

Effect of product quality, organization image, store image and product price on customer loyalty to green products with satisfaction mediation

Mirfoad Moaf*,

The main purpose of this research was to examine the impact of product quality, corporate image, store image and product price on customer loyalty through mediation of satisfaction. The research method was descriptive-correlational. The statistical population of this study is all customers of green brands in Rasht city. Using available sample method, a sample of 313 customers was ed. The research questionnaires included corporate image, store image, product quality, product price, customer satisfaction and loyalty. The research hypotheses were examined using the structural equation model in Amos software version 24. The research findings indicate that product quality (beta coefficient: 0/408), corporate image (beta coefficient: 0/162), store image (beta coefficient: 0/283) and product price (beta coefficient: 0/279) Have a direct and significant effect on customer satisfaction. The product quality (beta coefficient: 0/205), corporate image (beta coefficient: 0/256), store image (beta coefficient: 0/141), product price (beta coefficient: 0/193) and satisfaction (beta coefficient: 0/335) have a direct and significant effect on customer loyalty. Product quality (beta coefficient: 0/145), corporate image (beta coefficient: 0/057), store image (beta coefficient: 0/100) and product price (beta coefficient: 0/099) through direct effect on satisfaction, indirectly affect the loyalty of customers. Product quality, corporate image, store image, product price and satisfaction can predict 45% of customer loyalty variance. The product quality, corporate image, store image and price of the product have been able to predict 35% of customer satisfaction variance.

Keywords : : product quality, corporate image, store image, product price, loyalty,

satisfaction, green brand

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)