



Varazdin Development and Entrepreneurship Agency
in cooperation with
University North, Croatia
Faculty of Management University of Warsaw, Poland



Economic and Social Development

23rd International Scientific Conference on Economic and Social Development



Editors:
Marijan Cingula, Mirosław Przygoda, Kristina Detelj

Book of Abstracts

ISSN 1849-7543



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Madrid, 15-16 September 2017

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Publishing Editor ■ Domagoj Cingula

Publisher ■ Design ■ Print ■ Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia
University North, Koprivnica, Croatia
Faculty of Management University of Warsaw, Warsaw, Poland

Printing ■ Online Edition

ISSN 1849-7543

The Book is open access and double-blind peer reviewed.

Our past Books are indexed and abstracted by ProQuest, EconBIZ, CPCI (WoS) and EconLit databases and available for download in a PDF format from the Economic and Social Development Conference website: <http://www.esd-conference.com>

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Second, it relies on capabilities approach to explain the extent to which this approach, rather than that based on resources and focusing on income and wealth, could serve as a basis for the assessment of the level of deprivation.

Keywords: *capabilities, deprivation, ends, inadequacy, means, poverty*

THE EFFECTS OF CUSTOMER SATISFACTION, SERVICE QUALITY AND PERCEIVED VALUE ON BEHAVIOURAL INTENTIONS IN RETAIL INDUSTRY

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ABSTRACT

The retail industry has in the last decades assumed a preponderant role in the Portuguese economy, similar to that of other European countries, and is definitely one of the biggest and more vibrant industries nowadays.

The significance of the retail industry for the Portuguese economy, a central sector for its growth and dynamic, and the relationship between service quality and efficiency of business are the motivations for this study. In a highly competitive industry, as is the retailing sector, it is crucial that organizations have a good knowledge of the business aspects that are important to their customers. The purpose of this study is to identify the dimensions of service quality and to evaluate the interrelationships among customer satisfaction, perceived value and behavioural intentions and service quality in the modern retail industry. A multi-level and hierarchical model is used as an instrument to synthesize the effects of customer satisfaction, service quality and perceived value on behavioural intentions of customers at retail stores. The results shown that, service perceived quality significantly influences customer satisfaction. Also perceived value and quality service are the main determinants of customer satisfaction. Additionally, customer satisfaction, retail service quality and perceived value significantly affect behavioural intentions towards the act of buying.

Keywords: *Customer Satisfaction, Perceived Value, Retail Service Quality, Behavioural intentions, Portugal*
