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Employee Satisfaction, Quality of Customer Interaction, and Customer Satisfaction: Its Relationship in an Educational Context

Abstract

Although there has been many researches analyzing the relationship between employees satisfaction and customer satisfaction, to the writers' knowledge, there has been no research that analyzes the relationship between employee satisfaction and customer satisfaction by using the quality of customer interaction as the mediator in an educational context. This research therefore aims to investigate the relationship of these three variables whereby focusing solely on the educational context. Further, it is hypothesized that the quality of customer interaction acts as the mediator for this relationship. Subjects of this study are lecturers and students from a private university in Surabaya. 38 dyadic data were obtained and further analyzed using Structural Equation Modeling. Results of this study revealed that there is a significant indirect effect (not a mediated effect) between employee satisfaction and customer satisfaction through quality of customer interaction.

Keyword : Employee, Satisfaction, Customer, Satisfaction, Quality, of, Customer, Interaction,

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