

## Role of trust towards business success

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**Abstract:** *Customer trust is a reciprocal behaviour in return as what customer receives from the business organizations. Trust comes when business organizations understand their customer's needs and wants. Gaining customer's trust is important not only to make them satisfied but remain in the customer lifecycle. Customer satisfaction is defined as a measurement that determines how happy customers are with the company's products, services and capabilities. Customer satisfaction information, including surveys and ratings, can help a business organization to determine how best to improve or changes its products and services. Trust and satisfaction have a significant relationship towards business growth and sustainability. In business customer are important especially during tough competitions.*

**Keywords:** *Customer satisfaction, trust, market growth*



### Introduction

Past research (M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018) indicates that trust have a significant relationship towards customer satisfaction and customer loyalty. This paper is aims to broaden the conceptualization of customer satisfaction relationships started from customer trust. Finding from past researchers (Segarra-Moliner & Moliner-Tena, 2016; Yang, Xu, Yang, & Chen, 2018), indicates that trust establishment is an important bond between the brand and customers, it is one of the determinants of brand loyalty (Borishade et al., 2018; Chicu, Pàmies, Ryan, & Cross, 2019; Zhang, Zhang, & Zhang, 2019). Recently (M. F. Shamsudin, Razak, & Salem, 2018; M. Shamsudin et al., 2015) claimed that trust have play bigger role in achieving the level of customer satisfaction. (Davras & Caber, 2019; Liu et al., 2019; Rita, Oliveira, & Farisa, 2019) at the same time stated that there is a significant effect of transaction-based satisfaction on experience-based satisfaction. (Sallaudin Hassan & Shamsudin, 2019; Muhammad, Farid Shamsudin, & Hadi, 2016; Mohd Farid Shamsudin & Razali, 2015) reported that trust has been established to mediate between transaction-based satisfaction and repurchase intentions.

The implication is that industry professionals should not overlook transaction-based satisfaction as it has a significant impact on satisfaction, trust and experience-based repurchase intentions (Feng, Wang, Lawton, & Luo, 2019; Lee, Che-Ha, & Syed Alwi, 2020; Matsuo, 2006). Customer satisfaction as an attitude shaped on the basis of experience after customer acquire a product or use a service and pay for them (Razak & Shamsudin, 2019; M. F. M. F. Shamsudin, Esa, & Ali, 2019; M. F. Shamsudin, Shabi, & Salem, 2018). Similar to satisfaction as an attitude, assessment (Amin, Shah, et al., 2019; Saafein & Shaykhian, 2014; Xia & Jin, 2008) and emotional response (Hahm, Chu, & Yoon, 1997; Klein & Jakopin, 2014) shown by the consumer after the

purchase process. (M. F. Shamsudin, Nurana, et al., 2018; M. F. Shamsudin, Razak, et al., 2018) highlighted that it is an indication of being pleased with a product or a service. posited satisfaction as an overall customer attitude towards a service provider.

Trust as a generalized expectancy held by an individual. some people viewed customer trust as thoughts, feelings, emotions, or behaviours manifested when customers feel that a provider can be relied upon to act in their best interest when they give up direct control (Famiyeh, Asante-Darko, & Kwarteng, 2018; Kant & Jaiswal, 2017; Lau, Cheung, Pires, & Chan, 2019). A business organizations needs the trust and satisfaction of a customer as reported by many past researchers (M. Shamsudin et al., 2015; Mohd Farid Shamsudin & Razali, 2015).

Customer satisfaction is achieved when a customer is happy (Ahmad, Ismail, Shamsudin, & Kadir, 2016) with their individual transaction (Saafein & Shaykhian, 2014). Customer put on trust when a customer keeps returning for repeat business (Aminuddin, Don, & Shamsudin, 2020) and makes positive referrals (Keramati et al., 2014). It is very important to understand the relationship that exist between the concepts of customer satisfaction and customer trust (Basha, Mason, Shamsudin, Hussain, & Salem, 2015). These two concepts have an important role to play in the success of any business (M. F. ;Selina S. D. Shamsudin, 2016). The concept of customer satisfaction is a vibrant aspect that must be taken into consideration when a company is trying to increase customer trust and better performance of the business (S. Hassan, Shamsudin, & Mustapha, 2019; M.F. Shamsudin, Razak, & Salem, 2018). The role of customer satisfaction in trust largely indicates that satisfaction is a key determinant of loyalty (Affendy Abu Hassim, Asmat-Nizam, & Mohd Farid Shamsudin, 2016). Therefore, there is a link between customer satisfaction and customer loyalty (Hasim, Shamsudin, Ali, & Shabi, 2018; Salem, Shawtari, Shamsudin, & Hussain, 2016; M.F. Shamsudin, Ali, Ali, & Shabi, 2019).

Both concepts must be incorporated together to achieve the desired goals of the business organizations which are market share and profitability (Forsythe, 2016; Janahi & Al Mubarak, 2017; Moghavvemi, Lee, & Lee, 2018; Nguyen, Nisar, Knox, & Prabhakar, 2018). Customer satisfaction represents the feelings of a customer when a product or service meets the customer's expectation (B. Kadir & Shamsudin, 2019).

Dissatisfied customers may discourage others from trying the products or services of that company (Famiyeh et al., 2018; Kant & Jaiswal, 2017; Lau et al., 2019). Negative word-of-mouth by a dissatisfied customer of a products or services of a company has the most damaging effect to the image of that company (Oviedo-García, Vega-Vázquez, Castellanos-Verdugo, & Orgaz-Agüera, 2019; Truong, Lenglet, & Mothe, 2018).

According to (Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013), satisfied customers are more likely to repurchase, lower their price sensitivity (Baharudin Kadir, Shamsudin, Nurul, & Mohd, 2020; M. F. Shamsudin, Shabi, et al., 2018), engage in positive word-of-mouth (Ali, Affendy, & Shamsudin, 2016), recommendation (Bin et al., 2016) and become loyal customers (Shahida, Mohamad, Shamsudin, Syaqqinah, & Ariffin, 2018).

Customer satisfaction gives an understanding on how much the product or service meets the expectations of the customer while loyalty is influenced by product or service quality and other factors (Ayo, 2018; Oh & Kim, 2017; Worsfold, Fisher, McPhail, Francis, & Thomas, 2016). Moreover, customer satisfaction has become an important element in service providing organizations because for a business to profitability (Zobnina & Rozhkov, 2018).

Business organizations must understand the needs and wants of customers and be able to satisfy them well (Hamzah, Othman, & Hassan, 2016; Rapp, Beitelspacher, Schillewaert, & Baker,

2012; Terho, Eggert, Haas, & Ulaga, 2015). Factors influencing customer satisfaction are different from that influencing customer loyalty because customer satisfaction is an attitude while customer loyalty is a behaviour (M. F. Shamsudin, Razak, et al., 2018).

## Conclusion

Finally, the relationship between trust and satisfaction is very important to business and it has been emphasis many times by marketing scholars (M. F. Shamsudin, Shabi, et al., 2018). Both of the dimensions have a very important element in business (Sharifi, 2014; Trudeau H & Shobeiri, 2016; Valentini, Romenti, Murtarelli, & Pizzetti, 2018). (M. Shamsudin et al., 2015; Mohd Farid Shamsudin & Razali, 2015) claimed that there is no chance of a business growth without a strong support from customers (Amin, Al-Obeidat, et al., 2019; Mwakatumbula, Moshi, & Mitomo, 2019; Xia & Jin, 2008).

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