

The Impact of Customer Satisfaction towards Product Return Policy on Electronic Products

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Abstract: *This research paper investigates the impact of customer satisfaction on the effectiveness of product return policies for electronic products. It aims to understand the relationship between customer satisfaction, purchasing behavior, and brand loyalty. The study examines the satisfaction levels of customers with the return policies of specific electronic brands, explores the return procedure and its impact on satisfaction and loyalty, and identifies the required documents and attachments for returning electronic products. The findings will provide insights for improving return policies and customer service, ultimately enhancing consumer satisfaction and loyalty in the electronics industry.*

Keywords: customer satisfaction

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