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Theory Customer Satisfaction By Philip Kotler

Expectancy disconfirmation theory was developed by Oliver, who proposed that a user's satisfaction level is a result of the difference "between expected and perceived product performance, and expectations as predictions of future performance".

A Theoretical Framework of Users' Satisfaction ...

customer satisfaction is a relative concept, and is always judged in relation to a standard (Olander, 1977). Consequently, in the course of its development, a number of different competing theo...

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