

The impact of the product warranty service in enhance customer satisfaction

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Abstract

The research security service, one of the key issues that contribute to the construction of the purchase decision at the client, and enhance customer satisfaction and building long-term relationship with him, including contributing to the achievement of customer loyalty. Where was identified the substance of the security service, objectives and its role in influencing customer satisfaction, and to identify the companies and entities that provide security service, as identified on the concept of customer satisfaction and the factors affecting it, has been reached in the search to a strong influence between the availability of insurance service provided by the companies and enhance satisfaction, our customers. And the existence of a significant effect between the security service provided by the companies and enhance customer satisfaction. Was also found to a number of results including:

- 1 - is the corporate clients that the warranty service provided the products characterized by adequate commitment by these companies for warranty service.
- 2 - a weakness in responding to customers' problems related to security of the product as soon as appropriate.
- 3 - feeling weak customer confidence in the service of insurance products offered by companies when dealing with them.