Investigating the Relationship between Service Quality and Customers' Repurchase Intention (Case Study: Zarin Mashregh Zamin Restaurant)

Mehdi Garmsiri[1], Mohammad Jalal Kamali [2*]

1- MA Student of Executive Management, Department of Management, Kerman Branch, Islamic Azad Uniyersity, Kerman, Iran.

2- Corresponding Author: Assistant Professor, Department of Management, Kerman Branch, Islamic Azad Uniyersity, Kerman, Iran

*Corresponding Author: Mohammad Jalal Kamali,Assistant Professor, Department of Management, Kerman Branch, Islamic Azad Uniyersity, Kerman, Iran

Abstract:

Objective: Providing quality services to the customer for the food and restaurant industry is definitely among the strategic topics of this period. This paper has been conducted aiming to investigate the relationship between service quality and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Research Method: The present research that is of descriptive - correlation type was conducted as cross-sectional among all the customers of the Zarin Mashregh Zamin Restaurant in 2019. According to the Cochran formula, the sample size was estimated 384 people who were selected randomly. In order to collect data, the SERVQUAL service quality questionnaire of Mohammadi et al, 2009), with 22 questions with the validity and reliability of 0.89 and 0.91, respectively, and customers' repurchase intention questionnaire of (Jahanbin, 2012) with 5 questions and the validity and reliability of 0.92 and 0.87, respectively were used. Statistical analysis was performed using two-variable linear regression test at the significance level of 0.05 using SPSS22 software.

Findings: Based on the results, the t-test statistic was greater than the critical value of 1.96, so it can be said that the observed standard beta coefficient is positive and significant between service quality (0.456), tangible factors (0.337), reliability (0.350), responsiveness (0.325), assurance (0.478) and empathy (0.318) with the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Conclusion: The results obtained from the data analysis show that there is a significant relationship between the service quality and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant. Considering the research results, some suggestions were also presented.

Keywords: Service Quality, Customers' Repurchase Intention, Zarin Mashregh Zamin Restaurant.

I. Introduction

In today's competitive and turbulent environment, in the arena of competition, those organizations are more successful that take the lead over other competitors in meeting the demands and needs of their customers. The customer-orientation philosophy puts customers at the center of attention and looks at issues from the customer's point of view. Today, the word satisfaction and the customer repurchase intention has become one of the most common terms in the marketing environments (Mohammadi et al, 2009). The chain restaurants and fast food industry, as one of the sub-sectors of the tourism industry, always allocate a significant share of revenue obtained from the country's tourism to itself. Therefore, considering this industry for gaining the competitive advantage regardless of the quality of services provided to the customers is useless, and the point that the customers of restaurants are seeking services with consistent quality, and for this reason, the topic of quality is considered as the basic topics, the lack of specific and international standard in the restaurant industry arena has always taken the possibility of defining standard services for qualitative topics from the practitioners of this industry (Varesi and Rezaie, 2012). Obviously, in such circumstances, the possibility of the creation of service management gaps is not out of the mind. And what preserves or destroys restaurants in their market is the existence or absence of the gap between the services imagined and the expected services of customer (Jahanbin, 2012). On the other hand, in the fast food and restaurant market that there is an internal standard and the customers at any place of the world receive the services with similar quality by using the services of this guild units, qualitative homogeneity is quite evident and it seems that this quality determines the durability of this guild in the arena of this industry, and

the durability of service quality, meaning the customer repurchase intention and the loyal customer means the long-term profit for the restaurant and the fast foods, and the restaurants and the fast foods to survive in such a competitive market require loyal customers and their repurchase (Poorfaraj et al, 2013). Obviously, in cases that the restaurants and the fast foods are known more, less attention is given to the quality certificates, but at the same time, these restaurants and fast foods are constantly trying to improve customers' mental perceptions of the quality of their services (Arfaie and Mehdizadeh Ashrafi, 2016) And as intangible factors are concerned in the service management, to the same extent, the tangible factors are involved, and the quality of the materials and instruments used, the architecture, the physical equipments, the lighting, the coloring, the favorite smells, the food quality and variety, the amount of various types of contaminations (including audio, visual, wastes, hygiene, and so on), decoration, and so on. all have role in shaping customer perception of the service quality (Rahimnia et al, 2012). On the other hand, enhancing customer satisfaction and repurchase intention is an essential and important element in the restaurant and fast food industry. The restaurant and fast foods industry spends a large amount of costs each year to evaluate customer satisfaction and to specify the foundations of loyalty. By understanding this point that what factor makes the customer to return to the restaurant again, restaurant owners can act in a way to enhance customer loyalty and his/her repurchase intention and the guild unit helps itself in facing the confronted challenges that are the same as customer satisfaction and loyalty and his/her repurchase intention (Izogo & Ogba, 2015). Also, due to the increase competition in the global market, many restaurants are faced with many challenges in maintaining their customers

and as quality and satisfaction standards rise, restaurants are gradually raising the level of customers' expectations, the point that satisfying them becomes very difficult and costly issue. Converting a regular customer into a loyal customer is very important for a restaurant because it reduces service costs over time (Shankar, 2017). The loyal customer knows the product well and needs less information about it, buys more services and offers words of mouth advice to others.For this reason, providing quality services to the customer can significantly influence his/her repurchase intention. With respect to these points, the present research issue is to investigate the relationship between the service quality and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

II. Research Method

The present research is applied in terms of purpose and it is descriptive of the correlation type in terms of nature and it is surveyed in terms of method. The statistical population of this research includes all the customers of the Zarin Mashregh Zamin Restaurant with unlimited number. The statistical sample was selected by simple random sampling through Cochran formula proportionate with the population size and 384 people were determined.

$$n = \frac{\frac{Z_{1-\frac{a}{2}}^2 \times p \times q}{d^2}}{1 + \left[\frac{1}{N}\left(\frac{Z_{1-\frac{a}{2}}^2 \times p \times q}{d^2} - 1\right)\right]} \Rightarrow n$$

$$= \frac{(1/96)^2 \times \frac{(0/5 \times 0/5)}{(0/05)^2}}{1 + \frac{1}{10000}(1/96)^2 \times \frac{(0/5 \times 0/5)}{(0/05)^2} - 1} \cong 384$$

In this research, (Mohammadi et al, 2009) Service Quality Questionnaire was used which included 22 questions based on the components of tangible factors, reliability, responsiveness, trust, empathy, and the five-option Likert's spectrum as I completely disagree, I disagree, I have no idea , I agree, and I completely agree was designed, and (Jahanbin, 2012) was used to measure the customers' repurchase intention variable, which included 22 questions based on the components of tangible factors, reliability, responsiveness, trust, empathy, and the five-option Likert's spectrum as: I completely disagree, I disagree, I have no idea , I agree and I completely agree was designed. The face and content validity of the questions were confirmed according to the experts. The content validity (CVR) of the service quality and customers' repurchase intention questionnaires was obtainedat 0.91 and 0.92, respectively, which is acceptable. The Cronbach's alpha coefficient of service quality questionnaire was estimated 0.91 and the customers' repurchase intention was estimated 0.87, which is higher than 0.7, indicating the internal consistency of items and the confirmation of questionnaire reliability. Two-variable regression test was used to analyze the data using SPSS 22 software, and the significance level was considered 0.05.

Research Findings

Table 1. Test of the Variables Normality

Test	Kolmogorov–Smirnov			Shapiro-Wilk		
	Significance	Degree of Freedom	Condition	Significance	Degree of Freedom	Condition
Service Quality	0.318	239	Normal	0.801	239	Normal
Tangible Factors	0.276	239	Normal	0.811	239	Normal
Reliability	0.351	239	Normal	0.771	239	Normal
Responsiveness	0.290	239	Normal	0.817	239	Normal
Assurance	0.299	239	Normal	0.767	239	Normal
Empathy	0.198	239	Normal	0.895	239	Normal
Customers' Repurchase Intention	0.291	239	Normal	0.834	239	Normal

As it has been shown in (Table 1), in all cases, the significance value has been obtained greater than 0.05. Therefore, the distribution of research data is normal and parametric tests can be performed.

Testing the Main Research Hypothesis:

There is a significant relationship between the service quality and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Table 2. Relationship between Service Quality and the Customers' Repurchase Intention

Variable	Non-Standardized Beta Coefficient	Standard Error	Standard Beta Coefficient	t	Normal Significance Value
Service Quality and the Customers' Repurchase Intention	0.502	0.502	0.456	9.680	0.00

The correlation value observed between the two variables of service quality and the customers' repurchase intention based on (Table 2) is equal to 0.456 which indicates that the correlation between these two variables is very strong and desirable. This test has been performed at the 95 % confidence level, so the error level is 0.05. The test statistic can also be calculated by dividing the non-standardized beta coefficient by the standard error, which yields the number of 9.680 which is greater than the critical value of 1.96. Therefore, the observed beta coefficient is significant. The normal significance value is also smaller than the error level, which confirms the above finding. Therefore, it can be said with 95% confidence that there is a significant relationship between service quality and repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Testing Sub-Hypothesis 1: There is a significant relationship between the tangible factors and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Table 3. Pearson Correlation Coefficient between Tangible Factors and Customers' Repurchase Intention

Variable	Non-Standardized Beta Coefficient	Standard Error	Standard Beta Coefficient	t	Normal Significance Value
Tangible Factors and the Customers' Repurchase Intention	0.284	0.042	0.337	6.760	0.00

The correlation value observed between the two variables of tangible factors and the customers' repurchase intention based on (Table 3) is equal to 0.337 which indicates that the correlation between these two variables is very strong and desirable. This test has been performed at the 95 % confidence level, so the error level is 0.05. The test statistic can also be calculated by dividing the non-standardized beta coefficient by the standard error, which yields the number of 6.760 which is greater than the critical value of 1.96. Therefore, the observed beta coefficient is significant. The normal significance value is also smaller than the error level, which confirms the above finding. Therefore, it can be said that with 95% confidence, there is a significant relationship between tangible factors and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Testing Sub-Hypothesis 2: There is a significant relationship between reliability and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Table 4. Relationship between Reliability and Customers' Repurchase Intention

Variable	Non-Standardized Beta Coefficient	Standard Error	Standard Beta Coefficient	t	Normal Significance Value
Reliability and the Customers' Repurchase Intention	0.212	0.043	0.350	4.874	0.00

The correlation value observed between the two variables of reliability and the customers' repurchase intention based on (Table 4) is equal to 0.350, indicating that the correlation between these two variables is very strong and desirable. This test has been performed at the 95 % confidence level, so the error level is 0.05. The test statistic can also be calculated by dividing the non-standardized beta coefficient by the standard error, which yields the number of 4.874 which is greater than the critical value of 1.96. Therefore the observed beta coefficient is significant. The normal significance value is also smaller than the error level, which confirms the above finding. Therefore, it can be said that with 95% confidence, there is a significant relationship between the reliability and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Testing Sub-Hypothesis 3: There is a significant relationship between responsiveness and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Table 5. Relationship between Responsiveness and Customers' Repurchase Intention

Variable	Non-Standardized Beta Coefficient	Standard Error	Standard Beta Coefficient	t	Normal Significance Value
Responsiveness and the Customers' Repurchase Intention	0.268	0.041	0.325	6.497	0.00

The correlation value observed between the two variables of responsiveness and the customers' repurchase intention based on (Table 5) is equal to 0.325,indicating that the correlation between these two variables is very strong and desirable. This test has been performed at the 95 % confidence level, so the error level is 0.05. The test statistic can be also calculated by dividing the non-standardized beta coefficient by the standard error, which yields the number of 6.497 which is greater than the critical value of 1.96. Therefore, the observed beta coefficient is significant. The normal significance value is also smaller than the error level, which confirms the above finding. Therefore, it can be said that with 95% confidence, there is a significant relationship between responsiveness and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Testing Sub-Hypothesis 4: There is a significant relationship between assurance and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Table 5. Relationship between Assurance and Customers' Repurchase Intention

Variable	Non-Standardized Beta Coefficient	Standard Error	Standard Beta Coefficient	t	Normal Significance Value
Assurance and the Customers' Repurchase Intention	0.428	0..042	0.478	10.287	0.00

The correlation value observed between the two variables of assurance and the customers' repurchase intention based on (Table 6) is equal to 0.478, indicating that the correlation between these two variables is very strong and desirable. This test has been performed at the 95 % confidence level, so the error level is 0.05. The test statistic can be also calculated by dividing the non-standardized beta coefficient by the standard error, which yields the number of 10.287 which is greater than the critical value of 1.96. Therefore, the observed beta coefficient is significant. The normal significance value is also smaller than the error level, which confirms the above finding. Therefore, it can be said that with 95% confidence, there is a significant relationship between assurance and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Testing Sub-Hypothesis 5: There is a significant relationship between empathy and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

Table 7. Relationship between Empathy and Customers' Repurchase Intention

Variable	Non-Standardized Beta Coefficient	Standard Error	Standard Beta Coefficient	t	Normal Significance Value
Empathy and the Customers' Repurchase Intention	0.348	0.055	0.318	6.344	0.00

The correlation value observed between the two variables of empathy and the customers' repurchase intention based on (Table 7) is equal to 0.318, indicating that the correlation between these two variables is very strong and desirable. This test has been performed at the 95 % confidence level, so the error level is 0.05. The test statistic can also be calculated by dividing the non-standardized beta coefficient by the standard error, which yields the number of 6.344 which is greater than the critical value of 1.96. Therefore, the observed beta coefficient is significant. The normal significance value is also smaller than the error level, which confirms the above finding. Therefore, it can be said that with 95% confidence, there is a significant relationship between empathy and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant.

III.   Discussion and Conclusion

Based on the results, the observed beta standard coefficient value was equal to 0.456, indicating a desirable and an acceptable correlation**between the service quality and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant**. The t-test statistic also shows the number of 9.680 which is greater than the critical value of 1.96. Therefore, the observed beta coefficient is significant. These results are consistent and in line with the findings of (Ranjbarian et al, 2012) and (Sanayeie et al, 2013). In explaining this finding, it can be said that in the global economy, the customers do not make the survival of the organization, and the

organizations cannot be indifferent towards the customers any longer; the organizations should focus all their activities and capabilities on the customer satisfaction, because customers are the only source of return on investment. On this basis, it can be said that the quality of services provided by various guilds has a significant impact on customer satisfaction and attraction and ultimately his/her repurchase intention.

Based on the results, the observed beta standard coefficient value was obtained equal to 6.760, hence it can be said that **there is a significant relationshipbetween the tangible factors and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant**. These results are consistent and in line with the findings of (Izogo & Ogba, 2015). In explaining this finding, it can be said that the companies that launch their high-quality marketing offers to the market, in addition to making their brand as a proper and appropriate brand in the mind of the customer, enjoy a significant advantage in combating with their competitors. By using the quality weight, companies can increase customers, revenue, value, prestige, and so on. On this basis, it can be said that the existence of tangible factors in the service guilds can have a basic role in the customer repurchase process.

Based on the results, the observed beta standard coefficient value was equal to 0.350, and the t-test statistic was obtained 4.874, thus it can be said that **there is a significant relationshipbetween reliability and repurchase intention of the customers of the**

Zarin Mashregh Zamin Restaurant. These results are consistent and in line with the findings of (Moralis et al, 2015) and (Pilay et al, 2014). In explaining this finding, it can be said that consumer decision making takes place during the various stages of social and cognitive processes. Consumer decision-making is defined as the processes, including problem recognition, research for data collection, options evaluation, purchase decision making and post-purchase behavior that all these cases stem from the customer's trust in the business brand that has a basic role in his/her repurchase process.

Based on the results, the observed beta standard coefficient value was equal to 0.325 and the t-test statistic was obtained 6.497, thus it can be said that **there was a significant relationship between responsiveness and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant**. These results are consistent and in line with the findings of (Rasooli et al, 2018), and (Bahadorian Sardashti, 2019). In explaining this finding, it can be said that every customer at the beginning of the relationship with the organization has a certain level of satisfaction until some problem happens, so, he/she may complain. After the customer experiences the company's response to his/her complaint, the satisfaction or dissatisfaction with the response is formed which not only directly affects the customer's willingness to repurchase from the organization, but also indirectly causes customer reconsidering his/her satisfaction ratio.

Based on the results, the observed beta standard coefficient value was equal to 0.478 and the t-test statistic was obtained 10.287, thus it can be said that **there was a significant relationship between assurance and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant**. These results are consistent and in line with the findings of

(Sardar, 2017) and (Farhangian, 2016). In explaining this finding, it can be said that if the services provided by the organizations are at an acceptable limit and provide customer assurance, hence the customer will repeat the purchase continuously from that unit and the mentioned product and service unit will also achieve profitability and competitive superiority.

Based on the results, the observed beta standard coefficient value was equal to 0.318 and the t-test statistic was obtained 6.344, thus it can be said that **there was a significant relationship between empathy and the repurchase intention of the customers of the Zarin Mashregh Zamin Restaurant**. These results are consistent and in line with the findings of (Yadollahi, 2014) and (Smith, 2019). In explaining this finding, it can be said that marketers in the past were only thinking to find new customers to increase profitability, but in the new marketing perspective, attracting customer satisfaction and attention to the quality from his/her viewpoint are the essentials of marketing. Nowadays, the art of marketing is to transform the customer into an element who is a partner in the organization and a supporter and advocate of the organization outside it and a proper empathy is established between them. We live in a society where the demand for products is increasing compared to the past, and no company can survive without customer satisfaction. Therefore, the existence of empathy between service units and customers can be useful and effective in their profitability.

Research Applied Proposals

According to the research results, restaurant managers are suggested:

Regarding that customers' needs and demands change over time, they need to conduct surveys regularly to measure customers' loyalty and

their continuous purchase and to improve the quality of their services provided to the customer as much as possible.

They should use modern and updated equipment to provide services to the customers, design a proper physical space within their working environment, ask their employees to offer services to the customer in an adorned apparent, orderly, and observing health points completely, and proportionate to the type of services they provide, enhance the physical facilities of their workplace.

Strive for equal communication behavior with all customers, fulfill their promises for the customers, solve the probable problems of their customers, provide timely and at proper time services to their customers, create trust and reliability in their customers by performing compiled programs.

By providing more favorable services, provide the field to attract more, permanent and profitable customer, and be responsive to the services offered to their customers.

Strive to attract customer satisfaction and loyalty by providing varied programs proportionate to people's need at various times and for all age groups, and create a sense of security in their customers and make the necessary supports from their customers.

Try to attract customer satisfaction and loyalty, by using new and advanced customer-oriented facilities and capabilities as well as timely repair of damaged equipmentconsider the customers' personal needs and demands, provide services more accurately and quickly to the customer, so that achieve competitive advantage and profitability as much and better as possible.

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