



Article

The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media

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Abstract: In today's emerging and competitive mobile social media market, companies continuously endeavor to improve service quality and customer satisfaction in order to gain a competitive advantage and ensure long-term sustainability. The objective of this study is to identify the relationship between service quality, customer satisfaction, and customer loyalty in mobile social media. Moreover, this study examines the role of customer satisfaction as a mediator. The proposed research model consists of four dimensions of mobile service quality (usefulness, convenience, design, and security/privacy) as well as customer satisfaction and customer loyalty. The survey used the selfadministrated method. A total of 256 responses were used in the data analysis. We estimated the hypothesized relationships of the research model using a structural equation modeling technique. The results are as follows: first, usefulness, convenience, design, and security/privacy significantly and positively affect customer satisfaction. Second, customer satisfaction has a significant and positive impact on customer loyalty. Third, customer satisfaction mediates the relationship between service quality and customer loyalty; in particular, convenience, design, and security/privacy are completely mediated while usefulness is partially mediated. These results can serve as a valuable reference for mobile social media providers to manage services and improve service quality and customer satisfaction.

Keywords: mobile social media; service quality; customer satisfaction; customer loyalty; mediation



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1. Introduction

The smartphone market has experienced steady growth in recent years, becoming increasingly prevalent as people rely on smartphones for various tasks, including communication, gaming, navigation, and social networking. ResearchAndMarkets.com [1] reported that the smartphone market reached a volume of 1277.70 million units in 2022. The report also projects a Compound Annual Growth Rate (CAGR) of 3.5% for the market, with an estimated volume of approximately 1570.62 million units by 2028.

People use smartphones to connect with people both locally and globally through their social networks. Social networks are online platforms that allow people to connect and share information with others [2,3]. Social networks offer numerous advantages, such as the ability to connect with people worldwide, to share information quickly and easily, and to discover new opportunities for personal and professional growth [4]. However, there are also some disadvantages to using social networks. One of the primary concerns is privacy. Social networks have the potential to collect users' personal information, which can then be used for targeted advertising or other purposes [4].

With the popularization of smartphone use, the social network or social media market is rapidly expanding, and the number of companies providing relevant services is increasing. As the market has recently become consumer-centered, users have been demanding improvements in service quality (SQ), service variety, and customization with consideration of their preferences. They also want to enhance their security and privacy in

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Service Quality and Customer Satisfaction of Chain Restaurants in Selected Cities of Gujarat Dr Kalqi Shah Dr Research Methodology and Data Analysis Second Edition Zainudin Awang, 2012 This book provides proper direction in doing research especially towards the understanding of research objectives and research hypotheses The book also guides in research methodology such as the methods of designing a questionnaire methods of sampling methods of data collection and methods of data analysis. The data analysis covers data mining descriptive analysis factor analysis and reliability analysis Besides this the book assesses the normality distribution of data since this is crucial in determining the types of statistical analysis to be employed More importantly the book offers guide in analysing the correlational effects causal effects mediator effects and also the moderator effect among variables in a model **Business** Research Methods Dr. lalit prasad, Dr. Kunal Patil, Dr. Priyanka Mishra, 2025-01-18 Business Research Methods involves systematic datadriven approaches that help organizations make informed decisions by collecting analyzing and interpreting relevant data The process typically includes defining a research problem developing a research design collecting data through surveys interviews or observations and analyzing this data using statistical tools Business research can be qualitative focusing on understanding underlying reasons and motivations or quantitative aiming to quantify variables and predict outcomes This book is divided into five chapters each focusing on a crucial aspect of the research process We begin with the identification of research problems proceed through the formulation of hypotheses research design data collection and analysis and conclude with report writing This progression ensures that readers gain a solid understanding of the entire research process equipping them with the knowledge and skills needed to conduct their own research projects To enhance learning and reinforce the concepts covered in each chapter we have included a set of review questions at the end of each unit These questions are categorized into multiple choice questions short answer questions moderate answer questions and long answer questions These questions providing readers with practical examples of how the material may be tested in an Handbook of Research on Social and Organizational Dynamics in the Digital Era Idemudia, Efosa academic setting C., 2019-08-30 Technology in the world today impacts every aspect of society and has infiltrated every industry affecting communication management security etc With the emergence of such technologies as IoT big data cloud computing AI and virtual reality organizations have had to adjust the way they conduct business to account for changing consumer behaviors and increasing data protection awareness The Handbook of Research on Social and Organizational Dynamics in the Digital Era provides relevant theoretical frameworks and the latest empirical research findings on all aspects of social issues impacted by information technology in organizations and inter organizational structures and presents the conceptualization of specific social issues and their associated constructs Featuring coverage on a broad range of topics such as business management knowledge management and consumer behavior this publication seeks to advance the practice and

understanding of technology and the impacts of technology on social behaviors and norms in the workplace and society It is intended for business professionals executives IT practitioners policymakers students and researchers Research in Hospitality and Tourism Levent Altinay, Alexandros Paraskevas, 2015-10-23 Planning Research in Hospitality and Tourism provides an accessible concise and practical guide to planning conducting and analysing research in tourism and hospitality The authors skilfully introduce the basic principles and techniques of research in the international hospitality and tourism sectors and provide detailed guidance on both quantitative and gualitative methods of research It includes a variety of features throughout to aid students understanding and offers practical tips to help students overcome any potential research issues Building on the success of the first edition the volume has been fully revised and updated and contains new chapters on mixed methods and how to make best use of recent technology in research practices. The second edition also benefits from increased coverage of research design strategies including sampling ethnography and experimental design inclusion of computer mediated data collection techniques such as online interviews online focus groups and online observation netnographic research new and updated international case studies and extracts with a more even spread of tourism and hospitality examples of research online student and lecturer resources including PowerPoint slides and a test bank of multiple choice and true false questions for each chapter Written by three leading scholars with experience of both the industry and university courses globally this insightful text is an essential resource for all tourism and hospitality research students and early career research professionals around the world The Impact of Service Guarantees on Service Quality, Customer Satisfaction/loyalty and Firm Performance Julie Mountain Hays, 2000 **HEALTHCARE SERVICE** QUALITY AND PATIENT SATISFACTION IN OMANI PUBLIC HOSPITALS THROUGHOUT COVID-19 ERA: AN **EMPIRICAL INVESTIGATION** Ghaliya Salah Al Atar, Abu Bakar Abdul Hamid, 2023-09-07 Healthcare quality HQ became eminent during the COVID 19 crisis Despite the efforts made by the Ministry of Health in Oman the country faced several challenges such as a lack of available funds and patients perceived in a negative manner which hindered their treatment experience The study examines factors affecting HQ using the SERVQUAL model patient satisfaction in Omani public hospitals including healthcare quality resources availability RA and healthcare facility preparedness HFP and the moderation effect of the perceived risk of COVID 19 pandemic This research uses a mixed method with a sample size of 387 patients quantitatively selected using probability random sampling of 8 patients qualitatively who visited public hospitals The findings from the quantitative analysis reveals that the tangibility and RA had insignificant effect on the HQ The moderation effect of perceived risk of COVID 19 between HQ RA HFP and patient satisfaction was insignificant The results of the qualitative analysis indicated other factors that affected patient satisfaction including communication helpfulness compassion physician professionalism patient doctor contact waiting time atmosphere and cleanliness The study proposed a strategy for technical categories that include professional skills service outcomes and concrete quality aspects and functional categories The study

Proceeding: 2nd Sriwijaya Economic, Accounting, And has also recommended implications for further investigation Business Conference 2016 SEABC Official, Proceeding 2nd Sriwijaya Economic Accounting And Business Conference 2016 November 23rd 24th 2016 Global Competitiveness The Dynamics of Local Regional National Changes Towards Customer Satisfaction and Quality Relationship Abu Bakar Abdul Hamid, Seyed Bahaedin Mousavi, Bamdad Partovi, 2019-03-20 Electronic customer relationship management ECRM is a comprehensive business and marketing strategy for attracting and retaining customers over the internet The proliferation of ECRM and its alarming failure rate call for a better understanding of the relationship between ECRM and its immediate objective Based on the literature reviewed there are few studies that have used service quality as a component of relationship quality in the relation between ECRM and customer satisfaction The study investigates the influence of three components of ECRM i e pre purchase at purchase and post purchase ECRM on customer satisfaction directly and through mediating variable relationship quality A quantitative methodology using a cross sectional survey method was used to investigate the relationship between variables Methods 1 Leow Chee Seng, Khairul Salleh bin Mohamed Sahari, Vellapandian Ponnusamy, 2022-07-31 Graduate on time GOT has become the holy grail of success in the world of post graduate education The majority of students who enrol in a postgraduate research programme have a strong desire to learn Motivation on the other hand tends to decline on a regular basis Furthermore students give up on their education when they cannot see the light at the end of the tunnel In contrast to the students who chose to withdraw from their programmes we have encountered thousands of post graduate students who are able to complete their degrees on time We were aware of their predicament and the difficulties they were experiencing in their graduate studies Simply put students who are unable to complete their studies are unable to do so due to both the students and the supervisors Keep in mind that other errors can be easily identified As a result the supervisors ability to effectively supervise students has a significant impact on the students ability to graduate Naturally it is the students responsibility to be self motivated and consistent in their approach to their studies. The student dropout rate is directly related to a lack of participation and collaboration on the part of any party including supervisors and students This book was written with the intention of assisting and guiding academicians as well as post graduate students through the process of completing their educations The most important thing is that students have fun while learning new things and feel like they are contributing to the overall body of knowledge We designed and crafted the book s content based on our previous experiences in order to assist students in organising their academic pursuits in a methodical manner ASSESSMENT OF SERVICE QUALITY IN HEALTH INSURANCE SECTOR A STUDY WITH SPECIAL REFERENCE TO CHENNAI CITY Dr. S.T.KRISHNEKUMAAR, Dr. K.S.MEENAKSHI SUNDARAM, **Reinventing Human Resource Management Ronald J.** Burke, Cary L. Cooper, 2005 The authors of this text review the most current thinking on HR initiatives associated with current organisational performance and investigate how the field will need to mobilise in new ways to meet the demands of

the future ICASI 2019 Rahmat Hidayat, Mesran, Tengku Mohd Diansyah, Supriyanto, Dodi Siregar, 2019-11-26 As an annual event THE 2ND INTERNATIONAL CONFERENCE ON ADVANCE SCIENTIFIC INNOVATION 2019 continued the agenda to bring together researcher academics experts and professionals in examining about Scientific Innovation in technology education management accounting and many aspect area In 2019 this event held in 18 July 2019 at Politeknik Kutaraja Banda Aceh Indonesia This ICASI Proceeding 2019 are published along with article from ICASI 2018 and each contributed paper was refereed before being accepted for publication The double blind peer reviewed was used in the paper selection Creativity and Innovation in Organizations José Ramos, Neil Anderson, José M. Peiró, Fred Zijlstra, 2018-10-18 This book reflects on the increasing variety of perspectives in organizational innovation research paying attention to the antecedents but also to the outcomes of innovation Some chapters analyze the dark side of innovation including the potential negative consequences of innovative behaviors or of defying the innovation maximization fallacy Others explicitly consider affective responses after innovation efforts and assume that positive or negative effects rely on the context in which innovations occur and on the way in which people manage the process of innovation Several contributions adopt the dialectic approach by considering the multiple pathways and mechanisms that could lead to innovation at organizations Most of the chapters include the interaction of actors characteristics from employees or teams together with situational constraints from the task or the social context and outline the relevance of processes like team learning motivation variables like basic need satisfaction congruence of motives or meaningfulness at work dynamics of communication networks and affective variables This edited collection offers a rich picture of current research and management trends in the field and contributes constructively toward promoting the dialectic perspective on creativity and innovation in the workplace This book was originally published as a special issue of the European Journal of Work and Organizational Psychology Islamic Business Concepts Veland Ramadani, Baker Alserhan, Léo-Paul Dana, Jusuf Zegiri, Hasan Terzi, Mehmet Bayirli, 2023-10-15 This proceedings volume presents selected chapters from the 13th Global Islamic Marketing Conference featuring contributions from renowned experts from around the world The chapters offer an up to date overview of research and insights into Islamic business practices with a specific focus on Islamic marketing and entrepreneurship strategies Authored by experts hailing from diverse countries such as Malaysia Indonesia India Pakistan United Arab Emirates Jordan and Morocco the chapters collectively provide a comprehensive understanding of the subject matter Covering a wide range of topics including understanding Muslim consumer behavior and marketing halal tourism and healthcare entrepreneurship and business in Muslim societies women empowerment and entrepreneurship Islamic ethics and values in organizations psychological factors and social issues technology and future trends and social and labor issues in Muslim societies this book encompasses a global perspective on the subject matter With the expertise and diverse backgrounds of the contributing authors this book serves as an invaluable resource for researchers interested in delving into the intricacies of Islamic

business practices It also offers valuable insights and practical implications for business consultants seeking a deep understanding of conducting business in Islam oriented regions The collective knowledge and experiences shared by these renowned experts contribute to a comprehensive exploration of the topic making this volume a significant contribution to the field of Islamic marketing and business studies Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business Management Association, Information Resources, 2021-04-16 In the next few years it is expected that most businesses will have transitioned to the use of electronic commerce technologies namely e commerce This acceleration in the acceptance of e commerce not only changes the face of business and retail but also has introduced new adaptive business models The experience of consumers in online shopping and the popularity of the digital marketplace have changed the way businesses must meet the needs of consumers To stay relevant businesses must develop new techniques and strategies to remain competitive in a changing commercial atmosphere The way in which e commerce is being implemented the business models that have been developed and the applications including the benefits and challenges to e commerce must be discussed to understand modern business The Research Anthology on E Commerce Adoption Models and Applications for Modern Business discusses the best practices latest strategies and newest methods for implementing and using e commerce in modern businesses. This includes not only a view of how business models have changed and what business models have emerged but also provides a focus on how consumers have changed in terms of their needs their online behavior and their use of e commerce services Topics including e business e services mobile commerce usability models website development brand management and marketing and online shopping will be explored in detail This book is ideally intended for business managers e commerce managers marketers advertisers brand managers executives IT consultants practitioners researchers academicians and students interested in how e commerce is impacting modern business models

Is Loyalty Dead? Farzana Quoquab, Jihad Mohammad, 2016-07-11 This book is for those who are interested to know more about the recent trend of service loyalty and service switching among mobile phone service users This timely and important book is an essential guide for researchers policy makers managers and marketers to develop an insight to better strategize and effectively implement loyalty programs and prevent their customers from switching The term loyalty is acknowledged as an important indicator of the likely success of a service business whereas switching costs a service firm the customers future revenue stream However recent research revealed that in many industries satisfied customers also tend to switch This book discusses the role of switching cost and consumer innovativeness in explaining consumers switching tendency Last but not the least this book offers a richer explanation about loyalty and switching phenomena than past studies that mostly discussed these two constructs in isolation Nowadays divided loyalty as well as switching became a common issue which made it difficult for the company managers to retain their customers for a long time With no exception the mobile phone service market is also filled with divided loyal ones as well as switchers This book presents some depth and

breadth strategies for the mobile phone network service providers in order to manage such promiscuous customers EBOOK: Principles and Practice of Marketing JOBBER, DAVID, 2009-12-16 EBOOK Principles and Practice of Marketing Customers Switching Intentions Behavior in Retail Hypermarket Kingdom of Saudi Arabia Samrena Jabeen, Abu Bakar Abdul Hamid, 2019-06-27 Retail Service Quality is a vital driver in determining customer satisfaction which in turn promotes customer loyalty and reduces switching intentions Service quality is a solution to build customer satisfaction which could lead to customer loyalty hence reducing switching intentions The current study has investigated the interrelationship between service quality customer satisfaction customer loyalty with switching intentions of customers and the moderating role of price discounts and store ethnicity in a single framework Random sampling was used by administering standardized questionnaires personally to 450 hypermarket customers located in the Eastern Province of Saudi Arabia The results confirmed that retail service quality has significant positive influence on customer satisfaction and the positive effect of customer satisfaction on customer loyalty Besides the study verified store ethnicity and price discounts acted as moderating mechanism for explaining the switching intentions of satisfied and loyal customers. The results serve as a guideline for top managers of the hypermarkets to design appropriate policies and strategies in terms of retail service quality price discounts and identifying the needs of ethnic groups in a particular region This will help to enhance customer satisfaction and customer loyalty hence reducing switching intentions of customers **Evaluating Websites and Web Services: Interdisciplinary** Perspectives on User Satisfaction Yannacopoulos, Denis, Manolitzas, Panagiotis, Matsatsinis, Nikolaos, Grigoroudis, Evangelos, 2014-02-28 The pervasiveness of the Internet has had a significant impact on global politics economics and culture To create a truly effective product in such a saturated digital environment developers must study what has come before and how they can utilize existing tools to even greater effect Evaluating Websites and Web Services Interdisciplinary Perspectives on User Satisfaction explores some of the various approaches to the study and assessment of Internet technologies providing scholars researchers developers and professionals with critical knowledge and an interdisciplinary perspective on e services in a variety of functional areas from government and commerce to social media and education

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