MODEL OF INFLUENCE CUSTOMER SATISFACTION ON COMPANY PERFORMANCE

Abstract

The article’s objective is to determine the influence of customer satisfaction with a product on business performance comparing among other the product with its competition. Such factors were searched and found within the research, that influence the customers’ satisfaction and the business performance at the same time. A model was constructed explaining the influence of these specific factors on business performance. The business managers can improve their management tools based on these factors, which may result in greater business performance.

Key words

Customer satisfaction, product quality, company performance

JEL Classification

L15, L25, L66