

**Sudan University of science &  
technology**

**College of graduate studies**



**Interaction effect of health  
service quality and brand image  
on customer loyalty**

**أثر التفاعل بين جودة الخدمة الصحية والعلامة  
التجارية في ولاء العملاء**

A thesis submitted post graduate of the requirement for  
degree of doctorate of philosophy in business  
administration

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