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The Measurement of Level Customer Satisfaction: Consumer Psychology Perspective

The Measurement of Level Customer Satisfaction: Consumer Psychology Perspective

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Abstract

The customer satisfaction level is always tied and determined by the quality of the product which be produced. The product quality can be considered, if they could fulfill customer requirements. It can be measured. So that, the measurement of level customer satisfaction is related to quality product. This writing will be try to develop the measurement tool of customer satisfaction in work environment, especially the tools which based on the soft measures.

Keyword : customer, satisfaction, consumer, psychology,

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