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الأعمال بالتشارك مع عمادة البحث

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رقمنة الأعمال والبحث العلمي: رؤى مستقبلية

Amman Arab University

Explore how Service Quality Impacts Customer Loyalty,

Focusing on Repeat Purchase and Brand Advocacy

استكشاف كيف تؤثر جودة الخدمة على ولاء العملاء، مع التركيز على تكرار الشراء والترويج للعلامة التجارية

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Abstract: This study investigates the impact of service quality on customer loyalty within the context of food ordering apps, specifically examining repeat purchases and brand advocacy as key manifestations of loyalty. Furthermore, this study also explores the mediating role of perceived value in this relationship. Drawing on a sample of 353 food ordering app users "Talabat", our findings confirm that service quality positively influences both repeat purchase behavior and brand advocacy. Importantly, our results highlight perceived value as a crucial mediating factor. Higher levels of service quality enhance customers' perceptions of value, which in turn drives increased repeat purchases and fosters stronger brand advocacy. These findings confirm the importance for food ordering app providers to prioritize service excellence and value creation as key drivers of customer loyalty and sustainable business growth.

المخلص: تبحث هذه الدراسة في تأثير جودة الخدمة على ولاء العملاء في سياق تطبيقات طلب الطعام، مع التركيز بشكل خاص على تكرار عمليات الشراء والترويج للعلامة التجارية كمظاهر رئيسية للولاء. علاوة على ذلك، تستكشف هذه الدراسة أيضاً الدور الوسيط للقيمة المدركة في هذه العلاقة. بناءً على عينة من 353 مستخدمًا لتطبيقات طلب الطعام "طلبات"، تؤكد النتائج التي توصلنا إليها أن جودة الخدمة تؤثر بشكل إيجابي على كل من سلوك تكرار الشراء والترويج للعلامة التجارية. والأهم من ذلك، تُسلط نتائجنا الضوء على القيمة المدركة كعامل وسيط حاسم. فمستويات جودة الخدمة الأعلى تعزز تصورات العملاء للقيمة، مما يؤدي بدوره إلى زيادة عمليات الشراء المتكررة ويعزز الترويج الأقوى للعلامة التجارية. تؤكد هذه النتائج على أهمية أن تُولي شركات توفير تطبيقات طلب الطعام الأولوية لتمييز الخدمة وخلق القيمة كعوامل رئيسية لولاء العملاء ونمو الأعمال المستدام.

Keywords: Service Quality; Perceived Value, Repeat Purchase; Brand Advocacy; Talabat.

1. Introduction

In today's rapidly evolving digital landscape, the restaurant industry is undergoing a profound transformation driven by the rise of online platforms and mobile applications (Hanandeh et al., 2023). Services like Talabt, Uber Eats and DoorDash, offering convenient food delivery options, are reshaping consumer behavior and increasing competition among restaurants (Trawnih et al., 2023; Majali, 2018). This shift towards digital platforms is further power by changing consumer preferences, with individuals increasingly seeking convenience and efficiency in their dining experiences (Raed et al., 2023a). Understanding how these technological advancements influence customer engagement, purchasing decisions, and ultimately, loyalty, is crucial for restaurants to thrive in this evolving market (Daradkeh et al., 2023). This study aims to explore the impact of service quality within this digital landscape, specifically examining how it influences repeat purchase intention and brand advocacy in the context of online food delivery platforms.

While the link between service quality and customer loyalty is widely acknowledged (Nguyen et al., 2020; Dam & Dam, 2021; Marcos & Coelho, 2022; Raed et al., 2023b), the specific ways in which different dimensions of service quality influence repeat purchase intention and brand advocacy remain underexplored (Natarajan & Veera Raghavan, 2023). This study aims to bridge this gap by examining the mediating role of perceived value and customer loyalty in this relationship. This research will contribute to the existing body of knowledge on service-dominant logic, relationship marketing, and customer loyalty by providing an understanding of how service quality drives customer retention and advocacy. It will also shed light on the mediating mechanisms through which these relationships operate. By identifying the key drivers of repeat purchase and brand advocacy, this study will offer actionable insights for managers seeking to enhance customer loyalty. Findings will guide businesses in developing targeted strategies to improve service quality, enhance perceived value, and foster positive customer experiences, ultimately leading to increased profitability and sustainable growth. The following section will provide a comprehensive review of relevant literature and establishing a theoretical framework for understanding the research problem. Following this conceptual grounding, the subsequent section outlines the research methodology, detailing the chosen research design, data analysis techniques, and key findings. Finally, the study concludes by discussing the implications of the findings.

2. Hypotheses Development

2.1 Service Quality

Service quality refers to the customer's evaluation of the excellence of a service encounter (Gupta et al., 2023). This evaluation hinges on the gap between their expectations and actual experiences (Gavahi et al., 2023). Specifically, within the context of food ordering apps, service quality encompasses aspects like app user-friendliness, order accuracy, delivery promptness, and the responsiveness and helpfulness of customer support (Yun et al., 2024; Almajali et al., 2023). Research consistently shows a strong positive link between high perceived service quality and increased perceived value (Jahmani et al., 2020; Chen & Lee, 2023). When a customer judges an app's service as excellent, they perceive higher value in using that app, making them more likely to choose it over competitors, even at a slightly higher cost (Santos et al., 2020). This perceived value then becomes a driving force behind customer loyalty, encouraging repeat orders and positive word-of-mouth referrals (Zhang et al., 2021; Marcos & Coelho, 2022). Therefore, the following hypothesis is formulated:

H1: Service quality has a positive significant impact on perceived value.

2.2 Perceived Value

Perceived value represents a customer's overall assessment of the benefits gained from a product or service compared to the costs incurred (Paulose & Shakeel, 2021). In essence, it's the customer's judgment of whether they received good value for their money and effort (Abadi et al., 2020). Within the specific context of food ordering apps, perceived value encompasses not just the

tangible aspects of food quality and price but also the convenience, speed, and reliability of the ordering and delivery process (Praditbatuga et al., 2022). Empirical research highlights the crucial role of perceived value in driving customer loyalty (Jahmani et al., 2020; Ilyas et al., 2021; Yum & Kim, 2024). Studies have shown that customers who perceive high value in using a particular food ordering app are significantly more likely to become repeat customers and recommend the app to others (Hong et al., 2023; Barusman, 2024). This is because a strong sense of perceived value fosters positive attitudes towards the brand, strengthens customer satisfaction, and ultimately, cultivates loyalty that translates into repeat business and positive word-of-mouth marketing (Rane et al., 2023).

Customer loyalty represents a customer's commitment to consistently choosing one brand over competitors, driven by positive experiences and perceived value (Paulose & Shakeel, 2022; Al-Gasawneh et al., 2022). In the context of food ordering apps, customer loyalty manifests as repeat purchase intention the likelihood of a customer consistently using the same app for their food ordering needs and brand advocacy recommending the app to friends, family, or online networks (Chau et al., 2023). Empirical evidence indicates the mediating role of perceived value in the relationship between service quality and customer loyalty (Khawaja et al., 2021; Devi & Yasa, 2021; Kazmi & Fatima, 2024). High-quality service leads to a heightened sense of value, which, in turn, fosters loyalty (Alzaydi, 2024). For instance, a study by Suhartanto et al., (2024) found that customers who experienced exceptional service quality from a food ordering app were more likely to perceive high value in using the app, leading to increased repeat orders and positive word-of-mouth referrals. This highlights how perceived value acts as a crucial link between a company's service delivery and the cultivation of a loyal customer base (Al-Dwairi et al., 2024). Thus:

H2: Perceived value has a positive significant impact on repeat purchase.

H3: Perceived value has a positive significant impact on brand advocacy.

H4: Perceived value mediates the relationship between service quality and repeat purchase.

H5: Perceived value mediates the relationship between service quality and brand advocacy.

3. Research Methodology

This study aims to investigate the relationship between service quality and customer loyalty within the context of food ordering app (Talabat) in Jordan. A comprehensive model, visually represented in Figure 1, was developed to test five key hypotheses. The model first explores the direct influence of service quality on perceived value. Subsequently, it examines the impact of perceived value on two crucial aspects of customer loyalty: repeat purchases and brand advocacy. Finally, the model investigates the mediating role of perceived value in the relationship between service quality and both repeat purchases and brand advocacy.

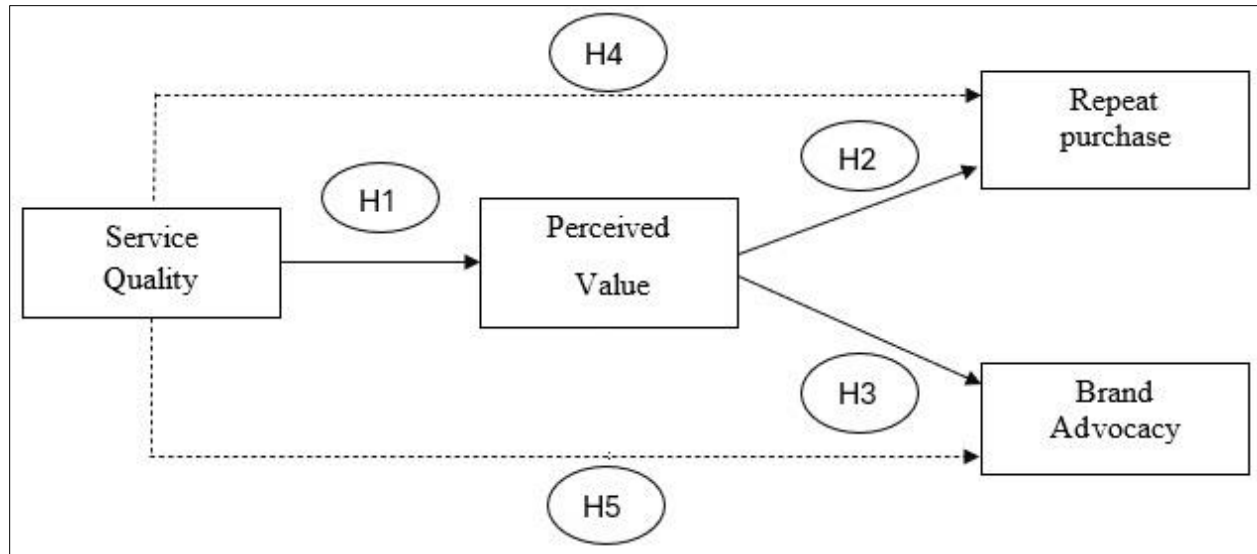


Figure 1: The Proposed Model

3.1 Instrument Development

To explore the relationship between service quality and customer loyalty within Jordan's food ordering app, this study employed a quantitative approach, specifically focusing on the popular platform "Talabat." Data was collected through a questionnaire comprising 17 items tailored to address the research objectives. Participants were asked to indicate their level of agreement with each statement using a five-point Likert scale, ranging from strong disagreement to strong agreement. The questionnaire drew upon established scales to measure the key constructs. Service quality was assessed using items adapted from Lin et al.'s (2024), while perceived value was measured using items derived from Ganatra et al.'s (2021). Brand advocacy and repeat purchase behavior, the two facets of customer loyalty examined, were evaluated using items adapted from Aureliano-Silva et al.'s study (2024).

3.3 Sample and Sampling Process

This study focused on individuals who utilize "Talabat", a prominent food ordering application in Jordan. While the initial data collection yielded 369 returned questionnaires, a rigorous screening process identified 16 incomplete responses, which were subsequently excluded from analysis. This resulted in a final dataset of 353 usable questionnaires, ensuring the reliability and validity of the findings.

4. Data Analysis

4.1 Measurement Model

Table 1 provides a comprehensive assessment of the measurement model, demonstrating the results of the confirmatory factor analysis and offering insights into the quality of individual item

measures. All standardized factor loadings demonstrated strong significance, exceeding the recommended 0.7 threshold with values ranging from 0.745 to 0.912. Furthermore, the analysis revealed robust convergent validity, as evidenced by Average Variance Extracted values surpassing the critical 0.5 benchmark for all variables, with a range of 0.735 to 0.784. Internal consistency reliability was also well-established, with composite reliability values for all constructs falling between 0.824 and 0.875, comfortably exceeding the accepted 0.7 threshold. These findings collectively underscore the strong psychometric properties of the measurement model.

Table 1: Measurement Model Properties

Construct	Items	Factor loading	Composite Reliability	AVE
Service Quality (SQUAL)	SQUAL1	0.882	0.845	0.742
	SQUAL2	0.846		
	SQUAL3	0.823		
	SQUAL4	0.833		
	SQUAL5	0.842		
Perceived Value (PV)	PV1	0.874	0.867	0.784
	PV2	0.912		
	PV3	0.909		
	PV4	0.887		
Repeat Purchase (RP)	RP1	0.745	0.824	0.735
	RP2	0.782		
	RP3	0.815		
	RP4	0.794		
Brand Advocacy (BA)	BA1	0.775	0.875	0.771
	BA2	0.815		
	BA3	0.801		
	BA4	0.780		

The analysis presented in Table 2, which displays the Heterotrait-Monotrait ratios, provides strong evidence for the discriminant validity of the measurement model. All HTMT values fell well below the 0.90 threshold, ranging from 0.241 to 0.522. This indicates clear differentiation between the latent variables, confirming that each construct is conceptually distinct. Having established both convergent and discriminant validity, the study concludes that the chosen scales and their corresponding indicators effectively measure the intended constructs with a high degree of accuracy and consistency.

Table 2: HTMT Analysis for Construct Discrimination

	SQUAL	PV	RP	BA
SQUAL				
PV	0.364			
RP	0.419	0.344		

BA	0.241	0.247	0.522	
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4.2 Assessing SEM

Structural equation modeling was employed to test the proposed relationships between study variables. The analysis included assessing the coefficient of determination for each dependent variable to quantify the variance explained by the predictor variables. Results revealed that service quality accounted for 41.2% of the variance in perceived value, indicating a substantial impact on how users perceive the value proposition of the "Talabat" app. Perceived value, in turn, significantly predicted both repeat purchase intention (39.4% variance explained) and brand advocacy (46.8% variance explained). These findings highlight the crucial role of perceived value, driven by service quality, in fostering positive customer behaviors such as repeat usage and recommending the app to others.

The study's findings, as presented in Table 3, provide full support for all hypothesized relationships, demonstrating statistically significant and positive direct effects. Specifically, service quality emerged as a strong predictor of perceived value ($\beta = 0.397$, $p < .001$), confirming Hypothesis 1. This suggests that users who experience high-quality service from Talabat are more likely to perceive the app as valuable. Furthermore, perceived value significantly influenced both repeat purchase intention ($\beta = 0.517$, $p < .001$, supporting H2) and brand advocacy ($\beta = 0.442$, $p < .001$, supporting H3). These results underscore the pivotal role of perceived value in driving customer loyalty and positive word-of-mouth. Users who find the Talabat app valuable are more inclined to continue using it and recommend it to others.

Table 2: The SEM Results

	Path	β	S.E.	C.R.	P
H1	SQUAL > PV	0.397	0.037	11.320	***
H2	PV > RP	0.517	0.047	29.014	***
H3	PV > BA	0.442	0.012	7.925	***

The analysis of indirect effects, summarized in Table 4, further strengthens the study's findings. Results indicate that service quality exerts a significant indirect effect on both repeat purchase and brand advocacy through the mediating variable of perceived value. This mediating role of perceived value is statistically significant at the 0.05 level, as evidenced by the path coefficients in the structural model, both with and without the mediator. These findings provide robust support for Hypotheses 4 and 5, highlighting the crucial role of perceived value as a mechanism through which service quality influences key customer loyalty.

Table 4: The Mediation Role Estimation of Perceived Value

	Path	Direct Effect	Indirect Effect	Result
H4	SQUAL > PV > RP	0.199	0.022	Yes

H5	SQUAL > PV > BA	0.307	0.038	Yes
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5. Discussion

This study aimed to investigate the impact of service quality on customer loyalty, specifically repeat purchase and brand advocacy, through the mediating role of perceived value. As hypothesized (H1), service quality demonstrated a significant positive influence on perceived value. This finding aligns with several empirical studies emphasizing the crucial role of service quality in shaping customer perceptions of value (Zhang et al., 2021; Marcos & Coelho, 2022). Customers who experience high-quality service are more likely to perceive a product or service as valuable, justifying their investment and enhancing their overall satisfaction. In the context of online food delivery platforms like Talabat, service quality encompasses various aspects, including website/app usability, order accuracy, delivery speed, and customer support responsiveness. The study provides evidence that perceived value acts as a powerful driver of customer loyalty, specifically repeat purchase intention (H2) and brand advocacy (H3). This finding confirms established marketing principles that emphasize the centrality of value in customer decision-making (Alshibly, 2014). When customers perceive a favorable balance between what they receive and what they invest, they are more likely to exhibit loyalty through repeat purchases and become active promoters of the brand. In addition, the study provides strong evidence for the mediating role of perceived value in the relationship between service quality and both repeat purchase (H4) and brand advocacy (H5). This finding suggests that the positive impact of service quality on customer loyalty is channeled through enhanced perceptions of value. In other words, high-quality service leads to greater perceived value, which in turn drives repeat purchase and brand advocacy. This mediating mechanism underscores the critical importance of perceived value as a bridge between service delivery and desired customer outcomes. For Talabat, this emphasizes the need to not only provide excellent service but also effectively communicate and demonstrate the value proposition of their platform to users.

6. Conclusion

This study encompassing a sample size of 353 participants, investigated the relationship between service quality, perceived value, and customer loyalty, specifically focusing on repeat purchase intention and brand advocacy. The findings provide evidence for the proposed conceptual model, highlighting the crucial role of perceived value as both a direct outcome of service quality and a key driver of customer loyalty. The study demonstrates that service quality serves as a predictor for cultivating positive customer loyalty. When businesses prioritize and deliver exceptional service experiences, customers respond with heightened perceptions of value. This perceived value, in turn, becomes a powerful motivating force, propelling customers towards repeat purchases and transforming them into active brand advocates. The mediating role of perceived value underscores its significance as a bridge between service excellence and customer loyalty.

To improve customer loyalty and drive business growth, managers should prioritize investments in service quality enhancements across all touchpoints, effectively communicate the value proposition to customers through various channels, leverage the power of perceived value through initiatives like loyalty programs and transparent pricing, and empower employees as brand ambassadors by equipping them with the skills and knowledge to deliver exceptional service and communicate value (Majali et al., 2022). By adopting a customer-centric approach that prioritizes service quality, value creation, and effective communication, businesses can foster strong customer relationships, enhance brand reputation, and achieve sustainable growth.

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