Impact Of Customer Satisfaction On Brand Loyalty An

Designed for advanced MBA and doctoral courses in Consumer Behavior and Customer Satisfaction, this is the definitive text on the meaning, causes, and consequences of customer satisfaction. It covers every psychological aspect of satisfaction formation, and the contents are applicable to all consumables - product or service. Author Richard L. Oliver traces the history of consumer satisfaction from its earliest roots, and brings together the very latest thinking on the consequences of satisfying (or not satisfying) a firm's customers. He describes today's best practices in business, and broadens the determinants of satisfaction to include needs, quality, fairness, and regret ('what might have been'). The book culminates in Oliver's detailed model of consumption processing and his satisfaction measurement scale. The text concludes with a section on the long-term effects of satisfaction, and why an understanding of satisfaction psychology is vitally important to top management.

Research Paper (postgraduate) from the year 2020 in the subject Organisation and administration - Public administration, , language: English, abstract: The main objective of the study was to analyze the quality of public service delivery and to examine the level of customer's satisfaction in Burayu Town Municipality, Oromia Region. The study was conducted to identify the level of service quality and customers' satisfaction at the municipality. The total of 412 customers who were the service users of the municipality were selected as a sample size by using Yamane Taro's sample selection formula as a study subjects. The study used convenience sampling method for sample selection of respondents' and purposive sampling for interview of Public Service Manager. Open-ended questionnaires, closed ended questionnaires and interview were employed for data collection. Regarding research methodology; the researcher employed explanatory research method with both qualitative and quantitative data type. The analysis conducted using Microsoft Office Excel 2007 and presented by using tables, graphs, frequency distribution and percentage. From the study it was found that service quality dimensions were positively related to customer satisfaction; as service quality meets customers’ expectation it leads to customers’ satisfaction. The result indicates that the dimensions of service quality measures were not fully practised by the municipality, which results in low level of service quality and customers’ satisfaction. Municipal officials need to ensure that all tangible attributes related to employee performance create a desirable impact on customer perception of quality. This is important as customer continue to look for tangible cue as a means to reduce perceived service quality and describe their service experience in Burayu town municipality.

The dramatic increase in global trade confronts service firms with the challenge of adapting their services to the varying requirements of customers in different cultures. Jan H. Schumann focuses on three relationship marketing issues that are of relevance for both academics and practitioners: the establishment of trusting customer relationships, customer co-production, and the effect of word-of-mouth referrals.

The Routledge Companion to Strategic Marketing offers the latest insights into marketing strategy. Bodo Schlegelmilch and Russ Winer present 29 specially commissioned chapters, which include up-to-date thinking on a diverse range of marketing strategy...
topics. Readers benefit from the latest strategic insights of leading experts from universities around the world. Contributing authors are from, among others, the U.S. (Berkeley, Cornell, MIT, New York University, Texas A&M), Europe (the Hanken School of Economics, INSEAD, the University of Oxford, the University of Groningen, WU Vienna) and Asia (the Indian School of Business, Tongji University). The topics addressed include economic foundations of marketing strategy, competition in digital marketing strategy (e.g. mobile payment systems and social media strategy), marketing strategy, and corporate social responsibility, as well as perspectives on capturing the impact of marketing strategy. Collectively, this authoritative guide is an accessible tool for researchers, students, and practitioners.

The third edition of the book offers a thorough guide to collecting and reporting accurate measures of customer satisfaction as well as useful advice on how to use the measures to drive performance improvement.

The aim of this book is to examine the effect of customer satisfaction and switching costs on customer loyalty through an empirical study of the health care and service industry in Taiwan. The significance of the research will affect hospital management throughout Taiwan and academics majoring in the field of customer loyalty and satisfaction. The survey method used a Likert-type scale questionnaire as the preferred format to collect data. The research was conducted in three teaching hospitals in Taiwan. The adult patients of the hospital, who were going to be discharged from the hospital, were asked to voluntarily participate in the study. An anonymous self-report questionnaire was personally administered to each participant who was asked to respond the questions according to his/her subjective viewpoint. A total of 370 questionnaires were distributed to the subjects and the response rate was 93.0%. The results of this research indicate that both customer satisfaction and switching costs were positively associated with customer loyalty by Pearson correlation coefficient...

Now, more than ever, customer experience plays a pivotal role in the success and longevity of a company. Based on rigorous scientific tools and global data, this book offers a simple but thorough guide on how to master the challenges of the market, and how to deliver superior performance through effective customer experience management.

A brand is a valuable asset, and loyalty to a particular brand is the source of revenue and profitability of the business. Brand loyalty is significant for the business growth and expansion of companies in the electronics sector. A populated country, Bangladesh has a substantial expenditure on electronic appliances, and the demand for these household items increases over the period; however, customers are not always loyal to a particular brand. Marketing literature shows that customer satisfaction and brand confidence directly affect brand loyalty, and brand trust mediates their relationship. Due to the technological advance of social media, technology has an essential role in the customer's decision to buy household appliances. The existing literature has not focused on this massive demand for electronic appliances, customer satisfaction, loyalty, trust, and social media's significant role in consumer buying behavior. The book shed the investigation of the effect of customer satisfaction and brand trust of electronic home appliances on brand loyalty and the mediating role of brand trust in customer satisfaction and trust relationship. The study also examined the extent to which customers believe social media information influences them. The study gathered data from 523 Bangladeshi respondents from Dhaka by conducting a survey. The data were analyzed with SPSS and CB-SEM (AMOS) for the hypothesis test. The findings revealed that customer satisfaction and brand trust significantly impact
brand loyalty, and social media moderates those significant relationships. The result of the study contributed to the expectancy-disconfirmation theory, trust-commitment theory, brand loyalty theory, and theory of reasoned action by presenting empirically-based insight into customer satisfaction, brand trust, and brand loyalty constructs in electronic home appliances in Bangladesh. In addition, the results provided a practical insight into marketing and brand management. They suggested the practicing managers in developing product quality with customer preference, building trust through maintaining brand image and creating awareness among the customers, and considering the significance of social media and its usage. The research used probabilistic sampling techniques, both rural and urban customers, only a single home appliance, and PLS-SEM statistical tool for analysis. Future researchers could focus and include other variables such as price or advertising; consider loyalty separately, and use both urban and rural customers to have better predictions.

This important new work provides a comprehensive discussion of the customer satisfaction evaluation problem. It presents an overview of the existing methodologies as well as the development and implementation of an original multicriteria method dubbed MUSA. In this book, Customer Relationship Marketing (CRM) Practices in commercial banks are examined. The variables relationships were established through case study research design using Energy Bank Ghana Limited. The findings in this book show that each variable was found to be effective in determining customers' relationship marketing. The most widely adopted CRM practice in commercial banks was conflict handling followed by Reliability, Communication, Service quality, Empathy, Trust, Customer relations, Commitment, Staff Competence. Responsiveness is the least adopted practice. In this book the impact of customer relationship marketing on customer satisfaction was also investigated. Analysis revealed that, the strength of the general effect of staff commitment on customer satisfaction justified by the chi square test was positive and of high association. The book is highly recommended to Commercial banks, policy makers, stakeholders and academia.

How length of patronage affects the impact of customer satisfaction on repurchase intention

The impact of customer’s satisfaction and loyalty on customers retention in the mobile telecommunications service an integrative model

In the last years, organisations have invested considerable resources into programs that enhance the satisfaction of their personnel. The implicit proposition underlying these activities is that content employees lead to content clients. Employee satisfaction is expected to result in better working performance including politeness, positive non-verbal behaviour, respect, and cooperativeness in the employee-customer interaction. In the interaction process customers may affect the satisfaction of employees. This publication focuses on the following questions: Is there an influence of customer satisfaction on employee satisfaction? Does employee satisfaction have an impact on customer satisfaction? Is there an interrelation between customer satisfaction and employee satisfaction? The target audience of this publication are decision makers in human resources departments and marketing departments, managers in customer oriented organisations, as well as researchers in the areas of economics and psychology.

This book does a tremendous job of bringing to life customer satisfaction and its significance to modern businesses. The numerous examples contained within the book’s pages have proved a fresh and continuous source of inspiration and expertise as I work with my organisation in helping them understand why we should do what matters most to our customers and the lasting effect such actions will have on both our customer loyalty and retention. The authors are to be commended.

Economic growth is directly impacted by a multitude of different industries; in recent years, the service industry has emerged as a significant contributor to the global economy. As such, the effective management of this sector has become a widely studied topic. The Handbook of
Research on Promotional Strategies and Consumer Influence in the Service Sector is an authoritative reference source for the latest research on emerging methods for innovative service design and delivery, examining how growing customer expectations and global competition has influenced this industry. Featuring quality factors, marketing tools, and the effects of consumer behavior, this publication is ideally suited for researchers, professionals, and academicians actively involved in the service industry.

This dissertation, "Value-added Services: Impact of Customer Satisfaction in Hong Kong Housing Estates" by Yiu-yuen, Mak, ???, was obtained from The University of Hong Kong (Pokfulam, Hong Kong) and is being sold pursuant to Creative Commons: Attribution 3.0 Hong Kong License. The content of this dissertation has not been altered in any way. We have altered the formatting in order to facilitate the ease of printing and reading of the dissertation. All rights not granted by the above license are retained by the author. Abstract: The property management industry develops with the real estate market which is one of the major economy contributors in Hong Kong. Since property management is considered as service-oriented industry, satisfying customers mean business successful. The goal of this research aimed at analyzing the impact brought by value-added services in current private housing market through assessing the customer satisfaction level. This research intended to analysis the relationships among value-added services, customer satisfaction and customer loyalty. The first part of the research comprises the introduction including background, aims and objectives, signification, scope and limitation of the study. Second part is the literature review that provides information on the definition, concept and theoretical framework of value-added services, services model, customer satisfaction and customer loyalty. Third part mentions the methodology of the research while the fourth part illustrates and analyzes the finding of the survey. Finally, it comes to the conclusion part that consists of comment of the finding result and provision of recommendation to property management company on how to enhance and pursuit customer satisfaction and customer loyalty. The business thus become success. The common survey tool that widely use in this research is questionnaire. All data are collected through questionnaire. Since the questionnaires are designed to evaluate residents' view and how it affected residents' satisfaction level towards value-added service, answer is designed in 5-point scale. The relationship between score and satisfaction is positive which refers higher score means high satisfaction level. Moreover, the concept of SERVQUAL Model is applied to testify whether respondents satisfy the service by comparing their perceived and expected value of value-added service under the idea of Gap 5. Result of the survey reflects that value-added service with high customer satisfaction level may gain customer loyalty only by positive word of mouth. Unlike the previous studies related to customer loyalty that causing customer re-purchase and higher profit return is the most important point. The research shows that value-added service may not bring high profit return to the property management company as not must respondents will re-consume the services. Although the satisfied catering service cannot make higher profit, the power of spreading out positive word of mouth should not be neglected. Catering service cannot make higher profit through residents' re-purchase. However, it brings positive word of mouth and develops personal communication between residents and the property management companies. So it is suggested that the companies choose the most suitable and applicable value-added service so as to achieve some positive impacts such as profit return, positive word of mouth and improved resident relationship. DOI: 10.5353/th_b5118567 Subjects: Consumer satisfaction - China - Hong Kong Residential real estate - China - Hong Kong - Management

Having an attractive appearance not only from the side of the face but also from clothes has become everyone's dream. This makes the fashion industry is growing very rapidly. One part of fashion is shoes. If initially men's shoes, such as pump shoes or oxfords, and women's, such as high heels, were the trendsetters, nowadays what is growing rapidly is the sneaker model that can be used for both formal and non
formal events. One of the pioneers of sneakers is Converse. Seeing this extraordinary potential from the consumer side, many companies produce sneakers with various models and prices.

The primary objective of this study is to gauge the effect of perceived service quality on customer loyalty and repurchase intentions through customer satisfaction in Lahore, Pakistan. Therefore, the significance of customer satisfaction for customer loyalty and repurchase intentions is explained. Customer satisfactions play a mediating role between perceived service qualities, customer loyalty and repurchase intentions. The population of the research is constituted of the potential customers of Lahore and the sample size amounts to 230.

The Second European Edition of Services Marketing: Integrating Customer Focus Across the Firm by Wilson, Zeithaml, Bitner and Gremler uniquely focuses on the development of customer relationships through quality service. Reflecting the increasing importance of the service economy, Services Marketing is the only text that put the customer's experience of services at the centre of its approach. The core theories, concepts and frameworks are retained, and specifically the gaps model, a popular feature of the book. The text moves from the foundations of services marketing before introducing the gaps model and demonstrating its application to services marketing. In the second edition, the book takes on more European and International contexts to reflect the needs of courses, lecturers and students. The second edition builds on the wealth of European and International examples, cases, and research in the first edition, offering more integration of European content. It has also be fully updated with the latest research to ensure that it continues to be seen as the text covering the very latest services marketing thinking. In addition, the cases section has been thoroughly examined and revised to offer a range of new case studies with a European and global focus. The online resources have also been fully revised and updated providing an excellent package of support for lecturers and students.

Master's Thesis from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, ESCP Europe, course: Complexity, Ecommerce, Electronic Commerce, E-Satisfaction, Expertise Knowledge, Means-End Chain, Product Search Interfaces, Usability, Virtual Product Advisors, WebQual, Web Site Quality, Search Navigation, language: English, abstract: Consumers nowadays purchase a variety of products in online shops for different reasons. Certain products involve high involvement decision-making with low purchase frequencies in general. At the same time, virtual shelf space is unlimited and consumers face a variety of products, which exceeds their rational capabilities. This condition requires online shop operators to implement search tools in their web sites that allow consumers to structure and reduce complexity, both on a catalogue and a product level. Consumers in general do not always possess product expertise, especially in the case of low frequency purchases such as digital cameras. Virtual product advisors intend to fill this gap. The primary objective of the thesis is to investigate the interaction effect between different levels of consumer knowledge and a chosen product search approach. A special focus is put on a virtual product advisor and a facet search as a structuring tool. Based on theoretical work in marketing, psychology, information system management a set of hypotheses was developed pertaining to the interaction effect and how it affects the perceived quality of the online feature of a product search interface from a consumer perspective. A randomized experiment with a control group design in a live Online Shop was conducted to test the hypotheses. In sum, the findings suggest a contingency between the consumer knowledge and a product search interface in regard of the impact on
antecedents of satisfaction. The results provide two different angles from a marketing perspective in terms of usefulness and from an information system management point of view in terms of usability.

This study stands to investigate the impact of customer service elements on customer satisfaction and loyalty in B2B (Business to Business) market and to find out the most important elements of customer services which have strong impact on satisfaction in Pakistan's scenario. The nature of this study is exploratory and the selected population for data collection consists on the retailers of mobile phone companies.

Research document designed and written by Misbah Zafar. The objective of this research is to study the impact of effective distribution network on perceived customer satisfaction. Customer satisfaction may be determined by the factors that are associated with goods like response time, product variety, product availability, time to market and order visibility and return ability of the product. For this research paper, questionnaire is the tool for primary data collection, the information obtained through questionnaire will be inserted in SPSS and information would be analyzed according to results generated by SPSS. On the basis of analysis, Researcher will establish her results and recommendations. And that will also support her to reach at expected results i.e. the impact of distribution network on perceived customer satisfaction will be in positive manners. Or it can be vice verse. Most organizations recognize the impact that both customer and employee satisfaction have on overall financial performance. Actually acting on that information is the hard part. That is the focus of Linking Customer and Employee Satisfaction to the Bottom Line, which focuses on the relationship between customer satisfaction and tangible business outcomes like market share, revenue, and profitability. Intended for advanced service quality managers and marketing researchers with more than a modest exposure to statistical data analysis, this book provides a comprehensive overview of how these data may be related to critical business outcomes. Perhaps more importantly, researchers with mature customer satisfaction systems may use the techniques described in this book to maximize the value of their existing programs. While no technique or methodology can guarantee a strong link between customer satisfaction and key business outcomes, this book can ensure that appropriate scales, variables, and assumptions are used. Preview a sample chapter from this book along with the full table of contents by clicking here. You will need Adobe Acrobat to view this pdf file.

This research empirically investigated impact of customer satisfaction on business growth, using item 7 kitchen, Jimeta, Adamawa State. Data was collected from 20 respondents with the use of questionnaire, which was analyzed using SPSS statistics software. The study uncovered important strategies a restaurant needs to put into consideration in order to satisfy customers, and determined how satisfied customers contribute to business growth when these factors are successfully implemented. There was a positive relationship between customer satisfaction and business growth.

Electronic customer relationship management (ECRM) is a comprehensive business and marketing strategy for attracting and retaining customers over the internet. The proliferation of ECRM and its alarming failure rate call for a better understanding of the relationship between ECRM and its immediate objective. Based on the literature reviewed, there are few studies that have used
service quality as a component of relationship quality in the relation between ECRM and customer satisfaction. The study investigates the influence of three components of ECRM (i.e., pre-purchase, at-purchase, and post-purchase ECRM) on customer satisfaction directly and through mediating variable relationship quality. A quantitative methodology using a cross-sectional survey method was used to investigate the relationship between variables.

O objetivo principal deste trabalho consiste em identificar, dentre um conjunto de atributos de satisfação, lealdade e retenção, os elementos que têm maior impacto na retenção de clientes no serviço de telefonia celular. Foi realizada uma pesquisa de campo com uma amostra de 123 usuários do serviço de telefonia celular prestado por operadoras no estado do Rio de Janeiro. Inicialmente são discutidos os conceitos de satisfação, lealdade e retenção de clientes acompanhados pela identificação dos principais atributos destes elementos no serviço de telefonia celular. Logo após é apresentado o modelo integrativo de Gerpott, Rams e Schindler (2001) que serviu de base para este trabalho. Depois é apresentada a metodologia utilizada nesta pesquisa seguida pelos resultados obtidos na pesquisa de campo. A análise dos dados confirma a existência de uma relação causal de dois estágios entre a satisfação, lealdade e retenção de clientes, na qual a satisfação é um atributo chave da lealdade que, por sua vez, é um determinante central da retenção de clientes. O estudo também identifica que o atendimento aos clientes, os benefícios pessoais que o serviço de telefonia celular oferecem, e a avaliação que os clientes fazem sobre os preços cobrados pelo serviço são, dentre um conjunto de atributos de satisfação, lealdade e retenção, os elementos que têm o maior impacto na retenção de clientes no serviço de telefonia celular.

The aim of this research is to examine the effect of customer satisfaction and switching costs of customer loyalty through an empirical study of the health care and service industry in Taiwan. The significance of the research will affect hospital management throughout Taiwan and academics majoring in the field of customer loyalty and satisfaction.

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