

ABSTRACT**THE CUSTOMER LOYALTY AND SATISFACTION WITH STORE IMAGE
DIMENSIONS IN WORD OF MOUTH COMMUNICATION**

ALİ TEHCİ

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The aim of this thesis is to investigate the effects of some store image dimensions like cost, atmosphere, suitability, product factor to customer loyalty and satisfaction and also the effects of customer loyalty and satisfaction to word of mouth communication besides the other objective is to determine whether there is significant difference of demographic characteristics of consumers on the word of mouth communication or not.

The research data was obtained from 507 people with face to face survey who are customer of a store in Ordu. Cronbach alpha coefficient method was used for the reliability and the factor analysis was used for the validity of the research scales. The research hypothesis were evaluated with one way analysis of variance and the significantly different ones were evaluated with Tukey, independent sample t-test, multiple regression analysis in order to determine the variable caused by which group. According to results, it is possible to say that staff factor did not effect the customer satisfaction and customer loyalty, convenience factor did not effect the customer loyalty and also according to results, the age and educational status which are belong to demographic features of customer did not cause a significant difference in word of mouth communication. In the study it is thought that all the other factors were realized as indicated in the research model.

Key Words: Customer Behaviour, Store Image, Customer Satisfaction, Customer Loyalty, Word of Mouth Communication.