

Why Customer First?

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Abstract: *Customer satisfaction is defined as a measurement that determines how happy or not customers are with a company's products, services, and capabilities. It indicates the achievement of the business organization in fulfil customers' needs, wants and demands. We can derive the information of it through surveys, reviews and ratings. It is really useful to help a company to improve or change their products and services that satisfy customers. The customer satisfaction is important to the business organization because it is the leading indicators of consumer repurchase intentions and loyalty. It also keeps the company brand ahead of the competitors. Other than that, the customer satisfaction can help to growth the business because people tend to pay more for a better customer experience. Customer satisfaction also can reduce negative word of mouth and promotes customer retention. In a nutshell, satisfied customer is a sign of successful business running. The company must prioritize the customer satisfaction to gain profit and good reputation.*

Keywords: *Customer satisfaction, Marketing, customer loyalty*



Customer Satisfaction

According to (Kotler, 2017), the “customers are the most important actors in the company’s microenvironment. The aim of the entire value delivery system is to serve target customers and create strong relationship with them.” This shows that a business organization survival depending on customers (Aminuddin, Don, & Shamsudin, 2020). They are people who buy an organization’s products or services. That is the reason why the business organization must make sure the customers satisfy with products or services (Ahmad, Ismail, Shamsudin, & Kadir, 2016). It is leading indicators of customer repurchase intentions and loyalty. Customer satisfaction can be observe by asking them to rate their satisfaction on a scale 1 to 10 to see if they will become a repeat customers or recommend to others (Ali, Affendy, & Shamsudin, 2016). If the ratings above 7, it can be considered the customers satisfied with the products or services and the company can expect the customer to return back and make a repeat purchase. The customer that gives a rate of 9 and 10 is the potential customer that will keep support the business. While, if the score is 6 and below, it is the warning sign of customers’ unhappiness and at the risk of leaving. This group must be following up to determine why their satisfaction is low to avoid losing customers and can make an improvement (Hassan & Shamsudin, 2019; M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018; M. F. Shamsudin, Shabi, & Salem, 2018). This method really helps in measure the number of customer repurchase and loyalty (M. F. Shamsudin, Razak, & Salem, 2018; M. Shamsudin et al., 2015; Mohd Farid Shamsudin & Razali, 2015).

Next, customer satisfaction can keep the business brand ahead of the competitors by ensure the customer delight with the products or services. If the company manages to provide the satisfaction to customer, it is an advantage over the competitors who offer the same range of

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products but can't satisfy customers (Muhammad, Farid Shamsudin, & Hadi, 2016; Razak & Shamsudin, 2019; M. F. M. F. Shamsudin, Esa, & Ali, 2019). According to Armstrong and Kotler (2020), "satisfied customers buy again while dissatisfied customers switch to competitors." In a business, the organization must be aware of its competitors, their strengths and weaknesses to always a step forward. One of the ways is by fulfilling the customers' satisfaction.

Customer satisfaction is important to the business organization because it help the growth of the business (Kadir & Shamsudin, 2019; Salem, Shawtari, Shamsudin, & Hussain, 2016; Mohd Farid Shamsudin, Ali, Wahid, & Nadzri, 2019). Customers help to generate profit by buying products or services. It is true that customers can make the business success but it also can break the company. This is because the entire business, marketing, sales and profits depend on your customers. The business organization needs to keep and grow current customers by delivering satisfaction and attract new customers by promising superior value to generate more profit and growing the business.

As stated by Armstrong and Kotler (2020), "customer satisfaction is extent to which a product's perceived performance matches a buyer's expectations." So the business organizations need to make sure that they reach the buyer's expectation to avoid negative word of mouth (Gerdt, Wagner, & Schewe, 2019; Zhang, Zhang, & Zhang, 2019). Usually, customers tend to share negative feedback than positive reviews and recommendations. However, due to this fact people choose to believe other customers more than company representatives and advertisement (Borishade et al., 2018; Davras & Caber, 2019; Rita, Oliveira, & Farisa, 2019). Satisfy the customer needs, wants and demands are really important because it can reduce negative word of mouth. If the customer unsatisfied with the products and services provided it is like losing 20 persons of existing and new customers because of their bad experience spreading through word of mouth (Salem et al., 2016; M. F. Shamsudin, Nurana, et al., 2018; M. F. Shamsudin, Razak, et al., 2018). This matter will negatively impact the business.

Lastly, customer satisfaction can promote customer retention (Bapat, 2020; Fransen, Rompay, & Muntinga, 2013; Shahzad, Bilal, Xiao, & Yousaf, 2019). The more satisfied the customers are, the greater possibility their retention. The longer customers satisfied with the company, the more often they will return to you in the future, and prefer buying your goods and services compare to the competitors' products. Actually, the customer retention is also a step towards maintaining loyalty. According to Armstrong and Kotler (2020), "keeping customers loyal makes good economic sense." It really helps in financial growth of the business organization.

To conclude, customer satisfaction plays an important role in business organization because the business needs to survive by maintaining their market share and market growth. In order to sustain, a business needs customers (Merrilees, 2016; van der Westhuizen, 2018; Xie, Poon, & Zhang, 2017). So the business organization must make sure that they meet the customers' expectation that will satisfy them. Agree or Not?

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