

Impact of Perceived Service Customization on Building Customer Loyalty with Mediating Effect of Trust and Perceived Effective Communication (With Special Reference to Automobile Maintenance Service Sector in Sri Lanka)

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Lack of academic and theoretical knowledge about perceived service customization among front line employees of small size automobile repair centers is one of the main problems of the automobile maintenance service sector in Sri Lanka. The underpinning theory reveals how and why customer relationship marketing connects with customer loyalty. To bridge the knowledge and empirical gaps in existing literature, this study was carried out to investigate how the impact of perceived service customization on building customer loyalty with the mediating effect of trust and perceived effective communication in automobile maintenance. The study was based on a quantitative research approach that was carried out with 312 customers selected using stratified and convenience sampling methods from the western province. Data were collected through a structured questionnaire and analyzed by using Partial Least Square-Structured Equation Modeling and Statistical Package for the Social Sciences. Descriptive statistics, coefficient of determination, specific indirect effect, average variance extracted, and bootstrapping were used to analyze the data. The findings manifested that perceived service customization significantly impacted on customer loyalty with a positive partial mediation between the relationship with trust and perceived effective communication. The study provided perceived service customization with precious implications to enhance the relationship with customers. This study suggests future research based on other underpinning virtues with perceived service customization and customer loyalty in different service sectors. Also, it will help to gain loyal customers in the long run.

Keywords: Perceived service customization, Customer loyalty, Customer trust, Perceived effective communication