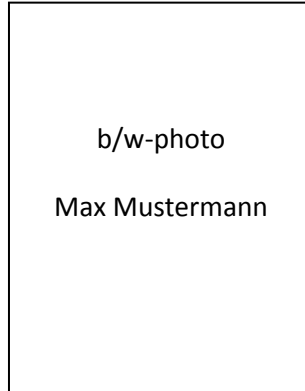


## Customer Satisfaction and Loyalty

By Maria Musterfrau and Max 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

## Executive Summary (in German and English)

This paper develops a conceptual frame for the importance of customer satisfaction and loyalty for the success of business relationships and it monitors this within the scope of a longitudinal, empirical study...

### 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 <sup>2</sup> = 0,457, F value = 35,561		
* $p < .10$ , ** $p < .05$ , *** $p < .01$		

Table 2: Results of regression analysis

### 4. Discussion

....

### Notes

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

[2] ... 2

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## Appendix

	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

*Table A1: Indicators for measuring the hypothetical constructs*