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Influence Of Products Innovation Service on Customer Retention

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KEYWORDS	ABSTRACT
Product Innovation, Customer Service, Customer Retention, Marketing Competition, Customer Loyalty, Competitive Advantage.	The Purpose of this research is to investigate the influence of product innovation and customer service on customer retention. This study explores how product innovation and customer service contribute to building long-term customer loyalty (customer retention) in a competitive marketplace. Additionally, it examines how marketing competition moderates the relationship between these factors and customer retention. As companies innovate and enhance customer service, they may strengthen their competitive advantage, but the impact of these efforts could be influenced by the intensity of competition in the market. The findings will provide valuable insights for businesses looking to optimize their strategies for customer retention, especially in competitive environments. This study contributes to the literature by offering a comprehensive understanding of how product innovation and customer service interact with the competitive landscape to influence customer loyalty.
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