



Análisis de clases latentes en la relación entre calidad de servicio, satisfacción y confianza con la intención de recompra [

Universidad de La Rioja,
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text (article)

Analítica

In this paper the relationship that perceived service quality, satisfaction and trust have on the purchase intention is analyzed. Concretely, three latent class segments that imply different behaviours from these relationships in different groups of consumers have been found. The latent class regression analysis is the statistical tool applied that has allowed us to identify different groups of clients of mobile telephony. In those groups significant differences are appreciated in that relationship. It has been proven that to predict the purchase intention through quality, satisfaction and trust, it is necessary to keep in mind that not for all consumers the variables of the model have the same strength, not even the same sign. For that reason, the identification of those groups of clients is fundamental in order to adapt properly marketing policies

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