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### Modeling the Impact of Service Quality and Company Image on Customer Satisfaction and Ioyalty: A Case of Yemen Mobile Telecom

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#### Abstract

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The study aimed to test the effect of service quality and company image on customer loyalty and to analyze the mediating role of customer satisfaction. With data collected using an online questionnaire from 394 customers of a Yemen Mobile Telecom, and analyzed Utilizing the Structural Equation Modeling (SEM), this study revealed that service quality directly influences both the company's image and customer satisfaction, and that company's image influences both customer satisfaction and loyalty.

The results indicated that service quality and the company's image have both a direct and indirect (through satisfaction) impact on customer loyalty, which confirms the decisive and strong role of customer satisfaction as a mediating variable in this relationship. Based on the results, the study presented a set of practical implications for practitioners and theoretical implications to expand the theoretical literature in studying the determinants of customer loyalty.

Keywords: Service Quality, Company Image, Customer Satisfaction, Customer Loyalty, Structural Equation Modeling, Yemen.