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RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND CUSTOMER RETENTION. A STUDY OF SELECTED BANKS IN ENUGU METROPOLIS, ENUGU STATE

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Abstract
This study was to evaluate the relationship between customer satisfaction and customer retention. The specific objectives include to: examine the relationship between service quality and customer trust and evaluate the relationship between customer's involvement and customer loyalty. The survey method of co-relational design research was used. The area of study comprised of three banks: First Bank Okpara avenue, Zenith Bank Okpara avenue and Ecobank Ogui road in Enugu metropolis, Enugu State. A population of 208 management and staff were used. The primary sources were personal interview and the administration of questionnaire to the management and staff of the banks. The data collected from the questionnaire were presented in a frequency tables and the hypotheses were tested using F-statistic tool (ANOVA). It was found there is positive relationship between service quality and customer trust $F(n = 208) = 32746.632$, $P<0.05$.; there is positive relationship between customer's involvement and customer loyalty $F(n = 208) = 31298.328$, $P<0.05$. It was concluded customer satisfaction has independently contributed immensely to the retaining of respective customers. More so, there is a significant positive relationship between customer satisfaction and customer retention. It was recommended among others managers should always aim at creating deep and long term relationships with its customers, Organizations should improve in their service quality in order to be more effective than competitors in creating, delivering, and retaining customers.

Keywords: *Customer, Satisfaction, Retention*

1.1 Introduction

Customer satisfaction is delivery compared with the expectations. Satisfied customer could be open to the next better opportunity. Customer satisfaction is driven by how well you manage your delivery and ´how well you manage customer expectations. Customer Satisfaction is customer's perception of the degree to which the customers' expectations have been fulfilled and how well a firm's products, service, support and engagement are able to meet the customer expectations. This includes responding to customer queries and issues. Repair, maintenance and upkeep of your products post sales. Engaging with customer, apart from the above mentioned contexts (product, service and support). This includes offering new products, schemes, up-sell, cross-sell, process reengineering and enhancement. In fact, some companies evaluate their salespeople based on how well they satisfy their customers; in other words, not only must the salespeople hit their sales targets, they have to do so in ways that satisfy customers, (Ryan, 2016). Companies spend millions of dollars every year to create new products, build solid brands, and market new products. Yet none of those activities matter if customers do not buy the product or service a company is marketing. Getting customers in the door to buy is an on-going challenge and a focus of every marketing department across the nation.

While most companies traditionally spend more money on customer acquisition because they view it as a quick and effective way of increasing revenue, customer retention often is faster and, on average, costs up to seven times less than customer acquisition. Selling to customers with whom you already have a relationship is often a more effective way of growing revenue because companies don't need to attract, educate, and convert new ones. Customer retention includes all activities and actions companies and organizations take to reduce the number of customer defections. The goal of customer retention is to help companies retain as many customers as possible, often through customer loyalty and brand loyalty initiatives. It is important to remember that customer retention begins with the first contact a customer has with a company and continues throughout the entire lifetime of the relationship (Molly, 2018). As you consider how to get customers to come back, you decide you need to create an experience that is positive and memorable.

Every business organization`s success depends on the satisfaction of the customers. Whenever a business is about to start, customers always come "first" and then the profit. Those companies that are succeeding to satisfy the customers fully will remain in the top position in a market. Today's business company has known that customer satisfaction is the key component for the success of the business and at the same time it plays a vital role to expand the market value. In general, customers are those people who buy goods and services from the market or business that meet their needs and wants. Customers purchase products to meet their expectations in terms of money. Therefore, companies should determine their pricing with the quality of the product that attracts the customer and maintains the long-term affiliation (***Tara,*** 2018).

Consumers today have more power than ever. That means that businesses and brands must be on top of their games at all times, with respect to customer experiences, service and support. Otherwise, customers and clients will take their money elsewhere. Therefore, it should come as no surprise that organizations are dedicating more effort and resources toward customer satisfaction and retention (Eric, 2016).

Increased customer satisfaction can provide company benefits like customer loyalty, extending the life cycle of a customer expanding the life of merchandise the customer purchase and increases customers positive word of mouth communication. When the customer is satisfied with the product or service of the company, it can make the customer to purchase frequently and to recommend products or services to potential customers. It is impossible for a business organization to grow up in case the company ignores or disregards the needs of customers (Tao 2014.)

There are many problems that are encountered by business owners throughout the course of managing their business. Organizations must be prepared for solving problems that come their way. However, creating a startup is not an easy task. The first thing to do is to understand that problems are an everyday part of every business and then face each problem with determination and a proper solution.

1.2 Statement of the Problem

Business has never faced the type of moral challenges that it faces in today's global economy. Everyone is struggling to be more successful, to make the next quarterly earnings estimate, to keep their job, to earn a big bonus, or to compete effectively. The temptation to cut corners, omit information, and do whatever it takes to get ahead occurs every day.

The customers who are unsatisfied with the received services would not be expected to have long run relationships with the company. Poor services can also lead to dissatisfaction. Poor services or unsatisfactory level of services, which cannot meet customers' expectation, may be one of the causes of dissatisfaction in customers and lack of customer's involvement.

Due to poor service quality and customer's involvement, this has led to poor customer's satisfaction and lack of customer's sustainability loyalty. This has necessitated the study of the relationship between customer satisfaction and customer retention.

1.3 Objectives of the Study

The main objective of the study was to evaluate the relationship between customer satisfaction and customer retention. The specific objectives include to:

i. Examine the relationship between service quality and customer trust.
ii. Evaluate the relationship between customer's involvement and customer loyalty.

1.5 Research Question

i. What is the relationship between service quality and customer trust?
ii. What is the relationship between customer's involvement and customer loyalty?

1.6 Research Hypotheses

i. There is positive relationship between service quality and customer trust.
ii. There is positive relationship between customer's involvement and customer loyalty.

2.0 Literature Review

2.1 Conceptual Framework

2.1.1 Concept of Customer Satisfaction

Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time. With marketing, customer satisfaction also comes along with it which means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies. Actionable information on how to make customers further satisfied is therefore, a crucial outcome (Oliver 2016).

Satisfaction can be obtained based on the expectation of the receiver. If the supply of a firm were according to expectations of customers, they would be satisfied. The amount of high or low satisfaction depends upon the level of supply that meets the level of expectation or fall below the level of expectation. Satisfaction of customer is used for indication of future possible revenue. Customer satisfaction is the necessary foundation for the company to retain the existing customers. The customers who are unsatisfied with the received services would not be expected to have long run relationships with the company. Poor services can also lead to dissatisfaction. Poor services or unsatisfactory level of services, which cannot meet customers expectation, may be one of the causes of dissatisfaction in customers (Rust and Zahorik, 2013). Variation in the quality and value of products and services provided to customer creates variation in customer satisfaction and that create variation in customer loyalty (Auh and

Johnson, 2015). For developing customer satisfaction, reliability in the provision of services and commitment to service relationships is a must if a company must attempt to increase customers future expectations. Satisfaction is an overall customer attitude or behaviour towards the difference between what customers expect and what they receive, regarding the fulfillment of some desire, need or goal.

2.1.2 Concept of Customer Retention

Customer retention is getting a customer to return after her first purchase, and continue returning on a regular basis. These two activities go hand-in-hand. Ensuring customers are happy and pleased with their experience is the foundation for them coming back and spending more money with the business.

Customer retention refers to the ability of a company or product to retain its customers over some specified period. High customer retention means customers of the product or business tend to return to, continue to buy or in some other way not defect to another product or business, or to non-use entirely. Selling organizations generally attempt to reduce customer defections. Customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship and successful retention efforts take this entire lifecycle into account. A company's ability to attract and retain new customers is related not only to its product or services, but also to the way it services its existing customers, the value the customers actually generate as a result of utilizing the solutions, and the reputation it creates within and across the marketplace (Wikipedia, 2018).

Companies that shift their focus to customer retention often find it to be a more efficient process because they are marketing to customers .who already have expressed an interest in the products and are engaged with the brand, making it easier to capitalize on their experiences with the company. In fact, retention is a more sustainable business model that is a key to sustainable growth. The proof is in the numbers: according to studies done by Bain & Company, increasing customer retention by 5% can lead to an increase in profits of 25% – 95%, and the likelihood of converting an existing customer into a repeat customer is 60% – 70%, while the probability of converting a new lead is 5% – 20%, at best (Molly, 2018).

2.1.3 Service quality and Customer Retention

Bitner, Booms, and Tetreault (2014) define service quality as "the consumers' overall impression of the relative inferiority/superiority of the organization and its services." The most common definition of service quality is the discrepancy between a consumer's expectations and perceptions of the service received. Accordingly, service quality is defined as how well a delivered service level matches a customer's expectation.

Mummalaneni and Wilson (2013) argue that satisfaction leads to binding the customer and the seller together and strengthening their relationship. Once a customer has decided that he or she is no longer satisfied with the product or service, the process of the dissolution of the bonding between the customer and the provider becomes salient. Also, there is widespread consensus among scholars that greater satisfaction increases the level of a customer's commitment to the seller. Recently, in the information system area, some research has begun to try to investigate the relationship between Internet service quality and customer retention rate (McKinney, Yoon, Zahedi, 2012). In a study of electronic commerce channel preference, Service quality is one of the major determinants of the proportion of long-term customers. Success of business lies in the quality of customer service ethics they adopt. Customers never digest the feeling of being neglected. Time, money and efforts of customers are as important as your business and therefore when they see negligence from companies in offering proper pre or post sales services, they tend to move to competitors. Likewise, people tend to move to companies which offer prompt and courteous customer service.

2.1.4 Customer's involvement and customer loyalty

Loyal customers are more profitable to a business, to build and maintain loyalty successfully; you need to give something back to your customers. It's worth remembering that loyal customers are more profitable, but they can also be quick to switch to the competition – if the company in question is offering them something, for instance, at a lower price – helping improve their profits too. So it's important to keep showing your customers why they should stay with you and use your services. The simplest and most effective way of achieving this is by building a customer loyalty programme. Investing time and energy in promoting customer loyalty should be an integral component of any business' marketing strategy. If you don't invest in customer loyalty, you're likely to lose more customers than you gain; not a successful business model (Dan, 2018).

2.2 Theoretical Framework

The following theories guided the study;

2.2.1 The Dissonance Theory

The Dissonance Theory suggests that a person who expected a high-value product and received a low-value product would recognize the disparity and experience a cognitive dissonance (Cardozzo, 1965). That is, the disconfirmed expectations create a state of dissonance or a psychological discomfort (Yi, 1990). According to this theory, the existence of dissonance produces pressures for its reduction, which could be achieved by adjusting the perceived disparity. This theory holds that "post exposure ratings are primarily a function of the expectation level because the task of recognizing disconfirmation is believed to be psychologically uncomfortable. Thus consumers are posited to perceptually distort expectation discrepant performance so as to coincide with their prior expectation level" (Oliver, 1977). For instance, if a disparity exists between product expectations and product performance, consumers may have a psychological tension and try to reduce it by changing their perception of the product (Yi, 1990). Cardozzo argues that consumers may raise their evaluations of those products when the cost of that product to the individual is high. For example, suppose that a customer goes into a restaurant, which she or he expects it to be good, and is confronted with an unappetizing meal. The consumer, who had driven a long distance and paid a high price for the meal, in order to reduce the dissonance, might say that the food was not really as bad as it appeared or she likes overcooked meal, etc. The researchers pursued this approach implicitly assume that consumers would generally find that product performance deviated in some respect from their expectations or effort expenditures and that some cognitive repositioning would be required (Oliver, 1980).

2.2.2 The loyalty business theory

The loyalty business model is a business model used in strategic management in which company resources are employed so as to increase the loyalty of customers and other stakeholders in the expectation that corporate objectives will be met or surpassed. A typical example of this type of model is: quality of product or service leads to customer satisfaction, which leads to customer loyalty, which leads to profitability. The customer loyalty theory, based on the consideration of some variable demographics, was developed over years of research studying the habits of consumers. The theory attempts to define what drives loyalty in customers and can represent an effective tool for gaining and retaining your hard-won patrons. Business owners who witness repeat customers know on an intuitive level that customer loyalty is an invaluable commodity. Incorporating the precepts of the customer loyalty theory into daily dealings can influence the creation of more business. Customer loyalty is determined by three factors: relationship strength, perceived alternatives and critical episodes. It is claimed by Reichheld and Sasser (1990) that a 5percent improvement in customer retention can cause an increase in profitability between 25percent and 85percent (in terms of net present value) depending upon the industry. However, Carrol and Reichheld (2013) dispute these calculations, claiming that they result from faulty cross-sectional analysis.

Buchanan and Gilles (2013), asserts that the increased profitability associated with customer retention efforts occurs because: The cost of acquisition occurs only at the beginning of a relationship: the longer the relationship, the lower the amortized cost. Account maintenance costs decline as a percentage of total costs (or as a percentage of revenue). Long term customers tend to be less inclined to switch and also tend to be less price sensitive. This can result in stable unit sales volume and increases in sales volume. Long term customers may initiate free word of mouth promotions and referrals. Long term customers are more likely to purchase ancillary products and high-margin supplemental products. Long term customers tend to be satisfied with their relationship with the company and are less likely to switch to competitors, making market entry or competitors' market share gains difficult. Regular customers tend to be less expensive to service because they are familiar with the processes involved, require less "education," and are consistent in their order placement. Increased customer retention and loyalty makes the employees' jobs easier and more satisfying. In turn, happy employees feed back into higher customer satisfaction in a virtuous circle.

2.3 Empirical Review

Rene, **Art**, **Russell**, (2013) carried out a study on Value, satisfaction, loyalty and retention in professional services. The purpose of the study was to assess customers' perceived value of professional services and how this influences satisfaction, loyalty and ultimately retention. A survey was conducted among professional service providers in the Tampa Bay, Florida (USA) Metropolitan Statistical Area, which includes attorneys, financial professionals, physicians, dentists and private investigators. There is a highly significant relationship between service and customer retention, quality and customer retention, image and customer retention, price and customer retention, and value and customer retention. There is a significant relationship between value and satisfaction on customer retention; between value and loyalty's effect on customer retention; and among value, satisfaction and loyalty on customer retention. The service, quality, image and price model had a significant correlation to customer retention. The four components of value – service, quality, image and price – are each directly related to customer retention and therefore should be used by service professionals and managers as an important strategy to retain their clients.

Ibojob (2015) conducted a study on the impact of customer satisfaction on customer retention: A case study of a reputable bank in Oyo, Oyo State. Nigeria. The study examined the impact of customer satisfaction on customer retention. The objectives were: to determine the relationship between customer satisfaction and customer retention, and to examine the impact of customer satisfaction on customer retention. Survey research design was adopted for this study. Primary and secondary sources of data were used. The primary data includes a structured questionnaire used to elicit information from the target respondents who were customers of the reputable bank in Oyo while the secondary data encompass the use of related materials, journals and periodicals. Anova and t-statistics were used to test the hypothesis while regression analysis was used to analyzed the data. The findings show the R2 value of 0.717 which reveals that customer satisfaction independently accounts for 71.7 percent of the variation in customer retention. The f-statistics of 41.173 reveals that the model is statistically significant at 0.05

significant level. It was concluded that the effective satisfaction of customers will give room for customer retention. More so, there is a significant relationship between customer satisfaction and customer retention.

Winnie (2016) examined the effects of service quality on customer retention among commercial banks in Kenya. The purpose of this study was to examine the effect of service quality on customer retention among commercial banks in Kenya. The study was guided by the following research questions: How do customers perceive the quality of service offered by different banks? How does bank service quality relate to its customer retention? The objective of the study was to investigate the relationship between service quality practices and customer retention among commercial banks in Kenya. The research used a descriptive cross sectional research design. This research design was appropriate for this study since it seek to provide an overall picture of the extent to which service quality dimensions affect customer retention among commercial banks. Primary data was collected from bank customers using a likert type scale questionnaire. The finding was that most of the commercial banks in Kenya use the ServQual dimensions to some extent. Demographics data was analyzed by descriptive statistics while the relationship between service quality and customer retention was analyzed using regression model. There was significant relationship between ServQual dimensions (reliability, assurance, tangibility, empathy and responsiveness) and indicators of customer retention (customer trust, customer satisfaction, level of involvement, communication effectiveness, switching barriers and price). Therefore this study recommends that management should pay attention to service quality and other factors which may lead to customer retention.

Ajdanai, and Dissatat, (2016) conducted a study on the effects of service quality and customer satisfaction on customer loyalty: a case of Thai Mobile Network Industry, Thailand. The study proposed a conceptual framework to examine the effects of service quality and customer satisfaction on customer loyalty. In order to test and prove the conceptual framework, field research was conducted. The questionnaire was designed based on existing constructs in relevant literature. The research target sample consisted of 401 Bangkok-based customers of Thai major mobile service providers, AIS, DTAC, and Truemove. Reliability tests and statistical analyses were performed to confirm the validity and reliability of the data. Besides, these tests and analyses answered the questions concerning this research. The results of the research indicate that of all factors regarding service quality dimension, only customer service factor is significant to customer satisfaction. The other factors are insignificant to the satisfaction of the customers. Meanwhile, customer satisfaction is positively significant to customer loyalty. It is considered very important for mobile service providers operating in a very competitive market such as in Thailand to learn and realize what the exact drivers of customer loyalty are. The research produced useful and beneficial findings which can be adapted by mobile service providers in an attempt to build up and develop successful and sustainable customer loyalty strategies and competitive advantages.

So many literature were reviewed, Value, satisfaction, loyalty and retention in professional services, impact of customer satisfaction on customer retention: A case study of a reputable bank in Oyo, Oyo State. Nigeria, the effects of service quality on customer retention among commercial banks in Kenya, the effects of service quality and customer satisfaction on customer loyalty: a case of Thai Mobile Network Industry, Thailand. All these research dealt on aspect of customer satisfaction and retention, none emphasized on the relationship of

3.0 Methodology

The study was based on the relationship between customer satisfaction and customer retention. The survey method of co-relational design research was used. The area of study comprised of three banks: First Bank Okpara avenue, Zenith Bank Okpara avenue and Ecobank Ogui road in Enugu metropolis, Enugu State. A population of 208 management and staff were used. The primary sources were personal interview and the administration of questionnaire to the management and staff of the banks. The data collected from the questionnaire were presented in a frequency tables and the hypotheses were tested usingF-statistic tool (ANOVA).

4.1 Data Presentation Analysis

Table 4.1 Response on the statement there is relationship between service quality and customer trust.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	80	38.5	38.5	38.5
Agree	69	33.2	33.2	71.6
Neutral	8	3.8	3.8	75.5
Disagree	33	15.9	15.9	91.3
Strongly disagree	18	8.7	8.7	100.0
Total	208	100.0	100.0	

From the table 4.1above indicates that 80 respondents, representing 38.5percent strongly agreed thatthere is relationship between service quality and customer trust, 69respondents, representing (33.2) percent agreed, 8 respondents, representing (3.8) percent were of neutral,33 respondents, representing (15.9) percent disagreed while 18respondents, representing (8.7) percent strongly disagree that there is relationship between service quality and customer trust.

Table 4.2 Response on the statement there is relationship between customer's involvement and customer loyalty.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	88	42.3	42.3	42.3
Agree	53	25.5	25.5	67.8
Neutral	16	7.7	7.7	75.5
Disagree	35	16.8	16.8	92.3
Strongly disagree	16	7.7	7.7	100.0
Total	208	100.0	100.0	

From the table 4.2above indicates that 88 respondents, representing 42.3percent strongly agreed that there is relationship between customer's involvement and customer loyalty, 53respondents, representing (25.5) percent agreed, 16 respondents, representing (7.7) percent were of neutral, 35 respondents, representing (16.8) percent disagreed while 16respondents, representing (7.7) percent strongly disagree thatthere is relationship between customer's involvement and customer loyalty.

Test of hypotheses

Test of hypothesis One: There is positive relationship between service quality and customer trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.999[a]	.998	.998	.05377

a. Predictors: (Constant), OSH,OMS, ITE,TIR

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	378.756	4	94.689	32746.632	.000[b]
	Residual	.587	203	.003		
	Total	379.343	207			

a. Dependent Variable: TRBS

b. Predictors: (Constant), OSH,OMS, ITE,TIR

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.016	.012		1.334	.184
	OSH	.347	.013	.346	26.648	.000
	OMS	.384	.018	.387	21.780	.000
	ITE	.216	.016	.225	13.285	.000
	TIR	.051	.012	.051	4.407	.000

a. Dependent Variable: TRBS

Where:

TRBS = The relationship between service quality and customer trust

OSH = Our service has increased the customers confidence

OMS = Our market share has increased due to better services

ITE = In the effort to make quality delivery, it increases customers' consumption experience.

TIR = There is a returning of customers on regular basis

Statistical criteria {first order test}

Coefficient of multiple determinants {r^2}

The R^2 {R-Squared} which measures the overall goodness of fit of the entire regression, shows the value as .998 and adjusted to .998. This means that R^2 accounts for 99.8 percent approximately 100 percent. This indicates that the independent variables accounts for about 99.8 percent of the variation in the dependent variable. Which shows goodness of fit?

The student's t-test:

The test is carried out, to check for the individual significance of the variables. Statistically, the t-statistics of the variables under consideration is interpreted based on the following statement of hypothesis.

H_0: The individual parameters are not significant.

H_1: The individual parameters are significant.

Decision Rule:

If t-calculated > t-tabulated, we reject the null hypothesis $\{H_0\}$ and accept the alternative hypothesis $\{H_1\}$, and if otherwise, we select the null hypothesis $\{H_0\}$ and reject the alternative hypothesis $\{H_1\}$.

Level of significance = α at 5percent = $\frac{0.05}{2}$ = 0.025
Degree of freedom: n-k
Where n: sample size.
K: Number of parameter.
208-4 = 204= 2.326

The calculated value for t-test:

Table 4.3 The t-test is summarized in the table below:

Variables	t-cal	t-tab	Remark
(Constant)	1.334	± 2.326	Significant
OSH	26.648	± 2.326	Significant
OMS	21.780	± 2.326	Significant
ITE	13.285	± 2.326	Significant
TIR	4.407	± 2.326	Significant

The t-statistics is used to test for individual significance of the estimated parameters. From the table above, we can infer that the following parameters were statistically significant, we now agree that Our service has increased the customers confidence; Our market share has increased due to better services; In the effort to make quality delivery, it increases customers' consumption experience and there is a returning of customers on regular basis.

F-statistics (ANOVA)

The F-statistics is used to test for simultaneous significance of all the estimated parameters.
The hypothesis is stated;
H_0: $\beta_1 = \beta_2 = \beta_3 = \beta_4$
H_1: $\beta_1 \neq \beta_2 \neq \beta3 \neq \beta_4$
Level of significance: α at 5percent
Degree of freedom: $\frac{N-1}{N-K} = \frac{4-1}{208\ 3} =$ (204, 3) = 2.7858

Decision Rule:

If the f-calculated is greater than the f-tabulated {f-cal > f-tab} reject the null hypothesis {H0} that the overall estimate is not significant and if otherwise conclude that the overall estimate is statistically significant.

Decision

From the result, f-calculated {32746.632} is greater that the f-tabulated {2.7858}, that is, f-cal > f-tab. Hence, we reject the null hypothesis {H_0} and accept alternate hypothesis which means that the overall estimate has a good fit which also implies that our independent variables are simultaneously significant. We now conclude from the analysis that there is positive relationship between service quality and customer trust.

Hypothesis Two: There is positive relationship between customer's involvement and customer loyalty.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.999[a]	.998	.998	.05467

a. Predictors: (Constant), TBO,TDB,CIR,CEB

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	374.244	4	93.561	31298.328	.000[b]
	Residual	.607	203	.003		
	Total	374.851	207			

a. Dependent Variable: TRBC
b. Predictors: (Constant), TBO,TDB,CIR,CEB

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.010	.012		-.889	.375
	TBO	.041	.011	.041	3.885	.000
	TDB	.277	.016	.276	17.656	.000
	CIR	.405	.017	.402	24.060	.000
	CEB	.278	.012	.292	23.348	.000

a. Dependent Variable: TRBC

Where:

TRBC = The relationship between customers involvement and customer loyalty

TBO = The binding of customer and the seller together strengthens their relationship

TDB = The dissolution bonding the customer and provider is salient

CIR = Customer involvement reduces psychological tension of changing to any product

CEB = Communication effectiveness between customers and sellers creates customers satisfaction

Statistical criteria {first order test}

Coefficient of multiple determinants {r^2}

The R^2 {R-Squared} which measures the overall goodness of fit of the entire regression, shows the value as .998 and adjusted to .998. This means that R^2 accounts for 99 .8 percent approximately 100 percent. This indicates that the independent variables accounts for about 100 percent of the variation in the dependent variable. Which shows goodness of fit?

The student's t-test:

The test is carried out, to check for the individual significance of the variables. Statistically, the t-statistics of the variables under consideration is interpreted based on the following statement of hypothesis.

H_0: The individual parameters are not significant.

H_1: The individual parameters are significant.

Decision Rule:

If t-calculated > t-tabulated, we reject the null hypothesis {H_0} and accept the alternative hypothesis {H_1}, and if otherwise, we select the null hypothesis {H_0} and reject the alternative hypothesis {H_1}.

Level of significance = α at 5percent = $\frac{0.05}{2}$ = 0.025
Degree of freedom: n-k
Where n: sample size.
K: Number of parameter.
208-4 = 204 = 2.326

The calculated value for t-test:

Table 4.3. The t-test is summarized in the table below:

Variables	t-cal	t-tab	Remark
(Constant)	-.889	± 2.326	Significant
TBO	3.885	± 2.326	Significant
TDB	17.656	± 2.326	Significant
CIR	24.060	± 2.326	Significant
CEB	23.348	± 2.326	Significant

The t-statistics is used to test for individual significance of the estimated parameters. From the table above, we can infer that the following parameters were statistically significant, we now agree that the binding of customer and the seller together strengthens their relationship; The dissolution bonding the customer and provider is salient; Customer involvement reduces psychological tension of changing to any product and Communication effectiveness between customers and sellers creates customers satisfaction

F-statistics (ANOVA)

The F-statistics is used to test for simultaneous significance of all the estimated parameters.

The hypothesis is stated;

H_0: $\beta_1 = \beta_2 = \beta_3 = \beta_4$

H_1: $\beta_1 \neq \beta_2 \neq \beta 3 \neq \beta_4$

Level of significance: α at 5percent

Degree of freedom: $\frac{N-1}{N-K} = \frac{4-1}{208-3} =$ (204, 3) = 2.7858

Decision Rule:

If the f-calculated is greater than the f-tabulated {f-cal > f-tab} reject the null hypothesis {H0} that the overall estimate is not significant and if otherwise conclude that the overall estimate is statistically significant.

Decision

From the result, f-calculated {31298.328} is greater that the f-tabulated {2.7858}, that is, f-cal > f-tab. Hence, we reject the null hypothesis {H_0} and accept alternate hypothesis which means that the overall estimate has a good fit which also implies that our independent variables are simultaneously significant. We now conclude from the analysis thatthere is positive relationship between customer's involvement and customer loyalty.

4.3 Discussion of Findings

From the analysis of hypothesis one it was observed that there is positive relationship between service quality and customer trust. The result showed F(n = 208) = 32746.632, P<0.05. This agrees with the study of McKinney, et al, (2012) greater satisfaction increases the level of a customer's commitment to the seller. In a study of electronic commerce channel preference, Service quality is one of the major determinants of the proportion of long-term customers. Success of business lies in the quality of customer service ethics they adopt. Customers never digest the feeling of being neglected.

The result of the hypothesis two portrayed a serious customer's involvement and customer loyalty.The result of the analysis is F(n = 208) = 31298.328, P<0.05. This is in line with the view of Dan (2018) It's worth remembering that loyal customers are more profitable, but they can also be quick to switch to the competition – if the company in question is offering them something, for instance, at a lower price – helping improve their profits too. So it's important to keep showing your customers why they should stay with you and use your services.

Conclusion

Customer retention depends on much more than a process of continually improving satisfaction. It can be concluded that customer satisfaction has independently contributed immensely to the retaining of respective customers. More so, there is a significant positive relationship between customer satisfaction and customer retention.

Recommendation

i. Managers should always aim at creating deep and long term relationships with its customers

ii. Organizations should improve in their service quality in order to be more effective than competitors in creating, delivering, and retaining customers.

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