

Customer Satisfaction

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ABSTRACT: The purpose of the research was to offer the simplistic model that can be implemented to provide customer satisfaction. The research implemented the descriptive qualitative methodology. The research design was Meta-analysis. The research finding indicated that product quality, customer services and trust positively affected the customer's satisfaction. The product price affected the customer satisfaction in both negative and positive ways. The research relies on the analysis of quantitative and qualitative journals. The lack of quantitative research undermines the generalization level for the research findings. The research allows the provision of a customer satisfaction model that can be implemented in the research of the organization's position. The research allows the provision of a customer satisfaction model that can be implemented is the research of the organization's position.

KEYWORDS: Low customer satisfaction, product quality, product price, trust and customer services.

1 INTRODUCTION

Customer satisfaction has been considered an issue that affects different organizations in need of providing the fast analysis of the customers' demands. The customer satisfaction is considered as the persons feeling of pleasure or allows disappointment through the branding of the customer experience. The buyer can either be a domestic or external client. According to [1], the customer is the individual who uses the service or product that is offered by an organization. The business involves individuals that conduct the purchases of services and products.

. The customer satisfaction focuses on the quality of products that are offered by the manager in the analysis of the issues of reputation, price, warranty, services, features and performances [2]. The customer satisfaction is an issue that is hard for the organization due to the difficulty in customer satisfaction [3]. According to [4], the customer satisfaction is deteriorated by poor services, product dissatisfaction, better prices from other cooperation and other reasons. The categories of the customers vary from demanding, passive and angry customers. The customer service requires the good customer service. This requires the respecting of the customers' expectations. The customer will be dissatisfied when their expectation is not the one that is provided in the treatment of the expectations [5]. The benefit of the customer satisfaction is with regard to the diverse business requirements. The customer's satisfaction allows the up-to-date feedback, benchmarking of the results and the expression of care to the customers. According to [4], the satisfied customers allow the highest contribution of the sales in the organization. The satisfaction for the clients provides the opportunity for the different individuals to be able to offer loyalty, market the cooperation to the other customers and creating of the positive word of mouth [6]. The too many surveys and lack of respect for the privacy issues affects the providence of the customer satisfaction

The analysis offers insights with regard to the innovation, entrepreneurship and marketing for the customer satisfaction [7]. The research will provide analysis of the research method that is implemented in the research. The discussion will hub on the examination of the different hypothesis with regard to customer satisfaction. The analysis of the product quality, product price, and trust for customer services will be analyzed with regard to the analysis of the information. The discussion analysis will assess the diverse models and integration requirements for the complex models, categories, frameworks and processes [8]. The analysis section will assess the explanation and discussions for the results, findings and models. The purpose of the

model is to offer simplistic overview of the assessment of the customer’s satisfaction. The research’s purpose is the analysis of the diverse models that can be applied for the assessment of the customer satisfaction. The research focuses on trust, product quality, pricing and customer services. The reason for the analysis of the customer’s satisfaction is on the need for the attraction of the new customers through the retention of the existing customers [9].

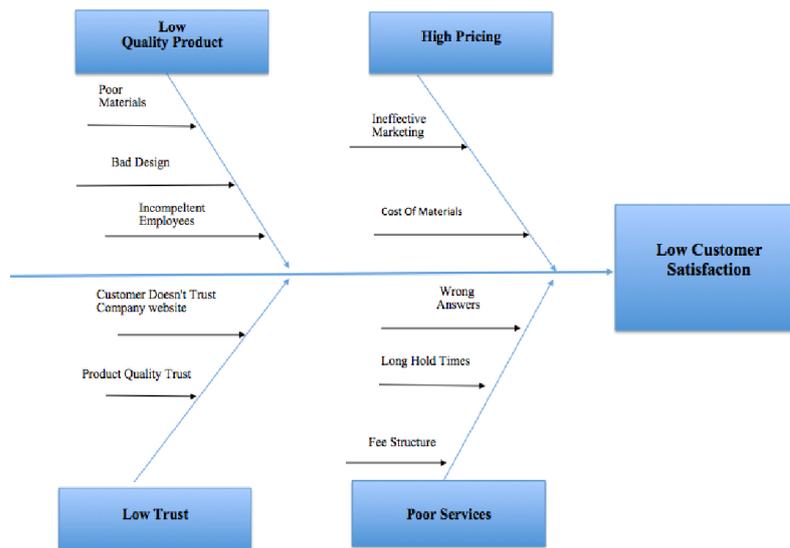
The hypothesis that will be assessed in the research will be based on the product quality, production prices, trust and the customer services. The hypothesis assess whether product quality, production prices, trust and the customer services have a positive effect on customers satisfaction[10].

2 RESEARCH METHOD

The research method focuses on the analysis of the descriptive qualitative research that involve the description of the details that are seen to offer the analysis of the specific situations that use the research tools for the assessment of the surveys and different scholarly articles, [8] p. 17. The research allows the gaining of the new insights for the particular phenomenon. The research allows the development of the new concepts for the theoretical perspective that about the phenomenon for discoveries, [1] p. 723. The discovery of the problems allows the assessment of the problems that exist within the stated phenomenon. The descriptive qualitative research for customer satisfaction will allow the collection of the data with techniques that focus on the significance for the observations that are made in the study rather than for raw numbers themselves. According to [4]p. 3901, the research method will help in the assessment of the natural setting or occurrences that occur in the qualitative research. This involves the studying and capturing of the complexities for the definite phenomena’s, [1] p. 725. The research method will allow the reporting of the summary of the data from the measures of the central tendency of data. According to [1] p. 720, the descriptive research allows the assessment of the percentage of the summary of the single variables through the selection of the different information that have been provided in the analysis of the research.

3 CUSTOMER SATISFACTION

The explorative review and meta-analysis of research findings has generated a model that conceptualizes product pricing, trust, product quality, and services as the driving forces for customer satisfaction. The model name is Customer Satisfaction Model. The purpose of the model is to offer a simplistic overview of the assessment of the customer’s satisfaction. The research focused on trust, product quality, product pricing and customer service. These are the principal elements that are necessary to assess in the analysis of the customer’s satisfaction. This discussion provides an assessment of the outcome of the exploratory research on the impact of product quality, pricing, trust, and services on customer satisfaction. The explorative study was based on four hypotheses based on each of the four factors.



4 ANALYSIS OF MODELS

4.1 PRODUCT QUALITY

Product quality is a principal factor established to influence customer satisfaction. Factors that contribute to low product quality include poor materials, incompetent employees and poor materials. In accordance with the explorative research findings and meta-analysis, business organizations must consider the consumer its top priority. The survival of business organizations depends on the customer. Reliable customers, defined as customers who make purchases repeatedly from the organization, are the most fundamental customer [11]. Customers who are satisfied with products they purchase from the organization become reliable customers. Hence, product quality is critical for customer satisfaction. Organizations can ensure customer satisfaction by producing high quality products. According to [4], product quality must be renewed with every new purchase. However, this cannot be accomplished if the quality is static, even though it is high. Customer satisfaction and loyalty implies continual improvement of the product quality. According to [12], establishing a customer focus entails putting company employees in touch with the consumer. It entails exposing the members of the product development team the consumption context and customer needs [12]. It requires empowering the employees to act as essential to keep the consumer satisfied and loyal to the organization. According [4], product management requires the application of skills to influence customer satisfaction. According to [7], ensuring high quality triggers a cascade of events that include increased customer service, low inventory, and low cost. It is fundamental to implement actions that drive efficiencies in product design, improve the competency of employees, and utilize good materials to create quality products. Hence, its involves reforming organizational values and quality choices, and From the model, poor product designs, incompetent employees and poor materials combine to cause low product quality, which translates to low customer satisfaction [13]. The implication of the finding that product quality influences customer satisfaction is that the customer input ought to be utilized in making product decisions that occur at the initial stages of product creation, i.e. the foundational stage of product development[14]. According to [15], employee responses to customer questions facilitate the development of customer loyalty.

4.2 PRODUCT PRICE

The study also establishes that product pricing is an important determinant of customer satisfaction. The principal determinants of poor price levels include high cost of materials and ineffective marketing. Good pricing measures influence the customer satisfaction and loyalty [16],[17]. According to[2], customers have a keen interest in keeping the knowledge of prices for the services and products that they frequently purchase. Their knowledge of prices enables them make an assessment of the attractiveness of the promotional information and signals them to increases in prices and enables them to make comparisons among products from different organizations. According to [18], customer fears of price changes influences their expectations on customer satisfaction. Perhaps, automating processes to enhance efficiency. According to [7], smart costing practices enhance customer satisfaction. Hence, the implementation of product pricing strategies is fundamental in increasing customer satisfaction.

4.3 TRUST

The explorative review of the literature also established trust as a powerful determinant of customer satisfaction. According to [10], the goal of the marketers is to facilitate the development and maintenance of successful relationships with the organization's customer. According to [19], this can be realized by designing and offering a product that provides the benefits valued by the customer. According to [20], customers perceive the value of the benefits from the product as exceeding the cost, in terms of the product price, time, and opportunity cost. If the product provided by the company delivers high value, the company is likely to generate a high magnitude of customer satisfaction with their products. The customers develop trust in the company and will continue to purchase the product. Additionally, the customers will make referrals by telling others and speaking highly about the product. According to [21], trust can be observed through positive customer reviews of the product online. Trust influences the generation of strong customer relationships, which translates to customer retention. According to [22], customers fear to take risks for products and services. Customers of a company that has strong customer relationships will not cease using the product or defect to competitors. According to [9], the resulting customer satisfaction helps the business organization retain consumers over time and will be more profitable than other companies that do not have valuable loyal customers. Companies build on the basic level of persuading customers to purchase their products to a level where seek more collaborative relationships with their customers. According to [5], organizational customers who trust the company's salespeople exhibit more integrative bargaining strategies, which are beneficial to both parties. According to [10], a trustful discussion between the organization and the customer provides support to the organization.

4.4 CUSTOMER SERVICE

Several aspects of customer service combine to contribute to customer satisfaction. Optimism, enthusiasm, competitive spirit, positive attitude and other attributes of customer service influence customer satisfaction [8]. In order to contribute to enhancing customer service, it is essential to ensure that workers or employees are not overworked or are provided good working conditions to carry out their functions [23]. According to [24], burning out of the company workers reduces customer satisfaction. According to [25], the portability of customer services influences the profitability of the business organization. According to [26], a poor customer service ruins the firm's reputation.

5 CONTRIBUTION AND NEW INSIGHT

The customer satisfaction assessment focused on the analysis of the key issues that constitute to the provision of the customers satisfaction. The offering of the best products does not guarantee the satisfaction of the customers, [8] p. 10. The dimension of the capabilities and the physical activity allows the retention of the steadiness and consistency for the organizational services. The willingness and responsiveness of the management to the effecting of the different changes to the organization leads to the effect of the different requirements in the provision of the organizations requirements, in customer satisfaction [14],[18]. The analysis indicates the opportunity for organizations to be able to survive in dire situations is based on the provision of the assessment of the different effects for the management of the organization. The customer's loyalty assures the providence of a constant market share for the management [3],[27]. The staff performance in the assessment of the customer's needs allows the enhancement of the good relation for the enhancement of the public and business, [28] p. 318. The customer satisfaction allows the good relation of the public and business in the improvement of self-esteem, motivation, compensation, delivery of quality services and staff training. The management ensures the provision of the synergy that is among the employees and managers of the organization for the achievement of the different activities within the organization [1]. The customer satisfaction model can only be implemented through the embrace of the uniformity of purpose, [24] p. 187. The mission and vision for the organization assures the establishment of the customer satisfaction measures for the allocation of the organizational resources. The establishment of the general tone of the organizational climate allows the assurance of the different issues that could be controlled in the provision of services, [28] p. 318. The management of cooperation uses the vision, and the mission of the business to enlarge the relevant work structures for the assignment of tasks and responsibility of elements [29]. The specification of the organizational purpose assures the translation purpose for the objectives for the time, cost and performance parameters.

6 CONCLUSION

Customer satisfaction is a core determinant factor for the survival of business organizations in the future. The purpose of the study was to propose a simplistic model that can be implemented to provide customer satisfaction. The research implemented the descriptive qualitative methodology that involved reviewing the relevant literature and conducting a meta-analysis of findings to draw conclusions on the most fundamental factors of customer satisfaction. The methodology allowed description of the details that are seen to offer the analysis of the customer satisfaction. This used the Meta analysis design tools for the assessment of the survey literature and different scholarly articles on customer satisfaction. The research design allowed the great statistical power, confirmatory data analysis, and creation of abilities through the extrapolation of the general population. An analysis of the research findings indicated that the product quality, customer services and trust positively affected the customer's satisfaction. Product quality is a principal factor established to affect customer satisfaction. Several factors were identified to influence product quality. These include incompetent employees, bad design, and poor materials. The product price affects the customer satisfaction in both negative and positive ways. Ineffective marketing and cost of materials are two fundamental factors identified to contribute to high pricing of products. In order to create an enhanced customer satisfaction through the pricing policy, organizations should utilize cost-effective methods of production and effective marketing strategies. The poor nature of service is the other factor determined to affect product quality. The model created provides factors such as long hold times, wrong answers, and fee structure as the determinants of the quality of service. The research generated the customer satisfaction model. A low trust level of trust is also identified to affect the customer satisfaction. As conceptualized in the model, the customer may fail to trust elements such as the company website or product. The principle of the model is to offer a basic overview of the evaluation of the customer's satisfaction. The research limitation was on the over reliance on the analysis of quantitative and qualitative journals. The lack of quantitative research undermined the pinpointing of different demographical locations. The research allowed the creation of the proposed customer satisfaction model that can be implemented in the research of the organization's position.

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