

Kundenzufriedenheit - Ralph Fuchs

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' Everyone knows what satisfaction is, until asked to give a definiton. Then it seems, nobody knows.'

'Kundenzufriedenheit bezeichnet in der Betriebswirtschaftslehre insbesondere im Verkauf bzw. der Verkaufspsychologie ein abstraktes Konstrukt der Sozialforschung, das zumeist als das Verh  ltnis von Kundenerwartung zu Bed  rfnisbefriedigung beschrieben wird. Zufriedenheit entsteht als Empfindung des Kunden durch seinen Vergleich von wahrgenommenem Wertgewinn als Resultat des Kaufs und erwartetem Wertgewinn vor dem Kauf.' Die Kundenzufriedenheit spielt eine zentrale Rolle in der aktuellen Marketingtheorie und -praxis. Sie dient als Indikator f  r die Qualit  t von Kundenbindungsma  nahmen und Qualit  tsmanagement. Daher ist das Management der Kundenzufriedenheit zu einer wichtigen Herausforderung geworden. Bei der Bestimmung der optimalen Kundenzufriedenheit sollte der Kundenwert (customer value) ber  cksichtigt werden. 'Die Kundenzufriedenheit ist die zentrale Zielgr   e des kundenorientierten Managements.'

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