

**CORPORATE REPUTATION, CUSTOMER SATISFACTION, & CUSTOMER LOYALTY:
WHAT IS THE RELATIONSHIP?**

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ABSTRACT

Customer satisfaction and corporate reputation have both been studied as antecedents of customer loyalty. Of the two constructs, however, customer satisfaction has received much greater attention in the literature. Investigation of the relationship between the three constructs is undertaken through a study of insurance company customers in Singapore. Results indicate that the effect of corporate reputation on customer loyalty is completely mediated by customer satisfaction.