

Investigating the Correlation Between Customer Satisfaction Components and Reaching Competitive Advantage, Using SEM Approach

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Abstract : Nowadays, customer satisfaction and discovering the superior services, are counted as vital issues in most manufacturing and services companies. In these terms, gaining the competitive advantage by a business depends on products and services which are able to cause the customer satisfaction. Given the importance of this subject, this paper tries to investigate the correlation between components of customer satisfaction and gaining the competitive advantage by the business. For this purpose, after reviewing the research literature and doing deep interviews with authors and active people in the industry, based on the variables affecting the customer satisfaction and determinant components of business competitive advantage, research questionnaire was prepared. In sum, 96 executives of PARS-KHAZAR Company were asked in a survey. The results of P.L.S. Test for the research structure analysis showed that the measuring tools in terms of technical features, like convergent and divergent validity and compound reliability were very appropriate. Moreover the results showed that, the structure of products and factors related to foundation, has affected the competitive advantage performance positively and significantly; but the influence of structure of services and business environment on competitive advantage was not confirmed.

Keywords : customer satisfaction, competitive advantage, products, foundation, home appliances

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