

**Impact of service quality customer trust on brand advocacy**

1stMuhammad Imran

1st Scholar department of commerce, Thal university, Bhakkar

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| **KEYWORDS** | **ABSTRACT** |
| Service Quality, Customer Trust, Brand Advocacy, Customer Satisfaction, Product Familiarity, Customer Loyalty, Brand Equity, Service Marketing, Consumer Behavior, Relationship Marketing. | The purpose of this research is to examine the effect of service quality on brand advocacy. Furthermore, the purpose of this study is to investigate customer trust on brand advocacy. The preceding relevant is that there is a significant effect of customer satisfaction on product familiarity. The results show that service quality and customer trust significantly influence brand advocacy, with customer satisfaction acting as a crucial mediator. Furthermore, product familiarity moderates the relationships between service quality, customer trust, and brand advocacy. The findings provide valuable insights for managers seeking to enhance brand advocacy through improved service quality, customer trust, and customer satisfaction. |
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| Corresponding Email |  |
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