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## **LITERATURE - Shodhganga**

4. Customer satisfaction is the customer's fulfillment response to a consumption experience, or some part of it. Buttle, F.2 5. According to Wikipedia, the free encyclopedia, customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will

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vary from person to  
person and product  
/service to

## **CHAPTER: 4 CONCEPTUAL FRAME WORK OF CUSTOMER SATISFACTION ...**

various theories of  
customer satisfaction.  
Consistency theories  
suggest that when the  
expectations and the  
actual product  
performance do not  
match the consumer

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will feel some degree of tension. Read :  
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## **A THEORETICAL APPROACH TO THE JOB SATISFACTION**

Which is the most suitable theory for customer retention in service industry? Study on customer retention in banking, ... the value

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or the satisfaction and  
Relationship Marketing  
(RM) emphasizing ...

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business in a proactive  
manner to excel at  
customer satisfaction.

4.2.4 What is Customer  
Satisfaction? The  
definition of customer  
satisfaction has been  
widely debated as  
organizations



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increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services.

## **Which is the most suitable theory for customer retention**

...

Job satisfaction. Job satisfaction is one of the most researched variables in the area of workplace psychology ,

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and has been associated with numerous psychosocial issues ranging from leadership to job design .This article seeks to outline the key definitions relating to job satisfaction, the main theories associated with explaining job satisfaction, as well as the types of and issues ...

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satisfaction theories is the disconfirmation theory, which argues that satisfaction is related to the size and direction of the disconfirmation experience that occurs as a result of comparing service performance against expectations.

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## **2.1: The definition of customer satisfaction**

Lawler's theory. He  
[15] explains job  
satisfaction in four  
basic conditions: The

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Fulfillment theory which explains the reaching of the thing needed. The Discrepancy theory, difference, contradiction and conflict theory. The Equity theory, about equality and the fourth one is The Two-factor theory.

## **A Theoretical Framework of Users' Satisfaction ...**

Consumer Satisfaction

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Theories: A Critical Review. A 'read' is counted each time someone views a publication summary (such as the title, abstract, and list of authors), clicks on a figure, or views or downloads the full-text.

## **(PDF) Consumer Satisfaction Theories: A Critical Review**

Confirmation and disconfirmation are

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expected to determine consumer satisfaction or dissatisfaction. This paper provides a review on consumer satisfaction in four areas: 1) definition and importance of satisfaction, 2) antecedents or determinants, 3) measurement of satisfaction,...

## **Customer Satisfaction (CSAT) Theory | Qualtrics**



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According to Business Dictionary, customer satisfaction is, “Degree of satisfaction provided by the goods or services of a firm as measured by the number of repeat customers.” 25. These definitions suggest that an evaluative process is an important element underlying customer satisfaction. 26. Hotel Industry - Definitions

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## **THEORIES OF CUSTOMER SATISFACTION - Shodhganga | pdf Book ...**

Satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer or consumer and a company, environment, product or service. Satisfaction involves one of the following three

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psychological  
elements: cognitive  
(thinking/evaluation),  
affective  
(emotional/feeling),  
and behavioral.

## **SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE HOTEL ...**

According to English  
business dictionary,  
customer satisfaction is  
the degree of  
satisfaction provided  
by the goods or

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services of a company as measured by the number of repeat customers. Although customer satisfaction is a new thing □ researchers defined customer satisfaction under different angles and different time.

## **(PDF) CUSTOMER SATISFACTION: A CENTRAL PHENOMENON IN ...**

2.3.1 SERVQUAL MODEL. This is the

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Customer Satisfaction. The most popular model to measure the customer satisfaction in almost services industry. The model is based on the client's evaluation of service quality, which is a comparison of the expected and the obtained value as well as a consideration of gaps in the process of service provision.

## **THEORIES OF CUSTOMER SATISFACTION -**

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### THEORIES OF CUSTOMER SATISFACTION A

number of theoretical approaches have been utilized to explain the relationship between disconfirmation and satisfaction. 1 Still again there are a number of theories surrounding the satisfaction and service paradigm.

## **Consumer**

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## **Satisfaction**

### **Theories: A Critical Review**

greater customer satisfaction than products that meet low expectations. Some other researchers employ perceived performance as an additional predictor of satisfaction [13] [14]. Satisfaction (positive disconfirmation) is known to occur when product or service is better than expected.

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On the other hand, a performance worse than the expected results is

## **Chapter 1** **Introduction 1.0** **Introduction to** **Customer ...**

Consumer Satisfaction Theories: A Critical Review. Atila Yüksel & Fisun Yüksel Adnan Menderes University  
Introduction. The marketing and consumer behavior



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literature has traditionally suggested that customer satisfaction is a relative concept, and is always judged in relation to a standard (Olander, 1977).