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Identifying the Determinants of Customer Retention in a

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DETERMINANTS OF CUSTOMER LOYALTY IN THE RETAIL BANKING ...

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 \u0026 Build Loyalty Determinants Of Customer Retention
 In**

According to the market evidences following are the main
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Determinants of Customer Retention - Management Study Guide

The customer retention is very important for the hotel to
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Based on references from the literature constructs identified for customer retention are customer satisfaction, switching costs and customer loyalty and for customer loyalty the constructs identified are trust, commitment and customer satisfaction. For determining satisfaction the constructs identified in the proposed study are convenience of location, store atmosphere, promotion, customer relationship management practices and merchandise.

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Customer Retention - A Strategic Process to Retain ...

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Proposal and validation of a theoretical model of customer ...

The Determinants of Customer Retention in the Construction Industry of the Maldives Ahmed Abdulla FTMS Alumni, Master of Business Administration E-mail: Dr. Ismail Nizam Head of MBA Programs, School of Accounting and Business Management, FTMS Global Malaysia E-mail:

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Abstract. The ability to retain and lock in customers in the face of competition is a major concern for online businesses, especially those that invest heavily in advertising and customer acquisition. In this paper, we develop and implement an approach for measuring the magnitudes of switching costs and brand loyalty for online service providers based on the random utility modeling framework.

Measuring Switching Costs and the Determinants of Customer ...

Nonetheless, two dimensions of customer loyalty have been commonly brought to the fore by researchers: behavior and attitude (Bell, Auh and Smalley, 2005). Behavioural loyalty relates to divulged purchase and usage behavior conditioned on customer satisfaction, whereas attitudinal loyalty relates to the extended

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