# Article information:

Customer Satisfaction: A Meta-Analysis of the Empirical Evidence - David M. Szymanski, David H. Henard, 2001  
<https://journals.sagepub.com/doi/abs/10.1177/009207030102900102>

# Article summary:

1. A meta-analysis of studies on customer satisfaction found that equity and disconfirmation are the most strongly related factors to customer satisfaction.

2. Measurement and method factors can moderate the relationship strength between satisfaction and its antecedents and outcomes.

3. The authors suggest future research directions to further understand the effects of customer satisfaction on businesses.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article "Customer Satisfaction: A Meta-Analysis of the Empirical Evidence" by David M. Szymanski and David H. Henard provides a comprehensive analysis of the empirical evidence on customer satisfaction. The authors conduct a meta-analysis of reported findings on customer satisfaction to assess current knowledge and identify the antecedents to, and outcomes of, businesses having more-versus less-satisfied customers.

The article is well-written and structured, with a clear introduction, methodology, results, discussion, and conclusion. The authors provide a detailed conceptual framework for their meta-analysis grounded in the available empirical evidence and the work of Oliver (1997). They also discuss the implications surrounding these effects and offer several directions for future research.

However, there are some potential biases in this article that need to be considered. Firstly, the authors only focus on studies that have been published in academic journals. This may lead to publication bias as studies with negative or inconclusive results may not have been published. Secondly, the authors do not consider cultural differences in customer satisfaction across different countries or regions. This may limit the generalizability of their findings.

Moreover, some points of consideration are missing from this article. For example, the authors do not explore how customer satisfaction can be influenced by factors such as price, brand reputation, or marketing efforts. Additionally, they do not address how customer satisfaction can impact employee morale or organizational culture.

Furthermore, some claims made in this article are unsupported by evidence. For instance, the authors claim that equity and disconfirmation are most strongly related to customer satisfaction on average without providing sufficient evidence to support this claim.

In conclusion, while "Customer Satisfaction: A Meta-Analysis of the Empirical Evidence" provides valuable insights into current knowledge on customer satisfaction, it is important to consider its potential biases and limitations when interpreting its findings. Further research is needed to explore other factors that may influence customer satisfaction and how it impacts organizations beyond just financial performance metrics like market share or profitability.

# Topics for further research:

* Factors influencing customer satisfaction beyond product quality
* The impact of price on customer satisfaction
* Brand reputation and customer satisfaction
* Marketing strategies and customer satisfaction
* The relationship between employee morale and customer satisfaction
* Organizational culture and customer satisfaction

# Report location:

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