

Make a customer, not a sale: Review on customer trust

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Abstract: *Trust is the action of putting a confidence on someone and hoping for a positive reaction while satisfaction is a pleasure obtain from a fulfilment. Customer trust at the same time can be recognize as thoughts, feelings, emotions, or behaviours manifested when customers feel that a provider can be relied upon to act in their best interest. Various researchers have justified that trust and customer satisfaction is fundamental in order to attain customer satisfaction and customer loyalty. The keys of trust are successful marketing, consumer research and meeting expectation thus will lead to an extended and stronger relationship with customers. Besides, reliability, reputation and excellent customer services are one of the way to earn satisfaction of consumers and will proceed to creates price advantage and limit brand crisis. In a nutshell, every provider main purpose of attaining trust and giving maximization satisfaction to customers is to have them as a loyal customer that will help to grow the business.*

Keywords: *Trust, customer purchase, customer satisfaction*



Introduction

According to (Parasuraman, Zeithaml, & Berry, 1991), the “satisfaction is a feeling which results from a process of evaluating what has been received against what was expected”. In business, figuring out customers are very hard to do as their demands always changing and based on trend (M. Shamsudin et al., 2015). Therefore, the sellers need to adapt fast and follow the trend to be able to recognize the way on the way to satisfy customers (Zboja & Voorhees, 2006).

Customer satisfaction are often realized by successful marketing, market and consumer research and meeting consumer expectation (M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018). The best way to market your products and services is to a brand awareness (M. Shamsudin et al., 2015; Mohd Farid Shamsudin & Razali, 2015). Top tier firm usually grow their business by advertising their brand through television, magazines and social media (Agnihotri, Dingus, Hu, & Krush, 2016). Recent research indicates (Chicu, Pàmies, Ryan, & Cross, 2019; Hirata, 2019; Zhang, Zhang, & Zhang, 2019) that some even hired artists to be their ambassador and gain quick follower due to the popularity of the artist. However, business organizations need to tackle the strategic way to receive positive responsive from the public and you can even hire a professional (Borishade et al., 2018; Rita, Oliveira, & Farisa, 2019). Next, everything about consumers’ usage, demand, behaviour and preferences need to be studied to know them better thus the products and services can be designed according to the evaluations (B. Kadir & Shamsudin, 2019; Salem, Shawtari, Shamsudin, & Hussain, 2016).

Market research needs to be done by gathering data about the organization’s target markets (Basha, Mason, Shamsudin, Hussain, & Salem, 2015) and it will help to analyse and recognize

what is their size, needs and level of competition (Chakraborty, 2019; Lee, Goh, & Mohd Noor, 2019; M. Razak, Hidayat, Launtu, Kusuma Putra, & Bahasoan, 2020). Lastly, the most traditional way is to win the heart of the customers by meeting or exceeding their expectations (Affendy Abu Hassim, Asmat-Nizam, & Mohd Farid Shamsudin, 2016) with a good products (Bin et al., 2016), better services and valuable prices (Baharudin Kadir, Shamsudin, Nurul, & Mohd, 2020; M. F. Shamsudin, Shabi, & Salem, 2018). Briefly, customer satisfaction will lead to customer trust and are the first step on gaining customer loyalty (Davras & Caber, 2019; Gerdt, Wagner, & Schewe, 2019; Liu et al., 2019).

According to (Hsu, 2017; Minarti & Segoro, 2014; Zhu, Lee, O'Neal, & Chen, 2011), "trusts exist only when one party has confidence in an exchange partner's reliability and integrity. Most of the customers trust a well-known brand as they took care of the customers really well and continue to provide trendy products with good materials (M. F. Shamsudin, Razak, & Salem, 2018; M. F. Shamsudin, Shabi, et al., 2018; M. Shamsudin et al., 2015) and that is how they obtain loyal customers (S. Hassan, Shamsudin, & Mustapha, 2019).

Trust can be built by reliability, reputation and offer excellent customer services (M. Shamsudin et al., 2015; Mohd Farid Shamsudin & Razali, 2015). The ability of the provider can be seen by their consistency of their result where the customers will not be disappointed. The brands have to keep improving day by day as the customer's preference change according to the trend (M. F. Shamsudin, Razak, et al., 2018). The reputation of the brand and firm have to be clear from any conflicts as customers will run away. Your business reputation is made up of how others perceive your products and services and how their experiences with you (Hanna & Rowley, 2013; Letters, 2016; Prentice, Chen, & Wang, 2019; Saripalli, Chawan, & Gunta, 2019). Last but not least, by offering excellent customer services, it is the easiest way on how to connect with the customers as people love when someone treats them well and prioritize them (Konuk, 2019; M. Razak et al., 2020; Saini & Sahay, 2014). Manners and timely services are fundamental of the seller to satisfy the customers. To conclude, trust is not easy to obtain but it will benefit you tremendously as it can make customers loyal to your brand and according to (S. Hassan et al., 2019), "concerned party also must have the ability to continue to meet its obligation towards its customers within the cost-benefit relationship".

Trust and Customer Satisfaction Relationship

The relationship of trust and customer satisfaction is it both will resulted to customer loyalty. According to (Sallaudin Hassan & Shamsudin, 2019), "customer loyalty is the mind-set of the customers who hold favourable attitude toward a company". Customer loyalty can be created if they achieve to gain the trust and satisfaction and thus maintained their relationship to become a loyal customer. The perks of being a loyal customer must be made by the firms such as extra members discount (A. A. A. A. Razak & Shamsudin, 2019).

The reasons why firms must make the customer willing to repeat buying or doing business with them are they can improve the brand image, protection from competition and easy marketing (M. F. M. F. Shamsudin, Esa, & Ali, 2019). Loyal customers will reduce the risk of price sensitivity and will be the foundation of your sales and some will even promote to close friends or social media about your brands (Aminuddin, Don, & Shamsudin, 2020).

Conclusion

According to (Kotler, 1992, 2017), “one of the conditions of true customer loyalty is total satisfaction and trust”. Hence, the management should primarily focus on the mind-set to obtain customer loyalty as the competitors will try to copy your ideas and product (Kumar, Scheer, & Kotler, 2000), but customers will stay with you if they are totally satisfied and trust your brands (Kotler & Mantrala, 1985).

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