

“Role of Emotional Satisfaction in Service Encounter”



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Abstract

This study aims to inspect how emotional satisfaction play role in service encounter. The purpose behind this study is to check or examine the connection between key parts such as emotional satisfaction and quality of services, behavioral intentions (Loyalty), and quality association. The research also classifies the role of expressive satisfaction in forecasting customer devotion and quality of service. There is positive relationship between Quality of service and emotional or expressive satisfaction and further it leads to positive relationship between emotional satisfaction and behavior of customers or customer intensions such as customer's loyalty.

Research method is being used as sampling frame. The trade departmental stores are selected as research methodology because it involve most complex concerns related to interaction between customers and key contact employees (Mishra, 2000).customers have both views and thoughts related to specific stores which can affect their insights such as expressive conditions of customers can disturb their marketing support, searching of stores, communications with salesmen of store or employees and in store performances.

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