

# An investigation of the relationship between Service Quality and Customer Satisfaction in Melaka Bookstore

N. Rashid<sup>1</sup>, A.K.A. Hamid<sup>2</sup>, N. Said<sup>3</sup> and H. Musa<sup>4</sup>

<sup>1,3,4</sup>*Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka*

<sup>2</sup>*Must Read Sdn Bhd, Batu Caves, Selangor*

*nurulizwa@utem.edu.my*

**Abstract**—Customer satisfaction is a significant factor in influencing the service sector's revenue. In this competitive environment which full of advance technologies, delivering a high quality of service is a factor for a stable competitive advantage. Customer satisfaction has a beneficial impact on the profitability of an organization. Service quality will reflect the customer's satisfaction in dimension of tangibles, reliability, assurances, empathy and responsiveness. Although there are many researches about SERVQUAL Model, but there are not much academic evidence measuring customer satisfaction in the bookstore services. Therefore, this research attempts to describe the relationship of service quality and customer satisfaction in the business-to-consumer (B2C). Business to Consumer or B2C is used by businesses that intend to market the products or services to consumers. B2C will conduct directly that business with customers without middleman. Data collection covers 15 bookstores in Melaka state. This research will focusing on selected bookstores such as Popular bookstore, MPH bookstore, TS Commerce bookstore, Kedai Buku Pintar Sdn Bhd and other bookstores that situated in the area of Melaka Tengah. The 151 survey questionnaires received and analyzed using SPSS software. Based on the regression analysis, only two variables from five variables are significant. The two significant variables are reliability and empathy but have positive relationship with customer satisfaction.

**Keywords**—*Service quality, customer satisfaction, bookstore*

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## I. INTRODUCTION

**S**ATISFACTION is a level of approval when comparing between what has been received and what was expected that involve the needs and demands while making purchase decision. Customer satisfaction is the measurement of how happy customers feel when they use or bought the goods or got services from retailer or supplier. When satisfaction is positive, that's means that the customer can get what they want as had been expected from their business[1].

From previous studies, the quality of services is referred to as far as this service can meet the expected needs of customers. Additionally, it is an overview of the user against low or relative service excellence [2]. Service quality measurement faced problems such as lacking clear and measurable parameters to determine the quality. Majority of the previous researches are focuses on features or standard level of the hotel industry in Malaysia [3], medical services [4], financial services, travel and tourism, retail, telecommunications and ecotourism. Limited researches were discussing on the relationship between service quality and customer satisfaction for bookstore service.

Therefore, this research provides an insight into the relationship between service quality and customer satisfaction in the business-to-consumer (B2C). Business to Consumer or B2C is used by companies that intend to market their products or services to consumers. B2C can be defined as as a direct business conduct with the customer without using middleman [5].

### A. Bookstore Industry

Publishing in Malaysia is vital, as the publishing industry receives support from the governments

particularly from the sector of education. Then, a moderate technical resources are needed and commitment in the development of information technology as well as to the dedicated entrepreneurs who are taking the risks in the economic difficulties. In addition to the industry's difficulty in measuring the success of a potentially competitive marketplace, it is difficult to access the trade in financial institutions. If Malaysian publishing is not able to cater to the needs of its customers, it provides space for foreign publications to enter the local market because most of the books used in the university are books imported from other countries.

Hence, gaining supports from the government will help the enhancement of the performance of publishing industries, which eventually aid in incrementing the economy. Via funding given to the publishing sector by the government, it allows them to be more competitive with foreign publishers.

## **II. LITERATURE REVIEW**

### *A. Customer Satisfaction*

In 1980, customer satisfaction referred to meeting one's expectation or, in other words, it is an attitude or a sense of the usage of the product or service—also, direct marketing activities linked to satisfying customer satisfaction. The customer would make a repeat order or service if they satisfied with the service given to them. Not only that, but customers are also able to share that satisfaction with others, and at the same time, the sale of products or services increases. In simple words, when it comes to positive results, then the conversation becomes positive [6]

The term of customer satisfaction is a business that provides services to ensure customer expectations are achieved. It can be measured by looking at the result of customer's loyalty to the business. In addition, the customers can inform the good quality of the product or service if they are satisfied with the services. Customer satisfaction is very subjective, as today, there is still no researcher are capable in establishing the

customer satisfaction based on user experience. In decades, customer satisfaction has been widely linked with marketing concepts in business study. The verification process is labeled conventionally to assess the customer expectations through product or service performance. The assimilation will change either increasing or decreasing according to the expectations of satisfaction in performance [7].

### *B. Service Quality*

Service quality is a key factor in business as it relates to customer satisfaction. Service quality will have label as "customer judgement in product or service evaluation"[8]. Service quality means that the level of discrepancy between the normative expectation of customers in the service and customer performance. In other words, it is a comprehensive assessment of the organization's or business services. Other than that, service quality describes the overall that relative on excellence and service perceptions [9].

The definition of service quality as how a service on customer's perception is capable of satisfying the customer's needs and wants. From the previous researches have showed that service quality has become an important indicator of customer satisfaction. The organization can be seen from two different angles whether the customer satisfaction were fulfilled or not from the services provided. The service quality is an important aspect besides price and other cost elements. The reasons is due to the offers given from the service provided to the customer. It will give a positive impact to the organization [1].

The service quality determines as the result of a valuation where customers can compare their expectations with the service they see. Since then, more researchers have explored this topic, and the focus of the research areas varies based on categories of industries. Even in the global marketplace today, more than half of the value of money will be spent on corporate training for service quality issues. In the technological era, the competition among companies is no longer relies on the price reduction but the service quality. It is critical for businesses in order to

maintain and to attract the customers to be the loyal one to their products or services.

### C. SERVQUAL Approach

The SERVQUAL model has been adopted widely in the organizational that providing service. Service quality is a practical and a complete procedure that enhances the organization's performance. SERVQUAL Model is used to assess the gap between business expectations of clients and actual customer experience. Customer expectations are continuing to rise nowadays, yet the business is not performing to the level expected by clients. It will widen the gap between the real services provided and the expectations of the clients. The study conducted by [10], demonstrates that there is a large gap between customer expectations for service delivered after analysis using the SERVQUAL Model. The tangibility dimension has the highest gap of all sizes of the SERVQUAL Model. Other than that, another research defines SERVQUAL Model as an essential aspect of enhancing quality management in schooling. The quality of service consists of the five dimensions of responsiveness, assurance, tangibility, empathy, and reliability [11].

Generally, the SERVQUAL instrument at the start has 25 items, and the dimension model, which is tangibles, reliability, assurance, empathy, and responsiveness. Many studies have used this model as it is a genetic service application and a preliminary approach that enables measuring service quality towards customer satisfaction. The researcher uses the SERVQUAL approach in measuring the customer satisfaction towards service quality of bookstores in Malaysia.

### D. SERVQUAL Dimension

The SERVQUAL model demonstrates the perception of the customer's expectations of the achievement of the service in general and the assessment of the firm's performance in a particular class to produce an understanding of quality. For the first step, customer satisfaction is to determine the level of service to the customer through evaluation. However, the agreement between other researchers argues that high service often leads to customer satisfaction.

According to this model, service quality assessments on the organization are the process of the organization delivering services to customers. This level of service exceeds the reach of customers who do it an excellent service. It stated that ten (10) elements needed to evaluate the quality of customer service, such as tangibles, reliability, responsiveness, credibility, communication, competence, security, courtesy, etc. Furthermore, this model has modified in SERVQUAL generic instrument, service quality scale using five (5) dimensions such as empathy, assurance, responsiveness, reliability, and tangibles to be a diagnostic and reliable tool for measure the service quality.

In addition, this model provides inclusive conceptualization to service quality with instruments to measure the serviceability. This is because key factors play an important role in meeting customer needs, expectations, and aspirations of customers in the business sector. The following is a model development (SERVQUAL Model) that used to test the services provided by bookstores to customers to demonstrate satisfaction with the service. The SERVQUAL model consists of five (5) dimensions:

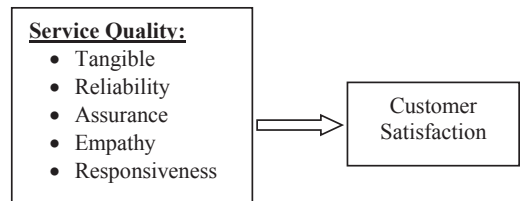


Fig. 1: The Research Framework

### E. Hypothesis Development

This study is to identify the relationship that exist between customer satisfaction and SERVQUAL model: tangible, reliability, assurance, empathy and responsiveness. To this end, it can be concluded that the hypotheses are as follows:

- H1: There is significant influence tangible dimension of service quality on customer satisfaction
- H2: There is significant influence reliability dimension of service quality on customer satisfaction

- H3: There is significant influence assurance dimension of service quality on customer satisfaction
- H4: There is significant influence empathy dimension of service quality on customer satisfaction
- H5: There is significant influence responsiveness dimension of service quality on customer satisfaction

### III. RESEARCH METHODOLOGY

#### A. Research Design

The research design is collecting and analyzing data in the right way to incorporate research objectives into achievement. There will be some changes in the research design and the research questions of this research. The descriptive research design employed for this research used to describe the characteristics, functions, and behavior of a topic. The descriptive study was highlighting the current issues in the data collection process, which enable the research to explore and portray the circumstances in a more complex way. The questionnaire are selected in order to obtain primary data. The primary source of data is an initial document that representing the the first handed raw information. In order to ensure the validity and the reliability of this research, the questions of this research were written clearly and designed in a closed-ended questions through questionnaire distribution. This survey is related to the independent variables that give an impact of dimensions in SERVQUAL Model as well as affect the customer satisfaction toward the Melaka bookstore.

#### B. Data Collection

The questionnaires will be distributed randomly to the customer at Melaka Bookstore. The respondent of this research consists of different range of gender, age, ethnicity to protect the reliability of the data. At the same time, it will reduce the possibility of sabotaging when it comes to the analysis of the results. The result can be either significant or not significant to the research. The content or essence of the questionnaire should respect the respondent's

humanity and should be confidential. The survey questionnaire is collected back immediately, and once the respondent completes the questionnaire answering session. Besides, it is to ensure a high rate of return from the respondents. The survey questionnaire segregates to 15 bookstores in Melaka state. The survey questionnaire selected bookstores such as Popular bookstore, MPH bookstore, TS Commerce bookstore, Kedai Buku Pintar Sdn Bhd, and other bookstore that have in area Melaka Tengah. Two hundred survey questionnaires distributed to customers and given ample time to answer the survey.

#### C. Questionnaire Design

In this paper, the researcher will create a set of written questions in which the respondents had recorded their answers. The respondent will reply by a tick or circling the answer using the Likert Scale "1-strongly disagree, 2-disagree, 3- neutral, 4-agree and 5-strongly agree". The questionnaire designs consist of three sections. In section, A comprises requirements of the respondent on demographic, socio, and geographic information. Section B is the relationship between customers' satisfaction with the independent variables. Section C, it is covering the independent variables, which is the SERVQUAL model of service quality (tangibility, reliability, assurances, empathy, and responsiveness).

#### D. Data Analysis

Data from survey will be analyzed to reach the research question and to measure the process of analysis. Then the result will be used to lead the data analysis. After collecting primary data through questionnaires, it were analyzed by using the Statistical Packages or Social Science software (SPSS). SPSS is software by IBM used to perform data and analysis data. Large amounts of data can also be analyzed using SPSS. In SPSS software, questionnaire data play as a subject in the SPSS system. By using this software it will help calculate and frequency analysis.

The descriptive analysis to summarize the quantitative data and it can also be maximum, minimum and obtained for dependent variables. The quantitative variables distributions can

be carried out by creating histograms or box-and-whisker plots and all variable that can be categorized by creating frequency table or bar chart. In the research conducted, researcher may face huge amount of data. Descriptive statistics summarized data to simpler form.

The multiple Regression is used to predict that analysis relationship between customer satisfaction based on the value of the SERVQUAL dimension or predictors. On this analysis, it computes the equation to relates on independent variable (x) and dependent variable (y). This equation includes regression constant and regression coefficient (William G. B. B, 2016).

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

Where,

- Y = Loyalty customer satisfaction
- b0 = Regression constant
- X1 = Tangible
- X2 = Reliability
- X3 = Assurance
- X4 = Empathy
- X5 = Responsiveness
- b1, b2, b3, b4, b5 = Regression Coefficient

#### IV. DATA ANALYSIS & RESULT

##### A. Pilot Test

Pilot studies will be needed to refine and improve in order to allow the respondents to understand the question fully. The pilot test of this study has been tested with 15 of target respondents. From the pilot test, the result has been analyzed through the system of SPSS. After that, the data were being collected to provide more reliable and consistent result. It is also to define the validity and reliability of the questionnaire. However, in this study the researcher just used the reliability test to test the result of pilot test. If the questionnaire had some of potential error, the researcher would make some correction before distributed to the real respondent of the questionnaire which are the customer of bookstore. This pilot test will be measured by the Standard of Coefficient Alpha Range.

##### B. Multiple Regression Analysis

The result shows the independent variable and dependent variable from this research. All the data collected is from the survey of the questionnaire and the SPSS output. This chapter includes a pilot test, descriptive analysis, reliability, multiple regression analysis. Based on the result, it can be concluding that the service quality (tangible, reliability, assurance, empathy, and responsiveness) and customer satisfaction have significant or no significant relationship between service quality and customer satisfaction.

TABLE I. MODEL SUMMARY

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803	.645	.632	.38367

a. Predictors (Constant): Tangible, Reliability, Assurance, Empathy, Responsiveness

Table 1 shows the findings of the entire summary, where it has a positive number of R-value (R = multiple regression coefficients). In this research study, R = 0.803, which indicates a high degree of correlation as R is a positive number and is very close to +1. The R exceeds 0.7, which implies a strong positive relationship between variables. R squared value is 0.645 which implies that 64% of the dependent variable (customer satisfaction) represent by the five independent variables (tangibility, empathy, assurance, reliability, and responsiveness). The remaining 36% consists of other factors, and this research did not include them.

TABLE II. ANOVA

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	38.713	5	7.743	52.597	.000 <sup>b</sup>
Residual	21.345	145	.147		
Total	60.058	150			

a. Dependent Variable: Customer Satisfaction

b. Predictors (Constant): Tangible, Reliability, Assurance, Empathy, Responsiveness



Based on the ANOVA table, the significance level for the multiple regression analysis tests is below than  $p=0.05$ , which is a 5% level of confidence in the result, and the less than 5% chance that result is concurrence for the research. F-test is a tool used to test if the model fits the data correctly. In testing the relationship between variables, the results of the significant value which represent the significant correlation between variables obtained. It shows that  $F(5,145) = 52.597$  and the significant value,  $p < 0.01$  from the table above. The five independent variables obviously were shown to be statistically important to a dependent variable.

TABLE III. REGRESSION ANALYSIS ON COEFFICIENTS

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
1 (Constant)	.641	.256		2.508	.013
Tangible	.010	.077	.009	.131	.896
Reliability	.376	.080	.377	4.708	.000
Assurance	.046	.114	.047	.406	.685
Empathy	.392	.084	.422	4.666	.000
Responsiveness	.047	.099	.051	.471	.638

a. Dependent Variable: Customer Satisfaction

According the table 3 above, reliability and empathy are most significant independent variables in this research because the p-value is 0.000 mean is below than alpha value of 0.05. Thus, the service quality is part of reliability and empathy and is significant to predict the customer satisfaction toward the bookstore. Nevertheless, the others of independent variables such as tangible, assurance and responsiveness are not significant to predict the dependent variables of customer satisfaction because the p-value is larger. The p-value of the tangible is 0.896, assurance is 0.685 and responsiveness is 0.638. The value of the three independent variable is not influential to predict the dependent variable of customer satisfaction because the significant value is more than 0.05.

## V. DISCUSSION AND CONCLUSION

### A. Finding

On this topic, it will discuss the output of regression analysis from the hypothesis testing. The researcher will compare the result from 151 respondents with the alpha value 0.05 whether accepted the H1 or H0. Table below will show the summary of the result hypothesis test on this research between service quality and customer satisfaction.

#### 1) Tangible

The data from the 151 respondents that answered the questionnaires. The result on the relationship between the customer satisfaction and the tangible. Based on the result, the significant value of this independent is 0.896. This value is slightly more than the alpha value. Thus, there is no significant between the tangible and customer satisfaction. In conclusion, H0 is accepted and the tangible not influence on the customer satisfaction at bookstore. The view of journal by [9], the researcher find that tangible is not impact on the customer satisfaction because it also indicates that customers' perception is highest in the reliability area this result showed consistency. Other than that, the research from [12] stated that tangibles are do not apply significant effect on customer satisfaction because the researcher believes when the store improving these factors would enable customers repurchasing and recommending of stores.

#### 2) Reliability

The data from the 151 respondents that answered the questionnaires. The result of the relationship between customer satisfaction and reliability. Based on table 3, the significant value of this independent is 0.000. Thus, there is significant between reliability and customer satisfaction.

In conclusion, H1 accepted, and the reliability influence on customer satisfaction. The reliability is when a retailer keeps its promises and do the right things. It is also how the company handles the customer service issues, makes the services for the first time, offers the services, and maintain records. The result is more accurate than commissions,

and keep the promise of the service. Another journal of [13] says that reliability is an essential part when a meet customer satisfaction with this process of dimension is an opportunity to surprise the customer with unusual rapidity, elegance, politeness, capability, promise, or understanding and to go further.

### 3) *Assurances*

The data from the 151 respondents that answered the questionnaires. The result of the relationship between customer satisfaction and assurance. Based on table 3, the significant value of this independent is 0.685. This value is slightly more than the alpha value. Thus, there is no significant between assurance and customer satisfaction.

In conclusion, H0 accepted, and the assurance does not influence the customer satisfaction. As refer in [15] recent work, the assurances will be the most important in the organization industry because it suggests when the staff or employees have knowledgeable, skillful, and experienced in understanding their customers. They can provide better service and customized service on building customer satisfaction with the customer. This research also states that training programs on modern technology and changing trend in customer need and wants. It is important because an employee is a success to stay on the top and increase customer satisfaction.

### 4) *Empathy*

The result shows the relationship between customer satisfaction and empathy. Based on table 3, the significant value of this independent is 0.000. Thus, there is significant influence between empathy and customer satisfaction. In conclusion, H1 accepted, and empathy does not influence on customer satisfaction. According to [7], empathy is caring and individual attention the firm provides its customers. It involves giving customers individual attention and employees who understand the needs and wants of their customers. Besides, giving individual attention, convenient operating hours, giving personal attention is the best interest in heart and understand customers' specific needs

and wants. The employee at the bookstore are polite to their customer and have the necessary knowledge to answer all questions raised by the customer.

### 5) *Responsiveness*

The data from the 151 respondents that answered the questionnaires. The result of the relationship between customer satisfaction and responsiveness. Based on table 3, the significant value of this independent is 0.638. This value is slightly more than the alpha value. Thus, there is no significant between responsiveness and customer satisfaction.

In conclusion, H0 accepted, and the responsiveness does not influence on customer satisfaction. According to [14], responsiveness has no relationship because of the willingness to help the customer and provide prompt service. It also found out that no significant impact on customer satisfaction. This dimension is not longer and no persuasive for customer satisfaction. Based on [15], responsiveness is also how employee willingness to provide the serviceshoul be. It also contains understanding the needs and aims of the customer, easy operation time, individual attention provided by the staff, care to the problem, and customer safety.

### B. *Limitation*

To finish this research, there have some of limitation that must be faced by the researcher to get the best result. The limitation that the process on distributed the questionnaire to the respondent around the Melaka states. On this research, it more focused on customer that buying book or any item in the bookstore. For this research, the researcher collected 151 respondents that answer the questionnaire. Some of the problem that have been faced by the researcher is the cooperation from the respondent.

Other than that, the researcher needs to face the variety of attitude of the respondents to answer the questionnaire. In addition, the researchers need to wait for a long time to get them to answering the questionnaire. Some of them not give the cooperation to answer the

questionnaire. This is because, the customer mostly focused on their shopping or another job to do compare to answer the questionnaire.

### C. Recommendation

There is some the recommendation that can be used for the future researcher and the bookstore. The researcher collects more information and better ideas on customer satisfaction towards service quality on bookstore in Malaysia. To find the more information about customer or bookstore industry, the researcher need get more detail about information from the worker or manager or customer of bookstore. The researcher should do informal interview section with customer, manager and worker of bookstore.

Next recommendation is the question on the survey. The researcher need to find other question that suitable on the industry. To getting the truly result, the researcher need to follow up on the respondent. There are many respondents not able to respond to the survey. The researcher must be able to communicate with the respondents. The researcher also should have some skill in communication and more knowledge about the topic of research.

## VI. CONCLUSION

From the five dimensions, only two variables are significant. The two significant variables are reliability and empathy, which are positively influenced the customer satisfaction for Melaka bookstore. There are three of the variables are not significant because of the value of the significant is more than the alpha value of 0.05. The tangible, assurance and responsiveness had not influenced the customer satisfaction in the bookstore.

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