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VALIDATING CUSTOMER LOYALTY MODEL USING STRUCTURAL EQUATION MODELING



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Validating customer loyalty
model using structural
equation modeling



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | How often does someone patronize a company specifically because of its over-the-top-service? You can probably think of a few examples, such as the traveller who makes a point of returning to a hotel that has a particularly attentive staff. The answer could be you probably can't come up with many. To meet customers' expectations, the company representatives should anticipate and head off the need for follow-up calls, address the emotional distress incurred during...

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