

論文 / 著書情報  
Article / Book Information

題目(和文)	エージェント・シミュレーションとサービス・ドミナント・ロジックに基づくカスタマー・ロイヤルティの動的変動に関する研究
Title(English)	Study on the Dynamics of Customer Loyalty from the Service-Dominant Logic Perspective using Agent-Based Simulation
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## 論文要旨

THESIS SUMMARY

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要旨 (英文 800 語程度)

Thesis Summary (approx.800 English Words)

Advancement of technology has enabled new forms of market interactions as well as faster information exchange among market actors. For example, the electronic social media act as means of customer-provider and customer-customer relationships, facilitating constructive discussions and exchange of recommendations. In other words, modern markets could be represented as systems comprising multiplicities of customers, service providers and other kinds of stakeholders who rapidly interact with each other in the forms of services, information exchange, recommendations, etc.

Customer loyalty has traditionally been recognized as playing a major role in customer revisits, except in the case of fake loyalty caused by lock-in situations. Therefore, in the quest for an answer to the traditional question of “why customers switch”, customer loyalty has been studied extensively from different dimensions to identify possible causes of loyalty. Especially the relationship between customer satisfaction and loyalty has been thoroughly studied and quite prevalent (despite criticisms). However, the modern research on customer loyalty is more directed towards customers’ emotional responses towards consumption situations such as “affect” and “customer engagement”. Especially since about a decade, customer engagement is getting increasing attention in the research community, both as a psychological process that drives loyalty as well as a psychological state at which loyalty is a consequence.

Notably, these research studies pay less attention to the possible dynamics of loyalty stemming from interactions among market actors in modern markets. For example, an emotional response of a customer at a particular consumption situation or with a new provider just came to the market can reach hundreds of other potential customers within a short period of time. On the other hand, competitive moves of providers to delight their customers elevate the customer expectation levels, making customer satisfaction harder to all providers. Therefore, customer loyalty may need to be studied as a dynamic property in a complex system for better understanding. In other words, focusing on the time dimension of loyalty in competitive business environments would be a necessity to see how loyalty varies over time and its possible relationships with customers’ switching.

A study of such system dynamics demands a systems thinking approach to capture the non-linearities and uncertainties involved with the interactions. However, the conventional research methods in business and marketing lack such a systems thinking approach as they rather focus on the properties of individual components than the interactions between the components. This research introduces a novel method to study the dynamics of loyalty taking the systems thinking approach by combining Agent-based Modeling (ABM) and Service-Dominant (S-D) Logic.

When it comes to the “market as a system” viewpoint, the service-dominant logic unarguably has done a tremendous contribution. It views market as a system of actors, who possess resources and provide services to other actors by exchanging resources. This transcends the traditional transactional view of market interactions to a relational level. In the

traditional transactional view, value is added to a product or service (the intangible product) at different points of the value chain, and exchanged for something (usually money) to complete a transaction. Thus, the traditional view considers value-in-exchange. In contrast, service-dominant logic views any tangible or intangible offering (of resources) by a service provider as a means of delivering a service, and value as being co-created at the time of use by the beneficiary by combining provider's resources with its own resources. This relational view focuses on the value-in-use than value-in-exchange. As the relationship between loyalty and value-in-use is recognized, service-dominant logic opens up a new perspective for research on customer loyalty.

Agent-based Modeling, on the other hand has got significant attention in the study of complex adaptive systems. However, no agent-based market model has been reported to date that is constructed upon the foundations of service-dominant logic. This thesis presents an agent-based market model constructed upon the foundations of service-dominant logic to study the dynamics of customer loyalty. It adopts the "service system abstraction" to define agents and Kauffman's NKCS architecture to the computational representation of agents and value co-creation in their interactions. It further defines customer loyalty as stemming from one's "affective commitment" towards a provider, which is a combination of "trust" and the strength of "peer recommendations" received about the provider. Customer agents use their loyalty values towards each service provider probabilistically to choose a provider when they get a service need. The resulting service experience is evaluated in terms of co-created value against the expectation of the customer at that time, which grows by a certain percentage at each positive service experience.

The thesis reports an extensive study of related literature, the details of the formalization of the model with respect to the literature, key outcomes as well as a discussion on the potential of applying this model to the tourism sector using Sri Lanka as the test bed.

備考：論文要旨は、和文 2000 字と英文 300 語を 1 部ずつ提出するか、もしくは英文 800 語を 1 部提出してください。

Note : Thesis Summary should be submitted in either a copy of 2000 Japanese Characters and 300 Words (English) or 1copy of 800 Words (English).

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