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## **Chapter 2: Customer Behavior in Service Encounters**

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Chapter 2 - Page 12 Understanding Customers' Service

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Expectations! Customers evaluate service quality by comparing what they expect against what they perceive !! Situational and personal factors also considered! Expectations of good service vary from one business to

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comings and goings may help you to improve. But here, if

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Possession Processing. Customers are less physically involved compared to people processing services. Involvement is limited  
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Chapter 2 - 9 Mental Stimulus Processing

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As a key in services marketing, interactions have been defined in the concept of service encounter (Lovelock and Wirtz, 2010), which include the interactions between customers and employees, and ...

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Chapter 2 - Page 6 Need Arousal Decision to buy or use a service is triggered by need arousal Triggers of need: Unconscious minds (e.g., personal identity and aspirations) Physical conditions (e.g., hunger ) External sources (e.g., a service firm's marketing activities) Consumers are then motivated to find a solution for their need Courtesy of Masterfile Corporation Keputusan untuk membeli atau menggunakan jasa dipicu oleh ...

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This includes his collaboration with Dr Lovelock in writing one of the world's leading services marketing text books, "Services Marketing: People, Technology, Strategy, 7th edition" (Prentice Hall, 2011). Dr Wirtz serves on the editorial review boards of 11 academic journals.

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