

The Role of Perceived Service Customization in Driving Customer Loyalty; Examining the Mediation Effect on Trust: with Special Reference to Automobile Maintenance Service Sector in Sri Lanka

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Service customization lead customer satisfaction and it enhance long-term customer commitment towards the service organization. Service customization comes under the relationship marketing theory and service customization leads to enhance the relationship perspective among organization and the customer. Previous Literature on service marketing is incapable of providing a proper and strong connection among service customization and customer loyalty thus, Service customization identified as a novice area in relation to brand loyalty, further automobile service sector also identified as a service customization driven business and literature on automobile service sector and service customization in Sri Lanka is lacking. The research conducted with the quantitative method where data from 212 respondents were collected through questionnaire and convenience sampling used. The main research findings revealed a positive significant relationship between perceived service customization on customer loyalty. The relationship was partially mediate with the with customer trust.

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