

Multiple Mediating Effects on the Quality and Loyalty to Malaysian Banking Services

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Abstract

The banking sector is significant to the nation's economic growth. The provided sources offer valuable insights into the relationships among service quality, perceived value, corporate image, and customer loyalty in the banking industry. These studies examine how these factors influence customer loyalty and retention, thereby illuminating the dynamics of customer relationships in competitive markets. Key themes explored in the sources include the positive impact of service quality on customer loyalty, the significant role of corporate image in shaping customer loyalty, and the influence of perceived value on customer loyalty in the banking sector. The research employs empirical methods, including surveys and statistical analyses, to examine these relationships and provide evidence-based insights for businesses. Studies in Malaysia offer a diverse perspective on customer loyalty dynamics. The study confirms the significant impact of service quality on customer loyalty, perceived value, and corporate image, with perceived value mediating the effect of service quality on customer loyalty. The findings provide evidence of the long-lasting influence of service quality on customer loyalty, both directly and indirectly through perceived value and corporate image, in the banking sector, offering valuable insights into customer-centric services. These sources contribute to the body of knowledge on customer loyalty, offering practical implications for businesses to enhance customer relationships, improve service quality, and build strong brand images to foster customer loyalty and retention.

Keywords: banking industry, corporate image, customer loyalty, customer satisfaction, mediating effects, perceived value, service quality

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