

# Literature Survey

## Customer Care Registry

### **Abstract:**

Previous research or relevant research is very important in a scientific research or article. Previous research or relevant research serves to strengthen the theory and influence of relationships or influences between variables. Article ini review customer satisfaction determination and complaint level: Product Quality and Service Quality Analysis, A Study of Marketing Management Literature. The purpose of writing this article is to build a hypothesis of influence between variables to be used in future research. The result of this risearch library is that: 1) Product Quality affects Customer Satisfaction; 2) Service Quality affects Customer Satisfaction; 3) Product Quality affects complaint level; 4) Service Quality affects complaint level; and 5) Customer Satisfaction affects com

### **Introduction:**

Customer satisfaction is an important factor in the phenomenon of the construction process and customer relationship. As Construction Companys increases its antagonism, greater attention continues to be placed on customer relationships and satisfied customers. Customer satisfaction accredits construction companies to differentiate themselves from their competitors and create sustainable advantage. Those who buy the goods or services provided by companies are customers. In other words, a customer is a stakeholder of an organization who provides payment in

exchange for the offer provided to him by the organization with the aim of fulfilling a need and to maximize satisfaction. Sometimes the term customer and consumer are confusing. Companies use numerous forms of customer satisfaction accessions in developing and monitoring service offerings in order to manage and improve customer relationships. Measuring customer satisfaction has several benedictions for organizations: Improvement in communication between parties and enable mutual agreement, A recognition of the demand of improvement in the process, Better understanding of the problems, Interpretation of progress towards the goal and Monitoring and reporting accomplished results and changes.

### **Literature Survey:**

#### **Customer Satisfaction :**

Customer Satisfaction is afeeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance results (Kotler 2006:177, 2019) ). The dimension or indicator of Customer Satisfaction is if the performance is below the expectations of eating dissatisfied

#### **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.(Novia et al., 2020) 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.(Rahman et al., 2018). Product Quality has been researched by many previous researchers, including (Irma like Saputri, 2017; Novia et al., 2020;

## 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 arikel such as: Prices, Promotions and Digital Services.

## Reference :

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