

## Satisfaction (General)

In its fullest form, the scale is composed of twelve Likert-type items and measures a consumer's degree of satisfaction with a product he/she has recently purchased. Most of its uses have been in reference to the purchase of cars but Mano and Oliver (1993) appear to have adapted it so as to be usable with a wide variety of products. Mattila and Wirtz (2001) adapted a short version of the scale to measure customers' satisfaction with a shopping experience.

### **Scale Origin**

The scale was originally generated and used by Westbrook and Oliver (1981) to measure consumer satisfaction with cars and with calculators. Four other satisfaction measures were used as well and their results compared in a multi-trait multi-method matrix. Convenience samples of students were used from two different universities ( $n = 68 + 107$ ). In terms of internal consistency, the alphas were .93 and .96 as measured for cars in the two samples. For both samples, the scale showed strong evidence of construct validity by converging with like constructs and discriminating between unlike constructs. Compared to the other measures of satisfaction, this Likert version produced the greatest dispersion of individual scores while maintaining a symmetrical distribution.

### **Reliability**

Alphas of .95, .98, .94, and .94 were reported for the scale by Mano and Oliver (1993), Oliver (1993), Oliver and Swan (1989b), and Westbrook and Oliver (1991), respectively. Oliver, Rust, and Varki (1997) reported that the reliabilities were .89 and .87 in their first and second studies, respectively. The version of the scale used by Mattila and Wirtz (2001) had an alpha of .72.

### **Validity**

No specific examination of scale validity was reported in any of the studies. However, Mano and Oliver (1993) performed a factor analysis which provided evidence that the scale was unidimensional.

### **References**

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### **Scale Items**

1. This is one of the best \_\_\_\_\_ I could have bought.
2. This \_\_\_\_\_ is exactly what I need.

3. This \_\_\_\_\_ hasn't worked out as well as I thought it would. (r)
4. I am satisfied with my decision to buy this \_\_\_\_\_.
5. Sometimes I have mixed feelings about keeping it. (r)
6. My choice to buy this \_\_\_\_\_ was a wise one.
7. If I could do it over again, I'd buy a different make/model. (r)
8. I have truly enjoyed this \_\_\_\_\_.
9. I feel bad about my decision to buy this \_\_\_\_\_. (r)
10. I am not happy that I bought this \_\_\_\_\_. (r)
11. Owning this \_\_\_\_\_ has been a good experience.
12. I'm sure it was the right thing to buy this \_\_\_\_\_.

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