

# Customer Satisfaction and Business Growth

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**Abstract:** *Business exist because of customer. Organization that customer oriented will put high priority to meet customer needs and wants. That is why, organization served customer as the heartbeat in the organization. Without the customer, the organization not having income and they cannot sustain in the industry. In order to ensure the organization, remain competitive, they need to well manage their customer by making them happy to do the business transaction with them. From the happy emotion the customer had, it will create the good customer experience. Good customer experience will lead to customer satisfaction and later convert to higher level which is loyalty. To have customer loyalty it requires many strategies and knowledge to manage customer satisfaction. Hence, this paper will discuss the importance and strategy to achieve customer satisfaction and customer loyalty.*

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## 1.0 Introduction

Marketing is a process undergo by the company to attract customers XXXX to buy their services or product. It involves various processes such as do research, promote, selling and finally distribute the services or products to the customers. Hence, in the organization, the customers play a big role (M.F. Shamsudin, Razak, & Salem, 2018). Firstly, the customer role is to lead for profit to the organization (S. Hassan, Shamsudin, & Mustapha, 2019). Customer is a prospect that the organization aimed to buy their product or services (Moghareh Abed & Haghghi, 2009). The organization needs to sell its product or services to the customer to be profitable in the business. Without customers, the organization not able to generate income and profitability. However, to attract customers, the organization need to do marketing (Chawla & Guda, 2017). The customers need to know organization's product and services. They will decide to buy when the product or services is their needs or want.

Another role of the customer to the organization is to give an idea to the organization what is the product or services that they want and needs in their life (Razak & Shamsudin, 2019). Once the organization requires information on what product or services that get demand by the customer, they will produce the product and provide the services (Mohd Farid Shamsudin, Ishak, et al., 2019). To know the information regarding the product and services demanded or required by the customers, the organization needs to do marketing (Javalgi, Hall, & Cavusgil, 2014).

It was also suggested by (Mohd Farid Shamsudin & Razali, 2015), the customer role to the organization is to identify the satisfaction of the organization in terms of customer services, quality of the product or services, delivering and many more. The comments, respond, view or rated by the customer, give the knowledge to the organization regarding the satisfaction customer have on their product or services and the other part of their selling process (Mahendrawathi, Astuti, & Nastiti, 2015). The satisfaction information helps the organization

to improve the quality of its product or services or fix the other issues faced by them on the selling process (Razak & Shamsudin, 2019). The organization that success in satisfying its customer able to retain the customer and in a long time will turn the customer to be a loyal customer.

### **1.2 Customer Satisfaction**

Customer satisfaction is the measurement of the customer's satisfaction towards the organization's product, services or other selling processes including customer services (Janahi & Al Mubarak, 2017). Customer satisfaction also refers to the satisfaction the customer gets when the organization offer product or services that similar to their expectation (Sallaudin Hassan & Shamsudin, 2019). The organization needs to take seriously on customer satisfaction because it was an important element to retain the customer with them (Mohd Farid Shamsudin, Esa, & Ali, 2019).

### **1.3 The important of the customer satisfaction to the organization**

The organization can measure customer satisfaction through various ways such as rating (Janahi & Al Mubarak, 2017), comment, and response gave by the customers (Mohd Farid Shamsudin, Esa, et al., 2019). The customer's satisfaction is important to the organization to manage because it will indicate the customer returned and loyalty (Gerdt, Wagner, & Schewe, 2019). The satisfied customer will give a good rating, comment, and response and hence they will give chance the product or services provided by the organization will be buying again in the future (Chicu, Pàmies, Ryan, & Cross, 2019). If the satisfaction remained for a longer period, the customer will turn into loyal customers. AT this level, customer normally will no longer change the current brands they used.

(Mohd Farid Shamsudin, Ali, Wahid, & Saidun, 2019) suggested that customer satisfaction will add the differentiation point towards the organization. Customer satisfaction will illustrate the good customer experiences during the process of buying including good customer services, the quality of products or services or others (Hirata, 2019). The good customer experiences will attract new customers to buy the product from the same organization even though the product sold similar to the product from the other organization. Hence, here we can conclude the customer satisfaction able to differentiate the organization from its competitors (M. Shamsudin et al., 2015).

Past researches highlighted that customer satisfaction helps to extend the customer lifetime value (CLV) (Segarra-Moliner & Moliner-Tena, 2016). Customer lifetime value or known as CLV is the expected money a customer will spend during their lifetime to buy products or services from the same organization (M. F. Shamsudin, Shabi, & Salem, 2018). If the customer satisfied with the organization, it will increase the customer lifetime value and generate more revenues for the organization (Rita, Oliveira, & Farisa, 2019). To acquire a customer, it involved a lot of investment of money to create and run the marketing program and go through the process to acquire a new customer such as find the prospect, nurturing them with the information on the benefit of the product until the last step is the close deal (M.F. Shamsudin, Ali, Ali, & Shabi, 2019). However, the cost of retained customers is lower than to acquire new ones. Thus, by well manage customer satisfaction, its ability to retain customers (it can see through customer lifetime value) and reduce the cost organization need to spend on their customers.

## **2.0 The way to achieved customer satisfaction**

There are a few strategies to develop to achieve customer satisfaction. One of them is the organization needs to create a medium to communicate (W. H. Kim, Cho, & Kim, 2019). Communication tools are a medium that connects the customer and the organization. An example of it is email, WhatsApp, and hotline number. The communication tools provide medium to the customer to give feedback or to ask anything about the product, or to complain about the problem they faced during the process of buying with the organization (Zhang, Zhang, & Zhang, 2019). The customers expected a medium where they can do interaction between them and organization and later on the management of the organization can reply to the issues faced by them (M.F. Shamsudin, Ali, et al., 2019). The action taken by the organization to solve the issues will bring satisfaction to the customer. Example situations such as, the customer who complained the organization provides limited parking space require the management of the business to enlarge its parking space as this will bring the easiness and comfort to the customer to shopping at their place. The new trend medium to communicate with the customer now is by using chat on their website (M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018). As an example, redONE has provided Chat on their website and the customer can do interaction with the staff at redONE without having to call them. The chat functions are similar to walk in the premises and waiting for their numbers of turn. The customer who uses chat also needs to wait a few minutes before their turns and will be treated by the redONE staff until their problem is answered to the end. Hence, when the customer easy to interact with the organization, they can get satisfied (Liu et al., 2019).

(Hasim, Shamsudin, Ali, & Shabi, 2018) recommended that business organization to create customer satisfaction. The organization needs to ask their feedback with their own words (M.F. Shamsudin et al., 2018). Most of the organization have used scaling method to measure customer satisfaction by sending a survey SMS to the customer's phone number. The scaling method that has a scale from 1 to 10, sometimes makes customer blur which scale fit with their experiences. Hence, changing the survey program from scaling to customer own words is better (Arndt & Karande, 2012). After going through a business deal with the organization, the customer already has customer experiences and what they think they like and dislike already be in their minds (Mahendrawathi et al., 2015). The organization just needs to ask their feedback by giving the customer chances to give a survey based on their own words. The organization can divide the feedback received into positive or negative, and also divided them according to the business segment (M.-K. Kim, Park, & Jeong, 2004).

In today business, organization needs to produce an excellent customer experience (M.F. Shamsudin et al., 2018). Customer that has a good experience, will make them satisfied with the organization and they will come again to do the business transaction with the organization and at the same time, they will naturally do marketing on behalf of the organization by suggesting it to their family and friends (Mohd Farid Shamsudin, Ali, Nadzri, & Wahid, 2019). As an example of the situation is starting from the customer go to the organization website to books a room, to select a room, to pay the booking, to park their cars and check in the room, until they have some night at the hotel, and checkout from the hotel, all the process the organization needs to provide the excellent customer experiences (Mohd Farid Shamsudin, Ali, Wahid, & Nadzri, 2019). (Herhausen, Kleinlercher, Verhoef, Emrich, & Rudolph, 2019) describes that the customer happy with their experiences guided by success, ease, and emotions (Segarra-Moliner & Moliner-Tena, 2016).

## **2.1 The importance to achieve customer satisfaction**

Achieving customer satisfaction is very important to all businesses (Kadir & Shamsudin, 2019). Customer can help to create and build reputation of organization. The good reputation

of the organization can be achieved through customer satisfaction. Organizations that conduct business try very hard to have a good reputation in the eyes of the world because a good reputation will build trust in the mind of the customer (Muhammad, Farid Shamsudin, & Hadi, 2016). Satisfied customer will leave the positive comment and give a good rating to the organization either in their online shop or business platforms. As a result, the prospective customer, can see the comment and view the rating. In their mind, they have a good picture of the organization's reputation.

Prospective customer will view the rating and see the comment before they buy (Rita et al., 2019). It was an important step to ensure their money are worth it to buy the product from the organization (Broetzmann, Kemp, Rossano, & Marwaha, 1995). If the comment and rating were good they might decide to buy the product from that organization. According to (Izogo, 2017), 90% of purchasers include reviews in their purchasing decision (M. Shamsudin et al., 2015). Hence, it was important for the business to achieve customer satisfaction because the customer also will be helping in creating either a good or bad reputation of the business (M. F. Shamsudin, Razak, & Salem, 2018).

The importance to achieve customer satisfaction is to remain competitive in the crowded market (Mathew & Thomas, 2018). Some of the business is doing business in the perfect competition market. In this market, they are not the only business that sells a certain product, but there are many numbers of business who also sell the same or similar product. Good customer experience will lead to a satisfied customer (Huaman-Ramirez & Merunka, 2019). According to (Huang, 2017), over 7 out of 10 customer experience is an important factor in their purchasing decisions. The good customer experiences faced by the customer will encourage them and others to repeat purchasing XXXX(M. F. Shamsudin, Razak, et al., 2018). As a result, the business also will grow. The growth can be seen through the increasing sale generated.

Customer satisfaction can also help to improve employee satisfaction (Mohd Farid Shamsudin, Esa, et al., 2019). Customer satisfaction is interconnected with employee satisfaction (Rita et al., 2019). The customer will be satisfied when the employees are satisfied and vice versa. As an example, the business that treats its frontline employees well, will increase the employee's satisfaction on its job and hence it can treat the customer well and the resulting customer will be satisfied. Hence, it can be concluded that it was important to achieve customer satisfaction because it also will affect the employee's satisfaction.

## **2.2 The problem that will arise when customer dissatisfied**

Customer dissatisfaction arose when the customer experiences bad services from the organization (C. M. J. Lee, Che-Ha, & Syed Alwi, 2020). Some of the dissatisfied customers will give negative feedback or give a complaint to the organization (Lommerud & Sjørgard, 2003). Some of them, just do nothing and for sure they will not come again to do business transactions with the organization (Herhausen et al., 2019). Hence, the organization needed to analyse the dissatisfaction and take action to fix it. When the organization has a dissatisfied customer, they will see the dropping in the sales. The sales drop is caused by the dissatisfied customer who no longer does business transactions with the organization. Dissatisfied customer will choose other organizations that could make them satisfied with the product, and its customer services (Razak & Shamsudin, 2019). If this problem persists, and no action being taken by the organization to fix it, the organization might lose to the competitor and gained less profit every year (Muhammad et al., 2016).

Unsatisfied customer will spread the bad experiences they got with the organization to their family and friends (Sallaudin Hassan & Shamsudin, 2019). The spread will be faster and

wider if the customer posts it on his social media and community begin to share it. The bad experiences faced by the unsatisfied customer will discourage another prospect customer to do business transactions with the organization (Herhausen et al., 2019).

Satisfied customer will lead the customer to stay longer to do business transactions with the organization. Unsatisfied customer will shorten the duration they will stay to do business transactions with the organization. Organization needs to longer the customer lifetime value because the cost to attract the new customer is higher than to remains the current customer (D. J. Lee & Ahn, 2007). Organization needs to spend more cost in marketing to acquire a new customer. Hence, unsatisfied customers will lead to shorten customer lifetime value (Mwakatumbula, Moshi, & Mitomo, 2019).

### **2.3 Strategy to improve customer satisfaction**

It was vital for the organization to measure customer satisfaction and ensure their customer have good experiences in doing a business transaction with them (Belwal & Amireh, 2018). One of the strategies to improve customer satisfaction is the organization needs to follow the trend and changes in the world to make the customer satisfied (Kadic-Maglajlic, Micevski, Arslanagic-Kalajdzic, & Lee, 2017). Hence, to make the customer satisfied, the organization needs to follow the trend and changes that occur in the world or its country.

Organization needs to treat every customer as they were an important person. The customer feels amazing when the organization treats them like an important person. As the people in the organization itself, they love being treated as an important person, hence they need to treat the customer the way they like to be treated.

Organization needs to appreciate its employees as the happy and pride employees will performing better and this will lead them to treat the customer with patience, concern, and respect (Santos Corrada, Flecha, & Lopez, 2020). The happy and pride employees are also willing to contribute more to the organization as they consider they were a part of the organization and want the organization to succeed and achieve their goals. Hence, the organization needs to develop a program that will make employees feel worthy. Organization need to treat their employees with respect and make them feel important to the organization first. Past researches (Mohd Farid Shamsudin & Razali, 2015) indicates that satisfied employee will lead to high productivity and better services to customer.

### **3.0 Customer Loyalty**

Customer satisfaction will lead to customer loyalty (Herhausen et al., 2019). Customer loyalty means, the customer only buying the product they need from the same organization and do not want to buy and change the brand they used from the other organization (M. Shamsudin et al., 2015), in a longer period. There are a few ways to achieve customer loyalty. One of them is to keep being trusted (Lommerud & Sjørgard, 2003) and responsible to the customer (Herhausen et al., 2019). The trusted organization makes the customer choose to be loyal. Of course, in this world, everyone, like to do the business transaction with the people they trust and responsible with their business and we, will avoid doing a business transaction with untrusted people and irresponsible person (M.F. Shamsudin et al., 2018). Organization need to be trusted and responsible to their satisfied customer by keeping the promise and guarantee their words with their action (Sallaudin Hassan & Shamsudin, 2019). As an example, if the organization, stated the postage will be processed on certain days, hence they need to keep the promise to post the product during those days. If they cannot post the product during that day as some problems might happen, then they need to inform the customer. This was a way for the organization to

keep being trusted by the customer and remains responsible for their action (Borishade et al., 2018).

Organization need to give additional benefit to satisfied customers (Rita et al., 2019). The additional benefit served as the attraction to make a customer loyal to the organization. Some of organization use loyalty card as a tool to increase loyalty. Customer gets benefit by having the best experiences and convenience hence, it makes the customer loyal to the organization. As a conclusion, to achieve customer loyalty, the organization need to offer additional benefit to the satisfied customer (Liu et al., 2019).

According to the (Davras & Caber, 2019), customer chooses to be loyal with the certain organization because of the organization meet their needs and preferences, and also good experience they faced. The organization needs to identify which is among the type of customer loyalty to become the reason the customer loyal with them (Zhang et al., 2019). (W. H. Kim et al., 2019) stated that customer loyal to the organization because they like their product or services. The product or services might be different from the market in terms of its quality, design, and features (M. Shamsudin et al., 2015).

Loyal customer comes from a satisfied customer that having a good experience with the organization. Customer loyalty was important for the organization. This is because, the customer loyalty can increase the sale of the organization (Mohd Farid Shamsudin, Esa, et al., 2019). The loyal customer tends to repeat buying the product from the same organization (Xie, Poon, & Zhang, 2017). They do not switch products easily because they are loyal and fanatic to brands (Ding & Tseng, 2015). The repetitious buying will increase the sales of the organization (Yu & Yuan, 2019). Moreover, the loyal customer is willing to share their experiences with the family and friends. Hence, loyal customers can attract new customers to do a business transaction with the organization (Mohd Farid Shamsudin & Razali, 2015). By having a loyal customer, the organization can lower its cost of marketing to acquire and attract a new customer because some of the work already done by a loyal customer. (Menguc & Boichuk, 2012) stated that the importance of customer loyalty is, it can help the organization to compete with their competitor in the same industry and market (Adams, Bodas Freitas, & Fontana, 2019). The loyal customer also like fans and follower to the organization. The nature of the fans and followers is they will support the person they admire (Kant & Jaiswal, 2017). Loyal customer served as a supporting system for the organization (Khamis & AbRashid, 2018). They will support the organization in a way to always do the business transaction with the organization. This naturally supporting system will help the organization to be strong to compete in the industry.

#### **4.0 Conclusion**

The first step in getting customer satisfaction is by meeting the customer expectations. Services delivered above the customer expectations will generate satisfaction level at customer. The challenge is how business organization could have satisfied all since it involved customer perceived that might be varies among the market population. Business organization must be carefully understanding what customer needs and want from the services that being offered. Satisfied customer according to many past research will lead to loyalty. Loyalty is the ultimate stage that every organization is looking and strive for. Overall business organization need to understand customer, meet their expectations and communicate clearly in order to survive in the industry.

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