

Customer Satisfaction Definition By Philip Kotler

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Philip Kotler defines customer satisfaction as a ' person ' s feeling of pleasure or disappointment, which resulted from comparing a product ' s perceived performance or outcome against his/her expectations ' . Although Kotler uses abstract terms like pleasure and disappointment, the definition is by no means ambiguous.

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Customer Satisfaction: Person ' s feelings of pleasure/ disappointment due to a comparison of a product perceived performance with his/ her expectations. Eg.- Satisfaction = Fn (Perceived Performance, Expectations). High satisfaction happens when perceived performance exceeds expectations. Buyer ' s expectations influenced by: – Past performance

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Understanding customer satisfaction could be considered as the fundamental principle of this research work. The definition of customer satisfaction given by Philip Kotler (Kotler et al 2013) says that it is predetermined by how the expectations of the cus-tomer are met. Customer satisfaction is directly connected to customers ' needs. The

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Kotler (2000) defined satisfaction as: " a person ' s feelings of pleasure or disappointment resulting from comparing a product ' s perceived performance (or outcome) in relation to his or her expectations " . According to Hansemark and Albinsson (2004), " satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire " .

[Customer satisfaction - Ronald van Haaften](#)

Main Theories of Customer Satisfaction and Service Perception. Rai (2008) draws the basic formula of customer satisfaction as: Customer satisfaction = Customer Perception of the Service Received – Customer Expectation of Customer Service

[Concepts of Customer Services and Customer Satisfaction ...](#)

Meanwhile, as Hill et al. (2007) cited in their book, perhaps the clearest and best definition was told by American marketing expert Philip Kotler: " If the service meets the expectations of the customer is satisfied and, if exceeding the expectations of customer remain highly satisfied; well, if the result does not meet expectations, then the customer remains dissatisfied, without exception, the service " .

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Customer satisfaction is the act of just doing enough to be acceptable to a customer. It is simply meeting basic expectations. Ouch! That ' s very different from Wikipedia ' s definition and worlds away from how many companies view customer satisfaction.

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About the definition of customer satisfaction there are a lot of idea as well as theories. In 1997 Oliver had stated that customer satisfaction is the consumer ' s fulfillment response.

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Customer satisfaction with a company ' s products or services is often seen as the key to a company ' s success and long-term competitiveness. In the context of relationship marketing, customer satisfaction is often viewed as a central determinant of customer retention. However, the few empirical investigations in this area

[The impact of customer satisfaction and relationship ...](#)

Customer Satisfaction – Analyze what the customer holdsimportant to make it easier to meet the requirements. Once met, there is customer satisfaction. 9. Customer Satisfaction – Quantifiable measurementmethodologies are available to monitor satisfaction levels of the customers.

[Chapter 5 Kotler Customer value, Satisfaction and Loyalty](#)

Philip Kotler defined customer satisfaction as benefits – costs + competitive advantage = customer satisfaction. Customer satisfaction directly ties into a customer retention definition. If you leave your customers satisfied, they ' ll stick around.