Investigating the role of mediator of customer satisfaction in relation between service quality, service orientation, marketing mix strategy and customer loyalty (Case Study: Travel agencies of Rasht(

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Nowadays, customer satisfaction and loyalty are the main factors for growth, success and survival of organizations and as a strategic and effective issue on the agenda of corporate executives, especially service companies. On the other hand, the requirement to compete in travel services firms, because of the increased demand for travel, requires managers to identify the factors affecting customer satisfaction and loyalty. Therefore, this research aims to investigate the role of mediator of customer satisfaction in relation to service quality, service orientation, marketing mix strategy and customer loyalty in travel agency agencies in Rasht. A standard questionnaire was used to collect data, distributed to 44 travel agents and 450 customers. Finally, 396 questionnaires customers and 44 acceptable questionnaires agencies were analyzed. The structural equation modeling approach was analyzed using Smart PLS.2 software. The results show that service quality and service orientation have a positive effect on customer satisfaction and loyalty. Customer satisfaction has also affected customer loyalty. Meanwhile, the impact of marketing mix strategy on loyalty was proven, but its impact on customer satisfaction was not confirmed. Also, customer satisfaction plays a mediator role in the relationship between service quality and service orientation on loyalty.

Keywords : : Service quality, Service orientation, Marketing mix strategy, Customer satisfaction, Customer loyalty

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