

# What Is the Relationship Between Trust and Customer Satisfaction?

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**Abstract:** *Past research indicates that there is serious connection between trust and customer satisfaction. The study is outlined by the fact that trust and customer satisfaction give impact towards an organization. This paper is an extensive study of trust and customer satisfaction towards a company. Trust and customer satisfaction are a much-debated concept and is often mentioned in many literary works related to business. The initial section of the study lays emphasis on the definition of trust and customer satisfaction. Following section of the assessment highlights the long-term impact of trust and customer satisfaction to any corporation. The third-section of the study focuses on how would satisfaction of a customer can lead to trust. It also involves emphasizing the positive effect of trust and customer satisfaction. In the concluding segment of the study, all the key point is well concluded to get the answer of our topic.*



## Introduction

As (Hasim, Shamsudin, Ali, & Shabi, 2018) mentioned that research has shown that defensive strategies can be more profitable through increased cross selling, possibly at higher prices, and positive word of mouth (WOM) communication.

As we all know on this 21<sup>st</sup> of the Century, there are so many businesses, company even organization has grown in leaps and bounds (S. Hassan, Shamsudin, & Mustapha, 2019). Therefore, to make our corporation stable and consistent in a long time we need to improve the feedback of trustworthy and satisfaction from the consumer. (Mohd Farid Shamsudin, Ali, Wahid, & Nadzri, 2019) mentioned that all social relationships would fail or function irregularly without trust. Trust is a psychological state in our society. It generally means a binary relation between two entities: one entity's confidence, belief and expectation that another entity will act or intend to act beneficially (M. F. Shamsudin, Razak, & Salem, 2018; M. F. Shamsudin, Shabi, & Salem, 2018). The believing entity is usually called as host or trustor, and the other entity as client or trustee (B. Kadir & Shamsudin, 2019; M.F. Shamsudin, Ali, Ali, & Shabi, 2019). However, in the words of (Sallaudin Hassan & Shamsudin, 2019; Muhammad, Farid Shamsudin, & Hadi, 2016; M. F. M. F. Shamsudin, Esa, & Ali, 2019) satisfaction is defined as the summary psychological state resulting when the emotion surrounding disconfirmed expectation is coupled with prior feelings about the customer experience (Davras & Caber, 2019; Gerdt, Wagner, & Schewe, 2019; Kim, Cho, & Kim, 2019). Thus, (A, VA, & A., 2005; Teeters & Boatman, 1995) argue that satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers expect and what they receive, regarding the fulfilment of some need, goal or desire (Muhammad et al., 2016; M. Shamsudin et al., 2015; Mohd Farid Shamsudin & Razali, 2015).

In addition, meeting more customer satisfaction during an operation provides for a company to repurchase. Most studies have shown that satisfied customer have more chance to repeat their purchases and connect positively with the company (M. F. Shamsudin, Shabi, et al.,

2018). (M. Shamsudin et al., 2015; M.F. Shamsudin, Razak, & Salem, 2018; Mohd Farid Shamsudin & Razali, 2015) stated that commonly customer satisfaction has been seen as major determinant of long-term consumer engagement (Gummerus, Liljander, Weman, & Pihlström, 2012; Kosiba, Boateng, Okoe Amartey, Boakye, & Hinson, 2018; Leckie, Nyadzayo, & Johnson, 2018; Thakur, 2019). The happier the customer are, the rising the retention. Although satisfaction can be an important factor, trust also has the potential to affect retention. An analysis finding on satisfaction and trust show that while satisfaction and trust are strongly related, they are conceptually distinct (Kanje, Charles, Tumsifu, Mossberg, & Andersson, 2019; Lee, 2018; Sahoo & S. Pillai, 2017). Additionally, others claim that trust is a greater emotion than satisfaction, because it can help predict retention and behaviour.

However, relationship is built on trust (Meijers & Kuijpers, 2014; Tentsho, McNeil, & Tongkumchum, 2019; Turan & Kara, 2018). It is necessary to bear in mind that without one, the another on is nothing. It refers to all human circumstances, not just the customer service environment, so that customers get to gain trust in continuing in long business with one company and this does not happen instantly (Mannan, Mohiuddin, Chowdhury, & Sarker, 2017; Phong, Khoi, & Nhat-Hanh Le, 2018; Shafei & Tabaa, 2016). According to (Ahmed, Tarique, & Arif, 2017; Moghavvemi, Lee, & Lee, 2018; Nguyen, Nisar, Knox, & Prabhakar, 2018) research simultaneously, there are advantages for those organizations that are able to sustain and create trust of high level for their organizations among customers. Organizations who are able to create trust for its corporate brands can reap marketing benefits and a huge number of customer retention (Keshavarz & Jamshidi, 2018; Oh & Kim, 2017; Worsfold, Fisher, McPhail, Francis, & Thomas, 2016)

In general, satisfaction of a customer comes when the consumer of the product is satisfied with the good quality stuff and affordable price. (Basha, Mason, Shamsudin, Hussain, & Salem, 2015; B. Kadir & Shamsudin, 2019; Salem, Shawtari, Shamsudin, & Hussain, 2016; M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018) claimed that buyer's general satisfaction with the buying experience is predicted to have a positive effect to their customer trust. (M. F. Shamsudin, Razak, et al., 2018; M. F. Shamsudin, Shabi, et al., 2018; Mohd Farid Shamsudin & Razali, 2015) found satisfaction to be an antecedent to trust. On the other hand, some of the studies contradicted from this and proposed that trust precedes satisfaction (Hasim et al., 2018; M. Shamsudin et al., 2015; M.F. Shamsudin, Razak, et al., 2018) in which they argued that the first customers trust the service providers based on some factors which have an effect on satisfaction (Abror et al., 2019; Mohd-Ramly & Omar, 2017; Petzer & van Tonder, 2019). These statements show that, if the customer satisfaction increase (Matute, Palau-Saumell, & Occhiocupo, 2019; O'Brien, Jarvis, & Soutar, 2015; Parihar & Dawra, 2020), customer trust also increase and vice versa. For example, the current research (Akroush & Mahadin, 2019; Kamath, Pai, & Prabhu, 2019; Koutsothanassi, Bouranta, & Psomas, 2017) defines satisfaction as a measure of trust, and believes that if the consumers are pleased with the services offered by the bank, they will ultimately trust the bank (Sallaudin Hassan & Shamsudin, 2019; M. F. Shamsudin, Razak, et al., 2018; M. F. Shamsudin, Shabi, et al., 2018).

Furthermore, consumer satisfaction is most commonly regarded as a significant antecedent of customer loyalty (Cakici, Akgunduz, & Yildirim, 2019; Izogo, 2017; Thiruvattal, 2017). In other words, (Kotler, 1966; Kotler & Stonich, 1991; Kumar, Scheer, & Kotler, 2000) stated that customer loyalty is calculated as a straight outcome to customer satisfaction. Further, (A. A. Parasuraman, Zeithaml, & Berry, 1991; A. Parasuraman, Zeithaml, & Berry, 1985) pointed out that customer loyalty is partially improved by satisfaction as one of the most influential. A trust

built between the customer and the service provider increases a customer loyalty towards a company (S. Hassan et al., 2019; Baharudin Kadir, Shamsudin, Nurul, & Mohd, 2020; Mohd Farid Shamsudin et al., 2019).

## Conclusion

In a nutshell, based on all the research and statement from the marketing scholars it can be concluded that trust and customer satisfaction have a very positive relationship as both of them have the impact on the retention of consumer as well as trust and customer satisfaction also help to produce a loyal customer. The increasing of customer satisfaction will lead to the increasing of customer trust.

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