

The Relationship among Customer Satisfaction, Customer Dissatisfaction and Customer switching - The Case of Fast Food In

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ABSTRACT

To avoid customer switching is the determinant factor in continuing business. However, the customer switching attitude is, in turn, influenced by customer satisfaction or dissatisfaction. This study aims to explore the different factors' influence among customer satisfaction, customer dissatisfaction and customer switching attitude, and proves a concept that factors lead to high influence on customer satisfaction or dissatisfaction also lead to high influence on customer switching attitude or not. By seven category factors of keaveney (1995) interviewing 500 service industry consumer, and convenient sampling method is used to investigate 400 domestic consumers. Further more use MANOVA, correlation analysis, regression analysis to test the hypotheses. The result indicates that the determinate factors among customer satisfaction, customer dissatisfaction and customer switching attitude are different. In another words, the determinate factors of customer dissatisfaction not certain lead to customer switching, the determinate factors of customer satisfaction not certain lead to loyalty.

Keywords : customer satisfaction ; customer dissatisfaction ; customer switching

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