

**"The Impact of Service Quality of Jordanian Exchange Companies On
Customer loyalty. An Applied Study on: Abu Sheikha Exchange
Company"**

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Abstract

This study aimed to identify the dimensions of the quality service in the Jordanian exchange sector which represented (tangible, assurance, response, reliability, empathy), and its impact on the customer loyalty through satisfaction as a variable mediator, the study of this case on Abu Sheikha Exchange Company.

This study targeted the Abu Sheikha Exchange Customer and this company has 17 branches distributed on the north – centre and south of Hashemite Kingdom of Jordan, where it was used the questionnaire to obtain the required data from its customers, where a two hundred forty questionnaire has been distributed and all retrieved back where they underwent questionnaire for

statistical analysis through the use of specialist analysis software spss(statistical package of social sciences).

In this study we found significant and important results and recommendations and the main important results is the positive relationship between the dimensions of quality service and customer loyalty and each and every quality service dimension has impact on customer loyalty where all the independent dimensions has influence on loyalty.

In addition to the existence of positive relationship for quality service dimensions on the variable affiliated to the loyalty through loyalty as variable mediator. The study came out with a set of recommendations that aim to improve the quality of service as it reflects the satisfaction and loyalty of customers, as the study urged Abu Sheikha Exchange Company to search for developing new methods and services for the development of the quality of the service provided at Abu Sheikha Exchange Company in order to maintain the highest satisfaction and loyalty to customers and also, an invitation Abu Sheikha Exchange Company to pay attention to the dimension of tangibility, especially in the field of selecting branch locations in the event of opening new branches.

Key Word: Loyalty, Quality, Quality of service, Service, Satisfaction