



## The satisfaction of captive service customers

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Abstract: Captivity reduces customers' service quality perception and amplifies their reactions. This study tests the effects of captive customers' negative emotions and price dissatisfaction on their quality perception, dissatisfaction, and word-of-mouth. Results show that captivity arouses customers' negative emotional feelings and price dissatisfaction, which in turn reduce service quality perception and positive word-of-mouth and directly and indirectly exacerbate dissatisfaction.

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