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## LITERATURE SURVEY ON CUSTOMER SATISFACTION WITH CUSTOMER CARE REGISTRY

### ➤ Customer Satisfaction

Customer Satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance results. The dimension or indicator of Customer Satisfaction is if the performance is below the expectations of dissatisfied customers, if the performance meets expectations, then the customer is satisfied, if the performance exceeds expectations, then the customer is very satisfied or happy.

Customer Satisfaction is an attitude that is decided based on the experience obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of consumer pleasure with regard to meeting consumer consumption needs. Dimensions or indicators of Customer Satisfaction can be created through quality, service, and value. The key to generating customer loyalty is to provide high customer value.

## ➤ Complaint Level

The level of complaint is how high the complaint or delivery of dissatisfaction, discomfort, irritation, and anger over the service of the service or product. The dimension or indicator of complaint level is the high level of complaint.

## ➤ Product Quality

Product Quality is the ability of a product to perform its functions, including the overall product, reliability, accuracy, ease of operation, repair, and other attributes. Dimensions or indicators of Product Quality is that customers can get all the benefits of the products offered to him.

Product Quality is a dynamic condition that is interconnected although it can have different definitions but in essence has a specification that can cause a sense of satisfaction that exceeds expectations for customers who use it.

## ➤ Quality Of Service

Service Quality is a way of companies that try to make continuous quality improvements to the processes, products, and services produced by the company. Dimensions or indicators of Service Quality is the more quality of service provided by the company then the satisfaction felt by customers will be higher, and vice versa.

Quality of Service is good and or bad or satisfied or not customers are satisfied with the service provided. Dimensions or indicators of Quality of Service is the level of satisfaction measured through questionnaires or questionnaires in assessing the quality of a service.

## **FINDINGS AND DISCUSSION**

Based on the study of relevant previous theories and research, the discussion of this literature review article in the concentration of Marketing Management is:

### **➤ Effect of Product Quality on Complaint Level**

Product Quality affects Customer Satisfaction, where the dimensions or indicators of Product Quality such as quality products, in accordance with the price offered, and ease of use affects the dimensions or indicators of complaint level such as ease of use and reliability. To reduce the level of complaints by paying attention to product quality, then what must be done by management is to explore customer desires for the products offered and provide more information related to services and products available, where product providers are still lacking in providing credible information. Product Quality affects the Level of Complaints, if the Quality of the Product is well perceived by the customer / consumer then this will be able to reduce the quality of the Complaint Level.

### **➤ Effect of Quality of Service on Complaint Level**

Service Quality affects the Level of Complaints, where the dimensions or indicators of Service Quality (Tangibles, Reliability, Responsiveness, Assurance, Empathy) affect the dimensions or indicators of complaint level (accuracy, efficiency, and tolerance). To reduce the Level of Complaints by paying attention to the Quality of Service, what must be done by management is to improve the ability of personnel with training or training in the implementation of customer service in the future.

### **➤ Effect of Customer Satisfaction on Complaint Level**

Customer Satisfaction affects the Level of Complaints, where the dimensions or indicators of Customer Satisfaction such as ease, price, product quality, service quality affect the dimensions or indicators of complaint level. To

assess the Level of Complaints by paying attention to Customer Satisfaction, what must be done by management is to improve the ability of personnel with training or training in the implementation of customer service in the future. Customer Satisfaction affects the Level of Complaints, if Customer Satisfaction is well perceived by customers / consumers then this will be able to reduce the Level of Complaints.

## **CONCLUSION AND SUGGESTIONS**

### **➤ Conclusion**

Based on theory, relevant articles and discussions can then be formulated hypotheses for further research: Product Quality affects Customer Satisfaction. Quality of Service affects Customer Satisfaction. Product Quality affects the Level of Complaints. The quality of service affects the level of complaints. Customer Satisfaction affects the Level of Complaints.

### **➤ Suggestion**

Based on the conclusion above, the advice in this article is that there are many other factors that affect Customer Satisfaction and Complaint Levels, apart from Customer Satisfaction and Complaint Levels at all types and levels of organizations or companies, therefore further studies are needed to look for other factors that can affect Customer Satisfaction and Complaint levels other than those researched in this article such as: Prices, Promotions and Digital Services.