

ABSTRACT

This study aims at shedding light on the moderating effect of loyalty phases on the relationship between SSR and its antecedents - disconfirmation, encompassing the relationship between expectations and performance, and dimensions of perceived justice. The loyalty phase framework introduces a hierarchy of loyalty consisting of four phases in ascending order, ranging from a weak, utilitarian loyalty to a strong ultimate loyalty. In this research the difference between cognitive/affective loyalty phases and conative loyalty phase in explaining customer satisfaction is examined in Azerbaijan and in Georgia.

A literature review was carried out in order to reveal how previous research has treated this topic. The need for an investigation emerged as it appeared from this review that moderating effects had not been investigated before. Based on existing theory and subjective pre-assumptions, 6 hypotheses were proposed.

A quantitative research strategy with a descriptive design was employed to gather necessary data in order to either reject or support the proposed hypotheses. Hence, a total of 450 customers from a hotel chain in Azerbaijan and in Georgia participated in a survey. The survey employed previously used and tested measures of the constructs SSR, disconfirmation, dimensions of perceived justice and loyalty phases. Multiple regression analysis was carried out in order to test the hypotheses.

The results revealed that both cognitive/affective and conative loyalty phases are likely to moderate the relationship between SSR and its proposed antecedents. In addition, distributive, procedural and interactional had a more positive impact on SSR in the cognitive/affective loyalty phase than in the conative loyalty phase, while disconfirmation did not.