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Abstract

This paper presents a two-dimensional model of service process that is linked to customer encounter satisfaction and is modified by a customer's perceptual filters, including brand image and customer mood. The first dimension is comprised of fixed (structural) descriptors, while the second dimension consists of variable (situational) descriptors. The proposed model delineates eight descriptors in each dimension. Their origin in the services marketing literature is explained. The model suggests that service process and a customer's perceptual filters both have a direct influence on encounter satisfaction. The utility and limitations of the proposed model are discussed.

Keywords

Service delivery systems

Services marketing

Service operations

Customer satisfaction

Brand image

Process efficiency

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