

Bi-Variate Analysis

Table 1: Bi-Variate Correlations Analysis

		Service. Quality	Perceived. Value	Behavioral. Intension	Physical. Attributes	Customer Loyalty
Service. Quality	Correlation Coefficient	1.000				
	Sig. (2-tailed)	.				
	N	371				
Perceive d. Value	Correlation Coefficient	.806**	1.000			
	Sig. (2-tailed)	.000	.			
	N	371	371			
Behavior Intention	Correlation Coefficient	.994**	.810**	1.000		
	Sig. (2-tailed)	.000	.000	.		
	N	371	371	371		
Physical. Attribute	Correlation Coefficient	.938**	.740**	.938**	1.000	
	Sig. (2-tailed)	.000	.000	.000	.	
	N	371	371	371	371	
Customer Loyalty	Correlation Coefficient	.996**	.804**	.993**	.942**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.
	N	371	371	371	371	371

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Survey Data (2019)

According to the Table 1 Service Quality and Consumer Loyalty has a positive relationship (.996) with higher significance (p.000) on the assumption of that the other factors remain constant while Perceived value and Consumer Loyalty is positively correlated (.804) with significance (p.000) assuming the other factors constant. Further, assuming the other factors constant, Physical Attributes and Consumer Loyalty is correlated (.993) significance (p.000). Finally, as per the Table 1, consumer loyalty is related (.942) by Physical Attributes most significantly (p.000)

Coefficient Analysis

According to the Table 2, Impact of Service Quality, Behavioral Intention, Physical Attributes and Perceived value on Customer Loyalty are having a positive relationship with a higher significance Value.