

# **Service Quality, Value Offer, Satisfaction and Loyalty: an Empirical Relationship in the Nigerian Telecom Industry.**

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Author(s): Oyeniyi, Omotayo; Abiodun, Abolaji Joachim

## **Abstract:**

This study investigates the empirical relationships between service quality, value offer, satisfaction and loyalty. Subscribers of major telecom companies in Nigeria were used for the study. The result show strong positive relationship between service quality and satisfaction; service quality and loyalty and value offer and satisfaction. Service quality was found to impact positively on satisfaction and loyalty. An understanding of the various dimensions that affect loyalty will help managers to develop appropriate courses of action in providing better services and build customer loyalty.

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