**The Behavior of the Workers Affecting their Service**

**Performance to the Satisfaction**

**Of a Customer**

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**CHAPTER II**

**REVIEW OF RELATED LITERATURE AND STUDIES**

This chapter provides an overview of related literature and studies of both local and foreign origin. This includes concepts, generalization, findings and conclusions of the previous studies which help the researchers to have familiarity with information relevant to the present study.

**FOREIGN LITERATURE**

According to Lucas (2012) enhancing customer satisfaction as a strategy to retain the customer is a big factor to remain your customers loyal. In an own organization, efforts could be a deciding factor in customer ratings for the quality of service rendered. Building a good relationship in order for you to increased the customer satisfaction is valuable, because it is the key to keeping a business productivity and profitable. As Lucas said, Customer satisfaction has a big factor to keep your customer loyal. Satisfying the customer keeps them buying and praising your business. He also said that the efforts your business shows can be the deciding factor of a customer to rate the quality service of your company. Putting efforts in your business shows how you are determined and how you value and how important your customer to you.

According to Raza et. al. (2012), they measured that service convenience, service consistency and customer need fulfillments is the key to have a positive relationship with their customer satisfaction. When it comes to business, consistency is a must. Service convenience saves their customers time and effort. Making them feel valued and heard by their needs and wants. Service consistency is an expectation of all customers because they want a peaceful and no unpleasant surprises, it creates a strong brand image for your company. Building a good image helps the customers to trust their company. Customer’s feedbacks are very important for the company’s record. It’s the workers job to make customers fulfilled by the service they give.

Kuzak (2012) defines that customer service as satisfying customers, making their business their preferred store. A positive and memorable customer service experience is needed to achieve customer patronage and loyalty. Their vision is to become the ultimate retail store, dedicated to providing excellent customer service, creating an unforgettable experience, and fostering customer loyalty. Giving their customer an unforgettable service experience makes them satisfied and loyal to the business. As the customer didn't forget the good quality service of the company, they will keep coming back and continue retailing with the business.

These foreign literature reviews talks about the efforts, the consistency and a good service experience that the customers receive from the company or workers itself. These behaviors are the key to have a good relationship to the customers and make them satisfied. It says that the efforts is the deciding factor for your customers to rate the quality of your services. According to Raza et. al. (2012) consistency is the expectation of all the customers, consistency is the key to have a good relationship to your customers and make them satisfied. Also mentioned the good service experience is one of the factors to get the customers loyalty and patronage. The customers will keep coming back to the business because they are satisfied on what they've received and experienced. The connections between quality, consumer satisfaction and loyalty are one of the most important things to give to our beloved costumer. Satisfied customers would return to purchase and spread positive word of mouth thus greatly influencing customer loyalty. Also, the customer’s service consistency is a must to keep improving customer loyalty. To create truly consistent customer service requires ensuring that each customer is treated like a loyal, long-time, valued customer, in each and every interaction.

**LOCAL LITERATURE**

According to Marasigan, et al., (2010) in dealing with their customers encouraged the employees to be more consistent in their behavior, their attitude and their performance. One of the factors that affect the customer satisfaction is the employees’ consistency to their behavior and performance. If the employees keep giving their customers a good service quality and a good attitude, their business will make their customers satisfied. As a leader or manager of the company, they need to encourage their employees to be good at their customer in any situation.

According to Lin (2012) It shows how strong the relationship between the ethical salesman behavior, confidence benefits, customer loyalty and customer satisfaction. It also shows that the ethical behavior of the employees/salesman has an effect on satisfying customer and customer pleasure has a directly effect on loyalty to the sales person. It also states that sales person plays a big role in retaining customer loyalty. Salesman behavior has something to do with the customers’ loyalty and satisfaction. Customers observe everything by the salesman, by how they treated them, greeted them or even how they talked to them. If the salesman behaviors satisfy their customer, their customer will be loyal to them because they knew that this company service quality is good. This satisfying feeling that they give to their customers makes their customer loyal to the sales person. That's why it really shows how strong the relationship between the salesman behavior to the customers satisfaction and loyalty.

The local literature studies talks about encouraging they workers to be consistent on showing good behavior in any situation which is a big factor to satisfy the customers. Also it relates to our research because it talks about the performance of the employees and good attitude that can make their customers satisfied. It tells about how they get the customers loyalty. Also showing good behavior is not only the answer to get the satisfaction and loyalty of customers, it says that we can also show it in greeting them and how we treat them, through communicating with them. Getting loyalty and satisfaction of customers is a must for the sake of business.

**SYNTHESIS**

Customer satisfaction is defined how happy the customer are with the business service quality and product quality. It is a key for a business to grow. Practicing and improving the customer satisfaction as your goal has an effect to their loyalty (Lucas, 2012). The more they are satisfied, the higher the chances that they will be loyal and they will keep coming back. It can also affect their feedback; if the customers are highly satisfied their feedback can attract also other customers. Also their experience with the service quality of a company is a great factor to advertise the business. Customers unforgettable good experience makes them loyal and happy (Kuzak, 2012). This experience creates a loyal customer who is willing to refer the business to others. Providing this type of excellent customer service will make your customer think why they always shopped to that business. However, there are a lot of factors to achieve their satisfaction along with their loyalty such as the behavior of the employees and their performance. One of the factors that affect the customer satisfaction is the consistency of employee’s good behavior, attitude and their performance (Marasigan, et al., 2010). Their behavior will be the deciding factor of the customer on what they will feel and if they will be satisfied with the customer service of the company. The consistency of the employees and the service convenience of the business can help them to have a good relationship with the customers. This will show how strong the relationship between the behavior of the employee and the satisfaction of the customer (Lin, 2012).

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