

## Review on customer satisfaction

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**Abstract:** *This paper seeks to discuss the importance of customers' satisfaction in a business. Business is not about achieving goals only but, should also focus on the customers' satisfaction. Customers' satisfaction is crucial goal to be achieved by most of the organization. Customer satisfaction is important because it shows whether the business is accepted by the market or not. Business that is operating in a long-term period is because of the ability to maintain loyalty customers to their brand. Study shows, customer is loyal to a particular brand because they received a good products and services from the company.*

**Keywords:** *Customer satisfaction, customer loyalty, marketing*

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### Introduction

In order to keep customers loyal to a specific brand, an organization should have applied number of different marketing methods (Aminuddin, Don, & Shamsudin, 2020). The staffs of the organization should serve and treat customers well so that the customers will leave a good reviews and recommend the brand to the others (Ilias & Shamsudin, 2020). Secondly, if customers are satisfied with specific brand, the company will not have a problem in setting a price for the products because satisfied customers are willing to pay for it even though it is slightly expensive as the customers think that it is reasonable with the good quality products that the brand are selling and it can also increase the revenue of the organizations (Hamzah, A. A., Shamsudin, 2020; Hamzah & Shamsudin, 2020).

Past research (Ahmad, Ismail, Shamsudin, & Kadir, 2016; Mokhtar & Shamsudin, 2020; Nur, Nik, & Shamsudin, 2020) indicates that a brand will stand out from the others because of the good impression given by the satisfied customers. Organization may have not to put a lot of energy to compete with the other brands because their customers have played the role in making everyone believe that your brand are serving good products and services by recommending it to the new customers (Feng, Wang, Lawton, & Luo, 2019; Kadic-Magljalic, Micevski, Arslanagic-Kalajdzic, & Lee, 2017; Peterson & Crittenden, 2018; Smirnova, Rebiazina, & Frösén, 2018). Furthermore, it will also leave organization with a good brand image from the market about the brand (Abdur Rehman, Osman, Aziz, Koh, & Awais, 2019; Omoregie, Addae, Coffie, Ampong, & Ofori, 2019; Quoquab, Mohamed Sadom, & Mohammad, 2019). Past research also highlighted that customers' satisfaction is important because their loyalty would be an ideal and easiest way to improve the brand and expand it to a bigger market.

According to (Kotler, 1966, 1994; Kotler & Stonich, 1991) "Customer satisfaction indicates the fulfilment that customers derive from doing business with a firm. In other words, it's how happy the customers are with their transaction and overall experience with the company." (Sallaudin Hassan & Shamsudin, 2019; M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018; M. F. Shamsudin, Shabi, & Salem, 2018). The fact that everybody know is customer plays an important

role in the business survival and sustainability (Razak & Shamsudin, 2019; M. F. M. F. Shamsudin, Esa, & Ali, 2019). Without the customer, business would not be operating well. Customer is one of the main sources to business revenue (Abdur Rehman et al., 2019; Larsson & Broström, 2019; Quoquab et al., 2019). Customer satisfaction helps to improve products or services by business organizations. There are few important points that are supporting the importance of customer satisfaction in business.

Firstly, customer satisfaction is important in business because maintaining the satisfied customer is cheaper than finding new ones (B. Kadir & Shamsudin, 2019; Salem, Shawtari, Shamsudin, & Hussain, 2016). Satisfied customer will keep repeating on buying or using the products and services by a company (S. Hassan, Shamsudin, & Mustapha, 2019; M.F. Shamsudin, Razak, & Salem, 2018) because they know that the company serve the customers well (Hasim, Shamsudin, Ali, & Shabi, 2018; M.F. Shamsudin, Ali, Ali, & Shabi, 2019). From that, the number of new customers will also increase because of the good feedback that have been given from the satisfied customers (Basha, Mason, Shamsudin, Hussain, & Salem, 2015; Baharudin Kadir, Shamsudin, Nurul, & Mohd, 2020). It will cost the company less especially in the marketing because they do not have to spend more on finding ways to attract customers to buy and use their products or services (Borishade et al., 2018; Chicu, Pàmies, Ryan, & Cross, 2019; Kim, Cho, & Kim, 2019; Rita, Oliveira, & Farisa, 2019). According to (Kotler, 2017)“Obtaining the attention of prospective customers, gaining their interest and converting them costs up to 6 times more than retaining existing customers.” This is why it is important to maintain the existing customers in business because it will keep the business going in a long-term period (Affendy Abu Hassim, Asmat-Nizam, & Mohd Farid Shamsudin, 2016).

Secondly, there is no customers want to be treated badly (Bin et al., 2016; Shabi, Shamsudin, & Matori, 2018). In order to prevent the customer from feeling unsatisfied, good services from the staffs are important (Hamzah & Shamsudin, 2020). Majority of the customers will find a business that serve and treat them good and do not care about the price charged. It is because they will assume that good services are compatible with the price charged (Amoako, Anabila, Asare Effah, & Kumi, 2017; Izogo, 2017; Koutsothanassi, Bouranta, & Psomas, 2017). Business has no problem if they want to increase the price or cost because they know that the customers will look up to them as they provide the best products and services as well (Abdur Rehman et al., 2019; Abu-Alhaija, Raja Yusof, Hashim, & Jaharuddin, 2019; Larsson & Broström, 2019).

As mentioned earlier, customers are one of the sources to the business revenue (Razak & Shamsudin, 2019; M. F. M. F. Shamsudin et al., 2019). Happy and satisfied customers will not look up to other brands or business (Sallaudin Hassan & Shamsudin, 2019). They will also recommend the brands to everyone and the revenue of the business will keep increasing. In order to keep the business going and revenue increasing, they have to keep the customers satisfied by measuring their customers buying pattern from time to time (Abu-Alhaija et al., 2019; Larsson & Broström, 2019; Özkan, Süer, Keser, & Kocakoç, 2019). They have to make sure that the services or products provided will keep the customers stick to their brand or business.

Next, customer satisfaction will help a lot the business to stand out of the competition (Hasim et al., 2018; M.F. Shamsudin et al., 2019). If a customer does not satisfied with the products or services, they will easily switch to other brands and it gives an advantage to other brands to stand out in the market competition (S. Hassan et al., 2019). (S. Hassan et al., 2019; M.F. Shamsudin, Razak, et al., 2018; Mohd Farid Shamsudin, Ali, Wahid, & Nadzri, 2019) concluded that “Although customers won’t love organizations if they give bad service, the competitors will.”

Competitors will wait for organizations to make a wrong actions so that they could stand out in the market and they will improve their marketing strategy in order to attract and gain more customers than the current business does (Chakraborty, 2019; Lee, Goh, & Mohd Noor, 2019; Trudeau H & Shobeiri, 2016). In order to keep the customers satisfied, you have to make sure that you give an excellent products and services to them and know on how to stand out from the other brands (Hamzah, A. A., Shamsudin, 2020; Hamzah & Shamsudin, 2020).

Furthermore, if a customer is satisfied with specific products and services it will give a good impression to the brands and it can avoid the negative thoughts about the said brand (Ilias & Shamsudin, 2020). If a specific brand slightly make a wrong move or mistake and do not satisfy the customer, they are eager to share the bad experience and leave bad reviews than good experiences about the business to everyone (S. Hassan et al., 2019; M.F. Shamsudin, Razak, et al., 2018; Mohd Farid Shamsudin et al., 2019) and it will slowly reduce the brand or business (Hasim et al., 2018; M.F. Shamsudin et al., 2019). Most of the people tend to believe more on the review rather than looking or experiencing using the products or services themselves. In this context, losing one customer could affect the whole business as the existing or new customers will believe on the reviews made by the unsatisfied customer (Anouze & Alamro, 2019; Ramsaran-Fowdar, 2013; Shin & Kim, 2007).

### **Conclusion**

Overall, providing good products and services is important to keep the customer satisfy. Customer satisfaction plays an important role as they help business to run the business smoothly in a longer period of time. Customer satisfaction in getting proper products and services will also result organizations in getting a proper revenue and it can give the business an opportunity to expand worldwide.

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