



## Impact of Service Quality in Organisations: Case Study of Jakey Travel

By Joseph Katie

GRIN Verlag. Paperback. Book Condition: New. Paperback. 20 pages. Dimensions: 10.0in. x 7.0in. x 0.1in. Scholarly Research Paper from the year 2012 in the subject Business economics - Personnel and Organisation, grade: A, University of Plymouth, language: English, abstract: This report draws from relevant academic theories and models in evaluating the current situation at Jakey Travel. Having identified the underlying issues at the firm, suitable measures to improve service quality at the firm are recommended. 1. Impact of Service Quality on Customer Loyalty A careful assessment of relevant literature reveals plenty of empirical evidence in support of the proposition that service quality is a significant determinant of customer loyalty (Akbar et al. , 2010). For example, in a recent study of the impact of service quality on customer loyalty in the context of retail outlets, Sainy (2010) demonstrated that the former has a strong, positive effect on the latter. Oliver (1981) contends that customer loyalty develops gradually and is not a result of a single experience. More specifically, Oliver (1981) asserts that consumers first become loyal in a cognitive sense, i. e. , when they perceive the quality of a service delivered to them by an organisation as superior compared to...



**READ ONLINE**  
[ 4.78 MB ]

### Reviews

*The most effective ebook i possibly go through. I am quite late in start reading this one, but better then never. Its been designed in an extremely basic way and it is just after i finished reading this ebook by which basically transformed me, modify the way i believe.*

-- **Giovanny Rowe**

*Merely no terms to explain. it was actually writtern quite properly and helpful. I realized this pdf from my dad and i suggested this ebook to discover.*

-- **Cletus Quigley**

## You May Also Like



**[Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback](#)**

Book Condition: Brand New. Book Condition: Brand New.



**[A Dog of Flanders: Unabridged; In Easy-to-Read Type \(Dover Children's Thrift Classics\)](#)**

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic. Reprint of original edition. Green edition. Mineola...



**[Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade](#)**

Book Condition: Brand New. Book Condition: Brand New.



**[Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade](#)**

Book Condition: Brand New. Book Condition: Brand New.



**[The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program](#)**

Brookes Publishing Co, United States, 2015. Paperback. Book Condition: New. 274 x 213 mm. Language: English . Brand New Book. Filled with tips, tools, and strategies, this book is the comprehensive, practical toolbox preschool administrators need to implement early childhood inclusion through...



**[Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .](#)**

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the...