

The Effect of Service Quality on Customer Loyalty: A Review Study

Dr. Monika Agarwal and Dr. Samridhi Tanwar

ABSTRACT

The purpose of this paper is to explore and analyse the existing research to establish linkages between the service quality and customer loyalty in life insurance sector. This study also focuses on different factor structure delineated by various authors in life insurance. On the basis of the existing studies it is viewed that there is positive relationship between service quality determinants and customer loyalty. Different authors have given different measurement dimensions of services relevant to life insurance sector. But still studies regarding measurement of service quality in insurance sector are still in conception. The study will help academicians to look into the insights of effect of service quality of customer loyalty and various dimensions for measurement of service quality in life insurance sector. Further it can be used to explore more specific dimensions of service quality in life insurance sector.

Keywords: Service Quality, Life Insurance Sector, Service Dimension, Customer Loyalty