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CUSTOMER SATISFACTION AND ITS DIMENSIONS

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ABSTRACT

The purpose of the research was to offer the simplistic model that can be implemented to provide customer satisfaction. It indicated that product quality, customer services and trust positively affected the customer's satisfaction. The product price affected the customer satisfaction in both negative and positive ways. The research analysis of quantitative and qualitative journals. The lack of quantitative research undermines the generalization level for their search findings. The research allows the provision of a customer satisfaction model that can be implemented in the research of the organization's position.

KEYWORDS: *Low customer satisfaction, product quality, product price, trust and customer services.*

INTRODUCTION

Customer satisfaction has been considered an issue that affects different organizations in need of providing the fast analysis of the customers' demands. The customer satisfaction is considered as the persons feeling of pleasure or allows disappointment through the branding of the customer experience. The buyer can either be a domestic or external client.

The business involves individuals that conduct the purchases of services and products. The customer satisfaction focuses on the quality of products that are offered by the manager in the analysis of the issues of reputation, price, warranty, services, features and performance. The customer satisfaction is an issue that is hard for the organization due to the difficulty in customer satisfaction. The individual who uses the service or

product that is offered by the organization. The satisfaction for the clients provides the opportunity for the different individuals to be able to offer loyalty, market the cooperation to the other customers and creating of the positive word of mouth. The too many surveys and lack of respect for the privacy issues affects the providence of the customer satisfaction. The analysis offers insights with regard to the innovation, entrepreneurship and marketing for the customer satisfaction. The research will provide analysis of the research method that is implemented in the research. The discussion will hub on the examination of the different hypothesis with regard to customer satisfaction. The analysis of the product quality, product price, and trust for customer services will be analyzed with regard to the analysis of the information. The discussion analysis will assess the diverse models and integration

requirements for the complex models, categories, frameworks and processes. The analysis section will assess the explanation and discussions for the results, findings and models. The purpose of the Customer Satisfaction model is to offer simplistic overview of the assessment of the customer’s satisfaction. The research focuses on trust, product quality, pricing and customer services. The reason for the analysis of the customer’s satisfaction is on the need for the attraction of the new customers through the retention of the existing customers.

MEANING

Customer satisfaction, a business term, is a measuring of how products and services supplied by a company or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of balanced scorecard. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firm.

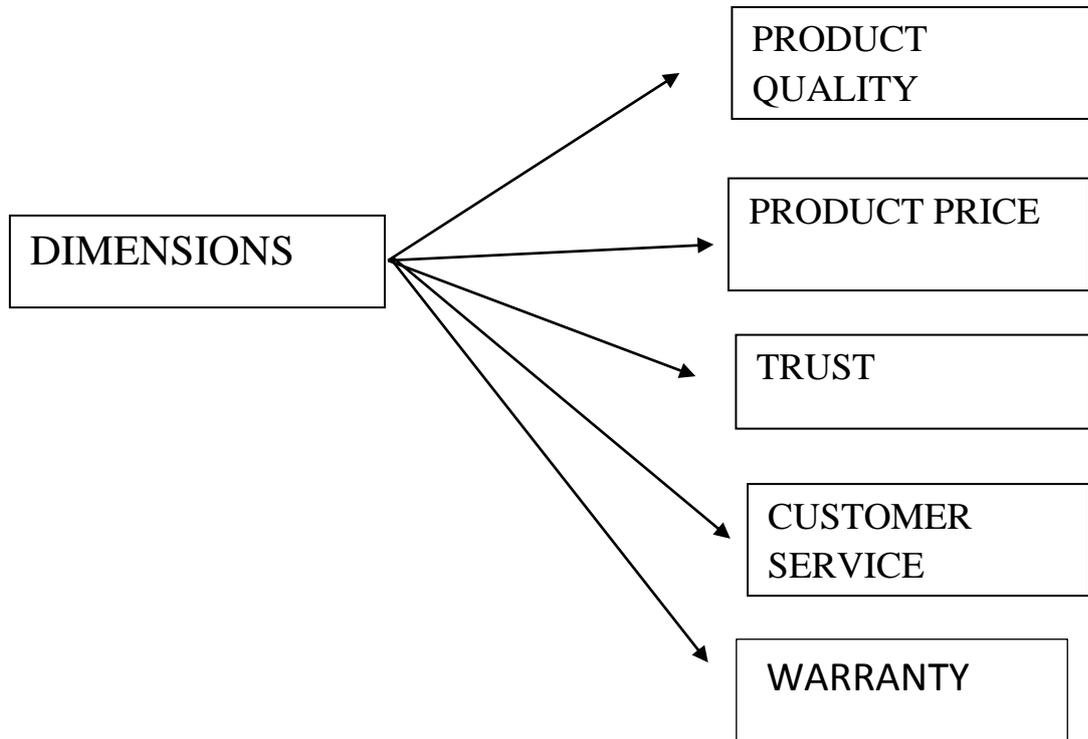
DEFINITION

Customer satisfaction is a term used to describe a scenario when an exchange meets the needs and expectations of its user. It capture the provision of good and services that fulfil the customer expectation in term of quality and service in relation to the price paid. Customer satisfaction, as a business term, can also be used to measure how the supply of products or services surpasses customer expectations.

IMPORTANCE

Many believe that Customer Satisfaction can have a major impact on social problems. Customer satisfaction is important for both customers and businesses. That is why it’s not only focused on providing satisfying web development, itself, but it always trying to improve customer service. The importance of customer satisfaction should never be neglected and are more likely to share your content across the social media.

DIMENSIONS



PRODUCT QUALITY

Product quality is a principal factor established to influence customer satisfaction. Factors that contribute to low product quality include poor materials, incompetent employees and poor materials. Reliable customers, defined as customers who make purchases repeatedly from the organization, are the most fundamental customer. Customers who are satisfied with products they purchase from the organization become reliable customers. Hence, product quality is important for customer satisfaction. Organizations can ensure customer satisfaction by producing high quality products. So, product quality must be renewed with every new purchase. Customer satisfaction and loyalty implies continual improvement of the product quality.

PRODUCT PRICE

The study also establishes that product pricing is an important determinant of customer satisfaction. The principal determinants of poor price levels include high cost of materials and ineffective marketing. Good pricing measures influence the customer satisfaction and loyalty. Customers have a keen interest in keeping the knowledge of prices for the services and products that they frequently purchase. Their knowledge of prices enables them make an assessment of the attractiveness of the promotional information and signals them to increases in prices and enables them to make comparisons among products from different organizations.

TRUST

Trust is a powerful determinant of customer satisfaction. Trust establishes an important bond between the brand and customers. The trust environment also acknowledges the importance of the firm's internal relationships. When your prospects and customers trust you, they are more likely to buy from you. When you have their trust, you can also command a higher price and boost the lifetime value of each customer.

CUSTOMER SERVICE

Customer service is the provision of service to customers before and after a purchase. Customer service plays an important role in an organization's ability to generate income. Customer service is a series of activities to enhance the level of satisfaction. A business can ensure it has satisfied customers in a number of ways. Good customer service is a key. The goal of customer service is to increase customer satisfaction. Customer service is caring for customers and treating them with respect. The goal of every company should be to exceed customer expectations when providing customer service.

WARRANTY

Warranty servicing strategies to improve Customer satisfaction with a purchased product depends on its performance under warranty and during the remainder of its useful life. Warranty has various meanings but generally means a guarantee or promise which provides assurance by one party to the other party that specific facts or conditions are true or will happen.

CONCLUSION

The research study has shown that service, price, quality, warranty and trust play a important role in making customer satisfied. In the increasing competitive market customer satisfaction is essential in all organization. Customer satisfaction will make the loyal customers to the company.

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