Likert scale adapted from prior research previously validated in other contexts to ensure content validity. All items were measured by using seven-point Likert-type scales. The respondents were asked to indicate their agreement or disagreement with the statements provided, with anchors of 1 to indicate "strongly disagree" and 7 to indicate "strongly agree".

Measurement	Number of items	Study Variables
Lewis and Soureli (2006); Yang and Peterson (2004); Donio' et al (2006); Mols (1998); Wu(2011)	Seven items used to measure customer loyalty. One item was negatively worded and subsequently reverse coded.	Customer Loyalty
Westbrook (1981); Killy and Davis (1994); Lewis and Soureli (2006); Dagger and David (2010)	Five items were positively worded. One item was negatively worded and subsequently reverse coded.	Customer Satisfaction
Levesque and McDougall (1996); Wang and Chang (2010); Sweeny and Soutar (2001).	Eleven items to measure customer perceived value were designed to capture the major dimensions of customer value: Functional value, monetary value and emotional value. Two items were negatively worded and subsequently reverse coded.	Customer Perceived Value

Tam (2011).	Nine items to measure customer service quality were designed to capture the major dimensions of service quality: technical quality, empathy and physical environment. One item was negatively worded and subsequently reverse coded.	Service Quality
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1.7. Study Objectives:

The researcher tried to offer a more holistic view of the loyalty concept by measuring the antecedents of loyalty in ladies beauty centers in Amman-Abdoun. The objectives are to:

1. Explore the impact of the service quality on customer perceived value.
2. Determine the impact of the service quality on customer satisfaction.
3. Understand the impact of the customer perceived value on customer satisfaction.
4. Identify the impact of service quality on customer loyalty.
5. Illustrate the impact of customer perceived value on customer loyalty.
6. Explore the impact of customer satisfaction on customer loyalty.
7. Identify the mediating impact of customer (perceived) value on relationship between service quality and customer satisfaction.
- 8- Explore the mediating impact of customer satisfaction on relationship between customer (perceived) value and customer loyalty.

.1.8.Research Significance

The current study tries to know and understand the real impact of customer satisfaction as a mediator on relationship between customer perceived value and customer loyalty in ladies beauty centers in Abdoun-Amman . In addition, the research significance can be attributed to the following points:

- 1- provide the service providers in ladies beauty centers with information on how to build customer loyalty.
- 2-explain the phenomenon that many customers are willing to deal with more than one beauty center, although they get competitive and favorable prices which are lower than prices of other competitors by examining the variables that have been considered as antecedents of loyalty. These variables are: service quality, customer (perceived) value and customer satisfaction. These variables were examined to understand their impact on customer loyalty in order to provide the service providers in ladies beauty centers with the satisfactory answer to overcome the problem and build customer loyalty.
- 3-This study is conducted in a time-period where harsh competitions between ladies beauty centers try to reach to loyal customers.
- 4-The current research comes in accordance with all ladies beauty centers in Amman- Abdoun to improve the factors which lead to reach loyal customers.

1.9. Study Operational Definitions

1.9.1. Customer (Perceived) value : is the customer's overall assessment of utility of services based on perceptions of what is received and what is given (Tung,2004).For the purpose of this study , three dimensions of customer (perceived) value: Functional, emotional and monetary value were included.

1.9.2. Customer satisfaction: is a measure of the degree to which a perceived service meets the expectations of customers (Rouse,2008 and Westbrook,1981).In this study, the researcher will focus on customer satisfaction with the service provider and customer satisfaction with the service provided.

The customer will be satisfied with the service provider who are polite, acknowledgeable, helpful, friendly, have high technical competence, and serve customer immediately. Furthermore, the customer will be satisfied with the provided service, if it confirms to expectations by comparing it with ideal service providers and with alternative

1.9.3. Service quality : is the difference between the expectations of customers for service performance prior to the service encounter and their perceptions of the actual service received (Asubonteng et al,1996).For the purpose of this study, three dimensions of service quality were included: Technical quality, empathy and physical environment .

1.9.4. Customer loyalty: held commitment to rebuy or repatronize a preferred product or service consistently in the future(Oliver,1997).In this study, the researcher will use attitudinal and behavioral loyalty. Behavioral loyalty is based on consistent and repetitious behavior, while attitudinal loyalty use emotional and psychological data that indicate engagement and allegiance (chodzaza, Gombachika, 2013)

1.10. Study Limitations

1. Location limits: the current study was conducted in ladies beauty centers in Abdoun-Amman.
2. Human limits: The study targeted all customers of ladies beauty centers in Amman-Abdoun.

1.11. Study Delimitations

1. The accuracy of research results depended on the perception of customers towards the research subject.
2. Generalization of results would be limited to ladies beauty centers in Amman-Abdoun.
3. Implementing the study results could be restricted only to ladies beauty centers in Amman-Abdoun.

Chapter Two

Literature Review

2.1.Theoretical Background

Service quality

Service quality is increasingly recognized by organizations in both the manufacturing and service sectors as being a key strategic value for customer satisfaction and profitability (Costa, 2004). Service quality can be defined as the difference between the expectations of customers for service performance prior to the service encounter and their perceptions of the actual service received (Asubonteng et al,1996). Measures of service quality focused on a variety of dimensions such as tangibility, reliability, assurance , responsiveness and empathy (Parasuraman et al.,1985) .Yoo& Park, (2007 argued that providing a high level of service quality is very important for service providers to compete with other competitors . Zeithaml et al.,1996) described service quality as “the extent of discrepancy between the customers’ expectations and perceptions”.

According to Berry and Parasuraman (1991), the service quality dimensions are: First, reliability: which refers to the ability of the service provider to perform the promised service accurately, this means that the service provider performs the service right the first time and respects his promises. Second: Responsiveness, which refers to the degree of willingness of service provider’s employees to render the service promptly, to help the customer and solve his problems. Third: assurance, which refers to the knowledge, competence, and courtesy of service employees and their ability to convey trust believability, honesty and confidence. Forth: empathy which refers to care provided to customers. Fifth: Tangibles, which refers to tools, equipment used to provide the

service, appearance of employees, communication tools, physical presentation of the service and other customers in the service facility.

The three components of service quality as identified by Seth et al (2004) are: technical quality; functional quality; and image. Technical quality refers to the quality which consumer actually receives as a result of his or her interaction with the service provider. Functional quality is concerned with the interaction between the provider and the consumer of a service. Corporate Image is concerned with consumer's perceptions of the service organization. Corporate image depends on technical and functional quality: price, external communications; physical location; appearance of the site; and the competence and behavior of service firm's employees.

Many studies have found a direct positive relationship between service quality and customer perceived value (Jouali,2013.Kai,Chun-zhi,2008; Serenco,Turel,Yol, 2006). The service quality seems to appear as a direct antecedent of perceived value (Zeithaml,1988; Monroe, 1990; Bolton, Drew, 1991). Although other researchers improved that the service quality is a direct antecedent of satisfaction (Howat,2002; Droge, John, Myers, 2009; Tam,2012; Sivadas,Baker-Prewitt,2000). The relationship between service quality and customer satisfaction has received a good deal of attention in the literature (cf. Bolton and Drew, 1994), and many researches attempting to examine this relationship and showed that the service quality positively and significantly influences customer satisfaction (Cronin and Taylor,1992; Taylor and Baker, 1994; Levesque and McDoougall,1996). Moreover, several researchers examined that service quality dimensions have a significant impact on customer loyalty (Obidat,2012.Mittal,1998). Neely (2003) showed that there a strong association between

service quality and customer loyalty; that is, the higher the perceptions of service quality, the greater the level of repurchase intention. Thus, service quality is an important driver of customer retention. (Blomer, Ruyter, and Wetzels,1998; Aydin, Ozer, 2005) insisted that service quality is one of the key drives to increase the number of loyal customers.

Customer (perceived) value:

Customer (perceived) value has often been conceptualized as a trade-off between what customers receive and what they have to sacrifice to acquire a service (Monroe,1991;Zeithaml,1988). It has a distinctive part to play in relation to loyalty development (Zeithaml and Bitner,1996, Nguyen and LeBlanc,1998). Zeithaml (1988) defined the customer's perception of value as the following four concepts: First, value is a low price; second , value is whatever I want in a product; third, value is the quality I get for the price I pay; and finally value is what I get for what I give. Customer value is considered a concept that includes many heterogeneous components (Sweeny et al., 2001).

Sheth, et al (1991), argued that a customer's purchase choice was influenced by a multiple consumption value dimension, they developed a framework of five dimensions of value: functional value, conditional value, social value, emotional value, and epistemic value. These dimensions have different roles in the user's decision. For example, functional value and social value determine either to use this service or another and emotional value is the key to using the selected service. A perceived value occurs through purchasing process of customer, one-time purchase or repurchases (Woodruff, 1997). Perceived value is different from customer satisfaction, but is related to it (Sweeny et al., 2001). According to (Chen et al, 2005; Ho, and Ko, 2008; Anguelov and

Hilgert, 2004; Khan, Kadir, Wahab, 2010), three dimensions of customer perceived value are suggested (Functional value, emotional value, and Epistemic value) to determine customer value.

Customer perceived value has been discussed in marketing research since long time ago. Khalifa, (2004) reported that understanding and delivering customer value is seen as a cornerstone of marketing, competitive strategy, retention of customers and relationship management. Komulainen et al., (2007). stated that perceived value has its root in equity theory, which represents the trade-off between the quality or benefits which the customer receives, and the costs such as financial, energy, time and mental transaction costs that the customer incurs by evaluating, obtaining and using a product.

Zeithaml (2000) defined perceived value as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Keng et al. (2007) suggested that the perceived excellence value reflects the product performance and general consumer appreciation of a service provider who demonstrates expertise and maintains a reliable service performance. Therefore service quality becomes the indicator for determining customer values. The concept of customer (perceived) value has become of increasing interest to researchers. Several researchers examined that perceived value has a significant mediating effect on relationship between service quality and customer satisfaction (Lee, 2013). Also, researchers improved that customer (perceived) value has positive influence on satisfaction (Tam, 2012;). Literature relating to service management has argued that customer satisfaction is the result of the customers (perceived) value (Hallowell, 1996), and an important antecedent of overall satisfaction (Fornell et al, 1996). Moreover, previous studies have provided evidence for the positive influence of perceived value on customer loyalty (Tam 2012).

Customer satisfaction

Customer satisfaction is a fundamental concept in marketing and its pursuit an important goal for businesses (Leavitt,1983;Webster,1994). The concept of customer satisfaction is the central pillar of modern marketing thought, which focuses on meeting and exceeding customer needs and expectations in a better way than competition. “Management must think of itself not as producing products, but as providing customer-creating value satisfactions” .Successful companies and others all strive to satisfy consumers and place this goal at the heart of their business missions and goals (Jobber, 2007).

Customer satisfaction has traditionally been regarded as a fundamental determinant of long term consumer. The more satisfied customers are, the greater is their retention, the positive word of mouth generated through them and the financial benefits to the firms who serve them It is no surprise, therefore, that a fundamental aim of firms is to seek to manage and increase customer satisfaction.(Chatura and Jaideep, 2003). Heavy use of satisfaction surveys by service industries is driven by the assumption that a satisfied customer will return for a purchase (Jones and Sasser, 1995).It is defined as an affective response reflecting the extent to which a service is providing a pleasurable level of fulfillment of customer’s needs and goals (Oliver,1997).the desired level is defined as the service performance the customer hope to receive, whereas the adequate level is what customers find acceptable (Wu,2009). Service performance below the adequate level is likely to result in customer dissatisfaction, and service performance above the desired level will result in satisfaction and even customer delight.(Boulding et al.,1993; Keiningham et al.,1999; Oliver et al.,1997;Parasuraman et al., 1994;Pieters et al.,1995).

Satisfied customer may be a great source to increase profitability. That is because satisfied customers are likely to commit to the service organization and have better social interaction with service providers, while dissatisfied customers complain more and repurchase less (Lee et al., 2011). Kotler, (2000, p. 36) reported that there is general agreement that: "Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Srijumba et al. (2007) reported that there are many major drivers for customer satisfaction: First: Employee's will and ability to meet customers' needs and wants. Second: Employee's capability to deliver the service without any failure and solving customer's problems. Third: Employee's behavior and responsiveness that are not expected by customer but perceived positively. They also discussed factors that cause dissatisfaction such as: Failure to respond to customer's requests. Also, Failure to deliver the service correctly. Additionally, Employee's constantly disappointing customers by delivering unexpected services that are perceived negatively.

Customer satisfaction is deemed critical for e marketing concept, which holds that satisfying customer needs is the key to generating customer loyalty. Customer satisfaction in general means customer reaction in the context of the state of fulfillment, and customer judgment of the fulfilled state (Oliver, 1997). Customer satisfaction is defined as an overall positive or negative feeling about the net value of services received from a supplier (Woodruff, 1997). Kotler (2000) described satisfaction as "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to their expectations. The literatures tend to support satisfaction as an outcome of service quality (Brady, Robertson, 2001). Several researchers agree the combined effects of perceived value and quality on satisfaction (Ryu and Han, 2010;). McDougall and Levesque (2000) who investigated the impact of

core and relational service quality and perceived value on satisfaction and loyalty. Furthermore, Satisfaction plays a mediator role between service quality and customer loyalty (;Kitapci, Dortyol, Yaman, and Glumez, 2013). Moreover, numerous studies have hypothesized and validated empirically the relationship between customer satisfaction and customer loyalty (Bolton,Lemon, 1999;).In addition, several researchers found that overall satisfaction had a direct influence on how likely customers were to re-use the service (Seiler, krume, and radolf,2013).

Customer satisfaction is deemed critical for e marketing concept, which holds that satisfying customer needs is the key to generating customer loyalty. Customer satisfaction in general means customer reaction in the context of the state of fulfillment, and customer judgment of the fulfilled state (Oliver, 1997). Customer satisfaction is defined as an overall positive or negative feeling about the net value of services received from a supplier (Woodruff, 1997). Kotler (2000) described satisfaction as “a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance or outcome in relation to their expectations. Various studies indicated that satisfaction depends in general on perceived quality of goods and services, other studies considered customer value is the main driver in achieving customer satisfaction .As a matter of fact, customers evaluate what they buy constantly, and their satisfaction or dissatisfaction is determined by their attitude towards what they bought. Satisfaction or dissatisfaction is developed after the consumption experience in which the customer compares perceived quality with prior expectations (Sivadas and Prewitt, 2000).

Customer Loyalty

Customer loyalty is an important factor that play a major role in the success of business organizations, since attracting new customers is far more expensive than retaining existing ones (Saren and Tzokas, 1998) .Customer loyalty is complex and difficult to define and measure. Dick and Basu (1994) viewed customer loyalty as “the strength of the relationship between an individual’s relative attitude towards an entity (brand, service, store, or vendor) and repeat patronage”. Three conceptualizations of customer loyalty have been identified in the literature: First, loyalty as primarily an attitude that sometimes leads to a relationship with the brand; Second: loyalty mainly expressed in terms of revealed behavior (the pattern of past purchases); and third, buying moderated by the individual’s attitudes.

Fecikova, (2004), defined loyal customers as those customers who hold favorable attitudes toward an organization, recommend the organization to other consumers and exhibit repurchase behavior used both attitudinal and behavioral measures to define and assess this variable (Oliver,1999,Zeithaml,2000). First, behavioral approach is based on consistent and repetitious behavior. Second, attitudinal measurements use emotional and psychological data that indicate engagement and allegiance (chodzaza, Gombachika, 2013).It is defined as a deeply held commitment to rebuy or repatronizea preferred product or service consistently in the future(Oliver,1997).

Recent studies have conceptualized customer loyalty on the basis of both behavior and attitude(Evanschitzky and Wunderlich,2006;Fitzgibbon and White,2005;Olsen et al.,2005;Yi and La,2004). Thus, the behavioral and attitudinal components of loyalty are used in this study. Jean , et al (2006) argued that customer loyalty is crucial for the

success of business organizations, because attracting new customers is more expensive than retaining existing customers. Many authors suggested that loyal customers are deemed a competitive asset and the way to increasing customer retention through secure and collaborative relationship between buyers and sellers .It is currently accepted that loyalty includes two dimensions: attitudinal; and behavioral (Koo, 2006). Attitudinal loyalty indicates a higher-order, or long-term and psychological commitment of a customer to continue a relationship with a service provider (Shankar et al., 2003). Behavioral loyalty is defined as repeat patronage, meaning the proportion of purchases of a specific brand (Koo, 2006).

Loyalty is too difficult to observe and measure, so research tends to employ the cognitive or behavioral intention to measure customer loyalty (Yang and Peterson, 2004).Customers have many ways in which they may demonstrate their loyalty such as ; they may choose to stay with a provider, or they may increase number of purchases or frequency of their purchases or the both . They may also become advocates of the organization concerned by playing a powerful role in the decision-making of others (Jennifer 2005).k and Basu (1994) proposed four conditions related to loyalty: First, Loyalty a: signifies a favorable correspondence between relative attitude and repeat patronage. Second: Latent loyalty : is associated with high relative attitude, but low repeat patronage. Third: Spurious loyalty : represents a low relative attitude, with high repeat patronage. Forth: No loyalty: is associated with low relative attitude, combined with low repeat patronage

Several related empirical studies reported that customer satisfaction along with other antecedents are essential factors in order to acquire loyal customers who would also recommend their regular product or service provider to other customer (Gwinner et al., 1998; Reynolds, Beatty, 1999; Henning-Thurau et al., 2002; Wong, Zhou, 2006; Consuegra, Esteban, 2007). Previous researchers found that customer loyalty is highly influenced by customers satisfaction (Bitner, Booms, Tetreault, 1990; Jones, Suh, 2000; Seiler, Krume, and Radolf, 2013). Moreover, several studies insisted that service quality is one of the key drivers to increase the number of loyal customers. In other words, service quality is an important driver of customer retention (Blomer, Ruyter, Wetzels, 1998; Aydin, Ozer, 2005; Neely, 2003). In addition, previous studies have provided evidence that customer loyalty is positively influenced by customer (perceived) value (Bendapudi, Berry, 1997; Ravald and Gronroos, 1996; Sirdeshmukh, Singh, Sabol, 2002; Jouali, 2013; Chen and Dubinsky, 2003; Yang and Peterson, 2004; Tam, 2012).

2.2. Previous Studies

2.2.1.Foreign Studies

Previous researches in the literature have been conducted to discuss the relationship between the variables of this study. The researcher has selected the following foreign researches as previous studies:

1- A study by Caruana(2000),entitled:"Service Loyalty, The Effects of Service Quality and the Mediating Role of Customer Satisfaction." The study aimed to distinguish between service quality and customer satisfaction by using a meditational model that links service quality and service loyalty via customer satisfaction. The study was conducted on 1000 individuals of banking customers. The results indicated that customer satisfaction does play a mediating role in the effect of service quality on service loyalty.

2- A study by Sivadas and Prewitt (2000), entitled:" An Examination of the Relationship Between Service Quality, Customer Satisfaction, and Store Loyalty". The study aimed to examine the relationship between service quality, customer satisfaction and store loyalty. The study was conducted by testing two complementary models that examine this interrelationship. The findings indicated that service quality influences relative attitude and satisfaction with department stores as well as satisfaction influences relative attitude , repurchase, and recommendation, but has no direct effect on store loyalty.

3-A study by Bowen and Chen (2001), entitled: "The Relationship between Customer Loyalty and Customer Satisfaction." The study aimed to develop and implement a method for hotels to identify attributes that will increase customer loyalty. The study

was conducted by using a mail survey sent to hotels guests. The researchers found that the relationship between customer satisfaction and customer loyalty was non-linear.

4- A study by Yang and Peterson (2004) entitled: "Customer Perceived Value, Satisfaction and Loyalty: the Role of Switching Costs". The study aimed to identify the moderating effects of switching costs on customer Loyalty represented by perceived value and customer satisfaction as measures for customer loyalty. The needed data was collected by a web-based survey of online users. The results showed that companies that militate for customer loyalty should focus on satisfaction and perceived value as key factors. Also, the moderating effects of switching costs on the association of customer loyalty and customer satisfaction and perceived value are significant only when the level of customer satisfaction or perceived value is above average.

5-A study by Brian (2005), entitled, "A New Examination of Service Loyalty: Identification of the Antecedents and Outcomes of an Attitudinal Loyalty Framework." The study aimed to gain a better understanding of the formation of customer loyalty and the effects that loyalty has on customer outcome behaviors. The loyalty measurement model and subsequent structural research model are tested on a sample of 2,187 consumers from such wide-ranging service industries as movie theatres, dry cleaners, sporting events, hair salons/barber shops, auto repair, and physicians. The research results suggest that overall perceptions of service quality, satisfaction, value, and trust all significantly drive customers' attitudinal loyalty. Furthermore, the results indicate that identification, exclusive consideration, advocacy, strength of preference, and share of wallet behaviors are direct outcomes of service loyalty. The findings also suggest that gender, age, and income are

demographic variables that moderate the relationships between loyalty and its antecedents. Likewise, the level of complexity, justice, and risk inherent in the service delivery also moderate the strength of the relationships between the antecedents to loyalty and loyalty. Finally, the research identifies the differential effects of service type and type of consumption on the relationships identified in the research model.

6-A study by Zhao (2006) entitled, "Consumer Perceived Value of Salon Hair Coloring: A Cross-Cultural Comparison of Gen Y Cohorts in China and the United States." The study aimed to examine how Generation Y (Gen Y) consumers perceive the value of salon hair coloring in China versus in the United States. An in-depth literature review of consumer perceived value (CPV) suggested a paucity of existing research on this topic. A preliminary qualitative study using in-depth interviews was used to explore the potential similarities and differences between Gen Y consumers in China and in the United States in terms of perceived value relative to salon hair coloring. Based on the findings from the qualitative study and the intensive literature review, a survey was developed to measure Gen Y consumers' perceptions of quality value, emotional value, epistemic value, social value, monetary cost, time/effort cost, and health risk cost of salon hair coloring in China and the United States. One thousand four hundred surveys were disseminated, 700 in China and 700 in the United States, resulting in 449 usable surveys, an overall 32.1% response rate. Statistical results indicated that Gen Y consumers in the two countries demonstrated different levels of the value dimensions investigated. When comparing the two samples, quality value, emotional value, and social value appeared to have a stronger influence on US Gen Y consumers, while epistemic value, monetary cost, and health risk cost appeared to have a stronger

influence on Chinese Gen Y consumers. In addition time/effort costs turned out to have the same level of influence on the two samples. The study results imply that retailers targeting China and the United States may need to use different marketing strategies to ensure that the perceived value dimensions most salient to their specific consumers can be emphasized. The results suggested that the proposed model for CPV in this study may be useful to apply in CPV studies looking at other product categories and other age demographics in other cultural settings.

7- A study by Chen and Quester (2006), entitled: "Modeling Store Loyalty:

Perceived Value in Market Orientation Practice". The study aimed to develop a model of customer store loyalty for retail service based on a value-based market orientation practice, staff performance and customer satisfaction. Qualitative data was collected from both perspectives of firms and customers to develop measurements. Then the model was tested empirically in a retail setting in Taiwan, using a dynamic data collection approach. For each service a random sample of hairdressing salons in Taiwan was provided. The findings provide an insight into the effect of perceived customer value in market orientation practice as well as its impact on customer retention.

8- A study by Evangelos and Graham (2007)entitled:"Cultural influences on service quality and customer satisfaction: evidence from Greek insurance ." The study aimed to examine the impact of culture on service quality and customer satisfaction. The study used an instrument developed for measuring service quality in Greek Insurance, for the purpose of measuring individuals, hypotheses on all 25 possible relationships between culture dimensions and service quality are determined and tested. The study sample consisted of 252 individuals. The study found that from

the 25 hypothesized relationships between the culture dimensions and service quality, 23 are confirmed and the remaining two are directionally supported. The study also found that, the expected association between quality dimensions importance and their relationships strength with customer satisfaction is only directionally supported.

9- A study by Donna et al, (2007), entitled: " Customer perceived value in a cellar door visit: the impact on behavioural intentions." The study aimed to investigate the impact of customer perceived value on behavioural intentions in a cellar door context, and to examine the role of satisfaction as a mediator of the customer perceived value-behavioural intentions relationship. The study used multi-dimensional measure of customer perceived value. The data was collected from visitors to wineries of the Margaret River and the Swan Valley regions in Western Australia. The study concluded that four out of five dimensions of customer perceived value (service quality, technical quality, price, and social value) have a positive impact on behavioural intentions of cellar door visitors.

10-A study by Consuegra et al (2007), entitled: " An Integrated Model of Price: An Empirical Analysis in the Service Sector." The study aimed to discuss the effects of customer satisfaction on price acceptance which if accompanied by price fairness, the service organization may achieve customer satisfaction and loyalty. The study relied on theoretical discussion to test the proposed relationship among price fairness, customer satisfaction, loyalty, and price acceptance, from previous studies. The main findings of the study suggest that there is relationship between price

fairness and customer satisfaction and loyalty. Also, customer satisfaction and loyalty are two important antecedents of price acceptance.

11- A study by Rita et al(2008), entitled:" The impact of satisfaction and image on loyalty: the case of Alpine ski resorts."The study aimed to investigate the relationship between customer satisfaction and loyalty. The study established a causal model of customer satisfaction and image predicting customer loyalty. The study sample consisted of the study results show that ski resorts with highest satisfaction ratings and highest image ratings have the highest loyalty scores.

12- A study by Walsh, Evanschitzky and Wunderlich (2008), entitled:" Identification and analysis of moderator variables: Investigating the customer satisfaction-loyalty link."The study aimed to provide an insight into the relationship between customer Satisfaction and customer loyalty by examining the effects of the selected moderators and three demographic characteristics, with a particular attention to loyalty card membership, customers' positive and negative experiences with the service firm, and customer expertise. A needed data was collected by using a sample of more than 700 customers of DIY retailers and multi-group structural equation modeling, the researchers examine moderating effects of several firm-related variables, variables that result from firm/employee-customer interactions and individual-level variable such as :gender, income critical incidents and expertise. The findings of the study showed that not all of the moderators considered influence the satisfaction-loyalty link. Also, income and critical incidents are important moderators of the relationship between customer satisfaction and customer loyalty.

13- A study by Ahmad and Kyriaki(2009),entitled:" Investigating the effects of service quality dimensions and expertise on loyalty." The study aimed to investigate the effects of individual dimensions of service quality in creating and enhancing customer loyalty via customer satisfaction. The study also aims to investigate the direct and indirect impacts of customer expertise on customer loyalty. The study sample consisted of 200 bank clients in Greece. Self-administered questionnaire was used to collect the required data. The study found that reliability, tangibility and empathy are positively related to customer satisfaction, which in turn is positively related to loyalty. In addition, expertise is negatively related to loyalty, and it positively moderates the link between satisfaction and loyalty.

14- A study by Grace and Chia-Chi (2009), entitled:" Factors influencing satisfaction and loyalty in online shopping: an integrated model." The study aimed to explore how internet customer satisfaction and loyalty can be associated with each other and how they are affected by these dynamics. The study sample consisted of 160 respondents .The study used structural equation modelling) as the main analytical tool. The study found that customer e-satisfaction positively influence customer e-loyalty directly .and, technology acceptance factors positively influence customer e-satisfaction and e-loyalty directly and website service quality positively influence customer e-satisfaction and e-loyalty directly; and finally specific holdup cost positively influence customer e-loyalty directly.

15-A study by Rene, et al (2009), entitled:"Value, satisfaction, loyalty and retention in professional services". The study aimed to assess customers' perceived value of

professional services and how this influences satisfaction, loyalty and ultimately retention. The study used the survey methodology. Sample study consisted of service providers in the Tampa Bay, Florida (USA) Metropolitan Statistical Area. The sample consisted of 149 people included attorneys (61 percent), financial professionals – accountants, bankers, insurance agents (22 percent), physicians and dentists (14 percent) and private investigators (3 percent). The study concluded that there is significant relationship between service and customer retention, quality and customer retention, image and customer retention, price and customer retention, and value and customer retention. Moreover the study found that there is a significant relationship between value and satisfaction on customer retention; between value and loyalty's effect on customer retention; and among value, satisfaction and loyalty on customer retention.

- 16- A study by Ilias and Panagiotis(2010) study aimed to investigate main factors that lead to customer loyalty in mobile telephone sector in Greece, namely service quality and customer satisfaction. In addition, to investigate the mediation impact of customer satisfaction on service quality and customer loyalty. The study used an explanatory research approach was adopted in order to examine and explain the cause-and-effect relationships between service quality, customer satisfaction and loyalty. The study sample consisted of residential non-business mobile phone users in Greece amounting 205 individuals. A field research was conducted through using a self administrated questionnaire. The study found that service quality dimensions: customer service, pricing structure and billing system are the more significant positive influence on customer satisfaction, which in its turn has a significant positive impact on customer loyalty. The study also found that mediation role of

customer satisfaction on service quality and customer loyalty relationship was confirmed

17- A study by Jeong and Lee (2010), entitled:"A study on the customer satisfaction and customer loyalty of furniture purchaser in on-line shop". The study aimed to explore the influencing factors on customer satisfaction and customer loyalty in the internet shopping mall through service quality .The study used questionnaire directed to customers aged from 20s to 50s who had experience in purchasing furniture from on-line shopping mall..The sample consisted of 140 respondents. The results indicate that influencing factors on customer satisfaction of furniture purchaser in the internet shopping mall were proved to be product diversity of service quality, tangibles, responsiveness, interaction, stability, and customer satisfaction was found to be a significant influencing factor on customer loyalty in the internet shopping mall.

18- A study by Po-Tsang and Hsin-Hui (2010), entitled:" How determinant attributes of service quality influence customer-perceived value: An empirical investigation of the Australian coffee outlet industry". The study aimed to investigate empirically how the determinant attributes of coffee quality, service, food and beverage, and extra benefits influenced customer-perceived value in the coffee outlet industry. The study used a self-administrated questionnaire .The sample consisted of 834 respondents from chain and independent coffee outlets. The study found that service quality factors of determinant attributes significantly influenced functional and symbolic dimensions of perceived value with the former being related with coffee

quality, service, and food and beverage, whereas the latter is positively related with coffee quality, food and beverage, and extra benefits.

19- A study by Margee and Gillian (2010), entitled: "The consequence of appraisal emotion, service quality, perceived value and customer satisfaction on repurchase intent in the performing arts". The study aimed to model and test the interrelationship of these constructs in predicting repurchase intention in a performing arts context. The study used survey instrument which was distributed to a sample of 250 respondents. The study indicated the repurchase intention is largely based on satisfaction mediated by perceived value. The study results indicated that core service quality, appraisal emotion and peripheral service quality influence perceived value for time and money., Core service quality and peripheral service quality impact appraisal emotion. Moreover the study found that appraisal emotion directly affects customer satisfaction but has no direct relationship to repurchase intention. Peripheral service quality.

20- A study by Lu, Wei and Zhang (2010), entitled: "Understanding customer satisfaction and Loyalty: An empirical study of mobile instant messages in China." The study attempted to investigate the factors affecting customer satisfaction and loyalty of mobile instant message (MIM) in China. Also, the study focused on the effects of trust, perceived service quality, and customer value on customer satisfaction. For the purpose of this study, a structure equation model was used, and a questionnaire survey was used to collect data on mobile phone users' perceptions of mobile instant message. The results of this study showed that trust, perceived service quality, perceived customer value, including functional value and emotional

value; contribute to generating customer satisfaction with MIM. Also, the findings showed that trust, customer satisfaction and switching cost directly enhance customer loyalty.

21- A study by Chang and Wang (2011), entitled: "The Moderating Effect of Customer Perceived Value on Online Shopping Behavior." The study aimed to illustrate the impact of e-service quality, customer perceived value, and customer satisfaction on customer loyalty in an online shopping environment. In order to test the casual model, structural equation modeling techniques and linear hierarchal regression models were used. The main findings of the study indicated that e-service quality and customer perceived value influence customer satisfaction and customer loyalty. Also, the researchers found that customers with a high perceived value have a stronger relationship between satisfaction and customer loyalty than customers with a low perceived value.

22- A Study by Wu (2011) entitled: " Satisfaction, inertia, and customer Loyalty in the varying levels of the zone of tolerance and alternative attractiveness." The study aimed to develop and test a more comprehensive model of the antecedents of customer loyalty, including satisfaction and inertia. Also, the study considered how the effects of satisfaction and inertia on customer loyalty vary with differing levels of the zone of tolerance (ZOT), and how these are likely to change due to customer 'alternative attractiveness. Hierarchical moderated regression analysis was used to test the hypotheses of this study, and the mobile communication industry was chosen as the point of analysis in this industry in Taiwan. The results of this study showed that a wider level of the ZOT strengthens the positive effect of inertia on

customer loyalty, while also reducing the positive effect of satisfaction. Also, the findings indicated that the negative moderating effect of the ZOT on the relationship between inertia and customer loyalty will reduce as alternative attractiveness increases.

23- A study by Chris et al, (2012), entitled: " Modeling customer satisfaction and loyalty: survey data versus data mining". The study aimed to examine the nature of this association in retail banking, an issue that has not been tested empirically. The study used the survey methodology to examine bank customers' attitudes, perceptions, and behavior. The study sample consisted of 200 respondents. The study found a non-linear relationship between customer satisfaction and customer loyalty. The study also found that predictors of loyalty were associated with customers' intentions to remain with their bank. The results also indicated that market conditions such as switching costs, benefits and recent consumer behavior add explanatory power. The study also contrasted a full model explaining 56.9 percent of the variation in loyalty with a model based only on variables known to banks, which explained only 8.4 percent.

24- A study by Juliet (2013), entitled: " The influence of airline service quality on passenger satisfaction and loyalty The case of Uganda airline industry". The study aimed to examine the influence of airline service quality on passenger satisfaction and loyalty. The study random sample consisted of 303 respondents on international flights using Entebbe International Airport. The study found that the quality of pre-flight, in-flight and post-flight services had a statistically significant effect on passenger satisfaction. Moreover, the study found that passenger satisfaction as a mediating

variable had a significant impact on passenger loyalty. The study also found that passenger satisfaction differed from person to person as

24-A study by Chodzaza and Gombachika (2013) entitled: "Service Quality, Customer Satisfaction and Loyalty among Industrial Customers of a Public Electricity Utility in Malawi." The study aimed to discern the relationship between service quality, customer satisfaction and loyalty among industrial customers of the public electricity utility organization in Malawi by using correlation and regression analysis. The study population consists of 286 industrial customers of the public electricity utility organization in the southern region of Malawi: data were collected from 92 respondents, as a sample, by using a questionnaire. The finding showed that the service quality is poor, irrespective of demographic characteristics of the industrial customer and this simply leads to customer dissatisfaction and disloyal.

2.2.2. Local Studies

The following local researches are selected as previous studies:

1-A Study by Tamlihah (2001) , entitled," The impact of the promotional mix on the attitude of Jordanian woman towards skin care products – A comparative study between employed and unemployed woman." The study aimed to identify the impact of promotional methods on Jordanian women's attitudes towards skin-care products. A convenient sample was taken from the various districts of Great Amman. The study indicates the following results: There were positive attitudes among the majority of the examined women towards the usage of skin-care products, there were no significant differences between working versus non-working women regarding the rate of usage of skin-care products, the majority of the examined sample does not believe in the effectiveness of promotional methods used to promote the skin –care products on the local market and finally, it was found that the most important promotional methods used were as follows: personal selling, advertising, public relation and sales promotion.

2- A study by Obidat et al. (2012), entitled: "The Effect of Perceived Service Quality on Customer Loyalty in Internet Service Providers in Jordan." The study aimed to discuss the impact of perceived service quality on customer loyalty in the internet service providers industry in Jordan. For the purpose of this study, perceived service quality was treated as an independent variable which was measured by using five dimensions: tangibility, reliability, responsiveness, assurance and empathy, While, customer loyalty represents the dependent variable. The study was conducted by distributing 420 questionnaires to the customers, and by using the multiple regression analysis. The results showed that

perceived service quality in terms of tangibility; reliability, responsiveness, assurance and empathy significantly affect customer loyalty. Also, the results showed that the empathy is the strongest predictor of customer loyalty.

3- A Study by Awwad (2013), entitled: "An Application of the American customer satisfaction Index (ACSI) in the Jordanian mobile phone sector." The study aimed to investigate customers satisfaction with mobile phone service in Jordan by using the American customer satisfaction index to examine the causal relationships among customer expectations, perceived quality, perceived value, customer satisfaction, customer complaint and loyalty. The study was conducted by distributing a questionnaire to 447 respondents in Jordanian universities (Jordan, Yarmouk and Muta). The findings showed that customers expectations, perceived quality and perceived value are important predictors to customer satisfactions.

2.3. The difference between this study and the previous ones

Most of the previous studies handled one or two variables and they are mainly concentrated on effect of service quality on customer satisfaction and customer loyalty such as (Sivadas and Prewitt , 2000,, Rita et al, 2008) or the relationship between customer loyalty and customer satisfaction such as (Bowen and Chen ,2001, Ahmad and Kyriaki, 2009 , Jeong and Lee , 2010 Lu, Wei and Zhang ,2010), or modeling store loyalty, perceived value in market orientation such as (Chen and Quester ,2006), Cultural influences on service quality and customer satisfaction (Evangelos and Graham , 2007) Customer perceived value in a cellar door visit:(Donna et al, 2007), Factors influencing satisfaction and loyalty in online shopping: an integrated model

Grace and Chia-Chi ,2009), Value, satisfaction, loyalty and retention in professional services (Rene, et al , 2009,Margee and Gillian ,2010, Chang and Wang ,2011).While this study handled all variables (the relationship between service quality, customer value, customer satisfaction and customer loyalty)and it is the first study that handles beauty centers.

Chapter Three

Methods and Procedures

3.1. Introduction

This chapter describes the used methodology; study population and sample In addition, study instrument and data collection methods, analysis techniques, study instrument validity and reliability.

3.2. Study Methodology

This study is exploratory, quantitative in nature, aiming to develop a better understanding of the relationships between service quality, customer value, customer satisfaction and customer loyalty. More specifically, the study intends to investigate the mediating effect of customer perceived value on relationship between service quality and customer loyalty.

3.3. Selection of sample and respondents demographics:

The study is empirical based on the primary data collected from customers of ladies beauty centers at Amman-Abdoun. In total 300 questionnaires were distributed to convenience sample of customers in the ladies beauty centers in Amman-Abdoun. the number of satisfactory completed questionnaires returned were 230.

3.4. Study Population and Sample

The study population consisted of all customers of Ladies beauty centers in Abdoun area in Amman. The researcher paid several visits to beauty centers, and asked the service providers about the size of their clients per day , the number ranged between 8-

12 customers , therefore the researcher took the average (10) customers from each lady beauty center were chosen from (30) ladies beauty centers in Amman-Abdoun. 300 questionnaires were distributed over the study sample , (243) were collected , (13) were disregarded because they were not completed .So the valid questionnaires were , (230) study.

3.5. Sample Characteristics

The following tables indicate the sample (Age; Qualification; Job)

Table (3-1)

Sample distribution according to age

<i>Variables</i>	<i>Categorization</i>	<i>Frequency</i>	<i>Percent</i>
<i>Age</i>	Less than 20 Years	39	17%
	From 20 – 29 Years	87	37.8%
	From 30 – 39 Years	52	22.6%
	From 40 – 49 Years	30	13%
	From 50 – 59 Years	16	7
	60 Years or greater	6	2.6
<i>Total</i>		230	100%

Table (3-1) shows that the (17%) of the sample their age is less than 20 years, (37.8%) of the sample range their age is ranging between 20 – 29 years, (22.6%) of the

sample their age is ranging between 30 – 39 years. (13%) of the sample their age is ranging between 40 – 49 years. (7%) of the sample range Aged between 50 – 59 Years. Finally, (2.6%) of the sample their age is ranging 60 years or more. The analysis indicated that the majority of the sample are of the age between (20-29) years old, who are the main category interested in beauty centers and the most consumers of such service.

Table (3-2)

Sample distribution according to educational level

<i>Variables</i>	<i>Categorization</i>	<i>Frequency</i>	<i>Percent</i>
<i>Educational Level</i>	High School or below	47	20%
	Diploma	47	20%
	BSc	90	39.1%
	Master or High Diploma	36	15.7%
	PhD	10	4.3%
<i>Total</i>		230	100%

As for educational level, table (3-2) shows that the sample is divided to four categories, where the percent of those who hold high school or below is 20%, while the percent of those who have diploma is 20%, and the percent of those who have the first university degree is 39.1% ,15.7 % of the sample have master or high diploma and finally 4.3% have PhD .The results indicate that more than half of the study sample are holding university degree. this can be attributed that the majority of females nowadays have Bc .

Table (3-3)

Sample distribution according to job

<i>Variables</i>	<i>Categorization</i>	<i>Frequency</i>	<i>Percent</i>
<i>Job</i>	Employee in Public Sector	37	16.1%
	Employee in Private Sector	111	48.3%
	Business woman / Freelancers	30	13%
	House Wife	43	18.7%
	Superannuate	9	3.9%
<i>Total</i>		230	100%

Table (3-3) indicates that (16.1%) of study sample are employed in public sector, (48.3%) are employees in private sector, (13%) are business woman / Freelancers, (18.7%) are housewife, and (3.9%) are Superannuate. This can be attributed to the fact that employees at private sector can afford beauty center cost because their income is higher than the employees in public sector.

Table (3-4)

Sample distribution according to their dealing with beauty center

<i>Variables</i>	<i>Categorization</i>	<i>Frequency</i>	<i>Percent</i>
Dealing With Beauty Center	Always	82	35.7%
	Often	71	30.9%
	Sometimes	34	14.8%
	Rarely	23	10%
	First time	20	8.7%
<i>Total</i>		230	100%

Table (3-4) indicates that(35.7%) of e sample study are always dealing with beauty center, (30.9%) of the sample are often dealing with beauty center, (14.8%) of the sample are sometimes dealing with beauty center, (10%) of the sample are rarely dealing with beauty center and finally (8.7%) of the sample are dealing with beauty center for the first time. According to Kotler,2008, there are four types of buying decision behavior: Complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior and variety-seeking buying behavior. the suitable type that explain table (3-4) is variety-seeking buying behavior in which the situation characterized by low consumer involvement but significant differences such as the differences in skills, reputation, and so on. Therefore, customers often do a lot of switching. A customer may hold some services, choose beauty center without much evaluation, and then evaluate the services provided through the use. But the next

time, the customer might try the services provided by another beauty center to try something different. But switching occurs for the sake of variety rather than because of differentiation.

Table (3-5)

Sample distribution according to dealing with lady beauty center

<i>Variables</i>	<i>Categorization</i>	<i>Frequency</i>	<i>Percent</i>
Degree Dealing With Beauty Center	Dealing only with this beauty center	73	31.7%
	Dealing with a group of beauty center from 2 – 3 centers	99	43%
	Dealing with a several of beauty center 4 and more	58	25.2%
<i>Total</i>		230	100%

Table (3-5) indicate that (31.7%) of the study sample are dealing only with beauty center, (43%) are dealing with a group of beauty center from 2 – 3 centers, (25.2%) of the study sample are dealing with a several of beauty center 4 times and more. This can be attributed to the fact that some of beauty centers have no all need specialties which force female to go to other beauty center for obtaining such services. For instance, some beauty centers are specializing in makeup and other in hair cutting and coloring and so on.

3.6 Data Collection methods

Two types of data collection methods as follows ::

1. Secondary Data: books, journals, and theses were used to collect the needed data for building the theoretical framework of the study.
2. Primary Data: primary data was collected through a self administrated a questionnaire that was designed according to study objectives and hypothesis

3.7. Questionnaire Design

The questionnaire concluded of five parts as follows:

Part One: *Demographic Variables*. The demographic information was collected with closed-ended questions, through (6) factors (Age; Qualification; Job; Dealing with beauty Center and Degree dealing with the beauty center).

Part Two: *Customer loyalty*. This section was measured by (7) items from (1) to (7).

Part three: *Customer Satisfaction*. This part was measured by (6) items from (8) to (13).

Part Four: *Service Quality*: This section was measured by (9) items divided to (3) dimensions (Technical Quality; Empathy and Physical environment); as follows:

Physical	Empathy	Quality Technical	<i>Quality Service</i>
3	3	3	<i>No. of items</i>
20-22	17-19	14-16	<i>Items Arrangement</i>

Part Five: ***Customer Perceived Value***: This section was measured by (11) items divided in (3) dimensions (Functional Value; Emotional Value and Monetary Value); as follows:

Monetary Value	Emotional Value	Functional Value	<i>Customer Perceived Value</i>
3	5	3	<i>No. of items</i>
31-33	26-30	23-25	<i>Items Arrangement</i>

Seven points Likert-type scale was used as follows:

Strongly Disagree	Disagree	Disagree somewhat	Neutral	Agree somewhat	Agree	Strongly Agree
1	2	3	4	5	6	7

3.8. Statistical Treatment

The collected data were analyzed by using *Statistical Package for Social Sciences (SPSS Ver.21)* & *Amos Ver.21* for analysis and conclusions. The following techniques were used

(3-6-1): *Descriptive Statistics Methods*

- *Percentage s and Frequency.*
- *Arithmetic* to identify the level of response of study sample individuals to the study variables.

▪ *Standard Deviation* to Measure the responses spacing degree about Arithmetic Mean.

▪ Relative importance, assigned due to:

$$\text{Class Interval} = \frac{\text{Maximum Class} - \text{Minimum Class}}{\text{Number of Level}}$$

$$\text{Class Interval} = \frac{7-1}{3} = \frac{6}{3} = 2$$

The Low degree from 1- less than 3

The Medium degree from 3 to less than 5

The High degree from 5 +

(3-8-1): Inference Statistics Methods

▪ *Cronbach Alpha reliability* (α) to measure strength of the correlation and coherence between questionnaire items.

▪ Variance Inflation Factor and Tolerance to make sure that there are no Multicollinearity between independent variables.

▪ Simple and Multiple Regression analysis to Measure the impact of study variables on testing the direct effects.

▪ Path Analysis to test the direct and indirect impact of independent variables on dependent variable through mediating variable.

3.9. Validity and Reliability

(3-9-1): Validation

To test the questionnaire for clarity and to provide a coherent research questionnaire, a macro review that covers all the research constructs was thoroughly performed by academic reviewers from Middle East University, Petra University and applied Science Private University, specialized in faculty and practitioners Business Administration, Marketing. Some items were added, while others were dropped based on their valuable recommendations. Some others were reformulated to become more accurate to enhance the research instrument. The academic reviewers are (7) and the overall percentage of respond is (100%).(Appendix 3)

(3-9-2): Study Tool Reliability

Cronbach's alpha, was used to determine the internal consistency reliability of the elements comprising the four constructs as suggested by Gregory (2004). Reliability should be (0.60) or higher to indicate adequate convergence or internal consistency (Sekaran & Bougie, 2010: 184).

The overall Cronbach Alpha (α) = (0.962). Whereas the High level of Cronbach Alpha (α) is to Customer Perceived Value = (0.892). The lowest level of Cronbach Alpha (α) is to Customer loyalty = (0.853).

These results are the acceptable levels as suggested by (Sekaran & Bougie, 2010: 184). The results were shown in Table (3-7).

Table (3-7)

Reliability of Questionnaire Dimensions

<i>Alpha Value (α)</i>	No of items	<i>Dimensions</i>	<i>Variable</i>	<i>No.</i>
0.853	7	<i>Customer loyalty</i>		1
0.873	6	<i>Customer Satisfaction</i>		2
0.888	9	<i>Service Quality</i>		3
0.684	3	<i>Technical Quality</i>	(3-1)	
0.799	3	<i>Empathy</i>	(3-2)	
0.679	3	<i>Physical Environment</i>	(3-3)	
0.892	11	<i>Customer Perceived Value</i>		4
0.669	3	<i>Functional Value</i>	(4-1)	
0.811	5	<i>Emotional Value</i>	(4-2)	
0.804	3	<i>Monetary Value</i>	(4-3)	
0.962	33	<i>Questionnaire Overall</i>		

Chapter Four

Analysis Results & Hypotheses Testing

4.1. Introduction

This chapter describes the results of the statistical analysis for the data collected according to the research questions and research hypotheses. The data analysis includes a description of the Means and Standard Deviations for study questions; Simple and Linear Regression analysis

4.2. Descriptive analysis of study variables

Table (4-1)

Means, and standard Deviation, one sample t-test, item importance and importance level of statement that measure Customer loyalty

No.	Customer loyalty	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
1	I would strongly recommended this beauty center to friends /family /others and to those who seek my advice about such matter to visit beauty salon that I have already deal with	6.030	0.981	31.361	0.000	2	High
2	I say positive things about lady beauty center that I have	6.087	0.882	35.873	0.000	1	High

	already deal with to other people						
3	If I need to choose again, this beauty center is the best one and I consider it as my first choice for future to deal with.	5.873	1.026	27.683	0.00 0	4	High
4	I am willing to maintain my relationship with beauty center that I have already deal with	5.808	1.158	23.668	0.00 0	5	High
5	I am not loyal to beauty center that I have already deal with	5.347	1.713	11.931	0.00 0	7	High
6	I prefer my main beauty center to other beauty centers.	5.782	1.123	24.060	0.00 0	6	High
7	I would encourage friends and relatives to visit beauty center that I have already deal with.	5.895	1.076	26.700	0.00 0	3	High
General Arithmetic mean and standard deviation		5.832	0.849				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.660)

t- Value Tabulate was calculated based on virtual mean to item that (4)

Table (4-1) indicates that sample attitudes regarding customer loyalty dimension means are ranging from (5.347- 6.087) with standard deviations(1.713 , 0.0882) respectively.

All of which indicate different degree of positive agreement towards customer loyalty since all means are more than the virtual mean (4). Furthermore it can be noticed that statement (1) which states ““I say positive things about lady beauty center that I have already deal with to other people” with mean (6.087) and standard deviation (0.882). Ranked the first. statement (5) which states " I am not loyal to beauty center that I have already deal with” with a mean (5.347) and standard deviation (1.713)" ranked the last one .Moreover the general mean(5.832) also confirm the findings of table (4.1) , which indicates the sample agreement regarding all statement that measure customer loyalty dimension .

Table (4-2)

Means, and standard Deviation , one sample t-test, item importance and importance level of statement that measure Customer satisfaction

No.	Customer Satisfaction	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
1	My decision to use this beauty center is a wise one	5.890	1.049	27.185	0.000	5	High
2	I am satisfied with the performance of employees of lady beauty center that I have already deal with because their performance meets my expectations	6.060	0.833	37.491	0.000	3	High

3	in general, I am satisfied with the service quality offered by lady beauty center that I have already deal with	6.060	0.859	36.366	0.000	3	High
4	I am not satisfied with the relationship with this lady beauty center	5.865	1.362	20.769	0.000	6	High
5	My feeling towards this beauty center is positive	6.104	0.818	38.981	0.000	1	High
6	I feel good about using this beauty center	6.087	0.944	33.512	0.000	2	High
General Arithmetic mean and standard deviation		6.002	0.782				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.660)

t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-2) indicates that sample attitudes regarding customer satisfaction dimension means are ranging from (5.865- 6.104) with standard deviations(1.362 , 0.818) respectively. All of which indicate different degree of positive agreement towards customer satisfaction since all means are more than the virtual mean (4). Furthermore it can be noticed that statement (5) which states “My feeling towards this beauty center is positive with mean (6.104) and standard deviation (0.818). ranked the first . Statement (6) which states "I am not satisfied with the relationship with this lady beauty center”

with a mean (5.885) and standard deviation (1.362)" ranked the last one .Moreover the general mean(6.002) also confirm the findings of table (4.1) , which indicates the sample agreement regarding all statement that measure customer satisfaction dimension .

Table (4-3)

Means, and standard Deviation , one sample t-test, item importance and importance level of statement that measure Service Quality dimensions

No.	Service Quality	Mean	St.D	t- value Calcul ate	Sig	Item importance	Importance level
1	Technical Quality	5.965	0.873	34.110	0.00 0	3	High
2	Empathy	6.118	0.803	39.990	0.00 0	2	High
3	Physical environment	6.164	0.774	42.285	0.00 0	1	High
General Arithmetic mean and standard deviation		6.080	0.742				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.660)

t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-3) shows that sample attitudes regarding service quality dimensions means are ranging from (5.965- 6.164) with standard deviations(.873. , 0.774 respectively. All

of which indicate different degree of positive agreement towards service quality dimensions since all means are more than the virtual mean (4). Furthermore it can be noticed physical dimension with mean (6.164) and standard deviation (0.774) ranked the first. Technical quality dimension with a mean (5.965) and Standard deviation (0.873) ranked the last one .Moreover the general mean(6.080) also confirm the findings of table (4.3) , which indicates the sample agreement regarding service quality dimensions .

Table (4-4):Means, and standard Deviation , one sample t-test, item importance and importance level of statement that measure Physical Environment

No.	Physical Environment	Mean	St.D	t- value Calcul ate	Sig	Item importance	Importance level
1	The physical environment at the beauty center that I have already deal with is comfortable	6.165	0.968	33.856	0.000	2	High
2	The atmosphere at the beauty center that I have already deal with is not pleasant	6.065	1.113	28.124	0.000	3	High
3	The beauty center that I have already deal with is clean and	6.265	0.878	39.095	0.000	1	High

Table (4-5)

Means, and standard Deviation , one sample t-test, item importance and importance level of statement that measure Empathy dimension

No.	Empathy	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
1	The employees of beauty center that I have already deal with have my best interests at heart	6.078	0.977	32.260	0.000	2	High
2	The beauty center that I have already deal with is sensitive to my feelings	6.026	0.993	30.941	0.000	3	High
3	The employees of beauty center that I have already deal with treat me with respect	6.252	0.880	38.810	0.000	1	High
General Arithmetic mean and standard deviation		6.118	0.803				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.660)

t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-5) shows that sample attitudes regarding empathy as one of service quality dimension means are ranging from (6.026- 6.252) with standard deviations 0.0993 , 0.880

respectively. All of which indicate different degree of positive agreement towards empathy dimension since all means are more than the virtual mean (4). Furthermore it can be noticed that statement no. (3) which states “The employees of beauty center that I have already deal with treat me with respect” with mean (6.252 and standard deviation (0.880) ranked the first .while statement no/ (2) that states “The beauty center that I have already deal with is sensitive to my feelings” with mean (6.026) and Standard deviation (0.993). ranked the last one .Moreover the general mean(6.118) also confirm the findings of table (4.5) , which indicates the sample agreement regarding empathy dimension .

Table (4-6)

Means, and standard Deviation , one sample t-test, item importance and importance level of statement that measure Technical Quality

No.	Technical Quality	Mean	St.D	t- value Calcul ate	Sig	Item importance	Importance level
1	The employees of this beauty center demonstrated good knowledge about services.	6.021	0.950	32.258	0.000	2	High
2	The employees of beauty center that I have already deal with do not provide appropriate services	5.839	1.3947	20.007	0.000	3	High

3	The employees of this beauty center have high technical competence.	6.034	0.943	32.718	0.000	1	High
General Arithmetic mean and standard deviation		5.965	0.873				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.660)

t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-6) shows that sample attitudes regarding technical quality as one of service quality dimension means are ranging from (6.021- 6.034) with standard deviations 0.950 , 0.0.943) respectively. All of which indicate different degree of positive agreement towards technical quality dimension since all means are more than the virtual mean (4). Furthermore it can be noticed that statement no. (3) which states “The employees of this beauty center have high technical competence.” with mean (6.034) and standard deviation (0.943) ranked the first .while statement no/ (1) that states “The employees of this beauty center demonstrated good knowledge about services.” with mean (6.021) and Standard deviation (0.950). ranked the last one .Moreover the general mean(5.965) also confirm the findings of table (4.5) , which indicates the sample agreement regarding technical quality dimension

Table (4-7)

Means, and standard Deviation , one sample t-test, item importance and importance level of statement that measure customer perceived value dimensions

No.	Customer Perceived Value	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
1	Functional Value	5.985	0.897	33.536	0.00 0	2	High
2	Emotional Value	6.007	0.844	36.067	0.00 0	1	High
3	Monetary Value	5.939	0.904	32.531	0.00 0	3	High
General Arithmetic mean and standard deviation		5.983	0.773				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.660)

t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-7) indicates that sample attitudes regarding perceived value dimensions means are ranging from(5.939- 6.007) with standard deviations(0.904 , 0.844) respectively. All of which indicate different degree of positive agreement towards customers perceived value dimensions since all means are more than the virtual mean (4). Furthermore it can be noticed that emotional value with mean (6.007) and standard deviation (0.844) ranked the first .while monetary value with mean (5.939) and Standard deviation (0.904). ranked the last one .Moreover the general mean(5.983) also confirm the findings of table (4.7) , which indicates the sample agreement regarding customer perceived value dimensions.

Table (4-8)

Means, and standard Deviation , one sample t-test, item importance and importance level of statement that measure Emotional Value

No.	Emotional Value	Mean	St.D	t- value Calcul ate	Sig	Item importance	Importance level
1	I feel good when using the services provided by this beauty center	6.139	1.068	30.356	0.000	1	High
2	Using the services provided by this beauty center makes a good impression to other people.	5.978	1.099	27.284	0.000	4	High
3	Using services provided by this beauty center give me a sense of belonging to others customers.	5.826	1.209	22.896	0.000	5	High
4	The beauty center that I have already deal with does not give me pleasure	6.004	1.198	25.361	0.000	3	High
5	Using the services of beauty center that I have already deal with is interesting.	6.091	1.000	31.710	0.000	2	High
General Arithmetic mean and standard deviation		6.007	0.844				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.660)

t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-8) shows that sample attitudes regarding emotional value as one of customer perceived value dimensions means are ranging from(5.826- 6.139) with standard deviations(1.209 , 1.068) respectively. All of which indicate different degree of positive agreement towards emotional value dimension since all means are more than the virtual mean (4). Furthermore it can be noticed that statement no. (1) which states “I feel good when using the services provided by this beauty center.” with mean (6.139) and standard deviation (1.068) ranked the first .while statement no. (3) that states “Using services provided by this beauty center give me a sense of belonging to others customers..” with mean (5.826) and Standard deviation (1.209). ranked the last one .Moreover the general mean(5.965) also confirm the findings of table (4.8) , which indicates the sample agreement regarding emotional value dimension.

Table (4-9)

Means, and standard Deviation , one sample t-test, item importance and importance level of statement that measure Functional Value

No.	Functional Value	Mean	St.D	t- value Calculate	Sig	Item importance	Importance level
1	The services offered by beauty center that I have already deal with fulfill my needs well	6.100	0.922	34.540	0.000	1	High
2	The beauty center offers the best services	6.013	0.995	30.666	0.000	2	High

3	The services offered by beauty center that I have already deal with are not well provided	5.843	1.475	18.952	0.000	3	High
General Arithmetic mean and standard deviation		5.985	0.897				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.660)

t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-9) shows that sample attitudes regarding functional value as one of customer perceived value dimensions means are ranging from (5.843- 6.100) with standard deviations(,1.475,,0.922) respectively. All of which indicate different degree of positive agreement towards functional value dimension since all means are more than the virtual mean (4). Furthermore it can be noticed that statement no. (1) which states “The services offered by beauty center that I have already deal with fulfill my needs well .” with mean (6.100) and standard deviation (0.922) ranked the first .while statement no. (3) that states “The services offered by beauty center that I have already deal with are not well provided .” with mean (5.843) and Standard deviation (1.475). ranked the last one .Moreover the general mean(5.985) also confirm the findings of table (4.9) , which indicates the sample agreement regarding functional value dimension.

Table (4-10)

Means, and standard Deviation , one sample t-test, item importance and importance level of statement that measure Monetary Value

No.	Monetary Value	Mean	St.D	t- value Calcul ate	Sig	Item importance	Importance level
1	Compared to alternative ladies beauty centers, the beauty center that I have already deal with offers attractive service costs.	5.978	1.034	29.012	0.000	1	High
2	Compared to alternative ladies beauty centers, the beauty center that I have already deal with charges me fairly for similar services.	5.860	1.076	26.208	0.000	3	High
3	Comparing what I pay to what I might get from other competitive ladies beauty centers, I think beauty center that I have already deal with provides me with good value.	5.978	1.087	27.585	0.000	1	High
General Arithmetic mean and standard deviation		5.939	0.904				

t- Value Tabulate at level ($\alpha \leq 0.05$) (1.660)

t- Value Tabulate was calculated based on Assumption mean to item that (4)

Table (4-10) shows that sample attitudes regarding monetary value as one of customer perceived value dimensions means are ranging from (5.978- 5.860) with standard deviations(, 1.034, 0.922) respectively. All of which indicate different degree of positive agreement towards monetary value dimension since all means are more than the virtual mean (4). Furthermore it can be noticed that statements no. (1 and 3) which state “Compared to alternative service costs.” And “Comparing what I pay to what I might get from other competitive ladies beauty centers, I think beauty center that I have already deal with provides me with good value” with mean (5.978) and standard deviations (1.034 and 1.087) ranked the first .while statement no. (2) that states “Compared to alternative ladies beauty centers, the beauty center that I have already deal with charges me fairly for similar services.” with mean (5.860) and Standard deviation (1.076). ranked the last one .Moreover the general mean(5.939) also confirm the findings of table (4.10) , which indicates the sample agreement regarding monetary value dimension

4.3. Analysis adequacy of the data to test the study hypotheses

Before testing study hypotheses, the researcher carried out some tests in order to ensure the adequacy of the data for assumptions regression analysis, it was confirmed that there is no high correlation between independent variables Multicollinearity using the Variance Inflation Factor (VIF) and test Tolerance for each variable of the study variables taking into account the Variance Inflation Factor not to exceed the allowable value (10). And that the Tolerance value greater than (0.05).

Were also ensure that the data follow the normal distribution calculates the skewness coefficient, as the data follow a normal distribution if the value of skewness coefficient is less than (± 1). Table (4-11) shows the results of these tests.

Table (4-11)

Results of Variance Inflation Factor, Tolerance and skewness coefficient

No.	Independent Variables	VIF	Tolerance	Skewness
1	Technical Quality	2.490	0.402	0.897
2	Empathy	2.899	0.345	0.844
3	Physical Environment	2.738	0.365	0.904

It is obvious from the results listed in Table (4-11) that there is no Multicollinearity between independent variables, confirms that the values of Variance Inflation Factor of the dimensions are (2.490 ; 2.899 ; 2.738) , respectively, less than (10) . As can be seen that the values of Tolerance ranged between (0.345 - 0.402) which is greater than (0.05) This is an indication that there is no Multicollinearity between the independent variables

While to make sure that the data follow a normal distribution the researcher calculates the Skewness coefficient where the values were less than (1).

4.4. Study Hypotheses Testing

Multiple regressions were used to investigate the impact of the independent variables on dependent variable. Beta was used to investigate the expected change in the dependent due to the change in one unit in the independent variable; (R^2)was also used to investigate the relation between the independent variables and dependent variable. In addition the comparison between the explanation strength of each variable of

independent variable had been measured by (T –test) which indicates to results significance. F- Test was also used to investigate the significances of regression model. Significance level ($\alpha \leq 0.05$) was used for deciding the impact extent where calculated significant level is compared with approved level

(HO1): There is no statistically significant impact of the service quality (Technical Quality; Empathy and Physical environment) on customer perceived value in ladies beauty centers in Amman at level($\alpha \leq 0.05$).

To test this hypothesis, multiple regression analysis was used as in Table (4-12) below

Table (4-12)

Multiple regression analysis to ensure the impact of the service quality on customer perceived value in ladies beauty centers in Amman-Abdoun

	(R)	(R ²)	F Calculate	DF	Sig*	B	T Calculate	Sig*	
Customer Perceived Value	0.863	0.744	218.343	3	0.000	Technical Quality	0.351	6.600	0.000
				225		Empathy	0.493	8.594	0.000
				229		Physical environment	0.091	1.639	0.103

* the impact is significant at level ($\alpha \leq 0.05$)

Table (4-12) shows that correlation coefficient (R) between service quality (Technical Quality and Empathy) and customers perceived equals 0.863 and (R²)

=0.744) this indicates that 74.4% of changes in customer perceived value in ladies beauty centers in Amman can be explained by service quality (Technical Quality and Empathy) F-test value indicates that the regression model is significant since calculated F value is 218.343 with a significant level ($\alpha = 0.000$) which is less than 0.05. This means that any increase of service quality leads to increase of perceived value

With respect to detailed relations between service quality dimensions and customer perceived value, results in table (4.12) indicate variance in relative importance in terms of three dimension impact on customer perceived value, the impact is different from one dimension to the other one since empathy dimension ranked the first, while technical quality ranked the second, while physical environment dimension has no impact.

With respect to empathy dimension relation with customer perceived value, results in table (4.12) indicates that there is a positive significant impact with customer perceived value since (B) value was (0.493) and calculated (t) value was (8.594) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research.

Regarding technical quality dimension, results in table (4.12) indicates that there is a positive significant impact with customer perceived value since (B) value was (0.0351) and calculated (t) value was (6.600) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research. Therefore, service quality (Technical Quality and Empathy) has a significant impact on customer perceived value in ladies beauty centers in Amman. So null hypothesis is rejected and the alternative one is accepted. This means that there is a significant statistical impact of

the service quality (Technical Quality and Empathy) on customer perceived value in ladies beauty centers in Amman at level ($\alpha \leq 0.05$).

(HO2): There is no statistically significant impact of the service quality (Technical Quality; Empathy and Physical environment) on customer satisfaction in ladies beauty centers in Amman at level($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the multiple regression analysis to ensure the impact of the service quality on customer satisfaction in ladies beauty centers in Amman.

As shown in Table (4-13).

Table (4-13)

Multiple regression analysis to ensure the impact of the service quality on customer satisfaction in ladies beauty centers in Amman-Abdoun

	(R)	(R ²)	F Calculate	DF	Sig*	B	T Calculate	Sig*	
Customer Satisfaction	0.871	0.759	236.215	3	0.000	Technical Quality	0.483	9.356	0.000
				225		Empathy	0.376	6.740	0.000
				229		Physical environment	0.087	1.607	0.109

- the impact is significant at level ($\alpha \leq 0.05$)

Table (4-13) shows that correlation coefficient (R) between service quality (Technical Quality and Empathy) and customer satisfaction equals 0.871 and (R^2) = (0.759) this indicates that 75.9% of changes in customer satisfaction value in ladies beauty centers in Amman can be explained by service quality (Technical Quality and Empathy) F-test value indicates that the regression model is significant since calculated F value is 236.215

with a significant level ($\alpha = 0.000$) which is less than 0.05. This means that an increase of service quality leads to an increase of customer satisfaction.

With respect to detailed to detailed relations between service quality dimensions and customer satisfaction, results in table (4.13) indicate variance in relative importance in terms of three dimensions impact on customer satisfaction, the impact is different from one dimension to the other one since empathy dimension ranked the first, while technical quality ranked the second while physical environment dimension has no impact.

With respect to Technical dimension relation with customer satisfaction, results in table (4.13) indicate that there is a positive significant impact on customer satisfaction since (B) value was (0.483) and calculated (t) value was (9.356) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research.

Regarding empathy dimension, results in table (4.13) indicate that there is a positive significant impact with customer perceived value since (B) value was (0.0376) and calculated (t) value was (6.740) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research. Therefore, service quality (Technical Quality and Empathy) has a significant impact on customer satisfaction

in ladies beauty centers in Amman . So null hypothesis is rejected and the alternative one is accepted. This means that there is a significant statistical impact of the service quality (Technical Quality and Empathy) on customer satisfaction in ladies beauty centers in Amman at level ($\alpha \leq 0.05$).

(HO3): There is no statistically significant impact of the customer perceived value (Functional Value; Emotional Value and Monetary Value) on customer satisfaction in ladies beauty centers in Amman at level($\alpha \leq 0.05$).

.To test this hypothesis, the researcher uses the multiple regression analysis to ensure the impact of the customer perceived value on customer satisfaction in ladies beauty centers in Amman. As shown in Table (4-14).

Table (4-14)

Multiple regression analysis to ensure the impact of the customer perceived value on customer satisfaction in ladies beauty centers in Amman-Abdoun

	(R)	(R ²)	F Calculate	DF	Sig*	B	T Calculate	Sig*	
Customer Satisfaction	0.823	0.677	157.774	3	0.000	Functional Value	0.246	4.487	0.000
				225		Emotional Value	0.388	6.576	0.000
				229		Monetary Value	0.299	5.710	0.000

* the impact is significant at level ($\alpha \leq 0.05$)

Table (4-14) shows that correlation coefficient (R) between service customer perceived value (Functional Value; Emotional Value and Monetary Value) on customer satisfaction equals 0.823 and $(R^2) = (0.677)$ this indicates that 67.7% of changes in customer satisfaction value in ladies beauty centers in Amman can be explained by customer perceived value (Functional Value; Emotional Value and Monetary Value). F-test value indicates that the regression model is significant since calculated F value is 157.774 with a significant level ($\alpha = 0.000$) which is less than 0.05. This means that an increase of customer perceived value leads to an increase of customer satisfaction.

With respect to detailed to detailed relations between customer perceived value dimensions and customer satisfaction, results in table (4.14) indicate variance in relative importance in terms of three dimensions impact on customer satisfaction, the impact is different from one dimension to the other one since functional dimension ranked the first, monetary values ranked the second, while emotional value dimension ranked the third.

With respect to functional dimension relation with customer satisfaction, results in table (4.14) indicate that there is a positive significant impact on customer satisfaction since (B) value was (0.246) and calculated (t) value was (4.487) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research.

Regarding emotional value dimension, results in table (4.14) indicate that there is a positive significant impact on customer satisfaction since (B) value was (0.388) and calculated (t) value was (6.576) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research.

As for monetary value dimension, results in table (4.14) indicates that there is a positive significant impact on customer satisfaction since (B) value was (0.299) and calculated (t) value was (5.710) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research.

Therefore , customer perceived value (Functional Value; Emotional Value and Monetary Value) has a significant impact on customer satisfaction in ladies beauty centers in Amman . So null hypothesis is rejected and the alternative one is accepted. This means that there is a significant statistical impact of customer perceived value (Functional Value; Emotional Value and Monetary Value) on customer satisfaction in ladies beauty centers in Amman at level ($\alpha \leq 0.05$).

(HO4) :There is no statistical significant impact of the service quality (Technical Quality; Empathy and Physical environment) on customer loyalty in ladies beauty centers in Amman at level($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the multiple regression analysis to ensure the impact of the service quality on customer loyalty in ladies beauty centers in Amman. As shown in Table (4-15).

Table (4-15)

Multiple regression analysis to ensure the impact of the service quality on customer loyalty in ladies beauty centers in Amman-Abdoun

	(R)	(R ²)	F Calculate	DF	Sig*	B	T Calculate	Sig*	
Customer loyalty	0.743	0.552	92.423	3	0.000	Technical Quality	0.456	6.479	0.000
				225		Empathy	0.253	3.329	0.001
				229		Physical environment	0.097	1.314	0.190

* the impact is significant at level ($\alpha \leq 0.05$)

Table (4-15) shows that correlation coefficient (R) between service quality (Technical Quality and Empathy) and customer loyalty equals 0.743 and (R²) =(0.552) this indicates that 55.2% of changes in customer loyalty in ladies beauty centers in Amman can be explained by service quality (Technical Quality and Empathy) F-test value indicate that the regression model is significant since calculated F value is 92.432

with a significant level ($\alpha = 0.000$) which is less than 0.05.This means that an increase of service quality leads to increase of customer loyalty.

With respect to detailed to detailed relations between service quality dimensions and customer loyalty , results in table (4.15) indicate variance in

relative importance in terms of three dimensions impact on customer loyalty, the impact is different from one dimension to the other one since technical quality dimension ranked the first, empathy ranked the second, while physical environment dimension has no impact.

With respect to technical quality dimension relation with customer loyalty, results in table (4.15) indicates that there is a positive significant impact on customer loyalty since (B) value was (0.456) and calculated (t) value was (6.479) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research.

Regarding to empathy dimension, results in table (4.15) indicates that there is a positive significant impact on customer loyalty since (B) value was (.0253) and calculated (t) value was (3.329) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research. Therefore, service quality (Technical Quality and Empathy) has a significant impact on customer loyalty in ladies beauty centers in Amman. So null hypothesis is rejected and the alternative one is accepted. This means that there is a significant statistical impact of the service quality (Technical Quality and Empathy) on customer loyalty in ladies beauty centers in Amman at level ($\alpha \leq 0.05$).

(HO5): There is no statistical significant impact of the customer perceived value (Functional Value; Emotional Value and Monetary Value) on customer loyalty in ladies beauty centers in Amman at level($\alpha \leq 0.05$).

.To test this hypothesis, the researcher uses the multiple regression analysis to ensure the impact of the customer perceived value on customer loyalty in ladies beauty centers in Amman. As shown in Table (4-16).

Table (4-16)

Multiple regression analysis to ensure the impact of the customer perceived value on customer loyalty in ladies beauty centers in Amman-Abdoun.

	(R)	(R ²)	F Calculate	DF	Sig*	B	T Calculate	Sig*	
Customer loyalty	0.753	0.568	98.863	3	0.000	Functional Value	0.341	5.388	0.000
				225		Emotional Value	0.347	5.089	0.000
				229		Monetary Value	0.159	2.630	0.009

* the impact is significant at level ($\alpha \leq 0.05$)

Table (4-16) shows that correlation coefficient (R) between customer perceived value (Functional Value; Emotional Value and Monetary Value) on customer loyalty equals 0.753 and (R²) =(0.568) this indicates that 56.8% of changes in customer loyalty in ladies beauty centers in Amman can are explained by customer perceived value (Functional Value; Emotional Value and Monetary Value). F-test value indicate that the regression model is significant since calculated F value is 98.863 with a significant level ($\alpha = 0.000$) which is less than 0.05.This means that an increase of customer perceived value leads to increase of customer loyalty.

With respect to detailed to detailed relations between customer perceived value dimensions and customer loyalty, results in table (4.16) indicate variance in relative importance in terms of three dimensions impact on customer loyalty, the impact is different from one dimension to the other one since emotional value dimension ranked the first, emotional value ranked the second. While monetary value dimension ranked the third.

With respect to functional dimension relation with customer loyalty, results in table (4.16) indicates that there is a positive significant impact on customer loyalty since (Beta) value was (0.341) and calculated (t) value was (5.388) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research.

Regarding monetary value dimension, results in table (4.16) indicates that there is a positive significant impact on customer loyalty since (B) value was (0.159) and calculated (t) value was (2.630) with a significant level ($p < 0.009$) which is less than (0.05) level used in this research.

As for emotional value dimension, results in table (4.16) indicates that there is a positive significant impact on customer loyalty since (B) value was (0.347) and calculated (t) value was (5.089) with a significant level ($p < 0.000$) which is less than (0.05) level used in this research.

Therefore, customer perceived value (Functional Value; Emotional Value and Monetary Value) has a significant impact on customer loyalty in ladies beauty centers in Amman. So null hypothesis is rejected and the alternative one is accepted. This means that there is a significant statistical impact of customer perceived value (Functional Value; Emotional Value and Monetary Value) on customer loyalty in ladies beauty centers in Amman at level ($\alpha \leq 0.05$).

(HO6) There is no statistical significant impact of the customer satisfaction on customer loyalty in ladies beauty centers in Amman at level($\alpha \leq 0.05$).

.To test this hypothesis, the researcher uses the Simple regression analysis to ensure the impact of the customer satisfaction on customer loyalty in ladies beauty centers in Amman. As shown in Table (4-17).

Table (4-17)

Simple regression analysis to ensure the impact of the customer satisfaction on customer loyalty in ladies beauty centers in Amman-Abdoun

	(R)	(R ²)	F Calculate	DF	Sig*	B	T Calculate	Sig*
Customer loyalty	0.780	0.609	354.659	3	0.000	0.780	18.832	0.000
				228				
				229				

* the impact is significant at level ($\alpha \leq 0.05$)

Table (4-17) shows that correlation coefficient (R) between customer satisfaction and customer loyalty equals 0.780 and (R²) =(0.609) this indicates that 60.9% of changes in customer loyalty in ladies beauty centers in Amman can be explained by customer satisfaction. F-test value indicate that the regression model is significant since calculated F value is 354.659 with a significant level ($\alpha = 0.000$) which is less than 0.05.This means that an increase of customer satisfaction value

leads to increase of customer loyalty. This relation is confirmed with t- value which is equal to 18.832 with significant value ($\alpha = 0.000$). Therefore null hypothesis is rejected and the alternative one is accepted this means that customer satisfaction has a significant impact on customer loyalty in ladies beauty centers in Amman.

(HO7) :There is no statistical significant mediating impact of customer perceived value on relationship between service quality and customer satisfaction in ladies beauty centers in Amman at level($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the path analysis to ensure the mediating impact of customer perceived value on relationship between service quality and customer satisfaction in ladies beauty centers in Amman. As shown in Table (4-18).

table (4-18) shows that customer perceived value has a mediating impact between service quality and customer satisfaction in ladies beauty centers in Amman. The *Chi*² was (28.067) at level ($\alpha \leq 0.05$), whereas the *GFI* was (0.992) Goodness of Fit Index approaching to one. On the same side the *CFI* was (0.994) Comparative Fit Index approaching to one, while the *RMSEA* was (0.024) approaching to zero, as Direct impact was (0.514) between Service Quality and Customer Perceived Value, (0.396) between Customer Perceived Value and Customer Satisfaction. Also the Indirect impact was (0.203) between Service Quality on Customer Satisfaction through Customer Perceived Value in ladies beauty centers in Amman.

The **T** value calculated coefficient effect of the first path (**Service Quality → Customer Perceived Value**) (9.727) which is significant at level ($\alpha \leq 0.05$) while the **T** value calculated coefficient effect of the second path (**Customer Perceived Value → Customer Satisfaction**) (7.007) which is significant at level ($\alpha \leq 0.05$). This

result indicates that Customer Perceived Value has mediating impact on the relationship between service quality and customer satisfaction in ladies beauty centers in Amman. Thus, rejected the null hypothesis and accepted the alternative hypothesis that states: There is a statistical significant mediating impact of Customer Perceived Value on relationship between Service Quality and Customer Satisfaction in ladies beauty centers in Amman at level($\alpha \leq 0.05$)

.Table (4-18)

Path analysis test results of the mediating impact of customer perceived value on relationship between service quality and customer satisfaction in ladies beauty centers

	Chi ² Calculate	GFI	CFI	RMSE A	Sig.*	Direct Effect	Indire ct Effect	Path	T value	Si g. *
service quality on Customer Satisfaction through customer perceived value	28.067	0.992	0.994	0.024	0.000	Service Quality on Customer Perceived Value 0.514	0.203 *	SQ → CPV	9.727	0. 0 0 0
						Customer Perceived Value on Customer Satisfactio n 0.396		CPV → CS	7.007	0. 0 0 0

GFI: Goodness of Fit Index must Proximity to One

CFI: Comparative Fit Index must Proximity to One

RMSEA: Root Mean Square Error of Approximation must Proximity to Zero

* Indirect effect is multiplied the values of direct effects to variables

SQ: Service Quality

CPV: Customer Perceived Value

CS: Customer Satisfaction

(HO8): There is no statistical significant mediating impact of customer satisfaction on relationship between customer perceived value and customer loyalty in ladies beauty centers in Amman at level ($\alpha \leq 0.05$).

To test this hypothesis, the researcher uses the path analysis to ensure the mediating impact of customer satisfaction on relationship between customer perceived value and customer loyalty in ladies beauty centers in Amman. As shown in Table (4-19).

Table (4-19) shows that customer satisfaction has a mediating impact between customer perceived value and customer loyalty in ladies beauty centers in Amman. The *Chi*² was (26.137) at level ($\alpha \leq 0.05$), whereas the *GFI* was (0.958) Goodness of Fit Index approaching to one. On the same side the *CFI* was (0.946) Comparative Fit Index approaching to one, while the *RMSEA* was (0.027) approaching to zero, as Direct impact was (0.514) customer perceived value and customer satisfaction, (0.381) between Customer Satisfaction and Customer loyalty. Also the Indirect impact was (0.195) between Customer perceived value on Customer loyalty through Customer Satisfaction in ladies beauty centers in Amman.

The *T* value calculated coefficient effect of the first path (*Service Quality* → *Customer Perceived Value*) (9.727) which is significant at level ($\alpha \leq 0.05$) while the *T* value calculated coefficient effect of the second path (*Customer Perceived Value* → *Customer Loyalty*) (6.702) which is significant at level ($\alpha \leq 0.05$). This result indicates that Customer Satisfaction has mediating impact on the relationship between Customer Perceived Value and Customer Loyalty in ladies beauty centers in Amman. Thus, rejected the null hypothesis and accepted the alternative hypothesis that states: *There is a statistical significant mediating impact of Customer Satisfaction on relationship between Customer perceived value and Customer Loyalty in ladies beauty centers in Amman at level($\alpha \leq 0.05$).*

Table (4-19)

Path analysis test results of the mediating impact of customer perceived value on relationship between service quality and customer Loyalty in ladies beauty centers

in Amman-Abdoun

	Chi ² Calculate	GFI	CFI	RMSEA	Sig.*	Direct Effect	Indirect Effect	Path	T value	Sig.*
Customer Perceived Value on Customer Loyalty through customer Satisfaction value	26.137	0.958	0.946	0.027	0.000	Customer Perceived Value on customer satisfaction	0.195*	CPV-CS	9.727	0.000
						Customer satisfaction on Customer Loyalty		CS→ CL	6.702	0.000

GFI: Goodness of Fit Index must Proximity to One

CFI: Comparative Fit Index must Proximity to One

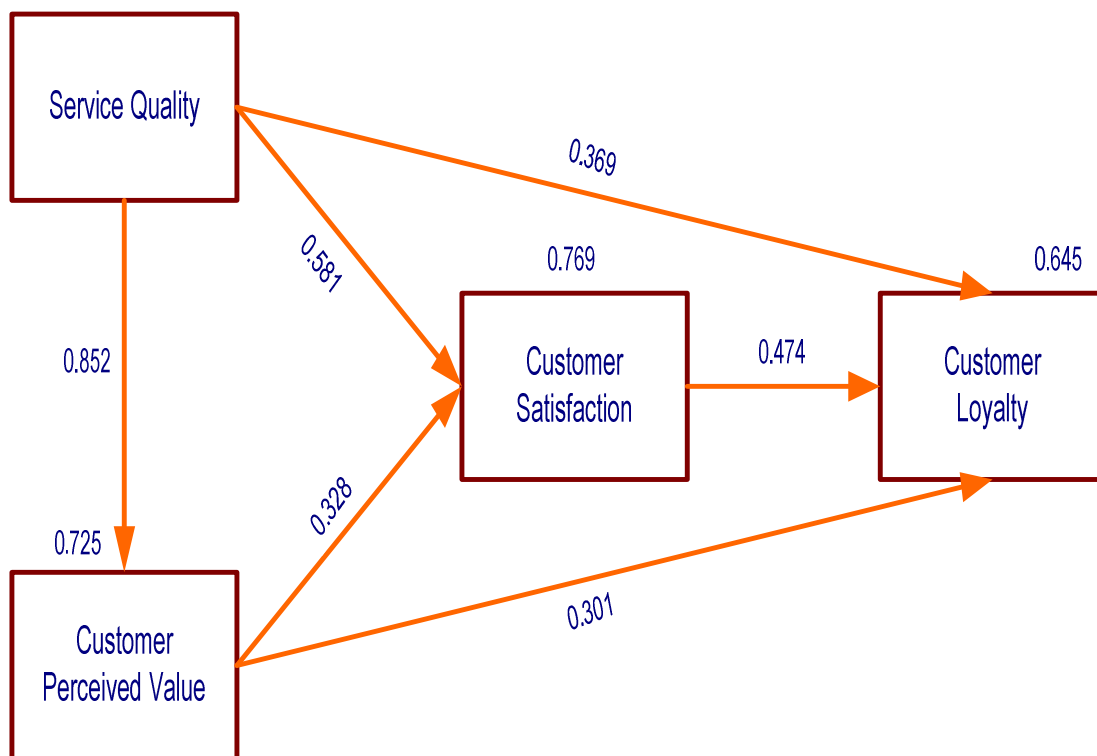
RMSEA: Root Mean Square Error of Approximation must Proximity to Zero

* Indirect effect is multiplied the values of direct effects to variables

CS: Customer Satisfaction

CPV: Customer Perceived Value

CL: Customer Loyalty`



The result of proposed model

Chapter Five

Results Discussions and Recommendations

5.1. Discussions and Conclusions

Based on theoretical considerations, a structural model was proposed to investigate the relationship between service quality, customer value, customer satisfaction and customer loyalty. More specifically, the main objective of the study is to investigate the mediating effect of customer satisfaction on relationship between customer perceived value and customer loyalty.

- 1-The results reveal that service quality is significant in explaining customer satisfaction. This result is consistent with (Prewitt,2000; Yang and Peterson,2004; Evangelos and Graham,2007; Ahmad and Kyriaki,2009).
- 2-In this study, results indicate that the impact of service quality dimensions on customer satisfaction is different from one dimension to other one since empathy has the most significant influence on customer satisfaction and the technical quality is the second, while physical environment has no impact. This result is inconsistent with Tam (2011), who found that the most significant factor in influencing customer satisfaction is technical quality, while empathy is the second and physical environment has no impact. The difference in results may be due to the consideration of empathy as essential in creating a successful interaction between service provider and customer(homburg et al,2009; McBane,1995). In personal services like hairdressing customers closely interact with a service provider, hence the manner, attitudes and behaviors of the service provider will have a strong influence on customer feelings(Tam,2011).Consequently, service providers with empathy can better understand the customer's need to satisfy (Aggarwal et al,2004).Hence,

customers who find their service providers are showing empathetic concern and caring are more likely to feel satisfied with the service (Tam,2011). So, to increase the customer satisfaction level, service providers should treat customers with respect, show empathetic concern and be responsive to customers' needs and feelings(Tam, 2011).

- 3- According to the physical environment which was found to have not a significant influence on customer satisfaction, this suggests that the effect of physical environment on customer satisfaction differs depending on the service context. Consumers visiting hairstylist aim to enhance their personal grooming or appearance, they seem to be more concerned about the technical quality and empathy displayed by the hairstylists than the physical surroundings(Tam 2011).
- 4- The results confirm the effect of service quality on customer perceived value. The findings support the empirical evidence of (Yang and Peterson,2004; Dona et al,2007;Po-Tsang and Hsin-Hui,2010;Margee and Gillian, 2010;Chang and Wang,2011). The result shows that empathy ranked the first, technical quality ranked the second, while physical environment dimension has no impact. The result is consistent with (Tam, 2011) who conducted his study on hairdressing service.
- 5-The results suggest that service quality is significant in explaining customer loyalty. The result is consistent with such studies (Chang and Wang,2011;Lu,Wei and Zhang,2010; Juliet,2013; Awwad,2013; Obidat,2012; Margee and Gillian, 2010; Ahmad and Kyriaki,2009). The study shows that technical quality, which refers to the performance of core services and reflects the service provider's expertise, professionalism, and competency in delivery of a service (Dagger et

al., 2007) ,ranked the first. while empathy ranked the second and physical environment has no impact.

6-The results provide evidence that all dimensions of customer perceived value has a positive and significant impact on customer satisfaction. The findings support the empirical evidence of(Yang and Peterson,2004; Chen and Quester,2006; Donna et al,2007; Rene et al,2009; Margee and Gillian, 2010), in which the emotional value ranked the first in affecting customer satisfaction, monetary value is the second one, and functional value is the last one.

7-The study provides evidence that all dimensions of customer perceived value had significant impact on customer loyalty. The finding is consistent with empirical findings of previous studies (Chang and Wang,2011; Lu,Wei and Zhang,2010; Po-Tsang,2010; Rene et al,2009). The impact of customer perceived value dimensions on customer loyalty is different from one dimension to other one since the functional value ranked the first, emotional value ranked the second and monetary value ranked the third one. This result is inconsistent with (Gill; Byslma and Ouschan,2007). The result of their study suggests that the monetary value is the largest significant contribution affecting customer loyalty, followed by emotional value and technical value is the last one. Amman-abdoun is well known as a high class are, hence customer who seeks services provided by ladies beauty centers in Amman-Abdoun should pay more than the same services provided in other areas. For this reason the monetary value does not matter for those customers.

8-The study reveals that there is significant impact of customer satisfaction on customer loyalty and this result support the finding of previous studies such as

(Sivadas and Prewitt,2000; Carauana,200; Consuegra et al,2007; Rita et al,2008; Grace and Chia-Chi,2009; Ilias and Panagiotis, 2010; Margee and Gillian,2010).

9-The study indicates that there is a statistical significant mediating impact of customer (perceived) value on relationship between service quality and customer satisfaction as supported in some previous studies(Po-Tsang and Hsin-Hui,2010; Lu,Wei and Zhang,2010;Chang and Wang, 2011).

10-When customer satisfaction is entered to the link between customer perceived value and customer loyalty, there is a significant mediating role of customer satisfaction on the relationship between customer perceived value and customer loyalty. This result agrees with (Margee and Gillian,2010; Chang and Wang,2011)

5.2. Recommendations

Based on the above results, the study suggests the following recommendations

-Since service quality forms an antecedent of customer satisfaction which in its turn affects the customer loyalty, lady beauty centers are requested to provide service with higher quality that exceeds customers' expectations for the purpose of obtaining their satisfaction which is reflected positively on their loyalty

-Lady beauty centers have to attract customer through focusing on customer's perceived value, for the purpose of obtaining large market share through gaining their customers' satisfactions

-Lady beauty centers have to train their employees on rendering services with high quality including their appearance and their readiness to help customers and to gain their trust

-Lady beauty centers have to recruit and train employees how to treat customers and respecting them during their visits to such centers

-Lady beauty centers have to enhance factors that assist in achieving customers satisfactions through improving their service quality to enhance their trust in the rendered service.

-To achieve loyalty, services providers achieve satisfaction through customer perceived value which could be obtained by concentrating on three dimensions (Monetary, Functional, and emotional) since the study indicates the impact of these dimensions which in its turn lead to satisfaction which is considered one of loyalty antecedents.

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Appendix 1



استبانة بحث علمي

السيدة/الآنسة المستجيبة المحترمة

بين يديك استبانة لأغراض البحث العلمي للحصول على درجة الماجستير في الأعمال الالكترونية بعنوان "بناء نموذج تكاملي للعلاقة بين جودة الخدمة وولاء الزبون: اختبار الأثر الوسيط لكل من القيمة المقدمة للزبون ورضا الزبون"، والتي تهدف إلى بيان أثر كل من: جودة الخدمة؛ رضا الزبون والقيمة المقدمة للزبون على ولاء الزبون لمركز التجميل الذي تتعاملين معه. راجية التفضل بقراءتها وتأشير الإجابة المناسبة من وجهة نظركم ولا حاجة لتدوين الاسم شاكرة لكم مشاركتكم في الدراسة.

وتفضلوا بقبول وافر الشكر والتقدير

المشرف الأستاذ الدكتور: ليث الربيعي

الباحثة: صبا مخلوف

العمر

☐ من 20 سنة ☐ 20-29 سنة ☐ 30-39 سنة ☐ 40-49 سنة ☐ 50-59 سنة ☐ 60 سنة فأكثر

المؤهل العلمي

☐ بوية عامة فما دون ☐ م (كلية مجتمع) ☐ وريوس ☐ مستير او دبلوم عالي ☐ لثوراه

الوظيفة

☐ رلفة قطاع عام ☐ رلفة قطاع خاص ☐ لية أعمال- أعمال حرة ☐ ربة منزل ☐ راعدة

أتعامل مع هذا المركز التجميلي

دا ☐ نما ☐ غالبا ☐ أحيانا ☐ نادرا ☐ لأول مرة

درجة التعامل مع المركز التجميلي

☐ لامل فقط مع المركز التجميلي هذا ☐ أتعامل مع مجموعة مراكز تجميل من (2-3 مراكز)

أ ☐ مل مع عدة مراكز تجميل (4 فأكثر)

ت	الفقرة	مستوى الاتفاق					
		كلياً اتفق	اتفق	اتفق بعض الشيء	محايد	لا اتفق بعض الشيء	لا اتفق مطلقاً
1	انصح أصدقائي وأفراد أسرتي وأولئك الذين يسعون للحصول على نصيحة حول هذه المسألة بزيارة مركز التجميل الذي أتعامل معه						
2	انقل صورة ايجابية للآخرين عن مركز التجميل الذي أتعامل معه						
3	إذا أتحت لي فرصة الاختيار مجدداً، اعتبر مركز التجميل هذا الأفضل بالنسبة لي وخياري الأول للتعامل معه مجدداً في المستقبل.						
4	ارغب في إبقاء واستمرارية علاقتي مع مركز التجميل هذا						
5	ليس لدي شعور بالولاء لمركز التجميل الذي أتعامل معه						
6	أفضل مركز التجميل هذا على غيره من مراكز تجميل السيدات الأخرى .						
7	أسعى إلى تشجيع أصدقائي والمقربين لي لزيارة مركز التجميل الذي أتعامل معه						
8	لاستخدام اعتبر قرارتي الذي اتخذته مركز تجميل السيدات هذا قراراً حكيماً						
9	أشعر بالرضا عن أداء العاملين في مركز التجميل الذي أتعامل معه بسبب توافق مستوى أدائهم مع توقعاتي						
10	بشكل عام، أثار اضعن جودة الخدمة التي يقدمها مركز تجميل السيدات الذي أتعامل معه						
11	لا أشعر بالرضا عن علاقتي مع العاملين في مركز تجميل السيدات الذي أتعامل معه						
12	شعوري ايجابي تجاه مركز تجميل السيدات الذي أتعامل معه						
13	أشعر بالارتياح لاستخدامي مركز التجميل هذا						
14	لا يقدم موظفو المركز التجميلي الذي أتعامل معه خدمات مناسبة وملئمة لحاجات ومتطلبات الزبائن						
15	يمتلك موظفو مركز التجميل الذي أتعامل معه كفاءة تقنية وفنية عالية جداً باستخدام مواد تجميل للبشرة والشعر واستخدام الأجهزة الموجودة						
16	تعتبر جودة الخدمة التي يقدمها العاملون للزبائن هي أولى اهتماماته موضع مصلحة الزبائن نصب أعينهم داخل المركز التجميلي الذي أتعامل معه						
17	يمتلك موظفو هذا المركز التجميلي معرفه جيدة بالخدمات التي يتم تاديتها داخل المركز والتي تنعكس ايجاباً على اتقانهم باداء تلك الخدمات كخدمات تجميل الشعر والبشرة						
18	معاملة مركز تجميل السيدات هذا لزيائنه تتمتع بشفافية عالية وذلك بمراعاة كافة الجوانب لدى زبائنههم						
19	يعاملني موظفو مركز تجميل السيدات هذا بغاية اللطف الاحترام						
20	الجو العام للبيئة الداخلية في مركز تجميل السيدات هذا مريح						
21	الجو العام مركز تجميل السيدات الذي أتعامل معه لا يشعروني بالسعادة						
22	مركز التجميل صحي ونظيف						
23	الخدمات التي يقدمها مركز تجميل السيدات هذا تحقق احتياجاتي بشكل جيد.						
24	يقدم المركز التجميلي أفضل الخدمات للشعر والبشرة والخدمات التجميلية الأخرى						

25	أتعامل الذي ألتجميلي المركز في الخدمات تقديم يتم غير جيد بشكل معه							
26	اشعر بالسعادة عندما أتلقي خدمات مركز تجميل السيدات هذا.							
27	الحصول على خدمات المركز ألتجميلي الذي أتعامل معه يعطين طباعا جيدا وايجابيا لدى الآخرين.							
28	بأنني بمنحني احساسا معه أتعامل الذي مركز التجميل خدمات تلقي الناس من معينه لفئة وانتمي مميزة							
29	تلقي خدمات مركز التجميل الذي أتعامل معه لا يمنحني الشعور بالسعادة والارتياح							
30	تلقي خدمات مركز التجميل يشعروني بالمتعة والفرح							
31	مقارنة مع مراكز تجميل السيدات البديلة الأخرى, يقدم المركز ألتجميلي الذي أتعامل معه أسعارا جذابة للخدمات التي يقدمها.							
32	مقارنة مع مراكز التجميل الأخرى, فان مركز تجميل السيدات الذي أتعامل معه يتقاضى أجور للخدمات مشابهة للأجور التي تتقاضاها مراكز التجميل الأخرى لنفس الخدمات							
33	مقارنة بينما دفعت وما سأحصل عليه من خدمة من مراكز التجميل المنافسة, اعتقد أن مركز التجميل هذا يزودني بمستوى عال من الخدمات							

Appendix 2

Scale							Statements	
Strongly disagree	disagree	Somewh at disagree	neutral	Some what agree	agree	Strongly agree		
							I would strongly recommended this beauty center to friends\family\others and to those who seek my advice about such matter to visit beauty senter that I have already deal with	1
							I say positive things about lady beauty center that I have already deal with to other people	2
							If I need to choose again this beauty center is the best one and I consider it as my first choice for future to deal with	3
							I am willing to maintain my relationship with beauty center that I have already deal with	4
							I am not loyal to beauty center that I have already deal with	5
							I prefer my main beauty center to other beauty centers.	6
							I would encourage friends and relatives to visit beauty center that I have already deal with.	7
							My decision to use this beauty center is a wise one	8
							I am satisfied with the performance of employees of lady beauty center that I have already deal with because their performance meets my expectations.	9
							in general, I am satisfied with the service quality offered by lady beauty center that I have already deal with.	10
							I am not satisfied with the relationship with this lady beauty center	11
							My feeling towards this beauty center is positive.	12
							I feel good about using this beauty center	13
							The employees of this beauty center demonstrated good knowledge about services	14
							The employees of beauty center that I have already deal with do not provide appropriate services	15
							The employees of this beauty center have high technical competence.	16

							The employees of beauty center that I have already deal with have my best interests at heart	17
							The beauty center that I have already deal with is sensitive to my feelings	18
							The employees of beauty center that I have already deal with treat me with respect	19
							The physical environment at the beauty center that I have already deal with is comfortable	20
							The atmosphere at the beauty center that I have already deal with is not pleasant.	21
							The beauty center that I have already deal with is clean and hygienic	22
							The services offered by beauty center that I have already deal with fulfill my needs well.	23
							The beauty center offers the best services	24
							The services offered by beauty center that I have already deal with are not well provided	25
							I feel good when using the services provided by this beauty center	26
							Using the services provided by this beauty center makes a good impression to other people.	27
							Using services provided by this beauty center give me a sense of belonging to other customers.	28
							The beauty center that I have already deal with does not give me pleasure	29
							Using the services of beauty center that I have already deal with is interesting	30
							Compared to alternative ladies beauty centers, the beauty center that I have already deal with offers attractive services	31
							Compared to alternative ladies beauty centers, the beauty center that I have already deal with charges me fairly for similar services	32
							Comparing what I pay to what I might get from other competitive ladies beauty centers, I think beauty center that I have already deal with provides me with good value	33

Appendix 3

The academic reviewers from Middle East University, Petra University and Applied Science Private University are:

- 1-Prof. Shafiq Haddad: Applied Science Private University
- 2-Dr. Ahmad al-Zamel: Middle East University
- 3-Dr. Hamzeh Khreem: Middle East University
- 4-Dr. Khaled Ibrahim: Middle East University
- 5-Dr. Sema Makatef: Petra University
- 6-Dr. Zahed Al-Samera'e: Petra University
- 7-Dr. Abed Moneem Shaltony: Petra University

Appendix 4

Names of 30 Ladies beauty centers in Amman-Abdoun

- 1-Tareq Msharbash
- 2-Amal Abd-Allah
- 3-Robena
- 4-Suhel and Bob
- 5-Sonaa Al-Jamal
- 6-Hamada and Belal
- 7-Sufian Mree
- 8-Joe Raaed
- 9-Garo
- 10-Emad Bazi
- 11-Nequla
- 12-Hammodh
- 13-Raaft
- 14-Assy and Naser
- 15-Jano and Marsel
- 16-Loaay al –Abdy
- 17-Concept
- 18-Fares Al-zagha
- 19-Jule Fam
- 20-Sahar al-Jbory
- 21-Rasha al-kordy
- 22-Aboud Rush
- 23-Haidar Al-Tawal
- 24-Hla sharkawi
- 25-Steev
- 26-Avan
- 27-Rojeh Atallah
- 28-Domenek
- 29-Ali and Belal
- 30-Sharaf