



Factors That Affect And Enhance Customer Satisfaction

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ABSTRACT : *This paper focuses on discussing and demonstrating customer satisfaction. It also discusses the important factors that affect customer satisfaction and how customer satisfaction might be Important For business success. This search was carried out using peer reviewed journal articles and books which provided us with information on the subject of Important. There are four main factors which affect and enhance customer satisfaction. For instance, the relationship between product quality and customer satisfaction and explain how the product quality may increase the chance of customer loyalty. In addition, Service quality and clarity how it can very important for customer satisfaction and business success. Also explain if the high quality in products and services is inseparable from benefits related to product/service costs, which do not influence the degree of customer satisfaction associated with service/product safety attributes. Furthermore, price quality and how it can affect the earn shops and companies. Consumer satisfaction can be attained from inherent quality and price of goods/services from the customer needs viewpoint. Finally, marketplace and how Special place can attract the customer attentions. Marketplace and customer satisfaction the competitive nature of marketplaces influences the level of customer satisfaction.*

Keywords: *customer satisfaction; product quality; service quality; marketplace; business*

I. INTRODUCTION

Consumer satisfaction is customers' fulfillment response [1]. Consumer satisfaction is a kind of judgment that a particular service/product feature (price, quality or quantity) gave a gratifying amount of usage-related fulfillment; including various levels of over- or under-fulfillment. In fact, customer satisfaction is an important reason for business success [2]. Notably, satisfaction is a summary state of a psychological process. Mainly satisfaction result at the end of customers' processing activities and not necessarily when services' or products' outcomes are immediately observed [3]. satisfaction is a term used to explain satisfaction [4]. That allows the judgments of the satisfaction provided by products/services with lengthy consumption times as well as rapid judgments of satisfactions resulting from quickly consumed products like candy bars to be a critical distinction for product/service providers [5]. It is possible for customers to provide an interim judgment of satisfaction, as in evident in a case where college students are asked how satisfied they are after a four-year program [6]. In that case, a student might judge satisfaction basing on what she/he has acquired from the four-year program after four years. Particularly, the same psychological process that the student will utilize to determine satisfaction after graduation is also used to generate the interim judgment. As such, it is clear that the process giving rise to the stages of satisfaction like choice, or the satisfaction process is also subject to satisfaction judgment [7].

For instance, in the assessment of consumer satisfaction in a movie context, various stages of the movies can be evaluated to determine the overall consumer experience [8]. The assessment of the movie viewers' satisfaction can be broken down into satisfaction/judgment of the events that happen during consumption including screen viewing, concessions, action, movie length as well as seating comfort or the satisfaction with the overall movie viewing experience that entail excitement, emotional, involvement, entertainment, and enjoyment. In that context, the viewers' satisfaction can also be assessed by how satisfied they are with the level of satisfaction they report [9]. In that context, the movie viewers can judge the elements of the movie events including screen viewing, concessions, action, and movie and seating comfort individually. Collectively, the series of events that occurred in the movie theater constitute consumers' movie experience so that, at the end of the movie, the overall impression of enjoyment, excitement and entertainment can also be evaluated for their satisfaction potential. In that case, the resulting level of satisfaction can be evaluated by how satisfying the satisfaction was. That is done with reference to the level of satisfaction anticipated by the

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customers. As a result, satisfaction can be viewed regarding individual events that result in consumption outcomes and as a collective impression of the events. Also, customers can be dissatisfied or satisfied with the level of satisfaction goods/service provide [10]. Today's customers wish for more satisfaction from their satisfaction; suggesting that the concurrent levels of customer satisfaction can be dissatisfying at higher levels of abstraction [11].

Many factors affect customer satisfaction. Disposition is among the factors that can impact on consumer satisfaction [12]. Specifically, Burns and Bowling argue that perceptual processes are among the mechanisms through which disposition can influence consumer satisfaction. That means that individuals' affective disposition may bias how they perceive a service or product quality [13]. positive affectivity and negative affectivity could affect an individual's perception of product quality such that high positive affectivity consumers are predisposed to perceive favorable product quality whereas high negative affectivity consumers are predisposed to perceive unfavorable product quality [14]. The perceptions of product quality eventually affect consumer satisfaction. Notably, there is a notable relationship between consumer satisfaction and other quality elements like the marketplace, service/product quality, and price quality [15].

Customer satisfaction is central to organizational success [16]. The principal goal of most business organizations is to maximize profits while minimizing costs. As such, organizations can realize profit maximization by increasing sales. In that case, customer satisfaction plays a critical role in increasing sales through repeated buying and consumer loyalty [17]. Notably, the study of the relationship between consumer satisfaction and the quality elements including product/service quality and price quality can aid organization management to increase their sales by enhancing their customer satisfaction [18]. In fact, Customer satisfaction reflects the success of organizations [19]. So this paper will focus on establishing a clear relationship that exists between consumer satisfaction and the quality elements (service/product quality, price quality and marketplace).



Fig. 1. Customer satisfaction analysis

II. RESEARCH METHODS

The study revealed that the product's price did not impact on the total customer satisfaction in any direct way. According to Esaki (2013), information derived from the consumer feedback on the internet included the unsatisfactory feedback for the product's quality mainly, and did not include opinion for product price. The findings imply that prices, as products' assigned properties may not influence or contribute to the total consumer satisfaction of a product quality but it may contribute to sales in a direct way [20]. According to Esaki (2013), developers or organizations may enhance total consumer satisfaction by focusing their financial resources in unique product quality inherent characteristics, which is central to controlling customer satisfaction and sales [20]. In particular, Esaki (2013) argues that product inherent characteristics are contributes to both the price and the total consumer satisfaction of product quality [20]. According to the research findings, product developers and organizations can enhance total consumer satisfaction by optimizing product quality, which will eventually increase sales and profitability. The study suggests that product/service quality play a critical role in customer satisfaction at the expense of price quality.

In a similar research that was conducted by Anderson (1996), the association between consumer price tolerance (willingness to pay) and their satisfaction were investigated. In the research, the Swedish Customer Satisfaction Barometer provided the required data on both price tolerance and consumer satisfaction [21]. According Anderson (1996) the empirical outcome concerning the relationship between price tolerance and consumer satisfaction varied depending on the extent of which the empirical analysis controlled unobserved factors [21]. Notably, the empirical study finds a positive relationship between changes in price tolerance and changes in consumer satisfaction but a negative relationship between the level of price tolerance and the level of customer satisfaction. The findings imply, from an organization perspective, that enhancing consumer satisfaction is likely to reduce price elasticity of demand. Specifically, the Anderson study results suggest that a one percent increase in consumer satisfaction ought to be related to a 0.60 percent reduction in price sensitivity [21]. In that case, organizations considering if to pursue enhancement in consumer satisfaction or to curtail such efforts should put into consideration the financial gains of improving satisfaction as a result of consumers' increased willingness to endure price increments. The study findings also show that greater competitiveness in a certain marketplace/industry is related to low price tolerance and hence, greater price sensitivity. According to

Allenby, greater competitiveness marketplace is also related to high levels of consumer satisfaction. Mainly, articulate that price quality affect the consumers' levels of satisfaction [14]

III. MAIN MODEL OF CUSTOMER SATISFACTION

The customer satisfaction is the important reason for increase the income for companies [2]. Also, there are a lot of factors can improve the customer satisfaction and work to enhanced [22]. The customer satisfaction can improve by many factors such as, price quality [23]. Product quality and service quality and marketplace had strong relationship to the customer satisfaction [24]. Customer satisfaction help business to grow up [25]. Also, Customer satisfaction is an essential factor for economic [3].



Fig. 2. Factors that can affect customer satisfaction.

Fig. 3.

i. Product/Service quality

Quality is one thing customers look for in both services and products. Quality can be defined as the totality of products'/services' attributes that bears on their capabilities to satisfy implied or stated consumer needs [26]. Quality is also related to the value of a product or a service, which could evoke dissatisfaction or satisfaction among users. Service quality can be referred to as the difference between consumer expectations and perceptions of services [27]. There is many of smart companies make many experiment for the products before they sales which is very important way that help the companies to gain customer confidence [28]. In that case, customer satisfaction can be determined by obtaining consumer feedbacks regarding a particular product/service [29]. The concept of product/service quality is challenging to explore because customers tend to perceive quality in different ways [12]. Theories of consumer satisfaction and product quality include discussions of procedures and professional practices intended to enhance the understanding of customer satisfaction and product quality [30]. The production management functionaries ought to put more focus on understanding, measuring and improving material flow as well as production processes to enhance consumers' perception of product quality, hence, their satisfaction [31]. Organizations can produce services and goods in a manner that exceed their customer expectations and flavor or in strict regard to enhanced safety specifications to boost consumer satisfaction and eventually the business' revenue acquisition [32]. As articulated by Müller and Haase (2015), production control is one of the organizational strategies to streamline product quality [33]. That production control regulates/determines schedules coordination besides monitoring and commanding production activities such as material flow in short-term measures with the aim of improving consumer satisfaction while promoting sustainable consumption. One key element of product/service quality is safety. Notably, variations in product/service quality levels make customers diversify their purchasing choices [7]. In many business organizations, it takes resources and time to improve quality. However, regardless of the costs associated with quality improvement, consumers dislike poor quality services/products [34]. Therefore, high quality in products and services is inseparable from benefits related to product/service costs, which do not influence the degree of customer satisfaction associated with service/product safety attributes [35].

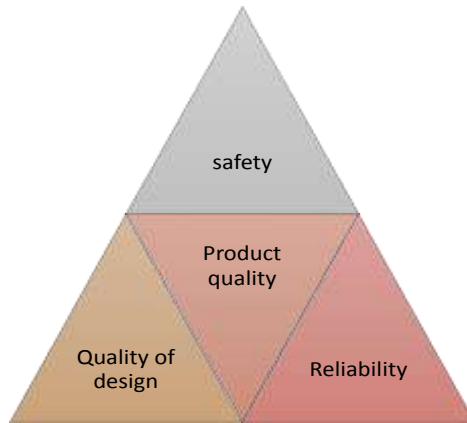


Fig. 4. Some Factors that can affect product quality.
Fig. 5.

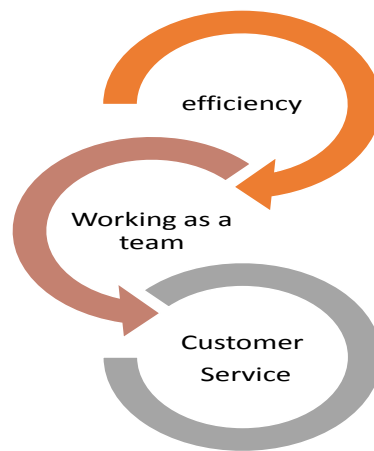


Fig. 6. Some Factors that can affect service quality

Price quality

Customer satisfaction is an important factor for success of businesses organizations [36].The product/service price and consumer satisfaction have significant impact on sales [37] . As such, it is crucial for organization management to establish suitable price for their product/service. Price quality is important for customer satisfaction [9]. A product/service price may be established basing on incurred costs and the consideration of both anticipated profitability and sale [8]. As elaborated by Esaki (2013), consumer satisfaction can be attained from inherent quality and price of goods/services from the customer needs viewpoint. Esaki explains that consumer needs entail requirement of inherent attributes and of product price [20]. In that case, Esaki suggests that product/service developers ought to specify quality requirements basing on the anticipated costs, and the product/service price from the customer needs viewpoint at the design stage [20]. Mainly, charging a price that the consumers consider to be fair aids in the development of customer loyalty and satisfaction [38]. Price quality is a strong factor that affect the business [39].

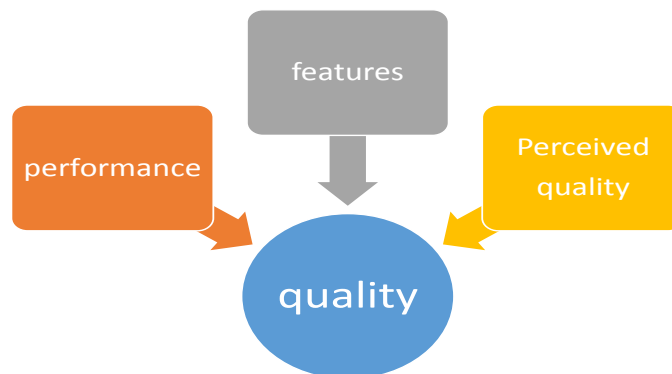


Fig. 7. Product quality dimensions

Market place

Marketplace and customer satisfaction the competitive nature of marketplaces influences the level of customer satisfaction [17]. The market place that found in a Special place can attract the customer attentions [29]. Flight marketplace is smart idea for attract the attention of customers [40]. In many organizations, marketing managers find consumer satisfaction metrics useful in monitoring and managing their businesses [16]. Specifically, in competitive marketplaces where business enterprises compete for consumers, customer satisfaction is perceived as a critical differentiator and a vital element for enhancing business strategy. In such competitive marketplaces, the management of customer satisfaction is often effective [41]. On the contrary, in less-competitive marketplaces, the tendency of unsatisfied consumers is often high because of market monopolies [42].

IV. RESULT AND DISCUSSION

Customer satisfaction is an important factor in business world and it's a reason for business successful [43]. Customer satisfaction can be affected by many reasons such as, product quality, price quality and service quality [44]. In fact, Quality is one thing customers look for in both services and products. Quality can be defined as the totality of products'/services' attributes that bears on their capabilities to satisfy implied or stated consumer needs [45]. The customers learn about Brand quality by many signals. Such as, Price, intensity [46]. The concept of product/service quality is challenging to explore because customers tend to perceive quality in different ways. Theories of consumer satisfaction and product quality include discussions of procedures and professional practices intended to enhance the understanding of customer satisfaction and product quality [24]. In fact, sometimes Customers coming back to buy from the same shop due to the customer service [24]. Marketplace and customer satisfaction the competitive nature of marketplaces influences the level of customer satisfaction. In many organizations, marketing managers find consumer satisfaction metrics useful in monitoring and managing their businesses [47].

Marketplace is more than market, its place for the exchange of cultures [48]. Actually, Marketplace that located in a Special place can attract the customer attentions [49]. As a result, the overall literature review confirms the existence of a significant relationship between consumer satisfaction, price quality, product quality, service quality and marketplace [50]. Product Quality attributes and consumer satisfaction. In a research study to find out the certification of ergonomic quality in design through the clarification of consumer satisfaction for different product categories, a questionnaire survey was utilized to assert the variation of consumer satisfaction in the product categories [51]. The framework of the research questionnaire was designed as a paired comparison method that is based on the Analytical Hierarchy Process. The questionnaire evaluation factors were chosen from Yamaoka's 'Human Design Technology'. The products used in the research methodology were classified into six segments including health appliances, home equipment, daily commodities, cars, information systems and consumer electronics. Specifically, the study's questionnaire had a five-level hierarchical structure where the first and the second levels represented the study's purpose and the product category respectively. The third level was designed to have five evaluation factors including style design, augment ability, usability, safety and validity. Whereas the fourth level entailed detailed evaluation factors, the fifth level represented the incentive rate for the consumers' satisfaction. In the research, sample participants were chosen as customers who request high quality in design. The survey process involved an investigator visiting every participant and explaining the aim of the survey before giving the questionnaires. The survey obtained about 133 samples, in which weight for each evaluation factor was determined and the priority of factors clarified. The customer satisfaction differences were discussed basing on the evaluation factors with high priorities. The order of factors was found to vary across product categories [51]. Usability was found to be the most vital factor for the product categories of information systems, daily commodities and consumer electronics while safety was established to be crucial for health appliances, home equipment and car. Comparatively, whereas the weight of safety was significantly high for car product category, it was relatively small for information system product category. In terms of incentive rate of satisfaction, the survey found that the actual user test by public institutes had the highest rate for all product categories.

The second highest incentive rate was the certification that was in accordance to the design process standard initiated by authorities. Mochimaru. (2012) noted that product quality factors can either be ordinary or attractive. The ordinary quality induces customers to purchase [51]. The survey found that whereas ordinary product qualities like safety were required for home equipment, daily commodities and consumer electronics, the attractive quality such as pleasant in utility were necessary for the health appliance product category. The survey also established that attractive qualities were highly required for the information systems product category. Out of six product categories, it was found that four product categories had independent evaluation factors that were connected to four aspects of human functioning in daily living [51]. Hence, it was clarified that consumer satisfaction was different in the four categories and therefore the certification of ergonomic quality ought to concern the customer satisfaction differences. In that case, the certification should cover not only the

attractive quality but also the ordinary product quality. According to Mochimaru (2012), the certification of ergonomic quality can be a customer attractor when it is established by public institutions like ISO or IEA and not private companies [51]. Mochimaru survey findings reveal that product quality is more influential to consumer satisfaction and buying behavior when certified by public institutions than when certified by private authorities. That means that business organizations should not only adhere to consumer quality standards but they should also ensure that their products quality aspects including safety, validity and usability are certified by the relevant public authorities to augment significant consumer satisfaction/loyalty. In my opinion, I concur with the survey's findings on the fact that consumers tend to trust or exhibit satisfaction when using products whose quality elements are certified by public authorities. Service quality and consumer satisfaction Another study conducted by Gounaris, Dimitriadis and Stathakopoulos (2010) aimed at examining the impact of satisfaction and service quality on three customer behavior intentions namely purchase intention, word-of-mouth as well as web site revisit in the internet shopping context [52].

The research study used a database of one of the leading Internet providers in Greece to randomly generate a sample of about 1,052 online shoppers. Out of the 1,052 generated samples, 240 online interviews were conducted, which had a 24 percent response rate. The interview responses from the online interviews were analyzed by comparing three rival models utilizing the structural equations modeling [52]. Notably, the prevailed model established that e-service quality had a positive influence on

E-satisfaction. The e-service quality was also found to influence, both indirectly and directly through e-satisfaction, the customers' behavioral characteristics including site revisit, repeat purchase and word-of-mouth communication. The findings confirmed the hypotheses that quality is a strong satisfaction antecedent and that consumer emotional responses are preceded by cognitive evaluations. Nonetheless, the research study had a several limitations including the fact that the results outlined the significance of the interaction experience basing on e-shopping 'perceived quality'. Besides, the findings outline the critical influence of the four crucial e-service quality drivers on the whole buying cycle, including post-purchase behavior, hence, confirming existing proof in both on- and off-line context [52]. There is some research implication As such, the study findings suggest that the quality of the service encounter incidents on online business platforms play a central role in consumer satisfaction and behavior [53]. In that case, digital, business practitioners ought to carefully consider their online platforms' attributes. They should make their websites easy to navigate and use to improve the quality of their consumer experience [54]. The practitioners should also place extra emphasis on the provision of uncluttered, fast and accurate information via their websites with an aim of enhancing service quality and customer satisfaction. Mainly, e-shopping and other online business platform ought to customize their service encounter incidents in regard to consumer requirements/needs to enhance satisfaction in a significant way. Price quality and Consumer satisfaction In a certain study to ascertain whether consumer satisfaction depend on the price and the inherent quality attributes of a product, Esaki (2013) used several data collection and analysis techniques to come up with results.

The study began by collecting consumer feedbacks that were posted on a website where consumers who bought personal computer-related products happened to post their reviews. The posted customer reviews/complaints were then categorized basing on six quality attributes namely maintainability, usability, reliability, portability, efficiency and functionality [20]. The research study then used questionnaires to obtain the weights of individual quality attributes to find out the importance of each quality attribute to the consumers. The obtained weights were then applied to the six quality attributes and the level of consumer satisfaction for individual quality attribute was quantified [20]. The study then determined the observed consumer satisfaction by utilizing consumer satisfaction of the six individual quality attributes. The second part of the study entailed collecting the price of individual product and inherent characteristics of the target products including drive time, CPU, weight of the body, HDD capacity among others [20]. The study then performed correlation analyses [20]. Of the inherent attributes and the degree of price of the computer products to confirm if the attributes are mutually independent or not [20]. The study developed a model that predicted the extent of total consumer satisfaction of the target computer products from the products' inherent attributes and the degree of price. In that case, the study performed multiple regression analyses to assign the degree of observed total consumer satisfaction to the objective variable and the inherent attributes as well as the price of the product to the explanatory variables [20]. Eventually, the probability of whether the extent of observed total consumer satisfaction of the product could be obtained from the target product's inherent attributes and degree of price during the system design stage was then verified [20].

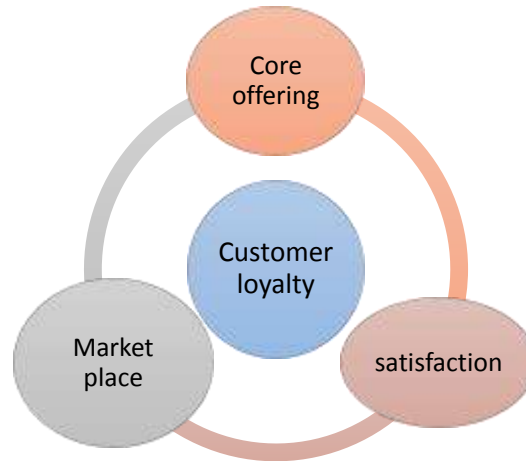


Fig. 8. Factors that led to customer loyalty

V. CONTRIBUTION AND NEW INSIGHT

Customer satisfaction is a measure of how products and services offered by the company to achieve customer expectations [55]. Measuring customer satisfaction over the success of the organization in providing products and services to the market index [56]. Product quality an important reason for customer satisfaction [15]. Many factors influenced the spread of the product and its success. But one of the important factors is the product value [57] In the survey conducted by Wheatley & Chiu (1977), the relationship between product qualities attributes and consumer satisfaction is evident [58]. According to the Kumar findings, it is clear that the consumer satisfaction weight on various products' quality attributes varies significantly. As such, the research findings suggest that product developers or organizations should focus on gathering feedback from consumers regarding what product attributes they consider critical to their satisfaction, then certify the quality attributes via a public authority such as IEA or ISO. Notably, the research findings clarify that consumers tend to be more satisfied when products' quality attributes are certified by public authorities than when they are satisfied by private authorities. In that case, Kumar's study insist that the certification process should cover both ordinary and attractive product qualities.in fact, product developers and businesses should not only focus on fulfilling consumer quality standards, but they should also ensure that their products' quality attributes such as validity, safety and usability are certified by public authorities that are familiar to the customers to boost consumer satisfaction significantly [23].

In a similar research conducted by Gounaris, Dimitriadis, and Stathakopoulos (2010), it was established that service quality had a positive implication on customer satisfaction [52]. Despite the fact that the online research study was based on the sampled consumers' 'perceived quality,' the study outcomes confirmed the hypotheses that service quality was a strong satisfaction antecedent. Gounaris, Dimitriadis, and Stathakopoulos study outcome imply that e-service developers and other online service providers should streamline their service encounter incidents with reference to consumer needs to boost consumer satisfaction. In that case, the service providers should prompt the users about service incident that they consider important to come up with comprehensive service quality improvement strategies. Also, the Companies must be Greater focus to ensure customer satisfaction [13].Customer satisfaction is the most important factors that characterize companies [59]. Customer satisfaction for a certain organization can attract other customers [17]. In Esaki's research study, it was established that the product price did not interfere with consumers' satisfaction of the sample product. Esaki's research suggests that product prices may not affect consumers' total satisfaction of product qualities, but it may influence sales directly [20]. The study findings also imply that service/product quality play a crucial role in augmenting consumer satisfaction, unlike the price quality. Product quality enhances total consumer satisfaction. Therefore, Esaki suggests that business organizations can focus their financial resources on boosting unique product quality characteristics at the expense of enhancing price quality. Nonetheless, the empirical study by Anderson (1996) suggests that there is a substantial relationship between price quality and consumer satisfaction [21]. According to Rao (2005), whereas there is a positive link between price tolerance changes and changes in customer satisfaction, there is a negative relationship between the price tolerance level and the level of consumer satisfaction [60]. Anderson study implies that the enhancement of customer satisfaction by organizations is likely to reduce price elasticity of product demand. Particularly, Anderson articulates that about 0.06 percent reduction in products'/services' price sensitivity translates to about one percent increment in consumer satisfaction [21]. Notably, whereas Esaki's study suggests that price quality has insignificant influence on consumer satisfaction, Anderson's study emphasizes that price quality affects consumer satisfaction. I concur with Anderson's findings because Esaki's research study did not include opinion

for product price while collecting feedback/data from sample users. Anderson also reveals the relationship between customer satisfaction and marketplace by asserting that greater competitiveness marketplace is also related to high levels of consumer satisfaction [21]. As a result, the overall literature review confirms the existence of a significant relationship between consumer satisfaction, price quality, product quality, service quality and marketplace [40].

VI. CONCLUSION

In conclusions, customer satisfaction is commercial term, is a measure of how products and services offered by the company to achieve or exceed customer expectations. Or as defined by Oliver (2014), a kind of judgment that a particular service/product feature (price, quality or quantity) gave a gratifying amount of usage-related fulfillment; including various levels of over- or under-fulfillment [1]. Notably, satisfaction is a summary state of a psychological process. Customer satisfaction can be affected by many factors such as, product, price service quality and marketplace. In fact, Quality is one thing customers look for in both services and products. Quality can be defined as the totality of products'/services' attributes that bears on their capabilities to satisfy implied or stated consumer needs. The concept of product/service quality is challenging to explore because customers tend to perceive quality in different ways. Theories of consumer satisfaction and product quality include discussions of procedures and professional practices intended to enhance the understanding of customer satisfaction and product quality. . Marketplace and customer satisfaction the competitive nature of marketplaces influences the level of customer satisfaction. In many organizations, marketing managers find consumer satisfaction metrics useful in monitoring and managing their businesses. As a result, the overall literature review confirms the existence of a significant relationship between consumer satisfaction, price quality, product quality, service quality and marketplace.

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