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Cronboach's Alpha.

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²¹ Cronboach's Alpha : – 0,7491;
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	3,14
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,	3,65
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(.)	3,63
(.) ²²	3,75

(0,665) , 66,5%

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(12) ,

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²³ Signif. F 0.00

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,	0,011	0,192	17%
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	3,90	3,74	0,16	
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	3,84	3,39	0,45	
	4,28	3,91	0,37	
	4,16	3,82	0,34	
	3,40	3,22	0,18	
-	3,94	3,69	0,25	
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(R = 0,275, Sig. = 0,005).

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ANALYSIS OF STAFF AND CUSTOMER SATISFACTION

**Assoc. Prof. Dr Evgeni Stanimirov,
Assist. Prof. Borislava Cherkezova**

Abstract

Intensive competition in the area of business services stimulates companies to try to manage the satisfaction and loyalty of their most important customers. Front office personnel of companies selling their products, through their attitudes and behaviour, affect the satisfaction and loyalty levels of customers. The ability of sales staff to assess comparatively accurately whether customers receive the desired and expected service level is important from the viewpoint of marketing. The precise estimate of staff concerning customer satisfaction may considerably reduce the costs of marketing research and provide the opportunity for proactive action on the part of the sellers should there emerge any indications of problems.

In the article there is a parallel study of the satisfaction of staff and customers in the sphere of business services and on that basis there are drawn conclusions as to the ability of those working at the front offices of the companies under study to judge correctly the degree of satisfaction of the customers they serve.