
The role of brand loyalty, customer and brand related cues in the gas station industry in Turkey

Beyza Gültekin,

Department of Business Administration,
Hacettepe University, Ankara, Turkey

Merve Ülkü Turgut,

Department of Business Administration,
Ufuk University, Turkey

Keywords

Service quality, switching cost, access convenience, satisfaction, brand loyalty, brand trust, brand affect.

Abstract

The main objective of this article is to investigate the role of brand loyalty, customer (i.e. perceptions about service quality, switching cost, access convenience, and satisfaction) and brand related factors (i.e. brand trust and brand affect) in the gas stations industry. Data were collected by survey method from 204 participants who are master's degree students and get service from the gas stations in Ankara, Turkey. Based on the regression analyses conducted, it was found that both brand quality and access convenience have a positive impact on customer satisfaction. In addition, access convenience has a positive impact on switching costs. Furthermore, customer satisfaction, switching costs, brand trust and brand affect influences brand loyalty positively. In contrary, access convenience does not have a significant influence on brand loyalty.
