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Satisfaction Is

Central to the

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defined as attitude-
like judgment

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service purchase or
series of service
interactions.

Customers have
expectations prior
to consumption,
observe service.

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Stage Post-
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In evaluating
service
performance,
customers can have
expectations

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positively
disconfirmed,
confirmed, or
negatively
disconfirmed •
Unexpectedly high
levels of
performance,
arousal, and
positive affect are
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marketing value in
today ' s
increasingly service
and knowledge-
intensive economy
requires an

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the powerful design
and packaging of
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benefits and
products, high-
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Service Processes

Service processes

affect not only

customers, but also

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cost, speed, and
productivity with
which desired
outcome is

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As a key in
services marketing,
interactions have
been defined in the
concept of service
encounter

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(Lovelock and Wirtz, 2010), which include the interactions between customers and employees, and...

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stage and all the
men and women
merely players.
They have their
exits and their
entrances and each
man in his time
plays many parts.
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