KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY INSTITUTE

OF DISTANCE LEARNING (IDL)

DEPARTMENT OF MARKETING AND CORPORATE STRATEGY

SERVICE QUALITY, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: AN

ASSESSMENT OF THE GHANAIAN MEDIA INDUSTRY

BY

RUTH ANTWI PG

9212721

A thesis submitted to the Department of Marketing and Corporate Strategy of the School of Business, Kwame Nkrumah University of Science and Technology, Kumasi in Partial fulfilment of the requirements for award of

MASTERS OF SCIENCE MARKETING

November 2023

KNUST

DECLARATION

I declare that this thesis represents my original work in pursuit of a Master of Science in Marketing. To the best of my knowledge, it contains no previously published material from any other individual, nor any material that has been accepted for the completion of another degree at the University, unless proper acknowledgement is provided within the text.

Candidate Name

Ruth Antwi   ...………………   ..………………
                              Signature   Date
PG 9212721

Certified by

Dr. Kwame Ohene Djan
                              ………………....   ………………..
   Supervisor   Signature   Date

Certified by

Prof. Ahmed Agyapong
                              ………………….   ……………….
Head of Department   Signature   Date

DEDICATION

This work is wholeheartedly dedicated to my entire family who have been my source of inspiration and which gave me the strength and joy to carry on the study. The next goes to the entire management and staff of all the media stations in Kumasi for their support. Also, to all my friends and colleagues for their support during this thesis work

Final dedication goes to the Almighty God for his guidance, protection and good health throughout the study. I say Ayikoo

ACKNOWLEDGEMENT

ABSTRACT

Ghana's media landscape was dominated by a single entity, resulting in a monopolistic environment. During that era, the media played an indispensable and pivotal role in shaping the country's discourse, fostering national unity, championing diverse viewpoints, promoting the richness of Ghana's culture, and driving socio-economic development. The research is service quality, customer satisfaction and customer loyalty: an assessment of the Ghanaian media industry. The research goal was to examine the relationship between service quality and customer loyalty in the Media Industry in Ghana, to ascertain the relationship between Service Quality and Customer Satisfaction in the Media Industry in Ghana, and to assess the mediating role of customer satisfaction on the relationship between Service Quality and Customer Loyalty in the Ghanaian Media Industry.

The research design used was the descriptive approach with the addition of deductive research approach. The research also employed the survey design with the use of convenience sampling being a non-probability sampling technique. The research employed the statistical package for social science software for the analysis. The findings suggest that there is a positive relationship between service quality and customer loyalty in the Media Industry in Ghana. The results show that service quality has a positive relationship to customer loyalty in the media space. A rise in service quality will provide a rise of to customer loyalty, there affirms the relationship between service quality and customer satisfaction in the media industry in Ghana. A rise in service quality will provide a rise of in customer satisfaction, the outcome demonstrates that customer satisfaction partially mediates on the relationship between service quality and customer loyalty with the point effect.

TABLE OF CONTENT

CHAPTER THREE RESEARCH

METHODOLOGY

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

OF TABLES

<center>**CHAPTER ONE**</center>

<center>**INTRODUCTION**</center>

1.1 Background to the Study

Several decades ago, Ghana's media landscape was dominated by a single entity, resulting in a monopolistic environment. During that era, the media played an indispensable and pivotal role in shaping the country's discourse, fostering national unity, championing diverse viewpoints, promoting the richness of Ghana's culture, and driving socio-economic development (Dogan et al., 2018). In recent times, a significant transformation has taken place as Ghana's media sector underwent a process of deregulation, ushering in a new era characterized by media pluralism and widespread social media coverage. This shift has brought about substantial changes in the way information is disseminated and consumed, with several implications for the country's society and democracy. With the skyrocketing growth in the media industry (Lozic, 2020), understanding the need of the customers and stakeholders are vital (Dogan et al., 2018). Moreover, in today's media space, service quality and productivity happen to be crucial factors affecting the competitiveness in the media industry (Alzaydi et al., 2018).

The notion of service quality is a critical component within the realm of competitiveness, garnering significant attention from scholars and analysts. This heightened focus on service quality arises from the inherent complexity associated with characterizing and quantifying it, as noted by Özkan and colleagues in their study (Özkan et al., 2019). In essence, service quality is commonly defined as the disparity that exists between a customer's initial expectations regarding a service and their subsequent perception of how that service was actually delivered, as elucidated by Zhong and Moon

(Zhong and Moon, 2020).

<center>1</center>

The media industry is a service industry and service quality appear to be a critical basis for its success or failure, just as every business scheme seeks to provide quality services to its customers. Chen and Yang (2014) propose that customer loyalty is the key for the success of media houses and digital media platforms.

Gunawan (2022) asserts that customer loyalty represents consumer's willingness to consistently purchase products or services from a particular brand or company over time. Thus, loyalty is usually created through positive experiences with the brand, such as quality products, good customer service, or attractive discounts and promotions. Customer loyalty is a measure of how well a company has established trust and relationships with its customers and works to maintain them over time (Molinillo et al., 2022). Companies strive to increase customer loyalty to ensure that their customers remain loyal and continue to purchase their products and services. Moreover, customer loyalty in the media industry refers to the loyalty of customers to a specific media brand or platform. It is a measure of how likely customers are to continue to use a particular brand or platform, or make additional purchases from the same media brand over time. It can be measured through metrics such as customer retention, customer lifetime value, and repeat purchases (Utz et al., 2023).

Tanveer et al (2021) opine that customer loyalty is important for media companies because it helps drive long-term revenue growth, as well as providing a competitive advantage in the marketplace. Media companies can foster customer loyalty by providing high-quality content and experiences, offering attractive discounts and promotions, and engaging with customers on social media (ibid). In a study by Fida et al., (2020) the correlation analysis of the study proved that, service quality and customer loyalty have a p-value of 0.00 which is significant.

Again, a study by Murray et al., (2019) adopting the well-established constructs of service quality reveals that empathy and responsiveness have a significant relationship with customer loyalty, whereas reliability, assurance, and tangibility offer mean ratings.

Research indicate that customer satisfaction and customer delight are forerunners of customer loyalty (Wiradendi Wolor and Efendy, 2017). In a serious media scene, getting clients fulfilled is the base necessity for endurance while going past expectations to please clients is the highest quality level for loyalty development (Xu et al., 2007). Consequently, customer satisfaction and delight play an intervening role in the connection between service quality and customer loyalty.

1.2 Problem Statement

In the world of media houses and digital media platforms, which provide services, assessing the quality of these services can be challenging due to their intangible nature. As competition intensifies and deregulation becomes more prevalent, numerous retail firms are actively searching for effective strategies to distinguish their services and boost profitability. Belanche et al., (2021) suggest that issues of service quality delivery globally, seems to be of concern to some stakeholders of the media industry. The delivery of effective and efficient service that meets the expectations of customers and partners in the media industry has been a topic of critical concern to modern media houses. This appears to be so, because customers' loyalty is a fundamental index of media excellence, globally (Alzaydi et al., 2018).

An important proportion of investigations on the topic have focused on the airline industry (Khudhsir et al., 2019), pharmaceutical (Almomani, 2019), retail, and banking sectors (Teeroovengadum, 2020). All these studies failed to consider the service quality and customer loyalty in the media industry in Ghana. Digitization in the media industry of Ghana has resulted in extensive

research interest in new journalistic trends (Demuyakor, 2020 and Ayakwah et al., 2021). A study by Viljoen et al. (2019) asserts that service quality and customer loyalty in the media industry has been limited.

Therefore, the aim of this study is to undertake an extensive investigation into the interconnected dynamics among Service Quality, Customer Satisfaction, and Customer Loyalty. The primary objective is to gain deeper insights into these relationships within the context of the media industry, with the overarching goal of identifying strategies to leverage them for the creation of competitive advantages.

1.3 Research objectives

The main goal for this investigation was to examine the effects of service quality on customer loyalty: A case study of Media Industry in Ghana the specific objectives are:

1. To examine the relationship between service quality and customer loyalty in the Media Industry in Ghana

2. To ascertain the relationship between Service Quality and Customer Satisfaction in the Media Industry in Ghana

3. To assess the mediating role of customer satisfaction on the relationship between Service Quality and Customer Loyalty in the Ghanaian Media Industry

1.4 Research questions

1. What is the relationship between service quality and customer loyalty in the Media Industry in Ghana?
2. What is the relationship between Service Quality and Customer Satisfaction in the

Media Industry in Ghana

    3. What is the mediating role of customer satisfaction on the relationship between Service Quality and Customer Loyalty in the Ghanaian Media Industry?

1.5 Significance of the study

Media houses ought to thoroughly acknowledge the myriad of potential advantages that can be harnessed through the comprehensive adoption of service quality programs. These benefits include, but are not limited to, the augmentation of customer loyalty and the generation of positive wordof-mouth. The significance of this study extends beyond the immediate research objectives, as its findings will hold substantial value for a diverse range of stakeholders. Specifically, the study is poised to provide valuable insights and practical implications for the following groups:

To the Ghana journalist's association, the research outcomes will offer valuable guidance and strategic insights to Ghana journalists association members, helping them enhance their service quality, ultimately benefiting both the journalists and the media organizations they represent.

Also with that of the national media commission, As being the regulatory body overseeing media operations in Ghana, the national media commission can use the study's findings to develop policies and guidelines that promote service quality and customer loyalty, thereby contributing to the overall improvement of the media landscape. This outcome of the investigation will also be of significance to media schools in Ghana. Educational institutions specializing in media studies can integrate the research's outcomes into their curricula, ensuring

That future media professionals are equipped with the knowledge and skills needed to excel in a competitive industry.

The marketers within the media landscape will also gain much significance to the research. Marketers within the media industry can leverage the study's insights to design more effective strategies for enhancing customer loyalty and engagement. Professionals in psychology and research fields will benefit from the study's empirical evidence, which can inform their work in understanding consumer behavior and decision-making processes. The research will serve as a valuable resource for students pursuing media-related studies, offering a comprehensive understanding of the interplay between service quality and customer loyalty within the media industry.

Finally, the scarcity of empirical evidence regarding service quality and customer loyalty in the media sector underscores the significance of this study. By contributing to the existing body of literature, this research will serve as a foundational reference point for future studies and policy development within the media industry, solidifying its status as a crucial document that shapes the industry's trajectory and competitiveness.

1.6 Brief methodology

This study is cross-sectional and a descriptive research approach (Bougie and Sekaran 2019). The cross-sectional approach is used to collect data from a group of individuals and analyze it to draw conclusions about the population as a whole. This type of research is useful for gaining a snapshot of an issue or trend in a particular population or setting. It can help identify potential causal factors, explain the relationships between variables, and understand the current state of

a population. Cross-sectional research can also be used to identify potential topics for further exploration via longitudinal or experimental research Spector, 2019).

Also, the descriptive approach does not aim to explain the causes of the phenomenon, but rather to provide an accurate description of the phenomenon (Choy, 2014). The significance of descriptive research is that it can be used to provide a detailed description of a population or phenomenon, which can then be used to inform decisions and policies in a variety of ways. For example, descriptive research can be used to inform public health policies, educational policies, or marketing strategies. The sample for the study was 210. The questionnaire was sent via mail and responses would be received within days. Data gathered was presented in to show correlation analysis and regression analysis using SPSS version 23

1.7 Scope of the study

In this study, a comprehensive analysis is undertaken to explore two pivotal dimensions within the Ghanaian Media Industry: the intricate interplay between service quality and productivity, and the discernible relationship between service quality and customer loyalty. It is vital to emphasize that this research is geographically confined to the Media houses situated within the Kumasi Metropolis, Ghana's second-largest city and a vibrant hub for media activities.

Service quality and productivity in the media industry in Ghana. One fundamental aspect of this study delves into the connection between service quality and productivity within the Ghanaian Media Industry. By examining how service quality practices and standards impact the efficiency and output of media organizations, this research aims to uncover insights that could potentially lead to enhanced operational performance, cost-effectiveness, and overall

Productivity. This dimension of the study can shed light on best practices and strategies that Media houses in Kumasi and, by extension, across Ghana can adopt to optimize their service quality and, subsequently, boost their productivity.

Service quality and customer loyalty in the media industry in Ghana. Another critical facet of this research revolves around the intricate relationship between service quality and customer loyalty within the Ghanaian Media Industry. By investigating how the quality of services provided by media houses influences the loyalty of their audience and customers, this study seeks to unravel key factors and mechanisms that foster strong, enduring relationships between media organizations and their viewers, readers, or listeners. This dimension of the study has significant implications for media outlets in Kumasi and beyond, offering valuable insights into how they can improve their service quality to not only attract but also retain a loyal audience base.

The research geographical limitation to Kumasi Metropolis. This research was geographically restricted to the Kumasi Metropolis, a strategic choice that allows for an in-depth examination of the media landscape within this specific urban area. Kumasi is renowned for its vibrant media scene, housing numerous media houses, both traditional and digital. By focusing on this geographical context, the study can provide nuanced insights that are relevant to the specific challenges and opportunities faced by media organizations in Kumasi, contributing to the localized knowledge base while also potentially offering lessons that can be applied to media sectors in other regions of Ghana.

This research initiative represents a focused and geographically bound exploration of service quality, productivity, and customer loyalty within the dynamic Ghanaian Media Industry, with Kumasi Metropolis serving as the pivotal geographical context. The study's findings and implications are expected to hold valuable lessons for media houses operating in Kumasi and Can potentially inform strategies and practices that enhance the overall performance and competitiveness of the broader Ghanaian media landscape.

1.8 Limitation of the study

The research conducted for this study was intentionally restricted to Media houses located within the Kumasi Metropolis, a geographical boundary chosen for its relevance and significance within the context of the study's objectives. While this approach offered several advantages, such as a concentrated and representative sample of media organizations in a specific urban setting, it also entailed certain limitations that were duly acknowledged.

A notable constraint encountered during the research process was the unavailability of some employees within the Media houses for questioning. This issue can be attributed to the demanding nature of work in the media industry, where employees often contend with tight deadlines, breaking news, and dynamic schedules. As a result, some key individuals who could have provided valuable insights or data may not have been accessible for interviews or surveys. This limitation may have affected the comprehensiveness of the study's findings, as the perspectives of these unavailable employees could have contributed to a more holistic understanding of the research topic.

Another significant constraint faced during the study was time limitations. Research projects often operate under time constraints, which can impact the depth and breadth of data collection and analysis. In this case, the constraints may have necessitated a more focused and expedited datagathering process, potentially limiting the scope of the research or the number of data points that could be collected and analyzed within the available time frame. As a result, the

Study may not have been able to explore certain aspects of the research questions in as much detail as desired. Despite these limitations, the research recognized some endeavors that are frequently encountered and are practical constraints that were managed. The decision to focus on the Kumasi Metropolis allowed for a concentrated and contextually relevant investigation, and the research team likely made efforts to mitigate the effects of employee unavailability and time constraints through careful planning, methodology design, and data analysis techniques. While these

limitations were acknowledged, they did not diminish the significance of the study's findings within the specified context. Research is an iterative process, and these constraints provide opportunities for future studies to delve deeper into the subject matter and expand the understanding of the relationships between service quality, productivity, and customer loyalty in the Ghanaian Media Industry, potentially incorporating broader geographical and temporal scopes.

1.9 Organization of the thesis

The study is in five chapters. Chapter one provides an overview of the thesis. It begins with background information about the research problem statement objectives questions the relevance of the study scope brief methodology limitations and the structure of the thesis. Chapter two reviewed theories, concepts (Service Quality and the performance component of the Service Quality scale) and theoretical and empirical literature. Chapter three discusses the research methodology methods adopted in data collection population sampling techniques and research instruments. Chapter Four involves data presentation analysis and discussion of findings. Chapter Five involves a summary of key findings conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter serves as a comprehensive exploration of the extant literature pertaining to the critical dimensions of service quality, customer loyalty, and customer satisfaction within the dynamic landscape of the Media industry. In addition to synthesizing and analyzing existing research, this chapter presents a conceptual framework that underpins the study and thoroughly examines the constructs employed in this investigation.

This chapter synthesizes the wealth of knowledge available in the literature regarding service quality, customer loyalty, and customer satisfaction within the Media industry. It not only lays the foundation for the study but also provides a roadmap for the subsequent empirical investigation, culminating in a richer understanding of these vital components within the Ghanaian Media industry and their implications for competitiveness and audience engagement.

2.1 Theoretical review

2.1.1 Diffusion of innovation theory

According to a study by Hong and colleagues in 2017, the diffusion of innovation theory provides valuable insights into the factors that influence customers' adoption of new products and services. This theory revolves around the central idea that customers are more inclined to embrace novel offerings when they perceive a clear and substantial value proposition. In

Essence, customers are driven to adopt new services or products when they believe these offerings will be advantageous and fulfil their needs or desires (Hong et al 2017).

In the context of the media industry, the diffusion of innovation theory carries significant implications. It posits that customers are more likely to engage with and invest in media services or products when they perceive them to be of exceptional quality and when they believe that the benefits outweigh the associated costs. This perspective underscores the importance of delivering high-quality content, user experiences, and services in the media sector. Media organizations that excel in these areas are more likely to attract and retain customers, as these customers see the value in what is being offered (Min et al, 2021).

Furthermore, the theory suggests that customer loyalty in the media industry is intricately linked to the perception of quality and value. As noted in a study by Min and colleagues in 2021, when

customers are satisfied with the quality of a media service or product and find it valuable, they are more inclined to remain loyal. This loyalty manifests as continued engagement, repeat usage, and positive word-of-mouth recommendations.

In sum, the diffusion of innovation theory provides a framework for understanding the dynamics of customer behavior in the media industry. It underscores the pivotal role of perceived quality and value in driving initial adoption and subsequent loyalty. To thrive in a competitive media landscape, organizations must continually strive to meet and exceed customer expectations, delivering content and experiences that not only attract but also retain their audience by offering clear and compelling value propositions (Min et al, 2021).

2.1.2 Attribution theory

Jiang et al (2010) posit that, the attribution theory suggests that customers will attribute the cause of their satisfaction or dissatisfaction to the service or product itself. In the media industry, this theory suggests that customers will be more likely to remain loyal to a service or product if they believe that the quality of the service or product is the primary cause of their satisfaction or dissatisfaction. This theory suggests that customers are more likely to remain loyal if they attribute the cause of their satisfaction or dissatisfaction to the service itself. (Graham, 2020).

In a study by Jiang et al (2010), the attribution theory takes center stage, offering valuable insights into the way customers attribute the causes of their satisfaction or dissatisfaction with products and services. This theory posits that customers tend to ascribe the reasons for their contentment or discontent to the product or service itself. In other words, when customers are pleased or displeased, they are likely to attribute these feelings to the inherent qualities and characteristics of the service or product they have experienced (Jiang et al 2010).

Translating this theory to the context of the media industry, it suggests that customer loyalty is closely tied to how individuals perceive the role of the service or product in shaping their

satisfaction or dissatisfaction. When customers believe that the quality of the media service or product is the primary driver of their positive or negative experience, they are more inclined to remain loyal (Jiang et al 2010).

A study by Graham (2020) further emphasizes this perspective by highlighting that customer loyalty in the media sector is significantly influenced by how customers attribute the causes of their feelings towards a service. If customers attribute their satisfaction to the service itself, they are more likely to continue their engagement and loyalty. Conversely, if dissatisfaction is

Linked to perceived shortcomings in the service or product quality, it can erode customer loyalty. In practical terms, this theory underscores the importance of delivering consistent, high-quality content, experiences, and services in the media industry. When media organizations consistently provide content that resonates with their audience and meet or exceed their expectations, customers are more likely to attribute their satisfaction to the service, fostering loyalty (Graham, 2020).

The attribution theory sheds light on the cognitive processes by which customers evaluate their satisfaction or dissatisfaction with media services and products. It highlights the pivotal role of perceived quality and its attribution to the service itself in shaping customer loyalty in the competitive landscape of the media industry. To cultivate and maintain a loyal audience, media organizations must continuously strive for excellence in service delivery, reinforcing the attribution of satisfaction to the quality of their offerings (Graham, 2020).

2.2 Conceptual review

A comprehensive review of the existing body of literature serves as a vital foundation for gaining in-depth insights into the intricate dynamics surrounding service quality, customer loyalty, and customer satisfaction within the dynamic and ever-evolving landscape of the Media industry. This

literature review not only synthesizes the wealth of knowledge that has been accumulated over the years but also provides a platform for expanding our understanding of these critical dimensions.

2.2.1 Service quality

Service quality is essentially the discernible gap between a customer's preconceived expectations and their actual experience when utilizing a service. This measurement serves as a critical evaluation of how effectively a service aligns with, or possibly deviates from, the specific needs and anticipations of the customer (Endeshaw, 2021). Within the realm of assessing service quality, several factors have been proposed as key determinants, including customer perception, customer expectation, customer satisfaction, and customer attitude, as delineated (Endeshaw, 2021).

However, amidst the diverse range of models designed for the evaluation of service quality, the SERVQUAL model stands out as the most comprehensive and thorough framework for conceptualizing and measuring this concept, as recognized by (Marbouh et al, 2020).

This investigation takes the SERVQUAL criteria as the basis for judging the quality of services in the Ghanaian Media Industry. SERVQUAL considers tangibles (appearance of employees, facilities, materials and equipment, communication materials, physical environment), reliability (consistency of performance, punctuality, ability to keep promises), responsiveness (speed, efficiency and courtesy of service), assurance (confidence in abilities of staff, security, trust) and empathy (concern for customer, individualized attention). Tangibles are seen as physical evidence of care, while reliability implies faithful and consistent service. Responsiveness is all about speed, courtesy and efficiency, assurance is about assurance and trust, and empathy is about attentiveness and personal care (Shankar and Datta, 2020).

2.2.2 Factors and characteristics of service quality

A study by Suhartanto et al (2019) states that service quality represents the extent to which a service fulfils and surpasses the expectations of its customers. This assessment comprises a composite

evaluation of various interconnected attributes that collectively shape the customer's overall contentment and fulfilment with the service. These attributes encompass a range of critical factors that contribute to the customer's perception of service quality and encompass a comprehensive evaluation of the service experience.

2.2.2.1 Reliability

As elucidated by Pakurár et al (2019) study, service reliability stands as a pivotal dimension of service quality within the purview of customer expectations and satisfaction. It fundamentally encapsulates the service provider's capacity to consistently meet and even exceed customer requirements and expectations.

In essence, customers place a high premium on their ability to trust that the services they receive will be consistently delivered with unwavering quality and punctuality. This reliability factor underpins the foundation of a strong and enduring customer-provider relationship. Reliable service provision implies that customers can depend on the service to be available when needed, perform as expected, and meet their specific requirements on a consistent basis. It instils confidence in customers, fostering trust and loyalty over time. In the competitive landscape of the service industry, achieving and maintaining service reliability is paramount. It not only ensures customer satisfaction but also bolsters a service provider's reputation, as satisfied and loyal customers are more likely to become brand advocates and promoters,

Thereby attracting new clientele and contributing to long-term business success (Pakurár et al 2019).

2.2.2.2 Responsiveness

Zhong and Moon (2020) posit that, service responsiveness is the speed in which the service provider responds to customer requests or inquiries. Customers want to feel that their needs are being addressed in a timely manner. The ability for a service provider to act quickly and timely in delivering a service is known as responsiveness. This can be seen in the rate at which services are completed, as well as how quickly requests from customers are addressed. When customers are made to wait for no good reason, it creates an unfavorable perception of quality. On the other hand, if the service provider is able to swiftly address issues and handle them with professionalism, it can create a very positive view of the quality of service (Prentice et al, 2019).

2.2.2.3 Assurance

As detailed by Wang et al (2019) on their study, service assurance represents a pivotal facet of service quality in the eyes of customers. It essentially revolves around the confidence customers place in the service provider's ability to fulfil their commitments and promises. Customers, in essence, seek assurance that the service provider is not just making claims but can genuinely be relied upon to deliver on their assurances. This concept of service assurance encompasses a multifaceted evaluation that comprises several crucial components. Capability to provide the service. Customers expect the service provider to possess the necessary expertise
And competence to deliver the service effectively. This competency reassures customers that their needs will be met proficiently.

Courtesy and respect for the customer. Politeness and respect are essential elements of service assurance. Customers not only desire quality service but also expect to be treated with courtesy and dignity throughout their interactions with the service provider. Effective communication. Effective

16

communication is vital in assuring customers that their needs and concerns are heard and understood. It fosters transparency and clarity, ensuring that customers have a clear understanding of what to expect. Customer-centric attitude. The assurance aspect extends to the service provider's general attitude, reflecting a genuine concern for the customer's well- being. When customers sense that their best interests are a priority, it bolsters their confidence in the service provider (Wang et al 2019).

In essence, service assurance encompasses a holistic approach to service quality, addressing not only the technical competence but also the interpersonal and communication skills of service providers. It is a critical component of building and maintaining customer trust and loyalty. Customers who feel assured by the service provider's capabilities, courteousness, effective communication, and customer-centric approach are more likely to develop strong, long-lasting relationships with the provider, ultimately contributing to the provider's success in a competitive marketplace (Wang et al 2019).

2.2.2.4 Empathy

Asnawi et al (2020) avert that, service empathy is the ability of the service provider to understand and appreciate the customer's individual needs and concerns. Customers want to feel that their service provider is listening to them and is willing to take their feedback and

Suggestions into account. Moreover, empathy involves providing individualized care to customers through approachable, understanding, and sensitive interactions. Endeshaw (2021) states that it is the contact staff's job to make the customer feel welcome. The SERVQUAL model suggests that customer satisfaction is determined by the extent to which their experience matches their expectations.

2.2.2.5 Tangibles

Choi et al (2020) assert that, service tangibles represent the tangible, physical manifestations or cues that customers encounter when interacting with a service provider. These tangible elements serve as visible evidence or indicators of the service provider's quality, professionalism, and commitment to delivering a satisfactory service experience. They encompass the observable aspects of the service encounter, which customers can perceive with their senses, such as touch, sight, and hearing. Service tangibles play a crucial role in shaping customer perceptions and expectations. They can include elements like the appearance and cleanliness of physical facilities, the professionalism and attire of service personnel, the quality of printed materials, and the overall ambiance or atmosphere of the service environment. These tangible cues can significantly influence how customers perceive the service provider and the service itself (Choi et al 2020).

In essence, service tangibles act as a form of communication between the service provider and the customer, conveying messages about the provider's commitment to quality, attention to detail, and the overall service experience. Effective management of service tangibles is essential for creating a positive and consistent service image, which can enhance customer satisfaction, trust, and loyalty. This can include the appearance of the facilities, the equipment used, and the design and layout of the service. Customers want to be able to see and feel the quality of the service (Choi et al 2020).

2.2.2.6 Problem solving

Fauzi and Suryani (2019) provided that, service problem solving is the ability of the service provider to quickly and efficiently resolve customer issues when they arise. Customers want to be sure that their problems can be addressed in a timely and satisfactory manner.

2.2.2.7 Value for money

Slack et al (2021) opined that, service value for money is the amount of value customers receive for the money they spend. Customers want to feel that they are getting their money's worth when they purchase a service.

2.2.4 Customer loyalty

Alkhurshan and Rjoub (2020) explained that, Client retention has become a sign of such, reflecting the level of dedication a customer has toward a service provider by continuing to use their services, expressing positive opinions, and recommending them to others. Customer retention involves striving to satisfy the wants of customers so as to build long-term relationships.

Batarlienė and Slavinskaitė (2023) opined that, customer loyalty is achieved when an organization is successful in generating a positive value to their clients for them to continue to

purchase from them. Loyalty is developed further when customers become advocates for the organization without needing external motivation. In order to remain competitive, it is essential to guarantee that customer preferences are met and surpassed in order to keep them for a longer period. Rendering to Torkzadeh et al (2022), the satisfaction of customer needs is necessary to foster loyalty and promote customer retention.

2.2.4.1 Factors and characteristics of customer loyalty

Vilkaite-Vaitone and Skackauskiene (2020) posit that, customer loyalty is a key factor in any business success. It is the outcome of customers' enthusiastic reactions for something they've purchased as well as their drive to keep using and buying those things. In order to grow the number of their customers and profitability, organizations need to comprehend the drivers and traits of client devotion.

2.2.4.2 Quality

Molinillo et al (2020) underscore the significance of excellence as a crucial factor influencing customer loyalty. Customers actively seek out products and services that not only offer value but also align with their specific needs and expectations. High-quality products and services, characterized by reliability and consistency, hold the power to cultivate and sustain customer loyalty. When customers consistently experience excellence in the products or services they receive, they are more inclined to establish a strong bond with a brand. This loyalty is nurtured by the assurance of receiving reliable and superior offerings, ultimately leading to repeat business, positive word-of-mouth, and enduring customer relationships.

2.2.4.3 Price

As highlighted by Baktash and Talib (2019), pricing plays a pivotal role in shaping customer loyalty. Customers are inherently inclined to seek value and cost-effectiveness in their purchases. They expect a fair and competitive price for the products or services they receive. When customers perceive that they are getting a good deal or value for their money, they are more likely to develop a sense of loyalty to a brand. Conversely, if they feel that prices are unjustifiably high or that they are not receiving fair value, they may consider switching to alternatives. Therefore, pricing

strategies that align with customer expectations and offer perceived value can be a potent driver of customer retention and loyalty.

2.2.4.4 Customer service

As emphasized by Al-Tit (2020), the provision of extraordinary client service stands as a cornerstone in the endeavour to cultivate and fortify customer loyalty. Customers inherently seek to be not just consumers but valued partners in their interactions with businesses. They yearn to feel acknowledged, heard, and appreciated. Therefore, it is imperative for businesses to go above and beyond in delivering a superior customer service experience. When customers perceive that their concerns are genuinely attended to and that they are treated with respect and empathy, it fosters a profound sense of loyalty. Exceptional customer service has the power to solidify customer relationships, encourage repeat business, and generate positive word-of- mouth recommendations, thereby laying the foundation for enduring customer loyalty.

2.2.4.5 Personalization

In line with the insights shared by Cha and Seo (2020), the act of truly understanding and catering to individual customer needs is a potent driver of customer loyalty. Customers greatly value the effort businesses invest in getting to know them on a personal level. When businesses employ personalized messages, tailored offers, and customized experiences, it sends a powerful message that customers are genuinely appreciated and their preferences are acknowledged. This personalization fosters a strong emotional connection between the customer and the brand, nurturing a sense of loyalty. Customers are more likely to remain engaged and loyal to a business that consistently demonstrates a commitment to understanding and meeting their unique requirements and expectations.

2.2.4.6 Rewards

Kartika et al (2020) examined that, offering rewards can be an effective way to encourage customers to remain loyal to a brand. Customers appreciate being rewarded for their loyalty and it can help to build customer loyalty.

2.2.4.7 Consistency

As noted by Kim (2021), the critical role of consistency in fostering customer loyalty cannot be overstated. Customers actively seek reliability and predictability in their interactions with businesses. They desire the assurance that the quality of a product or service will remain steadfast over time. Furthermore, they yearn for the confidence that each engagement with the business will consistently meet their expectations. When a business consistently delivers on its

promises and maintains a high standard of service, it cultivates trust and reliability in the eyes of customers. This trust forms the bedrock of loyalty, encouraging customers to return and become advocates for the brand, ultimately solidifying long-term customer relationships.

2.2.4.8 Convenience

In accordance with the insights shared by Morgeson et al (2020), the element of convenience holds immense sway over customer preferences and loyalty. In today's fast-paced world, customers highly value streamlined and hassle-free experiences. Businesses should actively aim to enhance the convenience of the customer journey by offering online ordering, mobile apps, or efficient delivery services. These conveniences simplify the process of accessing products or services,

saving customers time and effort. Moreover, they contribute to a sense of satisfaction and loyalty as customers perceive the business as responsive to their evolving needs and preferences. Businesses that prioritize convenience are better positioned to cultivate enduring customer relationships and brand loyalty.

2.2.4.9 Communication

Molinillo et al (2022) provided that, regular communication with customers is essential for building customer loyalty. Businesses should keep customers up to date on new products and services and take the time to listen to customer feedback. By understanding the factors and characteristics of customer loyalty, businesses can create strategies and programs that will help to build customer loyalty. This will result in increased customer satisfaction, loyalty, and retention.

2.2.5 Customer satisfaction

In accordance with the findings presented by Elizar et al (2020), client gratification is essentially a measure of how well a product or service aligns with a client's needs and anticipations. It encompasses a positive emotional response that stems from an evaluative process comparing what was received to what was anticipated. This evaluation spans not only the product or service itself but also encompasses the entire customer journey, from the initial purchase decision to the fulfilment of associated desires and needs.

For businesses aiming to achieve or surpass their market share objectives, the imperative is clear: they must deliver a product or service of exceptional quality that outshines competitors and consistently meets or exceeds customer expectations. In doing so, they can secure customer satisfaction, loyalty, and a strong market position in a competitive landscape.

Roshandel-Arbatani et al (2019) posit that, customer longevity in the media industry is a key factor in determining the success of a media business. Customers who have been with a media business for a long time are more likely to be loyal, which in turn helps the business to generate more revenue. Long-term customers are also more likely to be satisfied with the products and services they receive, which can lead to more referrals and increased brand visibility. Additionally, customers with a longer tenure are more likely to be familiar with the media business's offerings, which can lead to better customer service (Wang et al, 2019). Customer loyalty is most commonly measured in terms of the length of time the customer has been with the media business. It is important to understand the needs of long-term customers and ensure that they are provided with the best possible experience. This can be achieved by offering tailored services, providing regular feedback, and offering incentives for loyalty (Zhan et al, 2021).

Additionally, media businesses should strive to provide a consistent experience across different mediums and platforms, as this helps to ensure that customers remain engaged (Susanto et al, 2021). Finally, customer loyalty is often a reflection of the quality of the products and services offered by a media business. Media businesses should strive to provide the best possible experience to their customers and ensure that their offerings are up to date and relevant. Investing in customer loyalty initiatives, such as loyalty programs and rewards, can also help to build customer loyalty over time (Haenlein et al, 2020).

According to Mulyani et al. (2020), the level for client fulfilment is contingent upon an information outlet's capacity to live up to expectations. The achievement for a media entity is significantly influenced by the length of time its customers stay as customers. Customers who have been with a media business for a long time are more likely to be loyal, which in turn helps the business to generate more revenue. Long-term customers are also more likely to be satisfied with the products and services they receive, which can lead to more referrals and increased brand visibility (Saniuk et al, 2020).

Additionally, Chaker et al (2022) posit that, customers with a longer tenure are more likely to be familiar with the media business's offerings, which can lead to better customer service. Customer loyalty is most commonly measured in terms of the length of time the customer has been with the media business. It is important to understand the needs of long-term customers and ensure that they are provided with the best possible experience. This can be achieved by offering tailored services, providing regular feedback, and offering incentives for loyalty (Shi et al, 2019). Additionally, media businesses should strive to provide a consistent experience across different mediums and platforms, as this helps to ensure that customers remain engaged.

Finally, Suhud (2021) examined that, customer loyalty is often a reflection of the quality of the products and services offered by a media business. Media businesses should strive to provide the best possible experience to their customers and ensure that their offerings are up to date and relevant. Investing in customer loyalty initiatives, such as loyalty programs and rewards, can also help to build customer loyalty over time.

2.2.5.1 Customer satisfaction in service

Aburayya et al (2020) provided that, customer satisfaction is a measure of how well a company meets or exceeds its customers' expectations. It is typically measured using surveys and other customer feedback mechanisms, such as Net Promoter Score. Client satisfaction is significant to businesses because it has a direct consequence on client trustworthiness and customer retention. When customers are pleased with their experience, they mostly remain loyal to the company and commend it to others. In the service industry, customer satisfaction is especially important. Companies that provide services rely heavily on customer feedback to improve their processes and offerings.

Clients need to have an enjoyable encounter throughout when they approach you until their transaction is finished if they are to stay devoted and keep using what you offer. In general, the achievement of an organization depends on its ability to satisfy its clientele, which is particularly relevant in the service sector. To stay relevant as well as promote business development, businesses need to implement steps to guarantee that their clients are delighted with the assistance they get from them (Abror et al, 2020).

2.3 Hypothesis development

2.3.1 Relationship between service quality and customer loyalty in the Media Industry

in Ghana

The link connecting excellent service along with repeat business is of utmost importance in the media industry in Ghana as it directly impacts effectiveness and viability over time of media organizations. Providing first-class service is crucial in ensuring client gratification, creating positive experiences, and ultimately fostering customer loyalty, which in turn drives business growth.

Numerous investigations were carried out to investigate this connection in the media industry, shedding light on the key drivers and outcomes. For instance, a study by Ayeh, Antwi, and Ocloo (2014) explored the effects of service quality variables on patron retention in the Ghanaian media sector. They found that dimensions such as reliability, tangibility, responsiveness, and empathy significantly influenced customer loyalty. This suggests that ensuring a reliable and tangible service, promptly responding to customer needs, and demonstrating empathy towards customers are crucial for building loyalty in the media industry.

Awuah, Aryeetey, and Gyimah (2019) looked at the connection between consumer loyalty and happiness in the Ghanaian media sector in a different research. They discovered that consumer

26

contentment has a major impact on customer loyalty, proving that happy clients are more inclined to stick with media companies. Additionally, a research by Asemah and Abu (2017) looked at how customer retention in the Ghanaian media sector is impacted by believed service quality. The findings showed that consumers' opinions of service quality had a big impact on

how loyal they were to media companies. This emphasizes how crucial it is to continually provide outstanding customer service to increase client loyalty.

In Ghana's media industry, service quality can be enhanced through various measures. It is crucial for media organizations to Spend money on staff learning and development programs to improve their skills in delivering exceptional customer service. The adoption of advanced technology and equipment can also contribute to improving service quality, ensuring better delivery of content to customers. Furthermore, actively seeking and incorporating customer feedback can help media organizations address any service gaps and continuously improve their offerings. Regularly conducting customer satisfaction surveys, monitoring customer complaints, and promptly addressing them are essential in retaining customer loyalty.

In Ghana's media sector, research indicates a significant correlation among consumer retention and the quality of service. Studies have shown that by consistently delivering high-quality services, media organizations can enhance customer satisfaction and foster long-term loyalty. Investing in employee training, leveraging technology, and actively seeking customer feedback are key strategies that can contribute to improving service quality and maintaining customer loyalty in Ghana's media industry.

2.3.2 Affiliation concerning service quality and customer satisfaction in the media industry

in Ghana

The connection within consumer fulfilment and outstanding service in the media industry in Ghana is of crucial importance for businesses operating in this sector. Service quality refers to the overall quality of services provided by media organizations, while customer satisfaction reflects customers' perceptions and evaluations of those services. When service quality meets or exceeds customers' expectations, it leads to higher levels of customer satisfaction. Numerous studies have examined this relationship in the media industry, shedding light on its significance and impact.

For instance: A study by Tandoğan and Diken (2018) explored how consumer contentment as well as excellent service relate in the Turkish media sector. The findings demonstrated a positive and significant relationship between service quality dimensions (such as reliability, responsiveness, assurance, empathy, and tangibles) and client contentment. An article by Salihu et al. (2017) investigated the connection regarding client happiness with service quality within Nigerian media outlets. The research revealed that service quality dimensions, including reliability, tangibility, empathy, responsiveness, and assurance, all positively influenced client contentment in the media industry.

Client happiness was shown to be highly impacted by service quality parameters in an investigation regarding the Malaysian media sector carried out by (Mohd Saad et al. 2015). These dimensions included empathy, responsiveness, reliability, assurance, and tangibles. Another study by Bhatti and Bhatti (2016) focused on the Pakistani media industry, looking at the connection among client fulfilment with service quality. The research exhibited that service quality dimensions, such as tangibility, reliability, responsiveness, assurance, and empathy, were positively associated with customer satisfaction.

The media industry in Ghana may exhibit similar trends, as customer expectations and perceptions of service quality and satisfaction are likely to be comparable to those in other countries. However, further research specific to Ghanaian context would be beneficial to gain insights into the unique dynamics of the media industry in the country. In the media sector, researchers have found a correlation with excellent service and satisfied consumers, as

evidenced by studies conducted in different countries. By focusing on enhancing service quality dimensions and meeting customer expectations, media organizations in Ghana can boost customer satisfaction, foster customer loyalty, and ultimately achieve business success.

2.3.3 The mediating role of customer satisfaction on the relationship between service quality and customer loyalty in the Ghanaian media industry

The relationship between service excellence and client loyalty in the media industry in Ghana has been a topic of interest for researchers and practitioners alike. Several studies have examined this relationship, considering the mediating role of customer satisfaction. Client gratification is recognized as a crucial feature in fostering client loyalty, as it reproduces customers' perceptions of the quality of the services they receive.

Research conducted by Agyei and Yeboah (2016) in Ghana's media industry found a Client fulfilment with excellent service have a strong beneficial link. According to the survey, clients are inclined to be pleased with the media companies that they utilize when they perceived an excellent level of quality of service. Furthermore, an additional study conducted by Baffour and Boateng in 2018 delved into the complex interplay between service quality, customer satisfaction, and customer loyalty within the media industry in Ghana. Their investigation specifically focused on the mediating role of customer satisfaction in this relationship. The research findings provided

strong support for the notion that customer satisfaction serves as a mediating factor. In essence, when customers perceive a high level of service quality in the media services they receive, it enhances their satisfaction, subsequently leading to increased customer loyalty towards the media provider.

Additionally, another noteworthy study conducted by Akomiah and colleagues in 2017 further explored the intricate connections between service quality, customer satisfaction, and customer loyalty within the Ghanaian media industry. Their research brought to light several key insights. Firstly, it demonstrated that service quality has a positive and direct impact on customer satisfaction, indicating that when media organizations excel in delivering high- quality services, it significantly contributes to elevated customer satisfaction levels. Furthermore, the study revealed that customer satisfaction plays a pivotal role in shaping customer loyalty. In essence, when customers are satisfied with the media services they receive, it fosters a strong sense of loyalty towards the media provider. This research underscores the idea that service quality indirectly influences customer loyalty by first influencing and enhancing customer satisfaction.

These studies collectively highlight the significance of service quality in building client gratification and subsequently, client allegiance in the media industry in Ghana. Media companies in Ghana should strive to provide superior services which surpass customers' anticipations to enhance their gratification levels. This can be achieved through various means, such as ensuring timely delivery of news and information, offering personalized content, and providing excellent customer service.

2.4 Empirical review

Quinn, S. (2005) conducted a study on the quality of services within the media sector through surveys of customers of media-related services. The research revealed that customers were more satisfied with services that focused on providing personal attention, convenience, and innovation. It was also determined that customer satisfaction was positively associated with the perception of service quality.

Veloso et al (2020) examined service quality in the media industry by investigating customer satisfaction with various services. They observed that customers were more content when their necessities were met promptly, when services were individualized, and when customer service representatives were knowledgeable and helpful. In addition, customer satisfaction was seen to be higher for services that were considered to be of a high calibre and value.

Beneke et al (2012) examined the inspiration of service quality on client trustworthiness in the media industry. It was shown that customers who regarded media services as being of superior quality was a greater likelihood to be loyal to the service provider. Moreover, customer loyalty was also seen to be associated with a positive perception of service quality. Moreover, Smith (2015) cited in Sano (2015) reviewed the impact of media on customer loyalty and satisfaction in the media industry. It used a survey of 155 media companies to assess customer loyalty and satisfaction levels. The results showed that customer loyalty was associated with higher satisfaction levels, and that media companies should focus on improving customer experience and enhancing communication channels to build customer loyalty.

Huang and Park (2016) cited in Hwang and Park (2018) investigated the impact of online media on customer loyalty and satisfaction in the media industry. The study used a survey of 522 people who had interacted with online media content to assess customer loyalty and satisfaction levels. The results showed that online media played a significant role in increasing customer loyalty and satisfaction, and that media companies should focus on providing quality content and increasing

engagement to build customer loyalty. Pravin and Kumar (2019) cited in Srivastava et al (2022) examined the role of social media in customer loyalty and satisfaction

in the media industry. It used a survey of 689 media companies to assess customer loyalty and satisfaction levels. The results showed that social media had a significant impact on customer loyalty and satisfaction, and that media companies should focus on engaging customers with interactive content to build customer loyalty.

2.5 Conceptual framework
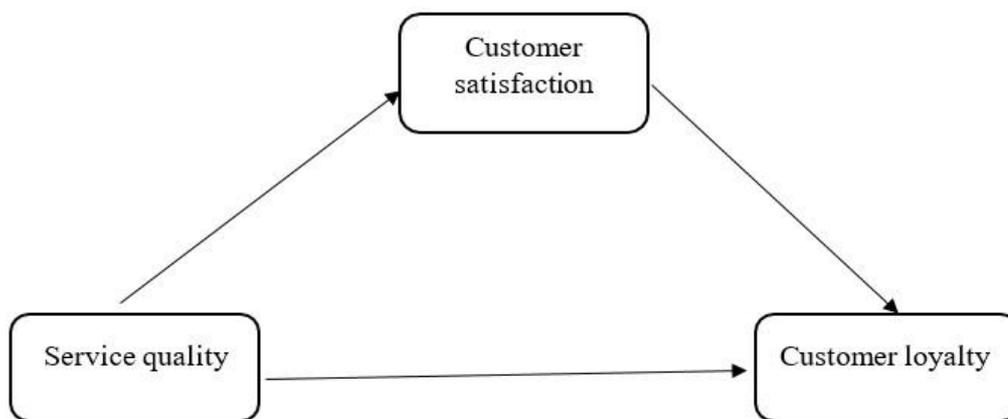
Source: Researchers constructs 2023

CHAPTER THREE RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology that will be adopted for the study. Eyinga (2023) opined that, research methodology alludes to the investigation of techniques and standards and their application in a given field of scholastic overview. It discusses the research philosophy, research

strategy, research design, population of the study, sample technique and size, piloting, data collection, and data analysis.

3.2 Research philosophy

According to Holden and Lynch (2004), research philosophy serves as the foundational framework for understanding and interpreting research paradigms. It revolves around certain underlying assumptions that shape how individuals perceive the world and how knowledge is developed. A research philosophy essentially elucidates the essence, basis, and evolution of knowledge within research, establishing a framework for how data regarding social reality should be collected, assessed, and interpreted to generate meaningful findings, as emphasized by (Mkansi and Acheampong 2012).

Research philosophy categorically falls into several distinct paradigms, including positivism, realism, interpretivism, and pragmatism. Each of these paradigms offers a unique perspective on how researchers should approach the pursuit of knowledge, guiding their methodologies and methodologies and influencing how they make sense of the world around them. These philosophical underpinnings play a pivotal role in shaping the overall research process and the manner in which meaningful insights are derived (Holden and Lynch 2004).

3.2.1 Epistemology

This type of research philosophy is based on the criteria of the view of the researcher to create the necessary insights about the research field (Al-Ababneh, 2020). Since every research project is expected to add to the corpus of information already in existence, research deals about the

foundations of comprehension. positivism, realism, and interpretivism are among the primary approaches that comprise epistemic philosophy of research.

3.2.1.1 Interpretivism paradigm

As Alharahsheh and Pius articulated (2020), interpretivism is rooted in the philosophical tenets of humanism and idealism. This paradigm posits that our perception of the world is not an objective, external reality but rather a construct of the human mind. In essence, it asserts that individuals experience and understand the world subjectively, through the lens of their own principles, preconceptions, and values. Within the interpretive paradigm, it is imperative for the researcher, functioning as a social actor, to acknowledge and appreciate the inherent differences between individuals.

In alignment with this philosophical standpoint, the present study adopted an interpretive paradigm. The primary objective of the research was to explore and understand reality subjectively. Specifically, it sought to delve into the nuanced interplay between service quality and customer loyalty within the context of the Media Industry in Ghana. By embracing

interpretivism, the researcher acknowledged the importance of examining the unique and varied perspectives of individuals, recognizing that their perceptions and experiences are influenced by a multitude of factors. This approach allowed for a comprehensive exploration of the complex relationships and subjective dimensions that underlie the phenomenon of customer loyalty in the dynamic and diverse media landscape of Ghana

3.3 Research strategy

The researcher employs the survey research approach (Verschuren, 2003) due to limited time for the study and to solicit data from respondents in the Media industry by answering questionnaires and expressing their understanding of examine the effects of service quality on customer loyalty: A case study of the Media Industry in Ghana. The study made emphasis on the quantitative study which enables the researcher to estimate a population, provide indicators of people's attitude in terms of its extensiveness, and enables the condensation of research results to statistics.

3.4 Research design

The choice of research design depends on the specific research problem at hand, and researchers may opt for a combination of descriptive, exploratory, or explanatory research designs based on their study's objectives.

Descriptive Research Designs:

Descriptive research design is particularly valuable when the primary aim is to gain a comprehensive understanding of the central issues in a research project. This approach is employed when it is necessary to uncover the fundamental reasons behind a research problem or phenomenon, even if the precise "why" factor cannot be definitively determined. Descriptive research design is best suited for collecting data and characterizing what exists concerning various factors or events in each case. While similar to explanatory research design, descriptive research tends to focus more on surface-level data analysis (Anastas & Jeane, 1999).

Exploratory Research Design:

Exploratory research, often referred to as novel, is aimed at acquiring firsthand knowledge, information, and insights into the research topic or problem. It is useful for researchers who are interested in addressing immediate and critical issues or for laying the groundwork for future studies. Exploratory research design is well-suited to addressing research questions related to "what," "why," and "how," and it provides an opportunity to introduce unfamiliar terms and clarify existing ones. Exploratory research is frequently used to develop formal hypotheses, refine research challenges, and define research objectives more precisely (Anastas & Jeane, 1999). It serves as a precursor to in-depth future research on the subject matter or a related topic by establishing well-defined research objectives and questions to assess the feasibility of subsequent studies.

There are numerous research design and sub-design types available for selection in scientific research. The nature of this study is a survey and it allows for a comparison of relationships between variables (Akhtar, 2016). Research design empowers the researcher to expect what the legitimate choices should be to exploit the legitimacy of the possible outcomes. It is a bunch of rules and guidelines on the best way to arrive at an objective.

The research investigation utilized a quantitative approach and concentrated on further evaluating theories and answering the "why" and "what" issues (Bloomfield and Fisher, 2019). During this research, the Ghanaian media industry was used as an instance study to assess the impact of service excellence on client retention.

3.4.1 Descriptive research design

The objective of descriptive research design is to offer an extensive explanation of the phenomena under study (Malhotra and Malhotra, 2012). It is ideal for establishing a correlation between two variables under study.

3.5 Research approach

Zalaghi and Khazaei (2016) elaborate on the foundations of deductive reasoning, which is rooted in a syllogism characterized by a major supposition, typically built upon a prior or explicit proposition, and a minor supposition that relates to a specific situation. This deductive process ultimately leads to a conclusion, drawing logical inferences from the established premises.

Conversely, McAbee et al. (2017) assert that inductive reasoning operates on a different principle. It involves the study of numerous individual cases, leading to the formation of a hypothesis, and eventually, the development of a more generalized statement. Inductive reasoning begins with specific observations and gradually evolves towards generating broader theories or hypotheses. In essence, the key distinction between these approaches lies in their directional flow of reasoning. Deduction commences with broad, abstract perspective and proceeds towards specific instances or cases, while induction initiates with detailed observations of specific cases, progressing towards the formulation of more generalized theories or hypotheses. Deductive reasoning moves from the general to the specific, whereas inductive reasoning moves from the specific to the general, illustrating their divergent paths in logical thinking and research methodology. Therefore, this study adopts the inductive approach because research questions would be used to narrow the scope of the study.

3.6 Population of the study

I can view population of a study as the objective gathering about which the researcher is keen on acquiring data and making inferences (Draugalis and Plaza, 2009). It consists of the employees of radio and television stations in the Kumasi Metropolis. The population of the study was 460, consisting of both men and women from the Media industry.

3.6.1 Sample technique, size, and frame

According to Etikan and Bala (2017) the sample is a fraction of the population that addresses the questions of the research. Probability (chance of selection is already determined for each population element) and non-probability (samples are chosen based on the personal decision) are the two types of sampling techniques. The researcher used convenience sampling to gather data from employees in media organisations. The study sample consisted of 210 respondents.

3.7 Data collection

Both primary and secondary sources of data were employed. Primary information is gathered by the researcher utilizing a scope of collection tools, like questionnaires. I will gather it from the administration of open-ended questionnaires. Secondary data from journals, thesis, and reports.

3.8 Data collection instrument

3.8.1 Questionnaire design

Brace (2018) argues that questionnaires are in several forms including structured, semi- structured, and unstructured. Structured questionnaires that mainly constitute closed-ended questions are often used for quantitative studies, whereas unstructured questionnaires made up of mainly open-ended questions are often employed in qualitative studies. The semi-structured combines the characteristics of both structured and unstructured and employed in mixed- method studies. Based on the quantitative characteristics, the study relied mainly on a structured format of the questionnaire. The question types mainly employed in the design of the questionnaire included the categorical (multiple choice) and Likert-scale methods.

3.9 Data collection technique

3.9.1 Validity and reliability

I achieved validity and reliability by adopting questions from reliable academic sources like journals and peer review papers and others (Taherdoost, 2016). In the SPSS oftware, reliability can, however, be checked using Cronbach's alpha. The reliability analysis with a Cronbach alpha above 0.7 suggests that the data is highly reliable. Reliability addresses the extent to which the data collection methods will yield constant/reliable results, and other researchers can make comparable observations or inferences, or whether there is transparency in how the raw data was analysed.

SPSS is a powerful statistical software program that can be used to analyse data and determine its viability. By using SPSS, it is possible to quickly and easily analyse the viability of data and determine whether it is suitable for the research project. Analysis of variance is a statistical technique used to analyse the viability of data by using SPSS by comparing the means of multiple groups. It is used to test the hypothesis that the means of two or more groups are equal, and is typically used to compare the means of groups on a single variable.

3.9.2 Piloting of measurement instruments

The instruments were pre-tested with 15 employees of radio stations in Kumasi. To assess the reliability of the instruments was the rationale. The insight into the sampling techniques and organisation of statements was acquired and I made necessary corrections.

3.10 Data Analysis

The study adopted the quantitative technique, which involves inferential statistics and descriptive methods of analysing gathered data. The data for the study will be collected, cleaned, edited, and coded into a computer program for analysis. It consisted of describing, recording, analysing, and interpreting conditions that existed. SPSS was used for descriptive, regression, and correlation analysis.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

Introduction

Section four of this research paper aims to provide an in-depth analysis of the collected data, focusing on the assessment of service quality, customer satisfaction, and loyalty within the Ghanaian Media industry. This section will explore into the major subjects, developments, and patterns that emerged from the study, offering valuable insights into the topic at hand. The primary objective of this chapter is to present a comprehensive overview of the research findings, based on a thorough examination of the collected data. By exploring the data, the researcher seeks to uncover and understand the relationships between service quality, customer satisfaction, and loyalty within the context of the Ghanaian Media industry. This chapter will provide a detailed analysis of the data, aim to offer new insights and perspectives on the topic, which can potentially enhance our understanding of how service quality influences customer satisfaction and loyalty within the Ghanaian Media industry.

4.1 Demography of respondents

The demographic features of the research participants were analysed. This section encompasses the age, sex, education and current role of the research participants. This is presented in table 4.1 in the next page.

Table 4.1 Demographic of the respondents

Variable	Item	Frequency	Percentage
Sex	Male	120	57.1

	Female	90	42.9
Age of respondents			
	18-30	37	17.6
	31-40	97	46.2
	41-50	74	35.2
	50 and above	2	1.0
Educational background			
	JHS/SHS	4	1.9
	Diploma	45	21.4
	Degree	110	52.4
	Postgraduate	51	24.3
Current position			
	Journalist	73	34.8
	Brand manager	15	7.1
	Employees of media firms	92	43.8
	Customers of media firms	30	14.3

Source: Field survey 2023

Base on table 4.1, in the sex aspect of the analysis 120 of the research participants were males providing a percentage of 57.1 and 90 of the study participants were females given a percentage of 42.9

With the section of age, 18-30 had 37 response given a percentage of 17.6. 31-40 had a participant response of 97 with a percentage of 46.2. Also, age bracket 41-50 got 74 responses with a percentage of 35.2 and then 50 and above had 2 responses with a percentage of 1.1

On the part of educational features of the participant, JHS/SHS had 4 responses providing a percentage of 1.9. Diploma gain a response of 45 with a percentage of 21.4. Degree had 110

response gaining a percentage of 52.4 and postgraduate gain a response of 51 with a percentage of 24.3

To that of the respondent's current position, 73 of them were journalist gaining a percentage of 34.8. Branch manager had 15 responses gaining a percentage of 7.1. Employee of media firm gain a response rate of 92 with a percentage of 43.8 while customers of the media firm gain a percentage of 14.3 with a response of response of 30.

4.2 Reliability test

The study placed significant importance on evaluating the reliability and validity of its variables. The assessment of reliability relied on the Composite Reliability (CR) measure, which gauges the consistency of these variables. Additionally, validity was categorized into two components: convergent and discriminant validity, following the framework laid out by Hair and colleagues (2013). Convergent validity was determined using the Average Variance Extracted (AVE), while the evaluation of discriminant validity followed the Fornell-Lacker criteria.

In line with Field's recommendations (2009), the study employed the Cronbach alpha coefficient as a suitable metric to assess reliability. Typically, a coefficient within the range of 0.7 to 0.8 is considered acceptable. Values significantly lower than this range might raise concerns about the precision of the measurement scale. Furthermore, as advised by Hair et al. (2010), a coefficient alpha exceeding 0.7 is generally regarded as highly satisfactory for most research objectives in terms of reliability. It's noteworthy, though, that Nunnally (1978) suggested that a coefficient alpha ranging from 0.5 to 0.6 could be considered sufficient, particularly during the early stages of an investigation, reflecting a more lenient standard.

To streamline the collection of data for the specific variables of interest, the study adopted a constructive theory of evaluation as its overarching framework. This approach ensured a systematic and well-structured process for both gathering and analysing data. In the broader context of validity, as explained by Hair et al. (2010), validity pertains to the extent to which a construct is effectively connected to its corresponding metrics and how well this set of elements captures the intended construct that the measurement was designed to assess. This underscores the significance of conducting thorough assessments of both reliability and validity to ensure the robustness of the study's findings and conclusions. It's noteworthy that all constructs included in this study exhibited alpha values surpassing 0.70, thereby affirming the reliability of the collected data.
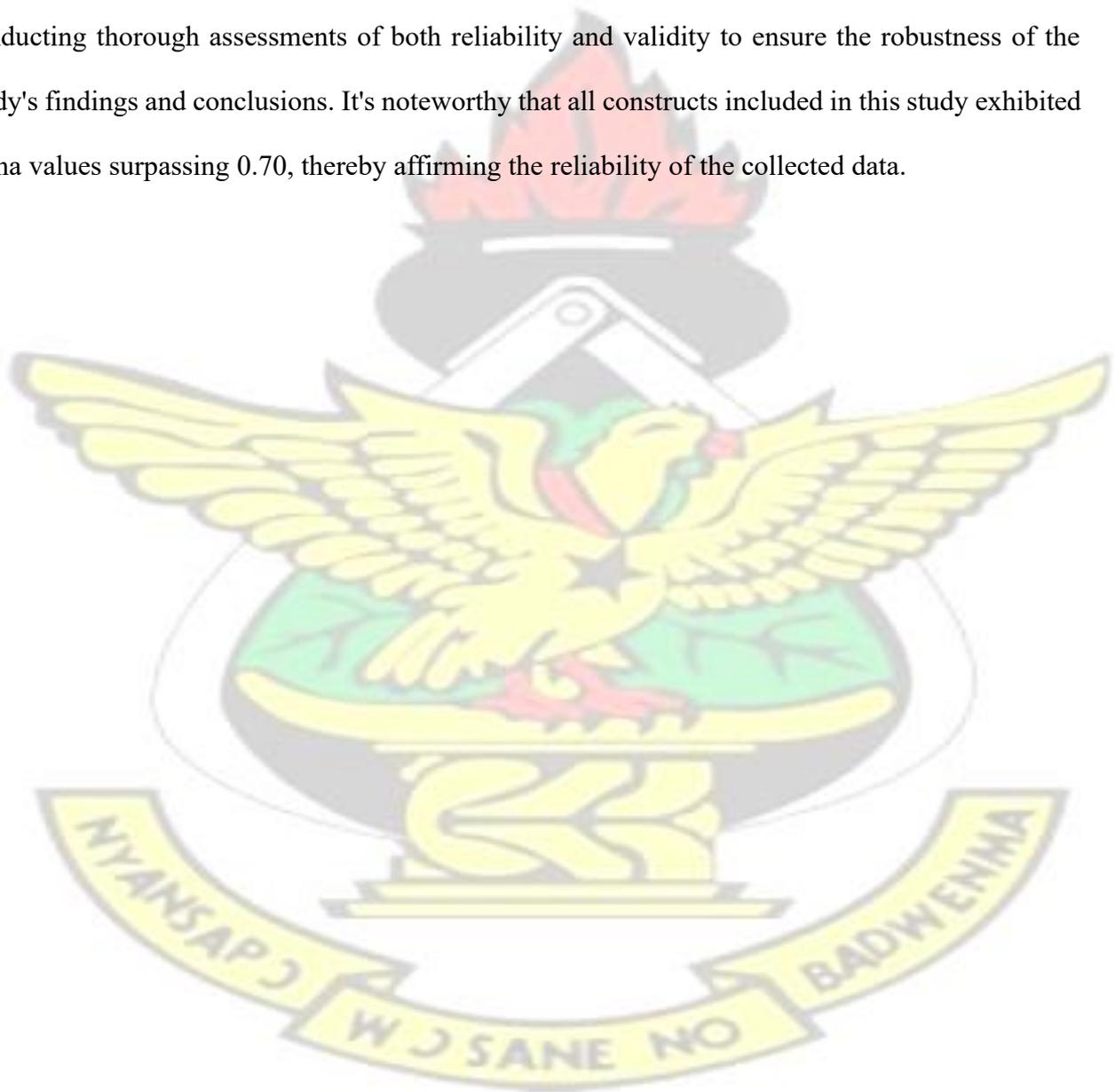
4.3 Descriptive statistics

This aspect of the study delves into the descriptive statistics of the research. It is showed in table 4.3 that, all constructs had a minimum of 1 and a maximum of 5. As indicated in table 4.3, service quality gained a mean of 4.09 and a standard deviation of .557. Customer satisfaction had a mean of 4.12 with a standard deviation of .779 and then customer loyalty had a mean of 3.55 with standard deviation of .629

Table 4.3 Descriptive statistics

N		Minimum	Maximum	Mean	Std. Deviation
Service quality	210	1	5	4.09	.557
Customer satisfaction	210	1	5	4.12	.779
Customer loyalty	210	1	5	3.55	.629

Source: Field survey 2023

4.4 Correlation analysis

The table 4.4 presented here displays correlation coefficients that measure the strength and direction of linear relationships between multiple variables. Correlation coefficients are numerical values that range from -1 to 1. In this range, -1 signifies a perfect negative correlation, 1 indicates a perfect positive correlation, and 0 suggests no linear correlation between the variables.

Researchers use correlation matrices like this one to examine the intricate patterns of relationships among various variables in their studies. By doing so, they gain insights into how changes in one variable might correspond to changes in other variables. This analysis helps researchers understand

the interconnectedness of different aspects they are studying and identify potential causal or influential factors. According to table 4.4, service quality had a correlation coefficient of 1 and .466 to customer satisfaction and .241to customer loyalty. Customer satisfaction had correlation coefficient of 1 and .261to customer loyalty then customer loyalty had correlation coefficient of 1 and .241 to service quality and .261 to customer satisfaction.

Table 4.4 Correlation analysis

Variable	Service quality	Customer satisfaction	Customer loyalty
Service quality	1		
Customer satisfaction	.466	1	
Customer loyalty	.241	.261	1

**. Correlation is significant at the 0.01 level (1-tailed).

4.5 Multi-collinearity results

Within the demesne of statistical analysis, the concept of multi-collinearity, elaborated upon by Hair et al. (2010), is a pivotal consideration in the context of regression analysis. This intricate phenomenon involves a situation where a focal element is intricately entangled in a complex interplay of various inherent factors within the study itself. Drawing from the insights of both Hair et al. (2010) and Tabachnick and Fidell (2007), a crucial facet of multi-collinearity becomes evident through the lens of a correlation matrix challenge.

At the core of this issue lies instances where a minimum of three distinct independent variables exhibit notably strong correlations among themselves, often surpassing a threshold of 0.9. This scenario gives rise to what can aptly be termed as a "matrix of correlations" problem. Within this

predicament, the intricate fabric of relationships interlinking these independent variables creates a level of interdependence demanding statistical scrutiny. The fundamental consequence of this intricate interplay is the potential erosion of the distinctive variability inherent in each of these independent variables. This attenuation in distinctiveness becomes apparent in the reduction of their associated p-values. P-values, foundational to regression analysis, signify the statistical significance of an independent variable's impact on the dependent variable. However, in the presence of pronounced multi-collinearity, this distinctiveness diminishes as p-values lose robustness due to the confounding effects of intertwined variables.

Furthermore, an outcome of significant multi-collinearity is the amplification of shared predictive capacity among interconnected independent variables. As proposed by Hair et al. (2010), this translates into an increased proportion of mutual prediction. The very essence of regression analysis, which strives to discern the unique contributions of each independent variable in explaining the variance of the dependent variable, becomes intricately intertwined. This complex interplay of variables makes the separation of their individual impacts a challenging endeavour.

An academic perspective presented by Field (2009) sheds light on the consequences of this dilemma. The presence of multi-collinearity casts a shadow over the clarity with which the relative contributions of each independent variable can be comprehended. Unravelling the distinct effects of each variable becomes akin to untangling a intricate web, with threads of interdependence resisting easy disentanglement. Consequently, the significance and influence of individual variables become blurred, impeding the holistic understanding that regression analysis seeks to offer.

Researchers often detect multi-collinearity by examining the correlation matrix between variables. As per Hair et al. (2010) and Tabachnick and Fidell (2007), when at least three independent variables display a correlation coefficient of 0.9 or higher, multi-collinearity becomes evident. This

indicates strong relationships between these variables, complicating the separation of their distinct effects on the dependent variable. Another technique to identify multi-collinearity involves assessing variance inflation factors (VIF) and tolerance. VIF quantifies how much the variance of a regression coefficient is inflated due to multi- collinearity. Higher VIF values suggest stronger correlation between an independent variable and others in the model. Conversely, tolerance measures the proportion of a variable's variation not explained by remaining independent variables. Low tolerance values (below 0.1) indicate high multi-collinearity.

It's essential to note that multi-collinearity doesn't imply causation but signals an issue in analysis. Addressing multi-collinearity is crucial to ensure result reliability. Techniques like removing correlated variables, combining them, or using dimensionality reduction methods such as principal component analysis can mitigate multi-collinearity. Ultimately, multi- collinearity arises when there's substantial correlation among independent variables. As indicated in Table 4.5, multicollinearity is apparent when the tolerance level dips below 0.2 and VIF exceeds 5.

Table 4.5 Multi-collinearity results

Model	Collinearity Statistics	
	Tolerance	VIF
Sex	.972	1.029
Age	.937	1.067
Education	.995	1.005
Current position	.766	1.305
Service quality	.761	1.315
Customer loyalty	.975	1.026

Dependent Variable: Customer satisfaction

4.6 Regression analysis and hypothesis

In order to investigate the central, hypothesize of this study, a regression analysis was carried out. The table below, labelled as Table 4.6, showcases the outcomes of this analysis. In this analysis, researchers examined the relations among one or more independent variables and the dependent variable of interest. Regression analysis provides valuable insights into how changes in the independent variables are associated with variations in the dependent variable. The results, as displayed in Table 4.6, present the coefficients, significance levels, and other relevant statistics that allow for the evaluation of the impact and significance of each independent variable on the dependent variable. These findings are essential for testing the study's main hypothesis and drawing meaningful conclusions about the relationships under investigation.

4.6.1 Relationship between service quality and customer loyalty in the Media Industry in Ghana

The first objective of the research was to examine the relationship between service quality and customer loyalty in the Media Industry in Ghana. As indicated in table 4.5 model 1, there is a positive relationship between service quality and customer loyalty in the Media Industry in Ghana. The results in table 4.6 shows that service quality has a positive relationship to customer loyalty in the media space (β = .323, t = 3.896, p <0.01). The outcome in table 4.6 shows that a rise in service quality will provide a rise of 6.4% to customer loyalty as seen in the R square in table 4.6 model 1. This affirm the hypothesis that *service quality has positive relationship to customer loyalty.*

4.6.2 Relationship between service quality and customer satisfaction in the media industry

in Ghana

The next aim of the researcher was to ascertain the relationship between Service Quality and Customer Satisfaction in the Media Industry in Ghana. The outcome in table 4.6 model 2 shows appositive connection among service quality and customer satisfaction in the media space in Ghana. The model gave (β = .652, t = 7.598, p <0.01) and this affirm the relationship between service quality and customer satisfaction in the media industry in Ghana. The R square indicate that a rise in service quality will provide a rise of 21.7% in customer satisfaction. This confirm the hypothesis that *service quality has positive relationship to customer satisfaction.*

Table 4.6 Regression analysis

	Customer loyalty	Customer satisfaction
	Model 1	Model 2
Variables	Beta (t-value)	Beta (t-value)
(Constant) *Service quality*	.323(3.896)	.652(7.598)
Model Indices		
R	.261	.466
R Square	.068	.217
Adjusted R Square	.064	.213
ΔF	15.182	57.734
Sig.	.000	.000

Source: Field study, (2023)

4.7 Mediating role

This part of the research deals with the mediating role of the latent variables within the research. The research tested the mediating role of customer satisfaction on the relationship between service quality and customer Loyalty in the Ghanaian media industry.

As articulated by Hayes and Preacher (2009), the concept of indirect effects plays a pivotal role in the assessment and validation of mediation effects within a particular model. Essentially, mediation effects in the context of mediation analysis rely on the influence that flows along specific pathways, namely, the effects along path-a and path-b. As Hayes and Preacher (2009) elucidate, the mediation effect can be considered as the combined consequence of path-a and path-b. To compute an indirect effect, one essentially quantifies the difference between the total effects (path-c) and the direct effects within the model.

In simpler terms, indirect effects help us understand how an independent variable (IV) influences a dependent variable (DV) indirectly, via a mediating variable. Path-a signifies the impact of the IV on the mediator, while path-b represents the effect of the mediator on the DV. When these paths are considered together, the result should align with the overall impact of the IV on the DV (path-c). The indirect effect quantifies the portion of this impact that operates through the mediator

Point effect =0.166
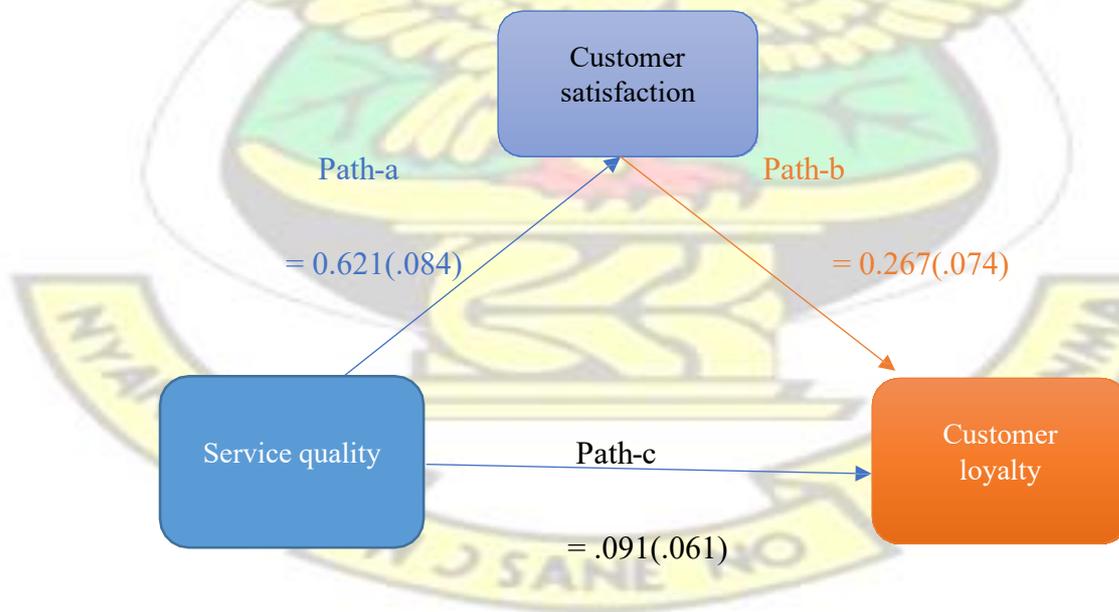
The model demonstrates the total, direct and indirect effect on customer satisfaction, on the relationship among service quality and customer loyalty. The outcome shows that customer satisfaction positively influences service quality (β=0.621, p<0.005). Again, the model shows that customer satisfaction has positive connection with customer loyalty (β=0.267, p<0.005). The outcome demonstrates that customer satisfaction partially mediates on the relationship between service quality and customer loyalty with the point effect 0.166. Therefore, the

concept that customer satisfaction influence on the relationship between service quality and customer loyalty is accepted.

4.8 Discuss of findings

The research findings were analysed in light of the relevant literature pertaining to the research objectives.

4.8.1 Relationship between service quality and customer loyalty in the Media Industry in

Ghana

The outcome of the research shows that there is a positive relationship between service quality and customer loyalty in the Media Industry in Ghana. The results in table 4.6 shows that service quality has a positive relationship to customer loyalty in the media space (β =

.323, t = 3.896, p <0.01). The outcome in table 4.6 shows that a rise in service quality will provide a rise of 6.4% to customer loyalty.

This is consistent to the literature by Awuah, Aryeetey, and Gyimah (2019) investigated the relationship between customer satisfaction and customer loyalty in the media industry in Ghana.

They found that customer satisfaction significantly influenced customer loyalty, indicating that satisfied customers are more likely to remain loyal to media organizations. Moreover, a study by Asemah and Abu (2017) examined the influence of perceived service quality on customer loyalty in the Ghanaian media industry. The results demonstrated that customers' perceptions of service quality significantly affected their loyalty towards media

organizations. This highlights the importance of consistently delivering high-quality services to enhance customer loyalty.

4.8.2 Relationship between service quality and customer satisfaction in the media industry in Ghana

The outcome in table 4.6 model 2 shows a positive connection among service quality and customer satisfaction in the media space in Ghana. The model gave (β = .652, t = 7.598, p <0.01) and this affirm the relationship between service quality and customer satisfaction in the media industry in Ghana. The R square indicate that a rise in service quality will provide a rise of 21.7% in customer satisfaction.

The literature by Tandoğan and Diken (2018) investigated the relationship between service quality and customer satisfaction in the Turkish media industry. The findings demonstrated a positive and significant relationship between service quality dimensions (such as reliability, responsiveness, assurance, empathy, and tangibles) and customer satisfaction. An article by Salihu et al. (2017) explored the relationship between service quality and customer satisfaction in Nigerian media organizations. The research revealed that service quality dimensions, including reliability, tangibility, empathy, responsiveness, and assurance, all positively influenced customer satisfaction in the media industry.

4.8.3 The mediating role of customer satisfaction on the relationship between service quality and customer loyalty in the Ghanaian media industry

The outcome shows that customer satisfaction positively influences service quality ($\beta=0.621$, $p<0.005$). Again, the model shows that customer satisfaction has positive connection with customer loyalty ($\beta=0.267$, $p<0.005$). The outcome demonstrates that customer satisfaction partially mediates on the relationship between service quality and customer loyalty with the point effect 0.166.

The literature by Baffour and Boateng (2018) investigated the mediating effect of customer satisfaction on the relationship between service quality and customer loyalty in the media industry in Ghana. The findings supported the mediating role of customer satisfaction, suggesting that when customers are satisfied with the quality of the media services they receive, they are more likely to exhibit loyalty towards the media provider. Furthermore, Akomiah et al. (2017) explored the relationship between service quality, customer satisfaction, and customer loyalty in the Ghanaian media industry. The study revealed that service quality positively influences customer satisfaction, and in turn, customer satisfaction has a significant impact on customer loyalty. This suggests that service quality indirectly affects customer loyalty through customer satisfaction

4.9 Discussion of the Analysis

The study found a positive relationship between service quality and customer loyalty in the Ghanaian Media Industry. It suggests that an increase in service quality leads to higher levels of customer loyalty. The research also revealed a positive connection between service quality and customer satisfaction in the Ghanaian Media Industry. It indicates that improvements in

service quality contribute to increased levels of customer satisfaction. The study finally found that customer satisfaction plays a mediating role in the relationship between service quality and customer loyalty in the Ghanaian media industry. In other words, customer satisfaction partially explains how service quality influences customer loyalty.

These findings have several important implications for institutions operating in the Media Industry in Ghana. Media institutions should focus on service quality: Institutions should prioritize improving their service quality to enhance both customer satisfaction and customer loyalty. This could involve training staff, investing in technology, and refining processes to ensure consistently high-quality services. They should also understand the mediating role: Recognizing the mediating role of customer satisfaction is crucial. Institutions should not only strive for higher service quality but also monitor and measure customer satisfaction as an indicator of their ability to retain loyal customers.

The research highlights the importance of strategic decision-making based on data and insights. Institutions can use these findings to guide their resource allocation, marketing efforts, and customer relationship management strategies. Institutions that can consistently provide better service quality are likely to gain a competitive advantage in the media industry in Ghana. They can differentiate themselves in a crowded market by attracting and retaining loyal customers. Recognizing the link between service quality, customer satisfaction, and customer loyalty, institutions should adopt a long-term perspective. Building and maintaining strong customer relationships should be a core focus of their business strategy. In conclusion, these research findings suggest that in the Ghanaian Media Industry, service quality is a key driver of customer satisfaction and loyalty. Institutions that understand and act on these relationships can position themselves for success in a dynamic and competitive market.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This section of the research primarily centres on the comprehensive discussion and analysis of the obtained research findings. It offers a comprehensive overview of the results garnered and their significance with respect to the research objectives. Within this chapter, the research outcomes are meticulously presented, accompanied by a thorough examination of the collected data. The fundamental aim is to deliver a lucid and detailed exposition of the research findings, addressing the specific research questions or objectives that were outlined in the study.

5.1 findings

The goal of the researcher was to examine the relationship between service quality and customer loyalty in the Media Industry in Ghana, to ascertain the relationship between Service Quality and Customer Satisfaction in the Media Industry in Ghana and to assess the mediating role of customer satisfaction on the relationship between Service Quality and Customer Loyalty in the Ghanaian Media Industry

5.1.1 Relationship between service quality and customer loyalty in the Media Industry in Ghana

The first objective of this study aimed to examine the relationship between service quality and customer loyalty within the Ghanaian media industry. Our findings support the hypothesis that there is a positive relationship between service quality and customer loyalty. The regression analysis revealed a significant and positive coefficient ($\beta = 0.323$, $t = 3.896$, $p < 0.01$), indicating that as

service quality in media organizations in Ghana improves, customer loyalty also increases. This finding is consistent with prior research by Awuah, Aryeetey, and Gyimah (2019) that found a similar positive relationship between customer satisfaction and customer loyalty in the media industry in Ghana.

This suggests that media organizations in Ghana can enhance their customer loyalty by focusing on improving service quality. Ensuring reliability, responsiveness, assurance, empathy, and tangible aspects of their services can lead to a more loyal customer base, which is essential for the long-term success of these organizations.

5.1.2 Relationship between service quality and customer satisfaction in the media industry in Ghana

The second objective of our study aimed to determine the relationship between service quality and customer satisfaction in the Ghanaian media industry. Our findings confirm that there is a positive connection between service quality and customer satisfaction in the media sector in Ghana. The regression analysis showed a significant and positive coefficient ($\beta = 0.652$, $t = 7.598$, $p < 0.01$), indicating that as service quality improves, customer satisfaction also increases. The R square value of 0.217 suggests that 21.7% of the variance in customer satisfaction can be explained by variations in service quality.

These findings align with research by Tandoğan and Diken (2018), which found a positive relationship between service quality dimensions and customer satisfaction in the Turkish media industry. Media organizations in Ghana can use this information to strengthen their service quality,

thereby boosting customer satisfaction levels, which are critical for maintaining a loyal customer base and gaining a competitive advantage.

5.2.3 The mediating role of customer satisfaction on the relationship between service quality and customer loyalty in the Ghanaian media industry

The third objective of our study explored the mediating role of customer satisfaction on the relationship between service quality and customer loyalty in the Ghanaian media industry. Our results show that customer satisfaction plays a partial mediating role in this relationship with a point effect of 0.166. This indicates that customer satisfaction partially mediates the impact of service quality on customer loyalty.

This finding is in line with previous research by Baffour and Boateng (2018), which demonstrated the mediating effect of customer satisfaction on the relationship between service quality and customer loyalty in the media industry in Ghana. The study by Akomiah et al. (2017) also supported the idea that customer satisfaction indirectly influences customer loyalty through its mediating role.

In practical terms, this suggests that media organizations in Ghana should prioritize improving service quality as it directly enhances customer satisfaction, which, in turn, leads to higher customer loyalty. By focusing on both service quality and customer satisfaction, media firms can build stronger and more enduring relationships with their customers.

5.2 Summary of Findings

The research delved into the intricate relationships among service quality, customer satisfaction, and customer loyalty within the context of the Ghanaian media industry. The investigation was driven by the aim of understanding how these key variables interplay and

contribute to the industry's dynamics. Several significant insights have emerged that shed light on the complexities of this relationship.

The analysis revealed that service quality plays a pivotal role in shaping customer satisfaction within the Ghanaian media industry. The level of service quality experienced by customers directly influences their overall satisfaction with the media services provided. This connection underscores the importance of consistent efforts to enhance service quality to create positive and gratifying experiences for consumers. Customer satisfaction was found to be a crucial driver of customer loyalty. Satisfied customers are more likely to develop a sense of attachment and allegiance to the media outlets they engage with. This emphasizes the potential for cultivating enduring relationships with customers through the delivery of high-quality services that meet or exceed their expectations.

The study findings also highlight the bidirectional relationship between customer satisfaction and customer loyalty. Not only does satisfaction contribute to loyalty, but loyal customers also tend to express higher levels of satisfaction. This synergy underlines the significance of a holistic approach that considers both satisfaction and loyalty as intertwined aspects of customer engagement. However, it is essential to acknowledge that the media industry's landscape is evolving, influenced by technological advancements and changing consumer preferences. As such, sustaining customer loyalty requires continuous adaptation and innovation. Media organizations should remain attuned to these shifts, ensuring that service quality remains aligned with evolving customer expectations.

The research underscores the critical role of service quality, customer satisfaction, and customer loyalty in the Ghanaian media industry. As media outlets seek to thrive in this competitive environment, prioritizing service quality to enhance customer satisfaction and

fostering customer loyalty should be integral to their strategic endeavours. The study provides valuable insights that can guide industry practitioners, policymakers, and researchers in their efforts to navigate the dynamic landscape of the media industry in Ghana.

5.3 Key Lessons Drawn

The research underscores the paramount importance of service quality as a catalyst for both customer satisfaction and loyalty within the Ghanaian media industry. The study's findings confirm a positive relationship between service quality and customer satisfaction, as well as between service quality and customer loyalty. This underlines the need for media organizations in Ghana to prioritize consistent service quality improvements, monitor and enhance customer satisfaction, and engage in continuous quality enhancement efforts to foster customer loyalty. Additionally, the research demonstrates the mediating role of customer satisfaction, further emphasizing its significance as a bridge to building and sustaining loyal customer relationships. Policymakers and industry stakeholders should heed these lessons to encourage the growth and competitiveness of the Ghanaian media landscape, while further research can continue to explore these dynamics in varying contexts and evolving media environments.

5.4 Recommendation and Suggestions for Further Studies

Based on the findings of the study on service quality, customer satisfaction, and customer loyalty within the Ghanaian media industry, the following recommendations are provided to enhance the industry's performance and strengthen its relationship with its audience:

Media organizations should prioritize improving the quality of their services across all touch points. This includes content creation, broadcasting, customer service, and digital platforms. Regular training and development programs for staff can help maintain high service standards. Media Organisations should establish mechanisms for obtaining feedback from viewers, listeners, and readers. Regular surveys, focus groups, and social media interactions can provide valuable insights into audience preferences and concerns, helping media organizations tailor their offerings to better meet audience expectations. Organisations should embrace digital innovation to enhance customer experience. Develop user-friendly mobile apps, websites, and digital platforms that provide easy access

to content, interactive features, and personalized recommendations. Keeping pace with technological changes can attract tech- savvy audiences.

Media institutions must focus on producing high-quality, diverse, and relevant content that resonates with the audience's interests and needs. Strive for accuracy, impartiality, and a balanced representation of perspectives to build trust with the audience. Enhance transparency

in reporting by providing clear sources and references. Acknowledge errors promptly and rectify them transparently. This can foster credibility and strengthen audience trust.

Media organisations should actively engage with local communities to better understand their preferences and concerns. Supporting local events, promoting community initiatives, and covering local news can contribute to a sense of community belonging and loyalty. Employ a multichannel approach to reach a wider audience. Utilize various platforms such as TV, radio, print, and digital media to cater to different demographic segments and their media consumption habits. The institutions should take on a responsible role in society by addressing social issues, promoting positive change, and providing accurate information that contributes to informed public discourse. This can enhance the media's reputation and strengthen its bond with the audience. As digital engagement grows, prioritize the security and privacy of user data. Implement stringent data protection measures to ensure that audience trust is not compromised.

Media companies should foster collaborations with other media organizations, educational institutions, and community groups. Shared resources and expertise can lead to innovative content creation and broader audience reach. Understand that customer loyalty is built over time. Continuously invest in efforts to maintain and nurture relationships with the audience through meaningful content and interactions. Continuously monitor audience trends, preferences, and feedback. Be prepared to adapt strategies and approaches based on changing audience dynamics and industry trends. It is also recommended that further research be done in the media space using a larger sample size and different methodologies in research.

References

Abror, A., Patrisia, D., Engriani, Y., Evanita, S., Yasri, Y., & Dastgir, S. (2020). Service quality, religiosity, customer satisfaction, customer engagement and Islamic bank's customer loyalty. *Journal of Islamic Marketing*, 11(6), 1691-1705.

Aburayya, A., Marzouqi, A., Alawadhi, D., Abdouli, F., & Taryam, M. (2020). An empirical investigation of the effect of employees' customer orientation on customer loyalty through the mediating role of customer satisfaction and service quality. *Management Science Letters*, 10(10), 2147-2158.

Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. (2019). Assessing the effects of service quality on customer satisfaction. *Management Science Letters*, 9(1), 13-24.

Alkhurshan, M., & Rjoub, H. (2020). The scope of an integrated analysis of trust switching barriers, customer satisfaction, and loyalty. *Journal of Competitiveness*, 12(2), 5.

Al-Tit, A. A. (2020). E-commerce drivers and barriers and their impact on e-customer loyalty in small and medium-sized enterprises (SMES). *Verslas: teorija ir praktika*, 21(1), 146-157. Asnawi, N., Sukoco, B. M., & Fanani, M. A. (2020). The role of service quality within Indonesian customers' satisfaction and loyalty and its impact on Islamic banks. *Journal of Islamic Marketing*, 11(1), 192-212.

Baktash, L., & Talib, M. A. (2019). Green marketing strategies: exploring intrinsic and extrinsic factors towards green customers' loyalty. *Calitatea*, 20(168), 127-134.

Batarlienė, N., & Slavinskaitė, N. (2023). Assessment of Factors Determining Airline Consumer Loyalty: Case Study in Lithuania. *Sustainability*, 15(2), 1320.

Beneke, J., Hayworth, C., Hobson, R., & Mia, Z. (2012). Examining the effect of retail service quality dimensions on customer satisfaction and loyalty: The case of the supermarket shopper. *Acta Commercii*, 12(1), 27-43.

Cha, S. S., & Seo, B. K. (2020). The effect of food delivery application on customer loyalty in restaurant. *Journal of Distribution Science*, 18(4), 5-12.

Chaker, N. N., Nowlin, E. L., Pivonka, M. T., Itani, O. S., & Agnihotri, R. (2022). Inside sales social media use and its strategic implications for salesperson-customer digital engagement and performance. *Industrial Marketing Management*, 100, 127-144.

Choi, Y., Choi, M., Oh, M., & Kim, S. (2020). Service robots in hotels: understanding the service quality perceptions of human-robot interaction. *Journal of Hospitality Marketing & Management*, 29(6), 613-635.

Demir, A., Maroof, L., Sabbah Khan, N. U., & Ali, B. J. (2021). The role of E-service quality in shaping online meeting platforms: a case study from higher education sector. *Journal of Applied Research in Higher Education*, 13(5), 1436-1463.

Elizar, C., Indrawati, R., & Syah, T. Y. R. (2020). Service Quality, Customer Satisfaction, Customer Trust, and Customer Loyalty in Service of Paediatric Polyclinic Over Private H Hospital of East Jakarta, Indonesia. *Journal of Multidisciplinary Academic*, 4(2), 105-111.

Endeshaw, B. (2021). Healthcare service quality-measurement models: a review. *Journal of Health Research*, 35(2), 106-117.

Endeshaw, B. (2021). Healthcare service quality-measurement models: a review. *Journal of Health Research*, 35(2), 106-117.

Eyinga, P. M. (2023). The Competence-Based Curriculum in Nursing Education: A Guarantee for Nurse Student Critical Thinking Development. *Scholastic: Journal of Natural and Medical Education*, 2(5), 119-132.

Fauzi, A. A., & Suryani, T. (2019). Measuring the effects of service quality by using CARTER model towards customer satisfaction, trust, and loyalty in Indonesian Islamic banking. *Journal of Islamic Marketing*, 10(1), 269-289.

Graham, S. (2020). An attributional theory of motivation. *Contemporary Educational Psychology*, 61, 101861.

Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. *California management review*, 63(1), 5-25.

Haron, R., Abdul Subar, N., & Ibrahim, K. (2020). Service quality of Islamic banks: satisfaction, loyalty, and the mediating role of trust. *Islamic Economic Studies*, 28(1), 3-23.

Hong, J. C., Lin, P. H., & Hsieh, P. C. (2017). The effect of consumer innovativeness on perceived value and continuance intention to use smartwatch. *Computers in Human Behavior*, 67, 264-272.

Huang, W., Pakanen, M., Haukipuro, L., Väinämö, S., & Arhippainen, L. (2018, May). Motivate Online Users by Moderating and Providing Tasty Testing Experiences. In *2018 22nd Conference of Open Innovations Association (FRUCT)* (pp. 55-66). IEEE.

Hwang, J., & Park, S. (2018). An exploratory study of how casino dealer communication styles lead to player satisfaction. *Journal of Travel & Tourism Marketing*, 35(9), 1246-1260.

Jiang, J., Gretzel, U., & Law, R. (2010). Do negative experiences always lead to dissatisfaction? —testing attribution theory in the context of online travel reviews. In *Information and communication technologies in tourism 2010* (pp. 297-308). Springer, Vienna.

Kartika, T., Firdaus, A., & Najib, M. (2020). Contrasting the drivers of customer loyalty; financing and depositor customer, single and dual customer, in Indonesian Islamic bank. *Journal of Islamic Marketing*, 11(4), 933-959.

Kim, J. (2021). Platform quality factors influencing content providers' loyalty. *Journal of Retailing and Consumer Services*, 60, 102510.

Li, Y., & Shang, H. (2020). Service quality, perceived value, and citizens' continuous-use intention regarding e-government: Empirical evidence from China. *Information & Management*, 57(3), 103197.

Luo, J., Wong, I. A., King, B., Liu, M. T., & Huang, G. (2019). Co-creation and co-destruction of service quality through customer-to-customer interactions: Why prior experience matters. *International Journal of Contemporary Hospitality Management*, 31(3), 1309-1329.

Marbouh, D., Khaleel, I., Al Shanqiti, K., Al Tamimi, M., Simsekler, M. C. E., Ellahham, S., ... & Alibazoglu, H. (2020). Evaluating the impact of patient no-shows on service quality. *Risk management and healthcare policy*, 13, 509.

Min, S., So, K. K. F., & Jeong, M. (2021). Consumer adoption of the Uber mobile application: Insights from diffusion of innovation theory and technology acceptance model. In *Future of Tourism Marketing* (pp. 2-15). Routledge.

Molinillo, S., Aguilar-Illescas, R., Anaya-Sanchez, R., & Carvajal-Trujillo, E. (2022). The customer retail app experience: Implications for customer loyalty. *Journal of Retailing and Consumer Services*, 65, 102842.

Molinillo, S., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2020). Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites. *Computers in Human Behavior*, 108, 105980.

Morgeson III, F. V., Hult, G. T. M., Mithas, S., Keiningham, T., & Fornell, C. (2020). Turning complaining customers into loyal customers: Moderators of the complaint handling–Customer loyalty relationship. *Journal of Marketing*, 84(5), 79-99.

Mulyani, S. R., Ridwan, M., & Ali, H. (2020). Model of human services and resources: The improvement efforts of Silungkang restaurant attractiveness on consumers. *Talent Development & Excellence*, 12(1).

Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability*, 11(4), 1113.

Prentice, C., Wang, X., & Loureiro, S. M. C. (2019). The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services*, 50, 50-59. Quinn, S. (2005). *Convergent Journalism: The Fundamentals of Multimedia Reporting*. Peter Lang.

Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, ecustomer satisfaction, and loyalty: the modified e-SERVQUAL model. *The TQM Journal*, 32(6),

1443-1466.

Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690.

Roshandel-Arbatani, T., Kawamorita, H., Ghanbary, S., & Ebrahimi, P. (2019). Modelling media entrepreneurship in social media: SEM and MLP-ANN Approach. *AD-minister*, (34), 35-57.

Saniuk, S., Grabowska, S., & Gajdzik, B. (2020). Personalization of products in the industry 4.0 concept and its impact on achieving a higher level of sustainable consumption. *Energies*, 13(22), 5895.

Sano, K. (2015). An empirical study the effect of social media marketing activities upon customer satisfaction, positive word-of-mouth, and commitment in indemnity insurance service. In *Proceedings International Marketing Trends Conference* (Vol. 27, No. 3, pp. 21-32).

Shankar, A., & Datta, B. (2020). Measuring e-service quality: a review of literature. *International Journal of Services Technology and Management*, 26(1), 77-100.

Shi, S., Cao, Y., Chen, Y., & Chow, W. S. (2019). What social media brand pages contribute to functional conflict: The central role of commitment. *International Journal of Information Management*, 45, 95-106.

Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2021). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction, and behavioral intentions. *British Food Journal*, 123(4), 1324-1344.

Srivastava, P., Gupta, S. L., Mishra, N., Srivastava, S., & Mangla, S. K. (2022). Social Media Marketing and Brand Loyalty: Analyzing the Mediating Role of Brand Trust. *Thailand and The World Economy*, 40(3), 55-68.

Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdibyo, L. (2019). Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of Foodservice Business Research*, 22(1), 81-97.

Suhud, U. (2021). Influence of social media marketing, electronic word of mouth, and consumer engagement to brand loyalty in Indonesia Grab Company. *International Journal of Business and Social Science Research*, 2(2), 16-26.

Susanto, H., Fang Yie, L., Mohiddin, F., Rahman Setiawan, A. A., Haghi, P. K., & Setiana, D. (2021). Revealing social media phenomenon in time of COVID-19 pandemic for boosting start-up businesses through digital ecosystem. *Applied System Innovation*, 4(1), 6.

Tanveer, M., Ahmad, A. R., Mahmood, H., & Haq, I. U. (2021). Role of ethical marketing in driving consumer brand relationships and brand loyalty: A sustainable marketing approach. *Sustainability*, 13(12), 6839.

Torkzadeh, S., Zolfagharian, M., Yazdanparast, A., & Gremler, D. D. (2022). From customer readiness to customer retention: the mediating role of customer psychological and behavioral engagement. *European Journal of Marketing*, (ahead-of-print).

Veloso, C. M., Magueta, D., Sousa, B. B., & Carvalho, J. L. (2020). Measuring E-service quality, satisfaction, and loyalty of customer in the online channel of the modern retail. *IBIMA Business Review*, 2020, 1-15.

Vilkaite-Vaitone, N., & Skackauskiene, I. (2020). Service customer loyalty: An evaluation based on loyalty factors. *Sustainability*, 12(6), 2260.

Wang, W. T., Ou, W. M., & Chen, W. Y. (2019). The impact of inertia and user satisfaction on the continuance intentions to use mobile communication applications: A mobile service quality perspective. *International Journal of Information Management*, 44, 178-193.

Wang, Y., Chowdhury Ahmed, S., Deng, S., & Wang, H. (2019). Success of social media marketing efforts in retaining sustainable online consumers: An empirical analysis on the online fashion retail market. *Sustainability*, 11(13), 3596.

Wulandari, D. (2022). Customer Satisfaction as a Priority in Excellent Banking Services. *KINERJA: Jurnal Manajemen Organisasi dan Industri*, 1(1), 27-34.

Zhan, Y., Han, R., Tse, M., Ali, M. H., & Hu, J. (2021). A social media analytic framework for improving operations and service management: A study of the retail pharmacy industry. *Technological Forecasting and Social Change*, 163, 120504.

Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in China? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 460.

KNUST School of Business

Department of Marketing Telephone

number: 0245962272 School Number:

PG 9212721

Dear Respondent,

Service Quality, Customer Satisfaction and Customer Loyalty: An Assessment of the Ghanaian Media Industry

I am Ruth Antwi, a student of the Kwame Nkrumah University of Science and Technology in Kumasi-Ghana. As part of the data collection process on the project titled "Service Quality, Customer Satisfaction and Customer Loyalty: An Assessment of the Ghanaian Media Industry" I am writing to kindly request your participation in the survey by completing the questionnaire, which is purposely to sample views of employees in your outfit operating in Kumasi.

The findings of the study are expected to add knowledge to the existing academic literature, which would be used for academic purpose and would also be helpful.

No individual information will be disclosed and all results will be presented as an aggregate summary data for academic purpose. It would take a participant approximately 15 to 20 minutes to fill out the questionnaire.

Thank you for your cooperation. Yours

Sincerely

……………………………….. ……………………………….. Ruth

Antwi (**Student)** KWAME OHENE DJAN **(Supervisor)**

APPENDIX A: CONSENT FORM

I acknowledge that, I understand the research and that the study has fully been explained to me. I am also aware that, any information I offer to the researcher would be used in the research report. I further concede that the researcher has assured me the following:

- That my participation in this research is voluntary.

- That my personal details or information will remain anonymous throughout the research study as well as in the research thesis.

- That I can decline to answer any question which makes me feel uncomfortable, without any compulsion.

I hereby consent to being a participant for the research study titled: **Service Quality, Customer Satisfaction and Customer Loyalty: An Assessment of the Ghanaian Media Industry**

Signature

(Please Sign with an X)

QUESTIONNAIRE

Please answer the following questions by marking the appropriate answer(s) with an X. This questionnaire is strictly for research purpose only.

SECTION A: GENERAL INFORMATION

The section is asking for your background information. Please indicate your answer by ticking (X) Or (√) on the appropriate box.

A1 Please indicate your gender

Male		Female	

A2 Please indicate your age category (in years)

18 – 30	
31 – 40	
41 – 50	
Above 50	

A3 Please indicate your highest educational level

JHS/SHS	
Diploma	
Degree	
Postgraduates	
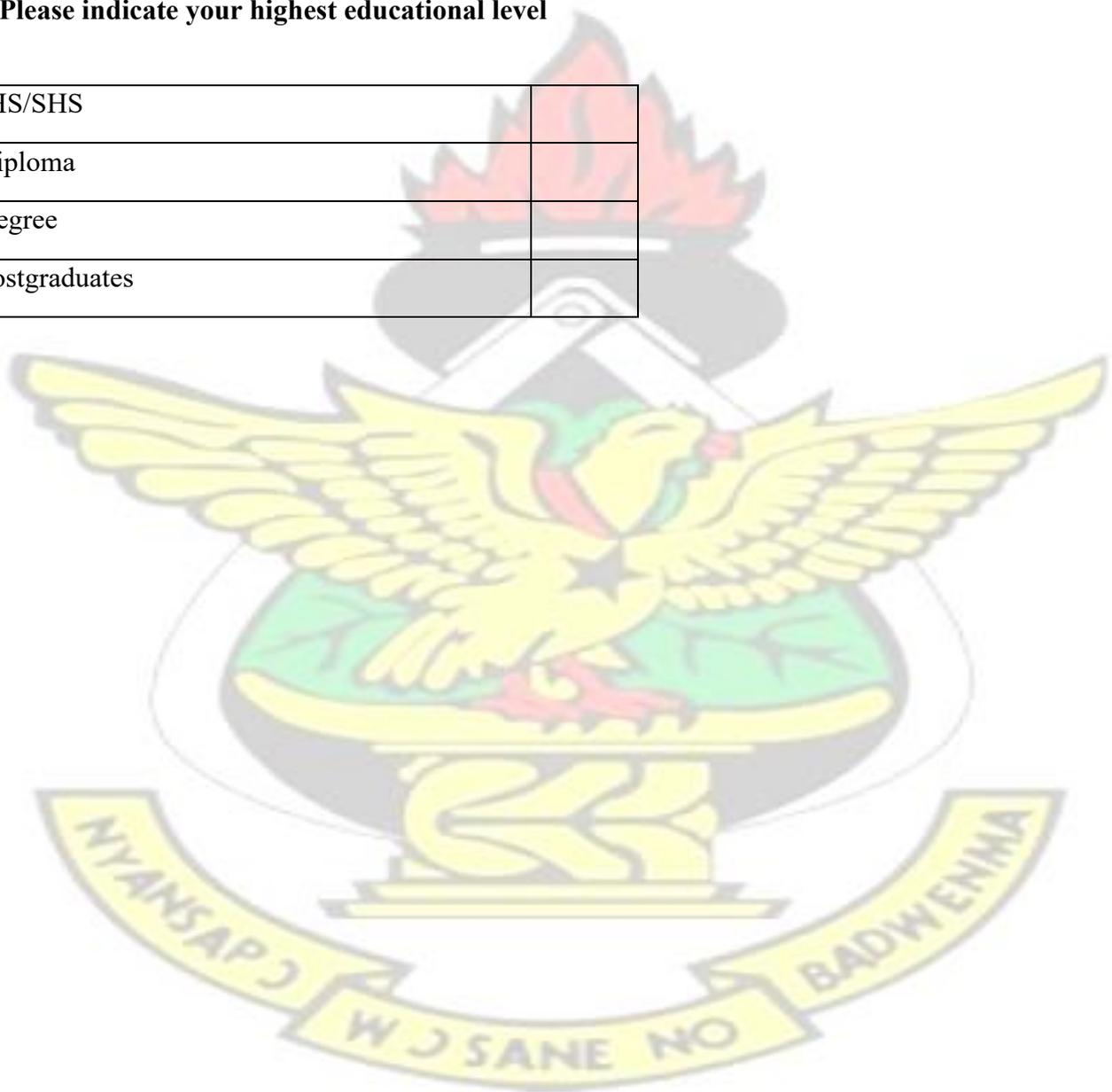
A4 Current position

Journalist	
Brand manager	
Employees of Media firms	
Customers of media firms	
Others	

SECTION B: SERVICE QUALITY

Please tick [√] the answer that reflects your views in the following statements from 1 to 5

1 = **Strongly disagree**, 2= **disagree**   3 = **Neutral**   4= **agree** 5 = **strongly agree**

	Assurance	1	2	3	4	5
1	The staff at the media organization are knowledgeable about their services and offerings					
2	The media organization instils confidence in their customers by addressing their concerns promptly					
3	The media organization's employees are courteous and professional when interacting with customers					
4	The media organization ensures the security and privacy of customer information					
	Empathy					
5	The media organization understands my individual needs and preferences					
6	The media organization listens attentively to my feedback and concerns					
7	The media organization shows genuine care for its customers' well-being and satisfaction					
8	The media organization provides personalized assistance to meet my specific requirements					
	Tangibility					

#	Statement					
9	The physical facilities of the media organization are well-maintained and visually appealing					

#	Statement					
10	The media organization's equipment and technology are up-to-date and reliable					
11	The appearance of the media organization's materials (brochures, website, etc.) is professional and appealing					
12	The media organization provides a comfortable and welcoming environment for its customers					
	Responsiveness					
13	The media organization promptly addresses my inquiries and requests					
14	The media organization's staff is quick to provide solutions when I encounter problems					
15	The media organization is accessible and reachable through various communication channels					
16	The media organization demonstrates a willingness to help whenever I need assistance					
	Reliability					
17	The media organization consistently delivers its services accurately and without errors					
18	The media organization meets its promised deadlines and commitments					
19	I can depend on the media organization to provide reliable and consistent services					
20	The media organization's services are trustworthy and free from unexpected disruptions					

SECTION C: CUSTOMER SATISFACTION

Please tick [√] the answer that reflects your views in the following statements from 1 to 5

1 = **Strongly disagree**, 2= **disagree**   3 = **Neutral**   4= **agree** 5 = **strongly agree**

#	Statement					
1	**Customer Satisfaction**					
2	I am satisfied with the quality of services provided by the media organization					
3	The media organization meets my expectations for high-quality service					

4	I am content with the level of service I receive from the media organization					
5	I feel that my needs are well met by the media organization's services					

6	Overall, I am satisfied with specific experiences with the media organisation					
7	I am satisfied with my decision to be with this media organisation					

SECTION C: CUSTOMER LOYALY

Please tick [√] the answer that reflects your views in the following statements from 1 to 5

   1   = **Strongly disagree**, 2= **disagree**   3 = **Neutral**   4= **agree** 5 = **strongly agree**

1	**Customer Satisfaction**					
2	The media station remains my first choice					
3	I will still continue working with the media station					
4	I will recommend the media station to colleagues within the media space					
5	I will communicate a good information about the media organisation					
6	I will give positive comments about the media organisation					
7	I will tell invite friends to the media organisation					

KNUST