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The influence of service quality on brand trust amongst entrepreneurs of micro and medium enterprises in Ghana

Abstract:

Brand trust is an important indicator of the value of services delivered by an organization as it is an outcome of service quality delivered. Previous studies have examined and confirmed the influence of service quality on brand trust in multinational corporations but there is scant studies to support its generalization in the developing world context such as Ghana. An assessment of the influences of domains of service quality on brand trust is also rare in the management literature. With the emergence of entrepreneurs of micro and medium enterprises, it has become prudent to understand how service delivery amongst micro and medium enterprises affect brand trust. The objective of this study therefore was to assess the influence of service quality on brand trust of entrepreneurs in micro and medium enterprises. This study was a cross-sectional survey that utilized the correlational approach through the use of the Structural Equation Modelling for analysis. The setting was Accra and the specific population was customers of micro and medium enterprises in Ghana. Some selection criteria were used to select 531 participants from Greater Accra Region. A self-reported questionnaire was used to gather data at the respective outlets. Pearson's correlation test and multiple linear regression analysis were used to present findings.

Biography

Joseph Gyamfi Yeboah, a Senior Lecturer, is a PhD holder and is the Head of Department for Entrepreneurship and Supply Chain Management at the Methodist University Ghana. He has published a lot of papers in reputed journals as well as authored books in Marketing and Management. He serves on many boards of the university and has extensive experience in entrepreneurship training and initiatives in Ghana. He is an external consultant on a World Bank funded programmes by the Ghana Enterprises Agency for the Government of Ghana designed to train and resource the youth of Ghana to start their own businesses.