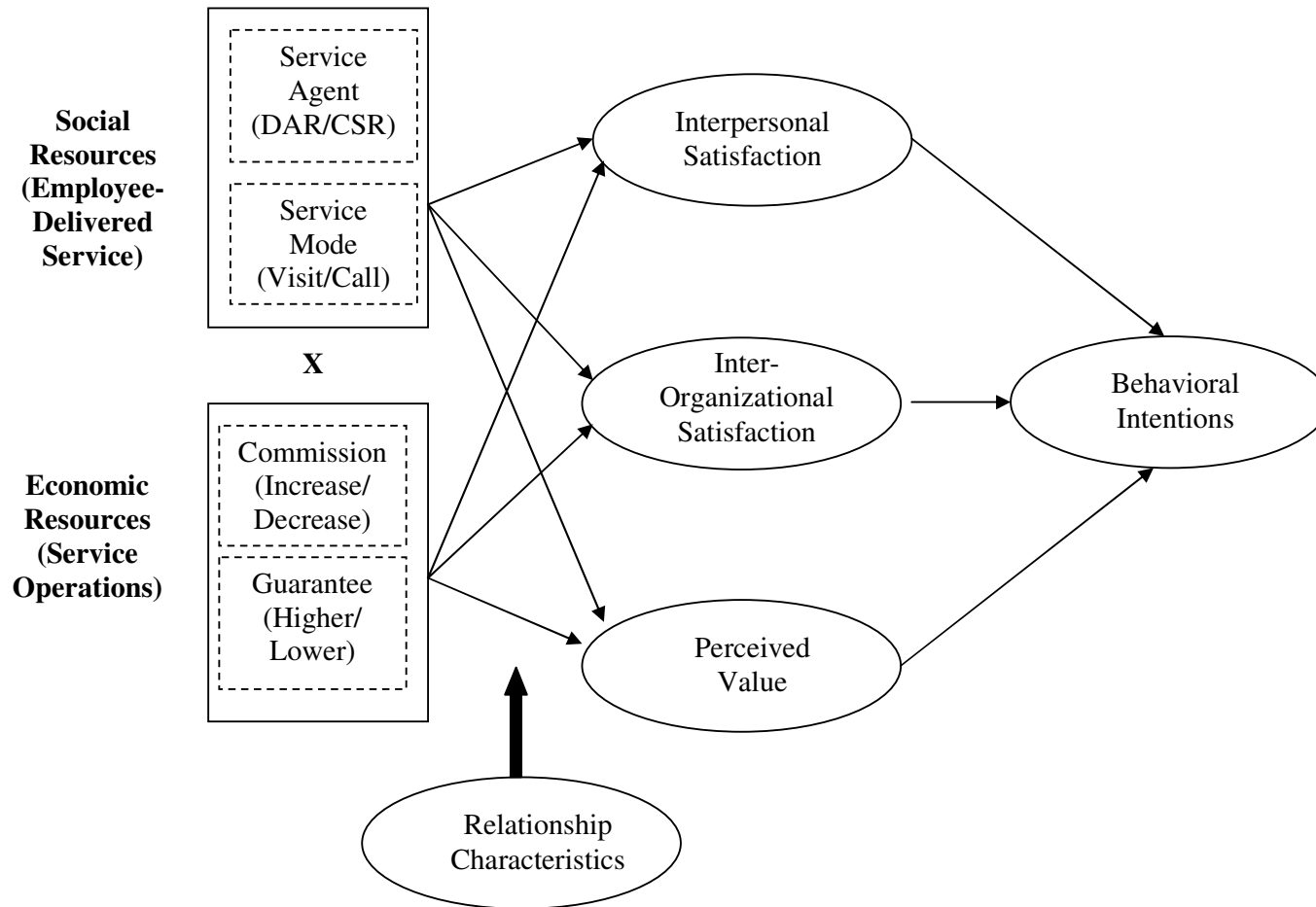


FIGURE 1

MODEL OF THE EFFECTS OF SERVICE ON BUSINESS-TO-BUSINESS RELATIONSHIPS



NOTE: Other satisfaction antecedents (e.g., disconfirmation, expectations, affect) and covariates are not shown.

“X” denotes interaction effects. The large arrow indicates moderating effects. Potential simultaneity among the satisfaction and value constructs has been tested for but not diagrammed.