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Haque, A.K.M.A.<sup>a</sup>, Chowdhury, N.A.<sup>a</sup>, Maulan, S.<sup>a</sup>, Islam, M.A.<sup>b</sup>, Sarker, M.A.<sup>b</sup>

**Configuring the effect of multidimensional retail service quality and perceived value on customer loyalty towards retailers in Malaysia: mediated by customer satisfaction and trust**

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<sup>a</sup> International Islamic University Malaysia, Jalan Selangor, Gombak, 53100, Malaysia

<sup>b</sup> Swinburne University of Technology, Sarawak Campus, Q5B, Kuching, Sarawak, 93350, Malaysia

**Abstract**

This study attempted to identify and provide an understanding regarding the factors that are integral for building customer loyalty towards retailers in Malaysia. SPSS and SEM were used to analyse the collected data through EFA and CFA. First and second order measurement models and structural models were tested to see the appropriateness of variables and their relationships in AMOS. Findings demonstrated that perceived value, customer satisfaction and trust carry significant effects on customer loyalty towards retailers. Results also showed that customer satisfaction as well as trust plays the role of mediators in the association that takes place amid retail service quality, perceived value and customer loyalty. The findings will facilitate managers of retail organisations to formulate effective marketing strategies. At the same time, it is hoped that the outcomes of present study will be an important addition to literature and open the door for future research endeavors. Copyright © 2023 Inderscience Enterprises Ltd.

**Author Keywords**

customer loyalty; perceived value; retail service quality; satisfaction; trust

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**Correspondence Address**

Islam M.A.; Swinburne University of Technology, Q5B, Kuching, Malaysia; email: mislam@swinburne.edu.my

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