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Chapter 2: Customer Behavior in Service Encounters

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Chapter 2 - Page 12 Understanding Customers' Service Expectations! Customers evaluate service quality by comparing what they expect against what they perceive !! Situational and personal factors also considered! Expectations of good service vary from one business to

Chapter 2: Consumer Behavior in a Services Context

Slide 2007 by Christopher Lovelock and Jochen Wirtz Services Marketing 6/E Chapter 2 - 36 Customer Satisfaction Is Central to the Marketing Concept Satisfaction defined as attitude-like judgment following a service purchase or series of service interactions

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inspiring the brain to think improved and faster can be undergone by some ways. Experiencing, listening to the new experience, adventuring, studying, training, and more practical comings and goings may help you to improve. But here, if

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Services Marketing 6/E. Chapter 2 - 8 Possession Processing Possession Processing. Customers are less physically involved compared to people processing services. Involvement is limited Production and consumption are separable. Slide 2007 by Christopher Lovelock and Jochen Wirtz. Services Marketing 6/E. Chapter 2 - 9 Mental Stimulus Processing

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Creating and marketing value in today's increasingly service and knowledge-intensive economy requires an understanding of the

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powerful design and packaging of 'intangible' benefits and products, high-quality service operations and customer

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Service Products vs. Customer Service & After-Sales Service A firm's market offerings are divided into core product elements and supplementary service elements Need to distinguish between: Marketing of services - when service is the core product Marketing through service - when good service increases the value of a core physical good ...

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Chapter1

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Chapter 2 - Page 6 Need Arousal Decision to buy or use a service is triggered by need arousal Triggers of need: Unconscious minds (e.g., personal identity and aspirations) Physical conditions (e.g., hunger) External sources (e.g., a service firm's marketing activities) Consumers are then motivated to find a solution for their need Courtesy of Masterfile Corporation Keputusan untuk membeli atau menggunakan jasa dipicu oleh ...

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This includes his collaboration with Dr Lovelock in writing one of the world's leading services marketing text books, "Services Marketing: People, Technology, Strategy, 7th edition" (Prentice

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Hall, 2011). Dr Wirtz serves on the editorial review boards of 11 academic journals.

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