

# **THE IMPACT OF THE CONSUMERS' SATISFACTION ON THE ECONOMIC EFFICIENCY OF THE BANK**

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*ABSTRACT: In the present conditions, of temperate development of business at a global scale, the organizations want to have clear indications that their investment in the satisfaction of the consumer was worthy and with results. The theoretical base of the operationalization of the relation between satisfaction and the profitability of the organization is quite restricted, still existing challenges for understanding this connection. Of course that both the intensity and the nature of this relation differs from one field to another.*

*Key words: consumer satisfaction, banking services, consumer behavior, repurchase intentions, economic efficiency*

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