



Impact of Service Quality on Customer Retention with respect to Business to Business Industry

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Abstract

This article studies about the relationship between service quality and customer retention with a special focus on business to business industry. Customer satisfaction has been taken as an intervening variable in between service quality and customer retention. SERVQUAL model is evaluated for the study. A model was proposed and examined by using Partial Least Square (PLS) method on the data collected through a mail survey. The findings suggest that the relationship between service quality, customer satisfaction, and customer retention will lead to businesses profitability.

Keywords: Service Quality, Customer Satisfaction, Customer Retention, SERVQUAL, Partial Least Square (PLS) method.

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