Benefits—Satisfaction—Loyalty Linkages in Retail Loyalty Card Program Model: Exploring the Roles of Program Trust and Program Commitment

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Investigations to determine whether benefits that members derived from a loyalty program could influence their satisfaction, trust, commitment, loyalty with the program, and ultimately store loyalty are critical to elucidating the roles and significance of constructs and advancing management practice. With this in mind, our research aims to assess the effects of the loyalty program’s benefits offered by one of the leading superstore in Malaysia on its members’ loyalty towards the store.

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