Email: eseosaagb@gmail.com
GitHub analysis: https://github.com/Analyst-E/customer_satisfaction_and_loyalty_analysis_for_a_retail_company
Portfolio: https://analyst-e.github.io/IamAnalystE.github.io/

# Customer Satisfaction and Loyalty Questionnaire

Objective: To determine which factors—product quality, service speed, and pricing—have the strongest association with customer loyalty.

Each question uses a 5-point Likert scale. Here's a sample for each response option:

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

# Section A: Customer Satisfaction Factors

## Product Quality

    i.     The products I purchased met my expectations for quality.
    ii.    The materials used in the products feel durable and high-quality.
    iii.   The product I purchased works as advertised without any issues.
    iv.   The design of the product is visually appealing and well-crafted.
    v.    I feel confident in the reliability of products from this brand.

## Service Speed

    i.     The time it took to complete my transaction was reasonable.
    ii.    The staff assisted me promptly when I needed help.
    iii.   I received my online orders within the expected timeframe.
    iv.   The checkout process in the store was quick and efficient.
    v.    I did not experience unnecessary delays when interacting with this brand.

## Pricing

    i.     The pricing of products is fair and reasonable.
    ii.    The value I receive for the price paid is satisfactory.
    iii.   This brand offers competitive prices compared to similar brands.
    iv.   There are frequent discounts or promotions that add value.
    v.    I would be willing to pay a bit more for the quality and service provided by this brand.

# Section B: Loyalty Indicators

## Likelihood to Repurchase

    i.     I am likely to purchase from this brand again in the future.
    ii.    This brand is my preferred choice for this type of product.
    iii.   I often check this brand's offerings first before considering others.

iv.    I see myself as a repeat customer of this brand.

## Willingness to Recommend

i.    I would recommend this brand to friends and family.

ii.    I am confident that others would also be satisfied with this brand.

iii.    I would speak positively about this brand in a conversation.

iv.    I believe this brand is among the best in the market for this product type.