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CONTRAST THEORY OF CUSTOMER
SATISFACTION PREDICTS CUSTOMER
REACTION DISCONFIRMATION
THEORY WHICH STATES

“ SATISFACTION IS THE GUEST ' S
FULFILMENT RESPONSE "Definition Of
Customer Satisfaction By Philip Kotler

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Theory Customer Satisfaction By Philip Kotler

Expectancy disconfirmation theory was developed by Oliver, who proposed that a user ' s satisfaction level is a result of the difference “ between expected and perceived product performance, and

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expectations as predictions of future performance ” .

A Theoretical Framework of Users ' Satisfaction ...

customer satisfaction is a relative concept, and is always judged in relation to a standard (Olander, 1977).

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Consequently, in the course of its development, a number of different competing theo...

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