



# The Impact of Product Quality, Customer Service, and Brand Image on Customer Loyalty

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## ABSTRACT

Grounded in the Relationship Marketing Theory, the study examines the role of product quality, customer service, and brand image in fostering long-term customer loyalty. The study utilized a simple random sampling technique to collect quantitative data from 285 customers. Correlational research design and multiple linear regression were employed to examine relationships among key variables. The findings indicate that strong brand image ( $\beta_3 = 0.617$ ,  $P < 0.001$ ), perceived superior product quality ( $\beta_1 = 0.252$ ,  $P = 0.001$ ) and effective customer service ( $\beta_2 = 0.173$ ,  $P = 0.012$ ), all have a strong significant positive influence on customer loyalty respectively. The findings show that a strong brand image, perceived superior product quality, and effective customer service are decisive factors in fostering customer loyalty in the iron roofing industry, with brand image exerting the most substantial influence. The implication is that businesses should prioritize strategic branding, high-quality products, and exceptional service to secure long-term consumer commitment and competitive advantage. It is recommended that iron sheets manufacturing firms formulate, plan and invest in marketing strategies which substantially capitalize in producing superior quality roofing iron sheets, enhance exceptional reputable brand image and responsive customer service. This study introduces a novel framework linking brand reputation factors and customer loyalty.

**Keywords:** Brand Image, Brand Reputation, Customer Service, Customer Loyalty, Product Quality

**JEL Classifications:** IM

## 1. INTRODUCTION

Customer loyalty is a fundamental aspect of business sustainability and is influenced by emotional and psychological factors, including brand attachment and perceived value. The key brand reputation influencing factors, namely, product or service quality, customer experience, delivering exceptional value, brand image, transparency and trustworthiness, online presence and public perception, corporate social responsibility and innovation and adaptability, have long been recognized as the core aspects for customer satisfaction, loyalty and retention (Barros et al., 2020; Le, 2023; Adewole, 2024). In today's dynamic business competitive edge, a brand reputation carries significant importance in shaping consumer perceptions, purchasing behavior and attitudes (Elliott et al., 2015). Brand reputation matters for several reasons including competitive advantage, customer satisfaction and retention,

collective image, trustworthiness and credibility that a brand cherishes among its target customers (Mazurek, 2019; Açıkgöz et al., 2024). As a rule of thumb, a positive brand reputation is paramount in attracting customers, building customer loyalty, attracting repeat purchases, increasing business stability, positive word-of-mouth, lowering marketing costs, higher revenue and increased customer retention. Conversely, a tarnished reputation can result in customer deficiency, reduced sales, and damage to a brand's overall standing. The relationship between brand reputation and customer loyalty is essential for businesses aiming to thrive and succeed in the ever-evolving global market.

Building and retaining customer loyalty as a subject has evolved for several years as businesses changed and shifted focus from quality alone to becoming customer centric prior 1980s' (Jabeen, 2025; Pereira et al., 2025; Zeithaml et al., 2001). The

essence is that product quality builds trust and brand reputation, customer satisfaction and retention, competitive advantage, reduced complaints and operational costs and enhances positive word-of-mouth and brand advocacy (Silva-Atencio, 2025; Zang et al., 2025). However, customer centric approach assists to build customer loyalty by meeting evolving customer needs and expectations through enhancing customer feedback systems to help in improving the product, investing in personalized experience to reinforce brand trust, and promoting quality assurance to strengthen long-term engagement (Pereira et al., 2025; Zang et al. (2025). Customer loyalty has been a subject of study and scholars have grouped them into four main kinds, namely, engagement loyalty, transactional loyalty, behavioural loyalty, emotional loyalty, and advocacy loyalty (Tartaglione et al., 2019). The importance of building brand reputation by meeting customer expectations has also gained an increasing interest within the roofing industry. This has been evidenced by a fast growth of the market for iron and steel sheets globally. The steel roofing global market report has shown that the market size grew up from USD 4.15B in 2022 to USD 4.26B in 2023 at a compound annual growth rate (CAGR) of 2.8% (BRC, 2023). While the Russia war in Ukraine war and Donald Trump's new global tariffs policy have significantly shaken up the global economic recovery from the COVID-19 pandemic with mounting economic war and sanctions (Almazán-Gómez et al., 2025; Burrows and Braml, 2025), the steel roofing market size is however anticipated to grow to USD 4.56B in 2027 at a CAGR of 1.7% in Modern construction and industrial buildings (BRC, 2023).

In Sub-Saharan Africa, iron sheets are mostly used in roofing houses both in rural and urban areas as they are comparatively cheaper to steel roofing sheets (Abd-El-Salam, 2023; Komakech et al., 2021). In Tanzania, a large and increasing proportion of individuals use corrugated iron sheets as a roofing material, surpassing traditional methods of grass thatched roofs, palm leaves, mud and clay tiles, and wooden shingles. Local manufacturers of corrugated iron sheets, including Iron Corrugated Sheets T Limited, Sita Stell Rollings Ltd, Aluminium Africa Ltd. (ALAF), Kamal Steels Ltd, Cotex Industries Ltd, Tanuk Steel and Manufacturing, and Musumba Steel Industries Ltd., play a significant role in fabricating a considerable portion of the nation's house roofing materials (BRC, 2023). The quality and reliability of corrugated iron sheet roofing materials that attract customers and enhance customer satisfaction, loyalty and retention. Moreover, broader customer experience, encompassing aspects such as customer service responsiveness and adherence to industry standards, enhances brand reputation and substantially contribute to customer loyalty and retention. Customer trust is intricately linked to brand reputation and customer satisfaction, with a trustworthy brand engendering confidence, reinforcing positive attitudes, and fostering loyalty among customers (Tartaglione et al., 2019; Zang et al., 2025).

It is a prestige that businesses have been heavily investing in manufacturing iron sheets roofing products in Tanzania (Ruhinda et al., 2024) and hence resulting in very stiff competition in selling their products throughout the country. As a result, the market is facing challenges as customers complain that some

manufacturers produce low-quality iron sheets and pretend to sell them at lower prices just to get short-term gain and popularity (Abd-El-Salam, 2023; Komakech et al., 2021; Pereira et al., 2021). This tendency, which is normally driven by increased demand and competition, has led to a decline in the quality of roofing materials, lowering brand reputation and creating short-term customer loyalty (Abd-El-Salam, 2023; Roy et al., 2022; BRC, 2023; Zulanas, 2017). While existing empirical studies have explored the link between brand reputation and customer loyalty (Ewaldo et al., 2021; Seo & Park, 2017), few studies have focused on the iron sheets industry (Abd-El-Salam, 2023; Komakech et al., 2021; Ruhinda et al., 2024). Most research in this sector has centered on technical aspects like product sustainability, load stress reliability, and cost-cutting measures (Abd-El-Salam, 2023; Komakech et al., 2021; Ruhinda et al., 2024; Roy et al., 2022; Kozak & Liel, 2015; Kashiwagi et al., 2016; Zulanas, 2017) and thus leaving a research gap on the role of brand reputation on customer loyalty. Therefore, it is evident that the role of brand reputation on customer loyalty in the roofing industry remains understudied (Jabeen, 2025; Pereira et al., 2025). Thus, to bridge the existing gap, this study examines how brand reputation variables, namely, product quality, customer service, and brand image shape customer loyalty in the roofing iron sheets manufacturing firms in Dar es Salaam region, a leading region in producing the said products in Tanzania (NBS, 2022). The study consists of three specific objectives. While specific objective one examined the influence of product quality on customer loyalty, specific objective two assessed the influence of customer service on customer loyalty and specific objective three examined the influence of brand image on customer loyalty.

## 2. LITERATURE REVIEW

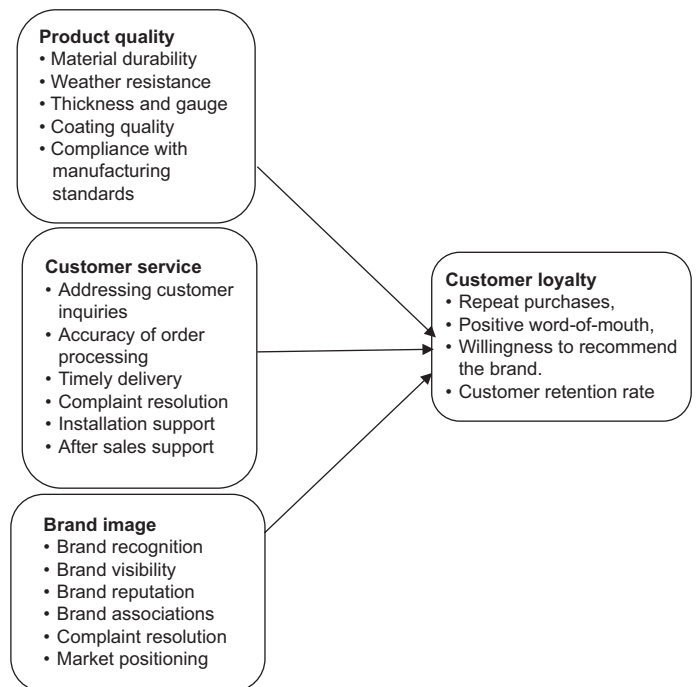
The study on the influence of brand reputation variables, namely, product quality, customer service, and brand image on customer loyalty in the iron sheet industry has been guided by the Relationship Marketing Theory (RMT). The RMT is a theoretical framework that guides studies exploring process-centric frameworks service-based industries, customer retention and loyalty with a major focus of establishing, building, and maintaining long-term relationships with customers for organization's success (Ahmmed et al., 2019). In a similar vein, Möller and Halinen (2000) and Jabeen (2025) assert that RMT underscores the importance of creating strong, and valuable relationships between a brand and its customers to foster loyalty and customer retention. The outcome of keeping long-term relationships between the business and customer results in trust and reliability, innovation, business stability, cost efficiency and growth opportunities (Tran et al., 2023; Adewole, 2024). The RMT importantly offers valuable insights that the iron sheet roofing manufacturing sector should capitalize in building permanent long-term relationships with customers rather than simply concentrating their efforts in making 1-time sales. The theory highlights that having successful positive interactions with customers through offering high-quality products, providing excellent customer service, and consistent communication, results in improving customer trust, satisfaction, a positive brand image

and reputation, and significantly enhancing customer loyalty and retention (Tegambwage and Kasoga, 2024).

Studies have been emphasizing the beneficial relationships between brand trust and reputation, customer satisfaction, customer loyalty and customer retention (Veríssimo et al., 2024) and that a favorable brand reputation substantially mitigates perceived risks and enhances intensified intentions for customer loyalty (Walsh and Wiedmann, 2004; Walsh et al., 2009, Tegambwage and Kasoga, 2024). In a similar vein, Lai (2019) argues that a brand reputation is shaped through consistent quality, transparent communication, positive customer experiences, ethical business practices, and strong community engagement. These practices enhance the brand image and strengthen customer commitment and foster long-term loyalty. Also, Ali (2022) conducted a study in Egypt to find out the function of corporate brand reputation in fostering robust customer relationships among users of household appliance. A firm's brand reputation significantly influences customer satisfaction, which in turn fosters customer trust, with both satisfaction and trust playing crucial roles in driving customer loyalty (Ali, 2022). Also, Seo and Park (2017) revealed a significant substantial effect of airline corporate reputation on brand image, pricing, perceived service quality, and brand preference. In addition, the study highlights that price, perceived service quality, reliability, and brand preference had a substantial significant effect on both behavioral and attitudinal loyalty among the passengers. Abbas et al. (2021) underscore that a favorable brand reputation plays a crucial role in shaping customer perceptions, attitudes, and behaviors, leading to enhanced customer loyalty. Brands that invest in building and maintaining a strong reputation are more likely to reap the benefits of customer trust and loyalty, loyal customer relationships, higher perceived value, positive word-of-mouth, resilience during challenges, competitive edge, greater business growth and sustainable business success. Other empirical literature reviews are presented in Table 1.

Despite extensive studies on customer loyalty determinants across sectors like aviation, finance, electronics, and hospitality, research remains predominantly concentrated in non-African contexts or industries with direct customer interaction. The manufacturing sector in Africa, particularly the iron sheet roofing industry in Tanzania, has received little empirical attention despite its vital role in infrastructure development. Existing studies conducted outside Tanzania do not account for critical contextual and sectoral differences, including local market dynamics, consumer behavior, economic and climatic influences, competitive structures, and regulatory frameworks. Given these unique factors, findings from non-African industries cannot be directly applied to Tanzania's roofing industry without further examination. This study bridges a significant research gap by investigating how product quality, customer service, and brand image drive customer loyalty in Tanzania's iron sheet roofing sector, offering both sector-specific insights and broader theoretical contributions to customer loyalty literature in emerging markets. Conducting this research in Dar es Salaam, a commercial hub with diverse consumer profiles, ensures relevance for industry stakeholders while addressing overlooked dimensions of customer retention within manufacturing in sub-Saharan Africa. Figure 1 was developed based on the reviewed

**Figure 1:** Conceptual framework



Source: Developed by Authors (2024)

literature to show the relationship between independent and dependent variables. The independent variables, namely product quality, customer service and brand image were derived from the Relationship marketing theory. The assumption is that there is a relationship between the above-mentioned independent variable and dependent variable (Customer Loyalty).

### 3. METHODS

#### 3.1. Research Design

The study employed correlational research design to analyse the influence of the study of brand reputation variables, namely, product quality, brand and customer service on the customer loyalty in the iron sheet industry in Dar es Salaam region. The region was selected to be conducted in Dar es Salaam region because it is a rapidly growing region with 8.7% of the country's total population, mushrooming construction companies and increasing number of construction activities (NBS, 2022), making it a central hub for the iron sheet roofing industry. Simple random sampling technique was utilized to select a sample from iron sheet roofing industry population. The study used a sample of 285 calculated by using the Cochran formula for unknown population. In this equation  $n$  stands for sample size,  $Z$  denotes the critical value of 1.96 for a 95% confidence level,  $p$  represents the proportion within the population of interest, which is 50%,  $q = 1 - p$  and  $e$  = acceptable margin of error, typically set at 0.05.

$$n = \frac{Z^2}{e^2} * pq$$

$$n = \frac{1.96^2}{0.05^2} * 0.5 * 0.5 = 384 \text{ respondents}$$

**Table 1: Empirical studies on customer loyalty determinants across sectors**

Scholarly work	Study objectives	Key findings	Limitations	Source
(Abd-El-Salam, 2023)	This study explores factors influencing employee loyalty in Egypt's iron and steel industry by examining the relationship between service quality and management commitment	Five key themes—corporate social responsibility, service quality, working atmosphere, management commitment, and employee empowerment-shape employee loyalty at Al Ezz Dekheila Steel Company.	The study is limited to a single company in Egypt, which may restrict the broader applicability of its findings to other industries or regions.	Taylor and Francis Online
(Jiang and Zhang, 2016)	This study examines the service quality of four major airlines in China's domestic market, its impact on customer satisfaction, and factors influencing passenger retention.	Service quality significantly influences customer satisfaction, but does not drive loyalty among business travelers, while ticket pricing strengthens leisure travelers' loyalty.	The study focuses on four Chinese airlines, limiting the generalizability of its findings to other markets and airline models.	Science direct
(Agarwal and Gowda, 2020)	This study examines the relationship between service quality, passenger satisfaction, and customer loyalty in India's aviation sector,	While service quality is crucial for passenger satisfaction, loyalty does not always correlate directly with satisfaction, highlighting the need for targeted marketing strategies.	The study focuses on India's aviation industry, limiting the applicability of findings to other regions and airline markets.	Science direct
(Devi and Yasa, 2021)	This study examines how service quality and perceived value influence brand loyalty among Lion Air customers in Denpasar City, with customer satisfaction as a mediating factor.	Service quality, perceived value, and customer satisfaction significantly impact brand loyalty, with customer satisfaction partially mediating their effects.	The study's focus on Lion Air customers in Denpasar City limits the generalizability of its findings to other airlines and regions.	Google scholar
(Khudhair et al., 2019)	This study evaluates overlooked research methodologies, highlights the role of scoping studies in systematic reviews, and examines price sensitivity and quality-seeking behaviors in airline customer loyalty.	The airline industry is increasingly enhancing service quality to remain competitive, with price sensitivity and quality seekers shaping customer loyalty dynamics.	The study's focus on specific methodological perspectives and airline brand loyalty may limit its broader applicability to other industries or research domains.	Google scholar
Tegambwage and Kasoga (2024)	This study examines the mediating role of relationship quality (RQ) between its antecedents and customer loyalty in Tanzania's microfinance sector.	Trust, commitment, communication, and conflict handling significantly influence customer loyalty, with trust exerting the strongest effect, while satisfaction has an insignificant impact.	The study focuses solely on microfinance borrowers in Tanzania, limiting the generalizability of its findings to other financial institutions, other sectors and regions.	Springer
(Masud et al., 2024)	The study examined the determinants of brand loyalty in emerging markets, focusing on smartphone consumers in Bangladesh.	Brand loyalty is significantly shaped by consumer attitudes, service quality, public self-consciousness, and behavioural brand experience, with brand trust serving as a vital mediator that strengthens the link between consumer perceptions, brand loyalty, and service excellence.	This study's generalizability is limited by its exclusive focus on smartphone consumers in Bangladesh.	Elsevier
(Khowjoy et al., 2023)	This study explores how brand experience, brand value, brand satisfaction, and brand trust shape brand loyalty among Thai consumers, with satisfaction and trust acting as mediators.	Brand experience does not directly influence brand loyalty, but brand satisfaction and brand trust serve as stronger indirect mediators, amplifying the effects of brand experience and brand value on brand loyalty.	The study focuses solely on Thai consumers, which restricts the generalizability of the findings to other cultural and market contexts.	Scopus
(Mehta, 2020)	Examine how brand image and perceived service quality affect customer loyalty through customer satisfaction.	Brand image and service quality positively influence customer loyalty.	Focused only on supermarket customers in Pakistan.	Scopus
(Diputra and Yasa, 2021)	The study examined and explained the effect of product quality, brand image, brand trust on customer satisfaction, and loyalty of Samsung brand smartphones in Denpasar, Indonesia	Product quality enhances brand image, brand trust, and customer satisfaction, which in turn positively influence customer loyalty.	Reliance on a purposive sampling method, which may restrict the generalizability of findings beyond Samsung smartphone users in Denpasar City	Google scholar
(Tran et al., 2023)	The study investigated consumer brand engagement's role in enhancing perceived quality and brand loyalty via value co-creation.	Branded app personalization fosters brand co-creation through consumer brand engagement, enhancing perceived quality and brand loyalty.	Relies on self-reported data from U.S. students, which may not fully represent broader consumer attitudes and behaviours, potentially limiting generalizability.	Emerald

(Contd...)



**Table 1: (Continued)**

Scholarly work	Study objectives	Key findings	Limitations	Source
(Lee and Kim, 2024)	The study investigated the sequential developmental stages of consumer loyalty, progressing through cognitive, affective, and conative stages.	Reliability enhances trust, which boosts hedonic motivation and loyalty, while hedonic motivation further strengthens social engagement and loyalty.	The study focuses on U.S. golf club consumers, which may restrict the generalizability of its findings to broader or international markets.	Emerald
(Ashiq and Hussain, 2024)	The study investigated the impact of e-service quality and e-trust on customer e-satisfaction and, subsequently, on customer e-loyalty towards a website in the online shopping environment of Pakistan.	E-service quality and e-trust enhance customer e-loyalty but do not significantly affect e-satisfaction, while e-satisfaction positively influences e-loyalty.	The study solely focused on e-commerce and excluding physical retail, relies on a relatively small sample of online shoppers in Pakistan, which may limit the broader applicability of its findings.	Emerald
(Rai, 2024)	This study systematically reviews the relationship between service quality, customer satisfaction, and brand loyalty in Delhi NCR's dairy sector.	Service quality, convenience, and consistent delivery enhance brand loyalty and customer satisfaction in Delhi NCR's dairy sector.	The study only focuses on selected dairy companies in Delhi NCR, which may restrict the generalizability of its findings to broader regions or markets.	Google scholar
(Singh and Singh, 2024)	This study explores how AI-driven efficiency and customer satisfaction contribute to strengthening customer loyalty.	AI-powered customer service significantly enhances customer satisfaction and perceived efficiency, which strongly drive customer loyalty.	The study relies on self-reported data from a cross-sectional survey, which may not fully capture long-term customer experiences with AI-powered service.	Taylor and Francis Online
(Wang et al., 2021)	This study aims to develop a congruity-based customer loyalty model for guest houses in China, addressing gaps in empirical research on post-purchase behaviour.	Self-congruity and functional congruity positively influenced post-purchase behaviours, indirectly shaping customer loyalty through satisfaction.	This study's exclusive focus on guest houses in China limits the generalizability of its findings to other sectors and international markets.	Emerald
(Althuwaini, 2022)	This study examines how social media marketing influences brand trust and loyalty in Saudi Arabia's banking sector using survey data and Smart-PLS analysis.	Customization, entertainment, and promotions in social media marketing strongly enhance trust, which mediates brand loyalty.	The study focuses on Saudi Arabia's banking sector, which may restrict the generalizability of its findings to other industries and regions.	MDPI
(Fitrajaya and Nurmahdi, 2019)	The study to examine the effect of product quality, brand image and service quality toward customer loyalty at Starbucks	Product quality positively influences Starbucks customer loyalty, while brand image and service quality show no individual effect, though collectively they have a significant impact.	The narrowly focuses on frequent Starbucks customers, which may not fully capture broader consumer loyalty patterns or the influence of additional variables beyond those examined.	Google scholar

Despite the researchers distributing a total of 384 questionnaires, only 285 (75%) of them were filled and returned for quantitative data recording and analysis. Nulty (2008) argues that of 58% is enough for quantitative data analysis. The firsthand data (primary data) was collected using questionnaires to capture the demographic features of the respondents and variable information on the product quality, customer services and brand image focusing on customers' expectations regarding iron roofing products in Dar es Salaam region. Questions were constructed into statements and rated on a 5-point Likert-type scale, ranging from 1 for "strongly disagree" to 5 for "strongly agree."

### 3.2. Data Analysis

The study focuses on three key independent variables, namely product quality, customer service, and brand image, as the primary determinants of customer loyalty, the dependent variable.

Descriptive statistics were analysed to give demographic information of respondents such as age, gender and occupation. To establish statistical relationships between variables, the study adopted a correlational research design, leveraging multiple linear regression analysis to quantify the strength and significance of their interactions. Concerning specific objective one, a multiple linear regression equation to model was employed to analyse the influence of product quality (material durability, weather resistance, thickness and gauge, coating quality, and compliance with manufacturing standards) on customer loyalty is expressed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Where:  $Y$  represents customer loyalty,  $X_1$  represents material durability,  $X_2$  represents weather resistance,  $X_3$  represents thickness and gauge,  $X_4$  represents coating quality,  $X_5$  represents compliance

with manufacturing standards,  $\beta_0$  is the intercept,  $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$  are the coefficients for each respective independent variable, and  $\varepsilon$  represents the error term.

Regarding specific objective two, a multiple linear regression equation to examine the influence of customer service (addressing customer inquiries, accuracy of order processing, timely delivery, complaint resolution, installation support, and after-sales support) on customer loyalty is expressed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon$$

Where:  $Y$  represents customer loyalty,  $X_1$  represents addressing customer inquiries,  $X_2$  represents accuracy of order processing,  $X_3$  represents timely delivery,  $X_4$  represents complaint resolution,  $X_5$  represents installation support,  $X_6$  represents after-sales support,  $\beta_0$  is the intercept,  $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6$  are the coefficients for each respective independent variable, and  $\varepsilon$  represents the error term.

Regarding specific objective three, a multiple linear regression equation to examine the influence of Brand image (Brand recognition, Brand visibility, Brand reputation, Brand associations, Complaint resolution, and Market positioning) on customer loyalty is expressed as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon$$

Where:  $Y$  represents customer loyalty,  $X_1$  represents Brand recognition,  $X_2$  represents Brand visibility,  $X_3$  represents Brand reputation,  $X_4$  represents Brand associations,  $X_5$  represents Complaint resolution,  $X_6$  represents Market positioning,  $\beta_0$  is the intercept,  $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6$  are the coefficients for each respective independent variable, and  $\varepsilon$  represents the error term.

Overall multiple linear regression equation model representing the influence of Product quality, Customer Service and Brand image on customer loyalty is expressed as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:  $\hat{Y}$  is the predicted customer loyalty.  $\beta_0$  is the intercept (constant term).  $\beta_1, \beta_2$ , and  $\beta_3$  are the coefficients for Product Quality, Customer Service, and Brand Image, respectively, representing the change in  $Y$  for a one-unit change in each of the respective independent variables.  $X_1, X_2$ , and  $X_3$  are the independent variables (Product Quality, Customer Service, and Brand Image). The  $\varepsilon$  is the error term, representing unobserved factors affecting customer loyalty that are not included in the model. Moreover, the SPSS Version 27 software was used to analyse the quantitative data.

The pilot study using a sample size of 32 customers from the targeted area and industry was conducted using questionnaire with constructs adopted from the previous studies. After caring a large-scale data collection, data reliability was tested using Cronbach's Alpha Value. The findings indicate that all the dimensions had an Alpha value above 0.7 which the acceptable value as indicated in results in Table 2.

## 4. RESULTS AND DISCUSSION

### 4.1. Descriptive Results

The findings in Table 3 indicate that out of 285 respondents, 52.3% were males and 47.7% were females. The respondents were mostly between the ages of 26 and 45 (71.2%), followed by those between the ages of 46 years and above (23.2%). regarding their occupation, homeowners were 54.4% of all respondents followed by others with 28.1% of respondents.

### 4.2. Influence of Product Quality on Customer Loyalty within the Iron Roofing Industry

#### 4.2.1. Consumers' perception towards product quality of the iron roofing products

Table 4 shows that most customers are satisfied with the durability of the iron sheets, with 51.9% agreeing and 20.0% strongly agreeing, totalling 71.9% who have a positive view. Only 7.4% disagree or strongly disagree, indicating a generally favourable perception. Regarding weather resistance, 43.5% of respondents agree and 10.5% strongly agree, resulting in a combined 54% positive response. Nevertheless, 32.6% are neutral, and 13.4% disagree or strongly disagree, suggesting mixed opinions. For thickness and gauge, 48.4% agree and 17.2% strongly agree, giving a 65.6% satisfaction rate. Yet 23.5% are neutral and 10.9% dissatisfied, indicating some room for improvement.

Regarding coating quality, 38.9% agree and 14.0% strongly agree, totalling 52.9% satisfaction. Despite this, 30.5% are neutral and 16.5% dissatisfied, pointing to potential areas for enhancement. Finally, 36.8% agree and 15.1% strongly agree that the iron sheets comply with manufacturing standards, totalling 51.9%. However, 30.2% are neutral and 17.9% disagree or strongly disagree, reflecting mixed perceptions about compliance.

#### 4.2.2. Regression analysis on the influence of product quality on customer loyalty

Table 5 results illustrate that that adjusted  $R^2$  was estimated to be 99.9% meaning that the model was relevant in describing the variables used for this study. The interpretation is that variation

**Table 2: The cronbach's alpha values**

Construct	Number of items	Cronbach's alpha	Cronbach's alpha based on standardized items
Product quality	5	0.851	0.851
Customer service	6	0.877	0.877
Brand image	6	0.878	0.878

Source: Research (2024)

**Table 3: Descriptive results**

Attributes	Distribution	Frequency	Percentage
Gender	Male	149	52.3
	Female	136	47.7
	Between 18 and 25	16	5.6
	Between 26 and 45	203	71.2
	46 and above	66	23.2
Occupation	Construction professional	50	17.5
	Homeowner	155	54.4
	Others	80	28.1

Source: Research (2024)

**Table 4: Consumer perception on product quality of iron roofing products**

Survey item Statement	No. Outside the bracket (frequency), Inside the bracket (percentage). n=285				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The material durability of the iron sheets I have used is satisfactory	8 (2.8)	13 (4.6)	59 (20.7)	148 (47.8)	65 (51.9)
The iron sheets I have used are resistant to weather conditions	9 (3.2)	29 (10.2)	93 (32.6)	124 (43.5)	30 (10.5)
The thickness and gauge of the iron sheets are adequate	13 (4.6)	18 (6.3)	67 (23.5)	138 (48.4)	49 (17.2)
The coating quality of the iron sheets is satisfactory	13 (4.6)	34 (11.9)	87 (30.5)	111 (38.9)	40 (14.0)
The iron sheets comply with manufacturing standards.	17 (6.0)	34 (11.9)	86 (30.2)	105 (36.8)	43 (15.1)

Source: Research (2024)

**Table 5: Model evaluation results**

Model	R	R square	Adjusted R square	Standard error of the estimate	F change	df1	df2	Significance F
1	0.816 <sup>a</sup>	0.666	0.999	0.01747	9.583	5	279	0.000

<sup>a</sup>Predictors: (Constant), material durability, weather resistance, thickness and gauge, coating quality, compliance with manufacturing standards<sup>b</sup>Dependent variable: Customer loyalty

Source: Own survey (2024)

in customer loyalty is contributed by the independent variable iron product quality elements (material durability, weather resistance, thickness and gauge, coating quality, compliance with manufacturing standards) by 99.9%.

The regression analysis highlights key factors influencing customer loyalty in Tanzania's iron sheet roofing industry. As indicated in Table 6, all aspects - material durability, weather resistance, thickness and gauge, coating quality, and compliance with manufacturing standards - show significant positive impacts on customer loyalty ( $P < 0.001$ ). Compliance with manufacturing standards is the strongest predictor, followed by coating quality. Material durability, weather resistance, and thickness/gauge also significantly affect customer loyalty. To boost customer satisfaction and strengthen brand reputation, manufacturers should focus on enhancing these areas.

### 4.3. Consumers Perception towards Customer Services

#### 4.3.1. Descriptive analysis on customer services of the iron roofing companies

Table 7 consists of the findings on consumer perception towards customer service. Regarding responsiveness to customer inquiries, customers rate the company's responsiveness moderately (Mean = 3.35). The low standard deviation indicates consistent perceptions, though the slight negative skewness (-0.359) suggests a tendency towards viewing the company as less responsive. This highlights a need for improved communication and responsiveness. Concerning accuracy of order processing, the accuracy of order processing is perceived positively (Mean = 3.56), with consistent ratings and low variability. The negative skewness (-0.626) indicates that while generally satisfactory, there is room for improvement in accuracy. Regarding timeliness of deliveries, customers rate delivery timeliness as moderately high (Mean = 3.46). Consistent perceptions are noted, but the negative skewness (-0.529) suggests that more customers view deliveries as less timely. Enhancing delivery efficiency could boost satisfaction. On the part of complaint resolution process, satisfaction with complaint resolution is moderate (Mean = 3.48), with consistent but slightly negative skewed perceptions (-0.392). Improvements in this area could enhance customer satisfaction and loyalty. Concerning support during installation, support during

**Table 6: Multiple regression analysis results on influence of elements of iron sheet product quality on customer loyalty**

Model	Unstandardized coefficients	Standardized coefficients	T	Significance
	B	Beta ( $\beta$ )		
(Constant)	0.015		2.976	0.000
Material durability	0.204	0.235	0.220	0.000
Weather resistance	0.202	0.239	4.031	0.000
Thickness and gauge	0.197	0.248	0.453	0.000
Coating quality	0.201	0.263	0.743	0.000
Compliance with manufacturing standards	0.200	0.274	4.856	0.000

<sup>a</sup>Predictors: (Constant), material durability, weather resistance, thickness and gauge, coating quality, compliance with manufacturing standards<sup>b</sup>Dependent variable: Customer loyalty

Source: Research (2024)

**Table 7: Descriptive analysis on customer services of the iron roofing companies**

Construct	Mean	Standard deviation	Skewness	Kurtosis
Addressing customer inquiries	3.35	1.042	-0.359	0.441
Accuracy of order processing	3.56	1.035	-0.626	0.043
Timely delivery	3.46	1.033	-0.529	0.095
Complaint resolution	3.48	0.977	-0.392	0.082
Installation support	3.43	0.965	-0.282	0.155
After sales support	3.73	1.025	-0.783	0.341

installation is rated satisfactorily (Mean = 3.43), with minimal variability. The slight negative skewness (-0.282) indicates a need for improvement to elevate support levels. Regarding, after-sales support, the findings show that after-sales support is highly rated (Mean = 3.73), with consistent perceptions and a negative skewness (-0.783) suggesting that while generally excellent, there is potential to further exceed customer expectations. Generally, the company performs well in several customer service areas but has opportunities for improvement, particularly in responsiveness, order accuracy, delivery timeliness, and complaint resolution.

**Table 8: Model evaluation results**

Model	R	R square	Adjusted R square	Standard error of the estimate	F change	df1	df2	Significance F
1	0.648 <sup>a</sup>	0.420	0.408	0.599	3.555	6	278	0.000

<sup>a</sup>Predictors: (Constant), Addressing customer inquiries, accuracy of order processing, timely delivery, complaint resolution, installation support, after sales support

<sup>b</sup>Dependent variable: Customer loyalty

Source: Own survey (2024)

Addressing these issues could enhance customer satisfaction and loyalty in Tanzania's iron roofing industry.

#### 4.3.2. Regression analysis on the influence of elements of customer service on customer loyalty

Table 8 results illustrate that that adjusted  $R^2$  was estimated to be 44.08% meaning that the model was relevant in describing the variables used for this study. The interpretation is that variation in customer loyalty is contributed by the independent variable customer service elements (addressing customer inquiries, accuracy of order processing, timely delivery, complaint resolution, installation support, after sales support) by 44.08%.

The regression analysis in Table 9 provides insights into factors affecting customer loyalty in Tanzania's iron sheet roofing industry. The constant term, representing baseline customer loyalty, is 1.670 ( $P < 0.001$ ). Responsiveness to customer inquiries has a coefficient of  $-0.010$  ( $P = 0.827$ ), which is not statistically significant, indicating it does not notably impact loyalty. Accuracy of order processing has a significant positive coefficient of  $0.180$  ( $P < 0.001$ ), showing that higher accuracy boosts loyalty. The timeliness of deliveries, with a coefficient of  $-0.107$  ( $P = 0.036$ ), negatively impacts loyalty when deliveries are delayed. Satisfaction with the complaint resolution process has a coefficient of  $0.117$  ( $P = 0.063$ ), suggesting a potential positive influence, though not statistically significant. Support during installation, with a coefficient of  $0.188$  ( $P < 0.001$ ), significantly enhances loyalty, and after-sales support, with the highest coefficient of  $0.243$  ( $P < 0.001$ ), strongly correlates with increased customer loyalty. Thus, improving order processing accuracy, delivery timeliness, installation support, and after-sales support can effectively enhance customer loyalty.

### 4.4. The Influence of Brand Image on Customer Loyalty

#### 4.4.1. Consumers perception towards brand image

The findings in Table 10 reveal robust indicators of customer loyalty linked to brand recognition, visibility, and reputation within the iron sheet roofing industry. A significant 68.1% of customers recognize the brand, suggesting strong brand awareness. Market visibility is also high, with 74.1% of respondents perceived the brand as highly visible, which is likely to boost brand recall. Positive brand associations are prevalent, with 76.5% of customers holding favourable views, enhancing emotional connections and loyalty. The brand's reputation is viewed positively by 71.9% of customers, reinforcing trust and satisfaction. Customer satisfaction with the complaint resolution process stands at 71.2%, indicating effective issue handling. Lastly, the brand's strong market positioning, noted by 72.7% of respondents, reflects its leadership status and reinforces its value proposition.

**Table 9: Multiple regression analysis results on influence of elements of customer service on customer loyalty**

Model	Unstandardized coefficients	Standardized coefficients	T	Significance
	B	Beta ( $\beta$ )		
(Constant)	1.670		10.146	0.000
Addressing customer inquiries	$-0.010$	$-0.014$	$-0.219$	0.827
Accuracy of order processing	0.180	0.240	3.828	0.000
Timely delivery	$-0.107$	$-0.142$	$-2.106$	0.036
Complaint resolution	0.117	0.146	1.867	0.063
Installation support	0.188	0.232	3.533	0.000
After sales support	0.243	0.320	5.603	0.000

<sup>a</sup>Predictors: (Constant), Addressing customer inquiries, accuracy of order processing, timely delivery, complaint resolution, installation support, after sales support

<sup>b</sup>Dependent variable: Customer loyalty

Source: Own survey (2024)

Collectively, these factors underscore the brand's solid standing and its impact on customer loyalty.

#### 4.4.2. Regression analysis on consumers perception towards brand image

Table 11 results illustrate that that adjusted  $R^2$  was estimated to be 59.6% meaning that the model was relevant in describing the variables used for this study. The interpretation is that variation in customer loyalty is contributed by the independent variable brand image elements (brand recognition, brand visibility, brand reputation, brand associations, complaint resolution, market positioning) by 59.6%.

The regression analysis in Table 12 reveals that brand recognition, positive brand reputation, effective complaint resolution, and strong market positioning are crucial determinants of customer loyalty within the iron sheet roofing industry in Tanzania. Specifically, brand recognition (coefficient of  $0.181$ ,  $P < 0.001$ ) and a positive brand reputation (coefficient of  $0.111$ ,  $P = 0.027$ ) significantly enhance customer loyalty, indicating that familiarity with and trust in the brand are essential. Effective complaint resolution also plays a vital role (coefficient of  $0.177$ ,  $P < 0.001$ ), as addressing customer issues promptly fosters loyalty. Notably, strong market positioning has the most substantial impact (coefficient of  $0.365$ ,  $P < 0.001$ ), highlighting that being perceived as a market leader is a key driver of loyalty. In contrast, brand visibility and positive brand associations do not have a significant direct effect on loyalty, suggesting that while important for brand health, they are less critical in this context. Companies should focus on enhancing brand recognition, reputation, and market positioning, along with



**Table 10: Consumer perception on brand image of iron sheet roofing products**

Statement	(BracNo. Outside the bracket (frequency), Inside the bracket (percentage). n=285				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I recognize the brand of the iron sheets I have used	9 (3.2)	24 (8.4)	58 (20.4)	130 (45.6)	64 (22.5)
The brand of the iron sheets is highly visible in the market	11 (3.9)	16 (5.6)	47 (16.5)	133 (46.7)	78 (27.4)
The reputation of the brand is positive.	8 (2.8)	16 (5.6)	56 (19.6)	134 (47.0)	71 (24.9)
The associations I make with the brand are positive	9 (3.2)	14 (4.9)	44 (15.4)	141 (49.5)	77 (27.0)
I am satisfied with the company's complaint resolution process.	7 (2.5)	19 (6.7)	59 (19.6)	128 (44.9)	75 (28.3)
The market positioning of the brand is strong	5 (1.8)	17 (6.0)	56 (19.6)	131 (46.0)	76 (26.7)

Source: Research (2024)

**Table 11: Model evaluation results**

Model	R	R square	Adjusted R square	Standard error of the estimate	F change	df1	df2	Significance F
1	0.777 <sup>a</sup>	0.604	0.596	0.494	7.081	6	278	0.000

<sup>a</sup>Predictors: (Constant), Brand recognition, brand visibility, brand reputation, brand associations, complaint resolution, market positioning<sup>b</sup>Dependent variable: Customer loyalty

Source: Own survey (2024)

**Table 12: Multiple regression analysis results on influence of elements of brand image on customer loyalty**

Model	Unstandardized coefficients	Standardized coefficients	T	Significance
	B	Beta (β)		
(Constant)	0.789		5.086	0.000
Brand recognition	0.181	0.232	4.141	0.874
Brand visibility	0.007	0.009	0.159	0.027
Brand reputation	0.117	0.136	2.229	0.456
Brand associations	-0.044	-0.054	-0.746	0.000
Complaint resolution	0.177	0.220	3.703	0.000
Market positioning	0.365	0.432	9.196	0.000

<sup>a</sup>Predictors: (Constant), Brand recognition, brand visibility, brand reputation, brand associations, complaint resolution, market positioning<sup>b</sup>Dependent variable: Customer loyalty

Source: Own survey (2024)

**Table 13: Multiple regression analysis results on influence of iron sheets brand reputation elements on customer loyalty**

Model	Unstandardized coefficients	Standardized coefficients	T	Significance
	B	Beta (β)		
(Constant)	0.794		4.515	0.000
Product quality	0.252	0.229	3.334	0.001
Customer service	0.173	0.177	2.515	0.012
Brand image	0.617	0.603	11.365	0.000

<sup>a</sup>Predictors: (Constant), Product quality, customer service, brand image<sup>b</sup>Dependent variable: Customer loyalty

Source: Own survey (2024)

improving complaint resolution processes to effectively build and sustain customer loyalty.

#### 4.5. Regression Analysis on Combined Influence of Iron Sheet Brand Reputation Elements on Customer Loyalty

The aim of this study was to assess the influence of brand reputation on customer loyalty in iron sheet roofing industry in Tanzania. The study assessed the relationship between each of the independent variable with customer loyalty and the results are findings are presented in Table 13.

Results in Table 13 shows that, the coefficient for product quality is 0.252, with a standard error of 0.076, and it is statistically significant ( $P = 0.001$ ). This positive coefficient indicates that higher perceived product quality is associated with increased customer loyalty. Customers are more likely to remain loyal to the brand when they perceive the product quality to be higher. This is in harmony to prior studies (Fitrajaya and Nurmahdi, 2019; Diputra and Yasa, 2021; Abd-El-Salam, 2023), which highlight that product quality significantly impacts customer trust and loyalty, as consumers tend to associate high-quality products with reliability and satisfaction. In addition, superior product quality enhances

customer satisfaction, leading to repeat purchases and long-term brand commitment (Jiang and Zhang, 2016; Khudhair et al., 2019; Mehta, 2020; Abd-El-Salam, 2023; Rai, 2024; Tegambwage and Kasoga, 2024). Regarding customer service, the coefficient for customer service is 0.173, with a standard error of 0.069, and it is statistically significant ( $P = 0.012$ ). This positive coefficient suggests that better customer service is associated with increased customer loyalty. Effective customer service practices, such as responsiveness and complaint resolution, contribute to stronger customer loyalty. Empirical studies (Agarwal and Gowda, 2020; Abbas et al., 2021; Libent and Magasi, 2024) affirm that customer service, particularly responsiveness and personalized interactions, has been identified as a key determinant of customer retention. Businesses offering exceptional customer service experience higher customer satisfaction and loyalty (Mehta, 2020; Açıkgoz et al., 2024; Rai, 2024). Personalized service fosters trust and strengthens the customer-brand relationship, making consumers more likely to remain loyal (Maghembe and Magasi, 2024; Rai, 2024).

Furthermore, service quality has been linked to positive brand perception, influencing customer loyalty across various industries (Mehta, 2020; Adewole, 2024). Concerning brand image, the coefficient for brand image is 0.617, with a standard error of 0.054,

and it is statistically significant ( $P < 0.001$ ). This indicates that a positive brand image has a substantial impact on customer loyalty. The findings are in harmony with the prior studies (Ali, 2022; Khowjoy et al., 2023; Açıkgöz et al., 2024; Adewole, 2024), which indicate that a strong brand image, characterized by factors such as brand recognition, reputation, and associations, significantly enhances customer loyalty. Additionally, brand image plays a crucial role in shaping consumer perceptions and fostering long-term relationships (Tran et al., 2023; Mehta, 2020; Maghembe and Magasi, 2024; Masud et al., 2024; Rai, 2024). A strong brand image therefore creates emotional connections with customers, reinforcing their loyalty and willingness to advocate for the brand.

Overall, the regression analysis highlights the significant predictors of customer loyalty within the iron roofing industry in Tanzania. Perceived product quality, customer service, and brand image all have significant positive effects on customer loyalty. Specifically, higher product quality, better customer service, and a positive brand image contribute to increased customer loyalty. These findings underscore the importance of maintaining product quality standards, providing excellent customer service, and cultivating a strong brand image to foster and sustain customer loyalty in the competitive market. Companies should prioritize investments and strategies aimed at enhancing these key factors to strengthen customer loyalty and maintain a competitive edge in the industry. Empirical insights from various studies (Libent and Magasi, 2024) also support these findings. Studies show the interplay between brand Product Quality, customer service and Brand Image and customer loyalty. Walsh and Wiedmann (2004) along with Walsh et al. (2009) substantiate that a favourable product quality, brand reputation and customer service substantially mitigates perceived risks and catalyses intensified intentions for customer loyalty.

## 5. CONCLUSION

The primary purpose of this research was to assess the influence of brand reputation on customer loyalty within the steel roofing industry sector in Tanzania, particularly focusing on how product quality, customer service, and brand image contribute to customer loyalty, under the framework of Relationship Marketing Theory. The study's findings highlight significant relationships between these factors and customer loyalty. Regression analysis revealed that higher perceived product quality ( $\beta_1 = 0.252$ ,  $P = 0.001$ ) is strongly linked to increased customer loyalty, indicating that increasingly customers become loyal to brands offering superior quality products. Companies should prioritize high-performance, durable roofing sheets, as superior quality directly strengthens brand reputation and consumer trust. Effective customer service ( $\beta_1 = 0.173$ ,  $P = 0.012$ ), particularly in responsiveness and complaint resolution, also positively impacts loyalty. Most notably, a positive brand image ( $\beta_1 = 0.617$ ,  $P < 0.001$ ) emerged as the most substantial driver of customer loyalty, underscoring the importance of brand recognition, reputation, and positive associations. The study confirms that businesses in the iron sheet roofing industry in Tanzania should prioritize keeping high product quality, delivering exceptional and excellent customer service, personalized relationships and building a strong brand image to foster customer loyalty. This implies that in the iron sheet roofing

industry, product quality, brand image, and customer service are essential factors in fostering customer loyalty. Companies should prioritize high-performance, durable roofing sheets, as superior quality directly strengthens brand reputation and consumer trust. A well-crafted brand identity further differentiates businesses in a competitive market, making consistent branding, effective communication, and positive customer experiences crucial for long-term success. Additionally, exceptional customer service, including after-sales support and responsiveness, plays a vital role in maintaining strong customer relationships, ensuring satisfaction and repeat business. By strategically aligning these elements, firms can build lasting customer loyalty and competitive advantage.

These findings contribute to the existing literature by emphasizing the critical role of brand image in this industry and context. This study offers a groundbreaking perspective by integrating product quality, customer service, and brand image as synergistic drivers of customer loyalty, rather than analysing them in isolation. It advances existing knowledge by introducing a strategic framework that enables businesses to harmonize competitive pricing, quality assurance, and brand positioning, ensuring sustainable consumer trust and long-term market dominance. This holistic approach not only enriches industry literature but also provides practical insights for stakeholders seeking to enhance customer retention and brand strength. To strengthen customer loyalty in Tanzania's iron roofing industry, coordinated efforts from key stakeholders are essential. Policymakers play a crucial role in establishing and enforcing quality standards, reinforcing consumer protection laws, and supporting local manufacturers through regulatory policies and awareness initiatives. Manufacturers must prioritize product excellence, superior customer service, brand development, and effective feedback systems to enhance trust and retention. Meanwhile, consumers should make informed purchasing decisions by selecting high-quality products, reporting concerns, recognizing reputable brands, and backing local manufacturers committed to quality compliance. These combined actions will drive industry improvements, ensuring higher standards, better consumer experiences, and sustained growth.

Since this study focused on Dar es Salaam and the iron sheet roofing industry may limit the generalizability of the findings, suggesting the need for future research in different regions and industries to validate and expand upon these insights. Also, future studies could explore how digital marketing strategies affect customer loyalty in the iron sheets roofing industry, particularly through social media and e-commerce platforms in Tanzania. Additionally, future research can evaluate the role of corporate social responsibility (CSR) initiatives in enhancing brand reputation and customer loyalty within the industry. Comparative studies between the iron roofing industry and other construction material sectors could provide insights into industry-specific factors influencing customer loyalty. In addition, examining the effect of economic and environmental factors, such as inflation or climate change, on customer preferences and loyalty in the roofing industry could offer valuable perspectives for manufacturers and policymakers. Furthermore, future research can find out how competitive pricing and value, digital presence and engagement, quick and efficient delivery, sustainability and eco-friendly

initiatives, and partnerships and networking expansion may influence customer satisfaction, loyalty and retention in various sectors. Moreover, future study may examine how customer trust and satisfaction mediate the relationship between brand reputation on customer loyalty in various industries. Moreover, the growing emphasis on sustainability in construction presents an opportunity to explore how eco-friendly roofing solutions impact customer loyalty in iron roofing industry. A study in this area could examine whether the use of sustainable materials, energy-efficient designs, and environmental certifications enhances consumer trust and retention. Additionally, the research could assess whether green branding, corporate social responsibility, and government incentives influence purchasing decisions, shaping long-term customer commitment to environmentally responsible brands.

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