The comparison of perceived quality influence on loyalty of different industries customers

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The purpose of this research is to compare the effect of perceived quality on customer loyalty in the food and home appliance industry. The present research is a descriptive study based on how to obtain the required data and the classification of research according to their purpose. The method chosen by the researcher in this study considering the recognition of the surveyed society is Non-random sampling available. In the present study, a one-dimensional analysis was used for central indices of dispersion. For multivariate analysis, statistical techniques related to the structural equation model were used using LISREL 8.8 software. The result of inferential analyzes in this study suggests that there is a significant relationship between perceived quality and perceived risk in both industries. The impact level in both industries is the same. There is a significant relationship between perceived risk and customer loyalty in both industries that the impact on home appliances is greater than that of the food industry. There is a significant relationship between perceived quality and customer confidence in both industries, with the same effect in both industries. There is a significant relationship between trust and loyalty of customers in both industries, with the same effect in both industries.

Keywords : Loyalty customers, trust customers, perceived quality, perceived risk