

## Customer loyalty to supermarkets via service quality

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### **Abstract:**

The purpose of this study is to propose and empirically investigate a moderated mediated model for enhancing customer loyalty to retail stores with the underpinnings of retail service quality (RSQ) practices. We hypothesise that the five dimensions of RSQ positively influence customer loyalty. Affective commitment to retail stores operate as mediator to the association between the dimensions of RSQ and customer loyalty. The corporate image of retailers moderates the effects of RSQ dimensions on customer loyalty mediated via affective commitment. Data were collected from supermarket customers in Sri Lanka. Findings indicated, of RSQ dimensions, physical aspect, personal interaction and policy significantly, enhance customer loyalty. Affective commitment mediates the effect of all RSQ dimensions except problem solving. Corporate image of retailers moderates the mediation effects of affective commitment on the association between Reliability and Customer Loyalty, the association between Personal Interaction and customer loyalty, and that between Policy and customer loyalty.

*Keywords: Retail Service Quality (RSQ), customer loyalty, affective commitment*

*Track: Retailing and Distribution*