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## THE EFFECTING CUSTOMER SATISFACTION WITH SERVICE QUALITY TO RE-PURCHASE AMONG LAPTOP USERS

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### ABSTRACT

*The purpose of this paper is to investigate crucial factors that lead to customer loyalty in the laptop sector, namely service quality and customer satisfaction. Furthermore, the mediation effect of customer satisfaction on the service quality and customer loyalty relationship is also to be examined. Various studies have used these tools to examine the relationships between satisfaction and other factors. Enhancing access efficiency through digital multimedia. Multimedia presentations (video, images, sound, text) can create stronger memory links than text alone. In addition, digital technologies allow instant playbacks, which provide the learner with quick and easy access to different sections of instructional materials than when they are using a textbook. The main research target sample consisted of residential non-business laptop users in Iran. Reliability tests and statistical analyses were performed to both confirm scale validity and reliability and answer the research questions. Customer service, pricing structure and billing system are the service quality dimensions that have the more significant positive influence on customer satisfaction, which in turn has a significant positive impact on customer loyalty. The mediation role of customer satisfaction on the service quality and customer loyalty relationship has also been confirmed. It is of great importance for laptop companies in a mature market such as that of Iran, to understand what the drivers of customer loyalty are. The present study produced useful findings, which can be utilized by laptop provider managers, in their effort to develop and implement successful customer loyalty strategies.*

**Keywords:** Quality of Services and Goods, Customer Satisfaction, Re-Purchase

### INTRODUCTION

Satisfaction is thus an emotional and pleasurable experience that confirms that something right has happened and provides a driving force to sustain the effort that yields this feeling.

Goods must be of a standard that a reasonable person would regard as satisfactory. Quality is a general term, which covers a number of matters including:

- fitness for all the purposes for which goods of that kind are usually supplied
- appearance and finish
- freedom from minor defects
- safety
- durability

In assessing quality, all relevant circumstances must be considered, including price, description and your or the manufacturer's advertising.

Over the past few decades, Internet of laptop has developed into a comprehensive global marketplace for the exchange of goods and services in Iran. Internet of laptop users in Iran have been an explosive growth in the last decades. With the development of wireless

telecommunication technologies, many customer services that are used in the computer-based Internet have also appeared in laptop (Barnes, 2002); in increasingly competitive markets, building strong relationships with customers, that is, developing the loyalty of consumers is seen as the key factor in winning market share and developing a sustainable competitive advantage (Luarn & Lin, 2003; Nasir, 2005). There is an extensive and growing body of research on customer satisfaction that focuses primarily on disaggregate or individual-level satisfaction with particular goods or services (Yi, 1991). Enhancing authenticity using video and the Internet. The Internet provides learners with access to authentic materials, like news and literature, while video can offer context-rich linguistic and culturally relevant materials to learners.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### *Customer satisfaction*

Satisfaction, according to the Oxford Advanced Dictionary (2000), is the good feeling that one has achieved something or when something that one wanted to happen does happen.

Customer satisfaction and loyalty Customer satisfaction, which refers to “the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer’s prior feelings about the consumption experience” (Oliver, 1981), is often considered as an important determinant of repurchase intention (Liao et al., 2009) and customer loyalty (Eggert & Ulaga, 2002). It is a most important research topic in the information system area (Au et al., 2008). If the customer has good experiences of using MIM over time, then he will have cumulative customer satisfaction. Previous literature theorized that customer satisfaction can be classified into two types: transaction-specific satisfaction and general overall satisfaction (Yi, 1991). The modeling of customer satisfaction depends critically on how satisfaction is conceptualized. Two general conceptualizations of satisfaction exist in the literature, transaction-specific satisfaction and cumulative satisfaction (Anderson and Eugene, 1994).

Recently, researchers have found that satisfaction positively impacts on loyalty and re-purchase. Satisfaction is important to the individual customer as it falls down an optimistic outcome from the specific resources and the fulfillment of unmet wants and needs. Brady, Cronin, Fox, and Roehm’s (2008) definition is notable because it distinguishes brand equity from brand loyalty. Brand equity is conceptually broader which encompasses brand image (e.g., perception of service quality) and brand familiarity. Consumer and marketing researchers are often concerned with satisfaction as an individual, transaction-specific measure or evaluation of a particular product or service experience (Cronin and Taylor, 1992).

**H1.** Customer satisfaction has a positive effect on customer loyalty.

**H2.** Customer Satisfaction Repeats Shopping.

### *Technology and learning*

Research literature throughout the past decade has shown that technology can enhance literacy development, impact language acquisition, provide greater access to information, support learning, motivate students, and enhance their self-esteem. This connection between technology and learning is found fairly consistently however, and other studies have indicated a stronger association. In the USA, only a small relationship between computer use in the school curriculum and improvement in pupils’ test scores was found in a longitudinal study (Weaver, 2000).



Other studies have shown that in-class laptop use had a negative impact on student learning; students spent more time multitasking on their laptops and were therefore distracted from the primary lessons (Fried, 2008; Hembrooke & Gay, 2003). Despite these neutral and negative studies, there are also studies that show improvement in student learning through computer-based courses (Maki et al., 2000; Poirier & Feldman, 2004). Applying constructivist learning, including self-regulation strategies, to atypical learners in University Honors communities is most advantageous. These students are atypical because of their high levels of academic achievement and their high ability for making their own meaning and utilizing self-regulation skills (Bandura & Schunk, 1981; Ernest, 1995). Identifying the impact of one-to-one provision of technology is challenging. This is both for laptops (Dunleavy et al., 2007) and mobile technologies (Naismith et al., 2004).

### *Perceived service quality*

When a consumer indicates that goods are required for a particular purpose, or where it is obvious that goods are intended for a particular purpose and a trader supplies them to meet that requirement, the goods should be fit for that specified purpose.

Providing a high level of service quality is very important for service providers to compete with other competitors (Bharati & Berg, 2005; Shin and Kim, 2008) suggested service quality is a consumer's overall impression of the relative efficiency of the service provider, and they found that service quality is significantly related to customer satisfaction. Our view on the relationship between these two constructs is based on the claim that perceived service quality is a predictor of customer satisfaction. Researchers maintain that perceived service quality is cognitive and thus followed by satisfaction (Oliver, 1999). Re-purchase intention is the repeated process of buying goods and services (Hellier et al., 2003) and the main reason is in the experiences after shopping. Companies instead of attracting new customers can retain the previous customers with less cost (Zeithaml, 1996).

**H3:** Perceived service quality has a positive effect on customer satisfaction.

**H4:** Customer satisfaction affects customer re-purchase intention in Iranian people.

### *Brand-switching intentions*

Evaluations of a brand are made from a variety of reference information such as price standards (Vaidyanathan, 2000). The expectation-disconfirmation model posits that consumer satisfaction levels are based on initial expectations of specific product attributes that are later confirmed or disconfirmed (van Raaij, 1991). A particular type of rumination, referred to as processing rumination, is thought to contribute to recovery from a negative incident, such as regret (Segerstrom et al., 2003).” McCrae (1984) recognizes that these stress appraisals can either be referred to as threat appraisals or challenge appraisals. Threat appraisals refer to losses that are potential and anticipated, whereas challenge appraisals refer to an opportunity for the mastery of a positive outcome (i.e. switching brands).

**H5:** Regret will be positively related to the amount of rumination experienced

**H6:** Regret will be positively related to brand switching intention

## **RESEARCH METHODOLOGY**

### *Data Collection and Sample*

The Data were collected over a period of seven months. The packets were then given to the researcher for analysis, and all information became completely anonymous to the researcher



statistical population of this study included all customers of Safa, Mashregh, and Dostian department stores' Iranian city of Tehran. The sample size estimated to be 378. All survey questions in the survey were the same except for the brand names. A total of 378 people responded to this survey. Some respondents refused to participate to this study due to inconvenience of time and location. Unfortunately, no information is available about non respondents and so this source of non sampling error cannot be controlled. The sample was equally split males (50%) and females (50%).

### Measurement

Measurements of all the constructs were carried out by the statements adopted from previous studies and a 7-point Likert type scale ranging from (1) Strongly Disagree to (7) Strongly Agree as shown in Appendix 1. The service quality measures consist of 4 physical quality and 3 staff behavior statements adopted from Ekinci (2001).

Finally, brand loyalty was operationalized by 3 statements taken from Bloemer, De Ruyter, and Wetzels (1999).

## DATA ANALYSIS AND RESULTS

Sample profile Tables 1 present the sample's demographic characteristics and laptop usage profile respectively. As it can be seen in Table I, the sample is rather skewed towards male, young and highly educated users having a relatively low monthly income.

**Table 1. Survey respondents' demographic frequencies**

Measure	Item	Frequency	%
Sex	male	189	50
	female	189	50
age	Less than 24	94	24.86
	25-34	98	25.92
	35-44	83	21.97
	45-54	62	16.40
	More than 54	41	10.84
Education	Primary school	94	24.86
	Secondary school	125	33.06
	University	102	26.98
	Postgraduate	57	15.07

Convergent and discriminant validity were both assessed in order to determine construct validity. In assessing for convergent validity, the measurement model was first tested for model fit. After item deletion and adequate model fit were achieved, lambdas were checked for significance and size (Gerbing and Anderson, 1988). Furthermore, the reliability and average variance extracted for each construct was calculated. In determining discriminant validity, both pair-wise comparison and the Fornell-Larcker test were used.

The results of regression analysis of customer satisfaction and re-purchase intention are shown in Table 3 below. The regression models of F values were greater than 7.123, and p value is 0.000, namely model reaches the significant level, and the whole fitting degree is higher. Customer satisfaction and re-purchase intention of the regression coefficient are: 0.712, 0.502, showing the customer satisfaction to re-purchase intention has a significantly positive influence,

which supports the theoretical hypothesis **H1**: Customer satisfaction has a positive effect on customer loyalty.

**H2**: Customer Satisfaction Repeats Shopping.

**H3**: Perceived service quality has a positive effect on customer satisfaction.

**H4**: Customer satisfaction affects customer re-purchase intention in Iranian people

**Table 2: Direct effects**

	Unstandardized beta	Standardized beta	Critical ratio	S.E.	p-value
Regret and extent of rumination	0.021	0.014	0.135	0.147	$p > 0:05^*$
Regret and satisfaction level	-0.574	-0.535	6.431	0.091	$p < 0:001$
Regret and brand switching likelihood	0.315	0.331	3.839	0.080	$P < 0:001$
Regret and negative emotion	0.699	0.519	6.425	0.111	$p < 0:001$
Negative emotion and satisfaction level	-0.183	-0.222	-2.635	0.062	$p < 0:05$
Negative emotion and extent of rumination	0.614	0.633	5.64	0.109	$p < 0:001$
Satisfaction level and extent of rumination	0.407	0.322	2.89	0.137	$p < 0:05$

Note: \* Non-significant value

H5 proposed that regret would be positively related to the extent of rumination experienced. This hypothesis was partially supported (beta  $\frac{1}{4}$  0:021; SE  $\frac{1}{4}$  0:147;  $p$ : 0:05). This indicates that induced regret does not have a significant effect on the extent of rumination; however, there is still a positive relationship between regret and extent of rumination experienced. The final direct effect is proposed in H6, which suggests that regret should be positively related to brand switching intention. As seen in Table 2, this hypothesis was supported (beta  $\frac{1}{4}$  0:315; SE  $\frac{1}{4}$  0:080;  $p$ : 0:001). Thus, the greater the experiences of regret, the higher the chances are that consumers will switch brands.



**Table 3. Regression analysis of customer satisfaction and re-purchase intention**

ANOVA						
	Model	Sum of Square	df	Mean Square	F	Sig
1	Regression	17.021	5	4.223	7.123	0.000
	Residual	39.23	53	0.712		
	Total	56.251	58			
2	Regression	34.432	4	7.451	18.601	0.000
	Residual	25.032	51	0.502		
	Total	59.464	55			

## CONCLUSION AND IMPLICATIONS

This study has important implications for practice. Without a doubt, the competition for greater market share is intensifying within the laptop industry in Iran. A more focused approach to building up a novel competitive edge is vital for success (or mere survival) in this volatile market. One of the best and obvious ways of achieving this is through a scientifically sound marketing



and customer retention strategy. It is more costly to attract new customers than to retain the existing ones. Therefore, the key focus in managing customer satisfaction is to identify the core satisfaction determinants from the user's perspective and then to assess the company's performance in addressing each of these determinants. They must strive to improve features and enhance product and service quality so that they can improve customers' experiences with laptop and by doing so improves overall customer loyalty. Brand managers should also focus on enhancing their company's image and develop advertising and promotional messages that could encourage customers to think about their experiences with the actual product. This needs to be accomplished simultaneously as reducing costs, if the existing manufacturers desire to maximize customer satisfaction and gain high market penetration through brand loyalty. Customer service, pricing structure and billing system are the service quality dimensions that have the more significant positive influence on customer satisfaction, which in turn has a significant positive impact on customer loyalty. The mediation role of customer satisfaction on the service quality and customer loyalty relationship has also been confirmed. Customer loyalty is a factor of paramount importance in a mature services market sector, such as that of the laptop technology in Iran. Therefore, it is of great importance for managers of laptop companies providers to understand what the loyalty's drivers are. Service quality and customer satisfaction have certainly a role to play towards this direction.

#### *Limitations of the Study*

Our research was limited in 1 cities of Iran due to lack of finance and approach. We collected the data from 1 big cities of Iran (Tehran) as a sample. Participants were keen to answer the research questions because of this, we had to give them gifts and raise the cost of research. The research also had another limitation because when buying laptops, it's time-consuming and buyers sometimes have not had enough time to answer questions.

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