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A REVIEW AND BIBLIOMETRIC ANALYSIS OF SERVICE QUALITY AND CUSTOMER SATISFACTION BY USING SCOPUS DATABASE

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Abstract

Service quality, customer satisfaction, and customer loyalty have been a topic of great interest to marketing researchers. This topic is important because it helps in the creation of maintainable competitive advantage and improvement in the financial outcomes of businesses. The purpose of this paper is to offer researchers a systematic view and representing how this topic contributed to the development of effective research channels for future analysis and research on the topic. A bibliometric study and mapping analysis have been written involving 2782 articles on customer loyalty, satisfaction, and service quality in the past decade, from the year 2009 to 2019. From the investigation of the groups, the most applicable exploration discoveries, patterns, and issues arise, recommending intriguing hypothetical and down to earth implications. To the contributors' information, the bibliometric analysis is applied just because of customer satisfaction, so this is likewise a novel part of the paper to feature, (Chang, et al, 2009).

Author Keywords

Review, Service Quality, bibliometric, Customer Satisfaction, Scopus Database

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