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(57) Abstract :

The aim of the present invention relates to investigate the mediating effect of customer satisfaction and corporate image of the organization with respect to the factors of SERVQUAL model as independent variables followed by the customer loyalty and retention as dependent variable. The model will show the significant relationship between the independent variables like: SERVQUAL factors like: Tangibility, Reliability, Responsiveness, Assurance and empathy will show significant relationship with the mediating variables like: customer satisfaction and the corporate image of the organization and will show the significant relationship with the dependent variable loyalty and retention of customer as higher the customer satisfaction and the corporate image of the organization will show higher the customer loyalty and loyalty. There are two effects will come into the picture they are direct and in-direct effect without mediation, if the relationship is significant then it is a partial mediation followed by with mediation if it shows the significant relationship then it will full mediation. The both full mediation and partial mediations are essential while developing constructs in the contemporary phenomena.

No. of Pages : 13 No. of Claims : 3

<p>FORM 1</p> <p>THE PATENTS ACT, 1970 (39 of 1970)</p> <p>&</p> <p>THE PATENTS RULES, 2003</p> <p>APPLICATION FOR GRANT OF PATENT [See sections 7,54 & 135 and rule 20(1)]</p>	<p>(FOR OFFICE USE ONLY)</p> <p>Application No.:</p> <p>Filing Date:</p> <p>Amount of Fee Paid:</p> <p>CBR No.:</p> <p>Signature:</p>
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Signature Not Verified

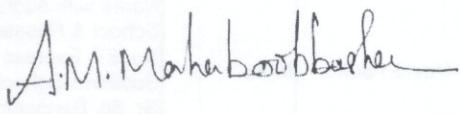
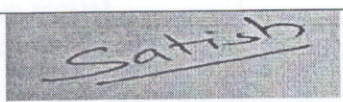

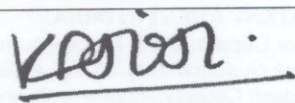
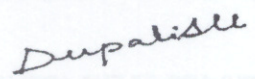

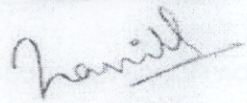
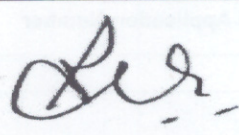
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(b) Signature(s) of the inventor(s):

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Dr. Shilpa Rajesh Kulkarni	
Prof. Dr. (Mrs.) Kalyani R. Joshi	
Dr. Deepali Satish Ubale	
Dr. Supriya Mahesh	
Dr. Kavita Kamath	
Dr. Ravi Phadke	

(c) Name(s): Dr A M Mahaboob Basha, Prof. Dr. Satish Shrawanrao Ubale, Dr. Shilpa Rajesh Kulkarni, Prof. Dr. (Mrs.) Kalyani R. Joshi, Dr. Deepali Satish Ubale, Dr. Supriya Mahesh, Dr. Kavita Kamath, Dr. Ravi Phadke

— (ii) Declaration by the applicant(s) in the convention country

— I/We, the applicant(s) in the convention country declare that the applicant(s) herein is/are my/our assignee or legal representative.

— (a) Date: —

— (b) Signature(s):

— (c) Name(s) of the signatory: Dr A M Mahaboob Basha, Prof. Dr. Satish Shrawanrao Ubale, Dr. Shilpa Rajesh Kulkarni, Prof. Dr. (Mrs.) Kalyani R. Joshi, Dr. Deepali Satish Ubale, Dr. Supriya Mahesh, Dr. Kavita Kamath, Dr. Ravi Phadke

(iii) Declaration by the applicant(s)

- The Complete specification relating to the invention is filed with this application.
- I am/We are, in the possession of the above mentioned invention.
- There is no lawful ground of objection to the grant of the Patent to me/us.

			Country: India				
8	Dr. Ravi Phadke	India	Designation: Assistant Professor Department: Management College Name with address: Global Business School & Research Centre, Survey No. 87, Express Bypass, Global Business School & Research Centre Sr, 88, Bengaluru - Mumbai Hwy, Pune, Maharashtra 411033 Pin: 411033 State: Maharashtra District: Pune Country: India	India	Maharashtra	Pune	

3. TITLE OF THE INVENTION: The Mediating effect of customer satisfaction and corporate image in relationship between Bench-Marketing Service Quality Practices and customer loyalty and retention

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5. PRIORITY PARTICULARS OF THE APPLICATION(S) FILED IN CONVENTION COUNTRY:

Sr.No.	Country	Application Number	Filing Date	Name of the Applicant	Title of the Invention
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6. PARTICULARS FOR FILING PATENT COOPERATION TREATY (PCT) NATIONAL PHASE APPLICATION:

International Application Number	International Filing Date as Allotted by the Receiving Office
PCT//	

7. PARTICULARS FOR FILING DIVISIONAL APPLICATION

Original (first) Application Number	Date of Filing of Original (first) Application
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8. PARTICULARS FOR FILING PATENT OF ADDITION:

Main Application / Patent Number:	Date of Filing of Main Application
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9. DECLARATIONS:

(i) Declaration by the inventor(s)

I/We ,Dr A M Mahaboob Basha,Prof. Dr. Satish ShrawanraoUbale,Dr. Shilpa Rajesh Kulkarni,Prof. Dr. (Mrs.) Kalyani R. Joshi,Dr. Deepali Satish Ubale,Dr. Supriya Mahesh,Dr. Kavita Kamath,Dr. Ravi Phadke, is/are the true & first inventor(s) for this invention and declare that the applicant(s) herein is/are my/our assignee or legal representative.

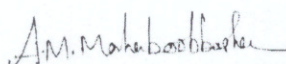
(a) Date: 16.09.2022

10. FOLLOWING ARE THE ATTACHMENTS WITH THE APPLICATION:

Sr.	Document Description	File Name
1	COMPLETE SPECIFICATION	COMPLETE SPECIFICATION- SERVICE QUALITY- 16.09.2022.pdf
2	DRAWINGS	DIAGRAMS- SERVICE QUALITY- 16.09.2022.pdf
3	FIGURE OF ABSTRACT	ABSTRACT- SERVICE QUALITY- 16.09.2022.pdf

I/We hereby declare that to the best of my/our knowledge, information and belief the fact and matters stated hering are correct and I/We request that a patent may be granted to me/us for the said invention.

Dated this(Final Payment Date): 16.08.2022

Signature: 

Name: Dr A M Mahaboob Basha

To The Controller of Patents

The Patent office at CHENNAI

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