



AENSI Journals

Advances in Environmental Biology

ISSN-1995-0756 EISSN-1998-1066

Journal home page: <http://www.aensiweb.com/AEB/>

The study Effect of Service Quality and Corporate Brand Image on Switching Behavior, Based on Model of Sharma and Srivastava (Case Study of: Esfahan Iran Cell Services Company)

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ARTICLE INFO

Article history:

Received 13 September 2014

Received in revised form 26 November 2014

Accepted 25 December 2014

Available online 15 January 2015

Keywords:

service quality, switching behavior, satisfaction customer, and intention repurchase

ABSTRACT

Understanding customer switching behavior is important because a customer's switching behavior results in the loss of the future revenue stream from that customer. Because the purpose of this paper is to explore effect service qualities and image brand on switching behavior with satisfaction and repurchase intention. This research was tested in the Iran cell Services Company with data collected from 184 customers that using the services of Iran Cell Company in city Esfahan. Final questionnaire was given to all questionnaires. we use of supervisors and specialists and management experts for validity. Reliability questionnaires is obtained based on first case 0/82.so hypothesizes tested with use of LISREL. Results indicated and indirect and direct effect of service quality and corporate brand image on switching behavior via customer satisfaction and repurchase intention.

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To Cite This Article: Mohammad Reza Dalvi (PHD) and Zahra Moradi, The study Effect of Service Quality and Corporate Brand Image on Switching Behavior, Based on Model of Sharma and Srivastava (Case Study of: Esfahan Iran Cell Services Company). *Adv. Environ. Biol.*, 8(25), 459-468, 2014

INTRODUCTION

In recent decades, the service sector has experienced rapid growth and effective force for developed economies. Quality customer services are considered as a means by which to distinguish between competing organizations to be and as contributor to market share and customer satisfaction is well known. Global nature of the market and the competition is causing companies are constantly searching for top quality service to their company, customer perceived value, customer satisfaction in order to get there, and how these perceptions influence on customer satisfaction and behavioral intentions [1]. Nowadays, manufacturing and service organizations, customer satisfaction is considered as an important criterion for measuring the quality of their work, and this trend is still rising. Customer satisfaction plays a major role in the service. Concurrent with the development of the service sector, researchers have made significant strides toward a better definition and understandings of customer satisfaction have made points of views [2] Nguyenanl and et.al relationship between service quality and image of the tested and reported a higher quality of service to customers who repeatedly receive an overall favorable image of the company. The image is assumed to have an impact on customer choice is available when the feature is difficult to assess. According to McCarthy and Kenan, the ability to switch or refer buyers to all customers who are not loyal to a specific product market. In general terms, high levels of satisfaction with the service received the benefit should be replaced with other service providers of the cut. Also high levels of satisfaction with the service provider, the service must be realization of benefits when the replacement occurs reduce therefore intention to stay as a customer increases. Alternatively, an unhappy customer must receive benefits in a replacement supplier. So develop satisfying relationships with customers is expected to lead to greater satisfaction so directing customers to offer the service to others and reduce the possibility of switch it with another. These customers may be influenced by different factors have to be replaced. Lack of customers is a clear indication of declining market share, reduced profitability and loss of future revenues for service providers sends. However, that does not happen often these consequences, it is imperative that organizations begin to standardize services and training practices to serve customers who fail to

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alternative suppliers, going to do. This training can also search by contrast, the perceptions and attitudes of service providers (which in most cases, employees) completed both service recipients [1]. Irancell is one of the leading companies in the mobile communications in Iran industry. But due to the increasing demand in this industry, more companies have entered the competition. That's why the company should try to enhance service quality and customer satisfaction that MTN Irancell, it is possible for customers to have more choices according to their switching. Therefore this study can help managers MTN Irancell has realized the importance of alternative and customer retention. Even if a consumer is loyal to a particular brand, if they do not meet his needs, consumers are competing to replace them. There are other factors influences in the standards that consumers replace their service from a company to another company. Consumer loyalty is defined as "extent to which show the consumer buying behavior duplicate of a service provider, having a positive attitude tend to provide service, when considering only one supplier for a service increases". Loss of a consumer, a serious defeat for the loss of earnings, past and future is. In addition to lost profits discussed above, the company needs to attract consumer interest for the new to switch the ones lost, spend (advertising, promotions, discounts, early). Peters states that costs 5 times more to acquire a new customer than keep an old customer, therefore the consumer retains the old, stretching and achievable is much more than a search for new consumers [3] Company mental image in the minds of consumers through communication and experience has been consolidated and developed. Image to create a halo effect on customer satisfaction affects judgment. When customers are satisfied with the services performed, their attitude about the company can be corrected. This attitude then the company will impact on consumer satisfaction. Image also used as an important factor that can impact on customer loyalty and repeat purchase services are intangible, heterogeneous, and are usually considered to be inseparable. Therefore the consumer to evaluate the quality of service is used, consisting exception and not easily detected. Therefore prosecution is necessary for a quality service to all organizations that need to survive and stay in the race to go ahead. However, the relationship between customer satisfaction and service characteristics of the intangible nature of services has proved difficult. A number of studies have significant impact on customer satisfaction, service quality have been shown. Studies switching information has made it clear that dissatisfaction is a major factor influencing behavior change. However, few researchers have study whether a direct or indirect relationship between quality of service and the behavior of the switching of consumer [1]. Therefore in this study the important question is how consumers assess the impact of services on the switching behavior? The purpose of this study was to examine the relationship between perceived service quality and the mediating role of customer satisfaction and intention repurchase replacement behavior is. This research also aims to understand the importance of customer satisfaction is the company's mental image negatively associated with intention repurchase and switching of consumer behavior is proved.

3. Theoretical framework and literature:

1.3 Service Quality:

Service: Customer service is the oldest and yet the most recent issue of each institution. Perrault perspective, service is something that a person can do for another person. The production of service may or may not be related to physical goods. Quality of Service: In recent years, great attention to customer needs in terms of quality of services. Providing high levels of customer service as a means used to achieve competitive advantage. Service quality is difficult to define. A general definition for the concept of service quality in the papers of three states:

1. The three dimensions of service quality physical and behavioral changes take place. In other words, the service quality focus on what is delivered to customers, a situation in which the service is provided and that is how the service is provided.
2. The quality of the continual attention to meet the needs and wants of your customers
3. Parasuman believes that quality is the difference between customer expectations and perceptions of services received [4].

2-3 Switching Behavior:

Switching: is defined as "making a change and a change of direction or exchange" by the Word web dictionary while the behavior as "acting or reacting to something" is defined .Switching Behavior : behavior switching consumer behavior, a behavior that is based on consumer satisfaction levels companies or suppliers are different. Replacement behavior can be clearly loyal to a service process and replace it with another service as soon expressed dissatisfaction or other problems. Even if a consumer is loyal to a particular brand, if the brand does not meet his needs, consumers are competing to replace them. According to McCarthy and Cannon, the ability to switch or refer buyers to all customers who are not loyal to a specific product market. These customers may be influenced by different factors have to be replaced. Customers lack a clear sign of declining market share, reduced profitability and loss of future revenues for service providers sends [1].

3.3 Customer Satisfaction:

Customer satisfaction is the goal of most business organizations. But keeping existing customers is much less expensive than attracting new customers. Several studies show that it costs five times more to acquire a new customer existing customer retention is and also noted that a reduction of 5% in customer satisfaction, reduce return on investment in the organization. Customer satisfaction is one of the most important consequences of the types of business organizations is by the philosophy of customer focus and continuous improvement concepts will be emphasized [5]. Nowadays, manufacturing and service organizations, customer satisfaction is considered as an important criterion for measuring the quality of their work, and this trend is still rising. Customer satisfaction plays a major role in services. Concurrent with the development of the service sector, researchers define and understand the steps greater degree of customer satisfaction have made points of views. McKenna suggests that organizations, in order to satisfy customers, to market research, advertising and promotion are forgotten and emphasis on the development of appropriate infrastructures they can provide good products and services, provide customer needs [2].

4-3 intention repurchase:

The repurchase intention can be as personal judgments about buying a selected service from the same company to be defined. Intention repurchase, iterative process of purchasing goods and services from one particular shop is the most important reason, the experience of shopping. Instead, companies can attract new customers, evaluating cost less to maintain their previous customers Consumer buying behavior can be understood in two stages, in which encourages people to buy and raise them to buy again. Intention repurchase on the willingness of consumers to buy a company for a long time is the same. It can also be a personal judgment about buying another one designed to serve as the company is concerned. Added cost of acquiring customers is increasing. Similarly, researchers have repeatedly tried to buy as agents for the treatment of repurchase apply. Perhaps the most important, repurchase intentions are widely used as indicators of customer satisfaction are [6].

5.3 Brand image:

The tangible aspects of a product or service, brand image are the most important thing to focus its marketing strategies and tend to highlight it. To try to communicate with customers and service sectors through its impact on customer perception of service received by each other, will create good image in the minds of customers [7] company's mental image in the minds of the public about an organization's overall impression is made are described. This is generally in the literature having not addressed the unique mental image of the company: A single mental image that corresponds to a particular group, each of the different types of experiences and contacts with the company, are different. Mental image can be purchased as a function of the accumulated experiences of overtime assumption, considered to be a function of the cumulative effect of customer [1].

6.3 Background of Research:

Table 1: Summary of Completed Research.

Scholar name	Research year	Research title	Result
Sharma and Srivastavar	2013	Service quality, brand image company, switching behavior: mediating role of customer satisfaction and repurchase intention	The results of the indirect effect of service quality and brand image on customer satisfaction and purchase intention of switch this show. The model confirms that top quality service and a good mental picture of the company leading to greater intention to repurchase and switching behavior becomes less.
Dapeng Liang & et.al	2013	Service quality and consumer switching behavior in China's mobile service	This study shows that the main deficiency of service, high prices and ethical problems service providers are customers served by three major factors for alternative suppliers. Factors impacting the group / family / friends and get perfect service .are the least important
Tu & et.al	2013	Experimental study of the company's brand image, perceived value and customer satisfaction on loyalty in the shoe industry	Based on the research, brand image significantly on customer perceived value, customer satisfaction and loyalty influence. Severe effect on customer perceived value and customer satisfaction and loyalty. And customer satisfaction significantly .impact on customer loyalty
Chung-yu Wang	2010	Service quality, perceived value, corporate image and customer loyalty in the context of different levels of switching costs	The results show that influences customer perceived value and corporate image on customer loyalty in situations where switching costs are high, will reduce.

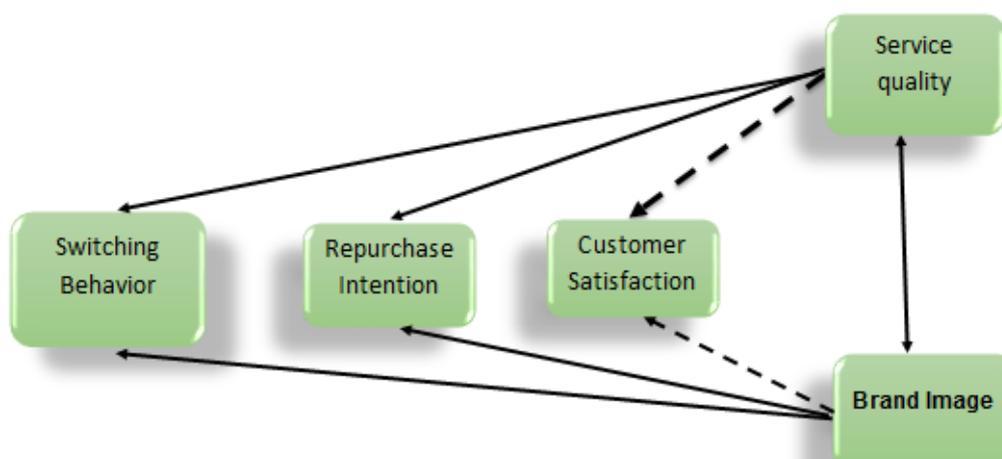
Wen Bao Lin	2010	Service and switching of defective consumer behavior	The results show When service failure is more, consumers with higher emotional intelligence than consumers with lower emotional intelligence intended to switch a smaller show.
Nasser Bamdad and Negar Rafiee Mehrabadi	1387	ATM service quality, customer satisfaction surveys of banks	The results show that the average customer satisfaction. Despite the lack of high customer satisfaction ,they use the ATM bank employees prefer to go to.
Bahram Ranjbarian <i>et al.</i>	1391	Analysis of the relationship between perceived value, perceived quality, customer satisfaction and repurchase intention in Tehran chain stores	The findings showed that the chain stores, perceived quality, perceived value and customer satisfaction and repurchase intention influences. In addition, perceived value, customer satisfaction and repurchase intention influences. Impact of customer satisfaction on repurchase intention.
Rahim nia and Fatemi	1389	The impact of customer-based brand equity on brand image among 5 star hotels in Khorasan Razavi	In this study, perceived quality Less impact on brand image and brand awareness than, brand loyalty and brand associations have a significant impact in shaping the brand image in the hospitality service they have. Finally, the positive impact of brand equity on brand image.

Source: compiled researchers

4. Methodology:

1-4 Methods:

The aim of this survey is functional based on data collection methods; research is descriptive and analytical survey. According to the objectives stated earlier in the review, conceptual model and hypotheses of this study are as follows:



Indirect effect Research conceptual model (Source [1])

2-4 the main hypothesis:

Service quality and brand image seems to change the behavior of corporate influence.

Alternative hypothesis:

- H1: It seems that customer satisfaction affects the quality of service received.
- H2: The perceived service quality seems to affect repurchase intention.
- H3: It seems the company's image and quality of service received significant relationship.
- H4: Customer satisfaction seems to affect the company's brand image.
- H5: The effect seems to repurchase the dance company's brand image.
- H6: The perceived service quality seems to affect switching behavior.
- H7: The image now appears to have an impact on the switching behavior.
- H8: Customer satisfaction seems to affect repurchases intention.
- H9: The effect seems intent to repurchase on the switching behavior.

3-4 population and sample:

1-3-4 Target population:

The target population consists of all those elements in specific geographical scales (global or regional) to be shared with one or more attribute. The research includes MTN Customer Service Company in the city of Isfahan.

2-3-4 Sample size determination:

Sampling means that a certain number of persons to be elected as a representative of a specific target population. The advantage of selecting a sample from a population that the time and cost of a study of the community needs to be saved and the results of a comprehensive review of the entire community are extended. The Sample size determination of factors such as population and financial resources and involved researcher time.... To determine the sample size for this study due to the above factors the estimated variance of the trait studied using 30 preliminary questionnaire sample size was calculated using the following formula.

$$n = \frac{z_{\alpha}^2 \sigma_x^2}{\frac{2}{z_{\alpha}^2} \epsilon_{0.025}^2} = 1.96$$

The amount of variance due to the 30 questionnaires distributed, 11 /. Error value is 05 /. Therefore, statistical sample size is 184 persons.

4.4 Methods and tools for data collection:

1. in this study of stage of data collection and planning literature and theoretical foundations of library and internet use.
2. To collect data to test assumptions and assessment experts, questionnaire has been used the field study collected information.

In order to prepare a questionnaire was doing research in the field of consumer behavior were studied and then examine the variables that could be used to test hypotheses the questions were prepared research effort is designed to fill in the questionnaire has written three principles of measurement and appearance of the questionnaire to be considered. A structured questionnaire was developed to collect data is, which is divided into two parts:

The first part of the questionnaire 4 is controlled Questions related to demographic factors users, other sections include items related to the perceived quality of the MTN brand and customer satisfaction and intention to repurchase and switching. These sections of the questionnaire included 40 questions that have been approved by the five experts are experts in San questionnaire is considered valid. They have provided comment on some items and have confirmed the validity of the questionnaire items in full. Finally, 184 questionnaires to MTN's customer service are given to apply. All of the questionnaires were returned. The study variables were measured using Likert-type of scale achieved. We try to make three versions of the questionnaire design; measurement and appearance of the questionnaire were taken into consideration. At the beginning of the questionnaire, the study population consisted of coded information this is assured by the researcher, the questionnaire provided to them any kind of legal, social, economic, and not information provided is considered confidential level.

5-4 pre-test questionnaire:

Before the test, the researcher helps necessary reforms in various sectors and stages of research to be done, it can be achieved based on the testing results, conclusions and next steps to do and see to what extent the measurement methods and tools can meet the research objectives. The pilot test a questionnaire before conducting field research should pay more attention, ease of operation and information collected will be accurate. In this regard, a questionnaire was distributed before, the 30 subjects (statistical unit) were distributed on a limited basis, and ambiguities are reduced to a minimum and the reliability and validity (validity) of that increase.

6.4 Validity and reliability of study:

A measure that is more reliable informant on two time scales, scores on the scale are the same. As a result unstable scale items unstable often the same questions of the respondents in the two time periods is not possible, the correlation is measured item to item. The reliability of the scale, alpha statistic is that its range is from 0 to 1.

Table 1: Cronbach's alpha for scale reliability indices.

Row	Scale	Cronbach's alpha coefficient
1	Quality of service	0/80
2	Brand Image	0/83
3	Switching behavior	0/82
4	Purchase intent	0/80
5	Satisfaction	0/78
Whole Questionnaire		0/82

Source: research results

According to the results listed in Table 1, it may be said; Cronbach's alpha for the entire scale of values was greater than 0/7 and thus confirmed the reliability of the questionnaire.

7.4 Data analysis and hypothesis testing:

1-7-4 descriptive analysis of variables:

Results of a descriptive analysis of the variables in the study are shown in Table 1-7-3. In this table, in addition to a number of questions for each of the variables, descriptive statistics including mean, standard deviation and variance of each variable is outlined.

Table 2: Descriptive statistics of variables.

Variable	Average	Standard deviation	Variance
Quality of service	3/2889	0/66053	0/436
Brand Image	3/5865	0/85286	0/727
Switching behavior	3/4772	0/92083	0/848
Intention to repurchase	3/1645	0/90908	0/826
Satisfaction	3/5883	0/85767	0/736

Source: research results

2-7-4 Data analysis:

In this section, we first examine the normal distribution of data in variables Kolmogorov Smirnov test will be discussed. After the approval of the first-order factor analysis will be presented. Then, the hypotheses and research model using path analysis model will be tested.

Describe the demographic characteristics of the population:

Among the 97 respondents with the lowest frequency of occurrence of male respondents and 87 female respondents are about. Most of the men and 69 percent of high school graduates and the diploma belongs 5/37 and the lowest frequencies with $n = 8$ and 3/4 percent of the graduate school belongs to. Most of the $n = 67$ and 4/36 percent for ages 31 to 40 years and the lowest rate with the number 18 and 8/9 percent to be paid over 50 years of age. 139 married respondents with the highest frequency and lowest frequency with 45 of the respondents are single.

3-7-4 test hypotheses based on the results of the logistic regression analysis:

Before testing hypotheses, regression assumptions should be checked. Value and Camera Watson, the model was equal to 9.1 and the value of the critical values is 1.5 to 5.2. Therefore, the errors are independent. Approximately normal distribution of errors and near-zero mean value and standard deviation of the residuals is also close to one. Since there is no pattern in the scatter plot points are randomly distributed, so there is the equality of variance of the residuals. Accordingly, all three regression assumption in this model is established and there is no problem with the use of regression to examine the hypotheses.

Table 3: Parameters of regression models to examine the research hypotheses.

Camera-Watson statistic	The coefficient of determination	Meaningful Level	F
1/9	0/32	0/000	23/434

Source: research results

Table 4: Regression analysis of the assumptions.

Hypotheses	Error	Balanced	The coefficient of determination	The correlation coefficient	Model
The main hypothesis	0/84854	0/183	0/184	0/432	1
The first hypothesis	0/83864	0/044	0/049	0/222	1
The second hypothesis	0/84151	0/143	0/148	0/384	1
The third hypothesis	0/60672	0/161	0/166	0/407	1
The fourth hypothesis	0/64618	0/432	0/435	0/660	1
The fifth hypothesis	0/77780	0/268	0/272	0/522	1
The sixth hypothesis	0/85072	0/146	0/151	0/389-	1
The seventh hypothesis	0/80343	0/239	0/243	0/493	1
The eighth hypothesis	0/49001	0/709	0/711	0/843	1
The ninth Hypothesis	0/30169	0/203	0/203	0/455-	1

Source: research results

The main hypothesis:

It seems the service quality and brand image influence on switching behavior.

Regression between the independent variable (service quality and image) and the dependent variable (behavior change) showed that there was a significant inverse correlation between these two variables. Significance level of less than 0/05 . The beta value obtained is equal to 0/ 43 - is to show that a unit change in the independent variable 0/43 - is a change in the dependent variable. The coefficient of determination is 0/18 dependent variable suggest that unaffected.

First hypothesis:

It seems that customer satisfaction affects the quality of service received.

Regression between the independent variables (quality of service) and the dependent variable (customer satisfaction) shows that there is significant positive correlation between these two variables. Significance level is less than 0/05. The beta value obtained from a 0/22 which shows a 37-unit change in the independent variable / dependent variable caused the change.

Second hypothesis:

It seems to want to buy this affects the quality of service received.

Regression between the independent variables (quality of service) and the dependent variable (purchase intention) shows that there is significant positive correlation between these two variables. Significance level of less than 0/05 . The beta value obtained is equal to 0/ 38 . Which is indicated by a unit change in the independent variable 0/38 . Change in the dependent variable is created. The coefficient of determination is 0/ 14 which shows the influence of the dependent variable.

Third hypothesis:

It seems the company's image and quality of service received significant relationship.

Regression between the independent variable (corporate image) and the dependent variable (quality of service) indicates that there is significant positive correlation between these two variables. Significance level of less than 0/ 05 . The beta value obtained is equal to 0/40 . This is indicated by a unit change in the independent variable 0/ 40. Change in the dependent variable is created. The coefficient of determination is 0/ 16 . This shows the influence of the dependent variable.

Fourth hypothesis:

It appears on the company's brand image affects customer satisfaction.

Regression between the independent variable (image) and the dependent variable (satisfaction) shows that there was a significant positive correlation between these two variables. Significance level of less than 0/05 . The beta value obtained is equal to 0/66 imply that a unit change in the independent variable 0/66. Change in the dependent variable is created. The coefficient of determination is also a 0/ 43 which shows the influence of the dependent variable is desired.

Fifth hypothesis:

It seems company influenced repurchase intention brand image.

Regression between the independent variable (image) and the dependent variable (purchase) indicate that there is significant positive correlation between these two variables. Significance level of less than 0/05. The beta value obtained is equal to 0/52. This is indicated by a unit change in the independent variable 0/ 52. Change in the dependent variable is created. The coefficient of determination is 0/27. Dependent variable shows that the influence is desirable.

The sixth hypothesis:

It seems the switching behavior affects the quality of service received.

Regression between the independent variables (quality of service) and the dependent variable (behavior change) showed that there was a significant inverse correlation between these two variables. Significance level of less than 0/05. And the beta value obtained is equal to -0/38 indicates that a unit change in the independent variable -0/38 changing the dependent variable is created. The coefficient of determination is 0/15 which shows the influence of the dependent variable.

Seventh Hypothesis: The image now appears to have an impact on switching behavior.

Regression between the independent variable (image) and the dependent variable (switching behavior) showed that there was a significant inverse correlation between these two variables. Significance level of less than 0/05 The beta value obtained is equal to -0/49 Implies that a unit change in the independent variable -0/49 changing the dependent variable is created. The coefficient of determination is 0/24 which shows the influence of the dependent variable.

The eighth hypothesis:

It appears that the impact of customer satisfaction on repurchase intention.

Regression between the independent variable (satisfaction) and dependent variable (purchase intention) shows that there is significant positive correlation between these two variables. Significance level of less than 0/05. The beta value obtained is equal to 0/84 which is indicated by a unit change in the independent variable 0 / 84. Change in the dependent variable is created. The coefficient of determination is 0/71 That influences the dependent variable shows and desirable.

Ninth Hypothesis:

Switching behavior seems to affect repurchase intention.

Regression between the independent variable (purchase intention) and the dependent variable (switching behavior) shows that there is a significant inverse correlation between these two variables. Significance level of less than 0/05 The beta value is obtained which is equal to -0/45 inverse relationship is indicated by a unit change in the independent variable -0/ 45 Change in the dependent variable is created. Determining factor of 0/2 which shows the influence of the dependent variable.

4-7-4 Analysis of hypothesis tests based on the structural equation modeling:

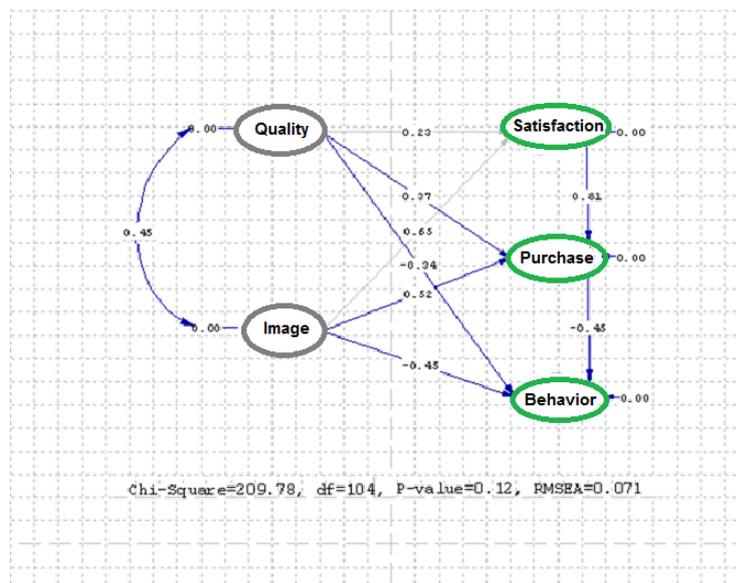
Structural equation modeling is a comprehensive statistical approach to testing hypotheses about the relationships between observed and latent variables. This approach can be justified by theoretical models to specific communities by using correlation analysis, non-experimental, the experimental test. One of the strongest and most appropriate methods for the analysis of behavioral and social science research is multivariate analysis. Because the nature of these subjects, multivariate, and can style them with two variables (each time only one independent variable with the dependent variable is considered to be) solved. Multivariate analysis refers to a set of methods for the analysis of the main characteristics are simultaneously analyzed K and N independent variable is the dependent variable. Analysis of covariance structures, or causal modeling and structural equation modeling complex data structures is one of the prime methods of analysis. Therefore, since the number of independent variables in this study are which should be evaluated by their effect on the dependent variable using structural equation modeling will be necessary.

To evaluate the accuracy and inaccuracy of the model was used to investigate the LISREL software. In this section we try to the research model and its components are analyzed separately the research model was drawn using Lizrel software and then perform operations on the results achieved under the relationships among the variables and constants, each of which provided the basic question raised is whether the model, the model is appropriate? To answer these questions statistic should / do and other criteria considered appropriate model.

According to the LISREL output / do is calculated as 2/009 is there / do represents the goodness of fit of the model is low. Because the value / do not exceed the proposed model is more appropriate model the following results are obtained from the output of LISREL software.

0/07 = RMSEA and 12 Value - p = 2/009

Amount of Value - p more than the standard significance level (5% = □) is Therefore proposed model is an appropriate model.



The results of the research conceptual model:

5-7-4 model fitting:

Suitability index model for the evaluation of structural equation models in several fitness parameters that are used in this research include: root mean square error of approximation, goodness of fit index, adjusted goodness of fit index. The results of the above parameters are shown in Table 5.

The root mean square error of approximation for the good times is 0/05 or less. The parameters for the models that are 0/1 or more have poor fit. This index can be used to calculate the confidence interval. Ideally, the lower limit of the confidence interval is very close to zero and the upper limit is not too large. As it can be seen in this model RMSEA is 0/09. That can be said in good condition. The GFI and AGF are closer to a better model fit to the data. In this model, two markers, respectively, to 0/89 and 0/91 which indicates a good fit of the model.

Table 5: Goodness indicator of fitness models.

Index Title	Value of index	Index value in the model	CONCLUSION
χ^2 / df	About 2	2/009	Model is appropriate
Value	More than 0/05	0/12	Model is appropriate
GFI	More than 0/9	0/89	Model is almost appropriate
AGFI	More than 0/9	0/91	Model is appropriate
RMSEA	Less than 0/9	0/07	Model is appropriate
CFI	More than 0/9	0/92	Model is appropriate
NFI	More than 0/9	0/88	Model is appropriate

Resource: research result

According to the data in the table above it can be concluded that the model fitting is good.

5. Discussion and Conclusions:

This study is a conceptual model of service quality and image as the factors affecting customer satisfaction and repurchase intention is to serve the company, has established the effectiveness of alternative treatment there. The results of the research is in one direction with the results of Lin [8], Liang *et al* [9], Sharma and Srivastavar [1].

The results show that customer satisfaction is a key strategic variable is significant obstacle to change. Thus, high levels of customer satisfaction, work harder for competitors to overcome obstacles by offering a lower price alternative to overcome them. Higher levels of job satisfaction, intention to repurchase increases, which may reduce the benefits received from alternative suppliers. Alternatively, dissatisfied customers may take advantage of significant alternative suppliers and so they are more likely to leave the customer satisfied. The results of the research are in one direction with findings of Sharma and Srivastavar [1].

The results also confirm that high service quality leads to perceive mental picture is more favorable in terms of reputation this passage also confirms the results. The high quality of customer service received during the service of a favorable image of the company. That this results of Lai *et al* [8], is consistent.

Moreover, the quality of service received and customer satisfaction will affect the company's image, which shows that the higher the service quality of the service is repeated and a favorable image of the company will increase satisfaction of service. In addition, customers who have a favorable image of the company is to explain and recommend it to others. This can lead to people who intend to buy this cofactor with results. Our results provide strong support for the positive relationship between consumer satisfaction and repurchase intention is inversely related to the switching behavior is not.

Similarly, the relationship between customer satisfaction and repurchase intention of replacing fully with is mediated. This suggests that high levels of satisfaction lead to lower intention to repurchase the switching behavior. This result of the studies is consistent with Malhotra *et al* [10], Sharma and Srivastavar [1].

Because of the importance and impact of financial issues in the services sector, switching costs can be an interesting topic for future research. Also considering that our era has been a lot of changes and innovations it is suggested that the impact of innovation on consumer behavior course seeks to be replaced. This study due to time constraints telephone communication is done only in the service sector but researchers in their future research could examine additional sections.

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