

THE IMPACT OF PERCEIVED VALUE ON CUSTOMER LOYALTY TOWARDS PRIVATE COMMERCIAL BANKS IN BANGLADESH: THE MEDIATING ROLE OF CUSTOMER SATISFACTION

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Abstract

The primary objective of this study is to examine the influence of multidimensional perceived value on customer loyalty through the mediating role of customer satisfaction towards the private commercial banks in Bangladesh. Using a convenient sampling technique, 367 responses were valid for being used in the final analysis. SPSS and AMOS statistical software packages were used to analyse the data for validation. The findings revealed that there is a significant positive influence of perceived value on customer satisfaction and customer loyalty. Moreover, customer satisfaction not only positively influenced customer loyalty but also partially mediated the impact of perceived value on customer loyalty. The findings of this study will be of great deal of importance for managers to develop a sustainable customer-centric marketing strategy. Similarly, it would also be a pressing contribution to the literature and assist researchers in carrying out future research endeavours.

Keywords: Perceived value, Customer Satisfaction, Loyalty, Private commercial banks