

Factors Affecting Consumer Satisfaction

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Abstract

This study presents a literature review of the factors influencing consumer satisfaction. Consumer satisfaction results from the accumulation of consumers and consumers where there is an assessment of the unique features of the product or service that are by consumer expectations. Satisfying consumer needs is the desire of every company. In addition to being an essential factor for the company's survival, satisfying consumer needs can increase competitive advantage. The importance of studying consumer satisfaction has been widely expressed in previous studies. The study revealed many factors influencing consumer satisfaction, such as product quality, service quality, price, warranty, and emotional and perceived security. The research method uses a systematic literature review. Research data was obtained through an internet search regarding consumer satisfaction journals with the criteria for articles used, namely those published in the last 5 years, from 2019 to 2024. Article searches through the Researchgate database, Google Scholar and Google Search were done using the keywords satisfaction, consumers, and customers. The number of journals analyzed was 11 journals. Data is used to identify and analyze factors that influence consumer satisfaction. The results of this study conclude that several factors affect consumer satisfaction, including duct quality, service quality, price, warranty, emotion, and perception of security.

Keywords: Satisfaction; Consumer; Customer.

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INTRODUCTION

In an increasingly competitive industrial world, business people are required to think creatively and innovatively when developing and maintaining their businesses. Many new companies are emerging, but not a few have failed to survive in a short time. One main factor influencing a business's sustainability is its ability to understand consumers' needs and desires.(Maimunah, 2019; Setiadi Nugroho, 2003; Swasta & Handoko, 2014).

Consumers as individuals have needs that continue to grow along with changing times. Technological developments, market trends, economic conditions, culture, and lifestyles influence their consumption patterns. Therefore, companies must be able to adapt quickly to meet customer expectations and remain relevant in the market. In this case, an effective marketing strategy is needed so that companies can attract attention and maintain consumer loyalty.

According to Nugraha et al.(Nugrahalia et al., 2021), the success of marketing activities is highly dependent on understanding consumer behavior. Consumer behavior reflects how individuals decide to choose, buy, use, and evaluate a product or service. By understanding the factors that influence consumer decisions, companies can develop more effective and efficient marketing strategies (Dinawan et al., 2010; Lubis et al., 2021; Nasution, 2023).

In addition, good marketing is not just about offering products but also about building long-term relationships with customers. Companies must be able to provide added value, improve customer experience, and create strong brand awareness. With the right approach, companies can achieve sales targets, maintain their position in the market, and better face competition.

For companies, customers are very valuable assets because they are individuals who buy and use the products or services offered.(Kusuma, 2018; Normasari et al., 2013; Rifa'i, 2019). Customer satisfaction is a significant factor in maintaining business continuity because satisfied customers make repeat purchases and even recommend products or services to others. This satisfaction occurs when customers compare their experience using a product or service with their previous expectations. If the expertise matches or exceeds expectations, satisfaction will be achieved.

Satisfying consumer needs is not only the company's primary goal but also the key to increasing competitiveness in the market. In tight business competition, companies must be able to provide more value to customers so that they remain loyal. Satisfied consumers will not only return to buy the same product but also have the potential to become loyal customers who indirectly help marketing through word-of-mouth recommendations. Therefore, understanding the factors that influence customer satisfaction is paramount.

According to Indrasari(2019), several factors influence consumer perception and expectations when making a purchase. These factors include perceived needs and desires, past experiences consuming certain products or services, experiences of others such as friends or family, and the influence of advertising that shapes customer expectations.

Previous studies also show that several aspects influence consumer satisfaction. Research from Apriasty & Simbolon(2022)shows that product quality significantly influences customer satisfaction. Products with good quality, such as more extended durability, superior materials, and features that suit customer needs, tend to increase user satisfaction. When customers feel that the product they purchased meets or exceeds their expectations, they are more likely to repeat purchases and recommend the product to others. This aligns with research published by GreenPub, which states that high product quality contributes to customer loyalty and a positive brand image.

Research from Catur Sukma & Murwanto(2023)shows that the service provided by a company also plays a vital role in determining the level of customer satisfaction. Aspects such as staff friendliness, speed of service, and the ability to resolve customer issues well all contribute to a positive customer experience. According to research published in the journal of the University of Semarang (USM), fast and accurate service will increase customer trust and satisfaction. Customers who receive services that meet their expectations are more likely to have a long-term relationship with the company and provide positive reviews that can influence other potential customers.



Understanding the factors influencing customer satisfaction can help companies design more effective marketing strategies. Focusing on improving product quality, excellent customer service, competitive pricing, and the right promotional strategy can help companies retain existing customers while attracting new ones. This will ultimately contribute to sustainable business growth.

The author takes the title "Consumer Satisfaction" through the presentation. This study presents a literature review of the factors influencing consumer satisfaction. The results of this study are expected to provide information and references to improve the quality of the company to achieve consumer satisfaction. The limitations used in this writing are only based on literature research through several literature reviews that are relevant to the title taken in this study.

RESEARCH METHODS

In this study, meta-analysis is used as a research method to determine the extent of influence by using a model/method/strategy of implementing research by analyzing previous studies. Meta-analysis is a research method that utilizes the process of analyzing empirical data from previous studies. The research method uses a systematic literature review. A systematic literature review is one method that uses a review of evaluation, review, categorization, structure, classification, and evidence-based data that has been obtained previously.

Research data was obtained through internet searches regarding consumer satisfaction journals with the criteria for articles used, namely those published in the last 5 years, from 2019 to 2024. Article searches through the Researchgate database, Google Scholar and Google Search were done using the keywords satisfaction, consumers, and customers. The number of journals analyzed was 11 journals. Data is used to identify and analyze factors that influence consumer satisfaction.

Data analysis is done when all data is collected, which will be found related to the research results. The following are the stages of data analysis that are carried out:

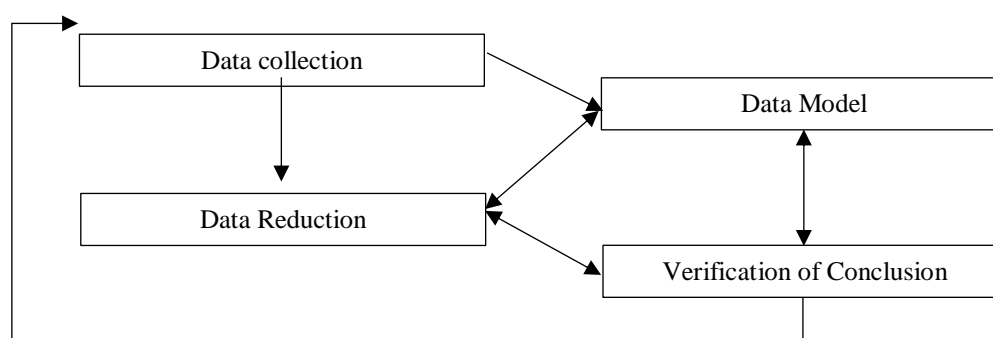


Figure 1. Data Analysis Techniques

RESULTS AND DISCUSSION

Based on the literature review, consumer satisfaction is essential in the business world that determines a company's sustainability. This satisfaction arises from the experience consumers gain in using products or services, which becomes the basis for assessing the quality and specialties offered. Irawan (2008) stated that consumer satisfaction is the result of the accumulation of individual experiences in using products and services. This shows that satisfaction is not just a momentary response but is the result of several interactions that continue to be repeated between consumers and companies.

Creating customer value through consumer satisfaction provides several benefits for the company. As Sasongko(2021) expressed, customer satisfaction can create a harmonious relationship between a company and its consumers, ultimately driving customer loyalty. In addition, satisfied customers tend to recommend products or services to others, creating a very beneficial word-of-mouth marketing effect. Thus, the company can attract more new customers while retaining old customers, thereby increasing its competitiveness in the market.

One of the main factors that influences consumer satisfaction is product quality. Research conducted by Heatubun and Manduapessy (Heatubun & RL Manduapessy, 2023) shows that the higher the quality of a product, the greater the level of satisfaction felt by customers. Conversely, a decrease in product quality can cause dissatisfaction, which leads to consumers switching to other brands or providers.

Companies that understand the importance of product quality do not only focus on the physical aspects but also the benefits provided to consumers. Companies can increase customer satisfaction and loyalty by offering high-quality products that meet or exceed customer expectations. Ultimately, this will positively impact growing sales and business sustainability amidst increasingly tight market competition.

In addition to product quality, service quality greatly influences customer satisfaction. These factors significantly affect the level of customer satisfaction. Customer satisfaction can decrease when a company does not respond quickly to customer requests or complaints. In addition, poor communication between employees and customers can also cause misunderstandings that lead to customer dissatisfaction.

Research conducted by Sidanta et al. (2022) also showed that service quality has a significant effect on customer satisfaction. Customers tend to be more satisfied if they receive fast, professional service and have several communication accesses, such as via email, telephone, or chat. The ease of interacting with customer service makes consumers feel more appreciated and cared for, which ultimately increases their loyalty to the company.

In line with this, research conducted by Himawan et al. (2004) confirms that good communication, both directly and through online media, significantly impacts customer satisfaction. Friendly, clear, and transparent interactions can increase customer trust in the company. Furthermore, Heatubun & Manduapessy's research (2023) also found that other factors of service quality that influence consumer satisfaction include the timeliness of service completion according to the agreement, the friendliness of staff in serving customers, and the delivery of accurate and easy-to-understand information.

From these several studies, it can be concluded that customer satisfaction depends not only on product quality but also on the quality of service the company provides. By ensuring optimal service and building good communication with customers, companies can create positive experiences that encourage customer loyalty and increase competitiveness in the market.

In addition to product quality and service, price is essential in determining customer satisfaction. In a study conducted by Heatubun and Manduapessy (2023), it was found that the price offered can affect the level of consumer satisfaction. Consumers feel more satisfied when the price given is considered reasonable and comparable to the quality of the product or service they receive. In addition, specific promos or discounts can also increase customer satisfaction because customers feel they get more value from their purchases.

Another study conducted by Woen & Santoso (2023) also shows that the more reasonable the price of a product, the more customer satisfaction will increase. Some consumers are susceptible to price, so they tend to feel dissatisfied if the price does not match their expectations. However, if the cost of the product is considered reasonable and the quality provided, consumers are more likely to make a return purchase. This is especially true in the food and beverage industry, where competitive prices and good taste quality can increase customer loyalty.

In addition to price, another factor that determines consumer satisfaction is warranty. In a study conducted by Heatubun & Manduapessy (2023), it was found that a warranty provides a sense of security for consumers when making purchases. The warranty provided, such as free repair services or product replacement in the event of damage, can increase consumer trust in the company. This is also supported by research by Suharno et al. (2018), which states that warranties can reduce buyers' risk perception and be an effective marketing strategy to attract more customers.

Overall, customer satisfaction does not depend on just one factor but rather a combination of product quality, service, price, and warranty. Companies that can understand and manage these

factors well will have a greater chance of retaining customers, increasing loyalty, and winning the competition in the market.

In addition to product quality, service, price, and warranty, brand image plays a vital role in consumer satisfaction. Indrasari (2019) stated that consumers feel proud and more confident when using products with a particular brand, especially if the brand has a good reputation in society. The satisfaction obtained comes from product quality and the social values inherent in the brand. The results of Sukma & Murwanto's research(2023) show that brand image significantly influences customer satisfaction. Products that can maintain their positive image in the eyes of consumers will be more easily remembered and trusted than competing products.

Another study by Zack (2023)also proves that brand and corporate image are closely related to customer satisfaction. Consumers tend to be more loyal to brands they already know and trust, even if competing products have similar specifications. Therefore, building and maintaining a positive brand image is an essential strategy for companies to increase customer satisfaction and strengthen their position in the market.

In addition to brand image, another factor that influences consumer satisfaction is the perception of security. In the increasingly developing digital business world, consumers are more concerned about the security of their services. Research conducted by Sidantaet al.(Sidanta et al., 2022)revealed that consumers are more satisfied when they feel safe in their transactions, especially regarding personal data protection. This is reinforced by research by Suryani & Koranti(2024), which states that the better the perception of security in a service, the higher the level of customer satisfaction.

Furthermore, Prosecutor et al.(2023)found that consumer trust increases as security in online transactions increases. Consumers choose platforms or services offering strong security systems, such as data encryption, personal information protection, and transparent privacy policies. By implementing high-security standards, companies protect customer data, build trust, and increase customer loyalty.

In conclusion, customer satisfaction is influenced not only by product quality and price but also by other factors such as brand image and perceived security. Companies that can maintain their brand reputation and ensure the security of customer transactions will have a greater chance of winning the hearts of consumers and maintaining their loyalty in the long term.

CONCLUSION

Based on various studies that have been reviewed, consumer satisfaction is influenced by various factors, including product quality, service quality, price, warranty, brand image, and security perception. Companies that can maintain the quality of their products, provide good service, and offer reasonable prices will find it easier to increase customer satisfaction and encourage their loyalty.

In addition, a strong brand image plays a vital role in shaping consumers' positive perceptions of a product or company. Consumers tend to be more satisfied and loyal to brands with a good reputation and high social value. Meanwhile, service security is also a crucial factor in the increasingly developing digital era. Consumers prefer platforms or services that can protect their data and transactions.

Understanding the factors that influence customer satisfaction can help companies develop more effective marketing and business strategies. Improving product and service quality, setting competitive prices, building a positive brand image, and ensuring transaction security are steps that can be taken to retain customers and strengthen competitiveness in the market. Ultimately, high customer satisfaction will provide long-term benefits for the company in terms of increased sales and ongoing customer loyalty.

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