

Examining The Drivers of B2B Service Excellence and Customer Repurchase Intention: The Mediating Role of Customer Satisfaction

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Abstract

This paper assesses the impact of five independent variables (ease of use, privacy and security, product quality, product value, and services and maintenance), on B2B customer satisfaction. It further examines the connection between customer satisfaction and repurchase intentions from a given brand. A sample of 120 participants, drawn from six major B2B firms in three industry sectors, participated in the study. Data was analysed using Spearman's correlation coefficient using Excel. Results showed a variety of correlations with varying strength between dependent and independent variables, with industry-specific variations with respect to customer satisfaction and repurchase intention. Thereby, highlighting the importance of modifying service improvement strategies for firms in different industry sectors. Sample size constrains, political instability, and economic crises were some of the limiting factors of the study. Nevertheless, the study highlights the importance of employing customer-driven approaches for B2B firms operating in challenging business environments like Lebanon.

Keywords: B2B, customer satisfaction, repurchase intention, product quality, ease of use