WOW Your Customers: Tips to Retain Customers
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Abstract: This paper discusses the important about customer satisfaction towards business organization. Customer’s satisfaction is very important aspect in a business or company because their profit depends on their customers. Customers are responsible for the growth of their business so they should take this aspect seriously for their company to success. Dissatisfaction of a customer is when they use the product or services of a company and they will not repeat it again. As satisfaction of dissatisfaction are subjective and there will be satisfied customers or not satisfied customers. The fierce competition among industry players lead to creative ways of marketing focusing on customer. Customer have more choices as the competition provides various options to customer in selecting the best service providers that meet their needs and wants.

Keywords: Customer satisfaction, Marketing, loyalty

Why Customer is important?
Customer satisfaction is defined as a measurement that determines how happy the customers are with the products, services, and capabilities provided by a certain company (Kotler, 1966). Customer will become satisfied when they feel very happy when using your services or product as they will shop regularly or use the services provided by the company provides more often (Kotler & Stonich, 1991). When this happen they are attached to the product or service and they become loyal customers. There is a few effect that will occur due to customer dissatisfaction. First, current customer will leave. It is very rare for a customer to stay when experiencing with poor services especially in today situation when there is so much other option from other company. When your customer walks, you will have lost your profit source as it takes more effort to attract new customer then maintaining a current one. Next, new customer will stay away from your business (Razak & Shamsudin, 2019; M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018; M. F. Shamsudin, Razak, & Salem, 2018). People tend to believe feedback from their friends rather than believe the other sources such as advertising. Basically people will avoid a business when they heard a poor feedback from other people. Furthermore, your business will be having reputation suffers. It may happen when a dissatisfied customer tells other people about their bad experience they have and it will spread even faster when they do so on social media (Hassan & Shamsudin, 2019; M. F. Shamsudin, Shabi, & Salem, 2018; Mohd Farid Shamsudin & Razali, 2015). It is very hard to repair the image of a business when it is known for their poor services. In addition, employees ten to leave the company. Employees know when there is something not right with the company they work for. Dealing with dissatisfied customer make their working environment become more difficult and the working environment will become toxic. So the employees will look for opportunities with other companies and turnover thus leaving a bad reputation for the company.

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Lastly, a decrease in revenue or profit (Muhammad, Farid Shamsudin, & Hadi, 2016; M. F. M. F. Shamsudin, Esa, & Ali, 2019; M. Shamsudin et al., 2015). The decreasing in number of customer will lead to decreasing in sales which give direct loss to profit. The cost to take new workers will increase as there is workers who turnover from the company.

There are a few ways to overcome these problems. First, make sure the delivery services is efficient. If your company or business is doing a delivery services, you need to ensure it will be delivered on time (Borishade et al., 2018; Davras & Caber, 2019; Rita, Oliveira, & Farisa, 2019). Customer will tend to judge your business if the services is slow. Next, you need to make sure your employees are happy. A happy employee will love their job thus resulting a better performance. So they will do their job better if the manager treats them nicely. So the customer will also experiencing a good situation when doing business with your company (Chicu, Pâmies, Ryan, & Cross, 2019; Gerdt, Wagner, & Schewe, 2019; Zhang, Zhang, & Zhang, 2019). Furthermore, handling a customer feedback or complaint. A customer’s complaint is does not necessarily to down your business (Basha, Mason, Shamsudin, Hussain, & Salem, 2015; Hasim, Shamsudin, Ali, & Shabi, 2018; B. Kadir & Shamsudin, 2019; Salem, Shawtari, Shamsudin, & Hussain, 2016). They give feedback based on their experience. As the manager or the owner of the business, you need to be quick when dealing with these situations. Analyse and decide which area need improvement is important to ensure that the problem will not be repeated so that customer will be satisfied with your business. Lastly, you need to treat your customer the best way you can. Thank your customers for their business, both in person and also printed on the receipt. A simple thank you after finish doing business will make your customer feel very appreciated and make them want to come again (Baharudin Kadir, Shamsudin, Nurul, & Mohd, 2020; M. Shamsudin et al., 2015). You need to make a real effort to help your customers and assist them in the best way you can. The company need to keep their promise if the will contact the customer to tell if there is new product or offer for them and do this regularly for every customer to maintain current customer.

In conclusion, customer satisfaction is very an important aspect. Even though customer satisfaction does not guarantee repurchase on the part of the customers but still it plays a very important part in ensuring customer loyalty (M. F. Shamsudin, Shabi, et al., 2018; Mohd Farid Shamsudin & Razali, 2015). In doing business, customers are your asset that you will need to take a good care so that your business will continue to grow and succeed.

References:


