

The impact of Service Quality Dimensions on Customer Satisfaction: A Field Study on Syrian Retailer Customers

**Samer Mustafa
Department of Business
Administration
Faculty of economic
Damascus University**

Abstract

Commercial facilities centres contribute to economic growth through the creation of public and private business projects which operate on the prosperity of daily life for both citizens and investors, through dependence upon the provision of different services to the various segments of society in one geographic location.

This research deals with the impact of service quality dimensions in stores, (commercial centres and facilities), to increase the level of customer satisfaction, which is one of the main factors that helps to improve the reputation and image of the store in the minds of customers, thus strengthening the purchasing process and satisfying the client.

As the content of the dimensions of the quality of service at shops and its objectives and role in influencing customer satisfaction was identified when purchasing products, as well as identifying the concept of satisfaction among customers and the factors that affect it, a number of conclusions have been reached , including:

- 1. A strong effect of the policy followed by stores in increasing the level of customer satisfaction.**
- 2. There is a significant influence in the design of the store in creating a positive impression and increasing the level of customer satisfaction.**
- 3. There are various effects of personal interaction with customers and positive ones in increasing the level of customer satisfaction**