

REVIEW

Open Access



Systematic literature review using PRISMA: exploring the influence of service quality and perceived value on satisfaction and intention to continue relationship

Budiarto Tedja^{1*} , Mochammad Al Musadieg¹, Andriani Kusumawati¹ and Edy Yulianto¹

Abstract

This study aims to develop a systematic review of the influence of Service Quality and Perceived Value on Satisfaction and Intention to Continue the Relationship from an international and empirical perspective. The Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA) is used as a guideline for systematic literature review to collect data. The selected journal timeframe is from 2008 to 2024, with 22 chosen articles meeting the criteria. Analysis of the selected primary studies reveals that the concepts of Service Quality and Perceived Value can be associated with Satisfaction and Intention to Continue the Relationship. However, an inconsistency was found that there was a significant and insignificant relationship between Perceived Value and Intention to Continue the Relationship, indicating the need for further development to be scientifically verified and to serve as a gap and reference for future researchers to investigate in different research settings. Novelty: Studies related to Intention to Continue the Relationship measured based on Service Quality, Perceived Value, and Satisfaction have been limited. Additionally, this study attempts to develop a more comprehensive concept or model of Intention to Continue the Relationship involving Service Quality, Perceived Value, and Satisfaction.

Keywords PRISMA, Service quality, Perceived value, Satisfaction, Intention to continue relationship, Systematic literature review

Introduction

In the business context, a company's partners who have decided to continue a relationship are highly valuable for any business [3]. Izquierdo et al. [21] argue that the benefits and value of a relationship can only be obtained if distributors and customers intend to continue a relationship that they consider valuable and loyal to each other. The intention to continue a relationship has been defined by many researchers in various forms, such as repeat purchases, positive disposition, extended commitment,

loyalty, conveying positive recommendations, unlikely to switch behavior, or a combination of these factors [18].

Continuing relationships with others are crucial, requiring maximum effort to maintain them [44]. One key to keeping customer and company relationships is offering high satisfaction [19, 29, 33, 59]. Business satisfaction prevents relationship termination and consolidates the intention to continue the relationship [26, 35]. Similarly, Jones et al. [22] argue that customer satisfaction is crucial to customer retention. Therefore, satisfaction can be an antecedent to the intention to continue the relationship.

Satisfaction can be described as a measure of how the results or services received compare to consumer expectations [9], where the obtained results or services should

*Correspondence:

Budiarto Tedja
budiartotedja@student.ub.ac.id

¹ Brawijaya University, Malang City, East Java, Indonesia

at least meet consumer expectations, if not exceed them [4]. Based on the Expectation-Confirmation Theory, previous satisfaction greatly influences the intention to repurchase, while the level of satisfaction itself is obtained from disconfirmation and expectations of service for a product or system [30]. The most important factor in creating satisfaction is the performance of the agent, usually interpreted as the quality of the agent [28]. Quality service and products are crucial to customer satisfaction [24]. The higher the quality of the products and services provided, the higher the satisfaction perceived by customers.

According to Gi Park et al. [14], service quality is a well-established concept where consumer happiness is the most crucial aspect of business success. Companies have thus focused on improving service standards and ensuring consumer satisfaction. Maintaining strong customer relationships is essential for service providers, as loyal customers are vital assets to every company [36].

Consumers tend to be more satisfied when the perceived value of a product or service exceeds their initial expectations [12]. This can increase consumer loyalty [31], trigger positive recommendations to others, and strengthen the relationship between consumers and service providers. Thus, creating and maintaining a high level of perceived value can be an effective strategy for gaining trust and customer satisfaction [13, 37, 42, 46, 47].

Based on Social Exchange theory, the relationship between perceived value and satisfaction can be explained through the social exchange mechanism between customers and the company [56]. Stable relationships are formed through generalized exchanges, where trade balance can be achieved over time [41]. By understanding this social exchange mechanism, companies can direct their efforts to enhance customer satisfaction by improving perceived value.

In addition, perceived value plays an important role in influencing the intention to continue the relationship. From the customer's perspective, perceived value refers to how important a product or service is to the customer, considering the benefits received and the sacrifices made to obtain the product or service [48, 58]. Customers who perceive the service as beneficial and enhancing their productivity also consider the cost of leaving the relationship too high. Therefore, they want to remain committed continuously [48].

From a practical perspective, these findings hold value for the lubricant industry. The lubricant market is currently fiercely competitive in winning over consumers. Competition extends beyond pricing to encompass product quality, brand image, and easy access to products and services.

Lubricant companies that market and distribute lubricants to consumers are supported by distributors. Changes in the business environment and levels of competition, as well as regeneration within distributor organizations, influence distributor relationships, loyalty, and perceptions of lubricant companies as suppliers. Therefore, conducting a comprehensive literature review is very important to explore the impact of service quality and perceived value on satisfaction and intention to continue the relationship, especially from an international perspective. This effort aims to provide valuable insights for decision makers, academics, and practitioners, enabling them to improve product/service quality and customer satisfaction. Ultimately, these improvements are expected to foster long-term customer relationships in a business context. Based on this, the Research Questions (RQ) to be answered in this study are as follows:

RQ Is there an influence of Service Quality and Perceived Value on Satisfaction and Intention to Continue Relationship that can be identified through empirical research?

Research methods

The research method followed PRISMA guidelines [52] to produce a systematic review. PRISMA provides a standard methodology that contributes to the quality assurance of the revision and replication process. A systematic review was developed by explaining the article selection criteria, search strategy, data extraction, and data analysis procedures. In general, the PRISMA method is divided into several steps as follows:

1. Determine the source of information
2. Study selection
3. Data collection process
4. Determine eligibility criteria
5. Selection of data items

Resources and study selection

Information searches were carried out on online databases with large academic study repositories, namely Elsevier (SCOPUS), which encompasses over 23,500 peer-reviewed journals. Articles that could not be fully accessed were also excluded in this study.

Studies were selected through three steps, namely:

1. Enter search keywords based on the research objective to find the influence of service quality and perceived value on satisfaction and intention to continue the relationship. The search keywords entered are: ("service quality*" OR "perceived value*" OR "satis-

faction*" OR "intention*" OR "intention to continue relationship*" OR "marketing relations*" OR "effect of service quality on satisfaction*" OR "effect service quality on intention to continue relationship*" OR "effect of perceived value on satisfaction*" OR "effect perceived value on intention to continue relationship*" OR "effect satisfaction on intention to continue relationship*") AND ("quantitative*" OR "qualitative*" OR "mix method*").

2. Explore and select the title, abstract, and keywords based on eligibility criteria.
3. All papers not eliminated in the previous selection will be explored and selected by thoroughly reading the entire article based on the eligibility criteria.

Data collection and eligibility criteria

The data collection process was carried out manually by extracting data based on content analysis such as article type, journal name, year of publication, topic, title, research methodology, relationship between variables, indicators and research results in the form of the influence of service quality and perceived value on satisfaction and intention to continue the relationship.

The inclusion criteria (IC) that guide the preparation of this systematic literature review are explained as follows:

- a. IC1: all original and peer-reviewed literature is written in English.
- b. IC2: research aims to determine the effect of service quality and perceived value on satisfaction and intention to continue the relationship.
- c. IC3: research uses quantitative, qualitative or both methods, namely mixed methods (qualitative and quantitative).

For IC1, only studies written in English were selected because English is the language commonly used by researchers. Meanwhile, in IC2, we want to know the influence of service quality and perceived value on satisfaction and intention to continue the relationship, where this variable is important to research as an implementation of Marketing Management Theory, which emphasizes that quality service products have an important role in shaping customer satisfaction [24]. The higher the quality of the products and services provided, the higher customer satisfaction. If customer satisfaction increases, it can generate profits for the business entity. Satisfied customers will continue to make purchases from the business entity. For IC3, this research focuses on quantitative, qualitative, or mixed methods papers.

Data items

Data items extracted from each article are summarized into the following categories: year of publication, researcher, research method, research variables, and research results on the influence of service quality and perceived value on satisfaction and intention to continue the relationship. The steps for the systematic literature review process are presented in full in Fig. 1 below.

The initial sample was 263 scientific articles based on previously determined keywords. Next, articles were selected based on title, abstract, and keywords, so 111 relevant empirical studies were found. Among the 111 empirical studies, 22 were identified as appropriate to the selection criteria after thoroughly reviewing their entire content based on criteria 2 and 3. The total number of articles used in this systematic literature review is 22 empirical research articles used to discuss the relationship between service quality and perceived value on satisfaction and intention to continue the relationship.

Results

After conducting an academic literature search, the researchers obtained 22 articles. Researchers found that articles discussing the relationship between service quality and satisfaction were 4 articles out of 22 articles, the relationship between perceived value and satisfaction was 9 articles out of 22 articles, the relationship between perceived value and intention to continue the relationship was 5 articles out of 22 articles, and the relationship between satisfaction and intention to continue the relationship was 9 articles out of 22 articles. This shows that research related to the relationship between service quality and perceived value on satisfaction and intention to continue the relationship is still relevant in recent years, so the empirical evidence is sufficient to discuss this relationship. However, there is still a gap in the research development that discusses service quality, perceived value, satisfaction and intention to continue the relationship simultaneously, because it is still rare to examine these four variables together (Table 1).

Furthermore, 22 relevant articles based on the selection results to discuss the relationship between service quality, perceived value, satisfaction and intention to continue the relationship are presented as follows.

Based on Table 2, a quantitative approach was predominantly used out of the 22 selected articles in this study. Rarely do studies employ a qualitative or mixed-method approach to investigate the influence of service quality and perceived value on satisfaction and intention to continue the relationship. However, there are differing research findings by Amoako et al. [3], Rahardja et al. [32], Chen and Lin [8] indicating a significant positive influence between Perceived Value and Intention to

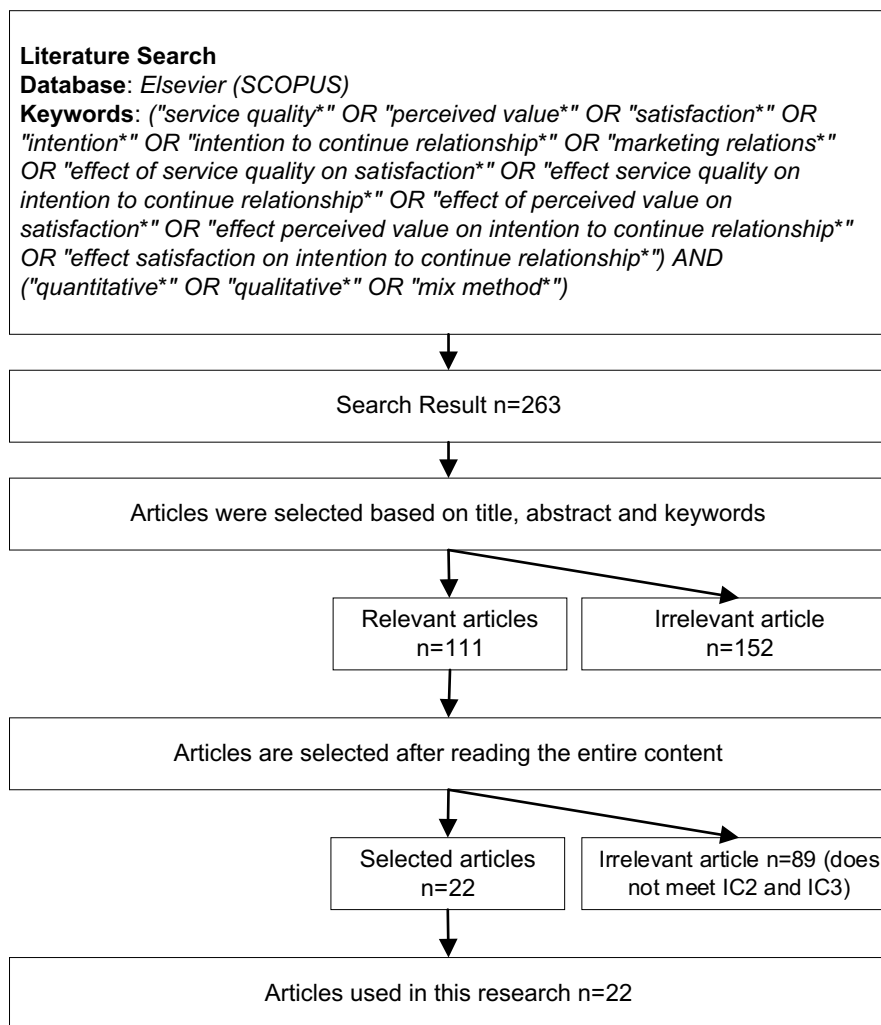


Fig. 1 Reporting Items for Systematic Reviews (Adoption of PRISMA) Source: Researcher Process (2024)

Table 1 Grouping of articles based on relationships between variables and authors

Hypothesis	Relationship between variables	Authors	Number of articles
1	Service quality on satisfaction	Kim [23], Kumari and Biswas [25], Shah and Kubota [39], Banki et al. [6]	4
2	Perceived value on satisfaction	Kim [23], Kumari and Biswas [25], Sreelakshmi and Prathap [43], Ghorbanzadeh et al. [13], Uzir et al. [47], Samudro et al. [37], Slack et al. [42], Tran and Le [46], Banki et al. [6]	9
3	Perceived value on intention to continue relationship	Yang et al. [55], Rahardja et al. [32], Zhang et al. [60]; Amoako et al. [3], Chen and Lin [8]	5
4	Satisfaction on intention to continue relationship	Goel et al. [15], Yan and Lim [53], Cassia et al. [7], Rahardja et al. [32], Amoako et al. [3], Bahri-Ammari et al. [5], Hoffmann and Birnbrich [20], Dimitriadis [10], Victoria Bordonaba-Juste and Polo-Redondo [50]	9

Continue Relationship, whereas the studies conducted by Zhang et al. [60] and Yang et al. [55] suggest otherwise, stating that the relationship is not significant. These

results contribute to the literature, indicating the need for further development for scientific verification and

Table 2 List and synthesis of articles

No.	Author and Year	Research focus	Research approach	Results
1	Kim [23]	Aims to identify how "smart-work support service" leads to employees' continuance intention toward smart-work	Quantitative	+Sig
2	Kumari and Biswas [25]	Aims to unveil the factors that escalate the satisfaction levels of M-payment users and eventually stimulate them to continue using M-payments for their daily activities	Quantitative	+Sig
3	Sreelakshmi and Prathap [43]	Examines how the 'perceived' health threat posed by COVID-19 and mobile payment service quality (MPSQ) influence consumers' perceived value toward continuous usage of mobile payment services (MPS) in India	Quantitative	+Sig
4	Goel et al. [15]	The aim is to empirically investigate the relationship between e-impulse purchasing tendencies (e-IBT), e-impulse purchasing (e-IB), and customer satisfaction (CS). Customers' intentions to continue e-shopping were also investigated	Quantitative	+Sig
5	Shah and Kubota [39]	Aims to understand better the complexities of factors influencing the customer satisfaction and intentions toward app-based ride hailing services through the finding of a questionnaire study in Lahore, Pakistan	Quantitative	+Sig
6	Yang et al. [55]	Aims to model consumer perceptions and preferences for alternative foods	Quantitative	+Not Sig
7	Yan and Lim [53]	Examine the relationship between the factors in selecting suppliers such as professionalism, innovativeness, affinity, and price advantage, relationship satisfaction between buyers and suppliers, and intention to continue the relationship	Quantitative	+Sig
8	Cassia et al. [7]	Aims to explain buyers' intentions to renew contracts after discrete, time-limited transactions by suggesting a model that complements social exchange theory with justice theory	Quantitative	+Sig
9	Ghorbanzadeh et al. [13]	Investigated a theoretical model, which predicts the direct and indirect impact of tourist experience quality on behavioral intentions through perceived value, destination image, and tourist satisfaction	Quantitative	+Sig
10	Rahardja et al. [32]	The research objective is to build a conceptual model that connects the concepts of customer perceived value and customer experience with the concept of customer relationship quality to generate sustainable customer intentions in social media commerce	Quantitative	+Sig
11	Uzir et al. [47]	Aims to investigate the influence of service quality of home delivery personnel and perceived value on customer satisfaction, with trust playing an intervening role	Quantitative	+Sig
12	Zhang et al. [60]	Aims to integrate perceived value, beliefs, and habits to investigate how they influence users' intention to continue using technological innovations	Quantitative	+Not Sig
13	Amoako et al. [3]	The aim of this research is to assess the relationship between relationship marketing practices of trust, commitment, relative dependency, customer satisfaction and perceived value as drivers of intention to continue a B2B business relationship	Quantitative	+Sig
14	Samudro et al. [37]	Identify the influence of various factors that influence customer satisfaction, such as perceived quality or perceived value in case studies in the chemical industry	Quantitative	+Sig
15	Slack et al. [42]	Aims to provide insights into the impact of customer perceived value and its dimensions on customer satisfaction in developing countries, and practical suggestions for marketing strategies	Quantitative	+Sig
16	Tran and Le [46]	Investigating the relationship between product quality, service quality, perceived value, customer satisfaction, and behavioral intentions	Quantitative	+Sig
17	Bahri-Amari et al. [5]	Examine the relationship between satisfaction, congruence, nostalgic connections and trust with reference to brand attachment and behavioral loyalty	Quantitative	+Sig
18	Banki et al. [6]	Investigates the relationships between service quality, perceived value, customer satisfaction and behavioral intention in the hotel industry in the town of Minna, Nigeria	Quantitative	+Sig
19	Chen and Lin [8]	This research aims to propose a model for understanding and examining the formation of sustainable social relationships and the continued use of blogs in a marketing context	Quantitative	+Sig
20	Hoffmann and Birnbrich [20]	Establish a conceptual as well as an empirical link between retail banks' activities to protect their customers from third-party fraud, the quality of customer relationships, and customer loyalty	Quantitative	+Sig
21	Dimitriadis [10]	Aims to investigate the different types of perceived relational benefits in the bank-retail customer relationship	Quantitative	+Sig

Table 2 (continued)

No.	Author and Year	Research focus	Research approach	Results
22	Victoria Bordonaba-Juste and Polo-Redondo [50]	Examining the moderating role of duration in the effects of trust and commitment on satisfaction and intention to continue a relationship	Quantitative	+Sig

serving as a gap and reference for future researchers to explore in different research settings.

Discussion

The relationship between service quality, perceived value, satisfaction, and intention to continue relationship

Several empirical studies with a quantitative approach indicate a significant positive relationship between service quality and satisfaction [6, 23, 25, 39]. Kim [23] asserts that service quality influences the intention to continue smart-working through perceived value and satisfaction. Kumari and Biswas [25] revealed that perceived value co-creation participation, service quality, and cognitive processing amplify user satisfaction, significantly increasing the intention for continued usage of M-payment.

Research findings indicate that passengers are satisfied with the service and system attributes, and a further improvement in such dimensions of service quality would help enhance travelers’ satisfaction with ride-hailing services [39]. Key service attributes contributing to passenger satisfaction include safety, price, service convenience, information and communications technology (ICT), and comfort [39]. The SERVQUAL framework, consisting of five dimensions (tangibility, reliability, responsiveness, assurance, and empathy), is frequently used to measure service quality [1]. Banki et al. [6] utilized the SERVQUAL model to develop construct measurement variables, as this model is the most widely accepted among all service quality measurement models, and the items on the constructs used have high reliability and validity [16, 34, 57]. Quality hotel service offerings are often necessary to provide higher value and customer satisfaction [6]. Therefore, in today’s intensely competitive world, managers should focus on enhancing customer satisfaction through continuous monitoring of the service provision process to ensure that customers can access satisfactory services at all times.

Studies also highlight the importance of perceived value in shaping customer satisfaction [6, 13, 23, 25, 37, 42, 43, 46, 47]. These findings indicate that the perceived value perceived by customers plays a crucial role in increasing their satisfaction levels with a product or service. Consistently, these studies have revealed that when customers feel they are getting value for what they pay, they tend to be more satisfied with their experience. Factors such as service quality, product

attributes, and user experience can influence how customers assess the value of a product or service. A deep understanding of perceived value and its relationship with customer satisfaction can aid companies in developing more effective marketing strategies [27].

The relationship between perceived value and satisfaction is complex, with various models and theories proposed to explain it. Gotlieb et al. [17] suggest that disconfirmation of expectations, perceived quality, satisfaction, and perceived situational control play a role in this relationship. Eggert and Ulaga [11], Whittaker et al. [51] both argue that perceived value and satisfaction are distinct but complementary constructs, with the former potentially being a better predictor of behavioral outcomes. These findings indicate that the perceived value perceived by customers plays a crucial role in increasing their satisfaction levels with a product or service. Consistently, these studies have revealed that when customers feel they are getting value for what they pay, they tend to be more satisfied with their experience.

Analysis results suggest a significant positive influence between perceived value and intention to continue the relationship [3, 8, 32]. However, findings from Zhang et al. [60] and Yang et al. [55] suggest this relationship may not always be significant, sparking discussions on potential contextual factors influencing this relationship. One possible reason for the differing results may lie in the different study contexts, research methods used, or additional variables influencing the relationship between perceived value and intention to continue the relationship.

From the journal synthesis results, it is found that satisfaction has a significant positive influence on the intention to continue the relationship [3, 5, 7, 10, 15, 20, 32, 50, 53]. This underscores the importance of customer satisfaction as a contributing factor to sustaining and prolonging business relationships.

According to Social Exchange theory, satisfaction is a key element in social exchange, influencing customer dependence on the company [38, 40, 54]. This theory highlights the importance of mutually beneficial interactions and trust in building long-term relationships. Trust, social bonds, and relationship duration are crucial in enhancing satisfaction in business-to-business relationships [40].

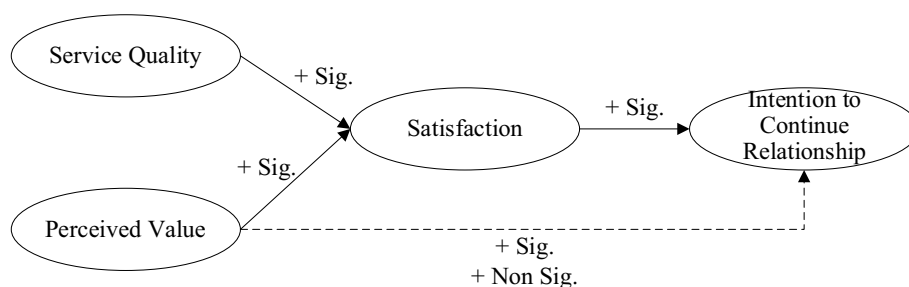


Fig. 2 Research conceptual framework

Theoretical implications

The theories underlying this research are Social Exchange Theory and Expectation-Confirmation Theory. Social Exchange theory has been influential in explaining social behavior as exchange, emphasizing interdependence, relationships, and the norms that govern contractual relationships [49]. The greater the benefits of the relationship, the more likely the relationship will continue. Social exchange theory includes basic concepts, exchange rules, and evolving dimensions of exchange relationships [2]. The most basic assumption of this theory is that people are motivated by personal interests [45]. In other words, social exchange assumes that individuals want to maximize their benefits with minimal sacrifice in a relationship. By showing that service quality and perceived value positively influence satisfaction and intention to continue the relationship, this research confirms that individuals tend to maintain relationships that provide positive benefits and value.

The Expectation-Confirmation Theory (ECT), proposed by Oliver [30], involves patterns of customer behavior commonly used to determine and predict satisfaction and intentions for repeat purchases. In Oliver’s [30] opinion, repurchase intentions are highly dependent on previous satisfaction, while the level of satisfaction itself is obtained from disconfirmation and expectations of service in a product or system. Disconfirmation has the most direct and consequential influence on satisfaction. The concept of satisfaction occupies a central position in marketing thinking and practice. This research supports the Expectation-Confirmation Theory by showing that customer satisfaction and intention to maintain the relationship are influenced by confirmation or disconfirmation of the customer’s initial expectations of the service or product.

Based on the theoretical viewpoint as described and the results of previous empirical research, the following is a research conceptual framework that can be used as a reference for future researchers. There are differences in research results from perceived value to intention to continue the relationship, so it can be used as a research gap

for future researchers who intend to retest and reanalyze this relationship in a different research context (Fig. 2).

Conclusion

The systematic literature review provided a comprehensive overview of the relationship between service quality and perceived value, as well as satisfaction and intention to continue the relationship. By applying the eligibility criteria established in this study, 22 articles were selected for analysis. Examination of these primary studies indicates that service quality and perceived value are closely associated with satisfaction and intention to continue the relationship. However, the analysis reveals inconsistencies in the research results. While some studies demonstrate a significant positive relationship between perceived value and intention to continue the relationship, others suggest otherwise. Hence, further research is essential to validate the scientific findings of this systematic literature review. Moreover, these findings serve as a research gap and provide valuable insights for future researchers to explore various research settings.

Practical implications

The findings of this research hold practical significance, particularly in a business-to-business (B2B) context. Companies operating in B2B markets can prioritize enhancing their service quality to cater to the needs of their customers. Implementing relationship marketing initiatives and enhancing perceived value can be instrumental in fortifying relationships with B2B clientele. Moreover, with a deeper understanding of the factors influencing satisfaction and intention to continue business relationships, companies can devise tailored approaches to bolster service quality, reinforce the value proposition, and ensure the longevity of mutually beneficial partnerships.

Abbreviations

IC	Inclusion criteria
PRISMA	Preferred reporting items for systematic reviews and meta-analyses
RQ	Research question
Sig.	Significant

Acknowledgements

The authors would like to express their sincere gratitude for the support and resources provided during the course of this research. We acknowledge that this study was self-funded, and we are grateful for the opportunity to independently conduct this research. We would also like to extend our appreciation to the participants and researchers whose work contributed to the studies included in this systematic review. Your contributions have been invaluable in shaping the insights presented in this paper.

Author contributions

BT conceptualized the research, designed the methodology, analyzed data, and was the primary contributor in drafting and revising the manuscript as the Corresponding Author. MAM contributed to the research design, data analysis, interpretation, and manuscript revision. AK contributed to the study design, literature review, data collection, manuscript drafting, and revision. EY contributed to the study design, data acquisition, interpretation, and manuscript revision. All authors read and approved the final manuscript.

Funding

This research was conducted independently and self-funded by the authors. No external funding or financial support was received for the completion of this systematic literature review.

Availability of data and materials

Not applicable.

Declarations

Ethics approval and consent to participate

Not applicable.

Consent for publication

The authors guaranteed that this manuscript is not published or not under consideration with any other journal, and the manuscript is original and is their own work.

Competing interests

The authors declare that they have no competing interests.

Received: 9 January 2024 Accepted: 31 March 2024

Published online: 08 April 2024

References

- Ali N, Javid MA, Campisi T, Chaiyasarn K, Saingam P (2022) Measuring customers' satisfaction and preferences for ride-hailing services in a developing country. *Sustainability* 14(22):15484. <https://doi.org/10.3390/su142215484>
- Ahmad R, Nawaz MR, Ishaq MI, Khan MM, Ashraf HA (2023) Social exchange theory: systematic review and future directions. *Front Psychol* 13:1015921. <https://doi.org/10.3389/fpsyg.2022.1015921>
- Amoako GK, Adams GB, Doe JK (2020) Intention to continue relationship in B to B setting—case of Guinness Ghana breweries—some preliminary findings. *J Bus Bus Mark* 27(1):81–94. <https://doi.org/10.1080/1051712X.2020.1713563>
- Azhar ME, Jufrizen J, Prayogi MA, Sari M (2019) The role of marketing mix and service quality on tourist satisfaction and loyalty at Samosir. *Independ J Manag Prod* 10(5):1662–1678
- Bahri-Ammari N, Van Niekerk M, Ben Khelil H, Chtioui J (2016) The effects of brand attachment on behavioral loyalty in the luxury restaurant sector. *Int J Contemp Hosp Manag* 28(3):559–585. <https://doi.org/10.1108/IJCHM-10-2014-0508>
- Banki MB, Ismail HNB, Danladi MH, Dalil M (2016) Measuring hotels service quality in Nigeria: a case study of Minna township. *J Qual Assur Hosp Tour* 17(1):71–88. <https://doi.org/10.1080/1528008X.2016.1099997>
- Cassia F, Haugland SA, Magno F (2021) Fairness and behavioral intentions in discrete B2B transactions: a study of small business firms. *J Bus Ind Market* 36(13):129–141. <https://doi.org/10.1108/JBIM-12-2019-0538>
- Chen SC, Lin CP (2015) The impact of customer experience and perceived value on sustainable social relationship in blogs: an empirical study. *Technol Forecast Soc Chang* 96:40–50. <https://doi.org/10.1016/j.techfore.2014.11.011>
- Desianti LC, Nurlaila H, Tukiran M (2021) Managing parent satisfaction of public elementary school on effect of expectation and perceived value. *J Ind Eng Manag Res* 2(4):251–265. <https://doi.org/10.7777/jiemar.v2i4.181>
- Dimitriadis S (2010) Testing perceived relational benefits as satisfaction and behavioral outcomes drivers. *Int J Bank Market* 28(4):297–313. <https://doi.org/10.1108/02652321011054981>
- Eggert A, Ulaga W (2002) Customer perceived value: a substitute for satisfaction in business markets? *J Bus Ind Market* 17(2/3):107–118. <https://doi.org/10.1108/08858620210419754>
- Fu X, Liu S, Fang B, Luo XR, Cai S (2020) How do expectations shape consumer satisfaction? An empirical study on knowledge products. *J Electron Commer Res* 21(1):1–20
- Ghorbanzadeh D, Shabbir MS, Mahmood A, Kazemi E (2021) Investigating the role of experience quality in predicting destination image, perceived value, satisfaction, and behavioural intentions: a case of war tourism. *Curr Issue Tour* 24(21):3090–3106. <https://doi.org/10.1080/13683500.2020.1863924>
- Gi Park S, Kim K, O'Neill M (2014) Complaint behavior intentions and expectation of service recovery in individualistic and collectivistic cultures. *Int J Cult, Tour Hospit Res* 8(3):255–271. <https://doi.org/10.1108/IJCTHR-12-2013-0084>
- Goel P, Parayitam S, Sharma A, Rana NP, Dwivedi YK (2022) A moderated mediation model for e-impulse buying tendency, customer satisfaction and intention to continue e-shopping. *J Bus Res* 142:1–16. <https://doi.org/10.1016/j.jbusres.2021.12.041>
- González MEA, Brea JAF (2005) An investigation of the relationship among service quality, customer satisfaction and behavioural intentions in Spanish health spas. *J Hosp Leis Mark* 13(2):67–90. https://doi.org/10.1300/J150v13n02_06
- Gotlieb JB, Grewal D, Brown SW (1994) Consumer satisfaction and perceived quality: complementary or divergent constructs? *J Appl Psychol* 79(6):875. <https://doi.org/10.1037/0021-9010.79.6.875>
- Hammervoll T (2009) Value-creation logic in supply chain relationships. *J Business-to-Business Mark* 16(3):220–241
- Hassan RS, Nawaz A, Lashari MN, Zafar F (2015) Effect of customer relationship management on customer satisfaction. *Procedia Econ Finan* 23:563–567. [https://doi.org/10.1016/S2212-5671\(15\)00513-4](https://doi.org/10.1016/S2212-5671(15)00513-4)
- Hoffmann AO, Birnbrich C (2012) The impact of fraud prevention on bank-customer relationships: an empirical investigation in retail banking. *Int J Bank Market* 30(5):390–407. <https://doi.org/10.1108/02652321211247435>
- Izquierdo C, Gutiérrez-Cillán J, Gutierrez SMS (2005) The impact of customer relationship marketing on the firm performance: a Spanish case. *J Serv Mark* 19(4):234–244. <https://doi.org/10.1108/08876040510605262>
- Jones MA, Mothersbaugh DL, Beatty SE (2002) Why customers stay: measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes. *J Bus Res* 55(6):441–450. [https://doi.org/10.1016/S0148-2963\(00\)00168-5](https://doi.org/10.1016/S0148-2963(00)00168-5)
- Kim SS (2023) Quality of smart-work support service, perceived value and intention to continue smart-work: empirical evidence from Korea. *Inf Technol People* 36(5):2137–2160. <https://doi.org/10.1108/ITP-08-2020-0544>
- Kotler P, Armstrong G (1996) Principles of marketing. EngleWoodCliffs, NJ
- Kumari N, Biswas A (2023) Does M-payment service quality and perceived value co-creation participation magnify M-payment continuance usage intention? Moderation of usefulness and severity. *Int J Bank Market* 41(6):1330–1359. <https://doi.org/10.1108/IJBM-11-2022-0500>
- Mahmoud MA, Hinson RE, Adika MK (2018) The effect of trust, commitment, and conflict handling on customer retention: the mediating role of customer satisfaction. *J Relation Market* 17(4):257–276. <https://doi.org/10.1080/15332667.2018.1440146>
- Misra S, Pedada K, Sinha A (2022) A theory of marketing's contribution to customers' perceived value. *J Creat Value* 8(2):219–240. <https://doi.org/10.1177/23949643221118152>

28. Mowen JC (1995) *Consumer behavior*, 4th edn. Prentice Hall, New Jersey
29. Murali S, Pugazhendhi S, Muralidharan C (2016) Modelling and investigating the relationship of after sales service quality with customer satisfaction, retention and loyalty—a case study of home appliances business. *J Retail Consum Serv* 30:67–83. <https://doi.org/10.1016/j.jretconser.2016.01.001>
30. Oliver RL (1980) A cognitive model of the antecedents and consequences of satisfaction decisions. *J Mark Res* 17(4):460–469. <https://doi.org/10.1177/002224378001700405>
31. Parasuraman A, Zeithaml VA, Berry L (1988) SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. *J Retail* 64(1):12–40
32. Rahardja U, Hongsuchon T, Hariguna T, Ruangkanjanases A (2021) Understanding impact sustainable intention of s-commerce activities: the role of customer experiences, perceived value, and mediation of relationship quality. *Sustainability* 13(20):11492. <https://doi.org/10.3390/su132011492>
33. Ramanathan U, Subramanian N, Parrott G (2017) Role of social media in retail network operations and marketing to enhance customer satisfaction. *Int J Oper Prod Manag* 37(1):105–123. <https://doi.org/10.1108/IJOPM-03-2015-0153>
34. Ramzi M, Mohamed B (2010) Customer loyalty and the impacts of service quality: the case of five star hotels in Jordan. *Int J Econ Manag Eng* 4(7):1702–1708. <https://doi.org/10.5281/zenodo.1331937>
35. Ranaweera C, Prabhu J (2003) The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting. *Int J Serv Ind Manag* 14(4):374–395. <https://doi.org/10.1108/09564230310489231>
36. Razak FZA, Mokhtar AE, Rahman AA, Abidin MZZ (2021) Service quality, satisfaction and users' continuance intention to use e-campus: a mediation analysis. *J Phys: Conf Series*. 1793(1):012019. <https://doi.org/10.1088/1742-6596/1793/1/012019>
37. Samudro A, Sumarwan U, Simanjuntak M, Yusuf E (2020) Assessing the effects of perceived quality and perceived value on customer satisfaction. *Manag Sci Lett* 10(5):1077–1084. <https://doi.org/10.5267/j.msl.2019.11.001>
38. Schiele H, Veldman J, Hüttinger L, Pulles N (2012) toward a social exchange theory perspective on preferred customership—concept and practice. *Supply Manag Res: Aktuelle Forschungsergebnisse 2012*:133–151. https://doi.org/10.1007/978-3-8349-3928-9_6
39. Shah SAH, Kubota H (2022) Passenger's satisfaction with service quality of app-based ride hailing services in developing countries: case of Lahore. *Pakistan Asian Transport Studies* 8:100076. <https://doi.org/10.1016/j.eastsj.2022.100076>
40. Shanka MS, Buvik A (2019) When does relational exchange matters? Social bond, trust and satisfaction. *J Bus Bus Mark* 26(1):57–74. <https://doi.org/10.1080/1051712X.2019.1565137>
41. Shiao WL, Luo MM (2012) Factors affecting online group buying intention and satisfaction: a social exchange theory perspective. *Comput Hum Behav* 28(6):2431–2444. <https://doi.org/10.1016/j.chb.2012.07.030>
42. Slack N, Singh G, Sharma S (2020) Impact of perceived value on the satisfaction of supermarket customers: developing country perspective. *Int J Retail Distrib Manag* 48(11):1235–1254. <https://doi.org/10.1108/IJRDM-03-2019-0099>
43. Sreelakshmi CC, Prathap SK (2023) Effect of COVID-19 health threat on consumer's perceived value toward mobile payments in India: a means-end model. *J Finan Serv Market*. <https://doi.org/10.1057/s41264-023-00233-9>
44. Tegambwage AG, Kasoga PS (2022) Loan repayment among group borrowers in Tanzania: the role of relationship quality. *Fut Bus J* 8(1):37. <https://doi.org/10.1186/s43093-022-00151-7>
45. Thibaut JW, Kelley HH (1959) *The social psychology of groups*. Wiley, New York
46. Tran VD, Le NMT (2020) Impact of service quality and perceived value on customer satisfaction and behavioral intentions: evidence from convenience stores in Vietnam. *J Asian Finance, Econ Bus* 7(9):517–526. <https://doi.org/10.13106/jafeb.2020.vol7.no9.517>
47. Uzir MUH, Al Halbusi H, Thurasamy R, Hock RLT, Aljaberi MA, Hasan N, Hamid M (2021) The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: evidence from a developing country. *J Retail Consum Serv* 63:102721. <https://doi.org/10.1016/j.jretconser.2021.102721>
48. Van Tonder E, Petzer DJ, Van Vuuren N, De Beer LT (2018) Perceived value, relationship quality and positive WOM intention in banking. *Int J Bank Market* 36(7):1347–1366. <https://doi.org/10.1108/IJBM-08-2017-0171>
49. Varey RJ (2015) *Social exchange (theory)*. Wiley encyclopedia of management. Wiley, Hoboken, pp 1–3
50. Victoria Bordonaba-Juste M, Polo-Redondo Y (2008) Differences between short and long-term relationships: an empirical analysis in franchise systems. *J Strateg Mark* 16(4):327–354. <https://doi.org/10.1080/09652540802264033>
51. Whittaker G, Ledden L, Kalafatis SP (2007) A re-examination of the relationship between value, satisfaction and intention in business services. *J Serv Mark* 21(5):345–357. <https://doi.org/10.1108/08876040710773651>
52. Wittorski R (2012) La professionnalisation de l'offre de formation universitaire: quelques spécificités. *Revue internationale de pédagogie de l'enseignement supérieur*. <https://doi.org/10.4000/ripes.580>
53. Yan X, Lim C-K (2022) The effect of supplier selection factors on relationship satisfaction and intention to continue a relationship: focused on global suppliers. *J Logist, Inform Serv Sci* 9(4):223–242. <https://doi.org/10.33168/LISS.2022.0415>
54. Yanamandram VK, White L (2012) Why do some business relationships persist despite dissatisfaction? A social exchange review. *Asia Pacific Manag Rev*, 17(3):301–319 <https://ro.uow.edu.au/commpapers/3186>
55. Yang C, Chen X, Sun J, Gu C (2022) The impact of alternative foods on consumers' continuance intention from an innovation perspective. *Foods* 11(8):1167. <https://doi.org/10.3390/foods11081167>
56. Yi Y, Gong T (2009) An integrated model of customer social exchange relationship: the moderating role of customer experience. *Serv Ind J* 29(11):1513–1528. <https://doi.org/10.1080/02642060902793474>
57. Yilmaz I (2009) Measurement of service quality in the hotel industry. *Anatolia* 20(2):375–386. <https://doi.org/10.1080/13032917.2009.10518915>
58. Zeithaml VA (1988) Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *J Mark* 52(3):2–22. <https://doi.org/10.1177/002224298805200302>
59. Zeithaml VA (2000) Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *J Acad Mark Sci* 28(1):67–85. <https://doi.org/10.1177/0092070300281007>
60. Zhang CB, Li YN, Wu B, Li DJ (2017) How WeChat can retain users: roles of network externalities, social interaction ties, and perceived values in building continuance intention. *Comput Hum Behav* 69:284–293. <https://doi.org/10.1016/j.chb.2016.11.069>

Publisher's Note

Springer Nature remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.