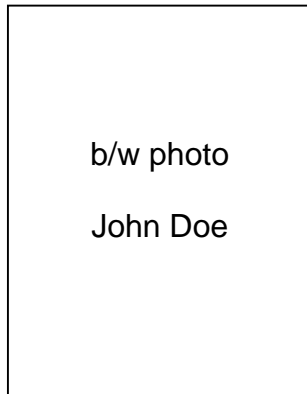


Customer Satisfaction and Loyalty

by John Doe and Maria Mustermann



John Doe is a Assistant Professor of Marketing at Western University, East Street 10, West City, ZZ 55555, USA, Phone: +01/550 666 1111, Fax: +01/550 666 2222, E-Mail: john.doe@western.university.edu.

Maria Mustermann is Professor of Industrial Marketing at Ost-Universität, Weststr. 5, 1111 Oststadt, Germany, Phone: +49/10 4000-200, Fax: +49/10 4000-305, E-Mail: maria.mustermann@ost.uni.de.

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Summary

Customer satisfaction has long been one of the top criteria for successful business relationships, but the focus has been extended to include customer loyalty. ...

Keywords

Customer satisfaction, customer loyalty, profitability

1. Introduction

Customer satisfaction has long been one of the top criteria for successful business relationships, but the focus has been extended to include customer loyalty. ...

2. Relationship between customer satisfaction and customer loyalty

2.1. Customer satisfaction

Research into customer satisfaction has long been dominated by what is known as the comparison standards (CS) paradigm [1]. ...

2.2. Customer loyalty

....

2.3. Past research and hypotheses

....

3. Empirical Study

3.1. Data

....

3.3. Results

....

Variables	standardised coefficient	significance
Var 1	0,186	***
Var 2	-0,028	*
Var 3	0,169	***
Var 4	0,636	**
Var 5	0,163	***
R ² = 0,457, F value = 35,561		
* $p < .10$, ** $p < .05$, *** $p < .01$		

Tab. 2: Results of regression analysis

4. Discussion

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Notes

[1] For an overview of satisfaction concepts see *Doe/Mustermann* (2000). ...

[2] ...

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Appendix

Multiple indicators used to measure the hypothetical constructs

	Construct A: Cronbachs $\alpha = 0,95$; CFI 0,95
1	Statement 1
2	Statement 2
3	Statement 3
4	Statement 4
5	Statement 5
	Construct B: Cronbachs $\alpha = 0,90$; CFI = 0,97
1	Statement 1
2	Statement 2
3	Statement 3
4	Statement 4
	Construct C: Cronbachs $\alpha = 0,85$; CFI = 0,95
1	Statement 1
2	Statement 2
3	Statement 3
4	Statement 4
5	Statement 5
6	Statement 6
	Construct D: Cronbachs $\alpha = 0,89$; CFI = 0,96
1	Statement 1
2	Statement 2
3	Statement 3
4	Statement 4
	Construct E: Cronbachs $\alpha = 0,73$; CFI = 0,90
1	Statement 1
2	Statement 2
3	Statement 3
4	Statement 4