

Abstract

Mr. Mohamed Gamil

The Impact of Green Service on green Customer Satisfaction and green loyalty In Egyptian Retail Sector

Organizations started to implement green supply chain management (GSCM) practices in response to customer demand for products and services that are environmentally sustainable and that are created through green environmentally practices and in response to governmental environmental regulations. The purpose of this thesis is to test whether green service impacts customer satisfaction and customer loyalty. Previous studies have paid much attention to product quality, corporate image, customer satisfaction, and customer loyalty, but few studies have explored them in terms of green services, practices and environmental management aspects. This study is to support green supply chain practices through examining the impact of green service on the customer satisfaction and loyalty in the retail sector, through determining the relationship between Green service and customer satisfaction, determine the relationship between Green service and customer loyalty, in addition to determine the relationship between customer satisfaction and customer loyalty. With the use of a mixed approach between Descriptive and explanatory research based on quantitative and qualitative research, the data were collected through interviews and questionnaires. Consumers who had experienced using green environmental services were identified as the subjects of this study. The empirical results show that Green Service Quality has a positive significant impact on Customer Satisfaction, Green Service Quality has a positive significant impact on Customer Loyalty and Customer Satisfaction has a positive significant impact on Customer Loyalty.