The Impact of Product and Service Quality on Brand Lo

Citation Report

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1	Assessing the performance of brand loyalty measures. Journal of Services Marketing, 2001, 15, 529-546.	3.0	126
2	Important Food and Service Quality Attributes of Dining Service in Continuing Care Retirement Communities. Journal of Foodservice Business Research, 2005, 8, 69-86.	2.3	11
3	The Influence of Technology-Enabled Customer Relationship Management on Customers' Attitude Toward Service Quality and Loyalty. Journal of Foodservice Business Research, 2008, 11, 363-381.	2.3	7
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5	The effect of service convenience on post‐purchasing behaviours. Industrial Management and Data Systems, 2010, 110, 1420-1443.	3.7	48
6	Applying loss aversion to assess the effect of customers' asymmetric responses to service quality on post-dining behavioral intentions: An empirical survey in the restaurant sector. International Journal of Hospitality Management, 2010, 29, 620-631.	8.8	40
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11	The roles of perceived quality, trust, and satisfaction in predicting brand loyalty: the empirical research on automobile brands in Jordan market. International Journal of Business Excellence, 2013, 6, 656.	0.3	45
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16	The Impact of Price-Based and New Product Promotions on Fast Food Restaurant Sales and Stock Prices. Journal of Food Products Marketing, 2016, 22, 100-117.	3.3	12
17	Psychological Capital in the Quick Service Restaurant Industry: A Study of Unit-Level Performance. Journal of Hospitality and Tourism Research, 2017, 41, 823-845.	2.9	49
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20	The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. Journal of Travel Research, 2018, 57, 856-870.	9.0	297
21	Animosity and Switching Intention: Moderating Factors in the Decision Making of Chinese Ethnic Diners. Cornell Hospitality Quarterly, 2019, 60, 174-188.	3.8	24
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32	A Multiple-Item Scale for Measuring Food Service Quality- An Application of the Hierarchical Service Quality Approach -. Culinary Science & Hospitality Research, 2009, 15, 227-244.	0.1	1
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