

investigate the relationship between purchasing environment, perceived customer value and customer satisfaction with customer loyalty

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Given that in the last few years the customer behavior pattern has undergone many changes and on the other hand, due to the optimal use of time, most customers tend to buy their own items in the local area, with all their demands fulfilled, in the meantime chain stores, have been able to meet the customer's demands in many cases. In this regard, the main objective of the study was to investigate the relationship between purchasing environment, perceived customer value and customer satisfaction with customer loyalty. The statistical population of the research was Ahmadi stores in Rasht. Given that customers were respondents in this research, therefore the level of individual analysis is. The sampling method used in this research was available non-specific sampling method and the sample size was 352 customers. After collecting data by standard questionnaires, structural equation modeling technique with partial least squares approach was used to evaluate the relationships between variables. In general, all data analysis was done using SPSS and PLS software. The result of the research hypotheses indicates the positive relationship between customer perception of the perceived value of the customer's environment; customer perception of the purchasing environment with customer satisfaction; customer perception of the purchasing environment with customer loyalty; customer perceived value with customer satisfaction; perceived customer value with customer loyalty; and customer satisfaction with customer loyalty.

Keywords : Key words: customer loyalty, customer satisfaction, customer perceived value, customer perception of the shopping environment, chain stores.

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