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Customer Satisfaction

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Philip Kotler defines

customer satisfaction as

a ' person ' s feeling of

pleasure or

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disappointment, which resulted from comparing a product 's perceived performance or outcome against his/her expectations ' .

Although Kotler uses abstract terms like pleasure and disappointment, the definition is by no means ambiguous.

What is customer

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satisfaction? (Definition
by experts ...

Customer Satisfaction:

Person 's feelings of
pleasure/

disappointment due to a
comparison of a product
perceived performance
with his/ her

expectations. Eg.-

Satisfaction = F_n

(Perceived Performance,
Expectations). High
satisfaction happens

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when perceived performance exceeds expectations. Buyer ' s expectations influenced by: — Past performance

Building Customer Satisfaction (Philip Kotler Summary ...
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... Understanding customer satisfaction could be considered as the fundamental principle of this research work The definition of customer satisfaction given by Philip Kotler (Kotler et al 2013) says that it is predetermined by how the expectations of the customer ...

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By Philip Kotler

march 22nd, 2018 -

customer satisfaction

definition by philip

kotler marketers offer

value to a consumer

when the satisfaction of

customer s

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MEASURES HOW

WELL A" philip kotler

the economist

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Philip Kotler defines
customer satisfaction as
a ' person ' s feeling of
pleasure or
disappointment which
resulted from comparing

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a customer's perceived performance or outcome against his/her expectations',

Although Kotler uses abstract terms like

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Understanding customer satisfaction could be considered as the fundamental

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principle of this research work. The definition of customer satisfaction given by Philip Kotler (Kotler et al 2013) says that it is predetermined by how the expectations of the customer are met. Customer satisfaction is directly connected to customers' needs. The

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Kotler (2000) defined
satisfaction as: “ a
person ’ s feelings of
pleasure or

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Definition By
Philip Kotler

disappointment
resulting from
comparing a product ' s
perceived performance
(or outcome) in relation
to his or her
expectations ” .

According to
Hansemark and
Albinsson (2004),
“ satisfaction is an
overall customer
attitude towards a
service provider, or an

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emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire ” .

Customer satisfaction -
Ronald van Haaften
Main Theories of
Customer Satisfaction
and Service Perception.
Rai (2008) draws the

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basic formula of
customer satisfaction as:
Customer satisfaction =
Customer Perception of
the Service Received –
Customer Expectation
of Customer Service

Concepts of Customer
Services and Customer
Satisfaction ...

Meanwhile, as Hill et al.
(2007) cited in their
book, perhaps the

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Customer and best
definition was told by
American marketing
expert Philip Kotler:

“If the service meets
the expectations of the
customer is satisfied
and, if exceeding the
expectations of customer
remain highly satisfied;
well, if the result does
not meet expectations,
then the customer
remains dissatisfied,

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without exception, the
service ” .

Satisfaction
Definition By
Scholarly Articles »

Factors of customer
satisfaction on ...

Customer satisfaction is
the act of just doing
enough to be acceptable
to a customer. It is
simply meeting basic
expectations. Ouch!

That ’ s very different
from Wikipedia ’ s

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definition and worlds
away from how many
companies view
customer satisfaction.

Philip Kotler

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customer satisfaction

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pleasure or

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disappointment, which resulted from comparing a product ' s perceived performance or outcome against his/her expectations ' .

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PHILIP KOTLER

Marketers offer value to
a consumer when the
satisfaction of customer
s Customer satisfaction
measures how well
a "Philip Kotler

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Born May 27 1931 Is

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An He Links The Profit
Motive To The
Satisfaction Of
Definition Of
Consumer Wants And
Which Applies

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About the definition of
customer satisfaction
there are a lot of idea as
well as theories. In 1997
Oliver had stated that

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Customer satisfaction is
the consumer ' s
fulfillment response.

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Philip Kotler
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AFFECTING
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SATISFACTION AND
CUSTOMER ...

Customer satisfaction
with a company ' s
products or services is
often seen as the key to
a company ' s success

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and long-term competitiveness. In the context of relationship marketing, customer satisfaction is often viewed as a central determinant of customer retention. However, the few empirical investigations in this area

The impact of customer satisfaction and

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relationship..

Customer Satisfaction

– Analyze what the
customer

holds important to make
it easier to meet the
requirements. Once
met, there is customer
satisfaction. 9. Customer
Satisfaction –
Quantifiable measurem
ent methodologies are
available to monitor
satisfaction levels of the

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Satisfaction

Chapter 5 Kotler
Definition By

Satisfaction and Loyalty

Philip Kotler defined
customer satisfaction as
benefits – costs +
competitive advantage
= customer satisfaction.

Customer satisfaction
directly ties into a
customer retention
definition. If you leave

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your customers satisfied,
they 'll stick around.

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