The universities are run increasingly like a commercial organization, a shift that has transformed customer loyalty into an important theme for academic libraries. The purpose of this study is to measure the customer loyalty of the customers of the Tampere University of Technology library and utilize the loyalty theories – with loyalty as the ultimate dependent variable – in the university context. According to this study TUT library on-site customers are highly loyal. The customer satisfaction levels are high, but the results shown in this study are also in line with the previous findings that there are more behind the high loyalty numbers than just the general customer satisfaction levels. Our study indicated that it could be worthwhile to study more thoroughly the formation process of customer loyalty in the university library context. To find out what really are the key factors in the formation of customer loyalty.

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