

# Triadic Connection Between Service Quality, Customer Satisfaction and Customer Loyalty: A Bibliometric Exploration

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## ABSTRACT

Service quality, customer satisfaction, and loyalty are pivotal in marketing as they drive repeat business, foster positive word-of-mouth, and build a strong brand reputation, ultimately leading to sustained competitive advantage and growth. Numerous studies have examined the interrelationship among these factors across various industries, including service sectors. The dimensions of service quality and the determinants of customer satisfaction and loyalty vary by industry, and the strength and nature of these relationships also differ. This paper explores the scholarly contributions and emerging trends in the cyclical relationship between service quality, customer satisfaction, and customer loyalty. Data were collected from the Scopus database, which includes 880 documents from the year 1995 to 2024. The analysis is presented descriptively along with bibliometric techniques. The study provides an overview of influential articles, journals, authors, and countries contributing to this field of research, as well as current research trends focusing on citation, co-citation, co-authorship, and co-occurrence analyses. However, the research is limited by its reliance on a single database, Scopus, and the exclusion of grey literature, potentially skewing the results. These limitations highlight an opportunity for future research to broaden the scope and address potential gaps in the current understanding of service quality, customer satisfaction and loyalty relationships and their interconnected fields.

**KEYWORDS:** Service quality, Customer satisfaction, Customer loyalty, Bibliometric analysis, SERVQUAL

## INTRODUCTION

In today's highly competitive marketplace, the success of any business hinges on its ability to consistently meet and exceed customer expectations. Central to this endeavor are the interconnected concepts of service quality, customer satisfaction, and customer loyalty. That extent to which consumers' expectations are met by the perceived quality of the service is referred to as service quality. It includes a range of elements such as tangibles, assurance, responsiveness, empathy, and reliability, all of which work together to shape how customers view the services provided. High service quality is a key driver in building positive customer experiences, which in turn lays the foundation for sustained business success. Customer satisfaction is the fulfillment or contentment customers feel when their expectations are met or surpassed by a service or product. It serves as a critical indicator of how well a company is performing in the eyes of its customers. Customer satisfaction increases the likelihood that a business will see repeat business, favourable word-

of-mouth, and long-term partnerships. Perceived value of an experience, including the product or services, physical attribute-based fulfilment, and consistently favourable emotional experiences are what lead to customer loyalty. In addition to providing a consistent flow of income from recurring business, loyal consumers also serve as brand ambassadors, promoting the brand to others and assisting in its natural expansion.

Bibliometric analysis is a quantitative method used to assess the impact, structure, and trends within scholarly literature by analyzing patterns in publications, citations, and other academic outputs. By assisting academics and organizations in locating significant publications, growing fields of study, and collaborative networks, bibliometric analysis offers insightful information for resource allocation, policy formulation, and strategic decision-making. In an increasingly data-driven academic environment, bibliometric analysis plays a crucial role in evaluating research productivity, guiding future research directions, and enhancing the visibility and credibility of scholarly work. Bibliometric analysis is a powerful tool for evaluating and mapping research activity, revealing how scientific disciplines have changed over time and pointing out important works, and guiding future research directions (1). Bibliometric analysis sheds light on the diffusion of knowledge and the interconnectedness of scientific communities(2).

A bibliometric analysis on the relationship between service quality, customer satisfaction, and customer loyalty is essential to systematically evaluate the existing body of research, identify key trends, influential studies, and research gaps. This analysis helps scholars and practitioners understand how these concepts have been explored over time, the most influential articles and authors, and emerging themes in literature. Bibliometric analysis can help establish stronger theoretical frameworks, direct future research, and provide guidance for evidence-based policies by outlining the current status of the field. Therefore, the current research focus on the following objectives.

1. To identify when publications in this discipline experienced exponential growth and significance.
2. To determine the most productive and influential articles, journals, authors, and countries in this field.
3. To analyze the most published research subjects and key dimensions within the field.
4. To examine the citation, co-citation, and collaboration patterns among authors, articles, and countries in this discipline

The relationship between these three elements is cyclical (Fig. 1). Increased satisfaction among customers from high-quality services promotes customer loyalty. This loyalty, once established, becomes a competitive advantage, helping businesses to retain customers, reduce marketing costs, and improve profitability. Understanding and effectively managing the interplay between service quality, customer satisfaction, and loyalty is therefore essential for any organization seeking to thrive in the modern business landscape.



**Figure 1: cyclical relationship between service quality, customer satisfaction and customer loyalty**  
**Service Quality and Customer Satisfaction**

Service quality is a critical determinant of a business's success, encompassing various dimensions like reliability, responsiveness, tangibility, assurance and empathy, which collectively shape customer perceptions and experiences. It directly influences customer satisfaction by meeting or exceeding customer expectations, thereby playing a pivotal role in customer retention and loyalty. Service quality is a critical factor in achieving customer satisfaction and is recognized as a key strategic component in gaining a competitive advantage(3). High service quality positively impacts customer satisfaction, resulting in positive actions like referrals and recurring business(4).

### **Customer Satisfaction and Customer Loyalty**

The degree to which the products and services offered by a business meet or beyond the requirements of its customers is known as customer satisfaction. It is a key indicator of a company's ability to fulfill customer needs, serving as a crucial determinant of customer retention, loyalty, and overall business success. High levels of customer satisfaction often led to repeat business, positive word-of-mouth, and a strong competitive advantage, making it a vital focus for businesses aiming to build long-term relationships with their customers. Customer loyalty is strongly predicted by consumer satisfaction, since happy customers are more likely to make repeat purchases and exhibit loyalty behaviours(5). The link between customer satisfaction and loyalty is robust; higher levels of satisfaction lead to greater customer retention and stronger loyalty(6).

### **Service quality and customer loyalty**

One important antecedent of customer satisfaction has been found to be service quality(7). The provision of superior services frequently has the greatest impact on customer loyalty, highlighting the significance of service quality in attracting new clients and preserving a competitive edge. Customers are more inclined to stick with their present service provider, refer the provider to others, and share positive experiences with their networks when they believe the service is of superior quality. All of these actions contribute to the provider's reputation(8).

### **Service Quality, Customer Satisfaction, and Customer Loyalty**

A dynamic cycle exists between service quality, consumer satisfaction, and consumer loyalty, whereby excellent service quality increases customer satisfaction, which in turn encourages customer loyalty, which in turn fuels long-term corporate success. Service quality, customer satisfaction, and loyalty are part of a causal chain where improvements in service quality led to enhanced customer satisfaction, which in turn fosters customer loyalty(9). The relationship between service quality and customer loyalty is often mediated by customer satisfaction, suggesting that service quality alone may not directly result in loyalty unless it positively influences satisfaction(10).

## **MATERIAL AND METHODS**

To address the research questions, this study employs a bibliometric review method. Data were extracted from Scopus using the search string: "Service quality" AND "Customer Satisfaction" AND "Customer Loyalty" AND "Relationship" OR "Influence" OR "Association" OR "Relation". The analysis spans from 1995 to 2024, covering a broad range of 463 sources, including journals and books, and includes a total of 880 documents. The analysis was made using Biblioshiny and VOSviewer.

The field shows a strong annual growth rate of 11.16%, reflecting increasing scholarly interest. The documents analysed have an average age of 7.47 years, indicating a mix of both foundational and contemporary research. On average, each document has been cited 35.73 times, suggesting significant academic impact. The analysis also reveals a wide authorship base, with 2,188 authors contributing to the

literature, highlighting the extensive collaborative efforts in this research area. The entire process of bibliometric analysis is shown in Fig. 2.

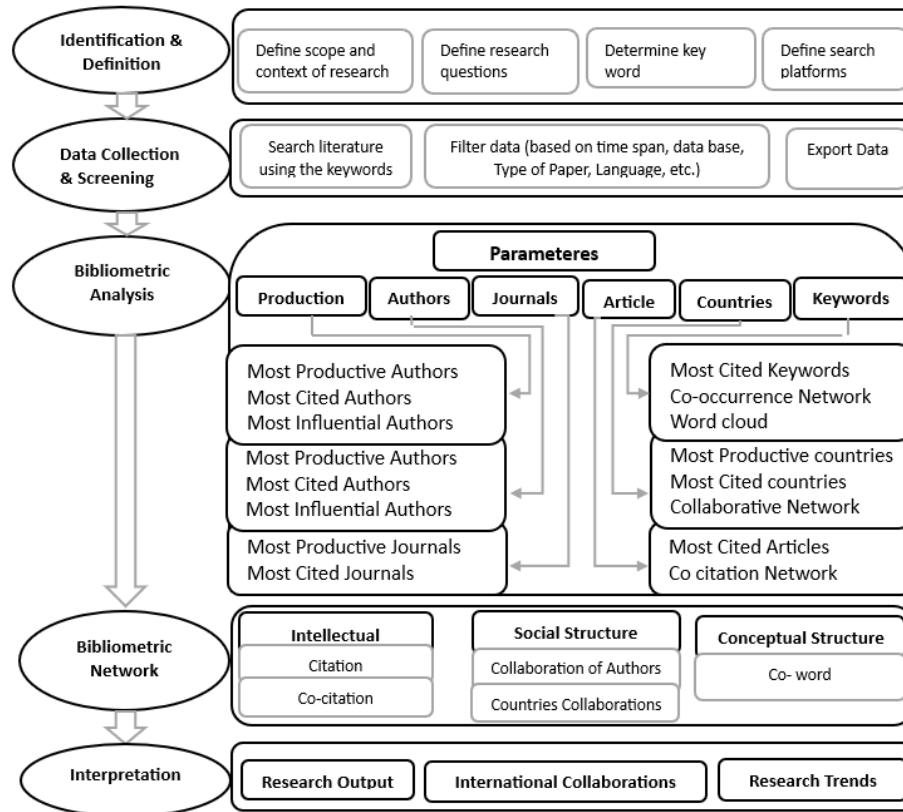
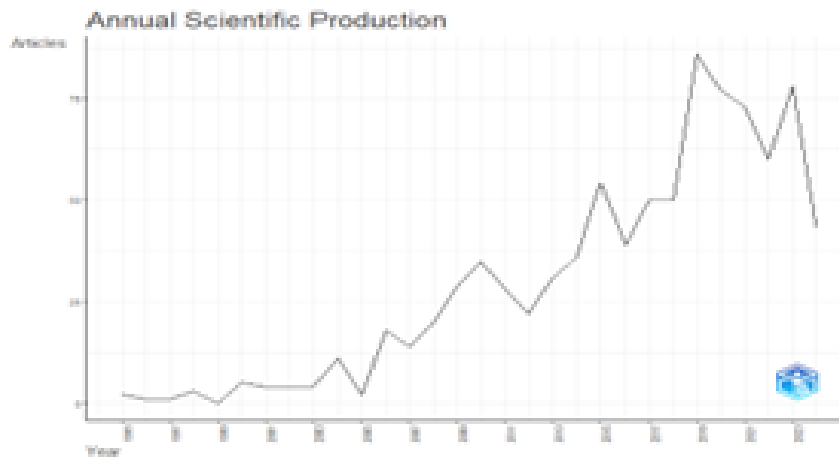


Figure 2: bibliometric analysis procedure

## DATA ANALYSIS

### Annual Scientific Production

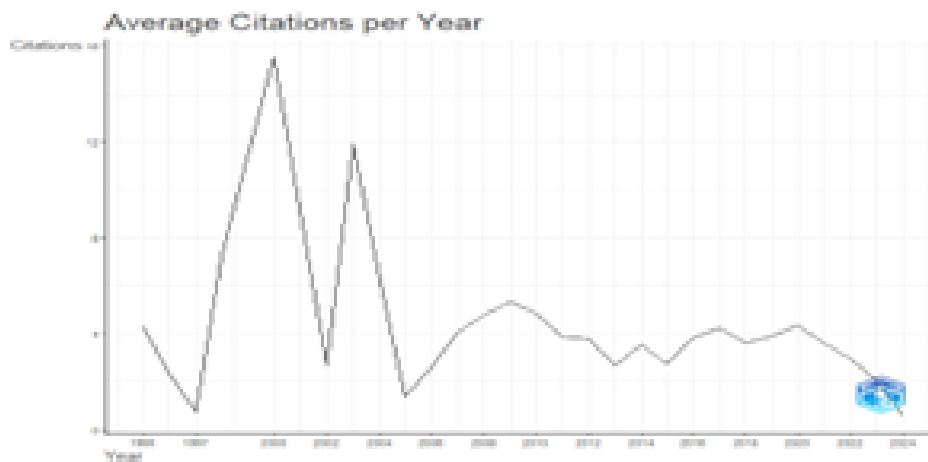
As shown in Fig. 3, the data indicates a significant and sustained increase in scholarly output on the relationship between service quality, customer satisfaction, and customer loyalty, with a marked rise in publications from the mid-2000s onward. This growth peaks in 2019, reflecting heightened research interest and activity, followed by a slight decline in recent years. The fluctuation in publication numbers, particularly the recent dip, may be due to reporting delays or shifts in research focus, yet overall, the trend underscores the expanding significance of the topic in academic discourse.



**Figure 3: annual scientific production**

### Average citations per year

As shown in Fig. 4, the data reveals a notable variation in the mean total citations per article (MeanTCperArt) over the years, with significant peaks and declines. Early years, such as 1998 and 2000, show high citation rates, indicating impactful research during those periods. However, citation rates have generally decreased in recent years, with 2024 exhibiting a notably low mean citation of 0.56 per article. This decline reflects a trend where more recent articles are cited less frequently, possibly due to the articles being newer and not yet fully integrated into the academic discourse. Despite the drop in citations for recent years, the overall citation metrics demonstrate a substantial influence from earlier high-citation periods, highlighting the evolving impact of research over time.



**Figure 4: average citations per year**

### Most relevant sources

Fig. 5 shows the distribution of articles across various sources highlights key journals in the area of service quality, customer satisfaction, and loyalty research. The top journals, such as “Total Quality Management and Business Excellence” (19 articles) and “International Journal of Bank Marketing” (17 articles), indicate prominent platforms for this research area. Other significant journals include “TQM Journal” and “Sustainability (Switzerland)”, reflecting diverse research applications and interests. The variety of sources, including industry-specific journals like “International Journal of Applied Business and

Economic Research” and broader ones like “Journal of Retailing and Consumer Services”, illustrates the interdisciplinary nature of the topic and its relevance across different domains of business and management.



**Figure 5: most relevant sources**

**Most Influential authors**

Table 1 highlights authors with the highest number of publications, such as "PRENTICE CATHERINE," who has 7 publications. These authors are typically prolific contributors to their fields, with their work spanning recent years, as seen with start years ranging from 2006 to 2020. This indicates both emerging and established researchers who are actively publishing.

Table 2 focuses on authors with the most citations, including "LEVESQUE TERRENCE" and "MCDOUGALL GORDON HG," each with over 1000 citations from just one publication. These authors may have fewer publications, but their work has had a significant and lasting impact on their fields. The earlier publication years in this table, mostly around 2000-2003, suggest that these authors are more established, with their influential work being recognized over a long period.

Table 3 features authors with a high h-index, such as "PRENTICE CATHERINE," who combines a strong citation record with multiple publications, resulting in a balanced measure of productivity and impact. The authors in this table have publication years ranging from 2001 to 2019, indicating a mix of both well-established researchers and newer entrants to the field who have quickly made a significant impact.

Overall, Table 1 emphasizes productivity, Table 2 highlights high-impact individual works, and Table 3 showcases authors with consistent, high-impact contributions over time (Fig. 6). The publication years across these tables provide insight into the career stages of these authors, with Table 2 predominantly featuring more seasoned researchers, while Tables 1 and 3 include a broader range of career timelines.

**Table 1: Most productive authors**

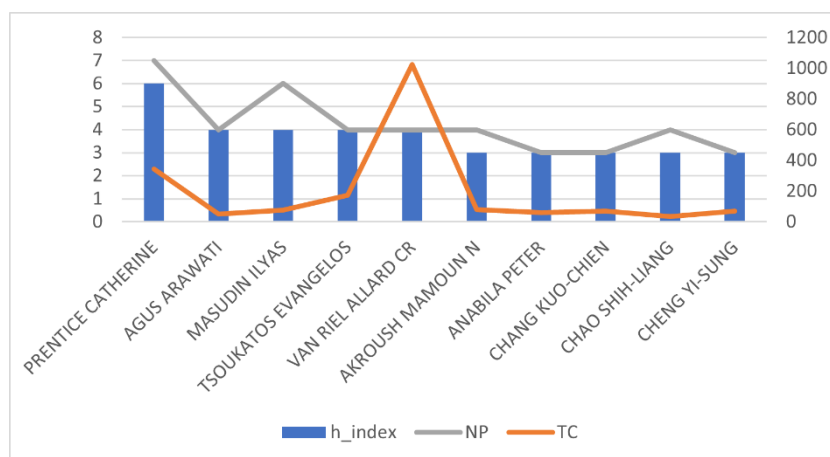
**Table 2: Most cited authors**

Author	TC	NP	PY_ start	Author	TC	NP	PY_ start
Prentice Catherine	343	7	2014	Levesque Terrence	1061	1	2000
Masudin Ilyas	76	6	2018	Mcdougall Gordon Hg	1061	1	2000

Fongsuwan Wanno	29	5	2014	Van Riel Allard Cr	1024	4	2001
Restuputri Dian Palupi	56	5	2020	Liljander Veronica	995	3	2001
Agus Arawati	51	4	2018	Carr Rodney A	885	1	2003
Tsoukatos Evangelos	174	4	2006	Geursen Gus M	885	1	2003
Van Riel Allard Cr	1024	4	2001	Hellier Phillip K	885	1	2003
Akroush Mamoun N	79	4	2011	Rickard John A	885	1	2003
Chao Shih-Liang	33	4	2015	Kandampully Jay	795	3	2003
Hartmann Patrick	174	4	2006	Deng Zhaohua	682	3	2009

**Table 3:** Most influential authors

Author	H index	TC	NP	PY_Start
Prentice Catherine	6	343	7	2014
Agus Arawati	4	51	4	2018
Masudin Ilyas	4	76	6	2018
Tsoukatos Evangelos	4	174	4	2006
Van Riel Allard Cr	4	1024	4	2001
Akroush Mamoun N	3	79	4	2011
Anabila Peter	3	60	3	2019
Chang Kuo-Chien	3	69	3	2011
Chao Shih-Liang	3	33	4	2015
Cheng Yi-Sung	3	69	3	2011



**Figure 6:** most influential authors

**Most Cited Articles**

As shown in Fig. 7, the data reveals that while McDougall GH (2000) has the highest total citations, Deng Z (2010) stands out with the highest TC per Year and Normalized TC, indicating its strong and recent

impact in its field. Kassim N (2010) and Hu HH (2009) also show significant influence, particularly when normalized for field and temporal factors. In contrast, older papers like those by Sivadas E (2000) and Mittal B (1998) have lower normalized citations, reflecting a more niche or potentially outdated influence. Overall, the papers vary in their long-term and recent academic impact, highlighting the differing trajectories of their influence in scholarly discourse.

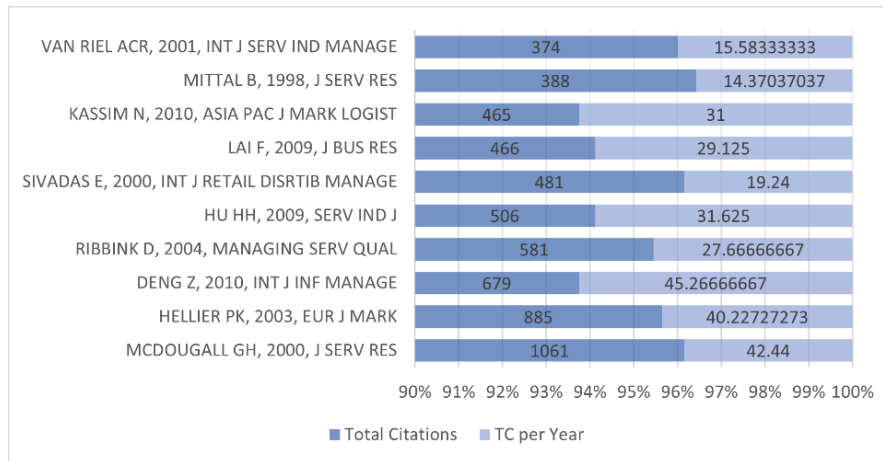


Figure 7: most global cited documents

Table 4 shows systematic literature review of the ten most cited articles

Table 4: Systematic literature review of 10 most cited articles

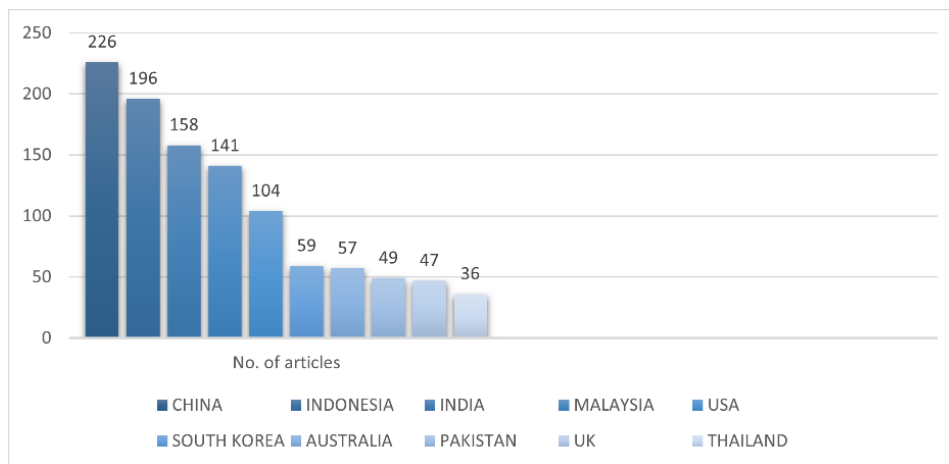
Sl. No	Article Title	Author	Findings
1	Customer satisfaction with services: putting perceived value into the equation	Mcdougall et al. (2000)	The most important elements influencing customer satisfaction were perceived value and core service quality; relational service quality was also important but had less of an impact. Furthermore, the study demonstrated a clear relationship between future behavioural intentions and customer satisfaction(11).
2	Customer repurchase intention: general structural equation model	Hellier et al. (2003)	Customer equity and value perceptions are two ways that perceived quality affects customer satisfaction indirectly. Brand preference acts as a mediator in the relationship between customer satisfaction and repurchase intention, rather than past purchase loyalty being a direct correlate of either(12).
3	Understanding customer satisfaction and loyalty: An empirical study of	Deng et al. (2010)	Customer satisfaction with Mobile instant message (MIM) is mostly dependent on perceived service quality, perceived trust, and perceived customer value, which encompasses both functional and emotional value. Trust, customer satisfaction, and

	mobile instant messages in China		switching costs directly improve consumer loyalty(13).
4	Comfort your online customer: Quality, trust and loyalty on the internet	Ribbink et al. (2004)	It has been demonstrated that e-trust directly affects loyalty. E-satisfaction and e-trust are two ways that the assurance component of e-service quality, which entails trust in the merchant, influences loyalty. The main way that other e-quality factors, such as customisation, e-scape, responsiveness, and simplicity of use, indirectly affect e-loyalty is via raising satisfaction(14).
5	Relationships and impacts of service quality, perceived value, customer satisfaction, and image: An empirical study	Hu et al. (2009)	Superior customer value and high-quality service produced great customer happiness, which enhanced the company's reputation and eventually helped with retention of customers(15).
6	An examination of the relationship between service quality, customer satisfaction, and store loyalty	Sivadas and Baker-Prewitt (2000)	Customers' satisfaction and attitude towards department shops are influenced by the quality of service provided. Store loyalty is not directly impacted by satisfaction, but it does influence recommendations, repurchase intentions, and relative attitudes. It is essential to foster a positive relative attitude and motivate customers to advocate the good or service in order to increase store loyalty(16).
7	The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross-cultural analysis	Kassim and Abdullah (2010)	Customer satisfaction is greatly impacted by perceived service quality, and customer happiness in turn has a big impact on trust. Positive word-of-mouth (WOM) is the primary means of promoting loyalty, and both customer happiness and trust are important factors. WOM, in turn, is a crucial antecedent to intents to return or make another purchase(17).
8	How quality, value, image, and satisfaction create loyalty at a Chinese telecom	Lai et al. (2009)	Perceived value and image are directly impacted by service quality, and perception and image in turn impact pleasure. Value is impacted by corporate image, while loyalty is strongly influenced by value and satisfaction. Value has a direct and indirect impact on loyalty through satisfaction; the effects of service quality and business image on loyalty are mediated by other factors(18).

- |  |                                    |   |
|--|------------------------------------|---|
| <p><b>9</b> Why do customers switch? The dynamics of satisfaction versus loyalty</p> | <p>Mittal and Lassar of (1998)</p> | <p>In accordance to the study, there is a disconnect between client loyalty and satisfaction, with up to half of satisfied consumers likely to move service providers. This disparity develops because loyalty and satisfaction are influenced by various facets of service excellence. Technical quality (work produced) has a greater impact on customer satisfaction in "low contact" services, whereas functional quality (service delivery) is what drives customer loyalty. As opposed to this, the influence pattern reverses for "high contact" services, where loyalty is driven by technical excellence and satisfaction by functional quality(19).</p> |
| <p><b>10</b> Exploring consumer evaluations of e-services: A portal site</p>         | <p>Van Riel et al. (2001)</p>      | <p>The study proved that core service quality and perceived value were the most crucial aspects driving customer satisfaction, whereas relational service quality was also significant but less influential. Furthermore, the study demonstrated a clear relationship between future behavioural intentions and consumer happiness(20).</p>   |

**Country Scientific Production**

The Fig. 9 displays the number of articles that writers have published from various regions, highlighting the leading contributors to academic or research publications. China leads with 226 articles, followed by Indonesia with 196, and India with 158. Malaysia and the USA also have significant contributions, with 141 and 104 articles, respectively. The rest of the regions, including South Korea, Australia, Pakistan, the UK, and Thailand, have fewer publications, with the numbers gradually decreasing from 59 in South Korea to 36 in Thailand. This data suggests that the highest volume of publications originates from Asia, particularly from China, Indonesia, and India, indicating a strong research output in these regions.



**Figure 8: country scientific production**

### Three field plot

The three-field plot (Fig. 8) illustrates the strong research focus on customer satisfaction, loyalty, and service quality, with significant contributions from authors based in China, Indonesia, and India. Key researchers like Prentice Catherine, Masudin Ilyas, and Tsoukatos Evangelos are prominent in these areas, reflecting their influential roles in these fields. The visualization underscores the global collaboration and thematic alignment in research, with a notable concentration of work from Asian countries, emphasizing the regional focus on understanding and improving customer-related metrics.

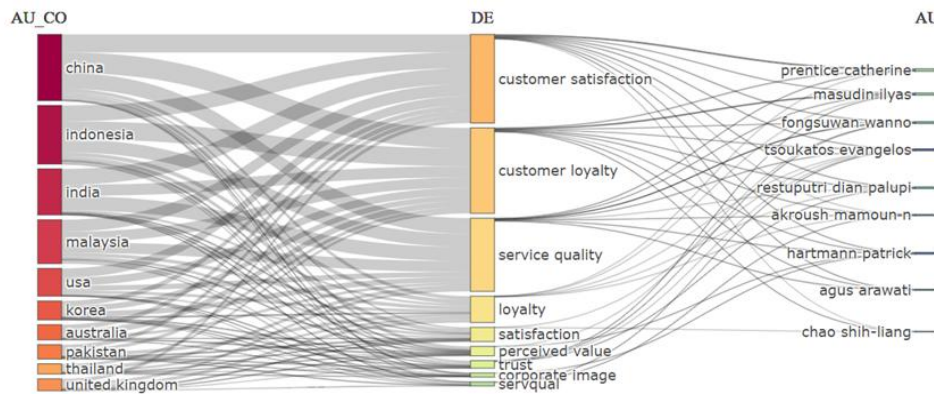


Figure 9: three field plot

### Co-occurrence of keywords

The overall strength of the co-occurrence links with other keywords for each of the 25 keywords will be computed. The highest total link strength keywords will be chosen. Using VOSviewer keyword analysis of the data with a minimum occurrence of 20 identified four distinct clusters in the keyword network (Fig. 10). Cluster 1, which includes terms like sales, e-commerce, e-service quality, and customer satisfaction, indicates that much of the research in service quality, customer satisfaction, and loyalty has concentrated on the e-commerce sector. Cluster 2, featuring terms such as corporate image, brand image, trust, and perceived value, suggests a focus on the interrelationships between these constructs within the broader context of customer perception and loyalty. Cluster 3, which includes keywords like banking and SERVQUAL, points to studies specifically examining service quality in the banking sector. Lastly, Cluster 4, highlighted by the term structural equation modelling, reflects the methodological focus of research employing advanced statistical techniques to analyse the relationships between these variables.

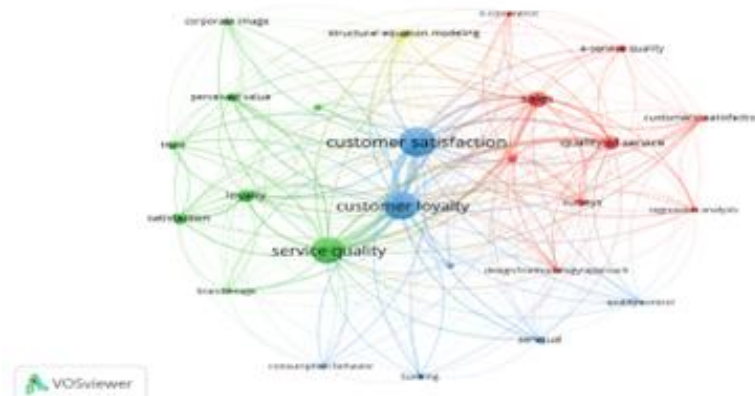


Figure 10: co-occurrence network of keywords



Figure 11: word cloud of keywords

**Citation network of Sources**

The network visualization of journals (Fig. 12) in the area of service quality, customer satisfaction, and customer loyalty highlights several key sources based on both the number of documents published and citation strength. The “International Journal of Bank” appears to be a major contributor, connected with several other influential journals, indicating a strong citation network. Journals such as “Total Quality Management and Business Excellence”, “TQM Journal”, and “International Journal of Quality and Reliability Management” also stand out with substantial publication output, forming dense clusters with other sources like “Journal of Retailing and Consumer Services” and “Sustainability (Switzerland)”. “International Journal of Bank” suggests a leading role in disseminating critical research on the relationships between service quality, customer satisfaction, and loyalty. The connections and citation links between these journals demonstrate their prominence and impact in advancing the field.

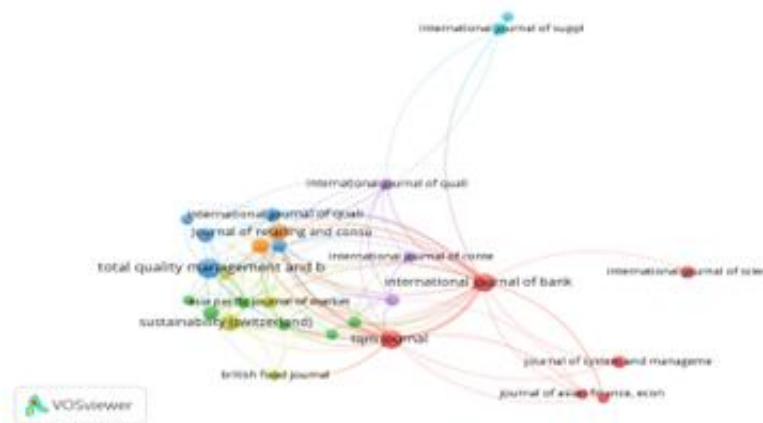
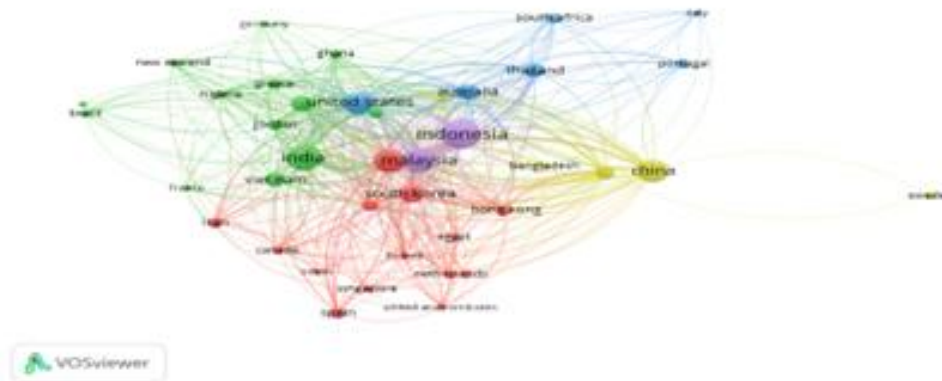


Figure 12: citation network of sources

**Citation network of Countries**

The citation network visualization (Fig. 13) reveals significant international collaboration among 40 countries with the highest total link strength, where link strength represents the number of citations. Only countries with a minimum of five documents produced and a minimum of 20 citations will be considered for analysis. The United States, with 67 documents and 333 total link strength, stands out as a major contributor, indicating its influential role in the field. Indonesia, producing the most documents (127), has

a link strength of 221, demonstrating substantial citation impact despite higher output. Malaysia, with 84 documents and a total link strength of 316, shows a strong balance between document production and citation influence. China (75 documents, 196 link strength), Taiwan (76 documents, 260 link strength), and India (93 documents, 256 link strength) also contribute significantly, with their link strength values indicating robust citation activity and collaboration within the network. This suggests that these countries are central to the global exchange of knowledge in the field, with the United States and Malaysia particularly well-cited.



**Figure 13: citation network of countries**

### Co citation Network of cited references

The co-citation network (Fig. 14), organized into five clusters, highlights groups of references that share thematic connections in the field of service quality, customer satisfaction, and loyalty. Among the 57 selected references with the greatest total link strength, the most influential works include Parasuraman et al.'s "SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality"(1988) with 94 citations and a total link strength of 450, highlighting its pivotal role in the literature. Similarly, "Satisfaction: A Behavioral Perspective on the Consumer" (2010), "The behavioural consequences of service quality" (1996), and "A Conceptual Model of Service Quality and Its Implications for Future Research" (1985) demonstrate significant impact with high citation counts (ranging from 77 to 88) and total link strength values exceeding 300. These references form the core of the network, indicating their frequent co-citation and thematic relevance to each other. The proximity of nodes in the bibliometric network further underscores the relatedness of these references, with smaller distances reflecting stronger connections and thematic alignment. The top three references with the highest total link strength, authored by A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry, highlight their prominent influence and leadership in the areas of service quality, customer satisfaction, and loyalty research.

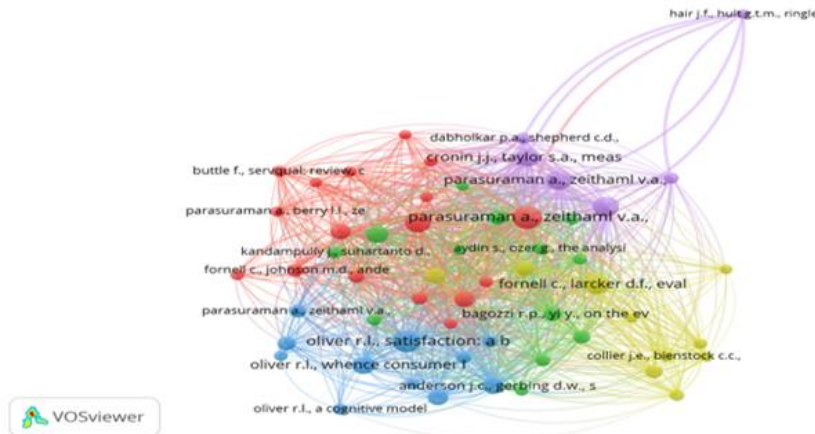


Figure 14: co citation network of cited references

### Co citation network of authors

The co-citation analysis of authors (Fig. 15) as a unit reveals key thought leaders in the field of service quality, customer satisfaction, customer loyalty and related disciplines. 521 authors with a minimum of 25 citations and the greatest total link strength of co-citation with other authors were selected for analysis. Among these, Zeithaml V.A. (1571 citations, 96,621 total link strength), Parasuraman A. (1653 citations, 95,228 link strength), and Berry L.L. (1168 citations, 71,874 link strength) are the most highly cited and have the greatest link strength, signifying their foundational contributions, particularly through the SERVQUAL model. These authors are frequently co-cited, suggesting that their work is central to the theoretical and empirical frameworks used by researchers in the domain. Other prominent figures such as Oliver R.L. (709 citations, 46,944 link strength), known for his work on satisfaction and loyalty, and Fornell C. (660 citations, 43,722 link strength), a key contributor to customer satisfaction measurement, further reinforce the significance of service quality and satisfaction studies. The relatively high total link strengths across these authors indicate dense networks of citations, where their works are consistently referenced together, thus forming the intellectual backbone of the field.

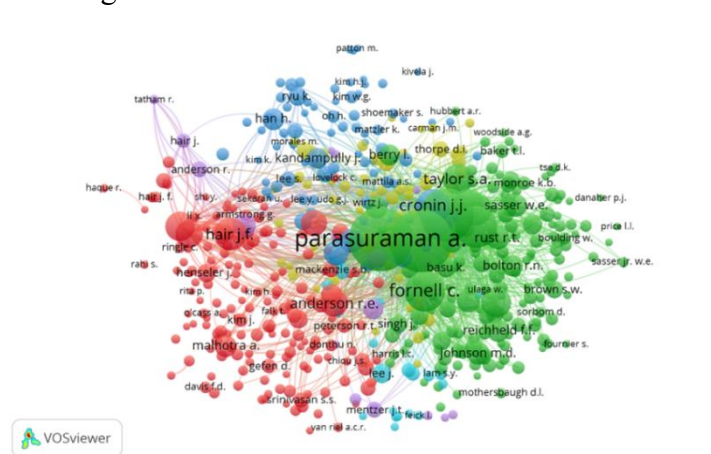
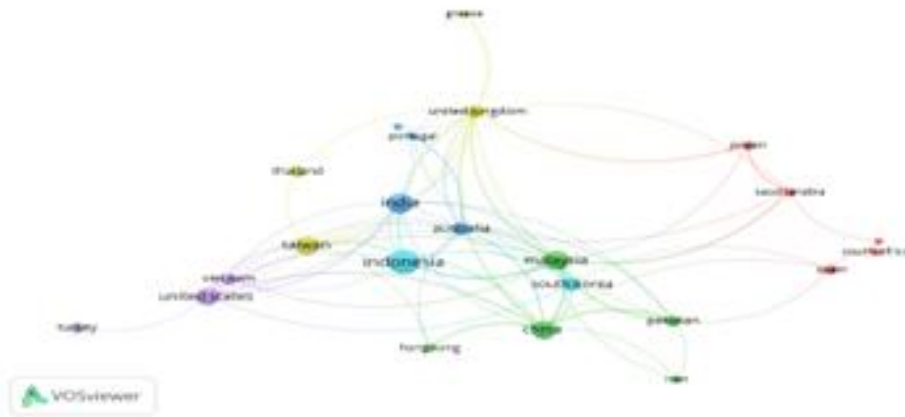


Figure 15: co-citation network of authors

### Co authorship network Countries

The Fig. 16 illustrates the collaborative network among countries, with nations like Malaysia, China, Indonesia, the United Kingdom, the United States, Australia, Pakistan, Taiwan, and India standing out for

their active co-authorship involvement. Co-authorship analysis of countries explores these collaborative relationships by examining joint publications, revealing the strength and frequency of partnerships through measures like document count and link strength, which reflect citation impact. Countries with higher link strength play central roles in global research networks, offering insights into international research cooperation, influence, and emerging collaborations that drive the production and dissemination of global knowledge.



**Figure 16: co-authorship network of countries**

## DISCUSSION AND FINDINGS

In a source-based analysis, the most productive journal is Total Quality Management and Business Excellence, while the International Journal of Bank demonstrates a strong citation network. In an author-based analysis, Prentice Catherine leads in productivity, while Levesque Terrence and McDougall Gordon H.G. are recognized for their significant impact through individual publications. Additionally, Zeithaml, Parasuraman, and Berry remain pivotal in shaping research in the domain, as evidenced by their dominant presence in co-citation networks. This suggests a strong reliance on their work for foundational concepts in service quality research.

In analysing the articles published in this field, McDougall et al.'s (2000) Customer Satisfaction with Services: Putting Perceived Value into the Equation emerges as the most cited work. Co-citation analysis reveals that one of the most influential studies is Parasuraman et al.'s SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality (1988), underscoring its pivotal role in the literature. The top three most co-cited works are co-authored by Zeithaml V.A., Parasuraman A., and Berry L.L., further highlighting their significant and valuable contributions to the field.

In a country-wise analysis, the highest volume of publications originates from Asia, particularly from China, Indonesia, and India, indicating substantial research output in these regions. In contrast, a citation analysis reveals that the United States and Malaysia are particularly well-cited, suggesting that these countries play a central role in the global dissemination and exchange of knowledge within the field.

In the analysis of the co-occurrence network of keywords, most studies focus on the impact of variables such as corporate image, brand image, trust, and perceived value on the interrelationships between these constructs within the broader context of customer perception and loyalty. A significant portion of the research is based on the SERVQUAL model, with the banking sector being the most studied area. Additionally, keyword analysis reveals an emerging research trend toward e-commerce, indicating a shift in focus within the field.

## CONCLUSION

In conclusion, the area of service quality, customer satisfaction, and customer loyalty has experienced substantial growth in scientific production, particularly in the last two decades. Despite fluctuating citation rates, key journals and influential authors have shaped the discourse, with certain works maintaining long-term impact and others reflecting more contemporary relevance. The collaborative nature of research is evident, with notable contributions from Asia, emphasizing the global scope and evolving nature of the field. The keyword analysis highlights a growing research trend toward e-commerce, suggesting a shift in the field's focus.

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