

# **THE EFFECT OF RETAIL SERVICE QUALITY DIMENSIONS ON THE INTENT TO PURCHASE: A STUDY ON THE RETAIL STORES IN GARMENT INDUSTRY**

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## **Abstract**

In this study, the importance and necessity of retail service quality is discussed under the light of a detailed literature review. Besides, the essential dimensions required to increase the retail service quality have also been argued in detail. The effect of service quality on the intent to purchase is measured by SERVQUAL model with the customer satisfaction and brand quality variables in this study that is applied to garment companies. The dimensions of the SERVQUAL model are set as physical entities, reliability, eagerness, reliance and empathy whereby the effect of these dimensions on the intent to purchase is studied.

The survey includes the customers who shop in these retail brand stores. CHAID analysis method is applied to this study. The results and analysis findings show that there is a positive-way relationship between service quality dimensions and customer satisfaction, brand loyalty and the intent to purchase. In retail stores, the quality of physical entities, reliability of retail stores, devotion and eagerness of the retail store staff, brand's reliable image also empathy between retail store staff or managers and customers increase the customer satisfaction and customer loyalty along with the intent to purchase and the sales.

**Keywords:** Retail Service Quality, SERVQUAL model, the intent to purchase, customer satisfaction, brand loyalty.

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