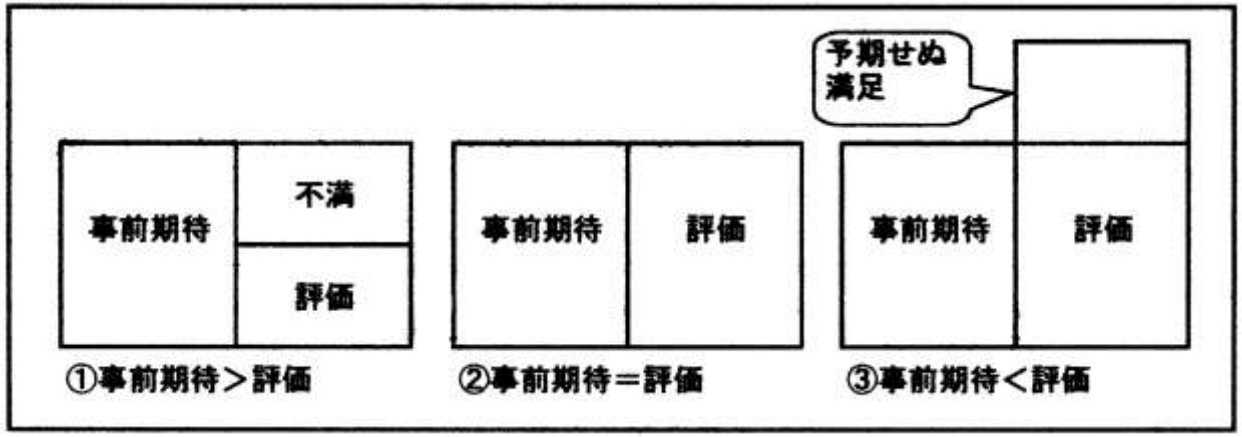顧客満足発生の仕組み