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サービスにおける顧客価値次元と口コミの関係

Relationship between dimensions of consumer value and word-of-mouth in service:

A Reconsideration

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Abstract

Previous studies indicate that customer perceived value mediates between the service quality and customer satisfaction. It is important for marketers to enhance customers' perceived value in increasing customer satisfaction. The purpose of this study was to present a conceptual framework based on customer value models and word-of-mouth in service, and to outline directions for future research. Future research should (1) test the comprehensive model of customer values considering word-of-mouth, (2) examine the effects of the word-of-mouth or electronic word-of-mouth on value dimensions.