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Frontline Employees Empowerment, Job Satisfaction, Service Quality and Customer Satisfaction. An Empirical Examination

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Abstract

This study stresses and is confined to how employee empowerment affect job satisfaction and how employee satisfaction affects customer satisfaction. The main aim of this study is to find out the relationship between the employee satisfaction and customer satisfaction. It also studies whether employees-customer interaction attracts customers or not. The findings from regression analysis suggest that frontline employee's empowerment is positively related to customer satisfaction; employees' empowerment is positively related to job satisfaction; job satisfaction is positively related to service quality.

Keywords: Empowerment, Service quality, Customer satisfaction, Customer loyalty & brand image.

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