

Research on the impact of service quality on customer loyalty at Ngoc Tuan SC Steel Company Limited - Song Cong City - Thai Nguyen Province

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Abstract: This topic aims to study the impact of service quality on customer loyalty at Ngoc Tuan SC Steel Company Limited. The context for selecting this topic is determined by the current situation, where businesses need effective strategies to retain customers in an increasingly competitive environment. The main objective is to analyze the relationship between service factors and customer loyalty and to provide recommendations for the company. The research method combines theory with experimentation to provide a comprehensive view of the issue. This topic hopes to contribute to improving service quality and enhancing the company's awareness of customer management.

Keywords: service quality, customer loyalty, Ngoc Tuan SC Steel Company Limited