





of marine businesses, marine transportation enterprises must focus on service reliability, service response and service assurance to improve customer satisfaction levels. They also should focus on service assurance and service of care to improve customer loyalty levels. Meanwhile, forming a valid path mechanisms and systems to promote the transformation from customer loyalty attitude to customer loyalty behavior, and ultimately enhance customer loyalty in marine transportation industry

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.

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

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.

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.

Research Paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, Atlantic International University (School of Business and Economics), course: Ph.D. Economics, language: English, abstract: In a highly competitive distribution sector, one way to gain competitive advantage is to ensure that the customers are satisfied. It is also a fact that having a good transport system is a great factor to ensure long term services and growth the company. The study is to find the role transportation play in achieving customer satisfaction in the private distribution sector a case study at Ricky Boakye Yiadom Company Limited. Eventually, the results are meant to improve the existing levels of customer satisfaction with the form of transportation. Specifically it seeks to uncover the factors accounting for the level of customer satisfaction in transportation of products. The study reviewed major theoretical area to develop a framework which suggests that customer satisfaction in Distribution Company would be a function of service quality and customer orientation of service employees. The data from the study constituted employees and customers of 35 people and was analyzed through a descriptive statistics. The study reveals that the mode of transportation does not always achieve smooth delivery and satisfaction desired but adds value to the mode of transport. It also shows that delivery times to customers are not always meet. Most customers also agree that increase in customer satisfaction also depends on transportation. Furthermore, it is recommended on the basis of the evidence that to understand customer satisfaction better, the company must survey customers about both perceived service quality and the perception about satisfaction.

A well-planned marketing orientation strategy that keeps customers informed is the first step to building a long-term relationship with customers and providing them with appropriate incentives. The difficulty with providing a winning strategy in a highly competitive market, however, stems from responding to the specific needs of the customers. Customer Satisfaction and Sustainability Initiatives in the Fourth Industrial Revolution is an essential reference source that links together three highly relevant topics in the business of modern economy—innovation, customer satisfaction, and sustainability—and analyzes their synergies. Featuring research on topics such as e-business, global business, and sustainable innovation, this book is ideally designed for business consultants, managers, customer service representatives, entrepreneurs, academicians, researchers, and students seeking coverage on directing sustainable companies.

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.

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



## Download Free Impact Of Customer Satisfaction On Brand Loyalty An

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 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.

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 to 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...

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 versa.

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.

A Focus on Consumer Behaviours and Experiences in an Online Shopping Environment is a collection of key articles offering insights across a range of sectors. Some of the topics the book looks at include: - Influences of socioeconomic characteristics in online shopping behaviour - The role trust plays in an online shopping environment

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.

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.

[Copyright: 73b182e80e2ffdf304348021ab97a36e](https://doi.org/10.1111/9781119304348.021ab97a36e)