BUFT Journal of Business & Economics (BJBE)
ISSN 2664-9942 (Print)
2024 Volume 5, Pg: 339-356
DOI: https://doi.org/10.58481/BJBE/2421

An Empirical Study on the Assessment of the Impact of Service Quality on Customer Repurchase Intention in Retail Chain Stores in Khulna District of Bangladesh

Md. Rafiqul Islam[1], Sayed Azharul Islam[2], Nur-E-Alam Siddiki[3*], Prosenjit Tarafdar[4]

ARTICLE INFO

Article History
Received: February 06, 2024
Accepted: March 30, 2024

Keywords:
Service Quality, Customers' Repurchase Intention, Retail Chain Stores.

JEL Classification:
M31, L11, D81, O31

ABSTRACT

Purpose: The study aims to identify how various aspects of service quality impact customer repurchase intention in retail chain stores in Bangladesh.

Methodology: The study has been conducted following the quantitative research method. Data were gathered from 100 shoppers via direct surveys done at multiple retail chain stores in Khulna city of Bangladesh. A questionnaire with a five-point Likert scale was used in the study to collect consumer feedback on several elements related to service quality and repurchase intention. SPSS 25 (Statistical Package for the Social Sciences) was used to analyze the data for Reliability tests, correlations analysis, and regression analysis.

Findings: The data show that responsiveness, assurance, and empathy have a substantial effect on customers' likelihood of repurchasing from retail chain stores. Surprisingly, tangible elements such as store appearance and reliability had little influence on customers' propensity to return.

Practical Implications: According to the findings, retailers should focus on developing a customer-centric strategy that emphasizes prompt service, trust-building efforts, and encouraging sympathetic relationships.

Originality/Value: The study has transformative potential for the retail chain sector, guiding strategic adjustments for enhanced customer experiences, competitive advantages, and long-term growth.

Limitations: While the study provides useful insights, its limitations include a limited geographic scope, small sample size and inherent biases caused by the convenience sampling method. To clarify subtle customer behaviors across multiple retail landscapes, future research should include broad retail segments and locales.

1. Introduction

Chain shops, prominent in the retail industries of the United States, Western Europe, and Japan, constitute a substantial portion of the market, characterized by multiple stores under common

*Corresponding Author

1. Graduate Research Student, Human Resource Management Discipline, Khulna University, Khulna 9208, Email: 172522@ku.ac.bd
2. Assistant Professor, Human Resource Management Discipline, Khulna University, Khulna 9208, Email: azharulsayed@hrm.ku.ac.bd
3. Graduate Research Student, Human Resource Management Discipline, Khulna University, Khulna 9208, Email: shawonsiddiki30@gmail.com
4. Associate Professor, Human Resource Management Discipline, Khulna University, Khulna 9208, Email: prosenjit@hrm.ku.ac.bd

ownership offering identical products (Kleisiari et al., 2021). Including pioneers like the Mail Order Corporation and department store chains, these establishments were the first to successfully implement large-scale integrated systems of retail production (Monteiro et al., 2012). In the contemporary retail landscape, supermarkets and retail stores have become primary shopping destinations for urban dwellers seeking convenience, affordability, and quality products (Ivanauskiene & Volungenaite, 2014).

Over the last two decades, global retail expansion has accelerated, reaching South America, East and Southeast Asia, and select African countries, with a notable focus on South Asia and other low-income regions (Ertekin et al., 2020). This expansion has witnessed the establishment of successful superstore chains like Wal-Mart, Kmart, and Tesco, showcasing a global presence and adaptability to evolving consumer behavior, as observed in India and Bangladesh (Yuen & Chan, 2010).

In keeping with the modern lifestyle trends, Rahimafrooz introduced Agora, Bangladesh's pioneering retail superstore, in 2001. Agora's success stemmed from its ability to cater to middle-class consumers by offering affordability alongside convenience. Following its success, several major players have emerged in the retail chain store business in Bangladesh. Companies such as Shwapno, Meena Bazar, and Unimart have established themselves as prominent players, expanding their presence across urban centers and major cities.

According to a recent article published in the Dhaka Tribune, the retail industry plays a crucial role in Bangladesh's economy, contributing significantly to gross value addition (GVA) with a worth of Tk. 208,700 crore, accounting for approximately 63% of the total GVA from wholesale and retail trade services combined (Desk, 2022). Remarkable growth has been observed in the value addition from retail trade services over the past decade, with an annual increase of 24.11% recorded in 2021. Despite facing challenges such as the impact of the COVID-19 pandemic, as well as issues like lack of buyers and high labor and transportation costs, the retail sector remains resilient and indispensable to the country's economic landscape. The substantial investment in infrastructure and resources is reflected in the total value of fixed assets in the retail trade, standing at Tk. 125,500 crore (Desk, 2022). This emphasizes the importance of the industry as a catalyst for economic development and as a key focal point of attention.

Numerous researchers have delved into the dynamic realm of retail chain stores, seeking to unravel the essential elements for optimizing customer retention. Across a plethora of these studies, service quality consistently emerges as a pivotal factor influencing customer repurchase intention. Scholars widely concur that superior service quality fosters heightened customer satisfaction, laying the groundwork for robust repurchase intentions (Alic et al., 2017). These investigations underscore the significance of trust and confidence engendered by exemplary service quality, often sparking positive word-of-mouth endorsements from clientele (Sivadas & Baker-Prewitt, 2000). Central to these findings is the assertion that customer contentment serves as a primary predictor of loyalty, exerting a profound influence on both repurchase intentions and consumer behavior (Johnson et al., 2001; Mittal & Kamakura, 2001).

While existing literature has provided valuable insights, it predominantly draws from studies conducted in well-established markets with distinct cultural contexts markedly different from that of Bangladesh. Also, despite its critical role, there remains a gap in understanding the link between customers' desire to repurchase and their perception of service quality in the context of a developing nation like Bangladesh (Meng & Sego, 2020). Contemporary studies were also unconvincing in their effort to deeply assess the service quality dimensions in the retail industry. Additionally, while prior research explored moderating factors, the scarcity of studies in Bangladesh's retail chain industry makes this research pivotal (Yesmin et al., 2023). Additionally, the use of the SERVEQUAL model as an assessment tool in the field adds to the overall depth of the study.

This study tries to close this gap by examining how particular service quality factors influence customers' willingness to return to these locations. The research is guided by the hypotheses that investigate the relationship between several service quality dimensions and consumers' repurchase intentions inside retail chain stores, taking into account changes in Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The study has also been designed to be conducted in a comparatively less explored market- the Khulna District of Bangladesh. The research is primarily guided by the following research questions:

Q1: *Is there a positive relationship between Tangibles and Customer Repurchase Intention?*

Q2: *Is there a positive relationship between Reliability and Customer Repurchase Intention?*

Q3: *Is there a positive relationship between Responsiveness and Customer Repurchase Intention?*

Q4: *Is there a positive relationship between Assurance and Customer Repurchase Intention?*

Q5: *Is there a positive relationship between Empathy and Customer Repurchase Intention?*

Hence, the primary objective of the study is to identify the association between service quality and customer repurchase intention in retail chain store business. Additionally, the secondary objective of the study is to measure the strength of relationship among each of the dimensions of SERVQUAL model and Customer Repurchase Intentions.This study delves into the intricate relationship between service quality factors and customer retention in retail chain stores, emphasizing their critical role in acquiring and sustaining profitability. With a brief literary discussion, the study intends to delve into the research methods which is then followed by an in-depth analysis and presentation of the key findings. Identification of key service quality components influencing repurchase allows businesses to optimize resource allocation, focusing on critical improvements while streamlining less vital areas, reducing expenses, and enhancing efficiency (Klongthong et al., 2020). The study has transformative potential for the retail chain sector, guiding strategic adjustments for enhanced customer experiences, competitive advantages, and long-term growth (Roy & Akhter, 2021). Despite potential biases, limited sample size, and data collection scope, the study offers valuable insights into the retail chain landscape. Its potential to inform industries, policymakers, educators, and researchers adds significance to its findings.

2. Literature Review and Hypothesis Development

The literature related to this study revolves around two core concepts- Service Quality and Customer Repurchase Intention.

2.1 Service Quality

Extensive research spanning decades has delved into the multifaceted concept of service quality, with no unanimous agreement on its definition. Scholars, including Pantouvakis (2010), often define service quality as the customer's perception of service excellence. A company excelling in service quality not only meets customer expectations but also ensures long-term competitiveness and profitability in the economy. The prevailing conceptualization of service quality is based on the perceived expectancy-disconfirmation framework, a topic understood and evaluated differently by various scholars (Ismail, 2009).

Service quality, in the context of a Retail Chain Store, is the extent to which provided services meet or exceed consumer expectations. This encompasses factors such as the physical location, interactions with employees, product offerings, and the overall consumer experience (Sum & Hui, 2009). Studies affirm that service quality significantly impacts consumer happiness, with high-quality service leading to increased satisfaction. In retail chain stores, service quality comprises components like tangible elements, reliability, flexibility, assurance, and empathy, all crucial for accurate judgment of service quality (Gaur & Agrawal, 2006). One of the commonly used tools, the SERVQUAL framework, evaluates service quality by comparing customer expectations with their perceptions of the actual service received (Zeithaml et al., 1996).

2.2 Customer Repurchase Intention

Customer repurchase intention signifies a customer's inclination for future purchases, reflecting dedication to a brand (Gaur & Agrawal, 2006). High repurchase intentions stem from positive experiences, fostering satisfaction and favorable word-of-mouth marketing, and enhancing client retention. Beyond service quality, factors like brand perception, loyalty, pricing, product quality, and post-purchase service influence repurchase intentions (Kumar & Reinartz, 2018; Verhoef et al., 2015). Emotional connections and social recommendations play crucial roles, with satisfied, loyal customers contributing to long-term profitability (Kim et al., 2016; Widyastuti et al., 2017). Studies suggest emotional pleasure is a powerful predictor of future behavior intentions, emphasizing the role of customer satisfaction and prior positive experiences (Chan et al., 2015). Recommendations from other customers and social media significantly impact customers' propensity to return to retail chain stores, underlining the importance of broader social judgments in driving repurchase behavior (Keiningham et al., 2020).

2.3 Relationship between Service Quality and Customer Repurchase Intention

Time and again researchers have found a strong relationship between the service quality rendered and the repurchase intention of the customers. Relevant studies from across the world have been dedicated to exploring the intertwined relationship between the two. These include the renowned studies conducted by Alic et al. (2017), Sivadas and Baker-Prewitt (2000), Rust and Oliver (1994), and many more. Studies specific to the Bangladeshi market are present too. These include Chowdhury et al. (2010), Daniel and Berinyuy (2010), Dey et al. (2019), Islam (2012), Krsmanovic et al. (2014), Butt and Run (2010), Saleh and Ryan (1991), Wang et al. (2015), and many more.Although most of the studies differ on the market addressed, almost all of them agree that exceptional service quality cultivates increased customer satisfaction, laying the foundation for a strong repurchase intention (Alic et al., 2017). This bond, fortified by trust and confidence, fosters customer loyalty, with positive word-of-mouth amplifying the effect (Sivadas & Baker-Prewitt, 2000). Service quality significantly influences customers' intent to make additional purchases, reinforcing their satisfaction and loyalty (Rust & Oliver, 1994). While repurchase intention is closely tied to service quality, factors like affordability, ease of use, and overall satisfaction also play roles in consumers' retail choices (Sureshchandar et al., 2002). Customer happiness, encompassing intangible aspects, is vital for loyalty and repurchase intention (Homburg et al., 2009). Cumulative customer happiness emerges as the key predictor of loyalty, influencing repurchase intention and purchasing behavior (Johnson et al., 2001; Mittal & Kamakura, 2001).

2.4 SERVQUAL Model

Valerie, Parasuraman, and Leonard developed the SERVQUAL instrument to assess service quality across industries. Based on a focus group study, they identified 10 dimensions, including tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding the customer (Daniel & Berinyuy, 2010; Krsmanovic et al., 2014). These dimensions, initially represented by 97 items and later 22 items, were condensed into five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. SERVQUAL utilizes a 7-point Likert scale to measure the gap between customer expectations and perceptions (Muhammad Butt & Cyril de Run, 2010; Saleh & Ryan, 1991; Wang et al., 2015). This systematic approach provides a consistent method for assessing and improving service quality (Sharma, 2016; Zeithaml et al., 1990). SERVQUAL has been widely adopted in research and is effective in predicting customer satisfaction, commitment, and behavioral intentions (Gronroos, 2006).

2.4.1 Tangibles

Tangibles encompass the observable aspects of a retail store, including its physical structure, layout, equipment, and product presentation, influencing customers' perceptions of service quality (Alic et al., 2017). Rooted in the service quality model, tangibles play a vital role in shaping customers' initial impressions and subsequent evaluations of the service (Turley & Milliman, 2000). Environmental elements like lighting, music, and overall ambiance contribute to creating a pleasant retail setting, impacting consumer opinions and behaviors, and thereby enhancing a store's tangible attributes (Michon et al., 2008). The "Physical environment" and "Interior shop atmosphere & layout" within environmental psychology theory highlight how a store's ambiance influences consumer moods and behavioral intentions (Bitner et al., 2000). Bitner et al. (2000) emphasize the significant impact of the physical design and arrangement of retail premises on consumer opinions of tangibles, including spatial setups, aisle width, and overall store design.

H1: There is a positive relationship between Tangibles and Customer Repurchase Intention.

2.4.2 Reliability

Reliability is paramount in retail chain stores' service quality, emphasizing consistent and accurate delivery of goods and services to meet or exceed customer expectations (Sum & Hui, 2009). Customer perceptions of service quality, happiness, and commitment to a retail establishment hinge significantly on the reliability factor. Trust in retail organizations is built on the bedrock of reliability, encouraging repeat visits based on consistent and dependable service (Jones & Comfort, 2020). Beyond the core aspect of product availability, reliability extends to the retail chain store's responsiveness to customer complaints and inquiries, enhancing the overall perception of service quality (Yuen & Chan, 2010). In various industries, such as airlines, maintaining promises regarding service provision, pricing, and issue resolution is crucial for building and retaining customer trust (Yang et al., 2004). Reliability plays a pivotal role in customer opinion formation and satisfaction, holding significance in traditional service roles and contributing to the continuous improvement of service delivery (Chan et al., 2015).

H2: There is a positive relationship between Reliability and Customer Repurchase Intention.

2.4.3 Responsiveness

Employee responsiveness in retail involves promptly meeting client needs through friendly and effective handling of inquiries, complaints, and requests (Yuen & Chan, 2010). Responsive employees contribute significantly to creating a positive service experience and fostering customer trust and satisfaction (Sum & Hui, 2009). Studies indicate that proactive assistance and guidance from employees in product discovery enhance the overall shopping experience, emphasizing the importance of responsive interactions (Turley & Milliman, 2000). Beyond timeliness, effective responsiveness involves empathy and understanding, significantly impacting perceived service quality and building trust between customers and the retail organization (Slatten et al., 2011). Interactions between customers and employees play a crucial role in shaping the shopping experience, influencing customer happiness and overall satisfaction (Menon & Dube, 2000). Minor elements such as a staff member's kind voice or smile can have a substantial impact on customer emotions and perceptions, underscoring the importance of these interactions (Zeithaml et al., 2009).

H3: There is a positive relationship between Responsiveness and Customer Repurchase Intention.

2.4.4 Assurance

Assurance in retail chain stores encompasses employees' expertise, courtesy, and credibility, aiming to instill trust in customers regarding product and service quality (Fared et al., 2021). Customers value competent and pleasant employees, and studies show that their confidence and likelihood of returning increase when staff demonstrate expertise, and provide trustworthy information and guidance (Gaur &

Agrawal, 2006). Openness and accuracy in conveying information about products, pricing, and procedures further contribute to building customer trust and credibility (Verhoef et al., 2015). Assurance is crucial, particularly in high-risk services where customers rely on the expertise and courtesy of service providers, such as in investment, real estate, legal, or medical fields (Carman, 1990). Building confidence through human knowledge and adaptability is essential for fostering long-term connections and positive customer experiences.

H4: There is a positive relationship between Assurance and Customer Repurchase Intention.

2.4.5 Empathy

Empathy in Retail Chain Stores involves understanding and addressing customers' specific needs and concerns, indicating a genuine commitment to their well-being (Zeithaml et al., 1996). It is linked to personalized service, effective communication, and the ability to tailor products to individual preferences. Empathetic service includes anticipating customer needs and proactively addressing challenges, enhancing the overall customer experience, and building trust (Widyastuti et al., 2017). Empathy is a psycho-social term encompassing cognitive and affective elements, reflecting the ability to comprehend and share the feelings of others (Decety & Lamm, 2006). Studies emphasize the importance of empathy in assessing service quality, especially in understanding how employees' empathy levels impact customers' perceptions of tangible aspects, reliability, responsiveness, and assurance (Andreassen et al., 2016).

H5: There is a positive relationship between Empathy and Customer Repurchase Intention.

2.5 Conceptual Model

The following is the proposed framework for the study expressing five different hypotheses.

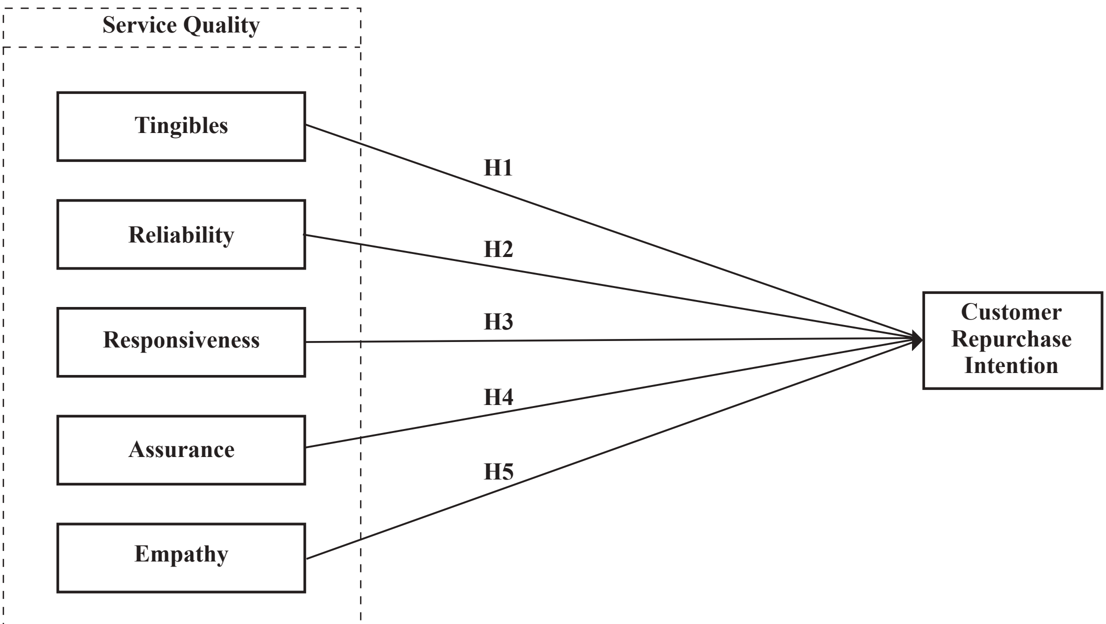

Figure 1.
Conceptual Framework
Source: Authors Developed

3. Methods

3.1 Research Design

A quantitative method has been employed to statistically examine the connection between the quality of service and consumer repurchase intention. This design allows for the systematic collection and analysis of data that is numerical, allowing for a comprehensive evaluation of the variables under discussion.

3.2 Sample and Population/Site and Participation Selection

The demographic for this study includes all customers who visit Retail Chain Stores in the given area. These retail outlets cater to people of all ages, income levels, geographic locales, and cultural backgrounds. Given the practical constraints of accessing the entire community, a sample comprising this larger population was chosen to accurately represent its characteristics and behaviors.

The sample used for the research is a portion of the larger population of consumers who shop at Retail Chain Stores. The population is unknown. For ensuring precision and dependability, most statisticians concur that a sample size of 100 is the minimum required to produce relevant results (Kleisiari et al., 2021; McQuitty, 2018). The customers of retail chain stores like Swapno and SAFE N SAVE in Khulna, Bangladesh, were the primary sources of data.

The sample includes a diverse yet proportionate group of customers, guaranteeing that demographics, purchasing habits, and retail store interactions are accurately documented. In the sample-selecting procedure, the convenience sampling technique was applied to be accessible and simple for data collection, considering into account the realities of communicating to consumers within the retail sector.

3.3 Data Collection

Data from direct customer surveys was utilized to examine the connection between client return patterns and service quality in retail establishments such as Safe N Save and Swapno. Consumer contacts in retail environments were conducted in person to collect data. A questionnaire that uses the five-point Likert scale approach has been created. Participants were explained the study's goal and were cordially encouraged to take part, with the understanding that their answers would remain secret.

3.4 Data Analysis

The descriptive statistics involving mean and standard deviation were employed to explain the characteristics of the independent, dependent variable. The amount of change in the variable that is dependent as a result of alterations in each of the independent variables is determined via correlation tests. The collected data from the questionnaire was used and analyzed in Statistical Package for Social Sciences (SPSS) 25.0 by IBM.

4. Results

4.1 Demographic Profile of the Respondents

The demographic analysis comprised frequency tests, which were used to describe the sample's demographics. Age, gender, and Income bracket are all characteristics in the demographic segment. Everyone did not respond to the names.

Table 1.
Demographic Profile of the Respondents

Variables		Frequency	Percentage (%)
Gender	Male	68	68
	Female	32	32
	Total	100	100
Age	21-30	41	41
	31-40	45	45
	41-50	12	2
	Above 50	2	2
	Total	100	100
Income	less than 20000	27	27
	20001-40000	38	38
	40001-60000	25	25
	60001-80000	7	7
	more than 80000	3	3
	Total	100	100

Source: Authors Calculation

As mentioned in Table 3, 68 percent of the overall 100 respondents identified as male, whilst 32 percent identified as female. Within the sample population, this distribution shows a considerable bias toward male responders.

Individuals between the ages of 31 and 40 were the most prevalent age group in the sample, accounting for 45% of all participants. This age group appeared as the most prevalent in the survey, demonstrating a large demographic presence and emphasizing its significance within the studied population. Individuals between the ages of 21 and 30 made up a sizable 41% of the sample, closely matching the dominant age range. This significant representation of young adults and persons in their late twenties throughout the study cohort highlighted the age cohort's major presence and importance in the research sample.

In comparison, the age group 41 to 50 years old made up a considerably lower but still significant 12% of the attendees, indicating a noticeable but comparatively smaller participation within the examined population. Surprisingly, people over the age of 50 made up a modest subset of the study, representing only 2% of all participants. This detailed breakdown of study participants by age group reveals a broad demographic diversity within the research sample. The most common income band, which included a sizable 38% of respondents, was within 20,001 to 40,000 taka. This substantial proportion highlighted the predominance of people in this income bracket, indicating its importance in the sampled community.

Furthermore, a significant 27% of the respondents reported an income of less than 20,000 taka, constituting a sizable proportion of the studied population. This fraction offered light on the research sample's large presence of those earning less than 20,000 per year. Similarly, 25% of respondents earned between 40,001 and 60,000 taka, indicating that a sizable proportion of participants earned in this middle-income range. This segment showed the significant presence of people with earnings in this range within the sampled population. In comparison, a smaller but perceptible 7% of the respondents reported incomes between 60,001 to 80,000 taka, showing a minor proportion of people in this higher income category in the research sample. Surprisingly, just 3% of the participants reported incomes over 80,000 taka, indicating a modest segment of the study's higher income levels.

4.2 Normality Test

Table 2.
Normality Test

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Tangibles	100	11.00	25.00	20.0700	3.41197	-1.001	.241	.055	.478
Reliability	100	10.00	24.00	20.1700	3.23508	-1.219	.241	.849	.478
Responsiveness	100	8.00	24.00	19.7300	3.02466	-.947	.241	1.496	.478
Assurance	100	7.00	25.00	20.2500	3.42709	-1.342	.241	1.898	.478
Empathy	100	7.00	25.00	19.9000	3.36500	-.871	.241	.918	.478
Repurchase_Intention	100	9.00	25.00	20.5800	3.51096	-1.214	.241	1.541	.478
Valid N (listwise)	100								

Source: Authors Calculation

The values for asymmetry and kurtosis between -2 and +2 are considered acceptable to prove normal distribution (George & Mallery, 2019). Hair et al. (2012) argued that data is considered to be normal if skewness is between -2 to +2 and kurtosis is between -7 to +7 (Hair et al., 2012). The data of this research shows that the skewness and kurtosis values of each variable are normal.

4.3 Reliability Analysis

Cronbach's Alpha quantifies internal consistency. It is the reliability coefficient. The sample size is set at 100. The data's dependability is demonstrated below (Table 2):

Table 3.
Reliability Test

SL	Variables	No of Items	Cronbach's Alpha (a)
1	Tangibles	5	0.847
2	Reliability	5	0.812
3	Responsiveness	5	0.773
4	Assurance	5	0.834
5	Empathy	5	0.807
6	Customer Repurchase Intention	5	0.853
	Cumulative Alpha (a)	30	0.956

Source: Authors Calculation

The Cronbach's Alpha scores found from this analysis varied from 0.773 to 0.853 for the variables studied. The variety of values is important in establishing the validity and reliability of the scales employed in the study. A Cronbach's Alpha score greater than 0.7 is a widely accepted standard for study dependability (Pallant, 2005). In the context of this research, values above this threshold indicate a respectable level of internal coherence among the assessed variables.

The tangibles construct, which includes observable aspects like the store's atmosphere, layout, and product display, got a Cronbach's Alpha rating of 0.847. This number indicates a high degree of internal consistency among the observed parts, confirming the construct's dependability in encapsulating the physical aspects determining the quality of service in retail environments. Similarly, Reliability which measures a retailer's ability to consistently supply trustworthy items and services had a Cronbach's Alpha value of 0.812. This high grade emphasizes a strong internal uniformity among the aspects that comprise reliability, indicating the study's consistency and dependability in service delivery.

Cronbach's Alpha was 0.773 in the category of responsiveness, which measures employees' promptness and efficacy in answering client requests. This value reinforces the internal consistency within responsiveness by depicting a consistent measure of staff responsiveness as well as effectiveness in addressing consumer needs in the retail sector. The Cronbach's Alpha value for assurance, which encompasses the trust and trustworthiness instilled by employees, was 0.834. This value emphasizes the assurance construct's dependability and internal consistency, representing the constancy and credibility demonstrated by employees in fostering client trust.

Empathy has a Cronbach's Alpha rating of 0.807 when measuring the individualized attention and understanding offered to unique client demands. This value denotes a notable amount of internal consistency inside the empathy construct, emphasizing retail personnel's coherent and consistent presentation of empathetic behavior toward customer expectations. Finally, the consumer repurchase intention, a key indicator of customer loyalty and long-term patronage, received a Cronbach's Alpha score of 0.824. This high value confirms the dependability of customer repurchase intentions as a variable, stressing customers' strong and persistent preference for future purchases from the researched retail enterprises. Furthermore, Cronbach's Alpha coefficients reliability evaluation across the six main variables reveals a noteworthy level of reliability and internal consistency with a cumulative value of 0.956.

4.4 Correlation Analysis

A correlation analysis can describe the strength and direction of a relationship between two variables by their absolute value (Pallant, 2005). The research The Pearson product-moment correlation coefficient (r) is the most commonly used correlation metric. The higher the r number, the more solid the association.

Table 4.
Correlation Analysis

N= 100		**Repurchase Intention**	**Tangibles**	**Reliability**	**Assurance**	**Responsiveness**	**Empathy**
Repurchase Intention	Pearson Correlation	1	.599**	.692**	.733**	.745**	.786**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
Tangibles	Pearson Correlation	.599**	1	.790**	.661**	.730**	.602**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
Reliability	Pearson Correlation	.692**	.790**	1	.693**	.731**	.676**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
Assurance	Pearson Correlation	.733**	.661**	.693**	1	.764**	.685**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
Responsiveness	Pearson Correlation	.745**	.730**	.731**	.764**	1	.724**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
Empathy	Pearson Correlation	.786**	.602**	.676**	.685**	.724**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Authors Calculation

Repurchase Intention and Tangibles have a substantial positive connection (r =.599). This suggests that when customers have a positive perception of tangible characteristics such as facilities, equipment, or looks, their likelihood of wanting to repurchase increases dramatically. Besides the P value in this correlation is significant at 0.000 ($p < .001$) which is less than .05. It proves that the correlation between these variables is significant.

Repurchase Intention has a substantial positive association with reliability (r = .692). This means that when customers assess the dependability of goods or services positively, their inclination to repurchase increases dramatically. The connection is highly significant at $p < .001$, indicating a meaningful relationship. Repurchase intention and Assurance show a significant positive relationship (r = .733). Customers' willingness to repurchase increases considerably when they value assurance elements like trustworthiness, competence, and friendliness. The link is statistically significant as p= 0.000 which is less than .001.

Responsiveness also has a positive relationship with repurchase intention (r = .745). This suggests that when customers positively rate responsiveness, i.e., the willingness to assist consumers and provide prompt service, their desire to repurchase improves considerably. The p-value in this correlation is significant at 0.000 ($p < .001$) which is less than .05. It proves that the correlation between these variables is significant.

Lastly, the table revealed a significant positive association between Repurchase Intention and Empathy (r = .786). Customers view empathy positively, such as compassion, individual care, and awareness of their requirements, their decision to repurchase improves significantly. Also, the P value is less than .0001 which confirms a significant correlation.

4.5 Regression Analysis

Table 5.

Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846a	.715	.700	1.92272

Source: Authors Calculation.

The correlation coefficient (R) of .846 indicates a significant positive relationship between the predicted and observed values of the variables, indicating a good fit between the predictions made by the model and the actual data. The R Square value of .715 indicates that the independent variables included in this model can explain approximately 71.5% of the variability in the dependent variable, indicating that a significant part of the variation is accounted for. Even after this adjustment, the Calculated R Square, which is slightly lower at .700, reflects the number of variables and suggests that nearly 70% of the variation is explained. In addition, the Standard Error of the Estimation (1.92272) represents the average variance between the actual data points and the model's predicted values. Overall, these measurements show a considerable relationship between the independent variables that were chosen and the expected outcome, validating the model's significant explanatory power.

Table 6.

ANOVA Table

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	872.857	5	174.571	47.222	.000[b]
	Residual	347.503	94	3.697		
	Total	1220.360	99			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Empathy, Tangibles, Assurance, Reliability, Responsiveness

Source: Authors Caclulation

The ANOVA table investigates the efficacy of a regression model in interpreting the variance in Repurchase Intention while taking into account independent factors such as Empathy, Tangibles, Assurance, Reliability, and Responsiveness. The "Regression" section evaluates how well these variables predict Repurchase Intention collectively. The large F-statistic of 47.222 and the very significant p-value of .000 imply that the included independent factors strongly contribute to determining this intention. This means that the following factors-Empathy, Tangibles, Assurance, Reliability, and Responsiveness-are critical in deciding Repurchase Intention.

Table 7.
Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
Model		**B**	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	.518	1.366		.379	.705
	Tangibles	-.096	.100	-.093	-.963	.338
	Reliability	.184	.110	.170	1.668	.099
	Responsiveness	.248	.120	.213	2.059	.042
	Assurance	.236	.095	.230	2.493	.014
	Empathy	.433	.090	.415	4.813	.000

Source: Authors Calculation

The association between Repurchase Intention and several independent variables Tangibles, Reliability, Responsiveness, Assurance, and Empathy was investigated to determine their impact on Repurchase Intention. The study provided fascinating insights into the changing nature of these variables.

As an independent variable, tangibles had an adverse unstandardized beta coefficient (-0.096) and an insignificant p-value (0.338). These measurements show that changes in this specific component may not have a significant impact on Repurchase Intention. The statistical insignificance of the p-value stresses the lack of a relevant relationship between Tangibles with Repurchase Intention, implying that alterations in tangibles may not have a substantial impact on customers' likelihood of repeat purchases.

Reliability, on the other hand, had a positive beta coefficient of 0.184. However, its related p-value (0.099) was somewhat higher than the conventional level of significance, showing a probable but statistically insignificant relationship with Repurchase Intention. This shows that, while there may be a potential association between Reliability and Repurchase Intention, the results did not give strong enough evidence to confirm that Reliability has a major impact on customers' intentions to make subsequent purchases.

The analysis, on the other hand, found remarkable results for Responsiveness, Assurance, and Empathy. These characteristics correlated positively with Repurchase Intention. Responsiveness had a beta coefficient (β) of 0.213 and a significant p-value of 0.042, indicating that modifications to Responsiveness affect Repurchase Intention favorably. This suggests that improving timeliness in customer service encounters may influence customers' intentions to return to the shop for subsequent purchases.

Assurance, on the other hand, had a beta coefficient (β) of 0.230 and a statistically significant p-value of 0.014. This suggests that increases in Assurance, which focuses on creating a sense of confidence in customers, may significantly increase Repurchase Intention. Improving the dependability and trustworthiness of services given may enhance the probability of customers revisiting for additional purchases. Among the variables, Empathy had the highest link, with a significant beta coefficient (β) of 0.415 and a very significant p-value of 0.000. This implies that modifications in Empathy, emphasizing individualized and attentive customer service, have a major and beneficial effect on Repurchase Intention. Creating an environment in which consumers are acknowledged, appreciated, and cared for can have a big impact on their willingness to make repeated purchases.

In summary, whereas Tangibles and Reliability had unreliable correlations with Repurchase intent, Responsiveness, Assurance, and, especially, Empathy emerged as significant characteristics favorably impacting customers' intents to return to the Retail Chain Store for additional purchases. These findings highlight the importance of customer-centric initiatives, underlining the necessity to prioritize and improve Responsiveness, Assurance, and, most importantly, Empathy to increase customer Repurchase Intention.

4.6 Hypothesis Testing

The hypothesis testing results show that the association between Tangibles and Customer Repurchase Intention is non-significant ($b = -0.093$, $p = 0.338$). This research concludes that there is insufficient evidence to demonstrate a positive association between Tangibles and Customer Repurchase Intention. So, Hypothesis H1 is rejected.

There is no statistically significant relationship between Reliability and Customer Repurchase Intention ($b = 0.170$, $p = 0.099$). The evidence does not indicate a positive link between Reliability and Customer Repurchase Intention. So, Hypothesis H2 is rejected.

Customer Repurchase Intention and Responsiveness have a statistically significant positive relationship ($b = 0.213$, $p = 0.042$). Evidence suggests a positive link between Responsiveness and Customer Repurchase Intention. So, Hypothesis H3 is accepted.

There is a statistically significant positive relationship between Assurance and Customer Repurchase Intention ($b = 0.230$, $p = 0.014$), according to the data. As a result, there is evidence to suggest that there is a positive link between Assurance and Customer Repurchase Intention. Hypothesis H4 is accepted.

According to the statistics, there is a statistically highly significant positive relationship between empathy and customer repurchase intention ($b = 0.415$, $p = 0.000$). So, Hypothesis H5 is also accepted.

5. Discussions

With the aim of investigating the relationship between service quality and customer repurchase intention in retail chain store business, it has been found that service quality variables (Independent) like Responsiveness, Assurance, and Empathy have a significant impact on customer repurchase intention (Kheng, 2005). While Tangibles and Reliability show no positive relation to customer repurchase intention.

Responsiveness, Assurance, and Empathy appear as key determinants of customer repurchase intention inside retail chain stores due to their observant, trustworthy, and empathic characteristics (Turley & Milliman, 2000). Customers are more likely to return to these retail locations if they receive prompt responses to their demands, create a sense of confidence and trustworthiness, and foster sympathetic connections. These characteristics not only add to the immediate service interaction, but they also have a strong emotional resonance with customers, boosting loyalty and repeat business (Zeithaml et al., 1990).

Tangibles and Reliability, on the other hand, while recognized as essential components of service quality, provide an unusual perspective in this inquiry. The study found no clear beneficial association between these variables and customers' inclinations to repurchase. This research calls into question the common wisdom that the physical features of the retail setting and the consistency of service offerings are the most important factors in driving customers' intentions to return (Gavrea et al., 2016). While tangibles provide a first impression and dependability provide continuity, their direct effect on encouraging customers to return appears to be less noticeable in the setting of Retail Chain Stores (Archakova, 2013).

However, because the research is limited to the Khulna Region, the results of this study may not be generalizable throughout different tiers of retail chain stores in Bangladesh, as circumstances may differ elsewhere. While the qualities of Responsiveness, Assurance, and Empathy appear to have important impacts on customer repurchase intention, the absence of a direct positive relationship between Tangibles and Reliability demands additional research. Future research should go deeper into the interactions of these variables, looking for potential moderating factors or contextual influences that could alter their effect on customer repurchase intention across the retail chain store sector (Wong & Sohal, 2003).

6. Conclusion

In conclusion, this investigation sheds light on the nuanced relationship between service quality dimensions and customer repurchase intention within the context of retail chain store businesses. The findings underscore the significance of certain service quality variables, namely Responsiveness, Assurance, and Empathy, in influencing customers' likelihood to repurchase. These dimensions, characterized by their observant, trustworthy, and empathic nature, play a pivotal role in fostering positive emotional connections with customers, thereby enhancing loyalty and repeat business. However, the study challenges conventional wisdom by revealing that other service quality dimensions, particularly Tangibles and Reliability, do not exhibit a significant positive association with customer repurchase intention. Despite being recognized as essential components of service quality, their direct impact on encouraging customers to return within the retail chain store setting appears to be less pronounced. It is worth noting that these findings are contingent upon the specific context of the Khulna Region, and caution should be exercised in generalizing them to other tiers of retail chain stores across Bangladesh. Consequently, future research endeavors should delve deeper into the interactions between these service quality dimensions, exploring potential moderating factors or contextual influences that may alter their effect on customer repurchase intention within the broader retail chain store sector. By interrogating the complex interplay between service quality dimensions and customer repurchase intention, this study offers valuable insights that can inform strategic decision-making for retail chain store managers aiming to cultivate customer loyalty and drive repeat business.

7. References

Alic, A., Agic, E., & Cinjarevic, M. (2017). The importance of store image and retail service quality in private brand image-building. *Entrepreneurial Business and Economics Review, 5*(1), 27.

Andreassen, T. W., Kristensson, P., Lervik-Olsen, L., Parasuraman, A., McColl-Kennedy, J. R., Edvardsson, B., & Colurcio, M. (2016). Linking service design to value creation and service research. . *Journal of Service Management, 27*(1), 21-29.

Archakova, A. (2013). Service quality and Customer satisfaction. *Case study: Company X.*

Bitner, M. J., Brown, S. W., & Meuter, M. L. (2000). Technology infusion in service encounters. *Journal of the Academy of marketing Science, 28*(1), 138-149.

Carman, J. M. (1990). Consumer perceptions of service quality: an assessment of T. *Journal of retailing, 66*(1), 33.

Chan, W. Y., To, C. K., & Chu, W. C. (2015). Materialistic consumers who seek unique products: how does their need for status and their affective response facilitate the repurchase intention of luxury goods? *Journal of Retailing and Consumer Services, 27*, 1-10.

Chowdhury, A. H., Iqbal, T., & Miah, K. (2010). A Study of Service Quality Determinants of Private Universities in Bangladesh using SERVQUAL. Journal of Knowledge Globalization, 3(1).

Chowdhury, S. K., Salam, M., & Hasan, M. (2014). Antecedents and consequences of customer satisfaction: An empirical study on retail store in Bangladesh. *Stamford Journal of Business Studies, 6* (1), 111-128.

Daniel, C. N., & Berinyuy, L. P. (2010). Using the SERVQUAL model to assess service quality and customer satisfaction. *An Empirical Study of Grocery Stores in Umea. Umea School of Business,* 1-78.

Decety, J., & Lamm, C. (2006). Human empathy through the lens of social neuroscience. *The scientific World journal, 6,* 1146-1163.

Desk, T. (2022). Retail is the biggest contributor to Bangladesh's economy. *Dhaka Tribune.* https://www.dhakatribune.com/business/economy/276856/retail-is-the-biggest-contributor-to-bangladesh-s.

Dey, T., Saha, T., Salam, M. A., & Roy, S. K. (2019). Relationship between service quality and user satisfaction: an analysis of Ride-Sharing Services in Bangladesh based on SERVQUAL dimensions. *J. Noakhali Sci. Technol. Univ, 3*(1&2), 36-46.

El Saghier, N., & Nathan, D. (2013). Service quality dimensions and customers' satisfactions of banks in Egypt. *Proceedings of 20th international business research conference, 13.*

Ertekin, N., Ketzenberg, M. E., & Heim, G. R. (2020). Assessing impacts of store and salesperson dimensions of retail service quality on consumer returns. *Production and Operations Management, 29*(5), 1232-1255.

Fared, M. A., Darmawan, D., & Khairi, M. (2021). Contribution of E-Service Quality to Repurchase Intention with Mediation of Customer Satisfaction: Study of Online Shopping Through Marketplace. *Journal of Marketing and Business Research (MARK), 1*(2), 93-106.

Gaur, S. S., & Agrawal, R. (2006). Service quality measurement in retail store context: A review of advances made using SERVQUAL and RSQS. *The Marketing Review, 6*(4), 317-330.

Gavrea, C., Stegerean, R., & Borza, O. (2016). The Quality Of Railway Transportation Services: A Country Comparison. Managerial Challenges of the Contemporary Society. *Proceedings, 9*(1), 1.

George, D., & Mallery, P. (2019). *IBM SPSS statistics 26 step by step: A simple guide and reference.* Routledge.

Gremler, D. D., & Brown, S. W. (1996). Service loyalty: its nature, importance, and implications. Advancing service quality: A global perspective, *International Service Quality Association, 5*(1), 171-181.

Gronroos, C. (2006). Adopting a service logic for marketing. *Marketing theory, 6*(3), 317-333.

Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The use of partial least squares structural equation modeling in strategic management research: a review of past practices and recommendations for future applications. *Long range planning, 45*(5-6), 320-340.

Homburg, C., Wieseke, J., & Hoyer, W. D. (2009). Social identity and the service-profit chain. *Journal of marketing, 73*(2), 38-54.

Ismail, M. (2009). Corporate social responsibility and its role in community development: An international perspective. *Journal of International Social Research, 2*(9). 200 - 209

Islam, M. R. (2012). Application of SERVQUAL model in customer service of mobile operators: a study from the context of Bangladesh. *European Journal of Business and Management, 4*(1), 47-54.

Ivanauskiene, N., & Volungenaite, J. (2014). Relations between service quality and customer loyalty: An empirical investigation of retail chain stores in emerging markets. *American International Journal of Social Science, 3*(2), 113-120.

Jamal, A., & Naser, K. (2002). Customer satisfaction and retail banking: an assessment of some of the key antecedents of customer satisfaction in retail banking. *International Journal of Bank Marketing, 20*(4), 146-160.

Johnson, M. D., Gustafsson, A., Andreassen, T. W., & Lervik, L., & Cha, J. (2001). The evolution and future of national customer satisfaction index models. Jo*urnal of economic Psychology, 22*(2), 217-245.

Jones, P., & Comfort, D. (2020). Sustainability in retail supply chains. *International Journal of Sales, Retailing and Marketing, 9*(2), 51-60.

Keiningham, T. L., Aksoy, L., Buoye, A., & Buoye, A. (2020). Customer Satisfaction: A Comprehensive Guide to Concepts, Approaches, and Tools. Springer.

Kheng, C. B. (2005). Ethnicity in the Making of Malaysia. *Nation-Building: Five Southeast Asian Histories*. Singapore: ISEAS, 91-115.

Kim, W. G., Li, J. J., & Brymer, R. A. (2016). The impact of social media reviews on restaurant performance: The moderating role of excellence certificate. *International Journal of Hospitality Management, 55,* 41-51.

Kleisiari, C., Duquenne, M.-N., & Vlontzos, G. (2021). E-Commerce in the Retail Chain Store Market: An Alternative or a Main Trend? *Sustainability, 13*(8), 4392.

Klongthong, W., Thavorn, J., Watcharadamrongkun, S., & Ngamkroeckjoti, C. (2020). Determination of factors in cultural dimensions and SERVQUAL model affecting the corporate image of pharmacy retail stores. *The Journal of Asian Finance, Economics and Business (JAFEB), 7*(10), 875-884.

Krsmanovic, M., Horvat, A., & Ruso, J. (2014). Application of SERVQUAL model in high education. *Commitment, 3,* 3-757.

Kumar, V., & Reinartz, W. (2018). Customer relationship management. *Springer-Verlag GmbH Germany, part of Springer Nature 2006,* 2012, 2018.

McQuitty, S. (2018). The purposes of multivariate data analysis methods: an applied commentary. *Journal of African Business, 19*(1), 124-142.

Meng, M., & Sego, T. (2020). The relationship between mobile retail service quality, customer satisfaction and behavior intentions. *Academy of Marketing Studies Journal, 24*(2), 1-16.

Menon, K., & Dube, L. (2000). Ensuring greater satisfaction by engineering salesperson response to customer emotions. *Journal of Retailing, 76*(3), 285-307.

Michon, R., Yu, H., Smith, D., & Chebat, J. C. (2008). The influence of mall environment on female fashion shoppers' value and behaviour. *Journal of Fashion Marketing and Management: An International Journal, 12*(4), 456-468.

Mittal, V., & Kamakura, W. A. (2001). Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics. *Journal of Marketing Research, 38*(1), 131-142.

Muhammad Butt, M., & Cyril de Run, E. (2010). Private healthcare quality: applying a SERVQUAL model. *International Journal of Health Care Quality Assurance, 23*(7), 658-673.

Pallant, J. (2005). *SPSS Survival Guide.* Crow's Nest, NSW: Allen & Unwin.

Pantouvakis, A. (2010). The relative importance of service features in explaining customer satisfaction: A comparison of measurement models. Ma*naging Service Quality: An International Journal, 20*(4), 366-387.

Roy, M., & Akhter, N. (2021). Tourist Satisfaction in Bangladesh: An Analysis of Apparel Fashion Retail Industry. In A. Hassan (Ed.), *Tourism Products and Services in Bangladesh: Concept Analysis and Development Suggestions* (pp. 263-287). Springer: Singapore. https://doi.org/10.1007/978-981-33-4279-8_12

Rust, R. T., & Oliver, R. L. (1994). Service quality: insights and managerial implications from the frontier. Service quality: *New directions in theory and practice,* 1-20.

Saleh, F., & Ryan, C. (1991). Analysing service quality in the hospitality industry using the SERVQUAL model. *Service Industries Journal, 11*(3), 324-345.

Sharma, S. (2016). Using SERVQUAL to assess the customer satisfaction level: A Study of an urban Cooperative Bank. *Journal of Economics and Public Finance, 2*(1), 57-85.

Shemwell, D. J., Yavas, U., & Bilgin, Z. (1998). Customer-service provider relationships: an empirical test of a model of service quality, satisfaction and relationship?oriented outcomes. *International Journal of Service Industry Management, 9*(2), 155-168.

Sivadas, E., & Baker-Prewitt, J. L. (2000). An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management, 28*(2), 73-82.

Slatten, T., Krogh, C., & Connolley, S. (2011). Make it memorable: customer experiences in winter amusement parks. *International Journal of Culture, Tourism and Hospitality Research, 5*(1), 80-91.

Sum, C. Y., & Hui, C. L. (2009). Salespersons' service quality and customer loyalty in fashion chain stores: A study in Hong Kong retail stores. *Journal of Fashion Marketing and Management: An International Journal, 13*(1), 98-108.

Sureshchandar, G. S., Rajendran, C., & Anantharaman, R. N. (2002). The relationship between service quality and customer satisfaction-a factor specific approach. *Journal of Services Marketing, 16*(4), 363-379.

Turley, L. W., & Milliman, R. E. (2000). Atmospheric effects on shopping behavior: a review of the experimental evidence. *Journal of Business Research, 49*(2), 193-211.

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: introduction to the special issue on multi-channel retailing. *Journal of retailing, 91*(2), 174-181.

Wang, Y. L., Tainyi, L., Luarn, P., & Lu, H. P. (2015). Contribution and Trend to Quality Research--a literature review of SERVQUAL model from 1998 to 2013. *Informatica Economica, 19*(1), 34-45.

Widyastuti, S., Prasetyo, H., & Gustari, I. (2017). An Investigating on the Purchase Intention: Developing Dealers Reputation through Customer Trust and Service Quality. *European Journal of Social Sciences, 54*(3), 316-331.

Wong, A., & Sohal, A. (2003). Service quality and customer loyalty perspectives on two levels of retail relationships. *Journal of Services Marketing, 17*(5), 495-513.

Yang, Z., Jun, M., & Peterson, R. T. (2004). Measuring customer perceived online service quality: scale development and managerial implications. *International Journal of Operations & Production Management, 24*(11), 1149-1174.

Yesmin, M. N., Hoque, S., Hossain, M. A., Jahan, N., Fang, Y., Wu, R., & Alam, M. J. (2023). SERVQUAL to Determine Relationship Quality and Behavioral Intentions: An SEM Approach in Retail Banking Service. *Sustainability, 15*(8), 6536. https://www.mdpi.com/2071-1050/15/8/6536

Yuen, E. F., & Chan, S. S. (2010). The effect of retail service quality and product quality on customer loyalty. *Journal of Database Marketing & Customer Strategy Management, 17,* 222-240.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing,, 60*(2), 31-46.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2009). *Services Marketing: Integrating Customer Focus across the Firm (5th ed.).* Singapore: McGraw-Hill and Irwin.

Zeithaml, V.A., Parasuraman, A. and Berry, L.L. (1990) *Delivering Quality Service: Balancing Customer Perceptions and Expectations.* The Free Press, New York.