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CUSTOMER SATISFACTION

PREDICTS CUSTOMER REACTION

DISCONFIRMATION THEORY

WHICH STATES "SATISFACTION IS

THE GUEST'S FULFILMENT

RESPONSE "Definition Of

Customer Satisfaction By Philip
Kotler

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

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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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