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# SERVICE QUALITY IMPACTS CUSTOMER SATISFACTION AND CUSTOMER LOYALTY (EMPIRICAL EVIDENCE FROM THE APPAREL INDUSTRY OF PAKISTAN)

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## Abstract

As customers become prone to technology and have easy access to information, creating loyal customers is becoming challenging for service providers. Therefore, it becomes important for companies to take corresponding actions proactively. The study has been conducted within the apparel industry of Karachi. Data from Karachi's young Apparel Brand users has been collected and analyzed through SPSS and PLS-SEM. It has been analyzed that customer satisfaction and rapport significantly impact customer loyalty and the repurchase intention of the customer. The quality of the service offered to the customer plays a significant role in achieving customer satisfaction and enhancing their loyalty, which helps in achieving the repurchase intention of the customer. The present study highlights the measures managers must take to strengthen customer loyalty, resulting in repurchase behavior and positive word of mouth. It will develop an understanding of how the better allocation of the available organizational resources can be carried out, which will help increase the customer's repurchase intention. For the success of any organization, a greater proportion of satisfied customers is required, and the organization needs to enhance its satisfaction and loyalty level.

**Keywords:** Service Quality; Customer Satisfaction; Customer Loyalty; Apparel Industry of Pakistan; Rapport

## Introduction

Present economic conditions have made customer satisfaction critical for organizations, as satisfied customers are crucial for the organization's stability and survival (Fatima et al., 2019). Companies in the era of severe competition and cost-cutting forces strive hard for survival (Topcu & Duygun, 2015). The foundation of any business focuses on the establishment and perseverance of strong customer loyalty, which is key to a successful business (Ozkan et al., 2019) and has been considered an integral element in the sustainability and performance of the business (Ozkan et al., 2019; Zietsman et al., 2019). Research conducted by Lam et al. (2004) identifies a

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customer's loyalty as repetitive customer repurchase intention and recommends the service to others.

As customers become prone to technology and have easy access to information, creating loyal customers is becoming challenging for service providers. Therefore, it becomes important for the companies to take corresponding actions proactively. For companies, it becomes profitable enough to retain old customers compared to attracting new ones (Cheema et al., 2021). Despite the obvious relevance of quality of service and the substantial study conducted on it, scholars agree that defining and assessing service quality remains difficult due to its inherent idiosyncrasies and inconsistent conceptualization (Slack et al., 2020).

Consumer consumes many products and services in their daily life. Those who fulfill their needs and demands efficiently and effectively impress them, which results in their loyalty and motivates them to repurchase it (Habib & Aslam, 2014). As consumers are becoming more urbane in assessments of their service consumption experiences along with improved competition among providers, it becomes mandatory for companies to focus more on the service quality that is delivered to their clients (Dimitriades & Papalexandris, 2011).

Customers are becoming increasingly conscious of their values, which makes the firms realize the importance of understanding, meeting, and predicting customer needs (Yap et al., 2012). A positive relationship is developed between customer satisfaction and an organization's financial performance, as an increase in customer loyalty will impact the company's long-term profitability (Ansakew, 2020). Therefore, analyzing the factors that increase customer satisfaction and repurchase intentions for service firms becomes important.

The quality of a service is associated with judgment of the service performance, while the customer’s evaluation of a service is defined as satisfaction (Pandey & Joshi, 2010). It is the association between the customer's expectations regarding the service and the service they receive (Al-Refaie et al., 2014). Therefore, this study enlightens the Pakistani Service by studying the variables shaping the repurchase decision and how marketers should boost sustainable, profitable relationships with them.

**Research Objectives**

The study aims to analyze how the quality of service impacts customer satisfaction, resulting in customer loyalty. The conducted study would help to study the behavior of the customers of the Apparel industry of Pakistan, specifically the Karachi Market, on how to improve the Quality of services.

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## Research Questions

Research questions for the study include:

1. What is the impact of service quality on customer satisfaction?

2. How does customer satisfaction impact repurchase intention, rapport, and customer loyalty?

3. How does repurchase intention and rapport impact customer loyalty?

## Literature Review

### Service Quality

Service quality comprised of both intangible and tangible cues is researched to have a positive, hence a significant impact on the level of satisfaction of the customer (Ryu & Han, 2010). Customers are required to be available during the process of delivery of those services that are highly regarded to be intangible, and the physical environment that supports the delivery process impacts the customer's perception of overall quality (Theodorakis et al., 2019). The "definitions" of service quality vary widely. The degree to which a service satisfies a customer's expectations or desires is one frequently used definition of service quality (Arora & Narula, 2018).

Parasuraman et al. (1988) have projected five dimensions of experiencing a service identified as SERVQUAL measures, which measure quality based on five dimensions: reliability, responsiveness, empathy, tangibility, and assurance. The opportunity to stand out in a competitive marketplace arises from the high service quality provided to the consumer (Yavas & Benkenstein, 2007). Better service quality leads to more positive word-of-mouth, fewer complaints, and a sustained relationship between the company and its customers (Theodorakis et al., 2019).

According to Bitner and Hubbert (1994), the overall customer's impression of the service is defined as service quality, including factors such as weaknesses and strengths of the service of a particular business during the process of receiving the services.

Customer satisfaction is important for organizational success, performance, and profitability (Tuncer et al., 2021). Customers compare their pre-purchase expectations with the actual post-purchase service performance, which leads to a comparison determining the level of customer satisfaction (Parker & Mathews, 2001; Tuncer et al., 2021). Organizations tend to reduce organizational costs by retaining customers because, as Kotler (2003) stated, retaining customers costs five times less than developing a new customer. This can be done if the service quality can provide customer satisfaction, as they tend to re-purchase if it satisfies them (Tuncer et al., 2021).

Several past studies revealed that service quality influences customer satisfaction (Cronin & Taylor, 1992; Cronin et al., 2000; Tuncer et al., 2021). Therefore, it is hypothesized that:

$H_1$: Service Quality positively impacts Customer Satisfaction.

**Customer Satisfaction**

A business to gain concern, customer satisfaction has gotten much scholarly attention. The physiological reaction to the perceptual difference gap between expectations prior to consumption and experience following consumption of services or products is the main determinant of excellent customer service. It denotes a series of transient and sensory responses. SERVQUAL dominates customer satisfaction literature(Arora & Narula, 2018). Satisfaction has been defined as a response to a discrepancy between expectation and performance after consumption (Dash et al.,2021). It is influenced by the degree to which one believes how much experience conjures positive feelings and impact (Al-Refaie et al., 2014). Customer satisfaction, a crucial marketing concept and the ultimate objective of service procedures is determined by a judgment based on a particular service encounter (Habib & Aslam, 2014).

For every organization operating in the manufacturing sector, service sector, etc., customer satisfaction is essential for survival and growth in the relative industry (Hill& Alexander, 2006). Customer happiness and service quality are positively correlated, which can lead to positive behavioral intentions (Liang &Zhang, 2009; Qin & Prybutok, 2009). A dissatisfied customer is more inclined than a satisfied customer to look for alternatives and agree to a competitor's advances (Pham et al., 2019). Bedi (2010) conducted a study to examine the connection between customer happiness and switching intentions. The findings show that higher customer satisfaction is allied to a higher tendency of recommendation with low switching behavior.

Customers' loyalty can be identified or measured when they speak positively about the company and the experience with the service, and they are willing to continue receiving the services from the same organizations because it has become their prior choice (Arora & Narula,2018). Organizations need to realize that it is highly important to develop loyal customers, as these are considered the main reasons for an organization’s success (Yap et al., 2012).

Customer loyalty is crucial because it benefits the company by cutting costs and maximizing the number of customers by retaining them. This is also the actual goal of an organization (Tet et al., 2021). So, to attain customer loyalty, they need to make the customers satisfied with the product or service they provide they provide (Tuncer et al., 2021).

Several experts have noted how customer pleasure affects client loyalty because it increases it (Yoo et al., 2015; Pérez & DelBosque, 2015; Akbari et al., 2019; Islam et al., 2021). If the customers are satisfied, they will continue to re-purchase (Nyadzayo &Khajehzadeh, 2016; Islam et al., 2021). Furthermore, a study by Rychalskiski and

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Hudson (2017) reveals that customer satisfaction positively correlates with consumer loyalty. Repurchase intent is the determination and intention of customers to repeatedly buy a service (Majeed et al., 2022). If the custard is happy with the service, they intend to make another purchase (et al., 2021). Their purchase experience will also be positive because they will share their experience with others (Zhang et al.,2018; Wu et al., 2020), generating more customers at a lower cost(Majeed et al., 2022). Therefore, we conclude by stating:

$H_2$: Customer satisfaction positively impacts Customer Loyalty.

$H_3$: Customer Satisfaction positively impacts Repurchase Intention.

**Customer Loyalty**

Loyalty is more than just a habit; psychological considerations also influence it. A devoted consumer is a valuable asset to any business. Customers' loyalty is demonstrated when they speak positively about the company, desire to conduct business with it, and consider it their first choice (Arora & Narula, 2018). Loyalty toward a firm has been acknowledged as a central factor in an organization's success (Yap et al., 2012). Customer has occasionally been operationalized as an attitude or a behavioral indicator(Kaura et al., 2015). Customer pleasure and multiple positive interactions with service providers shape loyalty (Olsen, 2002); service was loyaoriginally thought to have both behavioral and cognitive/attitudinal elements (Jones & Taylor, 2007).

As the cost of acquiring a new customer is five times higher than the cost of keeping an existing customer, and as it is also noted that the cost of customer retention is significantly lower than the relative cost of customer acquisition, it has been found that loyal customers, properly assisted, are found to generate more profit each year as they remain the businesses (Lam & Burton, 2006).

Repurchase intention refers to a customer's intention to purchase from the seller, which might become habitual behavior (Wu et al., 2020; Trivedi & Yadav, 2020; Majeed et al.,2022). Repurchase intentions are often derived from a positive experience in the past due to customer satisfaction (Majeed et al., 2022). Customer satisfaction develops further into customer loyalty, which leads to purchase intention (Majeed et al., 2022).

A loyal customer repurchases from the organization due to his satisfaction, trust, and positive experience (Ali et al., 2022). Thus, we can state that a loyal customer has a purchase intention mainly due to his loyalty and satisfaction. Therefore, we can conclude by proposing the following:

$H_4$: Customer Loyalty positively impacts Repurchase Intention.

**Rapport**

Rapport is the relationship between employees and customers (Gremler & Gwinner, 2000). It can also be stated as an enjoyable interaction between an employee

and the customer for support(Gremler & Gwinner, 2000). This personal connection guides the customer about the product or service (Gremler & Gwinner, year 200) because, without this support, the customer will not understand the product (Giebelhausen et al., 2014). The experience will not be expected, leading to dissatisfaction (Giebelhausen et al., 2014). This rapport is extremely crucial for avoiding dissatisfaction and potential potential customers.

Rapport increases perceived control within bondage, which leads to better customer satisfaction and a greater level of commitment towards a relationship, which leads to higher customer loyalty (Campbell et al., 2006). Developing positive rapport between employees and customers positively and significantly impacts the organization.

Fatima et al. (2015) researched to analyze the relationship between rapport and customer satisfaction. Results showed that rapport had a considerable positive effect on customer satisfaction. Rapport and its impact on customer satisfaction and loyalty have been extensively studied. However, the limited available literature reveals that if rapport exists, customer satisfaction is enhanced (Eroglu et al., 2022). This satisfaction further enhances customer loyalty (Tuncer et al., 2021).

Certain emotions often influence outcomes (Blut &Iyer, 2019; Eroglu et al., 2022). The salespeople in any organization or to the customers lead to enhanced rapport, which, in turn, increases customer satisfaction, and a satisfied customer shows traits of being a customer (Eroglu et al., 2022). Therefore, rapport is essential for increased satisfaction and loyalty and has a positive relationship with factors. Thus, we hypothesize that:

$H_5$: Rapport positively impacts Customer Satisfaction.

$H_6$: Rapport positively impacts Customer Loyalty.

**Repurchase Intention**

This theory defines repurchase intentions as consumers' long-term intentions to purchase from the same business. Additionally, service recovery performance describes the company's actions to fix service delivery problems. In order to reduce the danger of losing consumers as a result of subpar service recovery procedures, the service provider must act immediately when an issue arises (Amoako et al., 202Repurchase intentiontion is the customer's assessment of whether to repurchase a service, which may involve a choice to engage in more business with the service provider(Chen & Chen, 2017).

From the perspective of the buyer relationship, prior research has mostly examined potential drivers of consumer repurchase intention, identifying trust and pleasure as two crucial predictors (Majeed,2022). Positive feelings following a successful purchase can persuade customers to leave favorable reviews (Majeed, 2022). Repurchase is essential and preferred because of the high expense of attracting clients and the economic worth of dependable, devoted clients. Getting new clients and starting rating transactions with them costs five times more than keeping current ones (Majeed, 2022).

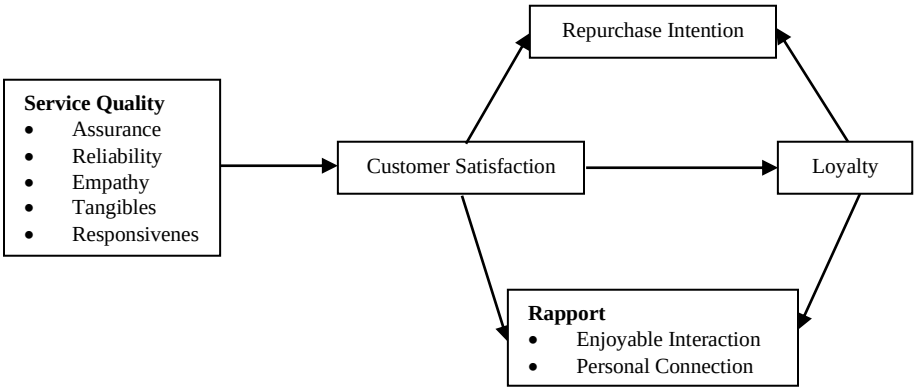
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In their study, Liao et al. (2017) investigated the importance of the relationship between customer satisfaction and the intent to make another purchase. The survey covered a variety of services. With customer retention growth, which directly influences repurchase intention, customer happiness contributes to the company's profitability (Laetère et al., 2016). Several studies have been conducted on different event components of behavioral intentions (White & Yu, 2Accordingdingto to (Amoako et al., 2021); service quality is a critical notion in service marketing that allows businesses to achieve competitive quality and has a major impact on buyers' repurchase intentions, white loyalty. According to some research, service quality can affect word-of-mouth communication, willingness to buy more, long-term purchases, relationships, and consumer loyalty (Amoako et al., 2021).

## Research Methodology

The study is quantitative based. The target audience of the study includes customers from the apparel industry. A deductive approach has been adopted for the study,dy and data have been collected based on cross-sectional analysis (Munir et al., 2021). Data has been collected through a questionnaire. Has been gathered from 180 respondents. Convenience sampling has been adopted for the collection of the data. The questionnaire included five variables. Servicha beauty has been measured based on five dimensions, which include Tangibility, Reliability, Responsiveness, Assurance, and Empathy; the scales have been adapted from Parasuraman et 2). Tomeasure Customer Satisfaction, the scales have been adapted from Hennig-Thurau (2004for customers for customer Loyalty have been adapted from Michael et al., (1has been-apport has been measured through, two dimensions including Enjoyaand personation personal Connection. The scales for measuring Rapport have been adapted from Gremlerand Gwinner (2000). Furthermore, the scales have been adapted from Ramsey and Sohi (1997) to measure Rep upscales.

**Figure 1: Model for the relationship between Customer Satisfaction and Loyalty**




## Data Analysis and Result

### Screening of the Data

For coding and processing the data that the study participants have collected, SPSS 21 has been used. Before starting the statistical analysis, the data was screened for the analysis of missing values and identification of outliers, rs, which includes measurement of the inner and outer model. Tabachnick and Fidell (2007) have described data analysis as a process that helps discover and deal with missing values and outliers. Before conducting the measurement and model assessment, the concern of missing values and outliers has been appropriately addressed. Data has been analyzed using PLS-SEM.

### Reliability Testing of the Scale

The internal validity of each item of the variables under study has been determined based on the reliability test (Hair et al., 2012). It is also helpful during the measurement correlation evaluation. Cronbach Alpha has been used to ensure the reliability of the instrument that has been used. The table below defines the Composite Reliability (CR) values of all the latent variables utilized in the study. It has been analyzed that the CR value is more than 0.700 (Hair et al., 2012), indicating that the instrument scales had good internal consistency.

Indicator reliability is also assessed in this study. Silva et al. (2013) proposed that the value acceptable for cross-loadings is 0.7, which is applied to test the reliability of individual items. Most loadings are larger than 0.7, indicating that reliability is confirmed.

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## Convergent Validity

The correlation between the same variable and another measure is assessed by this validity criteria (Hair et al., 2014). AVE was used to calculate convergent validity (CV). The values of AVE of all the latent constructs used in this research are shown in Table 1. Convergent validity is established because all values are larger than the required threshold of 0.500 (Hair et al., 2014).

**Table 1: Reliability and Convergent Validity for variables**

| Construct | Items | Standardized loadings | AVE | Composite Reliability |
|---|---|---|---|---|
| **Assurance** | ASS1 | 0.830 | 0.667 | 0.888 |
| | ASS2 | 0.874 | | |
| | ASS3 | 0.886 | | |
| | ASS4 | 0.655 | | |
| **Reliability** | REL 1 | 0.480 | 0.571 | 0.862 |
| | REL2 | 0.854 | | |
| | REL3 | 0.879 | | |
| | REL4 | 0.921 | | |
| | REL5 | 0.528 | | |
| **Empathy** | EM1 | 0.902 | 0.610 | 0.857 |
| | EM2 | 0.942 | | |
| | EM3 | 0.656 | | |
| | EM4 | 0.557 | | |
| | EM5 | | | |
| **Tangibles** | TAN1 | 0.990 | 0.933 | 0.982 |
| | TAN2 | 0.937 | | |
| | TAN3 | 0.970 | | |
| | TAN4 | 0.967 | | |
| **Responsiveness** | RES1 | 0.882 | 0.761 | 0.927 |
| | RES2 | 0.910 | | |
| | RES3 | 0.752 | | |
| | RES4 | 0.934 | | |
| **Repurchase Intention** | RPI1 | 0.862 | 0.636 | 0.874 |
| | RPI2 | 0.791 | | |
| | RPI3 | 0.688 | | |

| | | | | |
|---|---|---|---|---|
| | RPI4 | 0.838 | | |
| **Customer Loyalty** | CL1 | 0.844 | 0.694 | 0.919 |
| | CL2 | 0.850 | | |
| | CL3 | 0.905 | | |
| | CL4 | 0.788 | | |
| | CL5 | 0.770 | | |
| **Customer Satisfaction** | CS1 | 0.878 | 0.682 | 0.895 |
| | CS2 | 0.846 | | |
| | CS3 | 0.734 | | |
| | CS4 | 0.838 | | |
| **Enjoyable Interaction** | EI1 | 0.804 | 0.620 | 0.907 |
| | EI2 | 0.832 | | |
| | EI3 | 0.834 | | |
| | EI4 | 0.756 | | |
| | EI5 | 0.832 | | |
| | EI6 | 0.650 | | |
| **Personal Connection** | PC1 | 0.890 | 0.690 | 0.917 |
| | PC2 | 0.876 | | |
| | PC3 | 0.867 | | |
| | PC4 | 0.769 | | |
| | PC5 | 0.740 | | |

## Discriminant Validity

As measured by how well a variable is correlated with others and how many indications reflect only one variable, that is, the point at which a variable is truly distinct from other variables (Hair et al., 2014). Fornell and Larcker (1981) scores and cross-loading ratings were employed to establish discriminant validity. The value of AVE2 for all latent variables is larger than its inter-construct correlation, as shown in Table 4.2. As a result, discriminant validity is confirmed in this study. Furthermore, each indicator's loadings are greater than its equal cross-loadings.

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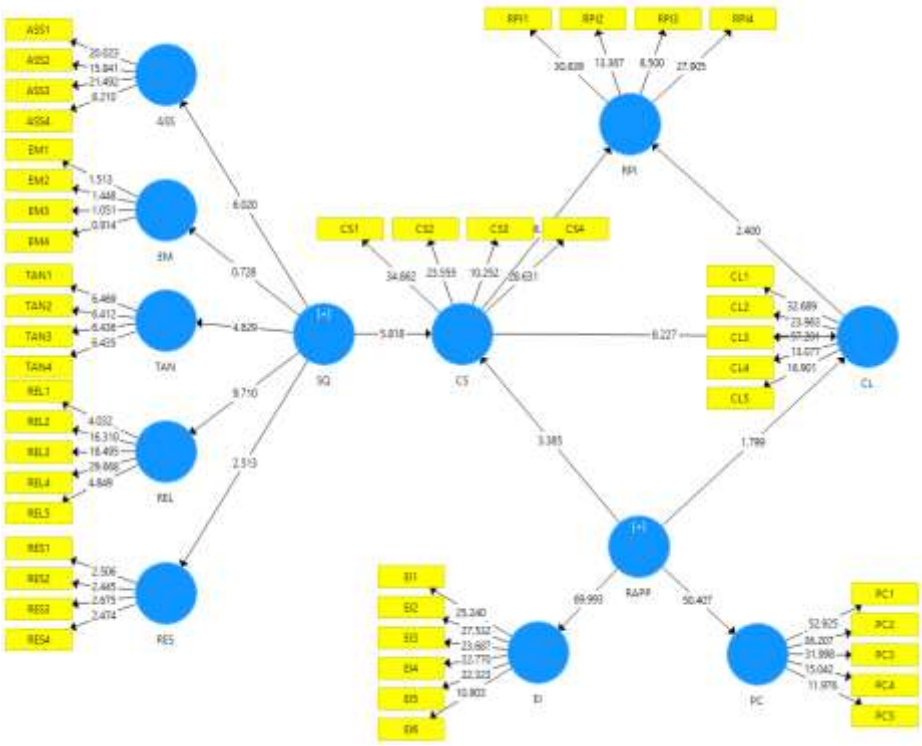
**Table 2: Discriminant Validity (Fornell and Larcker) Result**

| | ASS | CL | CS | EI | EM | PC | REL | RES | RPI | TAN |
|---|---|---|---|---|---|---|---|---|---|---|
| **ASS** | 0.816 | | | | | | | | | |
| **CL** | 0.196 | 0.833 | | | | | | | | |
| **CS** | 0.355 | 0.567 | 0.826 | | | | | | | |
| **EI** | 0.353 | 0.483 | 0.462 | 0.787 | | | | | | |
| **EM** | 0.116 | 0.071 | 0.005 | 0.138 | 0.781 | | | | | |
| **PC** | 0.212 | 0.136 | 0.297 | 0.664 | 0.240 | 0.831 | | | | |
| **REL** | 0.384 | 0.267 | 0.574 | 0.373 | 0.152 | 0.316 | 0.756 | | | |
| **RES** | 0.120 | 0.147 | 0.125 | 0.015 | -0.145 | -0.039 | 0.080 | 0.872 | | |
| **RPI** | 0.328 | 0.478 | 0.615 | 0.552 | 0.025 | 0.491 | 0.444 | 0.078 | 0.797 | |
| **TAN** | 0.155 | 0.156 | 0.194 | 0.075 | 0.011 | 0.019 | 0.212 | 0.212 | 0.195 | 0.966 |

**Table 3: Discriminant Validity (HTMT) Ratio**

| | ASS | CL | CS | EI | EM | PC | REL | RES | RPI | TAN |
|---|---|---|---|---|---|---|---|---|---|---|
| **ASS** | | | | | | | | | | |
| **CL** | 0.219 | | | | | | | | | |
| **CS** | 0.425 | 0.634 | | | | | | | | |
| **EI** | 0.409 | 0.547 | 0.540 | | | | | | | |
| **EM** | 0.158 | 0.113 | 0.077 | 0.168 | | | | | | |
| **PC** | 0.266 | 0.164 | 0.339 | 0.733 | 0.256 | | | | | |
| **REL** | 0.466 | 0.321 | 0.676 | 0.454 | 0.165 | 0.363 | | | | |
| **RES** | 0.136 | 0.164 | 0.151 | 0.062 | 0.194 | 0.106 | 0.160 | | | |
| **RPI** | 0.385 | 0.524 | 0.676 | 0.660 | 0.062 | 0.600 | 0.521 | 0.100 | | |
| **TAN** | 0.168 | 0.164 | 0.209 | 0.105 | 0.048 | 0.067 | 0.247 | 0.227 | 0.210 | |

**Figure 1: Structural Model Result**




**Structural Model Fit**

According to Gomez et al. (2011), R2, f2, and Q2 determine model fit in PLS. $R^2$ above 0.600 should be regarded as excellent, $R^2$ within 0.300 and 0.600 medium, and $R^2$ below 30 poor structure models fit. As indicated in Table 4.4, the magnitude of the $R^2$ value in this research demonstrates a medium model fit.

Following that is the f-square effect size, which is validated by effect size values, which reflect the relevance of each path in terms of $f^2$ value systems. The study used the criteria from Cohen's (1992), with 0.02 indicating minor, 0.150 indicating moderate, and 0.350 indicating large effect values of the predicted factors. Using threshold values, this research interpreted CL, CS, and RPI to have a large effect size ($f^2$).

$Q^2$ is another technique for evaluating predictive relevance capability (Gomez et al., 2011). This measurement was generated in Smart PLS using a blindfolding process

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and must be equivalent to or greater than zero. The value of $Q^2$ is more than zero, indicating that the model is predicted to be fair to strong.

**Table 4: Structural Model Fit Analysis**

| Construct | $R^2$ | $F^2$ | $Q^2$ |
|---|---|---|---|
| **CL** | 0.338 | 0.315 | 0.213 |
| **CS** | 0.341 | 0.244 | 0.206 |
| **RPI** | 0.402 | 0.291 | 0.224 |

## Hypotheses Testing

In this research, all hypothesized associations are statistically meaningful since their t-values are greater than the cutoff threshold 1.96. Hair et al. (2014) proposed a rule of thumb wherein t-statistics should be greater than 1.96 to be considered significant. Furthermore, each one of the hypotheses is theorized to be significant.

**Table 5: Hypotheses Testing and Results**

| Hypothesis | Relationships | B-Value | SD | T-Stats | P-Values | Results |
|---|---|---|---|---|---|---|
| $H_1$ | SQ → CS | 0.428 | 0.08 | 5.349 | 0.000 | Supported |
| $H_2$ | CS → CL | 0.51 | 0.059 | 8.607 | 0.000 | Supported |
| $H_3$ | CS → RPI | 0.514 | 0.087 | 5.84 | 0.000 | Supported |
| $H_4$ | CL → RPI | 0.188 | 0.089 | 2.128 | 0.034 | Supported |
| $H_5$ | RAPP → CS | 0.286 | 0.085 | 3.334 | 0.001 | Supported |
| $H_6$ | RAPP → CL | 0.147 | 0.077 | 1.866 | 0.060 | Not Supported |

## Conclusion and Recommendations

Studies show that quality of service ultimately relates to customer loyalty and retention and ultimately to increased organizational profits.

The study's findings shed importance on how service quality helps gain customer satisfaction, which results in the loyalty and repurchase intention of the customer. Therefore, managers need to devise strategies for resource allocation that help increase the overall service quality within their country.

The paper also focuses on the importance of Rapport, which helps gain customer satisfaction, and customer loyalty helps develop the customer's repurchase intention. In the past, rapport and its significance have been studied in the context of the clothing industry. It has been analyzed that rapport significantly impacts customer satisfaction, ion, and h, once a satisfied customer shows a willingness to repurchase the clothing from the brand again. Hence, managers need to focus on strategies that help increase the customer's connection with their employees and train them to develop an enjoyable interaction with the customer.

Customer encounters need to be directed toward achieving customer satisfaction and service quality. To influence consumer behavior, the apparel industry needs to

employ arguments based on satisfaction and quality from the customer's viewpoint; these include the benefits expected during the service transactions. It has been analyzed that both service quality and customer satisfaction form a favorable corporate image and reputation, which impacts customer repurchase intention. Hence, the service industry should convey value to the customers by analyzing elements of service quality.

As hypothesized, service quality, customer satisfaction, and loyalty are studied to directly and positively impact customer's repurchase intention. Hence, managers should enhance their customer services to achieve better customer loyalty, which results in increasing customers' intention to repurchase from the apparel brand.

Apparel industry managers must carefully consider the attributes of service quality that must be developed. To ensure superior service quality, the industry needs to focus on the strategies that help develop an enjoyable shopping environment for the customers and timeliness delivery of the product. Since customer satisfaction and loyalty significantly impact the repurchase intention of the customer, managers need to incorporate strategies to increase customer satisfaction. Regular feedback from the customer plays a vital role for the company.

**Significance of the study**

The study will help managers of the Apparel Industry understand the importance of Service quality and how it helps develop the customers' repurchase intention. It will furthermore help in devising strategies for enhancing the quality of the service and analyzing the elements that are an important consideration for the customers. For any organization, developing the satisfaction level of the customers leads to enhancing their loyalty and the love to repurchase the brand. Customers repurchase themselves, spread positive word of mouth for the brand, and help increase the customer database. The study analyzes the customer's behavior towards the apparel brands and highlights the importance of the quality of service; it also highlights the customers' expectations from a given brand.

**Limitations of the Study**

The study has a few limitations that need to be addressed. Firstly, in the study, a non-probability sampling technique has been used. The study's sample has been limited to people who have experienced service quality of clothing brands within Karachi. Hence, further areas of research can focus on other cities of Pakistan.

Second, the study has focused on the service quality of clothing brands. Therefore, other industries can also be focused on in the future.

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