

Impact of price, image and assurance of the store on loyalty with the role of mediation of perceived value of customers (Case study: chain store customers)

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As competition in different parts of the store services intensifies, the role of customer loyalty has become more and more evident than in the past, so that more customer service has become not only an asset but also an indispensable necessity. In fact, the main purpose of the price effect, the image and confidence of the store have been on loyalty with the role of mediation of perceived customer value. The statistical population consisted of customers of chain stores in Rasht city that through uncontrolled sampling available proportional to the sample size through the formula of the cracker in the unrestricted statistical society and sample size 212 was determined. The research method is descriptive-survey and research tools including standard questionnaire. In order to investigate the validity of the research, experts have used it. Cronbach test is also used to assess the reliability of the research. Data analysis was done on two levels, descriptive statistics and inferential statistics. Collected data and available information using inferential statistics techniques, Structural Equation Test using LISREL software has been used and the collected data have been analyzed using SPSS software. The results of the research have shown that the price, the store image and the reliability of the shop have a positive and significant effect on the perceived value of the customer and the purpose of customer purchases. Also, the perceived value of customer loyalty has also been affected.

Keywords : store image, customer loyalty, perceived value

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