

MEASURING CUSTOMER SATISFACTION: A LITERATURE REVIEW

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ABSTRACT

Customer satisfaction is interesting to study because it is one of the most important factors for businesses to increase their income. This research examined earlier research on customer satisfaction. This research focused on collecting information from references in international articles and summarizing it to find the dominant point in the research that had been conducted earlier. The reviewed data were from Elsevier and Emerald Publishers. In total, 55 articles were reviewed. The purpose of this research was to know which model was dominantly used in the reviewed articles, which software had aided researchers in the past, and which software was predominantly used. This research could assist researchers and businessmen in doing research that focuses on customer satisfaction, thus helping them obtain the desired references to examine customer satisfaction.

Keywords: *Consumer Satisfaction, Customer Satisfaction*

INTRODUCTION

Today in a market-focused business environment it can be stated that the question of how to satisfy customers is of primary interest in most companies in all businesses (Ngo, 2018). Research contributions related to customer satisfaction are needed for business people to assist their companies in conducting evaluations to improve their business. Therefore, understanding the dimensions of customer satisfaction and looking for references to research models that are widely used, along with software that is predominantly used by previous researchers is one part that helps to conduct research in measuring customer satisfaction.

In past research (Cheng et al., 2019) Customers have become a popular subject for research because customer responses determine long-term customer relationships, which can further lead to business sustainability (Anderson et al., 2004; Fornell et al., 1996; Hackl and Westlund, 2000). Customer satisfaction and loyalty are one of the key determinants of successful implementation of the market concept (Cheng et al., 2019).

According to Oliver (1999) there must be other factors besides customer satisfaction that shape customer loyalty and retention such as personal determinism and social factors. But, satisfaction is a necessary step in the formation of loyalty (Ngo, 2018).

Because of the importance of measuring customer satisfaction in the scope of business, with that I as a researcher am interested in collecting

literature review studies of previous research that discusses customer satisfaction. The collection of information is certainly in order to contribute to the business field to be able to understand what is contained in previous research that is predominantly used in measuring customer satisfaction. Researchers want to discuss more deeply the important information contained in previous research and summarize it. The main objective in this study is to review and provide conceptual foundations and provide an understanding of the methodology used in measuring customer satisfaction. The methodology in question is what model is dominant in used by previous research, what software is widely used first, and from collecting previous research that researchers collect research conducted in any country. In addition, researchers try to get as much information as possible from previous research in various countries, so researchers will analyze the literature review of previous research, especially in international articles.

RESEARCH METHODOLOGY

Agenda

The agenda of this research is about the methodology used to measure customer satisfaction. The key to the search is to find previous articles or research related to the research agenda. The main objective of this study is to determine the most popular or most widely used methodology to measure customer satisfaction

proposed and applied in the research practice conducted.

Literature Search Criteria

In the search for relevant articles, the search will consist of journal articles with peer review, publisher, conference proceedings and other relevant works. Literature search is done using the Publish or Perish application with the keywords Customer Satisfaction and Consumer satisfaction. The search is carried out through the Publish or Perish application to obtain international article data in the Scopus, Science Direct, and Emerald Data Bases. Search criteria for the publication period from 2018 to 2021.

Literature Search Procedure

The initial search of researchers obtained a total of 200 articles on Scopus, due to the limitations of the Publish or Perish application can only obtain data bases from Scopus and Science

Direct with a total of 200 articles. Then, researchers tried to find more international articles about customer satisfaction through the Publish or Perish application to get a data base of previous international research articles in Emerald, found 30 articles. From a total of 230 international articles about customer satisfaction that researchers got, researchers took 55 articles to review and summarize. Thus, the data used in the literature review of this study were as many as 55 international articles from Elsevier and Emerald.

RESULTS OF RESEARCH AND DISCUSSION

ANALYSIS

Literature search from Elsevier and Emerald Publishers where there are a total of 55 international articles.

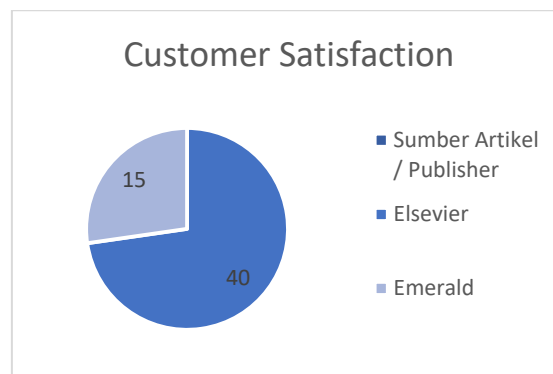


Figure 1: International Article Source Source: Processed Researcher, 2022

From figure 1, you can see the articles obtained by researchers with a total of 55 international articles, customer satisfaction, 15 articles from Emerald Publisher, and 40 articles from Elsevier Publisher. When choosing articles that want to be reviewed, researchers have difficulty when they want to find

or download the research data base, because not all articles can be found for free or easily. So, researchers can only get 55 articles that researchers can find information and researchers summarize important things in it.

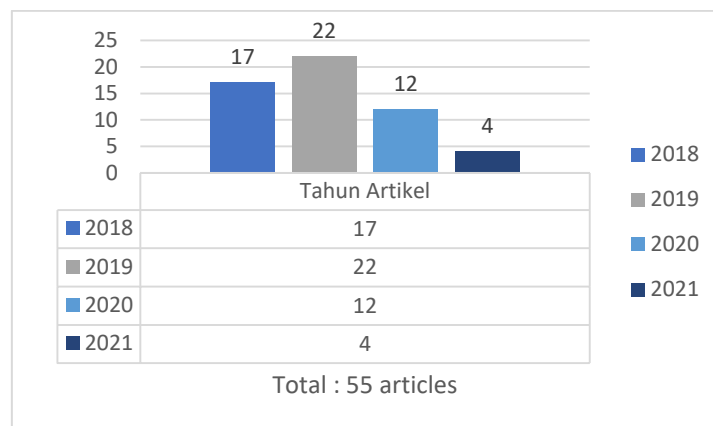


Figure 2: Period of Research collected. Source: Processed Researchers, 2022

The period of articles about customer satisfaction collected by researchers in obtaining international articles from Publisher Elsevier and Publisher Emerald started from 2018 to 2021. It can be seen in figure 2, from a total of 55 international articles that the researchers reviewed found 17 articles conducted in 2018, 22 international articles in 2019, 12 articles in 2020 and 4 international articles in 2021.

Of the total 55 international articles found by researchers, the most was done in Korea which was as many as 6 articles, then followed by the United States and Turkey which were as many as 5 articles in each country. In addition, there are 4 articles from Spain and there are 3 articles from each of China, Malaysia, Pakistan, and Portugal. Moreover, there is 1 article in each other country. For more details, you can see Graphic Image 3.



Figure 3: Research sites from various countries

Source: Processed Researcher, 2022

In addition to graphic image 3, researchers also attach Map 4 images that describe the source

location of research conducted by researchers from various international countries.



Figure 4: Map of research locations from different countries

Source: Processed Researcher, 2022

From figure 4 which illustrates the location map of research conducted by previous researchers from the period of 2018 to 2021 which starts from the lowest number of articles 1 to the highest number of articles, namely 6 articles.

In the Map there are distinguishing colors. The bright white color indicates that the origin of the research article in the country is low and the stronger blue color indicates that there are more articles in the region or country up to 6 articles.

From the white color which includes bright colors indicate that the article comes from African countries, Saudi Arabia, Brazil, Dhaka, Ghana, England, Iraq, Iran, Israel, Germany, France, Rhoma, Vietnam, Jordan and Greece. The stronger blue color comes from the United States, China, Korea, Spain, Turkey, India, Indonesia, Malaysia, Pakistan, Portugal, Spain, the Arab Emerald Union, to the whole world.

In addition to collecting information about the place of research conducted by previous

researchers from articles that have been reviewed, researchers also collect research models that are dominant in previous articles. Researchers found in international articles conducted by the study there

were SEM / PLS Models, Multiple Regression, CB-SEM, LSA, Study Literature Review (SLR) and SICM.

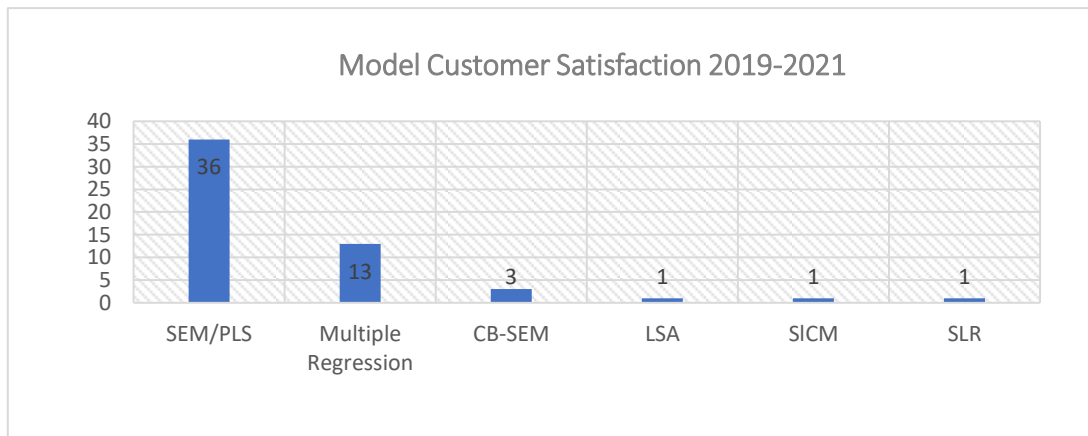


Figure 5: The Dominant Model used by previous researchers on Customer Satisfaction.
Source: Processed by researchers, 2022

From figure 5 can be seen 55 international articles that researchers review using the SEM / PLS Model as many as 36 articles, Multiple Regression 13 articles, CB-SEM 3 articles and 1 article in

SLR, LSA and SICM Models. Thus, it can be concluded that the dominant model was found in 55 international articles reviewed using the SEM / PLS Model, which is as many as 36 articles.

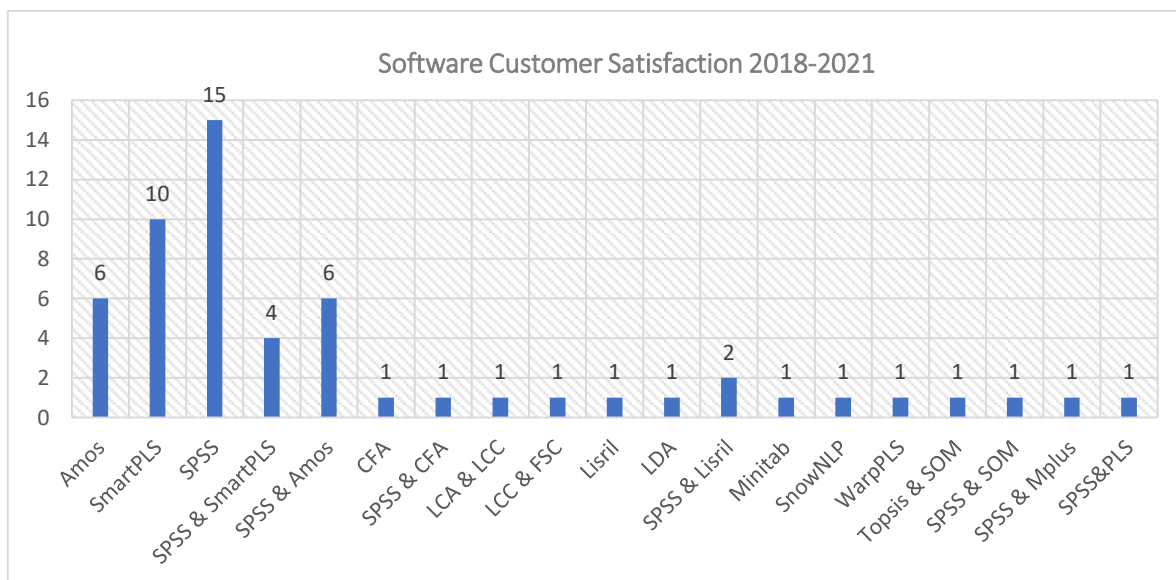


Figure 6: Software graph used by previous research on Customer Satisfaction from 2018 to 2021
Source: Processed Research, 2022

In figure 6, you can see a graph of the summary of software used by previous researchers whose research was conducted from 2018 to 2021. From the graph, it can be seen that the most widely used software is SPSS in analyzing data, which is in the number of 15 articles. In the second most position, besides SPSS, researchers use SmartPLS as software when processing data, and then in addition to SmartPLS software, researchers also use Amos and also 2 software at the same time,

namely Amos and SPSS. From previous research, there were also 4 articles that used SPSS Software and SmartPLS in processing and analyzing data. Furthermore, it was found that every CFA, SPSS & CFA, LCA & LCC, Lisril, LDA, Minitab, SnowNLP, WarpPLS, Topsis & SOM, SPSS & SOM, SPSS & Mplus, and SPSS & PLS software was used by previous researchers with not too much or not too dominant.

Achieving customer satisfaction in business-to-business regulations is still an interest whose level is increasing every year (Robert G. Cooper, 1976). Researchers also found important points contained in previous studies (Nguyen et al., 2018) which in the study cites quotes about measuring customer satisfaction. According to Murambi and Bwisa (2014), Measuring customer satisfaction can be seen as an attempt to gauge human feelings, and therefore it is sometimes very difficult for many researchers to do so. It is important to note that "measuring customer satisfaction provides an indication of how an organization performs or provides a product or service" (Manani et al., 2013, p. 192). Specifically, NBRI (2015) proposes possible dimensions that one can use in measuring customers such as: price, quality of service, speed of service, trust in employees, other types of services needed, complaints, position in the mind of the client and proximity. from the relationship between the customer and the company.

CONCLUSION

Customer satisfaction is an important part of business. Besides being able to help business people to evaluate their company, it can also support their company's performance to increase company revenue. This research collected 55 international articles from various countries. In the discussion of this study, it was also found that the dominant model carried out by previous researchers in measuring customer satisfaction was using the SEM / PLS Model. In addition, of the 55 articles reviewed, the dominant articles were carried out in Korea, the United States and Turkey. The article collection period is collected from 2018 to 2021.

After reviewing and collecting data that summarizes the important points that researchers get from previous articles, researchers can conclude that a lot of information can be found from the article, from the country where the research is conducted, the model used, the software that helps researchers in processing data and so on. This study reviewed only 55 international articles from Publisher Elsevier and Publisher Emerald and the researcher admitted that was the weakness of this study which could only take articles from the 2 data bases. It seems like there are many more data bases that have research articles on customer satisfaction, it's just that researchers can't afford to get more. Researchers were only able to analyze information from 55 international research articles that researchers currently reviewed.

This research still has many limitations, both the sources of articles that have not been too much can be reviewed, and also not too much research from more countries. So, researchers hope for readers and future researchers to be able to continue the literature review on measuring customer satisfaction by using more international articles from various publishers so that they can get more information.

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