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IMPACT OF CUSTOMER SATISFACTION AND SWITCHING COSTS ON CUSTOMER LOYALTY



Shewfang Shieh

Impact of Customer Satisfaction and Switching Costs on Customer Loyalty
An Empirical Study on The Health Care Industry in Taiwan



LAP Lambert Acad. Publ. Aug 2010, 2010. Taschenbuch. Book Condition: Neu. 220x150x6 mm. Neuware - The aim of this book is to examine the effect of customer satisfaction and switching costs on customer loyalty through an empirical study of the health care and service industry in Taiwan. The significance of the research will affect hospital management throughout Taiwan and academics majoring in the field of customer loyalty and satisfaction. The survey method used a Likert-type scale questionnaire as the preferred...

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