

The price of customer satisfaction

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Abstract: *There are too much unexpected things happened in today marketing environments. Business organization not only facing the challenges in keeping the customer but also changes in business model and approach. The recent corona virus pandemic has made thousands of business on hold or facing huge losses due to the sudden local movement restrict order that have been prolonged since the past 2 weeks and could be extended for a longer number of days. Business organizations need to cope with both the changes in the customer behaviour as well as the challenges in doing business that seems more towards the digital method. Business organizations need to accommodate themselves with the challenges and at the same time keep profit in order to remain in the industry.*

Keywords: *Customer satisfaction, marketing, customer behaviour*



Introduction

21st century marketing environment has changed dynamically (Kotler, 2017) . Business organizations must effectively devise strategies for responding to the market (Hasim, Shamsudin, Ali, & Shabi, 2018). Besides that, business organization also must dealings with the changes of customer behaviour, pattern, trend and preferences (M. F. Shamsudin, Razak, & Salem, 2018). Customer is the person or company that purchase the product or services from an organization (Mohd Farid Shamsudin & Ishak, et al., 2019). Customer satisfaction is a marketing term that measures how products and services are supplied by company meet or surpass customer satisfaction (M. Shamsudin et al., 2015). Customer satisfaction indicates how well the product use experience compares to the buyer's value expectations (Razak & Mohd Farid Shamsudin, 2019). Customer satisfaction is very important, this is because it provides business owners and marketers with a metric that they can use to keep improve and manage their businesses (Kumar, Scheer, & Kotler, 2000).

Customer satisfaction is important in business organization to win over competitors (Borishade et al., 2018; Parasuraman, Zeithaml, & Berry, 1994; Rita, Oliveira, & Farisa, 2019). There are many businesses that provide nearly identical services at very similar prices, yet several will inevitably rise to the top. Only the best customer services that consumers will return if they satisfied, not just for low prices. For example, McDonald ask their customer to give feedback about their product and in return they treat customer with free sundae.

Secondly, customer satisfaction also important to solve problem. Every business will come across problems and disgruntled customers can cause a lot of damage through negative reviews or even in extreme circumstance lawsuits. Therefore, the company must treat their customers well (Muhammad, Farid Shamsudin, & Hadi, 2016; M. Shamsudin et al., 2015; Mohd Farid Shamsudin & Razali, 2015). Customers love to be treated like special person, and that includes managing grievances well (Davras & Caber, 2019; Gerdt, Wagner, & Schewe, 2019; Kim, Cho, & Kim, 2019).

A company with good customer service will be able to handle complaints and also can do improvement by suggestions given (Razak & Shamsudin, 2019; M. F. M. F. Shamsudin, Esa, & Ali, 2019; M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018). With this way, makes the customer feel heard and appreciated. Customer hold a lot of power over the brand reputation. Through good customer service, any businesses company can prevent any customer from being dissatisfied. For instance, video game platform like Player Unknown Battle Grounds (PUBG) can receive feedbacks from their players through their own online forums to further improve and solve any problem about their game.

Thirdly, customer satisfaction is important to keep improving the businesses. Customers' needs are changing and with it, a business need to change or accept risk being rendered obsolete (Borishade et al., 2018; Chicu, Pàmies, Ryan, & Cross, 2019; Liu et al., 2019). Fast moving business world today keeping up with all the innovation can be tough. Business company must keepings eye on their customer satisfaction (Muhammad et al., 2016; M. F. Shamsudin, Razak, et al., 2018; M. F. Shamsudin, Shabi, & Salem, 2018). With that it will help company to identify issues and areas for improvement early on. For example, do the small thing like updating or changing the layout of a store, can impact on customer satisfaction and company mission is easy to achieve.

Fourthly, customer satisfaction helps brand recognition of company (M. F. Shamsudin, Razak, et al., 2018; M. F. Shamsudin, Shabi, et al., 2018). In the age of the internet, word of mouth spreads fast. Consumer will respect a business with better customer service, and this could lead to millions of more customers through just one or two satisfied customers posting a positive review online. By being committed to the customers you already have, consumers will opt for familiarity and loyalty.

Lastly, customer satisfaction can reduce negative word of mouth (Iwashita, Shimogawa, & Nishimatsu, 2011; Keramati et al., 2014; Lommerud & Sjørgard, 2003; Mahendrawathi, Astuti, & Nastiti, 2015). There are a lot of negative word of customer mouth, who is disappointed with customer service provided. Customer satisfaction is related to revenue and recurring purchase. To eliminate bad word of customer mouth, business company need to constantly measure customer satisfaction (Hassan, Shamsudin, & Mustapha, 2019; Kadir, Shamsudin, Nurul, & Mohd, 2020; Mohd Farid Shamsudin, Ali, Wahid, & Nadzri, 2019). Keep tracking of changes in customer satisfaction will help business organization identify if their customers are actually happy with their product and service. For example, Restaurant Pak Tam which is famous with taglines "*Tuuu...Dia Pak Tam, Sedap Bagitau Kawan Tak Sedap Bagitau Pak Tam*". With this tagline can reduce negative word of mouth.

Businesses face a lot of change today. However, there is always something to be said about making it a priority to treat customers well and refusing to cut corners in customer service (Salem, Shawtari, Shamsudin, & Hussain, 2016; M. F. Shamsudin, Nurana, et al., 2018). Customer satisfaction is both the best protection from mistakes and the best marketing for your business (M. F. Shamsudin, Razak, et al., 2018; M. F. Shamsudin, Shabi, et al., 2018; M.F. Shamsudin, Ali, Ali, & Shabi, 2019). Besides that, through good customer service also can prevent any customer from being dissatisfied. Customer satisfaction is good protection from inevitable mistakes snowballing into something much larger and more dangerous (Abdur Rehman, Osman, Aziz, Koh, & Awais, 2019; Hapsari, Clemes, & Dean, 2017; Keshavarz & Jamshidi, 2018; Koutsothanassi, Bouranta, & Psomas, 2017).

Conclusion

It is the time where business organizations to start into focusing towards their customer. The change of generations, customer preferences and trend in purchase have resulted to a major change in the marketing strategy and policy. The increase in the number of competitor invites another challenges that may soon change the overall landscape of the marketing in the industry.

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