

Store Characteristics and Customer Loyalty: The Mediating Role of Perceived Value

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The aim of the present study is to examine the effect of store characteristics on customer loyalty with the mediating role of perceived value among customers of chain stores in a province in Iran. To answer the research questions and test hypotheses, a questionnaire was distributed among 385 members of the research sample. After collecting the questionnaires, data was analyzed by using Structural Equation Modeling and the results were extracted. The validity of the questionnaire was assessed by using content and construct validity, and its reliability was measured by Cronbach's Alpha test. The results indicated that the questions have high reliability. In terms of construct validity, which was examined by using confirmatory factor analysis, it was found that the questions have appropriate validity. Finally, the results of the data analysis and hypothesis testing indicate that: store characteristics have a significant impact on perceived value and customer loyalty; perceived value, as well, has a significant impact on customer loyalty. The mediating role of perceived value in the relationship between characteristics of store and customer loyalty is also confirmed.

Keywords: *Store Characteristics, Customer Loyalty, Perceived Value, Chain Store, Iran*

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